

Right-Left Brain Associations

Motivation and Behaviour

Psycholinguistics



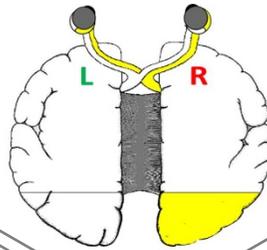
Roger Sperry
1913 - 1994



Sir John Eccles
1903 - 1997

Right-Left Brain

How do we comprehend with both sides of the brain?
Roger Sperry examined left and right hemisphere differences and association mechanisms. John Eccles explained sensory and motor neuron communications. This became the basis for whole brain research.



Abraham Maslow
1908 - 1970

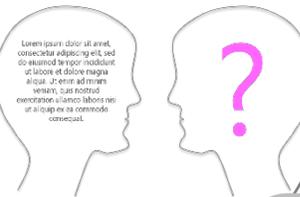
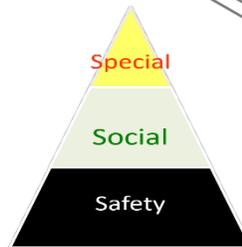


Albert Bandura
1925 -

Motivation

What drives behaviour?

Maslow described the basic mechanisms of motivation. Bandura looked past the behaviourism teachings to set the basics of social learning theory. Emotional Intelligence (EI) was later developed from this theory.



Noam Chomsky
1928 -



Jacob Kantor
1888 - 1984

Psycholinguistics

How language codes and decodes information?

Jacob Kantor and Noam Chomsky investigated the cognitive mechanisms of human language processing. Their work led to the development of Psycholinguistics and the Flesch-Kincaid Reading Grade Level (RGL).

Language Center of the brain

Cognitive Overload

Gestalt Psychology



Carl Wernicke
1849 - 1905

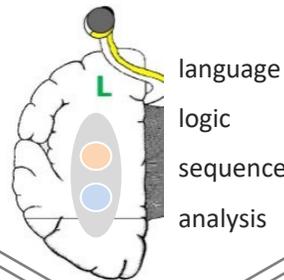


Paul Broca
1824 - 1880

Language Center

How does the brain process language and logic?

Physicians Carl Wernicke and Paul Broca identified the areas of the brain that make up the language center. This led to research into the mechanics of language and image processing and analytical deduction.



Herman Ebbinghaus
1850 - 1909

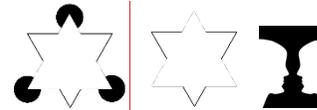
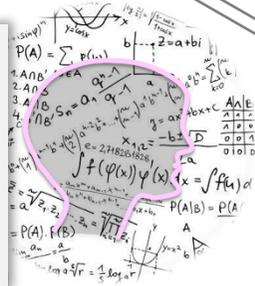


George Miller
1920 - 2012

Cognitive Overload

When is too much information too much?

Ebbinghaus's early work on memory was refined by Roger Miller. That included working memory, memory span and overload. We learned about human cognitive limits and learned how to manage cognitive overload.



Kurt Koffka
1886 - 1941



Wolfgang Koehler
1887 - 1967



Max Wertheimer
1880 - 1943

Gestalt Psychology

How we recognise and understand things?

Kurt Koffka, Max Wertheimer, and Wolfgang Koehler, examined how we see and interpret what we see. They examined mental association mechanics and how things are recognized, differentiated and remembered.