

Ablation

purposely disabling or destroying part of the brain in order to study the functions of different areas of the brain

Accommodation

The creation of new cognitive schemas when objects, experiences, or other information does not fit with existing schemas

Action Potential

The firing on a neuron. Occurs when the charge inside the neuron becomes more positive than the charge outside.

Altruism

Behavior that is unselfish and may even be detrimental but which benefits others.

Amnesia

Loss of memory. Usually only a partial loss such as for a period of time or biographical information.

Anxiety

The physiological and psychological reaction to an expected danger, whether real or imagined.

Aphasia

The impairment of the ability to communicate either through oral or written discourse as a result of brain damage.

Arousal

Theory The theory stating that we are motivated by our innate desire to maintain an optimal level of arousal.

Assimilation

Incorporating objects, experiences, or information into existing schemas.

Associations

The phenomenon in learning that states we are better able to remember information if it is paired with something we are familiar with or otherwise stands out.

Attachment

The strong bond a child forms with his or her primary caregiver.

Attribution

An idea or belief about the etiology of a certain behavior.

**Authoritarian
[parents]**

Parenting style focused on excessive rules, rigid belief systems, and the expectation of unquestioned obedience.

**Authoritative
[parents]**

Parenting style focused on setting reasonable rules and expectations while encouraging communication and independence.

**Availability
Heuristic**

A rule of thumb stating that information more readily available in our memory is more important than information not as easily accessible

**Aversion
Therapy**

A type of behavioral treatment where an aversive stimuli is paired with a negative behavior in hopes that the behavior will change in the future to avoid the aversive stimuli

Axon

The tail-like part of the neuron through which information exits the cell

**Behavior
Modification**

The application of behavioral theory to change a specific behavior

Behavior Therapy

The application of behavioral theory (e.g. conditioning, reinforcement) in the treatment of mental illness.

Behaviorism

The school of psychology founded on the premise that behavior is measurable and can be changed through the application of various behavioral principles

Bisexuality

Being attracted to or aroused by members of both genders. See Sexual Orientation.

Blind Study

As a way to avoid the placebo effect in research, this type of study is designed without the subject's knowledge of the anticipated results and sometimes even the nature of the study. The subjects are said to be 'blind' to the expected results.

Broca's Aphasia

An aphasia associated with damage to the Broca's area of the brain, demonstrated by the impairment in producing understandable speech.

Burnout

Changes in thoughts, emotions, and behavior as a result of extended job stress and unrewarded repetition of duties. Burnout is seen as extreme dissatisfaction, pessimism, lowered job satisfaction, and a desire to quit.

Cell Body

The main part of a neuron where the information is processed.

Centration

A young child's tendency to focus only on his or her own perspective of a specific object and a failure to understand that others may see things differently.

Chemical Imbalance

A generic term for the idea that chemical in the brain are either too scarce or too abundant resulting in a mental disorder such as schizophrenia or bipolar disorder.

Classical Conditioning

The behavioral technique of pairing a naturally occurring stimulus and response chain with a different stimulus in order to produce a response which is not naturally occurring.

Client Centered Therapy

A humanistic therapy based on Carl Roger's beliefs that an individual has an unlimited capacity for psychological growth and will continue to grow unless barriers are placed in the way.

Coercive Power

Power derived through the ability to punish.

Cognition

The process of receiving, processing, storing, and using information.

Cognitive Behavioral Therapy

Treatment involving the combination of behaviorism (based on the theories of learning) and cognitive therapy (based on the theory that our cognitions or thoughts control a large portion of our behaviors).

Cognitive Dissonance

The realization of contradictions in one's own attitudes and behaviors.

Cognitive Therapy

The treatment approach based on the theory that our cognitions or thoughts control a large part of our behaviors and emotions. Therefore, changing the way we think can result in positive changes in the way we act and feel.]

Compulsion

The physical act resulting from an obsession. Typically a compulsive act is done in an attempt to alleviate the discomfort created by an obsession.

Conditioned Response

The response in a stimulus-response chain that is not naturally occurring, but rather has been learned through its pairing with a naturally occurring chain.

Conditioned Stimulus

The stimulus in a stimulus-response chain that is not naturally occurring, but rather has been learned through its pairing with a naturally occurring chain.

Conditioning

The process of learning new behaviors or responses as a result of their consequences.

Conformity

Changing your attitudes, beliefs, thoughts, or behaviors in order to be more consistent with others.

Consciousness

Awareness of yourself and the world around you.

Conservation

The understanding, typically achieved in later childhood, that matter remains the same even when the shape changes (i.e., a pound of clay is still a pound of clay whether it is rolled in a ball or pounded flat).

Consolidation

The physiological changes in the brain associated with memory storage.

Consolidation Failure

The failure to store information in memory.

Context Dependent Memory

The theory that information learned in a particular situation or place is better remembered when in that same situation or place.

