

Quizlet AP Psych Review - Famous Psychologists

1. **Aaron Beck** Developed cognitive-behavior therapy
2. **Abraham Maslow** Humanistic psychologist known for his "Hierarchy of Needs" and the concept of "self-actualization"
3. **Albert Bandura** Famous for the Bobo Doll experiments on observational learning & influence in the Socio-Cognitive Perspective
4. **Albert Ellis** Developed "rational emotive behavior therapy" (REBT)
5. **Alfred Adler** neo-Freudian who believed birth order influences personality traits
6. **Alfred Adler** Neo-Freudian; introduced concept of "inferiority complex" and stressed the importance of birth order
7. **Alfred Binet** Created first intelligence test for Parisian school children
8. **Alfred Kinsey** his research on human sexual behavior was controversial (methodology & findings)
9. **Ancel Keys** Conducted semi-starvation experiments to measure psych effects of hunger
10. **B.F. Skinner** Described process of operant conditioning
11. **Benjamin Lee Whorf** Famous for describing concept of "linguistic determinism"
12. **Carl Jung** Developed idea of "collective unconscious"
13. **Carl Jung** neo-Freudian who created concept of "collective unconscious" and wrote books on dream interpretation
14. **Carl Rogers** Developed "client-centered" therapy
15. **Carl Wernicke** an area of the brain (in the left temporal lobe) involved in language comprehension and expression was named for him because he discovered it
16. **Carol Gilligan** Presented feminist critique of Kohlberg's moral development theory; believed women's moral sense guided by relationships
17. **Charles Darwin** his idea, that the genetic composition of a species can be altered through natural selection, has had a lasting impact on psychology through the evolutionary perspective
18. **Charles Spearman** creator of "g-factor", or general intelligence, concept
19. **David Hubel & Torsten Weisel** two Nobel prize winning neuroscientists who demonstrated the importance of "feature detector" neurons in visual perception
20. **David McClelland** studied achievement motivation; found those with high levels are driven to master challenging tasks
21. **David Weschler** developer of WAIS and WISC intelligence tests
22. **Diana Baumrind** her theory of parenting styles had three main types (permissive, authoritative, & authoritarian)
23. **Dorothea Dix** American activist who successfully pressured lawmakers to construct & fund asylums for the mentally ill
24. **Edward Thorndike** Famous for "law of effect" and research on cats in "puzzle boxes"
25. **Edward Tolman** researched rats' use of "cognitive maps"
26. **Elizabeth Kubler-Ross** wrote "On Death and Dying"; developed 5 stage theory of grief
27. **Elizabeth Loftus** Her research on memory construction and the misinformation effect created doubts about the accuracy of eye-witness testimony
28. **Erik Erikson** Known for his 8-stage theory of Psychosocial Development
29. **Ernest Hilgard** famous for his hypnosis research & the theory that a "hidden observer" theory
30. **Ernst Weber** best known for "Weber's Law", the notion that the JND magnitude is proportional to the stimulus magnitude
31. **Francis Galton** interested in link between heredity and intelligence; founder of the eugenics movement
32. **Fritz Perls** Creator of Gestalt Therapy
33. **G. Stanley Hall** first american to work for Wundt; • Founded the American Psychological Association (now largest organization of psychologists in the USA) and became first president
34. **George A. Miller** made famous the phrase: "the magical number 7, plus or minus 2" when describing human memory
35. **Gordon Allport** Founder of Trait Theory
36. **Gustav Fechner** early German psychologist credited with founding psychophysics
37. **Hans Selye** (Accidentally) described General Adaptation Syndrome (GAS)
38. **Harry Harlow** Studied attachment in monkeys with artificial mothers
39. **Hermann Ebbinghaus** Memorized nonsense syllables in early study on human memory

