

# PSYCHOLOGY

Psychology is both an academic and applied discipline involving the study of mental processes and behavior. Experts attempt to uncover the functioning of the brain as it manifests behavior. Psychologists focus on the phenomena of emotion, cognition, behavior, perception and interpersonal relationships. Psychology may also refer to the application of such knowledge to human activity which relates to everyday life. This activities include - family, education and work.

## HISTORY

### The Beginning of Scientific Psychology

Wilhelm Wundt founded the first laboratory dedicated to psychological research in 1879 at Leipzig University in Germany. Wundt was then recognized as the father of Psychology. The book "Principles of Psychology" was published in 1890 by William James, an American Philosopher. In the 1890's a very famous Austrian came. Sigmund Freud invented the method called psychotherapy which focused on sexuality, repression and the unconscious mind. He used the idea of unconscious to explain certain kinds of neurotic behavior.

### Behaviorism

Behaviorism was founded by John B. Watson in the early 20th century. It was considered as a psychological guiding theory that grounded in the studies of animal behavior. It negated the introspection approach and focused on the conditioning theories as scientific models of human behavior and this was applied in advertisting and military science.

### Existential - Humanist Movement

Humanistic Psychology was developed in the 1950's in reaction to both behaviorism and psychoanalysis. The theory focuses on unique human issues and the fundamental issues of life such as death, freedom, identity and meaning. Some of the important theories are the human heirarchy of needs developed by Abraham Maslow and the Client centered therapy by Carl Rogers.

### The Rise of Cognitivism

The scientific approach of studying the mind and the current information processing trend led the way for cognitivism. Links between the brain and the nervous system were being understood. Cognitive Science was then created to have an umbrella that would construct the efforts of philosophy, computer science and neuroscience.

## PRINCIPLES

### The Mind and Brain

Psychology attempts to explain social interaction, consciousness and behavior. Describing experience and behavior as it occurs is referred to as Empirical Psychology. The examination of the relationship between the nervous system and consciousness has been studied by psychology since the 1980s. However, it is still not clear how it interacts. Psychological theory and practice includes an understanding of brain functions particularly in the discipline of Artificial Intelligence, cognitive neuroscience and neuropsychology.

### Schools of Thought

There are many different schools of thought who argued and used the different guides in the interpretation of human behavior. Some psychologists may think that they are the adherents or founders of a certain guide or of a certain school of thought and has the tendency of rejecting other disciplines. Other schools of thought include the following: Activity-oriented approach, Analytical Psychology, Associationism, Behaviorism, Behavioral Genetics, Biological Psychology, cognitivism, Cultural-historical Psychology, Depth Psychology, Ecopsychology, Ego Psychology, Environmental, Evolutionary, Existential, Experimental Analysis, Functionalism, Gestalt, Gestalt therapy, Humanistic Psychology, Individual Psychology, Organismic Psychology, Phenomenological, Phrenology, Psychoanalysis, Radical Behaviorism, Self (Psychology), Social Psychology, Structuralism, Transactional Analysts, Transpersonal Psychology.

## FIELDS OF RESEARCH

**Abnormal Psychology** - it is the study of abnormal behavior that aims to describe, predict, change and explain abnormal patterns of functioning. It studies the nature and background of psychopathology and its causes, and this knowledge is applied in clinical psychology in order to be able to treat those with mental or psychological disorders. In the study of this behaviors, it is very difficult to define or draw the line that separates normal from abnormal behavior. Generally, abnormal behaviors are classified as infrequent, maladaptive, deviant and unjustifiable.

**Biological Psychology** - this field of research tackles more in the biological bases of behavior and mental states.

**Cognitive Psychology** - this field tackles the nature of thought. It studies cognition, the mental process underlying behavior. To understand the mind, cognitive psychology uses information processing as a framework. This field is associated with the school of thought known as cognitivism who argues for an information processing model of mental function made up of positivism and experimental psychology.

**Comparative Psychology** - this field of research is mainly focused on the mental life of animals rather than humans. The research aims to find evolutionary links between humans and animals and at the same time comparing their behavior to find further details about human nature.

