

**Curriculum VITA**  
**NICHOLAS DIFONZO, Ph.D.**

Department of Psychology  
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Faculty Website: <http://www.rit.edu/cla/psychology/faculty/difonzo>  
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**Education**

A.B. (1981) Engineering, Lafayette College, Easton, PA.  
M.A. (1990) Counseling, Rider College, Lawrenceville, NJ.  
M.A. (1992) Psychology, Temple University, Philadelphia, PA.  
Ph.D. (1994) Psychology, Temple University, Philadelphia, PA., Concentration: Social & Organizational Psychology

**Positions**

7/2006-present	Professor of Psychology, Department of Psychology, RIT
9/2000-6/2006	Associate Professor of Psychology, Department of Psychology, RIT.
1994-2000	Assistant Professor of Psychology, Department of Psychology, RIT.

**Membership in Professional Organizations**

American Psychological Society  
Society for Personality and Social Psychologists  
Team-Based Learning Collaborative  
University Faculty for Life  
Christian Association for Psychological Studies  
Society for Christian Psychology

**Special Honors**

- 2015 *Group and Organization Management* Best Micro Paper of 2014 award was given to the paper: Bordia, P., Kiazad, K., Restubog, S. L. D., **DiFonzo, N.**, Stenson, N., & Tang, R. L. (2014). Rumor as Revenge in the Workplace *Group & Organization Management*, 39, 363-388. doi:10.1177/1059601114540750
- 2007 Gold Medal-2006 [ForeWord Book of the Year Award](#) in the psychology category was given to the book: DiFonzo, N., & Bordia, P. (2007). *Rumor psychology: Social & organizational approaches*. Washington, DC: American Psychological Association
- 1994 1994 Marianthi Georgoudi Award, Department of Psychology, Temple University, Philadelphia, PA. The Award is conferred upon one dissertation author each year for philosophical and theoretical contributions to the field of Psychology.
- 1990 "With Distinction" Award, Masters of Arts in Counseling, Rider College, Lawrenceville, NJ. (Similar to *magna cum laude*)

**External Research Grants**

11. Schley, S., & Cuculick, J. (2016-2019). Collaborative Research: Accessible STEM Instruction with Deaf Students: Supporting Faculty in Pedagogical Exploration and Innovation. National Science Foundation., Washington, DC. Grant No. [DUE-1625581](#). \$443,200 [**DiFonzo, N.** listed as Key Personnel].

10. Barnes, S., **DiFonzo, N.**, Jacobs, S., Egert, C. (2007-2009). Theoretical and Applied Approaches to Teaching Social Computing in STEM Education. National Science Foundation, Washington, DC. Grant No. [DUE-0633401](#). \$149,786.

9. **DiFonzo, N.** (2006-2008). REU Supplement: DHB: Rumor Propagation: Modeling & Testing Dynamic

Social Influence Mechanisms. National Science Foundation, Washington, DC. Grant No. BCS-0527371, Amendment 001. \$6,000.

8. **DiFonzo, N.**, Bordia, P., Bourgeois, M., Brooks, B., Suls, J., & Ross, D. (2006-2009). DHB: Rumor Propagation: Modeling & Testing Dynamic Social Influence Mechanisms. National Science Foundation, Washington, DC. Grant No. [BCS-0527371](#). \$749,546.

7. Bordia, P., Gallois, C., & **DiFonzo, N.** (2002-2004). Boomerang effect of rumour denials. Australian Research Council (Discovery), AU\$95,000.

6. Bordia, P. & **DiFonzo, N.** (2004). Technical report on rumour, retraction and correction. Commissioned by the Defence Science & Technology Organisation, Department of Defence, AU\$15,000.

5. Bordia, P., Gallois, C., & **DiFonzo, N.** (2001). The boomerang effect of rumour denials: An attributional analysis. University of Queensland External Support Enabling Grant, AU\$17,000.

4. **DiFonzo, N.**, & Toth, E. (2000). New Directions in Psychology and Public Relations. The Institute for Public Relations, Gainesville, FL. \$4000.

