

Willhelm Wundt

- Introspection- Psychology & the study of conscious experience
- Father of Psychology

Founded first psychological laboratory in Leipzig, Germany in 1879, dedicated to the scientific study of the immediate conscious experience of sensation. Using careful methodology, he trained his associates to objectively analyze their sensory experiences systematically through introspection (inward looking). Required that results of experiments be replicated in order to be validated.

School of Structuralism: focused on the structure of the mind and identification of the basic elements of consciousness (sensations, feelings, and images) using trained introspection.



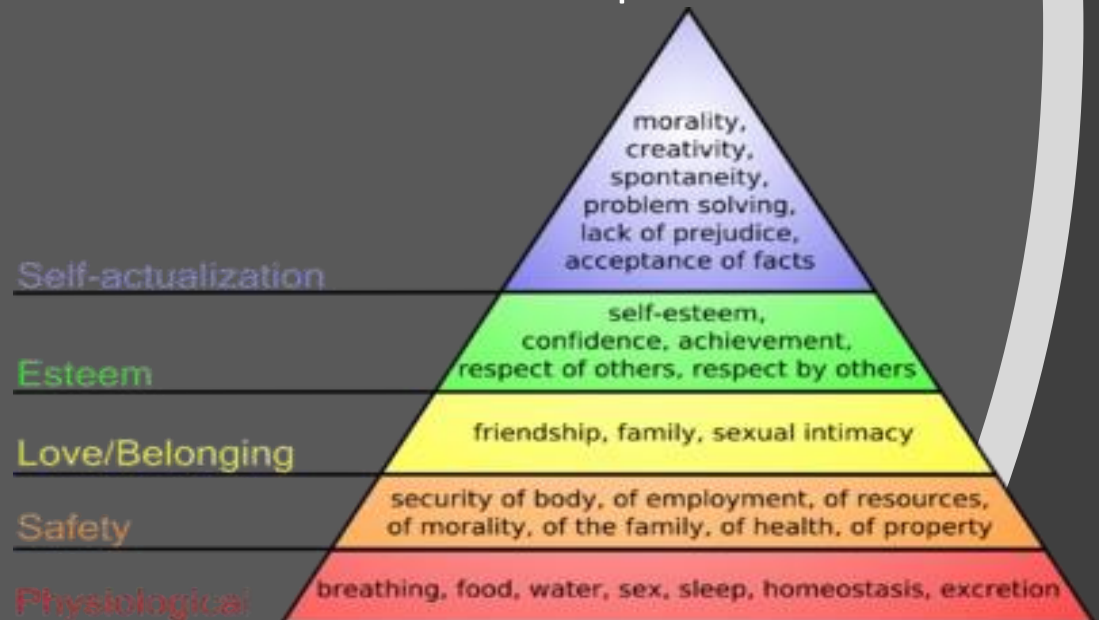
John Watson



- Founder of behaviorism
- Little Albert study
- Conditioning fear

Abraham Maslow

- Hierarchy of Needs
- Lower level needs dominate higher level needs
- Goal is to be self-actualized
- People are unhappy because of the distance between their ideal self and self-concept.



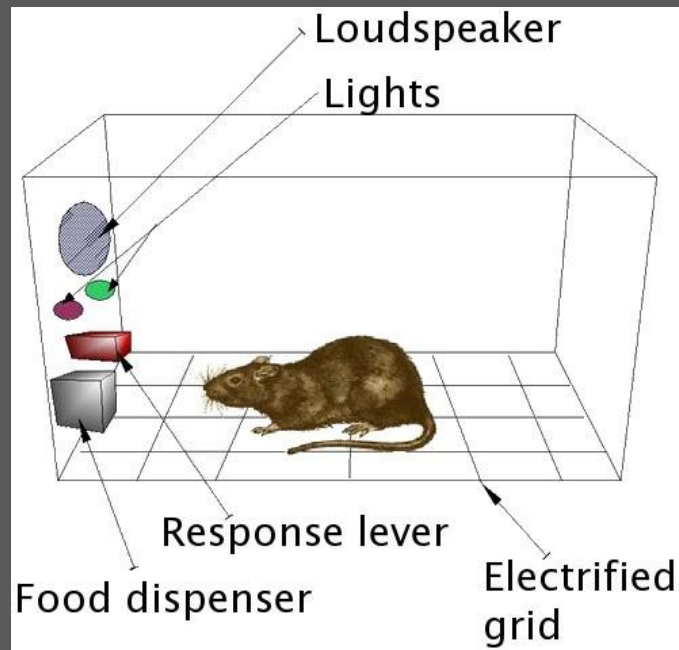
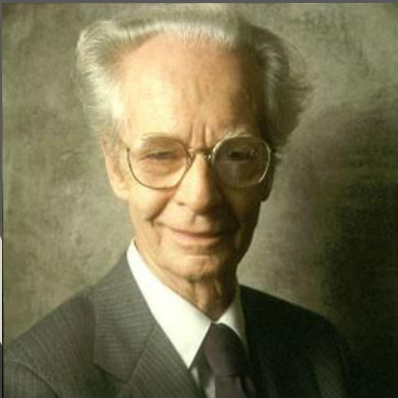
Carl Rogers



