



YOUR ORDER HAS BEEN ASSESSED AND GIVEN

Our Quality Report Guarantee

Order number: **394073**

Name: **Sam**

30/10/13

Date

A handwritten signature in black ink, appearing to read 'D. Dennehy'.

Daniel Dennehy
Aftercare manager

↓ Scroll down to read your report ↓

Below is your full quality report. It was performed by Adrian Swann. If you have any questions, don't hesitate to **contact us.**



Instructions

Type: Essay

Please check the customer's instructions to ensure these match the type of project selected. Has the researcher completed the correct type of project?

Yes

Specific instructions: Did the customer ask for anything specific?

Yes

Was it included?

Yes

(Please provide evidence used to make your decision.)

The client asked for the four main psychological theories to be discussed. The researcher has made sufficient reference to all four.

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Writing



Word count: The customer ordered No Word Count. How many words did the researcher complete? (excluding bibliography)

1006

Spelling and grammar: Is the work free from spelling and grammatical errors?

Yes

Flow and Signposting: Does the work flow well with good evidence of signposting?

Yes

The essay is written very well which enables the work to flow with ease. There is good evidence of signposting throughout. Thus, subheadings and paragraph linking is used to help streamline the essay.

Structure and Presentation: Is the work appropriately structured, and neatly presented?

Yes

The essay is sectioned out under relevant headings which gives the work an appropriate and effective structure. The length of paragraphs are sensible and a neat font is used by the researcher.

References



Referencing Style: The customer requested 'Harvard - page numbers for direct quotes only' referencing style.

Has the correct style been used?

Yes

Formatting: Is the format of the referencing correct?

Yes

If 'Yes', Please select at least 3 examples of references from in-text and the bibliography that you have checked to ensure the formatting is correct

Bryman, A. (2012). *Social Research Methods* (4th ed.). Oxford: Oxford University Press.

Bandura, A. (1994). Social cognitive theory of mass communication. In J. Bryant & D. Zillman (Eds.), *Media effects: Advances in theory and research* (pp. 61-90). Hillsdale, NJ: Lawrence Erlbaum Associates, Inc.

Festinger, L. (1954). A theory of social comparison processes. *Human Relations*, 7(2),117-140.

Yet, there is very little empirical support for this and in fact Clarkson states that it is "impossible to describe" (Clarkson, 2003, p.187).

Quality: Are the references of a suitable quality?

Yes

Quantity: Has the researcher used sufficient references?

Yes

A great range of sources have been used; specifically, journal articles, books, and reputable web sources. It is important, however, to ensure that web sources are kept to a minimum.



Recency: Are the references up to date where appropriate?

Yes

Authenticity: Are the references authentic? Please check in line with our guidelines

Yes

Random checks confirmed that the sources used are authentic.

Authority: Are all arguments fully supported with appropriate sources?

Yes

All of the assertions made in the essay are backed up with credible sources and therefore add considerable weight to the arguments that the researcher proposes.

Overall comments on referencing:

Overall, the Harvard referencing style has been complied with very well. Web sources have been used, but given the nature of this essay, such references are reasonable.

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Essential sources: The customer requested the following essential sources:

None - the writer may use whatever sources he or she feels are most appropriate.

Has the researcher made appropriate use of the customer's essential sources, in line with our guidelines?

Yes



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Standard

Focus: Is the work focused, with all material relevant to the question?

Yes

The focus of the work is sharp and remains tightly focused on the four key theories under consideration. The researcher examines each of the theories in depth and comments on their potential compatibility with one another. However, further discussion of the phenomenological perspective could have been discussed, although the narrow word count somewhat prevents this.

Critical/descriptive: Is the work critical, rather than descriptive? (if appropriate)

Yes

Strong critical analysis is evident throughout the essay. The researcher makes an assertion, backs this up with a credible source and then proceeds to analyse the point, for example:

In contrast to the observer approach, Zimbardo (1969, cited in Dixon and Mahendran, 2012, p.8) conducted experimental, laboratory-based research investigating anonymous behaviour and aggression which relates to the social-cognitive approach and produces quantitative data. Students were divided into two groups and asked to complete a task which involved giving electric shocks to a learner. The group wearing a cloak and hood administered shocks for a longer time which suggests that anonymity increased aggressive behaviour. In comparison, other studies cited by Dixon and Mahendran (2012, p.9) have used a more naturalistic approach such as field studies. However, one criticism of both types of studies is that deindividuation is inferred and is difficult to isolate and measure (Dixon and Mahendran, 2012, p.10).





Conclusion: What does the brief ask the researcher to do, specifically?

The conclusion draws the brief to a close well and leaves the reader with a strong summary of the preceding discussion.

Have they done as instructed and have we met our guarantees?

Yes

The researcher has written a high quality essay which offers some original and insightful critical commentary. As such, the essay would achieve a high 2.1 or possibly a 1st.

Standard: The customer ordered Undergraduate 2:1 What standard would you grade this work at?

Undergraduate 2:1

Your feedback shapes the changes we make on a daily basis so whether you are happy or disappointed let us know



IF YOU HAVE ANY QUESTIONS ABOUT YOUR

Quality Guarantee Report

DON'T HESITATE TO [CONTACT US](#) AND
WE'LL BE HAPPY TO EXPLAIN YOUR RESULTS