- Connectionism - Edward Thorndike (1874 - 1949)
- Clasicall Conditioning - Ivan Pavlov (1849 - 1936)
- Contiguity Theory and One Trial Learning Edwin Guthrie (1886 - 1959)
- Sign Learning - Edward Tolman (1886 - 1959)
- Drive Reduction Theory - Clark Hull (1884 – 1952)
- Operant Conditioning - Burrhus Skinner (1904 - 1990)
- Stimulus Sampling Theory William Estes (1919 -)
- The Keller Plan - Fred Keller (1899 - 1996)
- Programmed Instruction - Burrhus Skinner (1904 - 1990)