Continuous Reinforcement

The application of reinforcement every time a specific behavior occurs.

Control Group

The group of subjects in an experiment that does not receive the independent variable.

Correlation

Statistical representation of a relationship between two or more variables which does not determine cause and effect.

Critical Period

A time frame deemed highly important in developing in a healthy manner; can be physically, emotionally, behaviorally, or cognitively.

Crowding

The psychological and psychological response to the belief that there are too many people in a specified area.

Crystallized Intelligence

The part of intelligence which involves the acquisition, as opposed to the use, of information.

Decay

Theory which states that memory fades

Declarative Memory

The part of long-term memory where factual information is stored, such as mathematical formulas, vocabulary, and life events.

Deductive Reasoning

Decision making process in which ideas are processed from the general to the specific.

Defenses (Defense Mechanisms)

Psychological forces which prevent undesirable or inappropriate impulses from entering consciousness (e.g., forgetting responsibilities that we really didn't want to do, projecting anger onto a spouse as opposed to your boss). Also called Defense Mechanisms, Defense System, or Ego Defenses.

Delusion

False belief system (e.g., believing you are Napoleon, have magical powers, or the false belief that others are 'out to get you.').

Dependent Variable

The variable in an experiment that is measured; the outcome of an experiment.

Developmental Psychology

The area of psychology focused on how children grow psychologically to become who they are as adults.

Difference Threshold

The smallest change in perception which is noticeable at least 50% of the time.

Discrimination

In behavioral theory, the learned ability to differentiate between two similar objects or situations.

Disorientation

Inability to recognize or be aware of who we are (person), what we are doing (situation), the time and date (time), or where we are in relation to our environment (place). To be considered a problem, it must be consistent, result in difficulty functioning, and not due to forgetting or being lost.

Displacement

The pushing out of older information in short term memory to make room for new information.

Dissociation

A separation from the self, with the most severe resulting in Dissociative Identity Disorder. Most of us experience this in very mild forms such as when we are driving long distance and lose time or find ourselves day dreaming longer than we thought.

Distinctiveness

The phenomenon in memory that states we are better able to remember information if it is distinctive or different from other information.

Divergent Thinking

The ability to use previously gained information to debate or discuss issues which have no agreed upon definitive resolution.

Double Blind Study

Research method in which both the subjects and the experimenter are unaware or 'blind' to the anticipated results.

Drive

An internal motivation to fulfill a need or reduce the negative aspects of an unpleasant situation.

Ego

In Psychoanalytical theory, the part of the personality which maintains a balance between our impulses (id) and our conscience (superego).

Ellis, Albert

A cognitive Psychologist who developed the concept of Rational-Emotive Therapy.

Emotion

Feelings about a situation, person, or objects that involves changes in physiological arousal and cognitions.

Emotional Intelligence (EQ)

The awareness of and ability to manage one's emotions in a healthy and productive manner.

Encoding

The transformation of information to be stored in memory.

Episodic Memory

Subcategory of Declarative memory where information regarding life events are stored.

Etiology

Causal relationships of diseases; theories regarding how the specific disease or disorder began.

Experimental Group

In research, the group of subjects who receive the independent variable.

Experimental Method

Research method using random assignment of subjects and the manipulation of variables in order to determine cause and effect.

Experimenter Bias

Errors in a research study due to the predisposed notions or beliefs of the experimenter.

Expert Power

Power derived through advanced knowledge or experience in a particular subject.

External Locus of Control

The belief that the environment has more control over life circumstances than the individual does.

Extinction

The reduction and eventual disappearance of a learned or conditioned response after it is no longer paired with the unconditioned stimulus-response chain.

Extrinsic Motivation

The desire or push to perform a certain behavior based on the potential external rewards that may be received as a result.

Factor Analysis

A statistical technique used to determine the number of components in a set of data. These components are then named according to their characteristics allowing a researcher to break down information into statistical groups.

Fixation

In Freud's theory of psychosexual development, the failure to complete a stage successfully which results in a continuation of that stage into later adulthood.

Fixed Interval Schedule

A schedule in which the reinforcement is presented after a specific period of time.

Fixed Ratio Schedule

A schedule in which the reinforcement is presented after a specific number of responses.

Fetish

A condition in which arousal and body parts (feet, hair). Is considered a problem when the object is needed in order to obtain arousal or gratification and the individual can not complete a sexual act without this object present.

Frequency Effect

The phenomenon in memory which states that we tend to remember information better if it is repeated.

Freud, Sigmund

Dr. Freud is often referred to as the father of clinical psychology. His extensive theory of personality development (psychoanalytical theory) is the cornerstone for modern psychological thought, and consists of (1) the psychosexual stages of development, (2) the structural model of personality (id, ego, superego), and (3) levels of consciousness (conscious, subconscious, and unconscious). See Psychoanalysis.

