

A LEVEL PSYCHOLOGY ENROLMENT TASK

Influential Psychologists

Task: Look up all the following Psychologists and answer the following questions in preparation for your first Psychology lesson. Be prepared to share your knowledge with other students in the class.

John Watson

1. What type of Psychology is Watson most known for?
2. What is Watson's theory of behaviourism?
3. The following a famous quote from Watson. What does he mean?



"Give me a dozen healthy infants, well-formed, and my own specified world to bring them up in and I'll guarantee to take anyone at random and train him to become any type of specialist I might select—doctor, lawyer, artist, merchant-chief, and, yes, even beggar-man and thief, regardless of his talents, penchants, tendencies, abilities, vocations, and race of his ancestors. I am going beyond my facts and I admit it, but so have the advocates of the contrary and they have been doing it for many thousands of years."

4. Watson is best known for his 'Little Albert' study. Give a brief outline of this research.
5. What is meant by the term 'environmental determinism'?

Daniel Gilbert

1. What type of Psychology is Gilbert most known for?
2. Gilbert's work focuses on 'affective forecasting' What is this?
3. Watch this TedTalk



https://www.ted.com/talks/dan_gilbert_the_surprising_science_of_happiness?utm_campaign=tedsread&utm_medium=referral&utm_source=tedcomshare

- a) What is synthetic happiness?
- b) Write down an interesting point you learnt from the TedTalk

Jonathan Haidt



1. What type of Psychology is Haidt most known for?
1. What is meant by the term 'moral disgust'?
2. What is meant by the term 'disgust scale'?
3. What are cross-cultural moral differences?
4. What are the 5 innate moral foundations?

Use this as a starting point:

[https://academicinfluence.com/rankings/people/most-influential-](https://academicinfluence.com/rankings/people/most-influential-psychologists-today)

[psychologists-today](https://academicinfluence.com/rankings/people/most-influential-psychologists-today)

Philip Zimbardo

1. What type of Psychology is Zimbardo most known for?
2. What study did he carry out that was very controversial?
3. Give a brief outline of this experiment
4. What is meant by the term the 'Lucifer effect'?
5. Ethics are very important when carrying out Psychological research- bullet point why Zimbardo's experiment is considered to be unethical?



Elizabeth Loftus



1. What type of Psychology is Loftus most known for?
2. What area is her best-known work regarding?
3. What is meant by the 'misinformation effect'?
4. What famous trials has Loftus been a part of?

Whilst we do not explore all of these Psychologists on the Eduqas specification, we do explore all of the areas they are involved in, for example, ethics when carrying out research, the reliability of eyewitness testimony, happiness, moral development, learning from the environment.