



JACK BREHM, Ph.D.

**Professor Emeritus
University of Kansas**



PSYCHOLOGICAL REACTANCE

Dr. Jack Brehm pioneered the study of psychological reactance, often known as “reverse psychology”. His innovative research was a foundation builder in the field of social psychology as well as for building the reputable program we offer today at the University of Kansas.

In 1998, Jack received the Society of Experimental Social Psychology’s Distinguished Scientist Award. His academic contribution to the field and to our program remains significant today.

Dr. Brehm was a Social Psychologist with the KU Psychology Dept from 1975-1997. He remained with us as Professor Emeritus until his passing in 2009.