Flooding

A behavioral technique used to treat phobias in which the client is presented with the feared stimulus until the associated anxiety disappears.

Fluid Intelligence

The part of intelligence which involves the use, as opposed to the acquisition, of information.

Framing

Presenting information either positively or negatively in order to change the influence it has on an individual or group.

Free Association

The psychoanalytic technique of allowing a patient to talk without direction or input in order to analyze current issues of the client.

Frontal Lobe

The lobe at the front of the brain associated with movement, speech, and impulsive behavior.

Frustration

The feelings, thoughts, and behaviors associated with not achieving a particular goal or the belief that a goal has been prematurely interrupted.

Fundamental Attribution Error

The tendency to over estimate the internal attributes of another person's actions.

Gender Identity

The internal sense of being either male or female. Usually congruent with biological gender

Gender Role

The accepted behaviors, thoughts, and emotions of a specific gender based upon the views of a particular society or culture.

Gender Typing

The process of developing the behaviors, thoughts, and emotions associated with a particular gender.

Generalization

The tendency to associate stimuli, and therefore respond similarly to, due to their closeness on some variable such as size, shape, color, or meaning.

Gestalt

German word typically translated as meaning 'whole' or 'form.'

Gestalt Therapy

Treatment focusing on the awareness and understanding of one's feelings.

Group Polarization

The tendency for members of a cohesive group to make more extreme decisions due to the lack of opposing views.

Group Therapy

Psychotherapy conducted with at least three or four non-related individuals who are similar in some are, such as gender, age, mental illness, or presenting problem.

Group Think

The tendency for members of a cohesive group to reach decisions without weighing all the facts, especially those contradicting the majority opinion.

Gustation

Sense of taste.

Habituation

The decrease in response to a stimulus due to repetition (e.g., not hearing the ticking of a clock after getting used to it)

Hallucination

False perception of reality (e.g., hearing voices that aren't there or seeing people who do not exist) [auditory (hearing); visual (sight); olfactory (smell); tactile (touch); and taste]

Halo Effect

The tendency to assign generally positive or generally negative traits to a person after observing one specific positive or negative trait, respectively.

Health Psychology

The specific field in psychology concerned with psychology's impact on health, physical well being, and illness.

Heterosexuality

Being attracted to or aroused by members of the opposite gender. See Sexual Orientation.

Heuristic

A rule of thumb based on experience used to make decisions.

Hierarchy of Needs

Maslow's Theory of Motivation which states that we must achieve lower level needs, such as food, shelter, and safety before we can achieve higher level needs, such as belonging, esteem, and self-actualization.

Higher Order Conditioning

Pairing a second conditioned stimulus with the first conditioned stimulus in order to produce a second conditioned response

Homeostasis

The tendency of the body (and the mind) to naturally gravitate toward a state of equilibrium or balance.

Homophobia

An irrational hostility, hatred, or fear of homosexuals.

Homosexuality

Being attracted to or aroused by members of the same gender. See Sexual Orientation.

Humanistic

Psychology A theoretical view of human nature which stresses a positive view of human nature and the strong belief in psychological homeostasis.

Humanistic Therapy

Treatment focused on increasing awareness of one's self concept.

Hypnosis

A deep state of relaxation where an individual is more susceptible to suggestions.

Hypnotherapist

A trained, and often licensed, therapist who utilizes the therapeutic technique of hypnosis as part of a treatment regimen.

Hypnotist

An individual, most likely unlicensed, who uses hypnosis techniques or variations of these techniques for a variety of reasons, including treatment and

Hypothesis

A prediction about the relationship between two or more variables.

Id

In Psychoanalytical theory, the part of the personality which contains our primitive impulses such as sex, anger, and hunger.

Illusion

Misperception of reality (e.g., the illusion of a lake in the middle of a desert).

Imagery

Utilizing the mind to create a mental representation of a sensory experience.

Inappropriate Affect

Expressing contradictory behavior when describing or experiencing an emotion (e.g., smiling when discussing something sad; laughing when talking about the death of a loved one).

Independent Variable

The variable in an experiment that is manipulated or compared.

Inductive Reasoning

Decision making process in which ideas are processed from the specific to the general.

Industrial Organizational Psychology

The area or specialty in psychology focused on the application of psychological principles in the work force.

Innate

Occurring without learning, inborn.

Insight

The understanding of a relationship between current thoughts, feelings, and they are maintained.

Internal Locus of Control

The belief that an individual has more control over life circumstances than the environment does.

Instinct

A behavior we are born with and therefore does not need to be learned.

Intelligence

The ability to adapt to one's environment.

Intelligence Quotient [IQ]

The scores achieved on psychological tests aimed at quantifying intellectual ability.