40. **Howard Gardner** best known for his theory of "multiple intelligences"
41. **Ivan Pavlov** Described process of classical conditioning after famous experiments with dogs
42. **Jean Piaget** Known for his theory of cognitive development in children
43. **Jerome Kagan** Conducted longitudinal studies on temperament (infancy to adolescence)
44. **John Garcia** studied taste aversion in rats; led to knowledge that sickness and taste preferences can be conditioned
45. **John Watson** Early behaviorist; famous for the "Little Albert" experiments on fear conditioning
46. **Joseph Wolpe** described use of systematic desensitization to treat phobias
47. **Karen Horney** Neo-Freudian; offered feminist critique of Freud's theory
48. **Konrad Lorenz** won Nobel prize for research on imprinting
49. **Lawrence Kohlberg** Famous for his theory of moral development in children; made use of moral dilemmas in assessment
50. **Leon Festinger** described concept of cognitive dissonance
51. **Lev Vygotsky** founder of "Social Development Theory" (note: not "social learning theory" OR "psychosocial" development...)
52. **Louis Terman** advocate of intelligence testing in US; developed Stanford-Binet test and oversaw army's use of intelligence testing during WWI
53. **Margaret Floy Washburn** First female to be awarded a PhD in psychology; 2nd president of the APA (1921)
54. **Martin Seligman** Conducted experiments with dogs that led to the concept of "learned helplessness"
55. **Mary Ainsworth** Studied attachment in infants using the "strange situation" model. Label infants "secure", "insecure" (etc.) in attachment
56. **Mary Cover Jones** "mother of behavior therapy"; used classical conditioning to help "Peter" overcome fear of rabbits
57. **Mary Whiton Calkins** first female president of the APA (1905); a student of William James; denied the PhD she earned from Harvard because of her sex (later, posthumously, it was granted to her)
58. **Michael Gazzaniga** Conducted the "HE-ART" experiments with split brain patients
59. **Noam Chomsky** Created concept of "universal grammar"
60. **Paul Broca** the part of the brain responsible for coordinating muscles involved in speech was named for him, because he first identified it
61. **Paul Costa & Robert McCrae** creators of the "Big Five" model of personality traits
62. **Philip Zimbardo** Conducted Stanford Prison experiment
63. **Phineas Gage** his survival of a horrible industrial accident taught us about the role of the frontal lobes (okay, he's not really a psychologist...)
64. **Robert Rescorla** researched classical conditioning; found subjects learn the predictability of an event through trials (cognitive element)
65. **Robert Sternberg** creator of "successful intelligence" theory (3 types)
66. **Roger Sperry** like Gazzaniga, studied split brain patients; showed that left/right hemispheres have different functions
67. **Sigmund Freud** Developed psychoanalysis; considered to be "father of modern psychiatry"
68. **Solomon Asch** Conducted famous conformity experiment that required subjects to match lines.
69. **Stanley Milgram** Conducted "shocking" (Ha!) experiments on obedience
70. **Stanley Schachter** Developed "Two-Factor" theory of emotion; experiments on spillover effect
71. **Thomas Bouchard** Studied identical twins separated at birth
72. **Walter Mischel** offered famous critique of trait theory and its claims
73. **William James** created Functionalist school of thought; early American psychology teacher/philosopher
74. **William Wundt** Conducted first psychology experiments in first psych laboratory
75. **Wolfgang Kohler** considered to be the founder of Gestalt Psychology

