

Ralph L. Rosnow, Ph.D.

Professor Emeritus, Temple University

Correspondence: <http://rosnow.socialpsychology.org/contact>

Academic Positions:

1963-67	Assistant Professor of Communication Research, Boston University
1967-70	Associate Professor of Psychology, Temple University
1970-2001	Professor of Psychology, Temple University
1973	Visiting Professor in Social Psychology, London School of Economics & Political Science (Michaelmas term)
1974	Visiting Professor, Harvard University Psychology Dept. (invited teaching appt.)
1982-2001	Thaddeus Bolton Professor, Temple University
1988-89	Visiting Professor, Harvard University Psychology Dept. (invited teaching appt.)
Since 2002	Thaddeus Bolton Professor Emeritus, Temple University

Degrees:

1953-57	B.S. 1957, University of Maryland, College Park (psychology & split-science minor)
1957-58	M.A. 1958, George Washington University (psychology, thesis on retinal adaptation)
1960-62	Ph.D. 1962, The American University, Washington, DC (psychology, doctoral study exploring diffusion of experimentally induced affect on opinion change responses to opposing persuasive communications that are merely temporally contiguous with the source of affect)

Et cetera:

Served on consulting boards of journals and encyclopedias; advisory editor and coeditor with Robert E. Lana of general series of books published in the 1970s by Oxford University Press, NY (Reconstruction of Society Series); member and/or chair of numerous doctoral, master's, and professional committees; directed the doctoral degree program in social and organizational psychology at Temple University for a number of years, up until my retirement as Thaddeus Bolton Professor Emeritus in 2002; recipient of research support grants from NIMH and/or NSF while at Boston University and Temple University; independent consulting on research design issues and statistical data analysis in a wide variety of basic and applied contexts; Fellow of professional associations, including AAAS and APA (both since 1970) as well as several others, and Charter Fellow of APS; USAR (Lt. 1958-66).

Festschrift:

D. A. Hantula (Ed.), *Advances in social and organizational psychology*, Taylor & Francis: Psychology Press, 2014 (First published 2006 by Lawrence Erlbaum Associates).

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1962. "Further comments on the model for prediction in political science" (R. L. Rosnow). *Darshana*, 2, 125-126.
1963. "Subject awareness and order effects in persuasive communications" (R. E. Lana & R. L. Rosnow). *Psychological Reports*, 12, 523-529.
1963. "Spread of effect of reinforcement in persuasive communication" (R. L. Rosnow & G. Russell). *Psychological Reports*, 12, 731-735.
1965. "A delay-of-reinforcement effect in persuasive communication?" (R. L. Rosnow). *Journal of Social Psychology*, 67, 39-43.
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- Reprinted in T. D. Beisecker & D. W. Parsons, Eds., *The process of social influence*, Prentice-Hall, 1972, pp. 333-350.
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1966. "Differential effects of complementary and competing variables in primacy-recency" (R. L. Rosnow, R. F. Holz, & J. Levin). *Journal of Social Psychology*, 69, 135-147.
1966. "'Conditioning' the direction of opinion change in persuasive communication" (R. L. Rosnow). *Journal of Social Psychology*, 69, 291-303.
1967. Book title: *Experiments in persuasion* (R. L. Rosnow & E. J. Robinson, Eds.). Academic Press. (Copyright reverted to Rosnow and Rosenthal, March 29, 1978)
1967. "Awareness of expectation in attitude research" (R. F. Holz & R. L. Rosnow). *Psychological Reports*, 20, 642.
1967. "Familiarity, salience, and the order of presentation in communication" (R. L. Rosnow & J. H. Goldstein). *Journal of Social Psychology*, 73, 97-110.
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- Reprinted in: E. McGinnies & C. B. Ferster, Eds., *The Reinforcement of Social Behavior*, Houghton Mifflin, 1971, pp. 429-431; also in S. Himmelfarb & A. H. Eagly, Eds., *Readings in Attitude Change*, Wiley, 1974, pp. 293-295.)

1968. "One-sided versus two-sided communication under indirect awareness of persuasive intent" (R. L. Rosnow). *Public Opinion Quarterly*, 32, 95-101.
1968. "A 'spread of effect' in attitude formation" (R. L. Rosnow). In A. G. Greenwald, T. C. Brock, & T. M. Ostrom (Eds.), *Psychological foundations of attitudes* (pp. 89-107). Academic Press.
1968. "Adding versus averaging as a stimulus-combination rule in forming impressions of groups" (R. L. Rosnow & R. L. Arms). *Journal of Personality and Social Psychology*, 10, 363-369.
1968. "Effects of pretest-treatment interval on opinion change" (R. E. Lana & R. L. Rosnow). *Psychological Reports*, 22, 1035-1036.
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