3. Bordia, P. & **DiFonzo, N.** (2000). Source characteristics in rumour denial effectiveness. Australian Research Council, AU\$12,069.

2. Bordia, P., & **DiFonzo, N.** (1998). Rumour and Prediction: Causal versus Chaotic Explanatory Styles. Australian Research Council, Canberra, Australia. AU\$11,690.

1. **DiFonzo, N.** & Bordia, P. (1997). Managing Organizational Rumors. The Institute for Public Relations, Gainesville, FL. \$7000.

#### Consultant Activities

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|--------------|---|
| 2016-present | Expert witness for plaintiff in <i>Veranda Condominium I, LLC, &amp; West City Realty Advisors, LLC vs. Wachovia Mortgage Corporation</i> (Circuit Court of the 17 <sup>th</sup> Judicial Circuit, IN and For Broward County, FL, Case No. CACE 10-38943 (02))  |
| 2016-present | Expert witness for Darian Vitello in <i>Darian Vitello v. Robert A. Honecker Jr., et al.</i> (Superior Court of New Jersey, Law Division Monmouth County, Docket No. MON-L-2530-13.)  |
| 2015-2016    | Expert witness and deposition testimony for Junior Achievement of Central Indiana and Jennifer Burk in <i>Jeffrey M. Miller and Cynthia S. Miller v. Junior Achievement of Central Indiana, Inc. and Jennifer Burk</i> (Marion Superior Court No. 7, State of Indiana, Cause No: 49D07-1003-PL-014761)) |
| 2013         | Public Relations consulting for Gulf Legacy Alliance Action Committee.  |
| 2009         | Deposition testimony as an expert witness for AIMCO Properties in <i>United States vs. Stacy Sturdevant et al.</i> (US District Court for the District of Kansas, Civil Action No. 2:07-cv-02233)   |
| 2007-2008    | Expert witness for the City of Los Angeles on the topic of workplace rumors in <i>Smith vs. City of Los Angeles et al.</i> (Los Angeles Superior Court, Case No. BC 360060).  |
| 2006-2007    | Deposition and trial testimony for the Procter & Gamble Corporation on the topic of rumors about Satanism and P&G products in <i>Procter &amp; Gamble vs. Randy L. Haugen et al.</i> (US District Court for the District of Utah, Central Division, Case No. 1:95 CV 0094 K).                           |
| 2000-2002    | Deposition testimony for the Procter & Gamble Corporation on the topic of rumors about Satanism and P&G products in <i>Amway Corporation vs. Procter &amp; Gamble</i> (US District Court for the Western District of Michigan, Southern Division, Case No. 1:98 CV 726).                                |
| 1998-1999    | Deposition and trial testimony for the Procter & Gamble Corporation on the topic of rumors about Satanism and P&G products in <i>Procter &amp; Gamble vs. Amway Corporation et al.</i> (US District Court for the District of Texas, Houston Division, Civil No. H-97-2384).                            |

### Scholarly Books

**DiFonzo, N., & Bordia, P.** (2009). *심리학 소문: 사회 & 조직적 접근* [Korean Translation hardcover of *Rumor psychology: Social & organizational approaches*]. Seoul: EntersKorea.

**DiFonzo, N., & Bordia, P.** (2007). [\*Rumor psychology: Social & organizational approaches\*](#). Washington, DC: American Psychological Association.

### Peer Reviewed Publications

39. **DiFonzo, N.** (in press). Conspiracy Theory as Rumor. In Joseph E. Uscinski (Ed.) *Conspiracy Theories and the People Who Believe Them*, Oxford University Press.

