

Alfred Adler	Neo-Freudian but disagreed with Freud's emphasis on the unconscious, instinctual drives, and the importance of sexuality and had a more positive view. He believed we are social creatures governed by social urges, we strive for superiority Talked about how people attempt to compensate for their shortcomings
Mary Ainsworth	Secure attachment- stable and positive Anxious-Ambivalent- desire to be with a parent/some resistance to being reunited. Avoidant- tendency to avoid reunion with parent
Gordon Allport	Trait Theorist Central- the core traits that characterize an individual personality Secondary- traits that are inconsistent or relatively superficial Cardinal- so basic that all of a person's activities relate to it
Solomon Asch	Studied conformity- subjects were shown lines of different lengths and asked which of the lines matched an example line that they were shown, his accomplices gave the wrong answer to see how the actual subject would react to finding that their opinion differed from the group opinion, subjects conformed in about $\frac{1}{3}$ of the trials
Albert Bandura	Observational learning - Bobo Doll; self-efficacy, reciprocal determinism
Diana Baumrind	Parenting styles – Authoritarian, permissive, <i>authoritative (the last most desirable)</i>
Aaron Beck	Cognitive Therapist – developed CBT – cognitive behavioral therapy.
Sandra Bem	Bem Sex Role Inventory to study femininity, masculinity, androgyny Rigid gender stereotypes greatly restrict behavior Studied gender roles
Bibb-Latane	Studied behavior of those who witnessed the Kitty Genovese murder. Proposed bystander apathy, and diffusion of responsibility.
Alfred Binet	Designed the first intelligence test made up of “intellectual” questions and problems, results were based on average scores for children in each age group His test was revised by Lewis Terman and others at Stanford and made into the Stanford-Binet Intelligence Scales, which were used in North America
Thomas Bouchard	Twin studies – studied identical twins separated at birth in order to determine genetic influence on temperament, personality, etc.
John Bowlby	Child development Attachment theory – expanded upon by Ainsworth
Paul Broca	Discovered mechanism for speech resides primarily in secondary motor cortex in the frontal lobe.
Mary Calkins	First female president of APA, student of William James, denied PhD from Harvard due to her gender.
Cannon-Bard	Emotion and bodily reaction occur simultaneously
James Cattell	First professor of psychology in the United States, helped establish psychology as a legitimate science
Raymond Cattell	16 Trait Personality Inventory Surface traits appear in clusters, 16 source traits Factor analysis
Noam Chomsky	Proposed an innate language acquisition device (LAD)
Kenneth B. Clark	Along with wife Maime, studied psychology of prejudice and race relations. Conducted “doll study” which dealt with self-perceptions due to race, and showed that even African-American girls preferred white dolls. <i>Study was referenced in Brown v. Board of Ed</i>
Costa-Mcrae	5 Factor Theory of Personality – OCEAN Openness, Conscientiousness, extraversion, agreeableness, neuroticism
Charles Darwin	Wrote Origin of Species, very influential in psychology.
Dorothea Dix	Brought Philippe Pinel's model of care to the United States, advocating humane treatment for those in mental institutions

John Dollard & Neal Miller	Habits make up the structure of personality and are governed by drive, cue, response and reward
Hermann Ebbinghaus	Forgetting curve – Forget learned information over time. Most forgetting takes place in first 20 minutes, 50% within an hour, 2/3 within 24 hours.
Paul Ekman	Pioneer of the study of emotions and their relation to facial expressions, micro expressions. Developmental psychologist
Albert Ellis	Cognitive therapist, founder of rational emotive behavioral therapy which attempts to change irrational beliefs that cause emotional problem
Erik Erikson	Proposed that development occurs in stages, each stage confronts a person with a new developmental task Trust v. Mistrust, autonomy v. shame and doubt, initiative v. guilt, industry v. inferiority, identity v. role confusion, intimacy v. isolation, generativity v. stagnation, integrity v. despair
Hans Eysenck	Trait theorist Introversion/extroversion; neurotic/emotional stability; psychoticism
Gustav Fechner	Theory of absolute and difference thresholds; Founder of <i>psychophysics</i> – relations between psychological events and stimuli that produce them
Leon Festinger	Cognitive dissonance
Frankl	Existential therapist Logotherapy- emphasized the need to find and maintain meaning in life
Anna Freud	Neo-Freudian Disagreed with Freud’s theories about women
Sigmund Freud	Founder of psychoanalysis Id, Ego, Superego Defense mechanisms Many of our behaviors are driven by unconscious motives/desires
Sir Francis Galton	Creator of first intelligence test, tested things like strength, not what we would consider measures of intelligence today. Supported eugenic movement.
John Garcia	Studied taste aversion in rats with radiation, decided there was an evolutionary element to taste aversion
Howard Gardner	Theorized that there are actually eight different kinds of intelligence Language, logic and math, visual and spatial thinking, music, bodily-kinesthetic skills, intrapersonal skills, interpersonal skills, naturalist skills
Michael Gazzaniga	Known for work with split brain patients, right side – faces, left side – speech.
Carol Gilligan	Morality – disagreed with Kohlberg. Created a theory of moral development in women because male psychologists were overly focused on defining moral maturity in terms of justice and autonomy. She pointed out that there is also an ethic of caring about others that is a major element of moral development.
G. Stanley Hall	Described adolescence as a time of “storm and stress” Founded the American Journal of Psychology
Harry Harlow	Separated baby rhesus monkeys from their mothers at birth, placed with surrogate mothers either made of wire/metal or cloth, studied mother-infant relationships and discovered Contact Comfort
Fritz Heider	Attribution theory – people attribute behaviors to internal dispositions, external situations.
Ernest Hilgard	Researched hypnosis and its effectiveness as an analgesic. “hidden-observer” effect – divided consciousness
David Hubel	Discovered feature detectors – neurons in the visual cortex receive information from individual ganglion cells. (with Torsten Wiesel)
Carroll Izard	Believes the infants can express several basic emotions as early as 10 weeks of age

