

## Ralph L. Rosnow, Ph.D.



### Academic Career:

1963-67	Assistant Professor of Communication Research, Boston University
1967-70	Associate Professor of Psychology, Temple University
1970-2001	Professor of Psychology, Temple University
1982-2001	Thaddeus Bolton Professor, Temple University (retired Dec. 2001)
Since 2002	Bolton Professor Emeritus, Temple University

### Visiting Positions:

1973	Visiting Professor, London School of Economics & Political Science
1974	Visiting Professor, Harvard University Psychology Dept. (teaching appt.)
1988-89	Visiting Professor, Harvard University Psychology Dept. (teaching appt.)

### Degrees:

1953-57	University of Maryland, B.S. 1957 in Psychology with split-science minor
1957-58	George Washington University, M.A. 1958 in Psychology
1960-62	American University, Washington, DC, Ph.D. 1962 in Psychology

### Et cetera:

Previously on boards of journals and encyclopedias; Oxford U. Pr. book series coeditor (1970s) with Robert E. Lana; member or chair of professional committees; applied work and consulting activity; Fellow since 1970: AAAS and APA (affiliated with Divs. 1, 5, 8, 24); Charter Fellow: APS; Fellow: SESP and others; Festschrift edited by Don Hantula (ISBN: 978-1-138-00423-8); USAR Lt 1958-66

### Books:

Rosnow, R. L., & Robinson, E. J. (Eds.) (1967). *Experiments in Persuasion*. Academic Press.

Rosenthal, R., & Rosnow, R. L. (Eds.) (1969). *Artifact in behavioral research*. Academic Press.

- Craik, K. H., Kleinmuntz, B., Rosnow, R. L., Rosenthal, R., Cheyne, J. A., & Walters, R. H. (1970). *New directions in psychology 4*. Holt, Rinehart & Winston.
- Lana, R. E., & Rosnow, R. L. (1972). *Introduction to contemporary psychology*. Holt, Rinehart & Winston.
- Rosenthal, R., & Rosnow, R. L. (1975). *The volunteer subject*. Wiley.
- Rosenthal, R., & Rosnow, R. L. (1975). *Primer of methods for the behavioral sciences*. Wiley. (Japanese edition, 1976).
- Rosnow, R. L., & Fine, G. A. (1976). *Rumor and Gossip: The Social Psychology of Hearsay*. Elsevier. (Japanese edition, 1982)
- Rosnow, R. L. (1981). *Paradigms in transition: The methodology of social inquiry*. Oxford University Press.
- Rosnow, R. L., & Rosenthal, R. (1984). *Understanding behavioral science: Research methods for research consumers*. McGraw-Hill.
- Rosenthal, R., & Rosnow, R. L. (1984, 1991, 2008). *Essentials of behavioral research: Methods and data analysis* (3rd edition). McGraw-Hill. (Chinese edition, 2012; ISBN: 7115269874)
- Rosenthal, R., & Rosnow, R. L. (1985, Reissued 2009). *Contrast analysis: Focused comparisons in the analysis of variance*. Cambridge University Press.
- Rosnow, R. L., & Rosnow, M. (1986, 1992, 1995, 1998, 2001, 2003, 2006, 2008, 2012). *Writing papers in psychology: A student guide to research reports, essays, proposals, posters, and brief reports* (9th edition). Wadsworth/Cengage. (Japanese edition, 2008)
- Rosnow, R. L., & Georgoudi, M. (Eds.) (1986). *Contextualism and understanding in behavioral science: Implications for research and theory*. Praeger.
- Gergen, M., Suls, J. M., Rosnow, R. L., & Lana, R. E. (1989). *Psychology: A beginning*. Harcourt Brace Jovanovich.
- Rosnow, R. L., & Rosenthal, R. (1993, 1996, 1999, 2002, 2005, 2008, 2013). *Beginning behavioral research: A conceptual primer* (7th edition). Pearson.
- Rosnow, R. L., & Rosenthal, R. (1997). *People studying people: Artifacts and ethics in behavioral research*. W. H. Freeman.
- Rosenthal, R., Rosnow, R. L., & Rubin, D. B. (2000). *Contrasts and effect sizes in behavioral research: A correlational approach*. Cambridge University Press.
- Rosenthal, R., & Rosnow, R. L. (2009). *Artifacts in behavioral research: Robert Rosenthal and Ralph L. Rosnow's classic books*. Oxford University Press (Reissue of Rosenthal & Rosnow's *Artifact in behavioral research*, Rosenthal & Rosnow's *The volunteer subject*, and Rosenthal's *Experimenter effects in behavioral research*).

### Articles and Chapters:

- Rosnow, R. L. (1962). Pigeons, predictions, and political scientists. *Darshana*, 2, 62-67.
- Rosnow, R. L. (1962). Further comments on the model for prediction in political science. *Darshana*, 2, 125-126.
- Lana, R. E., & Rosnow, R. L. (1963). Subject awareness and order effects in persuasive communications. *Psychological Reports*, 12, 523-529.
- Rosnow, R. L., & Russell, G. (1963). Spread of effect of reinforcement in persuasive communication. *Psychological Reports*, 12, 731-735.
- Rosnow, R. L., & Lana, R. E. (1965). Complementary and competing-order effects in opinion change. *Journal of Social Psychology*, 66, 201-207.
- Rosnow, R. L. (1965). A delay-of-reinforcement effect in persuasive communication? *Journal of Social Psychology*, 67, 39-43.
- Rosnow, R. L. (1965). Bias in evaluating the presidential debates: A "splinter" effect. *Journal of Social Psychology*, 67, 211-219.
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- Holz, R. F., & Rosnow, R. L. (1967). Awareness of expectation in attitude research. *Psychological Reports*, 20, 642.
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- Corrozi, J. F., & Rosnow, R. L. (1968). Consonant and dissonant communications as positive and negative reinforcements in opinion change. *Journal of Personality and Social Psychology*, 8, 27-30. (Reprinted in E. McGinnies & C. B. Ferster, Eds., *The Reinforcement of Social Behavior*, Houghton Mifflin, 1971, pp. 429-431; S. Himmelfarb & A. H. Eagly, Eds., *Readings in Attitude Change*, Wiley, 1974, pp. 293-295.)
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