

Pioneers of the Mind

Cognitive Psychology · Answer Key · 3 Questions

1. Who is credited with establishing the first psychology laboratory in Leipzig, Germany, in 1879, marking the beginning of experimental psychology?

- A) Ivan Pavlov
- B) Sigmund Freud
- C) Wilhelm Wundt**
- D) B.F. Skinner

2. Which psychologist conducted pioneering experiments on memory, including the concept of the 'forgetting curve,' in the late 19th century?

- A) Jean Piaget
- B) Hermann Ebbinghaus**
- C) B.F. Skinner
- D) Carl Rogers

3. Which American psychologist famously proposed in 1956 that the capacity of short-term memory is about 'seven plus or minus two' items?

- A) Noam Chomsky
- B) George A. Miller**
- C) Ulric Neisser
- D) Donald Broadbent