



# Psychology Trading Cards: Founders & Influencers

**Subjects:** Psychology, AP Psychology

**Grade Level:** 10–12

**Time Frame:** 2–3 class periods

**Best Placement:** First 2–3 weeks of the course



## Lesson Overview

Students will create a **single trading-card–style profile** of an important psychologist. The card mirrors a traditional baseball trading card, with:

- A picture or illustration
- Key biographical and theoretical information
- A concise explanation of why the psychologist matters

On the assigned day, students will circulate around the classroom. Rather than trading cards, classmates **select a card**, and the creator explains **why that psychologist is important** to the field of psychology.

This activity serves as both a **get-to-know-you experience** and a **conceptual foundation** for the course.



## Learning Objectives

Students will be able to:

- Identify major figures in psychology
- Explain each psychologist's **primary contributions**
- Verbally communicate significance in clear, concise terms
- Build early familiarity with psychological theories referenced later in the course



## Trading Card Requirements

Each card must include:

### Front of Card

- Psychologist's name
- Image or illustration
- Dates (birth–death or birth year)

### Back of Card

- Major theory, experiment, or contribution
- Area of psychology (e.g., behaviorism, cognitive, developmental)
- Why this psychologist is important *in one clear paragraph*



## Classroom Exchange Activity

- Students bring their card to class
- Students circulate around the room
- Classmates select a card and ask:

“Why is this psychologist important?”

- The card's creator explains and answers questions
- Students may take brief notes during discussions (optional)



# Psychologist Selection List

## Core List (Original)

- Alfred Adler
- Mary Ainsworth
- Solomon Asch
- Albert Bandura
- Alfred Binet
- Noam Chomsky
- Erik Erikson
- Sigmund Freud
- Howard Gardner
- Harry Harlow
- William James
- Carl Jung
- Alfred Kinsey
- Lawrence Kohlberg
- Abraham Maslow
- William Masters & Virginia Johnson
- Stanley Milgram
- Ivan Pavlov
- Jean Piaget
- Carl Rogers
- Stanley Schachter
- B.F. Skinner
- Charles Spearman
- Robert Sternberg
- John Watson
- Wilhelm Wundt
- Philip Zimbardo

## Light Expansion (Optional Additions)

*(Important, recognizable, but not obscure)*

- Margaret Floy Washburn
- Edward Thorndike
- Elizabeth Loftus
- Albert Ellis



## Assessment (Teacher-Flexible)

Suggested criteria:

- Accuracy of information
- Clarity of explanation
- Ability to explain importance verbally
- Completion and effort

*(Point values optional.)*



## Why This Lesson Works

- Builds **name recognition early**
- Reduces intimidation later in the course
- Encourages **peer teaching**
- Creates a shared academic culture
- Scales easily for AP or regular psychology