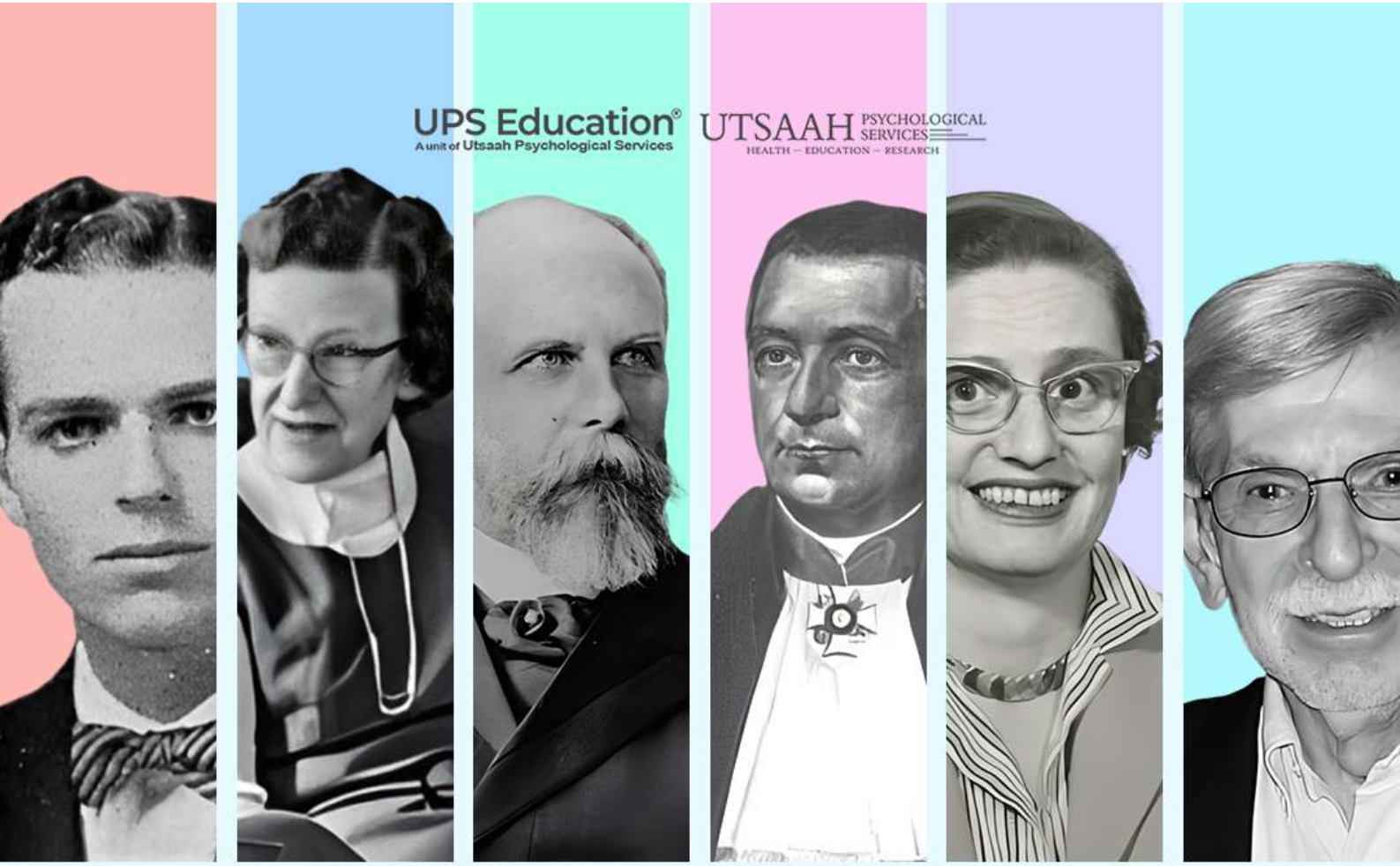


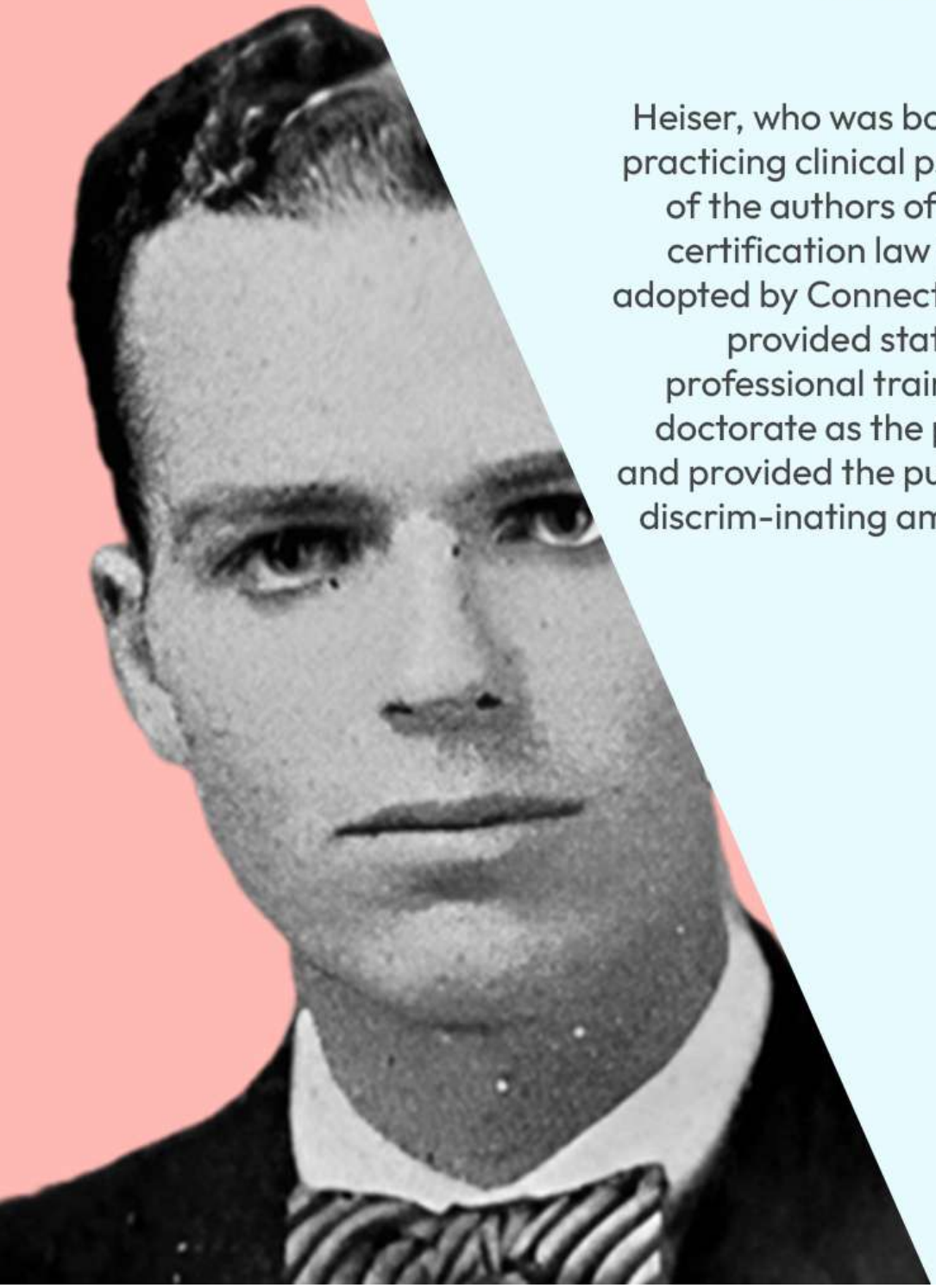
This Week in

PSYCHOLOGY HISTORY

29 June - 5 July

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KARL F. HEISER

30 JUNE 1904

Heiser, who was both an academic and practicing clinical psychologist, was one of the authors of the first psychology certification law in the United States, adopted by Connecticut in 1945. The law provided statutory recognition of professional training, established the doctorate as the professional degree, and provided the public with a means of discrim-inating among care providers.