38. **DiFonzo, N.,** Beckstead, J., Stupak, N., & Walders, K. (2016). Validity judgments of rumors heard multiple times: The shape of the truth effect. *Social Influence*, *11*(1), 22-39. DOI: 10.1080/15534510.2015.1137224

37. **DiFonzo, N.,** Suls, J., Beckstead, J., Bourgeois, M. J., Homan, C., Brougher, S., Younge, A. J., & Terpstra-Schwab, N. (2014). Network Structure Moderates Intergroup Differentiation of Stereotyped Rumors. *Social Cognition*, *32*(5), 409-448. DOI: 10.1080/15534510.2015.1137224

36. Bordia, P., Kiazad, K., Restubog, S. L. D., **DiFonzo, N.,** Stenson, N., & Tang, R. L. (2014). Rumor as Revenge in the Workplace *Group & Organization Management*, *39*, 363-388. DOI:10.1177/1059601114540750 [Won *Group & Organization Management* Best Micro Paper of 2014 Award]

35. Brooks, B., **DiFonzo, N.** & Ross, D. (2013). The GBN-Dialogue Model of Outgroup-Negative Rumor Transmission: Group Membership, Belief, and Novelty. *Nonlinear Dynamics, Psychology, and Life Sciences*, *17*(2), 269-293.

34. **DiFonzo, N.,** Bourgeois, M. J., Suls, J. M., Homan, C., Stupak, N., Brooks, B., Ross, D. S., & Bordia, P. (2013). Rumor Clustering, Consensus, and Polarization: Dynamic Social Impact and Self-Organization of Hearsay. *Journal of Experimental Social Psychology*, *49*(3), 378-399. <http://dx.doi.org/10.1016/j.jesp.2012.12.010>

33. Bordia, P., & **DiFonzo, N.** (2013). Rumors During Organizational Change: A Motivational Analysis. In *The Psychology of Organisational Change*. [pp. 232-252]. Cambridge University Press.

32. **DiFonzo, N.,** Robinson, N., Suls, J., & Rini, C. (2012). Rumors about cancer: Content, sources, coping, transmission, and belief. *Journal of Health Communication: International Perspectives*, *17*(9), 1099-1115. DOI:10.1080/10810730.2012.665417

31. Fine, G. A., & **DiFonzo, N.** (2011, Summer). Uncertain knowledge. *Contexts*, *10*(3). 16-21.

30. **DiFonzo, N.** (2010). Ferretting facts or fashioning fallacies? Factors in rumor accuracy. *Social and Personality Compass*, *4*(11), 1124-1137, DOI: 10.1111/j.1751-9004.2010.00321.x

29. Stupak, N., **DiFonzo, N.,** Younge, A. J., & Homan, C. (2010). SOCIALSENSE: Graphical user interface design considerations for social network experiment software. *Computers in Human Behavior*, *26*, 365-370. doi:10.1016/j.chb.2009.11.007.

28. **DiFonzo, N.** (2010). Rumor. In Irving B. Weiner & Edward Craighead (Eds.). *Corsini Encyclopedia of Psychology*. (4<sup>th</sup> Ed.).

27. **DiFonzo, N.** (2010). Propaganda. In Irving B. Weiner & Edward Craighead (Eds.). *Corsini Encyclopedia of Psychology*. (4<sup>th</sup> Ed.).

