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This Week in



Psychology

History

16 – 22 March

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Amos Tversky



16 March 1937

Amos Tversky studied how people make decisions under uncertainty.

Along with Daniel Kahneman, he showed that human judgment often relies on heuristics, which can lead to systematic biases.

His work challenged the idea that people are always rational, shaping research in cognitive psychology and behavioral decision-making.

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George Coghill



17 March 1872

George Coghill studied the development of behavior in animals, especially amphibians.

He showed that behavior emerges in an organized way during development, rather than as isolated reflexes.

His work helped shift attention toward understanding behavior as a coordinated and developing system.

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Kurt Koffka



18 March 1886

Kurt Koffka was one of the founders of Gestalt psychology, which emphasized that psychological processes should be understood as organized wholes.

He helped introduce Gestalt ideas to a wider audience, explaining how perception and learning depend on meaningful patterns rather than separate elements.

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Allen Newell



19 March 1927

Allen Newell was a pioneer in cognitive psychology and artificial intelligence.

He worked on models of human problem-solving and helped develop early computer programs that simulated thinking processes.

His work contributed to understanding the mind as an information-processing system.

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B. F. Skinner



20 March 1904

B. F. Skinner developed operant conditioning, explaining how behavior is shaped by reinforcement and punishment.

He focused on observable behavior and showed how consequences influence learning.

His work became central to behaviorism and is widely applied in education, therapy, and behavior modification.

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John Ridley Stroop



21 March 1897

John Stroop is known for the Stroop Effect, which demonstrates the conflict between automatic and controlled processing.

In his task, naming the color of a word becomes difficult when the word itself names a different color.

His work is widely used to study attention and cognitive control.

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Walter S. Hunter

22 March 1889

Walter S. Hunter studied learning and behavior in animals, especially delayed responses.

His experiments showed that organisms could retain information for short periods, contributing to early research on memory and cognitive processes in animals, beyond simple stimulus–response explanations.

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