

# Important Names to Study for the Exam

The AP exam will not require you to be familiar with the work of many psychologists on the exam, but it may ask about a few. To prepare you, we have assembled a "Top 27" list of psychologists, the chapters in which we have discussed them, and brief descriptions of the psychologists' best-known work.

**Mary Ainsworth—Developmental Psychology**

Placed human infants into a "strange situation" in order to examine attachment to parents

**Solomon Asch—Social Psychology**

Conformity experiment—people incorrectly reported lengths of lines  
Impression formation study—professor was warm or cold

**Albert Bandura—Learning and Personality**

Social-learning theory (modeling)  
Reciprocal determinism (triadic reciprocity)  
Self-efficacy

**Alfred Binet—Developmental Psychology, and Testing and Individual Differences**  
Creator of the first intelligence test

**Noam Chomsky—Cognition**

Theorized the critical-period hypothesis for language acquisition

**Erik Erikson—Developmental Psychology**

Psychosocial stage theory of development (eight stages)  
Neo-Freudian

**Sigmund Freud—Personality and States of Consciousness**

Psychosexual stage theory of personality (oral, anal, phallic, and adult genital)  
Stressed importance of unconscious and sexual drive  
Psychoanalytic therapy  
Theory of dreaming

**Carol Gilligan—Developmental Psychology**

Challenged the universality of Kohlberg's moral development theory

**Harry Harlow—Developmental Psychology**

Experimented with infant monkeys and attachment

**David Hubel and Torsten Wiesel—Sensation and Perception**

Discovered feature detectors, groups of neurons in the visual cortex that respond to different types of visual images

**William James—Methods, Approaches, and History**

Published *The Principles of Psychology*, psychology's first textbook  
Functionalism

Lawrence Kohlberg—Developmental Psychology  
Stage theory of moral development (preconventional, conventional, and postconventional)

Elizabeth Loftus—Cognition

Demonstrated the problems with eyewitness testimony and constructive memory

Alexandra Luria—Cognition

Tested eidetic memory

Abraham Maslow—Motivation and Emotion, and Treatment of Psychological Disorders

Humanistic psychologist

Hierarchy of needs, self-actualization

Stanley Milgram—Social Psychology

Obedience studies—participants think they are shocking a learner

Ivan Pavlov—Learning

Classical conditioning studies with dogs and salivation

Jean Piaget—Developmental Psychology

Stage theory of cognitive development (sensorimotor, preoperational, concrete operations, and formal operations)

Robert Rescorla—Learning

Revised the Pavlovian contiguity model of classical conditioning

Carl Rogers—Treatment of Psychological Disorders and Personality

Humanistic psychologist—person-centered therapy and unconditional positive regard

Self theory of personality

Stanley Schacter—Motivation and Emotion

Two-factor theory for emotion

B. F. Skinner—Learning

Operant conditioning

Invented Skinner box

George Sperling—Cognition

Experimented with the nature of sensory memory

Edward Tolman—Learning

Experimented with latent learning

Found that sometimes learning occurs but is not immediately evidenced

John Watson—Learning

Father of behaviorism

Baby Albert experiment—classically conditioned fear

Benjamin Whorf—Cognition

The linguistic relativity hypothesis

Wilhelm Wundt

Set up the first psychological laboratory in an apartment near the university at Leipzig, Germany

Theory of structuralism