26. **DiFonzo, N.** (2009). Rumor. *Cambridge Dictionary of Psychology*. London: Sage.
25. **DiFonzo, N.** (2008). Rumors. In William A. Darity, Jr., Editor-in-chief. *International Encyclopedia of the Social Sciences* (Vol. 7, 2<sup>nd</sup> ed., pp. 295-298). Detroit, MI: Macmillan Reference USA (Thomson Gale).
24. **DiFonzo, N., & Bordia, P.** (2007). Rumor Transmission. In R. F. Baumeister & K., D. Vohs (Eds.), *Encyclopedia of Social Psychology*. [pp. 771-773]. Thousand Oaks, CA: Sage.
23. **DiFonzo, N., & Bordia, P.** (2007). Rumors influence: Toward a dynamic social impact theory of rumor. In A. R. Pratkanis (Ed.), *The Science of Social Influence: Advances and Future Progress*. [pp.271-296]. Philadelphia, PA: Psychology Press.
22. **DiFonzo, N., & Bordia, P.** (2007). Rumor, gossip, and urban legends. *Diogenes* 213, 54(1). 19-35.
21. **DiFonzo, N., & Bordia, P.** (2006). *Rumeurs, ragots et legends urbaines*. [Rumor, gossip, and urban legends]. *Diogenes*, 213 (Janvier-Mars). 23-45.
20. **DiFonzo, N. & Bordia, P.** (2006). Rumor in organizational contexts. In D. A. Hantula (Ed.), *Advances in psychology: A tribute to Ralph L. Rosnow*. (pp. 249-274). Mahwah, NJ: Lawrence Erlbaum Associates.
19. Bordia, P., Jones, E., Gallois, C., Callan, V., & **DiFonzo, N.** (2006). Management are aliens! Rumors and stress during organizational change. *Group & Organization Management*, 31(5), 601-621.
18. Bordia, P., & **DiFonzo, N.** (2005). Psychological motivations in rumor spread. In G.A. Fine, V. Campion-Vincent, & C. Heath (Eds.), (pp. 87-101), *Rumor mills: The social impact of rumor and legend*. New York: Aldine.
17. Bordia, P., **DiFonzo, N.**, Haines, R., & Chaseling, L. (2005). Rumor denials as persuasive messages: Effects of personal relevance, source, and message characteristics. *Journal of Applied Social Psychology*, 35(6), 1301-1331.
16. Bordia, P., Hunt, L., Paulsen, N., Tourish, D., & **DiFonzo, N.** (2004). Communication and uncertainty during organizational change: Is it all about control? *European Journal of Work & Organizational Psychology*, 13(3), 345-365.
15. Bordia, P., & **DiFonzo, N.** (2004). Problem solving in social interactions on the Internet: Rumor as social cognition. *Social Psychology Quarterly*, 67(1), 33-49.
14. **DiFonzo, N. & Bordia, P.** (2002). Corporate rumor activity, belief, and accuracy. *Public Relations Review*, 150, 1-19.
13. **DiFonzo, N. & Bordia, P.** (2002). Rumor and stable-cause attribution in prediction and behavior. *Organizational Behavior and Human Decision Processes*, 88, 785-800.
12. Bordia, P., & **DiFonzo, N.** (2002). When social psychology became less social: Prasad and the history of rumor research. *Asian Journal of Social Psychology*, 5, 49-61.
11. **DiFonzo, N. & Bordia, P.** (2000). How top PR professionals handle hearsay: Corporate rumors, their effects, and strategies to manage them. *Public Relations Review*, 26(2), 173-190.
10. Costenbader, V., Rohrer, A.M., & **DiFonzo, N.** (2000). Kindergarten screening: A survey of current practice. *Psychology in the Schools*, 37(4), 323-332.
9. Bordia, P., **DiFonzo, N.**, & Schultz, C. A. (2000). Source characteristics in denying rumors of organizational closure: Honesty is the best policy. *Journal of Applied Social Psychology*, 11, 2301-2309.

8. Bordia, P., **DiFonzo, N.**, & Chang, A. (1999). Rumor as group problem-solving: Development patterns in informal computer-mediated groups. *Small Group Research*, 30(1), 8-28.
7. **DiFonzo, N.**, & Bordia, P. (1998). A tale of two corporations: Managing uncertainty during organizational change. *Human Resource Management*, 37(3&4), 295-303.
6. **DiFonzo, N.**, & Bordia, P. (1998). *How Top PR Professionals Handle Hot Air: Types of Corporate Rumors, their Effects, and Strategies to Manage them*. Gainesville, FL: Institute for Public Relations.
5. **DiFonzo, N.**, Hantula, D. A., & Bordia, P. (1998). Microworlds for experimental research: Having your (control & collection) cake, and realism too. *Behavior Research Methods, Instruments, & Computers*, 30(2), 278-286.
4. Bordia, P., **DiFonzo, N.**, & Travers, V. (1998). Denying rumors of organizational change: A higher source is not always better. *Communications Research Reports*, 15(2). 189-198.
3. **DiFonzo, N.**, Hantula, D. A., & Bordia, P. (1997). Microworlds for a dynamic I/O Psychology in the 21<sup>st</sup> century. *The Industrial-Organizational Psychologist*, 35(2), 19-25.
2. **DiFonzo, N.**, & Bordia, P. (1997/2005). Rumor and prediction: Making sense (but losing dollars) in the stock market. *Organizational Behavior and Human Decision Processes*, 71(3), 329-353. Reprinted 2005 in *International Library of Critical Writings in Economics*, 187, 248-272.
1. **DiFonzo, N.**, Bordia, P., & Rosnow, R. L. (1994). Reining in Rumors. *Organizational Dynamics*, 23(1), 47-62.

