

IMPORTANT NAMES IN PSYCHOLOGY AND THEIR THEORIES/IDEAS, ETC.

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 Believed we are social creatures governed by social urges, we strive for superiority. Discussed how people attempt to compensate for their shortcomings
Mary Ainsworth	Secure attachment- stable and positive Anxious-Ambivalent- desire to be with a parent and 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
John William Atkinson	Pioneered the study of human motivation, achievement, and behavior
Albert Bandura	Studied observational learning in children using a Bobo Doll
Sandra Bem	Bem Sex Role Inventory to study femininity, masculinity, androgyny Rigid gender stereotypes greatly restrict behavior Studied gender roles
Eric Berne	Transactional Analysis- has elements of cognitive, humanist, and psychoanalytic approaches
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
Bowlby	Child development. Attachment theory
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
Jean-Martin Charcot	Known as the founder of modern neurology, taught and influenced Freud
Noam Chomsky	Proposed an innate language acquisition device
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 a lot initially, but then whatever remains you will keep long-term
Paul Ekman	Pioneer of the study of emotions and their relation to facial 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. Big 3- melancholic, choleric, phlegmatic
Leon Festinger	Cognitive dissonance

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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. Named unconscious levels – Id, Ego, Superego Many of our behaviors are driven by unconscious motives/desires
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
Carol Gilligan	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	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
Heider	(Gestalt) Balance theory, attribution theory
Hilgard	Researched hypnosis and its effectiveness as an analgesic, "hidden-observer" effect
Karen Horney	(Neo-Freudian) Among the first to challenge the obvious male bias in Freud's theories, also disagreed with his cause of anxiety- believed that people feel anxious because they feel isolated and helpless in a hostile world, believed causes are rooted in childhood
Clark L. Hull	Drive theory. Modern study of hypnosis
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
Mary Jones	Pioneer of behavior therapy. Unconditioned a fear of rabbits in a 3 year old - 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
Kagan	Showed face masks to 2-yr-olds and found they were fascinated when they saw faces with features in the wrong places
Grace Helen Kent	Kent-Rosanoff free association test- psychiatric screening tool using objective scoring and norms
Alfred Kinsey	Studied human sexuality
Kurt Koffka	Co-founder of Gestalt psychology
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

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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 Sexual response can be divided into four phases: excitement, plateau, orgasm and resolution
McClelland	Believes that IQ is of little value in predicting real competence to deal effectively with the world IQ predicts school performance, not success in life
Margaret Mead	Anthropologist who observed the Tchambuli people of New Guinea, where gender roles are the opposite of those in America
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, because his treatments sparked interest in hypnosis
Wolfgang Metzger	Gestalt psychologist
Stanley Milgram	Studied obedience 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.
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
Rescorla	Stated that the predictive value of a conditioned stimulus is critical, contingencies are important
Carl Rogers	(Humanist) Emphasized the human capacity for inner peace and happiness. People need ample amounts of love and unconditional acceptance from others
Hermann Rorschach	Created the Rorschach inkblot test, a projective test of personality
Stanley Schachter	Schachter's two factor theory of emotion. Emotion occurs when we apply a particular cognitive label to general physical arousal- we have to interpret our feelings (i.e. - heart beating because of fear or love)
Margaret Singer	Studied and aided hundreds of former cult members Cults use a powerful blend of guilt, manipulation, isolation, deception, fear, and escalating commitment

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Martin Seligman	Prepared fear theory- we are prepared by evolution to readily develop fears to certain biologically relevant stimuli, such as snakes and spiders. Studied learned helplessness – dog shocking experiment when they eventually gave up and allowed themselves to be shocked, instead of attempting to resist shocks.
Hans Selye	Studied stress- the body responds in the same way to any stress (infection, failure, embarrassment, a new job, trouble at school etc.) General Adaptation Syndrome- 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
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) Believed insight involved selective encoding, selective combination, and selective comparison
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. In short, things followed by good consequences are more likely to be repeated and bad consequences, less likely to be repeated.
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
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 conditioning
David Wechsler	Intelligence testing
Max Wertheimer	First to advance the Gestalt viewpoint, thought it was a mistake to break psychological experiences down into smaller pieces to analyze
Benjamin Lee Whorf	Whorf's linguistic determinism – we think in terms of our culture and therefore use the words that are only important in our culture. Culture determines the way we think.
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