- Humanist
- Personal growth
- Empathy, acceptance, understanding
- Unconditioned Positive Regard

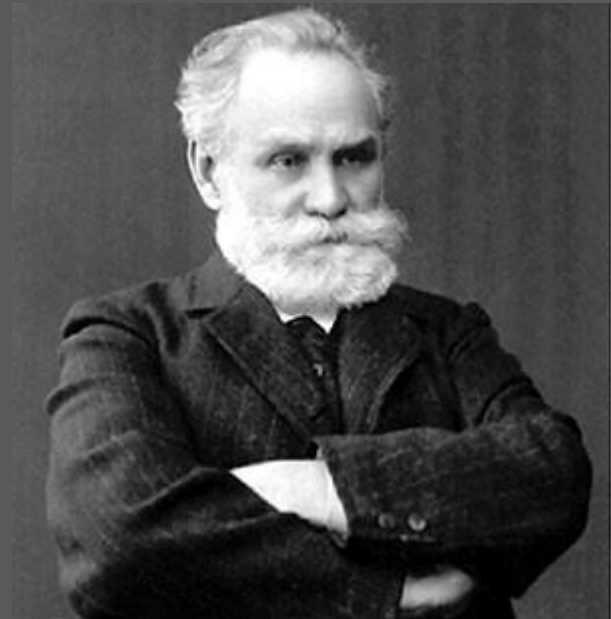
B.F. Skinner

- Behaviorism
- Skinner Box
- Operant Conditioning
- Conducted behavior research using punishment and reinforcement



Ivan Pavlov

- Classical conditioning
- UCS elicits a UCR
- Dogs
- Salivation to meat powder & tuning fork
- UCS, UCR, CS, CR



Mary Whiton Calkins

- First woman president of the APA.
- Denied a Ph.D. from Harvard for being female.

Student of William James.

First female admitted to James's graduate seminar despite the university president's objections.





Edward Titchner

The idea that contemplation finds answers to the brain by breaking it into parts and focusing on what each part does.

Student of Wilhelm Wundt.

Analyzed consciousness into its basic elements and investigated how elements were related (structuralism).

Used introspection.



William James

Functionalism

Thought structuralists were asking the wrong questions.

Was interested in the function or purpose of behavioral acts.

Viewed humans as more actively involved in processing sensations and actions.

Wrote the first psychology textbook called *Principles of Psychology*.

School of Functionalism: focused on the application of psychological findings to practical situations and the function of mental operations in adapting to the environment. The goal was to explain behavior.

Freud, Sigmund

- **Psychoanalysis**
- His comprehensive theory of psychoanalysis sought to explain the structure of the human mind, human attitudes and behavior, mental disorders, and the origins of civilization. His ideas, particularly his emphasis on sexuality, were highly controversial in the repressive Victorian era in which he lived.





G. Stanley Hall

Helped found the APA.

American psychologist

Set up lab at Johns Hopkins University
employing introspection.

Helped found the American Psychological
Association.

Focused on child development and
evolutionary theory



Max Wertheimer

Gestalt Psychology

Focused not on how we feel, but on how we experience the world.

The whole of an experience can be more than the sum of its parts.



Dorothea Dix

Propionate of getting the Mentally Insane help.

American activist on behalf of the mentally insane (terminology used at the time).

Lobbied Congress to create the first generation of mental asylums.

Margaret Floy Washburn

First woman to complete psychology PhD.

Student of Edward Titchener (he was her graduate advisor)

Was the first female to earn a Ph.D. in psychology.

