Names to Know for the AP Psychology Test

1. Phineas Gage “OUCH! That whole spike experience was nasty! I’ve heard of a hole in one on the front 9, but this is ridiculous.”
2. Pavlov “Doggone it! This name ought to ring a bell.”
3. Ellis “Come on, think about what you are saying!” (the RET guy)
4. Little Albert (?) “I’m afraid not much is known about his adult years…RATS!!”
5. Lorenz “HONK! HONK! Geese imprinting.”
6. Harlow “Don’t monkey around!” attachment
7. Asch “Conformity…it’s just a line”
8. Watson Father of America behaviorism… not a favorite of Little Albert!
9. Rogers “C’mon people…smile on your brother…give him Unconditional Positive Regard and accept him!”
10. Skinner Believes psychology is REWARDING
11. Zimbardo Not only a guarded social psychologist…he plays one on TV!
12. Freud He believes when you say one thing…you mean your mother!
13. Rorschach “HMMMM…it looks like a picture of the guy who created inkblots!”
14. Gilligan The S.S Minnow would’ve been saved with a caring female crew.
15. Milgram Many found his experiments on obedience to authority SHOCKING!
16. Jones Loved the book Peter Rabbit
17. Maslow He only agreed to “hire Archy” to fulfill his physiological needs.
18. Ebbinghaus BAZ VUM LER Don’t forget, they’re just nonsense syllables!
19. Gall “No Sir…You cannot measure the size of my head”
20. Whorf Words limit and affect thought…just ask the Klingons!
21. Locke “Kids today (or any day) know zip when they are born,” he says.
22. Adler “I think I’m suffering from an inferiority complex!
23. Bandura “WATCH OUT BOBO!!! The guy has a hammer!”
24. James/Lange “I’m sad because I’m crying!!! BOO HOO
25. Homey ‘OH YEAH, Freud…how about WOMB ENVY!
26. Cannon/Bard “I would never tell a lie…I could get caught! (physiological response and emotion occur together)
27. Kohlberg-Ross It’s a good feature…cats have nine lives…lines!
28. Kohlberg “I couldn’t kill myself…it’s against the law.”
29. Rotter “Pull over…I need a CLARK candy bar!”
30. Sternberg Intelligence comes in threes (Triarchic theory).
31. Schacter “Are poisonous snakes DEADLY? If yes, FEAR! If no, CALM…
32. Allport “Was that little boy on the train YOU?” Freud asked him.
33. Chomsky You can’t help but learn language.
34. Wundt The first psychology laboratory in Leipzig, Germany.
35. Piaget “Now you see it, now you don’t” (Object permanence)
36. Seligman Fried dog! Yum!
37. Gardner Multiple Intelligences
38. Thorndike A hungry cat and the “law of effect.”
39. “Gee…you’re smart!”
40. Weschler Hmmmm 100 is an average score.
41. Broca “I’m speechless!”
42. Gazzaniga (?) The leopard was killed by the lion, which animal is dead?
43. Binet “Act your mental age!”
44. Erikson Everyone rides a carousel… 8 stages for 8 rides!
45. Terman IQ test…ripped off Binet.
46. Kubler Ross Denial to acceptance
47. Weber Even infants can understand his FORMAL for the difference threshold.
48. Ainsworth “My… this is a strange situation!”
49. Jung We all should know about archetypes…they are in your collective unconscious!!!