William James	Wrote Principles of Psychology and helped establish psychology as a serious discipline, regarded consciousness as a stream or flow of images and sensations. Bodily arousal precedes emotion (James-Lange Theory.)
Mary Cover Jones	Pioneer of behavior therapy, specifically desensitization, which was used to uncondition a fear of rabbits in a three year old named Peter
Carl Jung	People are either introverts or extroverts Collective unconscious- mental storehouse for unconscious ideas and images shared by all humans, such universals create archetypes Anima (female principle) & Animus (male principle) exist in everyone
Jerome Kagan	Temperament studies – inhibited and uninhibited types of temperament
Satoshi Kanazawa	Novel and evolutionary intelligence
Grace Helen Kent	Kent-Rosanoff free association test- psychiatric screening tool using objective scoring and norms
Ancel Keys	Conducted the hunger experiments in Minnesota, men dropped 25% of their body weight. Men lost interest in girls, became obsessed with food.
Alfred Kinsey	Studied human sexuality
Wolfgang Kohler	Co-founder of Gestalt psychology Studied insight learning in chimpanzees
Lawrence Kohlberg	Studied moral development in men Preconventional- Stage 1: punishment orientation Stage 2: pleasure-seeking orientation Conventional- Stage 3: Good boy/ good girl orientation Stage 4: Authority orientation Postconventional- Stage 5: social-contract orientation Stage 6: Morality of individual principles
Elizabeth Kubler-Ross	Thanatologist- one who studies death Reactions to impending death- denial and isolation, anger, bargaining, depression, acceptance (No longer widely accepted.)
Elizabeth Loftus	Along with John Palmer showed people a filmed automobile accident, asked how fast cars were going when they smashed or bumped or contacted, asked if they had seen broken glass in the film (there was none) to study the tendency of people to construct memories based on how they are questioned
Konrad Lorenz	Discovered the principle of imprinting Studied instinctive behavior in animals
Marcia	Studied adolescent psychological development, elaborated on Erikson's theories Theory of identity achievement
Abraham Maslow	Humanist Self-Actualization was important Hierarchy of human needs- physiological needs, safety and security, love and belonging, esteem and self-esteem, self-actualization
William Masters & Virginia Johnson	Directly studied sexual intercourse and masturbation in nearly 700 males and females. Stated that sexual response can be divided into four phases: excitement, plateau, orgasm and resolution
Margaret Mead	Anthropologist who observed the Tchambuli people of New Guinea, where gender roles are the opposite of those in America. (Said facial expressions were cultural)
Franz Mesmer	Austrian physician who believed he could cure disease with magnets His treatments were based on the power of suggestion, not really magnetism and he was later rejected as a fraud The term “mesmerize” comes from his name, his treatments sparked interest in hypnosis
Stanley	Studied obedience