Intrinsic Motivation

The motivation or desire to do something based on the enjoyment of the behavior itself rather than relying on or requiring external reinforcement.

Introversion

The tendency to focus energy inward resulting in decreased social interaction.

Just Noticeable Difference

The smallest change in a sensory perception that is detectable 50% of the time.

Latent Learning

Learning that occurs without apparent reinforcement but is not demonstrated until such time as reinforcement occurs.

Law of Effect

Theory proposed by Thorndike stating that those responses that are followed by a positive consequence will be repeated more frequently than those that are not.

Learned Helplessness

A condition that occurs after a period of negative consequences where the person begins to believe they have no control.

Learning Theory

Based on the idea that changes in behavior result more from experience and less from our personality or how we think or feel about a situation.

Legitimate Power

Power derived through one's position, such as a police officer or elected official.

Libido

Sigmund Freud's terminology of sexual energy or sexual drive.

Locus of Control

A belief about the amount of control a person has over situations in their life.

**Long Term
Memory**

**Relatively
permanent memory.**

Lucid Dream

A dream in which you are aware of dreaming and are sometimes able to manipulate the dream.

Maturation

Changes due to the natural process of aging as determined by your genetics

Mean

A method of determining an average where the sum of the scores are divided by the number of scores.

**Measure of
Central Tendency**

**An average (see
Mean, Median)**

Median

A method of determining an average by using the score that falls in the middle of the distribution.

**Minnesota Multiphasic
Personality Inventory,
2nd. Edition**

An Objective test utilizing 567 items which have been empirically derived to measure a variety of psychological concerns. MMPI-2

Mode

A method of determining an average by using the score(s) which occurs most frequently.

Motivation

The process that energizes and or maintains a behavior

**Naturalistic
Observation**

A research method where the subject(s) is(are) observed without interruption under normal or natural circumstances.

**Negative
Correlation**

A correlation where as one variable increases, the other decreases.

Neurotransmitter

A chemical found in animals that plays a role in our behavior, cognitions, and emotions.

Nightmare

A frightening dream occurring in REM sleep.

Nondeclarative Memory

A subsystem within Long term memory which consists of skills we acquire through repetition and practice (e.g., dance, playing the piano, driving a car)

Normal Curve

A graphical interpretation of a population that is 'bell shaped' as it has the highest frequency in the middle and this frequency diminishes the farther you get from the center on either end.

Norm

An expectation based on multiple observations.

Object Permanence

The understanding that objects exist even when they are not directly observed.

Objective Techniques

A generic term for the psychological procedures used to measure personality which rely on measurable or objective techniques such as the MMPI-2 and WAIS-III.

Obsession

A persistent and seemingly uncontrollable thought.

Olfaction

The sense of smell.

Operant Conditioning

Learning that occurs due to the manipulation of the possible consequences.

Overlearning

A technique used to improve memory where information is learned to the point that it can be repeated without mistake more than one time.

Panic Attack

Period of extreme anxiety and physical symptoms such as heart palpitations, shakiness, dizziness, and racing thoughts. Initial attacks are often reported to feel like a heart attack due to the heart palpitations. A medical exam should be conducted to rule out any such condition.

Perception

The process of organizing and using information that is received through the senses.

**Person Centered
Therapy**

The therapeutic technique based on humanistic theory which is non-directive and empathic.

Personality

The stable set of individual characteristics that make us unique.

**Permissive
[parents]**

Parenting style consisting of very few rules and allowing children to make most decisions and control their own behavior.

Persuasion

The deliberate attempt to influence the thoughts, feelings or behaviors of another.

Phobia

An intense fear of a specific object or situation. Most of us consider ourselves to have phobias, but to be diagnosable, the fear must significantly restrict our way of life.

Placebo

A treatment condition used to control for the placebo effect where the treatment has no real effect on its own.

Placebo Effect

The phenomenon in research where the subject's beliefs about the outcome can significantly effect the outcome without any other intervention.

Plasticity

The ability of the brain, especially in our younger years to compensate for damage.

Pleasure Principle

Freud's theory regarding the id's desire to maximize pleasure and minimize pain in order to achieve immediate gratification.

Population

The entire group to which research is hoping to generalize (e.g., males, adults, U.S. citizens).

Positive Correlation

A correlation where as one variable increases, the other also increases, or as one decreases so does the other.

Positive Reinforcement

Something positive provided after a response in order to increase the probability of that response occurring in the future.

Prejudice

Negative beliefs, attitudes, or feelings about a person's entire character based on only one characteristic. This belief is often based on faulty information.

Primacy Effect

The tendency to remember the first bit of information in a series due to increased rehearsal.

Primary Reinforcer

A reinforcer that meets our basic needs such as food or water.

Projection

In Psychoanalytic Theory, the defense mechanism whereby we transfer or project our feelings about one person onto another.

