Alfred Binet

Test/Individual Differences

Worked with Theodore Simon to devise the first modern intelligence test in 1905

Margaret Floy Washburn

History and Approaches

The first woman to hold a Ph.D. in psychology (conferred in 1894)
Jean Piaget

Developmental

Developed a four stage theory of cognitive (intellectual) development in children

Rene Descartes

History and Approaches

Dualism- holds that reality is composed of two entities, mind and matter (body) with the mind being entirely distinct from the body

French philosopher-mathematician
Albert Bandura

Learning

Stressed the importance of observation and imitation in learning and proposed a more social-learning approach.

*Bobo Doll

John B. Watson

Behavioral

Behaviorism was founded with the publication of his influential article, "Psychology as the Behaviorist Views It"

*Nurture only

*Little Albert
Abraham Maslow

Humanistic psychologist; developed a “hierarchy of needs” that stressed the importance of positive growth and self-actualization.

Hans Seyle

Developed the general adaptation syndrome (GAS) which is a three phase process for dealing with stress.
Paul Broca

Biology

The French surgeon, proposed that the production of speech is controlled by the left side of the human brain in an area later named after him.

*Patient: Tan

Carl Rogers

Treatment/Personality

Developed a form of therapy called client-centered therapy, which stresses humanistic ideas such as positive personal growth.
Edward Thorndike

American psychologist who discovered the “law of effect” through his experiments with cats in a “puzzle box”.

Lawrence Kohlberg

Developed a theory of moral development including preconvention, conventional, and post conventional morality or reasoning.
History and Approaches

Naturalist - research and writings on the origin of species had a direct influence on the early school of psychology known as functionalism

Social Psychology

Conducted controversial research on social obedience
*People follow orders from authority figures
*Used to explain Holocaust
Learning/ Treatment

One of the most influential psychologists of the late 20th century advocated the idea that behavior is controlled by its consequences

*behaviorism
*schedule of reinforcement

Developmental

Developed an eight-stage theory of psychosocial development beginning with trust versus mistrust.
Sigmund Freud

Founder of the psychoanalytic school of psychology through his development of the id, ego, and superego.

*unconscious

Robert Sperry

Nobel Prize for his research on split-brain patients who had their corpus callosum cut.

Personality/
Treatment/
Development

Biology
William James

Influence on the early development of psychology, along with his theory of emotions with Carl Lange.

Ivan Pavlov

Nobel Prize for work in the area of digestion, discovered that animals could learn to respond completely arbitrary stimuli.

Classical conditioning.
Alfred Adler

Personality
Psychodynamic
Founder of Individual Psychology who developed the idea of “striving for superiority” and the “inferiority complex”

Solomon Asch

Social Psychology
Social psychologist who studied conformity and how group pressure affects distortion of judgement by asking subjects to compare the lengths of different lines.
Hans Eysenck

Personality

Proposed that personality was made up of two dimensions:

1. introversion vs extroversion
2. Emotionality (psychoficism) vs. stability (neuroticism)

Carl Jung

Personality

Developed the concept of the collective unconscious and archetypes

Founded The Analytical School of Psychology
Franz Mesmer

One of the first to use hypnosis to help patients

He would “magnetize” his patients, harnessing their “animal magnetism” to cure their problems.

Noam Chomsky

Linguist who suggested humans have an inborn or “native” propensity to learn to talk

Universal Grammar
**Emotion**

Studied facial expressions and found cross-cultural agreement on the interpretation of facial expressions.

- Micro-expressions (lying)
- Facial Feedback Theory

**Personality**

- Swiss psychologist
- Developed the inkblot test (projective test)
David Wechsler

Testing/Individual Differences

Developed an intelligence scale (test) which stressed both verbal and nonverbal intelligence.

Carl Lange

Emotion

With William James developed a theory of emotions whereby emotions are the result of bodily reactions.
Lewis Terman

Testing/Individual Differences

American psychologist who made major revisions of Binet’s intelligence test to create The Stanford-Binet Intelligence Scale

Walter Cannon

Emotion

Along with Bard, suggested emotional sensory information first reaches the thalamus, then simultaneously are felt and cause a bodily reaction
Robert Sternberg

Testing/Individual Differences

Proposed a Triarchic theory of intelligence
- analytical
- creative
- practical

Triarchic theory of love

Karl Wernicke

Biology

German neurologist who discovered the part of the brain responsible for the **comprehension** of speech
Howard Gardner

Testing/Individual Differences

Divided intelligence into 8 different types; logical-mathematical, linguistic, musical, spatial, bodily-kinesthetic, interpersonal, intrapersonal, and naturalist.

