

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; introduced concept of "inferiority complex" and stressed the importance of birth order

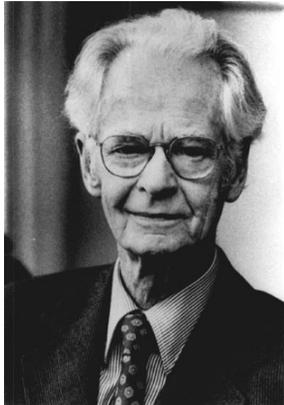
6. **Alfred Binet** Created first intelligence test for Parisian school children

7. **Alfred Kinsey** his research described human sexual behavior and was controversial (for its methodology & findings)

8. **Ancel Keys** Conducted semi-starvation experiments to measure psych effects of hunger

9. **Benjamin Lee Whorf** Famous for describing concept of "linguistic determinism"

10. **B.F. Skinner**



Described process of operant conditioning

11. **Carl Jung** neo-Freudian who created concept of "collective unconscious" and wrote books on dream interpretation

12. **Carl Rogers**



Developed "client-centered" therapy

13. **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

14. **Carol Gilligan** Presented feminist critique of Kohlberg's moral development theory; believed women's moral sense guided by relationships

15. **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

16. **Charles Spearman** creator of "g-factor", or general intelligence, concept

17. **Daniel Kahneman & Amos Tversky** investigated the use of heuristics in decision-making; studied the availability, anchoring, and representativeness heuristics

18. **David Hubel & Torsten Weisel** two Nobel prize winning neuroscientists who demonstrated the importance of "feature detector" neurons in visual perception

19. **David McClelland** studied achievement motivation; found those with high levels are driven to master challenging tasks

20. **David Wechsler** developer of WAIS and WISC intelligence tests

21. **Diana Baumrind** her theory of parenting styles had three main types (permissive, authoritative, & authoritarian)

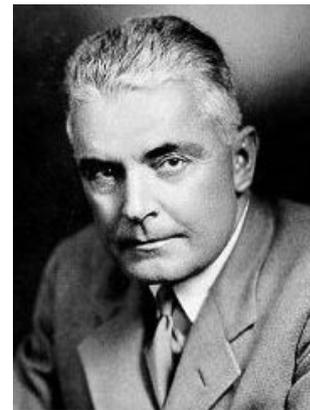
22. **Dorothea Dix** American activist who successfully pressured lawmakers to construct & fund asylums for the mentally ill

23. **Edward Thorndike** Famous for "law of effect" and research on cats in "puzzle boxes"

24. **Edward Tolman** researched rats' use of "cognitive maps"

25. Elizabeth Loftus	Her research on memory construction and the misinformation effect created doubts about the accuracy of eye-witness testimony
26. Erik Erikson	Known for his 8-stage theory of Psychosocial Development
27. Ernest Hilgard	famous for his hypnosis research & the theory that a "hidden observer" theory
28. Ernst Weber	best known for "Weber's Law", the notion that the JND magnitude is proportional to the stimulus magnitude
29. Francis Galton	interested in link between heredity and intelligence; founder of the eugenics movement
30. Fritz Perls	Creator of Gestalt Therapy
31. George A. Miller	made famous the phrase: "the magical number 7, plus or minus 2" when describing human memory
32. Gordon Allport	Founder of Trait Theory
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. Gustav Fechner	early German psychologist credited with founding psychophysics
35. Hans Selye	(Accidentally) described General Adaptation Syndrome (GAS)
36. Harry Harlow	Studied attachment in monkeys with artificial mothers
37. Hermann Ebbinghaus	Memorized nonsense syllables in early study on human memory
38. Howard Gardner	best known for his theory of "multiple intelligences"
39. Ivan Pavlov	Described process of classical conditioning after famous experiments with dogs
40. Jean Piaget	Known for his theory of cognitive development in children
41. Jerome Kagan	Conducted longitudinal studies on temperament (infancy to adolescence)
42. John Garcia	studied taste aversion in rats; led to knowledge that sickness and taste preferences can be conditioned

43. **John Watson**



Early behaviorist; famous for the "Little Albert" experiments on fear conditioning

44. Joseph Wolpe	described use of systematic desensitization to treat phobias
45. Karen Horney	Neo-Freudian; offered feminist critique of Freud's theory
46. Konrad Lorenz	won Nobel prize for research on imprinting
47. Lawrence Kohlberg	Famous for his theory of moral development in children; made use of moral dilemmas in assessment
48. Leon Festinger	described concept of cognitive dissonance
49. Lev Vygotsky	founder of "Social Development Theory" (note: not "social learning theory" OR "psychosocial" development...); emphasizes importance of More Knowledge Others (MKO) and the Zone of Proximal Development
50. Lewis Terman	advocate of intelligence testing in US; developed Stanford-Binet test and oversaw army's use of intelligence testing during WWI
51. Margaret Floy Washburn	First female to be awarded a PhD in psychology; 2nd president of the APA (1921)
52. Martin Seligman	Conducted experiments with dogs that led to the concept of "learned helplessness"
53. Mary Ainsworth	Studied attachment in infants using the "strange situation" model. Label infants "secure", "insecure" (etc.) in attachment
54. Mary Cover Jones	"mother of behavior therapy"; used classical conditioning to help "Peter" overcome fear of rabbits
55. 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)
56. Michael Gazzaniga	Conducted the "HE-ART" experiments with split brain patients

- 57. **Noam Chomsky** Created concept of "universal grammar"; pointed out how children "overgeneralize" language rules and the concepts of "deep v. surface" structures in language

- 58. **Paul Broca** the part of the brain responsible for coordinating muscles involved in speech was named for him, because he first identified it

- 59. **Paul Costa & Robert McCrae** creators of the "Big Five" model of personality traits

- 60. **Paul Ekman** Interested in the universality of facial expressions: facial expressions carry same meaning regardless of culture, context, or language. Use of microexpressions to detect lying.

61. **Philip Zimbardo**



Conducted Stanford Prison experiment

- 62. **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...)

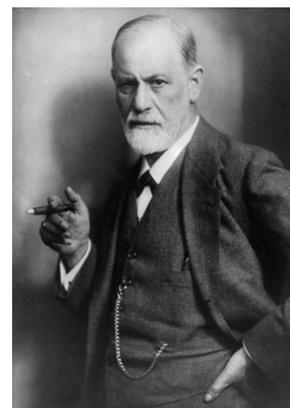
- 63. **Raymond Cattell** intelligence: fluid & crystal intelligence; personality testing: 16 Personality Factors (16PF personality test)

- 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.

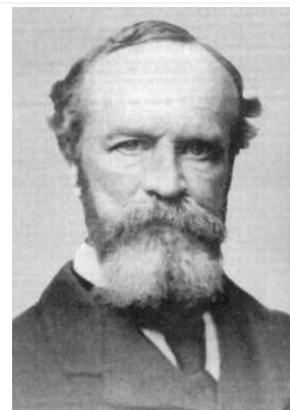
- 69. **Stanley Milgram** Conducted "shocking" (Ha!) experiments on obedience

- 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 Masters & Virginia Johnson** used direct observation and experimentation to study sexual response cycle (4 stages)

- 75. **William Wundt** Conducted first psychology experiments in first psych laboratory

- 76. **Wolfgang Kohler** considered to be the founder of Gestalt Psychology