<table>
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<tr>
<th><strong>Last, First Name</strong></th>
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<tbody>
<tr>
<td>Adler, Alfred</td>
<td>Neo Freudian Personality Unit</td>
<td>Birth Order, Inferiority and Superiority Complex, Compensation</td>
</tr>
<tr>
<td>Ainsworth, Mary</td>
<td>Attachment Theory Development Unit</td>
<td>Strange Situation Test, Secure Attachment, Anxious Ambivalent Attachment, Anxious Avoidant Attachment</td>
</tr>
<tr>
<td>Allport, Gordon</td>
<td>Trait Theorist Personality Unit</td>
<td>Cardinal Traits, Central Traits, Secondary Traits</td>
</tr>
<tr>
<td>Aristotle</td>
<td>Philosopher Intro Unit</td>
<td>Studied the soul; identified reason and physical faculties as separate elements</td>
</tr>
<tr>
<td>Asch, Solomon</td>
<td>Conformity Social Psych Unit</td>
<td>Informational Social Influence</td>
</tr>
<tr>
<td>Aserinsky, Eugene</td>
<td>Sleep and Dreams Consciousness Unit</td>
<td>Cross reference with Nathaniel Kleitman, REM Sleep, Founder of Modern Sleep Research</td>
</tr>
<tr>
<td>Asch, Solomon</td>
<td>Conformity Social Psychology</td>
<td>Asch Line Study, Normative Social Influence</td>
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<tr>
<td>Bandura, Albert</td>
<td>Behaviorist/Cognitive Theorist Learning Unit Personality Unit</td>
<td>Social Learning, Bobo Doll, Observational Learning, Theory of Reciprocal Determinism a Social-cognitive theory of personality (internal mental events, external environmental, and behavior all interact reciprocally)</td>
</tr>
<tr>
<td>Beck, Aaron</td>
<td>Cognitive Theorist Abnormal Unit</td>
<td>Cognitive Therapy, Beck Depression Inventory and Beck Anxiety Inventory</td>
</tr>
<tr>
<td>Bem, Daryl</td>
<td>Social Psych Unit</td>
<td>Beliefs, attitudes, and ideologies, Psi (ESP) Phenomenon, sexual orientations, personality, self-perception</td>
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<tr>
<td>Binet, Alfred</td>
<td>Intelligence Testing Intelligence Unit</td>
<td>Stanford-Binet Intelligence Test Mental Age Still the basis of modern IQ tests</td>
</tr>
<tr>
<td>Bower, Gordon</td>
<td>Retrieval Cognition Unit</td>
<td>Mood dependent retrieval and mood congruent processing</td>
</tr>
<tr>
<td>Broadbent, Donald</td>
<td>Memory Cognition Unit</td>
<td>Experimental psychologist; attention, info processing, filter theory, selective attention and short term memory, cognitive psych and implicit learning</td>
</tr>
<tr>
<td>Broca, Paul</td>
<td>Language Neuroscience Unit</td>
<td>Broca’s Area- production of speech, Frontal Lobe</td>
</tr>
<tr>
<td>Calkins, Mary</td>
<td>Intro Unit</td>
<td>First Female President of the APA Self Psychology</td>
</tr>
<tr>
<td>Cartwright, Rosalyn</td>
<td>Dream Theory Consciousness Unit</td>
<td>Dreams as connected to psychologically traumatic events; depression, dreaming and the brain, Sleep researcher sleep apnea, parasomnias</td>
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<tr>
<td>Cattel, Raymond</td>
<td>Trait Theory Personality Unit</td>
<td>Used factor analysis to determine surface traits and 16 source traits</td>
</tr>
<tr>
<td>Charcot, Jean Martin</td>
<td>Hypnosis Consciousness Unit</td>
<td>Considered by some to be the founder of modern neurology, studied hysteria-believed that hypnosis was a biological, not psychological state. Freud and Binet were his students.</td>
</tr>
<tr>
<td>Chomsky, Noam</td>
<td>Language Development Cognition Unit</td>
<td>Innate language acquisition device</td>
</tr>
<tr>
<td>Cover-Jones, Mary</td>
<td>Phobias and Therapy Abnormal Unit Learning Unit</td>
<td>Counter conditioning The “mother” of behavior therapy</td>
</tr>
<tr>
<td>Dement, William</td>
<td>Sleep Consciousness Unit</td>
<td>90 Minute Sleep Cycle</td>
</tr>
<tr>
<td>Ebbinghaus, Herman</td>