Projective Techniques

A generic term for the psychological procedures used to measure personality which rely on ambiguous stimuli.

Psychiatrist

A medical doctor with training in mental illness.

Psychoanalysis

Developed by Sigmund Freud, this type of therapy is known for long term treatment, typically several times per week, where the unresolved issues from the individual's childhood are analyzed and resolved. These issues are considered to be primarily unconscious in nature and are kept from consciousness through a complex defense system.

Psychodynamic Therapy

A modern adaptation of psychoanalytic therapy which has made sometimes minor and sometimes major changes to Freud's original theories.

Psychology

The study of emotion, cognition, and behavior, and their interaction.

Psychosis

Break from reality, usually identified by hallucinations, delusions,

Punishment

The adding of a negative stimulus in order to decrease a response (e.g., spanking a child to decrease negative behavior).

Random Assignment

Assigning subjects to experimental groups based on chance.

**Random
Sample**

A group of subjects representing the population who are selected through chance.

Range

A statistical term representing the difference between the highest score and the lowest score.

**Rational Emotive
Therapy**

A Cognitive Therapy based on Albert Ellis' theory that cognitions control our emotions and behaviors; therefore, changing the way we think about things will affect the way we feel and the way we behave.

Rationalization

A defense mechanism where one believes or states an acceptable explanation for a behavior as opposed to the real explanation.

**Reaction
Formation**

A defense mechanism where unacceptable impulses are converted to their opposite.

**Recency
Effect**

The tendency to remember the last bit of information due to the shorter time available for forgetting.

Reconstruction

Tendency to fill in the gaps in our memory and often believe these represent true memories.

Referent Power

Power given to an individual due to respect and or desire to be similar to that individual

Rehearsal

Repeating information in order to improve our recall of this information.

Reinforcer

Anything that follows a behavior that increases the chances of that behavior occurring again.

Regression

A defense mechanism where one reverts to an earlier stage of development.

Reliability

A statistical measure of a tests consistency, or ability to result in similar scores if given repeatedly.

**Representativeness
Heuristic**

A rule of thumb where similarity to a prototype or similar situation dictates a decision.

Repression

In Psychoanalytic Theory, the defense mechanism whereby our thoughts are pulled out of our consciousness and into our unconscious.

Retrieval

The process of bringing material out of long term memory and into consciousness.

**Reward
Power**

Power derived through an ability to offer rewards.

Rogers, Carl

A humanistic Psychologist who developed Client-Centered Therapy.

**Rorschach
Inkblot Test**

A projective technique utilizing ambiguous inkblots as stimuli.

Schema

The cognitive structure utilized to make sense of the world.

Secondary Reinforcer

A reinforcer other than one which meets our basic needs such as food or water (e.g., intellectual stimulation, money, praise).

Selection Bias

Errors in the selection and placement of subjects into groups that results in differences between groups which could effect the results of an experiment.

Self Actualization

The process of understanding oneself more completely and being aware of issues affecting one's life.

Self Efficacy

One's belief in his or her own ability.

Self Serving Bias

The tendency to assign internal attributes to successes and external factors to failures.

Semantic Memory

The part of declarative memory that stores general information such as names and facts.

Sensation

Information brought in through the senses.

Sensory Memory

The brief storage of information brought in through the senses; typically only lasts up to a few seconds.

Sexual Orientation

A feeling of attractedness or arousal associated with a particular gender. Sexual behavior can be a result of this but does not necessarily define a person's orientation.

Shaping

Gradually molding a specific response by reinforcing responses that come close to the desired response.

Short Term Memory

The stage of memory where information is stored for up to 30 seconds prior to either being forgotten or transferred to long term memory. Holds approximately 5 items.

Skinner, B. F.

Considered the father of behavioral therapy. He once stated that with the ability to control a child's environment, he could raise a child to become anything he wanted.

Social Facilitation

The effect of other's presence on one's performance. Typically we perform simple or well-learned tasks better in front of others and difficult or novel tasks worse.

Social Loafing

The tendency for people to work less on a task the greater the number of people are working on that task.

Social Psychology

The branch of psychology which focuses on society and it's impact on the individual.

Social Roles

Accepted behaviors associated with a particular position within a group.

Standard Deviation

A statistical formula used to determine the amount of difference expected from one score to the next.

State

A temporary internal characteristic (e.g., depressed, angry)

State Dependent Memory

The theory that information learned in a particular state of mind (e.g., depressed, happy, somber) is more easily recalled when in that same state of mind.

Stimulus

Anything in the environment to which one responds.

Storage

The process of saving information in long term memory

Stress

The physical and psychological result of internal or external pressure.

Stressor

Anything, internal or external, which applies psychological pressure on an individual.

Sublimation

A defense mechanism where undesired or unacceptable impulses are transformed into behaviors which are accepted by society.

Superego

In Psychoanalytical theory, the part of the personality that represents the conscience.