**Developmental Psychology** - is a field of research that focuses mainly on the development of the human mind through the lifespan. It seeks to understand and deem how people learn and act in the world and how they progress as they grow older. This may focus on intellectual, cognitive, neural, social, or moral development.

**Personality Psychology** - this field of research studies psychological patterns of thought and emotion, commonly called an individual's personality. Theories of personality vary among the different psychological schools. The key theories that make up personality psychology are trait theory, big five and the structural personality theory.

**Quantitative Psychology** - this field includes the application of mathematical and statistical modeling in psychological research and the development and construction of methods that will explain and analyze behavioral data. Mathematical psychology is concerned with modeling of mental and motor processes of the average individual.

**Social Psychology** - the study of the nature and causes of social behavior, with an emphasis on how people think and act towards each other and how they relate to each other. Basically, this field tackles a human's social life. Social cognition is a common approach and involves a mostly cognitive and scientific approach to understanding social behavior.



## QUICK FACTS

Psychology is very helpful in the following fields of everyday life:

- Family
- Education
- Work
- Treatment of Mental Problems



## COMMON APPLICATIONS OF PSYCHOLOGY

1. Human Development
2. Sports
3. Health
4. Media
5. Law
6. Transpersonal Psychology

## FIELDS OF APPLICATION

**Applied psychology** embrace psychological research that is designed to help overcome practical problems and the application of this research in applied settings. Much of applied psychology research is utilized in other fields, such as business management, product design, ergonomics, nutrition, law and clinical medicine. Applied psychology includes the areas of clinical psychology, industrial and organizational psychology, human factors, psychology and law, health psychology, school psychology, community psychology and many more.

**Clinical Psychology** - This aims to cure psychologically based distress and research on further development as well. Most of the clinical psychologists work as a Social worker or even as nutritionists. This is also a good way to build a relationship between the client and the professional.

**Counselling Psychology** - is a specialty that facilitates personal and interpersonal functioning across the lifespan with a focus on emotional, social, vocational, educational, health-related, developmental, and organizational concerns. Most of the counsellors use psychotherapy so that they could treat their patients.

**Educational Psychology** - it is a branch of application that studies how humans gain knowledge in the educational setting. It has been believed to be very influential in the development of new teaching methods to help put education to a higher level.

**Forensic Psychology** - it often involves courtroom testimony on any given issue. Forensic psychologists are appointed by the court to conduct competency to stand trial evaluations, sanity evaluations, competency to be executed evaluations, involuntary commitment evaluations, sex offender evaluation, and provide sentencing recommendations and treatment evaluations and provide recommendations to the court through written reports and testimony. This is very helpful in understanding the criminal laws.

**Psychology and Law** - Psychology offers a great help for the law. there are several Legal Psychologists who conduct research and study on the topics such as jury decision-making, eyewitness memory, scientific evidence, and legal policy.

**Health Psychology** - It is the application of the psychological theory and health to cure illness and for health care. It is concerned with a much wider range of health related behavior. Health Psychologists are often involved in social care services.

**Human Factors Psychology** - It is the study of how humans are affected by tools and objects in the environment through cognitive and psychological processes. The main goal of this research is to create better objects by taking into consideration the biases of the human mind.

**Industrial and Organizational Psychology** - Industrial Psychology centers on evaluating, improving, and predicting job performance while Organizational Psychology tackles on how organizations impact and interact with individuals within their group. Psychologists of this field work on who to hire for a company, measure job performance, prepare people to be more successful, make jobs safer and happier and more importantly, they provide a structure to make their people perform to their fullest potential.

**School Psychology** - it is the discipline that is dedicated to help the youth succeed socially, academically and emotionally. The goal of school psychologists is to strengthen the connection between the home and the school.

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## RESEARCH METHODS

Research method in Psychology is the same as any field of science. It follows the scientific method as well. Academic psychologists tend to focus purely on research and psychological theory, aiming to further psychological benefit immediately. However, these approaches are not mutually exclusive and most psychologists will be involved in both researching and applying psychology at some point during their career.



