

Ralph L. Rosnow, Ph.D.

T. L. Bolton Professor Emeritus
Temple University: <http://astro.temple.edu/~rosnow>

Positions¹

Boston University, Assistant Professor, 1963-1967

Temple University, Associate Professor, 1967-1970; Professor, 1970-2001; Thaddeus L. Bolton Professor, 1982-2001 (Director of doctoral program in Social & Organizational Psychology); Retired at the end of 2001 as T. L. Bolton Professor Emeritus

London School of Economics & Political Science, Visiting Professor, 1973

Harvard University, Visiting Professor, 1974, 1989 (taught undergraduate research methods and a graduate seminar in social psychology)

Degrees

University of Maryland, College Park (1953-57); B.S. 1957 in psychology (split-science minor)

George Washington University, Washington, DC (1957-58); M.A. 1958 in psychology

American University, Washington, DC (1960-62); Ph.D. 1962 in psychology

Societies

American Association for the Advancement of Science (Fellow since 1970)

American Psychological Association (Fellow since 1970)

American Psychological Society (Charter Fellow)

Society for Personality and Social Psychology (Fellow)

Society of Experimental Social Psychology (Fellow)

Publications

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.

¹ Served on editorial boards of journals and encyclopedias; General Editor (with Robert E. Lana) of Oxford University Press's Reconstruction of Society book series; served on professional committees; positions and consulting work in applied psychology, research methods and design, and data analysis; several honors; and USAR 1958-66.

- 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.
- Rosnow, R. L. (1966). Whatever happened to the "law of primacy"? *Journal of Communication, 16*, 10-31. (Reprinted in T. D. Beisecker & D. W. Parsons, Eds., *The process of social influence*, Prentice-Hall, 1972, pp. 333-350.)
- Rosnow, R. L., & Rosenthal, R. (1966). Volunteer subjects and the results of opinion change studies. *Psychological Reports, 19*, 1183-1187.
- Rosnow, R. L., Holz, R. F., & Levin, J. (1966). Differential effects of complementary and competing variables in primacy-recency. *Journal of Social Psychology, 69*, 135-147.
- Rosnow, R. L. (1966). "Conditioning" the direction of opinion change in persuasive communication. *Journal of Social Psychology, 69*, 291-303.
- Rosnow, R. L., & E. J. Robinson (Eds.) (1967). *Experiments in Persuasion*. Academic Press.
- Holz, R. F., & Rosnow, R. L. (1967). Awareness of expectation in attitude research. *Psychological Reports, 20*, 642.
- Rosnow, R. L., & Goldstein, J. H. (1967). Familiarity, salience, and the order of presentation in communication. *Journal of Social Psychology, 73*, 97-110.
- 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.)
- Rosnow, R. L. (1968). One-sided versus two-sided communication under indirect awareness of persuasive intent. *Public Opinion Quarterly, 32*, 95-101.
- Lana, R. E., & Rosnow, R. L. (1968). Effects of pretest-treatment interval on opinion change. *Psychological Report, 22*, 1035-1036.
- Rosnow, R. L. (1968). A "spread of effect" in attitude formation. In A. G. Greenwald, T. C. Brock, & T. M. Ostrom (Eds.), *Psychological foundations of attitudes* (pp. 89-107). Academic Press.

Rosnow, R. L., & Arms, R. L. (1968). Adding versus averaging as a stimulus-combination rule in forming impressions of groups. *Journal of Personality and Social Psychology*, *10*, 363-369.

Rosenthal, R., & R. L. Rosnow (Eds.) (1969). *Artifact in behavioral research*. Academic Press. (Reissued by Oxford University Press in 2009)

Rosenthal, R., & Rosnow, R. L. (1969). The volunteer subject. In R. Rosenthal & R. L. Rosnow, Eds., *Artifact in behavioral research* (pp. 59-118). Academic Press.

Rosnow, R. L., Wainer, H., & Arms, R. L. (1969). Anderson's personality-trait words rated by men and women as a function of stimulus sex. *Psychological Reports*, *24*, 787-790.

Rosnow, R. L., Gitter, A. G., & Holz, R. F. (1969). Some determinants of postdecisional information preferences. *Journal of Social Psychology*, *79*, 234-245.

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Rosnow, R. L. (1970). When he lends a helping hand, bite it. *Psychology Today*, *4*(1), 26-30. (Reprinted in: J. B. Maas, Ed., *Readings in Psychology Today*, CRM Books, 1974, pp. 22-24; P. Chance & T. G. Harris, Eds., *The best of Psychology Today*, McGraw-Hill, 1990, pp. 260-264.)

Rosnow, R. L., (1971). Experimental artifact. In L. Deighton (Ed.), *The encyclopedia of education* (Vol. 3, pp. 483-488). Free Press & Macmillan.

Lana, R. E., & Rosnow, R. L. (1972). *Introduction to contemporary psychology*. Holt, Rinehart & Winston.

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Goldstein, J. H., Rosnow, R. L., Goodstadt, B. E., & Suls, J. M. (1972). The "good subject" in verbal operant conditioning research. *Journal of Experimental Research in Personality*, *6*, 29-33.

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- Rosnow, R. L., & Aiken, L. S. (1973). Mediation of artifacts in behavioral research. *Journal of Experimental Social Psychology*, 9, 181-201.
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- Rosnow, R. L., & Rosenthal, R. (1974). Taming of the volunteer problem: On coping with artifacts by benign neglect. *Journal of Personality and Social Psychology*, 30, 188-190.
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- Rosnow, R. L., & Fine, G. A. (1974). Inside rumors. *Human Behavior*, 3(8), 64-68.
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- Schwartz, S., & Rosnow, R. L. (1976, October 8). Old Ben was a gossip, too. *Philadelphia Inquirer*, October 8. (Op-ed article)
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