### Popular Press Books

- DiFonzo, N.** (2009). *The Watercooler Effect: The Indispensable Guide to Understanding and Harnessing the Power of Rumor*. New York: Avery (Penguin). [paperback released September, 2009]
- DiFonzo, N.** (2008). *The Watercooler Effect: A Psychologist Explores the Extraordinary Power of Rumors*. New York: Avery (Penguin). [www.thewatercoolereffect.com](http://www.thewatercoolereffect.com) (translated into 6 languages: Spanish, Korean, Chinese Simplified, Chinese Traditional, Portuguese, & Japanese)

### Non-Peer Reviewed Publications

7. **DiFonzo, N.** (10 January 2013). Rumor research can douse digital wildfires. *Nature* 493(135). DOI:10.1038/493135a. <http://www.nature.com/news/rumour-research-can-douse-digital-wildfires-1.12167>
6. **DiFonzo, N.** (2009, December 12). [When gossip is good](#). *The Wall Street Journal*.
5. **DiFonzo, N.** (November, 2011). Changing Hearts, Saving Lives. *First Things*.
4. **DiFonzo, N.** (April 21, 2011). [The echo-chamber effect](#). *The New York Times*.
3. **DiFonzo, N.** (Sept. 14, 2008). [Rumor has it: Why we believe lies in elections, even when we know the truth](#). *New York Post*.
2. Bordia, P., & **DiFonzo, N.** (March 24, 2002). Hot stuff: The risky allure of rumour. *The Sunday Age*.
1. **DiFonzo, N.**, & Bordia, P. (January/February 1999). Psst. — What do you know about handling the rumor mill? *Journal of Employee Communication Management*, pp. 14-19.

### Technical Reports

3. Bordia, P., & **DiFonzo, N.** (2004). Rumor spread, belief, accuracy and management: A literature

review. [A technical report prepared for the Defence Science & Technology Organisation, Department of Defence, Australia].

2. **DiFonzo, N.**, & Toth, E. (2001). *Annotated Bibliography of Recent and Significant Psychological Research of Import to Public Relations Practitioners*. Gainesville, FL: Institute for Public Relations.

1. Rodenhiser, R., & **DiFonzo, N.** (2001). *Report to Livingston County Coalition of Churches: Organization Evaluation*. Geneseo, NY: Livingston County Coalition of Churches.

### Conference Proceedings

3. **DiFonzo, N.** (in press). Framing Unplanned Pregnancy Decision Making within the Theory of Planned Behavior. In *Life and Learning XXVI: Proceedings from the 26<sup>th</sup> University Faculty for Life Annual Conference*, Marquette University, Milwaukee, WI.

2. **DiFonzo, N.** (2000). Why We Measure. In J. Felton (Ed.), *Proceedings of International Symposium IV: Putting the Yardstick to PR: How do we Measure Effectiveness Globally?* Gainesville, FL: Institute for Public Relations.

1. **DiFonzo, N.**, & Bordia, P. (1999). How top PR professionals handle hot air. In J. Felton (Ed.), *Proceedings of International Symposium III: Global Terrorism: How Does Public Relations Prepare?* Gainesville, FL: Institute for Public Relations.

### Peer-reviewed Conference Presentations

32. **DiFonzo, N.** (2016, June 11). Framing Unplanned Pregnancy Decision Making within the Theory of Planned Behavior. Paper presented to the 26<sup>th</sup> University Faculty for Life Annual Conference, Marquette University, Milwaukee, WI.