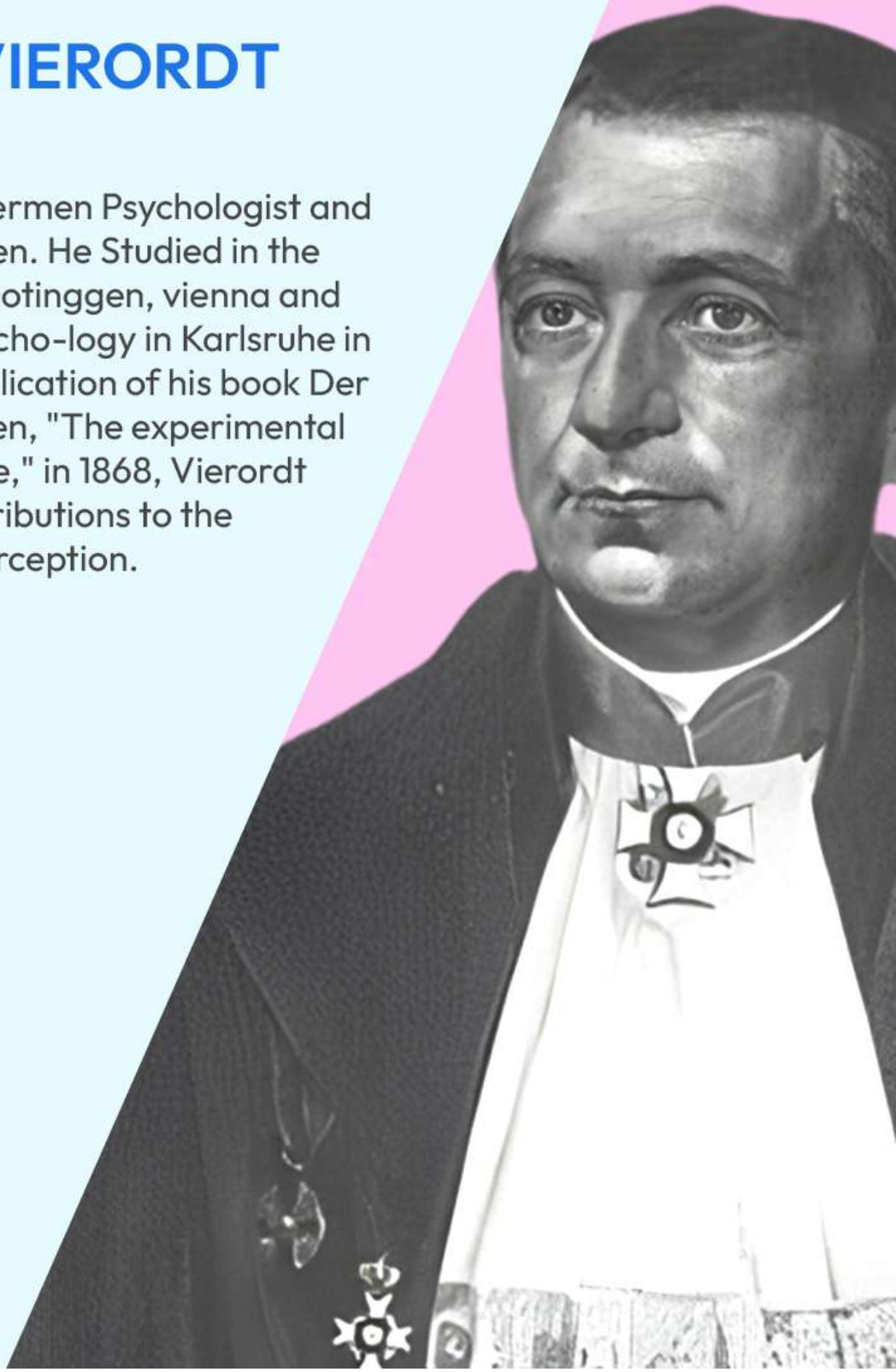
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KARL VON VIERORDT

01 JULY 1818

Karl Vierordt was a Germen Psychologist and was born in Lahr, Baden. He Studied in the univer-sity of Berlin, Gotinggen, vienna and started practicing Psycho-logy in Karlsruhe in 1842. Through the publication of his book Der Zeitsinn nach Versuchen, "The experimental study of the time sense," in 1868, Vierordt made significant contributions to the psychology of time perception.



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ASHER R. PACHT

02 JULY 1922

Pacht's career has been devoted to improved treatment of clients in correctional settings by both psychological professionals and corrections officers and administrators.

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MARGARET BEALL MCFARLAND

03 JULY 1905

McFarland was a pioneering child psychologist whose major contributions were in child development and parent-child relationships. She served as the chief child development consultant for Mister Rogers' Neighborhood, helping shape its research-based approach to children's emotional, social, and cognitive development.

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WILLIAM T. PREYER

04 JULY 1841

Preyer's AR contribu-tions were in the areas of color vision and child development. Preyer wrote the first book that specifically addressed child psychology, The Mind of the Child (1881)

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PAULINE SEARS

05 JULY 1908

Sears's best known studies were of level of aspiration, self-esteem, achievement motivation, mathematics learning, and gender differences in children's behavior. American Psychological Foundation Gold Medal 1980

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