Name	School	Discovery
Harlow	Behaviorist	Attachment; cloth/wire monkey experiment (infant had stronger bond with cloth monkey – need for affection creates a stronger bond)
Bowlby	Pyschodynamic (Developmental)	Atachment; watched babies, theorized that secure attachment early on leads to ability to develop close personal relationships later in life
Freud	Psychoanalytic	Ed, ego, superego; defense mechanisms
Adler	Psychoanalytic	Inferiority complex; Will to Power and striving for superiority/perfection
Jung		Collective unconscious, anima, animus, dreams
Horney	Psychoanalytic	Groundbreaking work on neuroticism; concept of womb envy, criticism of penis envy
Cattell	Trait Theory	Used factor analysis to determine surface traits and 16 source traits
Allport	Trait Theory	Reduced behavioral characteristics in the dictionary from 18,000 words to 42
Eysenck	Trait Theory	Coined the "Big 3" dimensions of personality: Psychoticism, Extraversion, Neuroticism
Pavlov	Behaviorist	Groundbreaking research with dogs on classical conditioning
Watson	Behaviorist	Founder of behaviorism (American)
Skinner	Behaviorist	Described different types of reinforcement in his studies of operant conditioning
Bandura	Behaviorist/Cognitive	Studied observational learning (aka vicarious learning) in his Bobo Doll study; also created the theory of reciprocal determinism, a social-cognitive theory of personality (external and internal determinants of behavior interact reciprocally)
Kohlberg	Cognitive	Came up with stages of moral reasoning (preconventional, conventional, and postconventional) in development of moral judgement
Erikson	Psychoanalytic	He said the world gets bigger, failure is cumulative, and described stages of development that include an adolescent identity crisis
Rotter	Behaviorist (Cognitive)	Personality theory; looked at expectancy and reinforcement value in determining behavior potential
Maslow	Humanist	Pyramid of needs; peak experiences
May	Existentialist	This existentialist psychologist believed that the individual must bravely face life as it is. He also talked about 4 stages of development: innocence, rebellion, ordinary, and creative
Rogers	Humanist	The founder of the humanistic approach, he described an "actualizing tendency" – towards

		fulfilling your potential.
Piaget	Cognitive	He described 4 stages of cognitive development (sensori-motor, pre-operational, concrete operational, formal operational); also assimilation and accomodation
Asch	Behaviorist/Social	Studied compliance – by putting subjects in groups, asking simple questions where some assistants had been told to give wrong answers
Milgram	Behaviorist/Social	Studied obedience to authority by putting subjects in a situation where they believed they were shocking somenone, potentially fatally
Zimbardo	Behaviorist/Social	Studied instiutional norms; Stanford prison experiment
Bern	Psychoanalytic/	"Exotic becomes erotic" theory of development of sexual orientation
Kathleen McCoy		Studied teenage suicide; refuted Lee's idea of the importance of Sturm und Drang
Bowlby	Behaviorist/Object Relations	Studied attachment (secure attachment in early years = ability to form close personal rel's later on)
Ainsworth	Behaviorist/Object Relations	Categories babies as securely attached, insecure-avoidant, or insecure-ambivalent (insecurely attached don't deal with new experiences as well, may have problems with relationships later in life)
Chomsky	Cognitive (linguistic)	Deep structure of language and the idea of a built-in language acquisition device
Darwin	Evolutionary	Form follows function; motivation is explained by biological necessity
Aristotle	Greek	Studied the soul; identified reason and physical faculties as separate elements
Plato	Greek	Described levels of consciousness in his "Cave"
Ekman		Found that facial expressions of emotions are constant across cultures (but that display rules differ)
Festinger	Cognitive	Cognitive dissonance
Heider	Cognitive	Pioneer of attribution theory
Carol Gilligan	Cognitive/ Developmental	"Stages of moral care"; developmental theory for women 1. preconventional – individual survival 2. conventional "self sacrifice is good" 3. postconventional – nonviolence (don't hurt self or others) (Basic difference is that you start out by serving others, then realize that you are a

		person, too (like the mother in The Hours)
Stanley Hall	Developmental	Early researcher in developmental psychology; described adolescence as a period of "sturm und drang"
Hermann Ebbinghaus	Cognitive	One of the first researchers on memory; came up with the idea of using strings of nonsense syllables to research memory
Titchner	Structuralist	Founder of structuralism, the analysis of mental structures (early schools)
Wundt	Introspection	Founded the first psychological laboratory in Leipzig; observed and recorded your own perceptions, thoughts, feelings
James	Functionalist	Like Darwin, this early theorist studied how an individual adapts to and functions in their environmeny
Hilgard	Cognitive/Behaviorist	Developed the idea of the hidden observer during hypnosis
Hull	Behaviorist/Cog	Drive-reduction theory
Izard	Cognitive	Found that facial expressions of emotions are constant across cultures
Kagan	Cognitive/ Developmental	This current psychologist emphasizes the effects of culture on development of both intellect and personality, and says that personality can change over the course of one's life
Koffka	Gestalt	Published an early textbook on Gestalt psychology (which studied perception, and how humans combine parts into wholes)
Koehler	Gestalt	Published an early textbook on Gestalt psychology (which studied perception, and how humans combine parts into wholes)
Lee	Cognitive	Identified 6 different types of love
Locke	Philosopher	Tabula rasa
Elizabeth Loftus	Cognitive	Debunked many ideas about repressed memories
James Marcia	Cog/Developmental	Four statuses of identity, related to identity crisis (identity achievement, foreclosure, moratorium, identity diffusion (i.e. confusion))
Jay McClelland	Cog	Connectionist models of recognition (elements of letters activate starting points in a network; the match that the sum of the activated points point to is the letter)
Schacter	Cog	Two-factor theory of emotion: generalized arousal and appraisal
Martin Seligman	Cog	Developed the theory of learned helplessness; also known for his research on optimism

Selye	Cog	Stress
Sternberg	Cog	This guy liked things to come in 3's – he has a triarchic theory of love (intimacy, passion, commitment) and of intelligence (creative/experiential, analytic/componential, and practical/contextual)
Gardner	Cog/Dev	Multiple intelligences
Thorndike	Behaviorist	He built puzzle boxes for hungry cats and discovered the law of effect (in learning new tasks, you repeat only the (random) responses that are reinforced)
Binet	Cog	Developed the first modern intelligence test, still the basis of modern IQ tests
Wechsler	Cog	Developed two new scales that are more popular today (gives more detailed results), the WISC and WAIS
Frankl	Existentialist	He spent time in Nazi death camps; his logotherapy is based on the idea that people who have hope tend to do better. (Adler = will to power, Frankl = will to meaning)
Yerkes/ Dodson	Behavioral	Organisms perform better at moderate levels of arousal
Mary Cover Jones	Behavioral	The "mother of behavior therapy," she was a pioneer in counterconditioning, including a 3 year old boy named Peter. (counterconditioned a boy who was pretty normal except for excessive fear reactions)