31. **DiFonzo, N.** (2015, Oct. 16). Rumor Sense Making in Social Exclusion. Paper presented at the Christian Association of Psychological Studies, East Regional Conference, Eastern University, St. David's, PA.

30. **DiFonzo, N.**, Bourgeois, M. J., & Suls, J. M. (2012, Jan. 26). I Heard that Democrats Abuse Drugs and Republicans are Racist. Network Clustering and Intergroup Segregation Effects on Rumor Belief, Polarization, and Self Organization. Paper presented at the Dynamical System and Computational Modeling in Social Psychology Preconference, San Diego, CA.

29. **DiFonzo, N.** (2011, June 10). Toward a more pro-life campus. Insights from attitude research. Paper presented at the 21<sup>st</sup> University Faculty for Life Annual Conference, Notre Dame University, South Bend, IN.

28. **DiFonzo, N.**, Bourgeois, M. J., & Suls, J. M. (2011, Feb. 9). Network Clustering and Intergroup Segregation Effects on Rumor Belief, Polarization, and Self Organization. Paper presented at the Human Social Culture Behavior (HSCB) Modeling, Focus 2011 Conference (sponsored by Office of the Secretary of Defense), Chantilly, VA.

27. **DiFonzo, N.**, Bourgeois, M. J., Suls, J. M., Homan, C., Younge, A. J., Schwab, N., Frazee, M., Brouger, S., & Harter, K. (2010). *"I heard that Democrats Abuse Drugs and Republicans are Racist"* Network Segmentation and Group Segregation Effects on Defensive Rumor Belief Bias and Self Organization. Paper presented at The George Gerbner Conference on Communication, Conflict, and Aggression, May 28-29, Budapest, Hungary.

26. **DiFonzo, N.**, Robinson, N., Suls, J., & Rini, C. (2010, April 8). *Rumors about Cancer: Transmission, Belief and Coping Functions*. Poster presented at the Annual Meeting of the Society for Behavior Medicine, Seattle, WA.

25. **DiFonzo, N.**, Beckstead, J., Stupak, N., Walders, K., Brooks, B., & Ross, D. (2009). *Repeated Hearing Increases Belief in Rumor, Moderated Slightly by Skepticism*. Paper presented at the 2009 Annual Conference of the Society for Personality and Social Psychology, February 5-7, Tampa, FL.
24. Brooks, B., **DiFonzo, N.** & Ross, D. (2008). *Dialogue Model of Rumor Transmission*. Presented at the 41st Annual Society for Mathematical Psychology Conference, Washington DC, July 28.
23. **DiFonzo, N.**, Bourgeois, M. J., Homan, C., Suls, J. M., Brooks, B. P., Ross, D. S., Bordia, P., Stupak, N., Frazee, M., Brougher, S., Schwab, N., & McKinlay, M. (2008). Dynamic social impact mechanisms in rumor propagation. Poster presented at the Group Processes and Intergroup Relations Meeting, and the Cultural Psychology Meeting, at the 2008 Annual Conference of the Society for Personality and Social Psychology, February 7, Albuquerque, NM.
22. Bordia, P., Irmer, B., **DiFonzo, N.**, Gallois, C. (2004, January). *The role of causal attribution judgments in rumor denial processing: Mud sticks!* Poster presented at the 5<sup>th</sup> annual meeting of the Society for Personality and Social Psychologists.
21. Bordia P., Jones, E., Gallois, C., Callan, V., & **DiFonzo, N.** (2003, June). *Management are aliens! Rumours during organisational change*. Presented at the 5<sup>th</sup> Australian Industrial & Organisational Psychology Conference, Melbourne.
20. Bordia, P., Irmer, B., **DiFonzo, N.**, & Gallois, C. (2003, April). *Attributional analysis of rumour denials*. Presented at the 32<sup>nd</sup> annual meeting of the Society of Australasian Social Psychologists, Sydney, Australia.
19. **DiFonzo, N.** & Bordia, P. (2003, March). *Rumors in organizational settings tend to be accurate*. Poster presented at the 74<sup>th</sup> Annual Meeting of the Eastern Psychological Society, Baltimore, MD.
18. Salim, S. Z. & **DiFonzo, N.** (2003, March). *"I heard that...": Rumor content*. Poster presented at the 74<sup>th</sup> Annual Meeting of the Eastern Psychological Society, Baltimore, MD.
17. **DiFonzo, N.**, Bordia, P., & Winterkorn, R. (2003, January). Distrust is a key ingredient in rumor transmission. In N. DiFonzo (chair), *Rumor & Gossip: Recent Directions in Theory & Research*. Symposium presented at the 4<sup>th</sup> Annual Meeting of the Society for Personality and Social Psychologists, Los Angeles, CA.
16. **DiFonzo, N.** (2003, January), *Rumor & Gossip: Recent Directions in Theory & Research*. Chaired symposium presented at the 4<sup>th</sup> Annual Meeting of the Society for Personality and Social Psychologists, Los Angeles, CA.
15. **DiFonzo, N.**, & Bordia, P. (2002, January). *Causal attribution in rumors*. Poster Presented at the 3<sup>rd</sup> Annual Meeting of the Society for Personality and Social Psychologists, Savannah, GA.
14. Bordia, P., Hunt, E., Paulsen, N., Tourish, D., & **DiFonzo, N.** (2001, May). *Uncertainty During Organizational Change: It is All About Control*. Paper presented at the Annual Conference of the International Communication Association, Washington, DC.
13. **DiFonzo, N.** (2001, April). *Stereotyping and Equal Employment Opportunity*. Paper presented at the 7<sup>th</sup> Annual Conference on Racism, Rochester Institute of Technology, Rochester, NY.
12. Bordia, P., **DiFonzo, N.**, & Schultz, C. (1999, June). Denying rumours of organisational closure: *Honest sources are the most effective*. Presented at the 3<sup>rd</sup> Australian Industrial and Organizational Psychology Conference, Brisbane, Australia.