PART 2

1. **Albert Bandura** Observational learning: allows you to profit immediately from the mistakes and successes of others. His experiment had adult models punching BoBo dolls and then observed children whom watched this exhibit many of the same behaviors
2. **Albert Ellis** Rational Emotive Therapy: focuses on altering client's patterns of irrational thinking to reduce maladaptive behavior and emotions
3. **Albert Maslow** Hierarchy of needs: needs at the lower level dominate an individual's motivation as long as they are unsatisfied. Once these needs are adequately met, the higher needs occupy the individual's attention
4. **Alfred Adler** Neo Freudian, believed that childhood social not sexual tensions are crucial for personality formation
5. **Alfred Binet** General I.Q. tests. A Frenchman who designed a test that would identify slow learners in need of remedial help. It was not that valuable in American as it was too culture bound
6. **B.F. Skinner** Operant conditioning: techniques to manipulate the consequences or an organism's behavior in order to observe the effects of subsequent behavior (aka the Skinner Box)
7. **Benjamin Whorf** His hypothesis is that language determines the way we think
8. **Cannon-Bard Theory** An emotional-arousing stimulus triggers cognitive body responses simultaneously e.g. arousal and emotion are simultaneous
9. **Carl Jung** People had conscious and unconscious awareness, two layers of unconscious archetypes: personal or collective
10. **Carl Rogers** Humanistic psychology: the theory that emphasizes the unique quality of humans especially their freedom and potential for personal growth
11. **Carol Gilligan** She maintained that Kohlberg's work was developed only observing boys and overlooked potential differences between the habitual moral judgements of men and women
12. **Charles Darwin** Created a theory of evolution, survival of the fittest-origin of the species
13. **Charles Spearman** He found that specific mental talents were highly correlated. He concluded that all cognitive abilities showed a common core which he labeled "g," for general ability
14. **Clark Hull-Drive Theory** it maintains that the goal of all motivated behavior is the reduction or alleviation of a drive state. It is the mechanism through which reinforcement operates
15. **David McClelland** He devised a way to measure H. Murray's theory "the need to achieve that varied in strength in different people and influenced their tendency to approach success and evaluate their own performances." He is credited with developing the scoring system for the TAT's use in assessing achievement motivation, not the TAT itself
16. **David Rosenhan** He with a number of people from different walks of life conducted a hospital experiment to test the diagnosis of hospitals make on new patients. He also wanted to see the impact on behavior on being a patient. He proved that once you are diagnosed with a disorder, your care would not be very good in a mental hospital setting
17. **David Weschler** He established an intelligence test especially for adults. It became the WAIS, Weschler Intelligence Test for Adults
18. **E.L. Thorndike** Law of effect: (the relationship between behavior and its consequences) the principle that behavior followed by favorable consequences becomes more likely. Behavior followed by less likely consequences becomes less likely
19. **Erik Erikson** People evolve through 8 stages over their life span. Each stage marked by a psychological crisis that involves confronting, "Who am I?"
20. **Ernst Weber** He pioneered the study on just noticeable difference (JND). It became known as Weber's law; the JND between stimuli is a constant fraction of the intensity of the standard stimulus. E.g. the bigger the standard stimulus, the larger increment needed to get a noticeable difference
21. **Frances Galton** Maintained that personality and ability depend almost entirely on genetic inheritance
22. **Gordon Allport** Had three levels of traits: 1. Cardinal trait is the dominant trait that characterizes your life, 2. Central trait is one common to all people, and 3. Secondary trait which surfaces in some situations and not in others
23. **H. Ebbinghaus** The first to conduct scientific studies on forgetting: first, a rapid loss followed by a gradual declining rate of loss
24. **H. Rorschach** He developed one of the first projective tests, the Inkblot Test. The subject reads the inkblots and projects to the observer aspects of their personality. It uses 10 standardized inkblots