Supertraits

Hans Eysenck's term for his two distinct categories of personality traits. They include Introversion-Extroversion and Neuroticism. According to Eysenck, each of us fall on a continuum based on the degree of each supertraits.

Suppression

The defense mechanism where we push unacceptable thoughts out of consciousness and into our unconscious.

Survey

A research technique in which subjects respond to a series of questions.

Syllogism

Aristotle's theory of reasoning where two true statements are followed by a single logical conclusion.

Systematic Desensitization

A treatment technique where the client is exposed to gradually increasing anxiety provoking stimuli while relaxing; the goal is for the client to eventually confront a phobia or fear without the previously associated anxiety.

Tactile

The sense of touch.

TAT

See Thematic Apperception Test.

Temperament

A person's typical way of responding to his or her environment.

Thematic Apperception Test (TAT)

A subjective personality test where ambiguous pictures are shown to a subject and they are asked to tell a story related to them.

Theory

A general idea about the relationship of two or more variables.

Trait

A relatively permanent internal characteristic (e.g., friendly, outgoing)

Transference

Intense feelings directed toward the therapist that many clients experience in the process of therapy.

Type A Personality

A theory used to describe a person with a significant number of traits focused on urgency, impatience, success, and excessive competition.

Type B Personality

A theory used to describe person with a significant number of traits focused on relaxation, lack of urgency, and normal or reduced competition.

Unconditional Positive Regard

The nonjudgmental empathy and respect for another person.

Unconditioned Response

The response in a stimulus-response chain that is naturally occurring as opposed to learned.

Unconditioned Stimulus

The stimulus in a stimulus-response chain that is naturally occurring as opposed to learned.

Unconscious

According to Freud, the area of the psyche where unknown wishes and needs are kept that play a significant role in our conscious behavior.

Validity

Statistical technique used to determine if a test is actually measuring what it is intended to measure.

Variable

Any factor which has the potential to influence another factor in a research study.

Variable Interval Schedule

A schedule in which the reinforcement is presented after a varying amount of time.

Variable Ratio Schedule

A schedule in which the reinforcement is presented after a varying number of responses.

WAIS-III

See Wechsler Adult Intelligence Scale, Third Edition.

Wechsler Adult Intelligence Scale, Third Edition

An objective measure of intelligence. The Stanford-Binet test is also used, has very similar validity, but is not as popular.

Wernicke's Aphasia

Aphasia resulting from damage to the Wernicke's area of the frontal lobe. Affects written and spoken language.

1. Aaron Beck

1921-present; Field: cognitive; Contributions: father of Cognitive Therapy, created Beck Scales-depression inventory, hopelessness scale, suicidal ideation, anxiety inventory, and youth inventories

2. Abraham Maslow

1908-1970; Field: humanism; Contributions: hierarchy of needs-needs at a lower level dominate an individual's motivation as long as they are unsatisfied, self-actualization, transcendence

3. Albert Bandura

1925-present; Field: sociocultural; Contributions: pioneer in observational learning, stated that people profit from the mistakes

4. Albert Ellis

1913-2007; Field: cognitive-behavioral; Contributions: Rational-Emotive Therapy (RET), focuses on altering client's patterns of irrational thinking to reduce maladaptive behavior and emotions

5. Alfred Adler

1870-1937; Field: neo-Freudian, psychodynamic; Contributions: basic mistakes, style of life, inferiority

6. Alfred Binet

1857-1911; Field: testing; Contributions: general IQ tests, designed test to identify slow learners in need of remediation-not applicable in the U.S. because too culture-bound (French)

7. Anna Freud

1895-1982; Field: psychoanalysis; Contributions: focused on child psychoanalysis, fully developed defense mechanisms, emphasized importance of the ego and its constant struggle

8. Benjamin Whorf

1897-1941; Field: language; Contributions: his hypothesis is that language determines the way we think

9. BF Skinner

1904-1990; Field: behavioral; Contributions: created techniques to manipulate the consequences of an organism's behavior in order to observe the effects of subsequent behavior; Studies: Skinner box

10. Carl Jung

1875-1961; Field: neo-Freudian, analytic psychology; Contributions: people had conscious and unconscious awareness; archetypes; collective unconscious; libido is all types of energy, not just sexual; Studies: dream studies

11. Carl Rogers

1902-1987; Field: humanistic; Contributions: founded person-centered therapy, theory that emphasizes the unique quality of humans especially their freedom and potential for personal growth, unconditional positive regard, fully functioning person

12. Carol Gilligan

1936-pres; Field: cognition; Contributions: maintained that Kohlberg's work was developed by only observing boys and overlooked potential differences between the habitual moral judgments of boys and girls; girls focus more on relationships than laws and principles

