

AP Psychology Review

Important Names to Know

Psychologist	Subfield	Best-known for:
Wilhelm Wundt (1832-1920)	History	<ul style="list-style-type: none"> • Established first psychology laboratory in Leipzig, Germany (1879) • Founder of structuralism • Introspection
William James (1842-1910)	History	<ul style="list-style-type: none"> • Founder of functionalism • Pioneering American psychologist (Published 1st psychology text)
Ivan Pavlov (1849-1936)	Learning	<ul style="list-style-type: none"> • Classical conditioning (dogs & saliva)
Sigmund Freud (1856-1939)	Personality, clinical	<ul style="list-style-type: none"> • Emphasis on unconscious motivations (sexual, aggressive) • Founder of psychoanalysis (therapy) • 4-stage psychosexual theory of personality development <ul style="list-style-type: none"> ◦ oral, anal, phallic, genital • Dream interpretation, free association • Defense mechanisms
Alfred Binet (1857-1911)	Intelligence	<ul style="list-style-type: none"> • Creator of first intelligence test with Theodore Simon (1905)
Edward Thorndike (1874-1949)	Learning	<ul style="list-style-type: none"> • Law of Effect <ul style="list-style-type: none"> ◦ Provided basis for behaviorism
John Watson (1878-1958)	Learning	<ul style="list-style-type: none"> • Founder of behaviorism • Little Albert
Jean Piaget (1896-1980)	Development	<ul style="list-style-type: none"> • 4-stage theory of cognitive development <ul style="list-style-type: none"> ◦ Sensorimotor, preoperational, concrete operational, formal operational
Benjamin Whorf (1897-1941)	Cognition (language)	<ul style="list-style-type: none"> • Whorf's hypothesis <ul style="list-style-type: none"> ◦ Language influences cognition
Erik Erikson (1902-1994)	Development	<ul style="list-style-type: none"> • 8-stage theory of psychosocial development <ul style="list-style-type: none"> ◦ Conflicts that yield certain personality characteristics, depending on resolution
Carl Rogers (1902-1987)	Therapy	<ul style="list-style-type: none"> • Humanistic psychology • Client-centered (person-centered) therapy <ul style="list-style-type: none"> ◦ Unconditional positive regard
B.F. Skinner (1904-1990)	Learning	<ul style="list-style-type: none"> • Operant conditioning • Reinforcement theory <ul style="list-style-type: none"> ◦ Skinner box (rats & lever pressing)
Harry Harlow (1905-1981)	Development	<ul style="list-style-type: none"> • Attachment styles among monkeys (fake mothers)
Solomon Asch (1907-1996)	Social	<ul style="list-style-type: none"> • Conformity <ul style="list-style-type: none"> ◦ Line Length study
Abraham Maslow (1908-1970)	Motivation & emotion; Therapy	<ul style="list-style-type: none"> • Humanistic psychologist • Hierarchy of psychological needs <ul style="list-style-type: none"> ◦ Self-actualization
Mary Ainsworth (1913-1999)	Development	<ul style="list-style-type: none"> • Attachment styles • "Strange situation": infants & strangers
Stanley Schachter (1922-present)	Motivation & emotion	<ul style="list-style-type: none"> • Two-factor theory of emotion
Albert Bandura (1925-present)	Learning	<ul style="list-style-type: none"> • Social learning theory/modeling (Bobo doll study)

Lawrence Kohlberg (1927-1987)	Development	<ul style="list-style-type: none"> • 3-stage theory of moral development ▪ preconventional, conventional, postconventional
Noam Chomsky (1928-present)	Cognition (language)	<ul style="list-style-type: none"> • nativism: innate, universal grammar • critical period for language development
Stanley Milgram (1933-1984)	Social	<ul style="list-style-type: none"> • Obedience to authority <ul style="list-style-type: none"> ◦ Deliver shocks to learner
Phil Zimbardo (1933-present)	Social	<ul style="list-style-type: none"> • Stanford Prison Experiment <ul style="list-style-type: none"> ◦ Importance of social roles
Howard Gardner (1943-present)	Intelligence	<ul style="list-style-type: none"> • Theory of multiple intelligences
Elizabeth Loftus (1944-present)	Cognition (memory)	<ul style="list-style-type: none"> • Unreliability of eyewitness testimony • Memory as active construction