**Alfred Adler**-*Personality*-Individual-inferiority, overcompensation, birth order

**Mary Ainsworth**-*Development*-strange situation, attachment

**Gordon Allport**-*Personality*-trait-cardinal, central

**Solomon Asch**-*Social*-conformity-lines study

**Elliott Aronson& Gonzalez**-*Social*-jigsaw classroom-prejudice, stereotypes

**Albert Bandura**-*Personality*-reciprocal determinism, Social-Bobo, Learning-Observational

**Diane Baumrind**-*Development*-parenting styles

**Aaron Beck**-*Abnormal-*depression-cognitive triad-attributional style

**Alfred Binet**-*Intelligence*-1st intelligence test, mental age, Stanford-Binet

**Blakemore & Cooper**-*Sensation***-**visual processing-cats, visual critical periods

**Keller and Marian Breland**-*Learning*-instinctive drift

**Donald Broadbent**-*Cognition*-filter theory

**Paul Broca**-*Neuro*-broca’s area-speech

**Walter Cannon** -*Emotion*-Cannon-Bard theory

**Raymond Cattell**-*Intelligence*-fluid, crystallized, Personality-trait-16 PF

**Noam Chomsky**-*Cognition*-theory of language acquisition-LAD, nature

**Mary Cover Jones**-*Learning*-desensitization-Peter and rabbit

**Charles Darwin**-*History*-evolutionary, natural selection, Motivation-instincts

**Dorothea Dix**-*Treatment*-humane hospital reform

**Hermann Ebbinghaus**-*Cognition*-remembering and forgetting, forgetting curve

**Paul Ekman**-*Emotion-*universal facial expressions

**Albert Ellis**-T*reatment*-Cognitive-Rational Emotive Therapy-cognitive restructuring

**Erik Erikson**-*Development*-Psychosocial stages-discontinuous

**Hans Eysenck**-*Personality-*factor analysis, trait, Treatment-effectiveness (2/3)

**Gustav Fechner**-*Sensation*-psychophysics, measurement

**Leon Festinger**-*Social*-cognitive dissonance, boring task/lie study

**James Flynn**-*Intelligence*-Flynn effect-increase in scores-health, nutrition, schools

**Friedman & Rosenman**-*Stress-*Type A and type B personality-heart disease

**Sigmund Freud**-*Personality*-Psychosexual stages, id, ego, superego, defense mechanisms,

Consciousness-repression, Dreams-Wish fulfillment, Treatment-psychoanalysis

**Franz Gall**-*Personality*-phrenology (bumps on head)

**Francis Galton**-*Intelligence*-psychomotor testing, Eugenics, coined phrase nature/nurture

**John Garcia**-Learning-classical conditioning, taste aversions, Garcia effect

**Howard Gardner**-*Intelligence*-Multiple Intelligences (8-linguistic, visual, naturalistic, music…)

**Carol Gilligan**-*Development*-criticized Kohlberg for anti female morality norming

**G. Stanley Hall**-*History*-1st APA president

**Harry Harlow**-*Development*-cloth mom monkeys, touch

**Ewald Hering**-S*ensation*-vision-opponent process theory

**Ernest Hilgard**-*Consciousness*-hypnosis-dissociative theory, hidden observer

**Hippocrates**-*Personality*-temperaments-humors

**Karen Horney**-*Personality*, neo-Freudian-womb envy

**David Hubel & Torsten Weisel**-*Sensation*-vision, feature detectors, parallel processing

**Clark Hull**-*Motivation*-drive reduction theory

**William James**-*History*-functionalism, Emotion-James-Lange theory

**Irving Janis**-*Social*-groupthink

**Carl Jung**-*Personality*-Analytic theory, temperaments, collective unconscious

**Leon Kamin**-*Learning*-blocking

**George Kelly**-*Personality*-Personal construct theory

**Lawrence Kohlberg**-**Development**-Morality-stages, discontinuity

**Wolfgang Kohler**-*Learning*-insight theory, Perception-gestalt principles

**Elizabeth Kubler-Ross**-*Development*-stages of death and dying

**Latane & Darley**-*Social*-bystander intervention, diffusion of responsibility, altruisim

**Kurt Lewin**-*Stress*-conflict types (approach, avoidance)

**Elizabeth