

AP PSYCH EXAM REVIEW SHEET/65 POINTS
Famous Contributors and Experiments

DIRECTIONS. Using SOLO or GROUP effort, Fill-in-the-Blanks of the key people or experiments in psychology.

1. _____ – Showed that factory workers had improved work performance with both improved and poor lighting. Conclusion was that they had improved simply because they were being observed in the experiment.
2. _____ – The first to propose “spilt-brain” surgery to help epileptic patients.
3. _____ – Proposed four stages of COGNITIVE development. (Remember the acronym Socks Pulled Over Cold Feet to remember these in order.) Sensorimotor, Preoperational, Concrete, and Formal Stages.
4. _____ – Proposed eight stages of SOCIAL development (know these!!)
5. _____ – Proposed three stages of MORAL development (all framed around the word conventional.) This theory was criticized as it only tested young children by framing hypothetical situations for them and their responses to these. It did not test cross-culturally and between the genders.
6. _____ – Imprinting studies. Showed how baby animals would follow the first object they saw after birth. Believed to be a built-in survival mechanism.
7. _____ – Studies to indicate that in-born temperament may explain many behaviors.
8. _____ – Showed importance of physical touch over nourishment in infant monkeys.
9. _____ - Secure infants have good bonds with mothers. Reverse is also true.
10. _____ – Studies with monkeys to show that they had specific FEATURE DETECTORS to aid them in visual processing (some for lines, bars, edges, shapes, etc.)
11. _____ – Studies showing that a hypnotic trance includes a “hidden observer” suggesting that there is some subconscious control during hypnosis.
12. _____ - Famous for his classical conditioning experiments.
13. _____ - Proposed that there is a conscious connections between the CS and the UCS in classical conditioning experiments. (A smoker is aware that a nausea-producing drug will affect his behavior)
14. _____ – Famous for the controversial Little Albert classical conditioning experiment.
15. _____ – Famous for the “Skinner Box” to demonstrate operant conditioning in low level animals.
16. _____ – “Bo-Bo Doll” Experiment to demonstrate how children imitate anti-social behavior.
17. _____ – Demonstrated use of “insight” in apes when they used sticks to reach a banana that was out of reach.
18. _____ – Modern IQ formula. $\text{Mental age/chronological age} \times 100$.
19. _____ - Modern IQ tests with specialized subtests and use of factor analysis.
20. _____ – Physical before cognitive when appraising an emotional situation.
21. _____ – Emotions and cognitive appraisal at the same time.

22. _____ – showed that emotions have both a physical and a cognitive component.
23. _____ – The humanistic perspective and therapy approach.
24. _____ – Known as the Father of Cognitive Therapy approach.
25. _____ – *Rational emotive therapy* (RET is a form of cognitive therapy)
26. _____ – All did personality tests to validate the trait perspective.
27. _____ – *General Adaptation Syndrome* (stress responses)
28. _____ – “line-test” to show group conformity.
29. _____ – Conformity test to show the power of an authority figure.
30. _____ – *Robber’s Cave Experiment*. **Proved** that intergroup conflict and hostility arises when there is competition for limited resources, causing them to have negative thoughts and behavior towards the other groups. Co-operation among divisive groups when they had subordinate (shared) goals.
31. _____ – “*Misinformation Effect*” shown in memory studies.
32. _____ – “*Learned Helplessness Experiment*” with dogs. Showed the external locus effect in animals (generalized to depression with humans)
33. _____ – Studied gender differences. Males value accomplishments and women value relationships.
34. _____ – *Thinking & Language*. Theorized the critical-period hypothesis for language acquisition
35. _____ – *Methods, Approaches & History*. Published *The Principles of Psychology*, psychology's first textbook Functionalism
36. _____ – *Memory*. Tested eidetic memory
37. _____ – *Memory*. Experimented with the nature of sensory memory
38. _____ – *Learning*. Experimented with latent learning. Found that sometimes learning occurs but is not immediately evidenced
39. _____ – *Cognition/Language*. The linguistic relativity hypothesis
40. _____ – *Psychotherapy*. He is best **known for** his theories of the Collective Unconscious, including the concept of archetypes, and the use of synchronicity in psychotherapy.
41. _____ – Psychoanalysis. The founding father of psychoanalysis, a method for treating mental illness and also a theory which explains human behavior
42. _____ – *Lucifer Effect*. The *Lucifer Effect: Understanding How Good People Turn Evil* is a 2007 book which includes professor Philip Zimbardo's first detailed, written account of the events surrounding the 1971 Stanford Prison.
43. _____ – *Womb envy*. She is best known for her critique of Sigmund Freud. She and Alfred Adler are considered the founders of Neo-Freudianism, a departure from Freudian orthodoxy. She was highly critical of Freud's theories of psychosexual development and was particularly troubled by the concept of penis envy [whereas she framed it more that men have womb envy].