When an area of interest requires specific training and specialist knowledge, especially in applied areas, psychological associations normally establish a governing body to manage training requirements.

**Controlled Experiments** - This research method relies solely on the application of scientific method to understand behavior. The experiments under this condition requires several measurements including the rate of response, reaction time and various psychometric measurements. They allow researchers to establish causal relationships between different aspects of behavior and the environment.

**Animal Studies** - Animal learning experiments are important in psychology such as investigating the biological basis of learning, memory and behavior. It gives room for deeper observation and comparison.

**Qualitative Research** - is a field of inquiry that crosscuts disciplines and subject matters and this involves a deep understanding of human behavior and the reasons that govern human behavior. It deeply explains the why and how of all the decision making done by humans.

**Observation in Natural Settings** - psychologists conduct observational studies in human social, professional and family lives. In most times, this research is covert. It allows the specimens to react naturally to situations.

**Survey Questionnaires** - surveys and questionnaires are used in psychology for measuring attitudes and traits, monitoring changes in mood, or checking the validity of experimental manipulations. The traditional approach is the pencil and paper technique but in the advent of today's technology, most of the surveys are posted online and available in the Internet.

**Longitudinal Studies** - a research method which observes a particular population over a specific period of time. This method has the distinct advantage of seeing how a condition affects individuals over long time scales.

**Neuropsychological methods** - this type of research involves the study of both healthy individuals and patients, typically who have suffered either brain injury or mental illness. Also, experimental techniques are often used which also apply to studying the neuropsychology of healthy individuals.

**Computational Modeling** - this method is often used in mathematical psychology and cognitive psychology to simulate a certain behavior using a computer. The key advantage here is that the computer can perform extremely fast computations. Therefore, many simulations can be done in a short period of time. In other words, it saves a lot of time.

## CRITICISM AND CONTROVERSIES

### CONTROVERSY AS A SCIENCE

A common criticism of psychology concerns its fuzziness as a science. Thomas Kuhn, a philosopher proposed that psychology is in a pre-paradigmatic state, lacking the agreement on facts found in mature sciences such as chemistry and physics. Psychology relies on soft research methods which is exactly the reason why most people think that it is not as scientific as most of the psychologists and researchers assume. Psychology also makes use of introspection and psychoanalysis which makes it very subjective. Objectivity, rigor and validity are the key attributes that make up science because of this, psychology falls short of the criteria of being objective. However, the use of statistical controls and highly complicated research, analysis, and statistical methods, as well as a decline in the use of less scientific methods, have lessened the impact of this criticism to some extent.

### CONCERN ABOUT FRINGE CLINICAL PRACTICES

There is also concern from most researchers about a known and seen gap between the scientific theory and its application, in particular with the application of fringe practices. Studies and recent researches show that the gap is increasing and that the number of mental health training programs do not even emphasize any significant scientific value. Research say that there have been many harmful treatments administered by psychotherapists. Among this are: facilitated communication for infantile autism, suggestive techniques for memory recovery, energy therapies and New Age therapies of seemingly endless stripes.



## COMMON DISORDERS

### **ANXIETY DISORDERS**

Many patients with anxiety disorders experience physical symptoms related to anxiety and often visit their care physicians for treatment.

### **BIPOLAR AFFECTIVE DISORDER**

Bipolar disorder is characterized by periods of prolonged, deep and profound depression that alternate with periods of an excessively irritable mood known as mania.

### **BULIMIA**

Bulimia nervosa is characterized by binge eating associated with distress and loss of control accompanied by compensatory behavioral patterns aimed at preventing weight gain. Those suffering bulimia is always thinking that they are gaining a lot of weight.

### **DEPRESSION**

This is categorized as a psychiatric disorder. Those suffering from such illness is always having sudden feeling of loneliness.

### **DYSTHYMIC DISORDER**

This is a depressive mood disorder characterized by a chronic course and an insidious onset. Many people with dysthymia report that they have been depressed all of their lives and have an outlook colored by chronic depression.

