

AP Psychology Review

Important Names to Know

<i>Psychologist</i>	<i>Subfield</i>	<i>Best-known for:</i>
Wilhelm Wundt (1832-1920)	History	- Established first psychology laboratory in Leipzig, Germany (1879) - Founder of structuralism - Introspection
William James (1842-1910)	History	- Founder of functionalism - Pioneering American psychologist - Published 1st psychology text
Ivan Pavlov (1849-1936)	Learning	Classical conditioning (dogs & saliva)
Sigmund Freud (1856-1939)	Personality, clinical	- Emphasis on unconscious motivations (sexual, aggressive) - Founder of psychoanalysis (therapy) 4 stage psychosexual theory of personality development - Oral, anal, phallic, genital - Dream interpretation, free association - Defense mechanisms
Alfred Binet (1857-1911)	Intelligence	Creator of first intelligence test with Theodore Simon (1905)
Edward Thorndike (1874-1949)	Learning	- Law of Effect - Provided basis for behaviorism
John Watson (1878-1958)	Learning	- Founder of behaviorism - Little Albert
Jean Piaget (1896-1980)	Developmental	4 stage theory of cognitive development - Sensorimotor, preoperational, concrete operational, formal operational
Benjamin Whorf (1897-1941)	Cognition (language)	- Whorf's hypothesis - Language influences cognition
Erik Erikson (1902-1994)	Developmental	8 stage theory of psychosocial development - Conflicts that yield certain personality characteristics, depending on resolution
Carl Rogers (1902-1987)	Therapy	- Humanistic psychology - Client-centered (person-centered) therapy - Unconditional positive regard
B.F. Skinner (1904-1990)	Learning	- Operant conditioning - Reinforcement theory - Skinner box (rats & lever pressing)
Harry Harlow (1905-1981)	Developmental	Attachment styles among monkeys (fake mothers)

Solomon Asch (1907-1996)	Social	• Conformity ◦ Line Length study
Abraham Maslow (1908-1970)	Motivation & emotion; Therapy	• Humanistic psychologist • Hierarchy of psychological needs ◦ Self-actualization
Mary Ainsworth (1913-1999)	Developmental	• Attachment styles • “Strange situation”: infants & strangers
Stanley Schachter (1922-present)	Motivation & emotion	• Two-factor theory of emotion
Albert Bandura (1925-present)	Learning	• Social learning theory/modeling • Bobo doll study
Lawrence Kohlberg (1927-1987)	Developmental	• 3 stage theory of moral development ▪ preconventional, conventional, postconventional
Noam Chomsky (1928-present)	Cognition (language)	• nativism: innate, universal grammar • critical period for language development
Stanley Milgram (1933-1984)	Social	• Obedience to authority ◦ Deliver shocks to learner
Phil Zimbardo (1933-present)	Social	• Stanford Prison Experiment ◦ Importance of social roles
Howard Gardner (1943-present)	Intelligence	• Theory of multiple intelligences
Elizabeth Loftus (1944-present)	Cognition (memory)	• Unreliability of eyewitness testimony • Memory as active construction