44. _____ - *Law of Effect*. An influential psychologist who is often referred to as the founder of modern educational psychology. He was perhaps best-known for his famous puzzle box experiments with cats which led to the development of his law of effect.
45. _____ - *Gestalt Psychology*. He contributed to Gestalt psychology by expanding on gestalt theories and applying them to human behavior. He was also one of the first psychologists to systematically test human behavior.
46. _____ - *Sexuality Studies*. Recognized as the first person to explore sexuality from a scientific perspective. He began this examination while studying gall wasp mating patterns and later extended his work to human subjects. Kinsey's collection of studies are widely known as the Kinsey Reports.
47. _____ - *Cognitive Dissonance & Social Comparison Theory*. His theories and research are credited with renouncing the previously dominant **behaviorist** view of social psychology by demonstrating the inadequacy of stimulus-response conditioning accounts of human behavior.
48. _____ - *Forgetting Curve & Spacing Effect*. Pioneered the experimental study of memory, and is known for his discovery of the forgetting curve and the spacing effect. He was also the first person to describe the learning curve.
49. _____ - *Frames of Mind*. The Theory of Multiple Intelligences.
50. _____ - *The triarchic theory*. The theory distinguishes three aspects of intelligence: analytic skills, such as the ability to think abstractly and evaluate information; creativity, the ability to invent novel solutions or ideas; and practical skills, which enable one to cope with concrete situations.
51. _____ - *Atlas of Emotions*. A pioneer in the study of **emotions** and their relation to **facial expressions**. He has created an "atlas of emotions" with more than ten thousand facial expressions, and has gained a reputation as the best human **lie detector** in the world .
52. _____ - *A Class Divided*. Jane Elliott's famous experiment was inspired by the assassination of Dr. Martin Luther King Jr. and the inspirational life that he led. She developed a controversial exercise to help her Caucasian students understand the effects of racism and prejudice.
53. _____ - *Infant Development & Vision*. It [experiment] is among the simplest, yet most important in the field of infant development and vision. In 1961, when this experiment was conducted, there very few ways to study what was going on in the mind of an infant. Fantz realized that the best way to figure out this puzzle was to simply watch the actions and reactions of infants. He understood the fundamental factor that if there is something of interest near humans, they generally look at it.
54. _____ - States that the more bystanders that are present in a social situation, the less likely it is that anyone will step in and help.
55. _____ - "*Miller's Law*." The Magical Number Seven experiment purports that the number of objects an average human can hold in working memory is 7 ± 2 . What this means is that the human memory capacity typically includes strings of words or concepts ranging from 5-9. This information on the limits to the capacity for processing information became one of the most highly cited papers in psychology.
56. _____ - *False Consensus Effect*. Ross conducted an experiment that, in lay terms, focuses on how people can incorrectly conclude that others think the same way they do, or form a "false consensus" about the beliefs and preferences of others. Ross conducted the study in order to outline how the "false consensus effect" functions in humans.
57. _____s - *Selective Attention / Invisible Gorilla Experiment*. Conducted their famous awareness test at Harvard University. Participants in the study were asked to watch a video and count how many passes occurred between basketball players on the white team. The video moves at a moderate pace and keeping track of the

passes is a relatively easy task. What most people fail to notice amidst their counting is that in the middle of the test, a man in a gorilla suit walked onto the court and stood in the center before walking off-screen.

58. _____ – *The Good Samaritan Experiment*. Study from Princeton was to investigate the potential causes that underlie altruistic behavior. This study has such dramatic implications for what it means to be human. First off, the overall amount of “helping” was low - with MOST (60% of) participants being, actually, NOT willing to help the “victim.” This is, of course, ironic, because the participants were Princeton students studying to be priests.
59. _____ – *Halo Effect*. States that people generally assume that people who are physically attractive are more likely to be intelligent, friendly and display good judgment.
60. _____ - *The Stanford Marshmallow Experiment*. A series of studies on **delayed gratification** in the late 1960s and early 1970s. In these studies, a child was offered a choice between one small reward provided immediately or two small rewards if they waited for a short period, approximately 15 minutes, during which the tester left the room and then returned. In over 600 children who took part in the experiment, a minority ate the marshmallow immediately. Of those who attempted to delay, one third deferred gratification long enough to get the second marshmallow. Age was a major determinant of deferred gratification.
61. _____. *Visual Cliff Experiment*. A study in depth perception in infants. Researchers wanted to know if depth perception is a learned behavior or if it is something that we are born with. What this study helped demonstrate is that depth perception is an inborn trait in humans.
62. _____ – *Attribution Theory*. In an internal, or dispositional, attribution, people infer that an event or a person's behavior is due to personal factors such as traits, abilities, or feelings. In an external, or situational, attribution, people infer that a person's behavior is due to situational factors.
63. _____ – *The Stroop Effect*. A demonstration of interference in the reaction time of a task. This test is considered to measure selective attention, cognitive flexibility and processing speed, and it is used as a tool in the evaluation of executive functions. An increased interference effect is found in disorders such as brain damage, dementias & other neurodegenerative diseases, ADHD or a variety of mental disorders such as schizophrenia, addictions, and depression.
64. _____ - *The Piano Stairs Experiment*. Sometimes called 'The Fun Theory' which wanted to prove that people's behavior can be changed for the better by making boring, everyday tasks more fun. In this experiment in Stockholm, Sweden they installed musical piano steps on the staircase of a subway station to see if more people would choose the healthier option and use the stairs instead of the escalator. The results showed that 66% more people took the stairs than usual that day, because we all like a little fun don't we?
65. _____ – *Monster Study*. During the 1930s it was thought that stuttering had an organic or genetic cause. This meant you were born a stutterer (or not) and little could be done. Half of the children received positive speech therapy, praising the fluency of their speech, and the other half, negative speech therapy, belittling the children for speech imperfections. In his defense, Johnson's work helped countless stutterers who came after the experiment. Many of the normal speaking orphan children who received negative therapy in the experiment suffered negative psychological effects, and some retained speech problems for the rest of their lives.