### **HOMOSEXUALITY**

Homosexuality is defined by culture as the act of considering one's self as the opposite sex. Homosexual individuals who choose members of their own sex for sexual relations and domestic partnerships are often targets of individual and societal prejudice and may even be discriminated against by health care professionals.

### **HUNTINGTON DISEASE DEMENTIA**

This is a genetic, autosomal dominant, neurodegenerative disorder characterized clinically by disorders of movement, progressive dementia, and psychiatric and/or behavioral disturbance. Those suffering from this has the suicidal tendency as well.

### **OBSESSIVE - COMPULSIVE DISORDER**

OCD is often associated with significant distress and impairment in functioning. Those who are suffering experience recurrent and persistent thoughts and activities which is often tagged as a mental illness.

### **PANIC DISORDER**

This disorder is characterized by the spontaneous and unexpected occurrence of panic attacks, the frequency of which can vary from several attacks a day to only a few attacks a year.

### **PARAPHILIAS**

Paraphilia is a means for some people to release sexual energy or frustration. The act commonly is followed by arousal and orgasm, usually achieved by masturbation and fantasy.

### **PARASOMNIAS**

Parasomnias are disorders characterized by undesirable motor, verbal, or experiential phenomenon occurring in association with sleep, sleep-awake transition phases or specific stages of sleep.

### **PERSONALITY DISORDERS**

This is an enduring pattern of inner experience and behavior that differs markedly from the expectations of the individual's culture, is pervasive and inflexible, has an onset in adolescence or early adulthood, is stable over time, and leads to distress or impairment.

### **PHOBIC DISORDERS**

This is the fear of any object or situation. Most suffering from this illness avoid situations and circumstances where they will be in contact with their phobias. There are specific things that they can be scared of. Spiders or arachnophobia is one example.

### **POST TRAUMATIC STRESS DISORDER**

This is a pathological anxiety that usually occurs after an individual experiences or witnesses severe trauma that constitutes a threat to the physical integrity or life of the individual or of another person.

### **PRIMARY INSOMNIA**

This particular disorder is sleeplessness that is not attributable to a medical, psychiatric, or environmental cause. Those who are suffering from this illness are having a hard time getting to sleep.

### **PSYCHIATRIC ILLNESS ASSOCIATED WITH CRIMINALITY**

There are several crimes that have been committed and most convicts would say that they are having mental illness when the crime was committed. The study on this matter is leaning towards legal issues and cannot be treated in clinics or hospitals.

### **SCHIZOAFFECTIVE DISORDER**

Schizoaffective disorder is a perplexing mental illness distinguished by a combination of symptoms of a thought disorder or other psychotic symptoms such as hallucinations or delusions and those of a mood disorder. This disorder includes features of both schizophrenia, including hallucinations, delusions, and distorted thinking, and a mood component, such as depression or mania.

### **SCHIZOPHRENIA**

This is a severe and persistent debilitating psychiatric disorder. It is not well understood and probably consists of several separate illnesses. Symptoms include disturbances in thoughts (or cognitions), mood (or affects), perceptions, and relationships with others. The common symptoms of schizophrenia are the experiences of hallucinations, often of the auditory type, as well as delusions.

### **SHIZOPHRENIFORM DISORDER**

This disorder is characterized by the presence of the criterion A symptoms of schizophrenia, including delusions, hallucinations, disorganized speech, disorganized or catatonic behavior, and negative symptoms.

### **SEXUAL AND GENDER IDENTITY DISORDERS**

This type of disorder is often associated with the different sexual acts and tendencies that do not conform with the norm of society. It is a mental illness that needs to be treated immediately since this disorder may lead to sexual crimes and assaults.

### **SHARED PSYCHOTIC DISORDER**

Shared psychotic disorder, or folie à deux, is a rare delusional disorder shared by 2 or, occasionally, more people with close emotional ties.