- Very controversial
- Used in education

Martin Seligman

Learning

American psychologist, proposed learned helplessness can cause depression or other mental illnesses;

Current advocate of positive psychology
Wilhelm Wundt

History and Approaches

In 1879, established the first psychology laboratory in Leipzig, Germany

John Locke

Personality

English philosopher argued every person begins life as “tabula rasa” (“blank slate”) and all knowledge is the result of experience, a view that became known as empiricism
Karen Horney

Personality

Charged that psychoanalytic theory as developed by Freud was male-biased and proposed a more social-cultural approach to balance the masculine view of psychology of the time.

Hermann Ebbinghaus

Cognition/Memory

Developed a rigorous empirical approach to the study of memory and the “forgetting curve”
Sir Francis Galton

**Biological**

Cousin of Darwin

English scientist who coined the term “nature vs nurture” and a firm believer in the eugenic theory.

Harry Harlow

**Developmental**

American psychologist who studied attachment to caregivers in infant monkeys
Adelbert Ames

*Sensation/Perception*

Developed a distortion room that is named after him where people of similar sizes appear to be at different heights.

Carol Gilligan

*Developmental*

American psychologist

Researched differences between males and females in moral development

Believed that females tend to lean more towards fulfilling human needs and are more relationship oriented than males. Men = Justice
Lev Vygotsky

Developmental

Russian cognitive theorist
Emphasized the role of the environment, especially the social world of people, in intellectual development and the “zone of proximal (potential) development.”

Gordon Allport

Personality

Founder of Trait Theory

Believed personality can be described in terms of fundamental traits that he divided into three kinds of traits: cardinal, central and secondary traits.
Raymond Cattell

Trait theorist who divided personality into 16 factors

Suggested there were two types of intelligence - fluid and crystallized

G. Stanley Hall

History and Approaches

Established the first American psychology research lab (Johns Hopkins, 1883) established the first professional journal in psychology (American Journal of Psychology, 1887) and founded American Psychological Association (1892)
Dorthea Dix

American activist on behalf of the insane who created the first generation of American mental asylums.

Michael Gazzaniga

Led pioneering studies in learning and understanding split brained patients and how their brains work.
Gustav Fechner

Experimental/Sensation/Perception

Early German psychologist credited with founding psychophysics

Ernst Weber

Experimental/Sensation/Perception

Studied absolute threshold and JND (Just Noticeable Difference) between two stimuli
David Hubel

Sensation/Perception

Studied the structure and function of the visual cortex

Co-recipient with Torsten Wiesel of the Nobel Prize in Physiology for their discoveries concerning information processing in the visual system.

Feature Detectors

Torsten Weisel

Sensation/Perception

Studied of the structure and function of the visual cortex

Co-recipient with Hubel of the Nobel Prize in Physiology for their discoveries concerning information processing in the visual system.

Feature Detectors
Ernest Hilgard

States of Consciousness

Research on hypnosis, especially with regard to pain control

John Garcia

Learning

Conditioned taste aversion

Survival mechanism due to the fact that people/animals can decipher whether the food is poisonous or not; which essentially can avoid sickness or death

Ex. Poisoned Sheep and wolves
Robert Rescorla

American psychologist who experimentally demonstrated the involvement of cognitive processes in classical conditioning

Edward Tolman

Behaviorist, demonstrated that rats that had incorrectly explored a maze that contained food while they were not hungry, were able to run it correctly on the first trial when they entered it having now been made hungry
Wolfgang Kohler

Sensation/Perception/Cognition

Cofounder of Gestalt Psychology

Studied insight learning which he tested on animals, particularly chimpanzees

Elizabeth Loftus

Cognition/Memory

Studied repressed memories and false memories

Showed how easily memories could be changed and falsely created by techniques such as leading questions and illustrating the inaccuracy in eyewitness testimony
George A. Miller

Cognition/Memory

Found that short term memory has the capacity of about 7 (plus or minus 2) items

Alfred Kinsey

Motivation

His research described human sexual behavior (orientation) and was controversial (for its methodology & findings); Kinsey report, Kinsey scale
Mary Ainsworth

Studied attachment in infants using the "strange situation" model. Label infants "secure", "insecure" (etc.) in attachment

Stanley Schachter

Emotion

Developed "Two-Factor" theory of emotion (with Singer); experiments on spillover effect

Developmental


Konrad Lorenz

Developmental

Nobel Prize for research on imprinting

Diana Baumrind

Developmental

Her theory of parenting styles had three main types (permissive, authoritative, & authoritarian)
Charles Spearman
Creator of "g-factor", or general intelligence, concept

Philip Zimbardo
Proved people’s behavior depends to a large extent on the roles they are asked to play
Stanford Prison Experiment
Leon Festinger

Social Psychology

Described concept of cognitive dissonance

Aaron Beck

Treatment/Therapy

Developed cognitive-behavior therapy