13. Charles Darwin

1809-1882; Field: geology, biology; Contributions: transmutation of species, natural selection, evolution by common descent; Studies: "The Origin of Species" catalogs his voyage on the Beagle

14. Charles Spearman

1863-1945; Field: intelligence; Contributions: found that specific mental talents were highly correlated, concluded that all cognitive abilities showed a common core which he labeled 'g' (general ability)

15. Clark Hull

1884-1952; Field: motivation; Contributions: maintains that the goal of all motivated behavior is the reduction or alleviation of a drive state, mechanism through which reinforcement operates

16. Daniel Goleman

1946-present; Field: intelligence; Contributions: emotional intelligence

17. David McClelland

1917-1998; Field: intelligence, testing; Contributions: devised a way to measure Murray's theory (TAT), developed scoring system for TAT's use in assessing achievement motivation, not the TAT

18. David Rosenhan

Field: social psychology; Contributions: proved that once you are diagnosed with a disorder, your care would not be very good in a mental health setting; Studies: Hospital experiment-checked into hospital to check diagnosis

19. David Weschler

1896-1981; Field: testing; Contributions: established an intelligence test especially for adults (WAIS)

20. Edward Thorndike

1874-1949; Field: behaviorism; Contributions: Law of Effect-relationship between behavior and consequence; Studies: Law of Effect with cats

21. Elizabeth Kübler-Ross

1926-2004; Field: development; Contributions: 5 stages the terminally ill go through when facing death (1. death, 2. anger

22. Elizabeth Loftus

1944-present; Field: memory; Contributions: expert in eyewitness testimony (false memories or misinformation effect); Studies: Reconstruction of Auto. Destruction, Jane Doe Case (repressed memories of Nicole Taus' sex abuse)

23. Erik Erikson

1902-1994; Field: neo-Freudian, humanistic; Contributions: created an 8-stage theory to show how people evolve through the life span. Each stage is marked by a psychological crisis that involves confronting "Who am I?"

24. Ernst Weber

1795-1878; Field: perception; Contributions: just-noticeable-difference (JND) that eventually becomes Weber's law; Studies: 1st study on JND

25. Francis Galton

1822-1911; Field: differential psychology AKA "London School" of Experimental Psychology; Contributions: behavioral genetics, maintains that personality & ability depend almost entirely on genetic inheritance; Studies: Twin Studies-compare identical & fraternal twins, Hereditary Genius-used bell curve for normal distribution, & "Law of Errors"-differences in intellectual ability

26. Gordon Allport

1897-1967; Field: trait theory of personality; Contributions: list of 11,000 traits, 3 levels of traits-cardinal, central, and secondary

27. Gustav Fechner

1801-1887; Field: perception; Contributions: stated that the magnitude of a sensory experience is proportionate to the # of JND's that the stimulus causing the experiences above the absolute threshold

28. Harry Harlow

1905-1981; Field: development;
Contributions: realized that touch is preferred in development; Studies: Rhesus monkeys, studied attachment of infant monkeys (wire mothers v. cloth mothers)

29. Harry Stack Sullivan

1892-1949; Field: psychoanalysis;
Contributions: groundwork for enmeshed relationships, developed the Self-System-a configuration of personality traits

30. Henry Murray

1893-1988; Field: intelligence, testing; Contributions: devised the Thematic Apperception Test (TAT) with Christina Morgan, stated that the need to achieve varied in strength in different people and influenced their tendency to approach and evaluate their own performances

31. Hermann Ebbinghaus

1850-1909; Field: memory; Contributions: 1st to conduct studies on forgetting: first, a rapid loss followed by a gradual declining rate of loss; Studies: memory-series of meaningless syllables

32. Hermann Rorschach

1884-1922; Field: personality, psychoanalysis;
Contributions: developed one of the first projective tests, the Inkblot test which consists of 10 standardized inkblots where the subject tells a story, the observer then derives aspects of the personality from the subject's commentary

33. HJ Eysenck

1916-1997; Field: personality;
Contributions: asserted that personality is largely determined by genes, used introversion

34. Howard Gardner

1943-present; Field: intelligence; Contributions: devised the theory of multiple intelligences (logical-mathematic, spatial, bodily-kinesthetic, intrapersonal, linguistic, musical, interpersonal, naturalistic)

35. Ivan Pavlov

1891-1951; Field: Gastroenterology; Contributions: developed foundation for classical conditioning, discovered that a UCS naturally elicits a reflexive behavior; Studies: dog salivation

36. Jean Piaget

1896-1980; Field: cognition; Contributions: created a 4-stage theory of cognitive development, said that two basic processes work in tandem to achieve cognitive growth (assimilation and accommodation)

37. John B Watson

1878-1958; Field: behaviorism; Contributions: generalization-inductive reasoning, emphasis on external behaviors of people and their reactions on a given situation; Studies: Little Albert