## COMMON TERMINOLOGIES

- A-B-A design** Experimental design in which participants first experience the baseline condition (A), then experience the experimental treatment (B), and then return to the baseline (A).
- Abnormal psychology** The area of psychological investigation concerned with understanding the nature of individual pathologies of mind, mood, and behavior.
- Acute stress** A transient state of arousal with typically clear onset and offset patterns.
- Addiction** A condition in which the body requires a drug in order to function without physical and psychological reactions to its absence; often the outcome of tolerance and dependence.
- Aggression** Behaviors that cause psychological or physical harm to another individual.
- Altruism** Prosocial behaviors a person carries out without considering his or her own safety or interests.
- Analytic psychology** A branch of psychology that views the person as a constellation of compensatory internal forces in a dynamic balance.
- Animal cognition** The cognitive capabilities of nonhuman animals; researchers trace the development of cognitive capabilities across species and the continuity of capabilities from nonhuman to human animals.
- Anxiety** An intense emotional response caused by the preconscious recognition that a repressed conflict is about to emerge into consciousness.
- Anxiety disorders** Mental disorders marked by physiological arousal, feelings of tension, and intense apprehension without apparent reason.
- Behavior** The actions by which an organism adjusts to its environment.
- Behavior analysis** The area of psychology that focuses on the environmental determinants of learning and behavior.
- Behaviorism** A scientific approach that limits the study of psychology to measurable or observable behavior.
- Between-subjects design** A research design in which different groups of participants are randomly assigned to experimental conditions or to control conditions.
- Bulimia nervosa** An eating disorder characterized by binge eating followed by measures to purge the body of the excess calories.
- Canon-Bard theory of emotion** A theory stating that an "emotional stimulus produces two co-occurring reactions—arousal—and experience of emotion—that do not cause each other.
- Chronic stress** A continuous state of arousal in which an individual perceives demands as greater than the inner and outer resources available for dealing with them.
- Circadian rhythm** A consistent pattern of cyclical body activities, usually lasting 24 to 25 hours and determined by an internal biological clock.
- Client-centered therapy** A humanistic approach to treatment that emphasizes the healthy psychological growth of the individual; based on the assumption that all people share the basic tendency of human nature toward self-actualization.
- Clinical psychologist** An individual who has earned a doctorate in psychology and whose training is in the assessment and treatment of psychological problems.
- Cognition** Processes of knowing, including attending, remembering, and reasoning; also the content of the processes, such as concepts and memories.
- Cognitive psychology** The study of higher mental processes such as attention, language use, memory, perception, problem solving, and thinking.
- Cognitive science** The interdisciplinary field of study of the approach systems and processes that manipulate information.
- Consciousness** A state of awareness of internal events and of the external environment.
- Counseling psychologist** Psychologist who specializes in providing guidance in areas such as vocational selection, school problems, drug abuse, and marital conflict.
- Cross-sectional design** A research method in which groups of participants of different chronological ages are observed and compared at a given time.
- Decision making** The process of choosing between alternatives; selecting or rejecting available options.
- Developmental age** The chronological age at which most children show a particular level of physical or mental development.
- Developmental psychology** The branch of psychology concerned with interaction between physical and psychological processes and with stages of growth from conception throughout the entire life span.
- Dream analysis** The psychoanalytic interpretation of dreams used to gain insight into a person's unconscious motives or conflicts.
- Ego** The aspect of personality involved in self-preservation activities and in directing instinctual drives and urges into appropriate channels.
- Egocentrism** In cognitive development, the inability of a young child at the preoperational stage to take the perspective of another person.
- Emotion** A complex pattern of changes, including physiological arousal, feelings, cognitive processes, and behavioral reactions, made in response to a situation perceived to be personally significant.
- Experimental methods** Research methodologies that involve the manipulation of independent variables in order to determine their effects on the dependent variables.
- Fear** A rational reaction to an objectively identified external danger that may induce a person to flee or attack in self-defense.
- Flooding** A therapy for phobias in which clients are exposed, with their permission, to the stimuli most frightening to them
- Functionalism** The perspective on mind and behavior that focuses on the examination of their functions in an organism's interactions with the environment.
- Gate-control theory** A theory about pain modulation that proposes that certain cells in the spinal cord act as gates to interrupt and block some pain signals while sending others on to the brain.
- Gender** A psychological phenomenon that refers to learned sex-related behaviors and attitudes of males and females
- Genes** The biological units of heredity; discrete sections of chromosomes responsible for transmission of traits.
- Gestalt psychology** A school of psychology that maintains that psychological phenomena can be understood only when viewed as organized, structured wholes, not when broken down into primitive perceptual elements.
