

Ralph L. Rosnow, Ph.D.

Thaddeus Bolton Professor Emeritus, Temple University

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Academic Positions:

- 1963-67 Assistant Professor, Communication Research Division, School of Communication, Boston University
- 1967-70 Associate Professor, Psychology Department, Temple University
- 1970-2001 Professor, Psychology Department, Temple University
- 1973 Visiting Prof. in Social Psychology, London School of Economics & Political Science (Michaelmas term)
- 1974 Visiting Professor of Psychology, Harvard University Psychology Department (Spring term, took over Bob Rosenthal's research methods course and taught an open seminar while he was on a sabbatical leave from Harvard and I was on a leave of absence from Temple)
- 1982-2001 Thaddeus Bolton Professor, Temple University
- 1988-89 Visiting Professor of Psychology, Harvard University Psychology Department (Spring term, took over Bob's research methods course again and taught another open seminar while he was on a sabbatical leave from Harvard and I was on a leave of absence from Temple)
- 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:

Boards of several journals and encyclopedias; served on various professional and advisory committees; general advisory and coeditor with Robert E. Lana of series of books published in the 1970s by Oxford University Press, NY (Reconstruction of Society Series); helped develop (with Robert Lana) and later for a number of years directed the doctoral degree program in Social & Organizational Psychology in the Psychology Department at Temple University; Professional memberships include AAAS (Fellow since 1970), APA (Fellow since 1970), APS (Fellow since 1988), and others; Military service: USAR (1958-66), 1st Lt.

Festschrift:

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

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Year of publication (asterisk denotes a book).

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Author(s) or Editors (Eds.) in parentheses.

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1962. 2. "Further comments on the model for prediction in political science" (R. L. Rosnow). *Darshana*, 2, 125-126.
1963. 3. "Subject awareness and order effects in persuasive communications" (R. E. Lana & R. L. Rosnow). *Psychological Reports*, 12, 523-529.
1963. 4. "Spread of effect of reinforcement in persuasive communication" (R. L. Rosnow & G. Russell). *Psychological Reports*, 12, 731-735.
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1966. 8. "Volunteer subjects and the results of opinion change studies" (R. L. Rosnow & R. Rosenthal). *Psychological Reports*, 19, 1183-1187.
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1966. 10. "'Conditioning' the direction of opinion change in persuasive communication" (R. L. Rosnow). *Journal of Social Psychology*, 69, 291-303.
- *1967. 11. *Experiments in persuasion* (R. L. Rosnow & E. J. Robinson, Eds.). Academic Press. (Copyright reverted to Rosnow and Robinson, March 29, 1978)
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1967. 13. "Familiarity, salience, and the order of presentation in communication" (R. L. Rosnow & J. H. Goldstein). *Journal of Social Psychology*, 73, 97-110.

1968. 14. "Consonant and dissonant communications as positive and negative reinforcements in opinion change" (J. F. Corrozi & R. L. Rosnow). *Journal of Personality and Social Psychology*, 8, 27-30.
- Reprinted in: (a) E. McGinnies & C. B. Ferster, Eds., *The Reinforcement of Social Behavior*, Houghton Mifflin, 1971, pp. 429-431; (b) S. Himmelfarb & A. H. Eagly, Eds., *Readings in Attitude Change*, Wiley, 1974, pp. 293-295.
1968. 15. "One-sided versus two-sided communication under indirect awareness of persuasive intent" (R. L. Rosnow). *Public Opinion Quarterly*, 32, 95-101.
1968. 16. "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. 17. "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.
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- Reissued in 2009 by Oxford University Press in *Artifacts in behavioral research* (pp. 1-286), Foreword by A. E. Kazdin. (see Item 145)
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