38. Judith Langlois

dates ?; Field: developmental; Contributions: social development & processing, effects of appearance on behavior, origin of social stereotypes, sex

39. Karen Horney

1885-1952; Field: neo-Freudian, psychodynamic; Contributions: criticized Freud, stated that personality is molded by current fears and impulses, rather than being determined solely by childhood experiences and instincts, neurotic trends

40. Karl Wernicke

1848-1905; Field: perception; Contributions: area of left temporal lobe involved language understanding; Studies: person damaged in this area uses correct words but they do not make sense

41. Kenneth Clark

1914-2005; Field: social psychology; Contributions: research evidence of internalized racism caused by stigmatization; Studies: Doll experiments-black children chose white dolls

42. Kurt Lewin

1890-1947; Field: social psychology; Contributions: German refugee who escaped Nazis, proved the democratic style of leadership is the most productive; Studies: Leadership styles-studied effects of 3 leadership styles on children completing activities

43. Lawrence Kohlberg

1927-1987; Field: cognition, moral development; Contributions: created a theory of moral development that has 3 levels; focuses on moral reasoning rather than overt behavior

44. Lev Vygotsky

1896-1934; Field: child development; Contributions: investigated how culture & interpersonal communication guide development, zone of proximal development; play research

45. Lewis Terman

1877-1956; Field: testing; Contributions: revised Binet's IQ test and established norms for American children

46. Little Albert

ca. 1920; Field: behaviorism;
Contributions: subject in John Watson's experiment, proved classical conditioning principles; Studies: Little Albert-generalization of fear

47. Martin Seligman

1942-present; Field: learning;
Contributions: Positive Psychology, learned helplessness; Studies: Dogs demonstrating learned helplessness

48. Mary Ainsworth

1913-1999; Field: development;
Contributions: compared effects of maternal separation, devised patterns of attachment; Studies: The Strange Situation-observation of parent

49. Mary Cover-Jones

1896-1987; Field: learning;
Contributions: systematic desensitization, maintained that fear could be unlearned

50. Noam Chomsky

1928-present; Field: language;
Contributions: disagreed with Skinner about language acquisition, stated there is an infinite # of sentences in a language, humans have an inborn native ability to develop language

51. Paul Ekman

1934-present; Field: emotion;
Contributions: found that facial expressions are universal

52. Philip Zimbardo

1933-present; Field: social psychology;
Contributions: proved that people's behavior depends to a large extent on the roles they are asked to play; Studies: Stanford Prison Study-studied power of social roles to influence people's behavior

53. Phineas Gage

1823-1860; Field: neurobiology;
Contributions: 1st person to have a frontal lobotomy (by accident), his accident gave information on the brain and which parts are involved with emotional reasoning

54. Raymond Cattell

1905-1998; Field: intelligence; Contributions: fluid & crystal intelligence; 3 domains of personality sphere (personality, ability, & motivation), 16 Personality Factors (personality test)

55. Robert Rosenthal

1933-present; Field: social psychology;
Contributions: focus on nonverbal communication, self-fulfilling prophecies;
Studies: Pygmalion Effect-effect of teacher's expectations on students

56. Robert Sternberg

1949-present; Field: intelligence;
Contributions: devised the Triarchic Theory of Intelligence (academic problem-solving, practical, and creative)

57. Robert Yerkes

1876-1956; Field: intelligence, comparative;
Contributions: social behavior of gorillas

58. Robert Zajonc

1923-present; Field: motivation; Contributions: believes that we invent explanations to label feelings

59. Sigmund Freud

1856-1939; Field: psychoanalytic, personality; Contributions: id

60. Solomon Asch

1907-1996; Field: social psychology; Contributions: studied conformity, found that individuals would conform even if they knew it was wrong; Studies: conformity, opinions and social pressures

61. Stanley Milgram

1933-1984; Field: social psychology; Contributions: wanted to see how the German soldiers in WWII fell to obedience, wanted to see how far individuals would go to be obedient; Studies: Shock Study

62. Stanley Schachter

1922-present; Field: emotion; Contributions: stated that in order to experience emotions a person must be physically aroused and know the emotion before you experience it

63. Walter B. Cannon

1871-1945; Field: motivation; Contributions: believed that gastric activity as in empty stomach, was the sole basis for hunger; Studies: inserted balloons in stomachs

64. William James

1842-1910; Field: functionalism; Contributions: studied how humans use perception to function in our environment; Studies: Pragmatism, The Meaning of Truth

65. William Sheldon

1898-1977; Field: personality; Contributions: theory that linked personality to physique on the grounds that both are governed by genetic endowment: endomorphic (large), mesomorphic (average), and ectomorphic (skinny)

66. William Wundt

1832-1920; Field: structuralism, voluntarism; Contributions: introspection, basic units of experience; Studies: 1st psychological laboratory in world at University of Leipzig