

1. **Answer:** B.

Explanation: William James authored the book *The Principles of Psychology* that was used by many Americans as a reference to study the discipline. This made him the father of American psychology.

2. **Answer:** C.

Explanation: Carl Rogers' ideas and that of Abraham Maslow's became the foundation of humanistic psychology, which focuses on free will and the power of self-determination.

3. **Answer:** B.

Explanation: Following Wundt's footsteps, Edward Titchener founded one of the first major schools of thought in psychology, which is structuralism. Its direction is to analyze the human mind's basic elements in understanding the conscious experience.

4. **Answer:** C.

Explanation: B.F. Skinner proposed the concept of operant conditioning that emphasizes the use of rewards or punishments in conditioning a certain behavior. Both B.F. Skinner and Ivan Pavlov follow the behaviorist approach.

5. **Answer:** B.

Explanation: Replacing the dominant schools of thought like behaviorism, cognitive psychology rose to popularity in the 1950s where it studies both the observable behaviors and the mental processes such as thinking, perception, and memory.