25. **Hans Eysenck** Personality is determined to a large extent by genes. He used the terms extroversion and introversion
26. **Harry Harlow** Studied theory of attachment in infant Rhesus monkeys
27. **Henry Murray** He stated that the need to achieve varied in strength in different people and influenced their tendency to approach success and evaluate their own performances. He devised the TAT- Thematic Apperception Test along with Christiana D. Morgan.
28. **Howard Gardner** Theory of multiple intelligences
29. **Hubel/Wiesel** Did a study of the activities of neurons in the visual cortex
30. **Ivan Pavlov** Classical Conditioning; An unconditional stimulus naturally elicits a reflexive behavior called an unconditional response. But with repeated pairings with a neutral stimulus, the neutral stimulus will elicit the response
31. **James Lange Theory** It asserts that the perception of emotion is our awareness of our physiological response to emotion arousing stimuli e.g. sight of coming car-pounding heart-fear
32. **Jean Piaget** Four stage theory of cognitive development: 1. sensorimotor, 2. preoperational, 3. concrete operational, and 4. formal operational. He said that the two basic processes work in tandem to achieve cognitive growth- assimilation and accommodation
33. **John Watson** Founder of behaviorism- did the study of generalization
34. **Karen Horney** Critical of Freud's theories. She said that personality is continually molded by current fears and impulses, rather than being determined solely by childhood experiences and instincts
35. **Kubler-Ross** Her theory proposes that the terminally ill pass through a sequence of 5 stages: 1. denial, 2. anger/resentment, 3. bargaining with God, 4. depression, and 5. acceptance
36. **Kurt Lewin** A German refugee who escaped Nazi oppression. He designed an experiment to investigate the effects of different leadership styles on group functions. He wanted to find out if people were more productive under 3 different styles 1. autocratic, 2. laissez-faire, and 3. democratic. This is the study when he had children do activities under the 3 conditions. The democratic style proved to be the most productive as was expected
37. **Lawrence Kohlberg** His theory states there are 3 levels of moral reasoning and each level can be divided into 2 stages. 1. pre-conventional, 2. conventional, and 3. post-conventional. His theory focuses on moral reasoning rather than overt behavior
38. **Lewis Terman** He revised Binet's I.Q. test and established norms for American children
39. **Little Albert** Watson's study on the generalization of fear, conditioning subject to be afraid
40. **Martin Seligman** Learned helplessness is the giving up reaction, the quitting response that follows from the belief that whatever you do does not matter. The woman in Schindler's List who explains to Schindler that no matter what she does she receives the same punishment
41. **Mary Cover Jones** Systemic desensitization
42. **Noam Chomsky** Disagreed with Skinner and said there are an infinite number of sentences in a language. He said that humans have an inborn native ability to develop language.
43. **Paul Ekman** The theory that facial expressions are universal
44. **Philip Zimbardo** Conducted the famous Stanford Prison experiment. It was conducted to study the power of social roles to influence people's behavior. It proved people's behavior depends to a large extent on the roles that are asked to play
45. **Phineas Gage** First person to have frontal lobotomy. Gave psychology information of part of the brain that is involved with emotions, reasoning, etc.
46. **Robert Sternberg** Triarchic theory of intelligence: 1. academic problem-solving intelligence, 2. practical intelligence and 3. creative intelligence
47. **Robert Zajonc** Had the mere exposure effect which states it is possible to have preference without inferences and to feel without knowing why
48. **S. Schacter** To experience emotions one must 1. be physically aroused and 2. cognitively label arousal (know the emotion before you experience it)
49. **Sigmund Freud** Psychoanalytical theory that focuses on the unconscious Id Ego and Superego
50. **Simon Asch** Study on conformity. His experiment had a subject unaware of his situation, test to see if he would conform if all the members of the group gave an incorrect answer
51. **Stanley Milgram** Conducted a study on obedience when he had a subject shock a patient to the extent that they would be seriously injuring the patient

52. **Walter B. Cannon** He believed that the gastric activity in an empty stomach was the sole basis for hunger. He did an experiment by inserting balloons in the subject's stomach
53. **William Sheldon** The theory that linked personality to physique on the grounds that both are governed by genetic endowments. Endomorphic (large), mesomorphic (average), and ectomorphic (skinny).
54. **William Wundt** Introspection-psychology became the scientific study of conscious experience (rather than science)
55. **Young-Helmholz-Trichromatic theory of color vision** Said 3 types of color receptors are in the eye