<td>Memory and Forgetting Cognition Unit</td>
<td>Forgetting and Learning Curves, one of first researchers on memory; nonsense syllables</td>
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<tr>
<td>Ekman, Paul</td>
<td>Emotion Unit</td>
<td>Facial Expressiveness, universal and innate</td>
</tr>
<tr>
<td>Ellis, Albert</td>
<td>Therapy Abnormal Unit</td>
<td>RET/REBT</td>
</tr>
<tr>
<td>Erikson, Erik</td>
<td>Development Unit Personality Unit</td>
<td>Psychosocial Development-8 Stages, Neo-Freudian, Crises</td>
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<tr>
<td>Eysenck, Hans</td>
<td>Trait Theorist Personality Unit</td>
<td>Coined the “Big 3” dimensions of personality: Psychoticism, Extraversion-Introversion, Neuroticism</td>
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<tr>
<td>Fechner, Gustav</td>
<td>Sensation and Perception Unit</td>
<td>Sensation and perception, color perception, JND-just noticeable difference</td>
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<tr>
<td>Festinger, Leon</td>
<td>Social Psychology Unit</td>
<td>Cognitive Dissonance</td>
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<tr>
<td>Freud, Anna</td>
<td>Psychoanalytic Personality Unit</td>
<td>Child psychoanalysis, ego psychology</td>
</tr>
<tr>
<td>Freud, Sigmund</td>
<td>Personality Unit Consciousness Unit Cognition Unit</td>
<td>Father of Psychoanalysis, id, ego, superego, defense mechanisms, unconscious, dream interpretation and analysis, manifest vs latent content, stages of development (oral, anal, phallic, latency, genital), free association, iceberg metaphor, fixation,</td>
</tr>
<tr>
<td>Galton, Sir Francis</td>
<td>Evolutionary NNN Unit</td>
<td>Eugenics, and differential psychology Darwin's cousin, evolutionary psych</td>
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<tr>
<td>Gardner, Howard</td>
<td>Intelligence Unit</td>
<td>Theory of Multiple Intelligences Savant Syndrome</td>
</tr>
<tr>
<td>Gazzaniga, Michael</td>
<td>Seizure Surgery Neuroscience Unit</td>
<td>Split Brain Research</td>
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<tr>
<td>Gerard, Ralph</td>
<td>Biological Basis of Memory Cognition Unit</td>
<td>Memory research on electrical activity – hamsters</td>
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<tr>
<td>Goleman, Daniel</td>
<td>Intelligence Unit</td>
<td>Theory of Emotional Intelligence: self awareness, self management, social awareness, relationship management</td>
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<tr>
<td>Guilford, JP</td>
<td>Ways of Thinking Cognition Unit</td>
<td>Structure of Intellect, convergent v. divergent thinking</td>
</tr>
<tr>
<td>Hall, G. Stanley</td>
<td>Intro Unit Development Unit</td>
<td>First President of the APA, developmental psychology; described adolescence as a period of “sturm and drang” (storm and stress)</td>
</tr>
<tr>
<td>Harlow, Harry</td>
<td>Attachment Development Unit</td>
<td>Attachment; cloth/wire monkey experiment</td>
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<tr>
<td>Hobson and McCarley</td>
<td>Dreaming Consciousness Unit</td>
<td>Activation Synthesis Theory of Dreaming Pons/Cortex</td>
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<tr>
<td>Horney, Karen</td>
<td>Psychoanalytic Personality Unit</td>
<td>Neo-Freudian, Groundbreaking work on neuroticism; concept of womb envy, criticism of penis envy, moving toward, away, and against</td>
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<tr>
<td>Hull, Clark</td>
<td>Motivation Unit</td>
<td>Reinforcement, drive-reduction, stimulus, response, incentive motivation</td>
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<tr>
<td>Izard, Carroll</td>
<td>Emotion Unit</td>
<td>Emotional Development and facial expressiveness, found that facial expressions of emotions are constant across cultures</td>
