

AP Psychology  
Frank H. Peterson  
2018 - 2019 First/ Summer Assignment  
Due: On or Before Friday, September 6<sup>th</sup>.

- This will count as ½ a test grade. The quiz on the material (9/6) will also be ½ a test grade.
- This is to introduce you to several famous psychologist as well as the variety of content we will cover in this course.
- This assignment must be typed and can be in Word, Power point, Prezi or PDF format.
- Explain in complete sentences the significance of the research and findings of the following people as they apply to psychology (the study of behavior). You may include personal information such as dates of birth, death, places of birth and practice, but they are **NOT** the focus.

1. Mary Ainsworth-
2. Solomon Asch
3. Albert Bandura-
4. Walter Cannon –
5. Noam Chomsky-
6. Hermann Ebbinghaus-
7. Erik Erikson-
8. Sigmund Freud-
9. Howard Gardner-
10. Harry Harlow-
11. William James-
12. Carl Jung-
13. Lawrence Kohlberg-
14. Elizabeth Loftus
15. Abraham Maslow-
16. Stanley Milgram-
17. Ivan Pavlov-
18. Jean Piaget-
19. Carl Rogers-
20. Stanley Schacter-
21. BF Skinner
22. John B. Watson-
23. E. H. Weber-
24. Wilhelm Wundt-
25. Philip Zimbardo

Example:

**Robert B. Zajonc:** He was a leader in research on the how society and behavior impacted each other. His major theories were was on social facilitation and the mere exposure effect. **Social facilitation** researches how being watched impact a person’s performance on a task. It depends on the difficulty of the task. The **mere exposure effect** states that prolonged and repeated exposure to a stimulus (person, music, location, idea, etc) will lead to increased acceptance and possible positive emotional attachment. Zajonc also researched how birth order and family size impact IQ. The impact is very, very small, but research indicated that IQ decreases with birth order and family size.

Warning: Academic Honesty: Copying or using another’s work (including web-sites) to earn grades is a Class 2 offense. This applies to ALL work that is graded. It will result in a zero grade earned for all parties involved. Plagiarism applies when any five word in a row are copied verbatim.