Milgram	Two subjects (“teacher” and “learner”) but the “learner” was actually an actor. The teacher was told to shock the learner every time they answered a question incorrectly to see how far they were willing to go. (2/3 went “all the way”)
George A. Miller	“7, + or – 2” short term memory is limited, can store about 7 pieces of information, give or take 2.
Walter Mischel	Person-situation controversy – People do not act with consistency (Trait theory)
Ivan Pavlov	Studied classical conditioning Paired a bell with food to make dogs salivate
Fritz Perls	Originator of Gestalt therapy Considered most dreams a special message about what’s missing in our lives, what we avoid doing, or feelings that need to be “re-owned” Believed that dreams are a way of filling in gaps in personal experience, method of analyzing dreams involved speaking for characters and objects in your dreams
Jean Piaget	Child development occurs in stages [Sensorimotor, preoperational, concrete operational, formal operations] Conservation, schemas
Philippe Pinel	French physician who advocated for more humane treatment for people with psychological disorders, helped change mental asylums to places for recovery
Robert Rescorla	Stated that the predictive value of a conditioned stimulus is critical (contingencies are important) Animlas will focus on the more accurate predictors
Carl Rogers	Humanist [acorn] Emphasized the human capacity for inner peace and happiness People need ample amounts of love and acceptance from others
Hermann Rorschach	Created the Rorschach inkblot test, a projective test of personality
David Rosenhan	Concerned with labeling of those with Psychological disorders. “Being Sane in Insane Places”
Julian Rotter	Locus of Control – How we perceive our control of our environment.
Stanley Schachter	Two Factor Theory - Emotion occurs when we apply a particular label to general physical arousal- we have to interpret our feelings Spillover Effect
Martin Seligman	Prepared fear theory- we are prepared by evolution to readily develop fears to certain biologically relevant stimuli, such as snakes and spiders. Learned Helplessness theory – when experience suggests failure, we fail to try.
Hans Selye	Studied stress- the body responds in the same way to any stress (infection, failure, embarrassment, a new job, trouble at school etc.) <i>General Adaptation Syndrome</i> - a series of bodily reactions to prolonged stress (alarm, resistance, exhaustion)
B. F. Skinner	Studied operant conditioning with rats and pigeons - Created a Skinner Box
Charles Spearman	Believed that a general intelligence (g) underlies all of our intelligent behavior. Aided in development of factor analysis.
George Sperling	Iconic memory – momentary sensory memory of visual stimuli
Roger Sperry	Nobel Prize winner for split brain research, discovered that the brain has specialized functions carried out by the right and left hemispheres.
Claude Steele	Stereotype Threat – knowing that there is a stereotype against you may be enough to effect performance, even if you don’t believe in the stereotype.
Robert Sternberg	Triangular theory of love- love is made up of intimacy, passion and commitment which can combine to produce seven types of love (romantic, liking, fatuous, infatuation, companionate, empty, consummate) Triarchic Theory of intelligence (analytic, creative, practical)
Lewis Terman	Revised Binet’s intelligence test to help create the Stanford-Binet Intelligence Scales for use in North America, appropriate for people ages 2-90

Edward L. Thorndike	Learning theorist Law of Effect- the probability of a response is altered by the effect it has, acts that are reinforced tend to be repeated
L. L. Thurstone	Opposed theory of [g] Claimed 7 clusters of primary mental abilities
Edward Titchener	Carried Wundt's ideas into the United States and called them structuralism
Tolman & Honzik	Studied latent learning in rats with mazes
Lev Vygotsky	Sociocultural theory Children's thinking develops through dialogues with more capable persons, children actively seek to discover new principles Zone of proximal development- range of tasks a child cannot yet master alone but that she or he can accomplish with the guidance of a more capable partner
Margaret Floy Washburn	1 st woman to be awarded PhD in psychology; 2 nd APA President – wrote <i>The Animal Mind</i>
John B. Watson	Behaviorist - Objected to the study of the mind or conscious experience, thought introspection was unscientific. Observed stimuli and response, adopted Pavlov's concept of operant conditioning
Ernst Weber	Weber's Law – Noticing a change in a stimulus is dependent upon the % of change.
David Wechsler	Intelligence testing WAIS, WISC – includes performance based testing
Max Wertheimer	First to advance the Gestalt viewpoint, thought it was a mistake to break psychological experiences down into smaller pieces to analyze
Carl Wernicke	Discovered Wernicke's Area, located in temporo-parietal lobe. Responsible for the comprehension of speech.
Benjamin Lee Whorf	Whorfian hypothesis – Language determines <i>how</i> we think.
Torsten Wiesel	Discovered feature detectors – neurons in the visual cortex receive information from individual ganglion cells. (with David Hubel)
Joseph Wolpe	Widely used form of behavior therapy – Exposure therapies. This therapy exposes people to things they would normally avoid.
Wilhelm Wundt	Father of psychology- set up the first psychological laboratory to study conscious experience Introspection
Yerkes & Dodson	Yerkes Dodson law- the ideal level of arousal depends on the complexity of a task: If the task is more complex your performance will be better at lower levels of arousal If the task is simple it is best for arousal level to be high
Philip Zimbardo	Stanford prison experiment Students volunteered to play the roles of prisoners and guards, experiment had to be called off after 6 days, rather than the planned 2 weeks because the guards had become so sadistic that four of the ten prisoners suffered severe emotional issues