</tr>
<tr>
<td>James, William</td>
<td>Fuctionalist Intro Unit Emotion Unit</td>
<td>American Psychologist, First Psych Textbook, Functionalism, James Lange Theory of Emotion,</td>
</tr>
<tr>
<td>Jung, Carl</td>
<td>Psychoanalytic Personality Unit</td>
<td>Collective v. personal unconscious, anima v. animus, archetypes, synchronicity, Neo Freudian</td>
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<tr>
<td>Kinsey, Alfred</td>
<td>Sexual Motivation Motivation Unit</td>
<td>Sex Researcher, Indiana University</td>
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<td>Kagen, Jerome</td>
<td>Sense of Self Development Unit</td>
<td>Rouge Test</td>
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<tr>
<td>Kleitman, Nathaniel</td>
<td>Sleep Consciousness Unit</td>
<td>REM Sleep, Founder of Modern Sleep Research</td>
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<tr>
<td>Koffka, Kurt</td>
<td>Gestalt Theorist Sensation and Perception Unit</td>
<td>Published an early textbook on Gestalt psychology (whole is more than the sum of its parts)</td>
</tr>
<tr>
<td>Kohlberg, Lawrence</td>
<td>Moral Development Unit</td>
<td>Pre-conventional, conventional, post-conventional (6 stages, 3 levels)</td>
</tr>
<tr>
<td>Kohler, Wolfgang</td>
<td>Gestalt Theorist Sensation and Perception Unit</td>
<td>Published an early textbook on Gestalt psychology (which studied perception, and how humans combine parts into wholes)</td>
</tr>
<tr>
<td>Kubler-Ross, Elisabeth</td>
<td>Adulthood Development Unit</td>
<td>Stages of Dying</td>
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<tr>
<td>Lashley, Karl</td>
<td>Memory Formation Cognition Unit</td>
<td>Localization of brain function and rats – cut out pieces Memory Trace/Engram</td>
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<tr>
<td>Latane, Bibb</td>
<td>Individual Behavior In The Presence of Others Social Psych Unit</td>
<td>Social Loafing</td>
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<tr>
<td>Lazarus, Richard</td>
<td>Emotion Unit</td>
<td>Cognitive Appraisal and Emotion</td>
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<tr>
<td>Locke, John</td>
<td>Philosopher Intro Unit</td>
<td>Tabula Rasa</td>
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<tr>
<td>Loftus, Elizabeth</td>
<td>Memory Cognition Unit</td>
<td>Memory Construction, Misinformation Effect, Source Amnesia</td>
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<tr>
<td>Lorenz, Konrad</td>
<td>Origins of Attachment Development Unit</td>
<td>Imprinting and Critical Periods, innate behaviors; evolutionary perspective</td>
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<tr>
<td>Marcia, James</td>
<td>Identity Formation Development Unit</td>
<td>Identity Diffusion, Identity Foreclosure, Identity Moratorium, Identity Achievement</td>
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<tr>
<td>Maslow, Abraham</td>
<td>Humanist Abnormal Unit Motivation Unit</td>
<td>Humanism, Hierarchy of Needs, Self Actualization, Self Esteem</td>
</tr>
<tr>
<td>Masters and Johnson</td>
<td>Sexual Motivation Motivation Unit</td>
<td>Sexual response cycle (excitement, plateau, orgasm, resolution)</td>
</tr>
<tr>
<td>McClelland, David</td>
<td>Motivation Unit Abnormal Unit</td>
<td>Achievement Motivation, developed scoring system for TAT</td>
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<tr>
<td>Mesmer, Franz</td>
<td>Consciousness Unit</td>
<td>Hypnosis</td>
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<tr>
<td>Milgram, Stanley</td>
<td>Obedience Social Psych Unit</td>
<td>Obedience Study, Norms</td>
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<tr>
<td>Miller, George</td>
<td>Stort Term Memory Cognition Unit</td>
<td>Memory, short term memory 7+-2</td>
