

Famous Psychologists You Will Need to Know

History and Approaches

- Mary Whiton Calkins: first female president of the APA
- Charles Darwin: Evolutionary Psych
- Dorothea Dix: creation of American mental hospitals
- Sigmund Freud: Psychoanalytic Perspective
- G. Stanley Hall: 1st psych lab in America at Johns Hopkins; 1st President of the APA
- William James: 1st psych textbook
- Ivan Pavlov: Classical Conditioning
- Jean Piaget: Cognitive Development
- Carl Rogers: self theory; client-centered therapy, active listening, unconditional positive regard
- B.F. Skinner: Operant Conditioning
- Margaret Floy Washburn: 1st female Ph.D. in psych
- John B. Watson: Behaviorism; Little Albert
- Wilhelm Wundt: 1st psych lab

Research Methods - none

Biological Bases of Behavior

- Paul Broca: speech production area in the frontal lobe
- Charles Darwin (repeat): natural selection, survival of the fittest
- Michael Gazzaniga: split-brain research; understanding of functional lateralization in the brain; how the cerebral hemispheres communicate
- Alexander Luria: studied the relation between language, thought, and cortical functions; his work resulted in creating the field of Neuropsychology.
- Roger Sperry: surgery designed to treat epileptics by severing the corpus callosum; contributed greatly to understanding the lateralization of brain function.
- Carl Wernicke: speech comprehension area in the temporal lobe

Sensation and Perception

- Gustav Fechner: Absolute Threshold
- David Hubel (with Wiesel): discovered feature detectors in the visual system
- Ernst Weber: Law to detect JND; change must be proportional to the stimulus' magnitude
- Torsten Wiesel (with Hubel): discovered feature detectors in the visual system

States of Consciousness

- William James: Stream of Consciousness
- Sigmund Freud (repeat): Unconscious motives, wishes, and urges
- Ernest Hilgard: role of hypnotism in human behavior and response

Learning

- Albert Bandura: Social Learning Theory, Bobo Doll Experiment, imitation in learning
- John Garcia: Conditioned Taste Aversion (The Garcia Effect)
- Ivan Pavlov (repeat): Classical Conditioning; Associative Learning; Stimulus-Stimulus
- Robert Rescorla: Contingency Theory - a stimulus must provide the subject information about the likelihood that certain events will occur.
- B.F. Skinner (repeat): Operant Cond.; Skinner Box; Pos. and Neg. Reinforce. and Punishment
- Edward Thorndike: Law of Effect; Instrumental Conditioning
- Edward Tolman: Latent Learning; rats in mazes
- John B. Watson (repeat): Behaviorism; "Little Albert"

Cognition

- Noam Chomsky: Language Acquisition Device (LAD)
- Hermann Ebbinghaus: studied memory using nonsense syllables; retention and forgetting curves
- Wolfgang Kohler: insight in chimps
- Elizabeth Loftus: eyewitness testimony, misinformation effect, false memories
- George A. Miller: STM's "Magic Number" = 7 ± 2
- George Sperling: studied sensory memory sub-type - Iconic Memory - with cued recall tasks
- Benjamin Whorf: Whorf's Linguistic Determinism Hypothesis; language determines thought

Motivation and Emotion

- William James: James-Lange Theory of Emotion - the body reaction comes first, the emotion comes quickly afterward.
- Alfred Kinsey: controversial research on sexual motivation in the 1940's and 50's
- Abraham Maslow: strive for self-actualization, Hierarchy of Needs
- David Matsumoto: study of facial expressions and emotions; first training tool to improve ability to read microexpressions; studied spontaneous facial expressions in blind individuals; discovered that many facial expressions are innate and not visually learned.
- Stanley Schachter (with Singer): 2-Factor Theory of Emotion - physiological arousal + cognitive label
- Hans Selye: General Adaptation Syndrome (GAS) - alarm, resistance, exhaustion

Developmental Psychology

- Mary Ainsworth: secure vs. insecure attachment
- Albert Bandura (repeat): Social Learning Theory, Bobo Doll Experiment, imitation in learning
- Diana Baumrind: types of parenting styles: authoritarian, permissive, authoritative
- Erik Erikson: 8 Stages of Psychosocial Development
- Sigmund Freud (repeat): 5 Stages of Psychosexual Development
- Carol Gilligan: criticized Kohlberg's work, b/c he only studied privileged, white men and boys, she felt this caused a biased opinion against women.
- Harry Harlow: wire mother monkey studies, contact comfort
- Lawrence Kohlberg: Levels of Moral Development - Pre-Conv., Conventional, Post-Conv.
- Konrad Lorenz: Imprinting in animals
- Jean Piaget (repeat): 4 Stages of Cognitive Development
- Lev Vygotsky: research on play; "Zone of proximal development" (ZPD) - the range of tasks that a child can complete independently; studied concept of inner speech in language development

Personality

- Alfred Adler: inferiority complex, sibling rivalry
- Albert Bandura (repeat): personality development is affected by observational learning and modeling (Bobo Doll Experiment); Social Learning Theory
- Paul Costa/Robert McCrae: Big Five Trait Theory (CANOE: conscientiousness, agreeableness, neuroticism, openness to experience, and extraversion)
- Sigmund Freud (repeat): unconscious, childhood experiences, 5 stages of sexual development
- Carl Jung: collective unconscious, archetypes
- Abraham Maslow (repeat): strive for self-actualization, Hierarchy of Needs
- Carl Rogers (repeat): Self Theory; real vs. ideal self; sees people as basically good
- Martin Seligman: Positive Psychology

Testing and Individual Differences

- Alfred Binet: 1st Intelligence Test
- Francis Galton: founded psychometrics; developed the ideas of correlation, standard deviation, regression toward the mean
- Howard Gardner: Theory of Eight Multiple Intelligences
- Charles Spearman: 2-Factor Theory of Intelligence - "g" factor (general intelligence), an inherited intellectual ability that influences all around performance; "s" factor (specific abilities), which account for differences between scores on different tasks

- Robert Sternberg: Triarchic Theory of Intelligence - creative, analytical, practical
- Louis Terman: (of Stanford University) altered Binet's IQ test, calling it the Stanford-Binet
- David Wechsler: Wechsler Scales (WIAT and WISC) - most widely used intelligence tests today

Abnormal Behavior

- none

Treatment of Abnormal Behavior

- Albert Ellis: founder of cognitive-behavioral therapies
- Sigmund Freud (repeat): psychoanalysis, dream analysis, free association
- Mary Cover Jones: counterconditioning of fears
- Carl Rogers (repeat): client-centered therapy, active listening, unconditional positive regard
- B.F. Skinner (repeat): Behavioral Therapies use the principles of Operant Conditioning; Behavior Modification, Token Economies
- Joseph Wolpe: developed the Exposure Therapy technique known as flooding

Social Psychology

- Solomon Asch: studies of conformity using lines
- Leon Festinger: Cognitive Dissonance Theory
- Fritz Heider: Attribution theory describes how people come to explain (make attributions about) the behavior of others and themselves; behavior is attributed to a disposition or to a situation
- Stanley Milgram: obedience studies; "teacher" and "learner" shock experiment
- Philip Zimbardo: Stanford Prison Study; power of power; when roles become reality

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