**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](http://psychology.wikia.com/wiki/Split-brain) research; understanding of [functional lateralization](http://psychology.wikia.com/wiki/Lateralization_of_brain_function) in the brain; how the [cerebral hemispheres](http://psychology.wikia.com/wiki/Cerebral_hemisphere) communicate
* Alexander Luria: studied the relation between language, thought, and cortical functions; his work resulted in creating the field of [Neuropsychology](http://en.wikipedia.org/wiki/Neuropsychology).
* Roger Sperry: surgery designed to treat [epileptics](http://en.wikipedia.org/wiki/Epilepsy) by severing the [corpus callosum](http://en.wikipedia.org/wiki/Corpus_callosum); contributed greatly to understanding the [lateralization of brain function](http://en.wikipedia.org/wiki/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 Leaning; 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.
  + 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 Seyle: 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](http://en.wikipedia.org/wiki/Play_(activity)); "[Zone of proximal development](http://en.wikipedia.org/wiki/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](http://en.wikipedia.org/wiki/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 (WIAS 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: counter conditioning of fears
  + Carl Rogers (repeat): client-centered therapy, active listening, and 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](http://en.wikipedia.org/wiki/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