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<tr>
<td>Mischel, Walter</td>
<td>Personality Unit</td>
<td>Personality- behavior is based on situational influences, did the Marshmallow test, self/emotional regulation</td>
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<tr>
<td>Olds, James</td>
<td>Hypothalamus Neuroscience Unit</td>
<td>Rewards system in the brain Bull video clip</td>
</tr>
<tr>
<td>Pavlov, Ivan</td>
<td>Behaviorist Learning Unit</td>
<td>Classical Conditioning, Dogs, generalization, discrimination, extinction, stimulus, response, spontaneous recover, UCS, UCR, CS, CR, neutral stimulus, digestion research</td>
</tr>
<tr>
<td>Penfield, Wilder</td>
<td>Biology of a Memory Cognition Unit</td>
<td>Memory storage in temporal lobe (wrong)</td>
</tr>
<tr>
<td>Piaget, Jean</td>
<td>Cognitive Development Development Unit</td>
<td>Cognitive development, assimilation v. accommodation, sensorimotor, preoperational, concrete operations, formal operations, schemas, conservation, object permanence, animism, hierarchical classification, abstract reasoning</td>
</tr>
<tr>
<td>Plato</td>
<td>Philosopher Intro Unit</td>
<td>Described levels of consciousness in his “cave”</td>
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<tr>
<td>Ramachandran, Vilayanur</td>
<td>Neuroscientist Sensation &amp; Perception</td>
<td>Phantom limb sensations</td>
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<tr>
<td>Rescorla, Robert</td>
<td>Behaviorism Learning Unit</td>
<td>Cognitive connection to learning</td>
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<tr>
<td>Rogers, Carl</td>
<td>Humanism Personality Unit Abnormal Unit</td>
<td>Humanism, Real vs. Ideal Self, Client-Centered Therapy, Unconditional Positive Regard</td>
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<tr>
<td>Rorschach, Herman</td>
<td>Personality Assessment Intelligence and Testing Unit Personality Unit</td>
<td>Inkblot projective test</td>
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<tr>
<td>Ross, Lee</td>
<td>Attribution Theory Social Psych Unit</td>
<td>Fundamental Attribution Error, Dispositional vs. Situational Factors</td>
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<tr>
<td>Rotter, Julian</td>
<td>Social Cognitive Personality Unit</td>
<td>Locus of control, internal and external</td>
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<tr>
<td>Schachter, Stanley</td>
<td>Emotion Unit</td>
<td>Schacter-Singer Theory of emotion, two-factor theory of emotion: generalized arousal and appraisal</td>
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<tr>
<td>Seligman, Martin</td>
<td>Social Cognitive Learning Unit Personality Unit</td>
<td>Learned helplessness; also known for his research on optimism, biological preparedness</td>
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<tr>
<td>Seyle, Hans</td>
<td>Stress Independent Study Unit</td>
<td>Stress-GAS-alarm, resistance, exhaustion</td>
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<tr>
<td>Sherif, Muzafar</td>
<td>Conformity Social Psych Unit</td>
<td>Informational Social Influence</td>
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<tr>
<td>Skinner, B.F.</td>
<td>Behaviorist Learning Unit Cognition Unit</td>
<td>Operant conditioning, operant chamber, schedules of reinforcement, positive reinforcement, negative reinforcement, primary reinforcement, secondary reinforcement, shaping, generalization, discrimination, extinction, theory of language development</td>
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<tr>
<td>Spearman, Charles</td>
<td>Defining Intelligence Intelligence Unit</td>
<td>G Factor-Intelligence, S-Factors, factor analysis</td>
</tr>
<tr>
<td>Sperry, Roger</td>
<td>Epilepsy Surgery Neuroscience Unit</td>
<td>Nobel prize winner- split brain research</td>
</tr>
<tr>