- Health** A general condition of soundness and vigor of body and mind; not simply the absence of illness or injury
- Health psychology** The field of psychology devoted to understanding the ways people stay healthy, the reasons they become ill, and the ways they respond when they become ill.
- Implosion therapy** A behavioral therapeutic technique that exposes a client to anxiety-provoking stimuli, through his or her own imagination, in an attempt to extinguish the anxiety associated with the stimuli.
- Inferences** Missing information filled in on the basis of a sample of evidence or on the basis of prior beliefs and theories.
- James-Lange theory of emotion** A peripheral-feedback theory of emotion stating that an eliciting stimulus triggers a behavioral response that sends different sensory and motor feedback to the brain and creates the feeling of a specific emotion.
- Levels-of-processing theory** A theory that suggests that the deeper the level at which information was processed, the more likely it is to be retained in memory.
- Libido** The psychic energy that drives individuals toward sensual pleasures of all types, especially sexual ones
- Manic episode** A component of bipolar disorder characterized by periods of extreme elation, unbounded euphoria without sufficient reason, and grandiose thoughts or feelings about personal abilities
- Motivation** The process of starting, directing, and maintaining physical and psychological activities; includes mechanisms involved in preferences for one activity over another and the vigor and persistence of responses.
- Natural selection** Darwin's theory that favorable adaptations to features of the environment allow some members of a species to reproduce more successfully than others.
- Neuroscience** The scientific study of the brain and of the links between brain activity and behavior.
- Norms** Standards based on measurements of a large group of people; used for comparing the scores of an individual with those of others within a well-defined group.
- Observational learning** The process of learning new responses by watching the behavior of another.
- Overregularization** A grammatical error, usually appearing during early language development, in which rules of the language are applied too widely, resulting in incorrect linguistic forms.
- Panic disorder** An anxiety disorder in which sufferers experience unexpected, severe panic attacks that begin with a feeling of intense apprehension, fear, or terror.
- Partial reinforcement effect** The behavioral principle that states that responses acquired under intermittent reinforcement are more difficult to extinguish than those acquired with continuous reinforcement.
- Problem solving** Thinking that is directed toward solving specific problems and that moves from an initial state to a goal state by means of a set of mental operations.
- Psychiatrist** An individual who has obtained an M.D. degree and also has completed postdoctoral specialty training in mental and emotional disorders; a psychiatrist may prescribe medications for the treatment of psychological disorders.
- Psychoanalysis** The form of psychodynamic therapy developed by Freud; an intensive and prolonged technique for exploring unconscious motivations and conflicts in neurotic, anxiety-ridden individuals.
- Relaxation response** A condition in which muscle tension, cortical activity, heart rate, and blood pressure decrease and breathing slows
- Reversal theory** Theory that explains human motivation in terms of reversals from one to the other opposing metamotivational states.
- Scientific method** The set of procedures used for gathering and interpreting objective information in a way that minimizes error and yields dependable generalizations.
- Social development** The ways in which individuals' social interactions and expectations change across the life span.
- Social-learning theory** The learning theory that stresses the role of observation and the imitation of behaviors observed in others.
- Social-learning therapy** A form of treatment in which clients observe models' desirable behaviors being reinforced.
- Standardization** A set of uniform procedures for treating each participant in a test, interview, or experiment or for recording data.
- Systematic desensitization** A behavioral therapy technique in which a client is taught to prevent the arousal of anxiety by confronting the feared stimulus while relaxed.
- Testosterone** The male sex hormone, secreted by the testes, that stimulates production of sperm and is also responsible for the development of male secondary sex characteristics.
- Theory** An organized set of concepts that explains a phenomenon or set of phenomena.
- Tolerance** A situation that occurs with continued use of a drug in which an individual requires greater dosages to achieve the same effect.
- Trichromatic theory** The theory that there are three types of color receptors that produce the primary color sensations of red, green, and blue.
- Unconscious inference** Helmholtz's term for perception that occurs outside of conscious awareness.
- Variable** In an experimental setting, a factor that varies in amount and kind.
- Vestibular sense** The sense that tells how one's own body is oriented in the world with respect to gravity.
- Weber's law** An assertion that the size of a difference threshold is proportional to the intensity of the standard stimulus.
- Wellness** Optimal health, incorporating the ability to function fully and actively over the physical, intellectual, emotional, spiritual, social, and environmental domains of health.
- Working memory** A memory resource that is used to accomplish tasks such as reasoning and language comprehension; consists of the phonological loop, visuospatial sketchpad, and central executive.
- Yerkes-Dodson law** A correlation between task performance and optimal level of arousal.

