

19. **Carl Rogers** (unconditional positive regard/client-centered therapy)

20. **Stanley Schachter** (Two-Factor theory)

21. **B.F. Skinner** (operant conditioning/skinner box)

22. **John B. Watson** (Baby Albert experiment/behaviorism)

23. **Benjamin Whorf** (linguistic relativity hypothesis)

24. Wilhelm Wundt

25. Philip G. Zimbardo (Stanford Prison Experiment)