Loftus**-*Cognition*-memory, confabulation, misattribution effect, misinformation effect

**Richard Lazarus**-*Emotion*-cognitive appraisal theory

**Konrad Lorenz**-*Development*-imprinting, critical periods, Motivation-instinct theory

**Abraham Maslow**-*Motivation*-Maslow’s hierarchy, Humanist-Personality-Holistic Dynamic theory

**Master’s & Johnson**-*Motivation*-sexual response cycle (rope)

**Robert McCarley & Hobson**-*Consciousness*-dreams-activation synthesis theory

**David McClelland**-*Motivation*-achievement, used TAT

**Stanley Milgram**-*Social*-Obedience to authority study-ethics (electric shock study)

**Walter Mischel**-*Personality*-CAP theory, Impulse control-marshmallow test (emotional intelligence)

**Henry Murray**-*Testing*-created TAT, projective

**Ivan Pavlov**-*Learning*-classical conditioning-contiguity model

**Fritz Perls**-T*reatment*-Humanistic-Gestalt therapy-empty chair

**Jean Piaget**-Development-cognitive development stage theory, nature, discontinuity

**Wilder Penfield**-*Neuro*-mapped somatosensory and mortor cortex

**Philippe Pinel**-*Treatment*-humane hospital reform

**Robert Rescorla**-*Learning*-contingency model

**Carl Rogers**-*Personality*-ideal, actual self, UPR, Therapy-empathy, active listening, true potential

**Rorschach**-*Testing*-projective, inkblot

**David Rosenthal**-*Social*-bloomer study- self fulfilling prophecy

**Julian Rotter**-*Personality*-Social Learning theory-internal, external locus of control

**Peter Salovey and John Mayer**-*Intelligence*-emotional intelligence

**Stanley Schacter**-*Emotion*-Schacter-Singer 2 factor theory, cognitive

**Martin Seligman**-*Learning*-learned helplessness, depression

**Hans Selye**-*Stress*-general adaptation syndrome

**William Sheldon**-*Personality*-somatotype theory (body types…mesomorph, ectomorph, endomorph)

**Muzafir Sherif**-*Social-contact theory*, superordinate goals

**BF Skinner**-*Learning-operant conditioning*, Cognition-language acquisition, nurture,

Treatment-behavior modification, token economy

**Charles Spearman**-*Intelligence*-factor analysis, “g”, “s”, general and specialized intelligence

**George Sperling**-Cognition-sensory memory test

**Roger Sperry**-*Neuro*-split brain, epilepsy

**Claude Steele**-*Intelligence*-stereotype threat, culture fair tests (unbiased)

**Robert Sternberg**-*Intelligence*-triarchic theory (analytic, creative, practical)

**Louis Terman**-*Intelligence*-Terman;s termites, Stanford-Binet IQ test, formula, nature

**EL Thorndike**-*Learning*-instrumental, law of effect, cat puzzle box

**LL Thurstone**-*Intelligence*-primary mental abilities, gifted studies

**Edward Titchener**-*History*-structuralism

**Edward Tolman**-*Learning*-latent, cognitive maps

**Walter Triplett**-*Social*-group influence on performance, Social facilitation and impairment

**Hermann Von Helmholtz**-*Sensation-vision*-Young-Helmholtz trichromatic theory

**Lev Vygotsky**-*Development*-zone of proximal development, sociocultural, nurture

**John Watson**-*Learning*, Little Albert, aversive conditioning, father of behaviorism

**Weber**-*Sensation*-difference threshold theories-Weber’s law

**David Wechsler**-*Intelligence*-created IQ tests-WISC, WPPSI, WAIS to include adults

**Carl Wernicke**-*Neuro*-Wernicke’s area-verbal comprehension

**Benjamin Whorf**-*Cognition*-linguistic relativity hypothesis

**Joseph Wolpe**-*Treatment*-developed Cover-Jones’s systematic desensitization

**Wilhelm Wundt**-*History*, structuralism, 1st psych lab

**Yerkes-Dodson**-*Motivation*-optimum level of arousal for performance

**Robert Zajonc**-*Emotion*-cognition and affect, mere exposure

**Philip Zimbardo**-*Social*-Stanford Prison experiment-social roles