## FAMOUS PSYCHOLOGISTS

Lyn Yvonne Abramson  
 Alan D Baddeley  
 Mary Whiton Galkins  
 Martin Daly  
 Alfred Adler  
 Richard Bandler (Co-Founder of Neuro-linguistic programming - NLP)  
 Donald T. Campbell  
 Martin Dannecker  
 Hagop S Akiskal  
 Russell Barkley  
 James Cattell  
 John Darley  
 George Albee  
 Jerome Barkow  
 Raymond Cattell  
 Daniel O David  
 Juri Allik  
 Lisa Feldman Barrett  
 Jean-Martin Charcot  
 Richard Dawkins  
 Lauren Alloy  
 Lawrence W. Barsalou  
 Nancy Chodorow  
 John Devey  
 Gordon Allport  
 Daniel Batson  
 Noam Chomsky  
 Dietrich Doerner  
 Harlene Anderson  
 Larry E. Boudier  
 Marvin Chun  
 Robin Dunbar  
 John R. Anderson  
 Alfred Binet  
 Robert Claidini  
 David F. Duncan  
 Nancy C. Andreasen (psychiatrist)  
 Robert Bjork  
 Lee Anna Clark  
 Hermann Ebbinghaus  
 Ernst Angel  
 David F. Bjorklund  
 Clyde Coombs  
 Derek Edwards  
 Heinz Ansbacher  
 Gordon H. Bower  
 Leda Cosmides  
 Paul Ekman  
 John Archer  
 Nathaniel Branden  
 Catharine Cox  
 Albert Ellis  
 Michael Argyle  
 Carl Brigham  
 Lee Cronbach  
 Erik H. Erikson  
 Solomon Asch  
 Urie Bronfenbrenner (Ecological Systems Theory)  
 Mihaly Csikszentmihalyi  
 Milton H. Erickson  
 Roberto Assagioli  
 Jerome Bruner  
 Leon Festinger  
 John E. Exner  
 John William Atkinson  
 Emily Bushnell  
 Edna B Foa  
 Hans Eysenck  
 Auzra Augustinavičiūtė  
 David Buss  
 Viktor Frankl  
 Anna Freud  
 Barbara Fredrickson  
 Ruth M. J. Byrne  
 Margaret Mahler