<td>Sternberg, Robert</td>
<td>Intelligence Unit Social Psych Unit</td>
<td>Triarchic theory of love and intelligence- Love: (intimacy, passion, commitment) intelligence: (creative, analytic, and practical)</td>
</tr>
<tr>
<td>Szasz, Thomas</td>
<td>Labeling People Mentally Ill Abnormal Unit</td>
<td>“there is no such thing as mental illness” It allows for labeling- “you have problems with living”</td>
</tr>
<tr>
<td>Terman, Lewis</td>
<td>Intelligence Testing Intelligence Unit</td>
<td>Intelligence- Revised Binet-Simon (Mental/Chronological x 100) IQ formula</td>
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<tr>
<td>Thorndike, Edward</td>
<td>Behaviorist Learning Unit</td>
<td>Law of Effect, Cats, Puzzle Boxes, Basis for Operant Conditioning Theory of Skinner</td>
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<tr>
<td>Thurstone, Louis</td>
<td>Defining Intelligence</td>
<td>7 Primary Mental Abilities First to criticize Spearman’s 2 Factor Theory</td>
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<tr>
<td>Titchener, Edward</td>
<td>Structuralist Intro Unit</td>
<td>Structuralism- Wundt’s student</td>
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<tr>
<td>Tolman, Edward</td>
<td>Behaviorism Learning Unit</td>
<td>Latent Learning and Cognitive Maps</td>
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<tr>
<td>Von Helmholtz, Herman</td>
<td>Color Vision Sensation and Perception Unit</td>
<td>Young-Helmholtz- Trichromatic Theory of Color Vision</td>
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<tr>
<td>Wagner, Allan</td>
<td>Conditioning Learning Unit</td>
<td>Cross reference with Robert Rescorla Cognitive connection to learning</td>
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<td>Washburn, AL</td>
<td>Hunger Motivation Learning Unit</td>
<td>Stomach pang theory of hunger Cross reference with Walter Cannon</td>
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<tr>
<td>Watson, John</td>
<td>Behaviorist Learning Unit</td>
<td>Classic Conditioning, Little Albert, advertising</td>
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<td>Weber, Ernest</td>
<td>Psychophysics Sensation and Perception Unit</td>
<td>Just Noticeable Difference (JND)</td>
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<tr>
<td>Wechsler, David</td>
<td>Intelligence Testing</td>
<td>WAIS,WISC, verbal and nonverbal tests</td>
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<td>Weisel, Tortsen</td>
<td>Occipital Lobe and Vision Sensation and Perception Unit</td>
<td>Visual cortex, visual processing, specialized cells, “Feature Detectors”</td>
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<tr>
<td>Wernicke, Karl</td>
<td>Language Neuroscience Unit</td>
<td>Understanding Language, left hemisphere, temporal lobe</td>
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<tr>
<td>Wertheimer, Max</td>
<td>Gestalt Sensation and Perception Unit</td>
<td>Gestalt Laws of Perceptual Organization</td>
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<td>Wolpe, Joseph</td>
<td>Behaviorist Abnormal Unit</td>
<td>Systematic Desensitization</td>
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<td>Woff</td>
<td>Thinking and Language Cognition Unit</td>
<td>Linguistic Determinism</td>
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<tr>
<td>Wundt, Wilhelm</td>
<td>Structuralism Intro Unit</td>
<td>First Psych Lab, introspection, structuralism</td>
</tr>
<tr>
<td>Yerkes, Robert</td>
<td>Motivation and Emotion</td>
<td>Intelligence- chimps v humans, eugenics, Yerkes- Dodson- arousal to performance</td>
</tr>
<tr>
<td>Zimabardo, Philip</td>
<td>The Power of the Situation Social Psych Unit</td>
<td>Standford Prison Study, Shyness, Discovering Psych Series, Power of the Situation, most recent- heroes</td>
</tr>
</tbody>
</table>