Sigmund Freud (founder of Psychoanalysis)  
 John Gabrieli  
 Otto F. Kernberg (psychiatrist)  
 Alfred Kinsey  
 Erich Fromm  
 Francis Galton  
 Doreen Kimura  
 Melanie Klein  
 Adrian Furnham  
 Elmer R. Gates  
 Brian Knutson  
 Kurt Koffka  
 Wolfgang Köhler  
 Kenneth Gergen  
 Chris Hatcher  
 Oliver James  
 Jerome Kagan  
 J. J. Gibson  
 ay Haley  
 William James  
 Daniel Kahneman  
 Gerd Gigerenzer  
 G. Stanley Hall  
 Kay Redfield Jamison  
 Alan S. Kaufman  
 Carol Gilligan  
 Robert Hare  
 Arthur Janov (invented Primal therapy)  
 Nadeen L. Kaufman  
 Brian G. Gilmartin  
 Harry Harlow  
 Julian Jaynes  
 George Kelly  
 Stan Gooch  
 Donald O. Hebb  
 Arthur Jensen  
 Harold Kelley  
 Florence Goodenough  
 Fritz Heider  
 Marcia K. Johnson  
 Marsha M. Linehan  
 Elizabeth Gould  
 Asger Helgason  
 Robert A. Johnson  
 Lawrence Kohlberg  
 James Gross  
 Richard Herrnstein  
 Philip Johnson-Laird  
 Heinz Kohut  
 Robert Grosseteste  
 Edwin Holt  
 Ernest Jones  
 Emil Kraepelin  
 J. P. Guilford  
 Karen Horrey  
 Mary Cover Jones  
 Elizabeth Kübler-Ross  
 Jacques Lacan  
 Clark L. Hull  
 Carl Gustav Jung  
 Bibb Latane  
 Ellen Langer  
 Edwin Hutchins  
 Kurt Lewin  
 Richard Lazarus  
 Jan van der Lant  
 Benjamin Libet  
 David Lewis  
 Mark Lepper  
 Karl Lashley  
 Renzis Likert  
 Elizabeth Loftus  
 Konrad Lorenz  
 Barry Lubetkin  
 Alexander Romanovich Luria/Lurija  
 James G. March

Abraham Maslow  
 C. Lloyd Morgan  
 Robert Plomin  
 Barbara Rothbaum  
 William Masters and Virginia Johnson  
 Orval Hobart Mowrer  
 Michael Posner  
 John Rowan  
 Rollo May  
 Hugo Munsterberg  
 Jonathan Potter  
 David Rumelhart  
 David McClelland  
 Ulric Neisser  
 James W. Prescott  
 Daniel Schacter  
 James McClelland  
 Alexander Sutherland Neill  
 Zenon Pylyshyn  
 Stanley Schachter  
 William McDougall  
 Erich Neumann  
 Vilayanur S. Ramachandran  
 Roy Schafer  
 Patrick J McGrath  
 Richard Nisbett  
 Otto Rank  
 Edgar Schein  
 Peter McGuffin  
 Donald Norman  
 Reimut Reiche  
 Gunter Schmidt  
 Jacques Mehler  
 Kent Norman  
 Ulf-Dietrich Reips  
 Walter Dill Scott  
 Ronald Melzack  
 Bill O'Hanlon  
 Daniel Reisberg  
 Martin Seligman  
 Wolfgang Metzger  
 Charles E. Osgood  
 Samuel Renshaw  
 Tamara Sher  
 Stanley Milgram  
 Allan Pavlov  
 Cecil R. Reynolds  
 Morita Shoma  
 Alice Miller  
 Linda Papadopoulos  
 Sylvia Rimm  
 Volkmar Sigusch  
 George A. Miller  
 Gordon Parkier  
 Carl Rogers  
 Herbert Simon  
 Neal E. Miller  
 Ivan Pavlov  
 Stephen Rollnick  
 Theodore Simon  
 Brenda Milner  
 Fritz Perls  
 Hermann Rorschach  
 B. F. Skinner  
 Arnold Mindell  
 Christopher Peterson  
 Eleanor Rosch  
 Paul Slavic  
 Walter Mischel  
 Jean Piaget  
 Paul Rosenfels  
 Stanley Smith Stevens  
 Jacob L. Morenot  
 Steven Pinker  
 Robert Rosenthal  
 Charles Spearman

Richard Sternberg  
 Lewis Terman  
 Robert Weir  
 Robert J. Zajonc  
 Robert Sternberg  
 Edward Thorndike  
 Max Wertheimer  
 Oliver Zangwill  
 Harry Stack Sullivan  
 L. L. Thurstone  
 Michael White  
 René Zazzo  
 Hal Stone  
 Edward Titchener  
 Ken Wilber  
 Bluma Zeigarnik  
 Sidra Stone  
 Edward C. Tolman  
 Donald Woods Winnicott  
 Philip Zimbardo  
 William Swann  
 John Tooby  
 Robert S. Woodworth  
 Dimitri Uznadze  
 José Szapocznik  
 Ellis Paul Torrance  
 Wilhelm Wundt  
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