11. Bordia, P., Wheelan, S., **DiFonzo, N.** (1998). Developmental patterns in informal computer-mediated groups. Presented at the 1998 conference of the Society for Australasian Social Psychology, Christchurch, New Zealand.
10. **DiFonzo, N.**, Hantula, D. A., & Bordia, P. (1997, November). *Microworlds for human experimental research: Realism, control and accuracy*. Paper presented at the 27<sup>th</sup> Annual Conference for the Society for Computers in Psychology, Philadelphia, PA.
9. **DiFonzo, N.** (1997, April). *Why I studied rumor-based stock market trading using computer simulation: Advantages and experimental and mundane realism*. In S. Goltz (Chair), *Using computer simulations in experiments: Realism and other issues*. Symposium conducted at the 12<sup>th</sup> Annual Conference of the Society for Industrial and Organizational Psychologists, St. Louis, MO, USA.
8. Bordia, P., Travers, V., & **DiFonzo, N.** (1997). *Combatting rumours of organizational change: A higher source is not always better*. Presented at the 2<sup>nd</sup> Australian Industrial/Organizational Psychology Conference, Melbourne.
7. **DiFonzo, N.**, Rohrer, A., Barry, B., & Grebinger, P. (1996). *Your 10 most positive experiences: A motivational assessment*. Paper presented at the 67th annual meeting of the Eastern Psychological Association Annual Meeting, Philadelphia, PA.
6. **DiFonzo, N.**, & Hantula, D. A. (1995). *Why some people escalate commitments to failing courses of action: Bayesian updating*. Poster presented at the 7th Annual Meeting of the American Psychological Society, New York, NY.
5. **DiFonzo, N.** (1995). *Piggy-backed syllogisms: How stock-market rumors are evaluated and acted upon by brokers*. Paper presented at the 66th Annual Meeting of the Eastern Psychological Society, Boston, MA.
4. **DiFonzo, N.** (1994). *The fundamental attribution error in persistence studies*. Poster presented to the 6th Annual Meeting of the American Psychological Society, Washington, DC.
3. **DiFonzo, N.**, Bordia, P., & Rosnow, R. L. (1994). *Rumor theory in practice: A qualitative inquiry*. Paper presented at the 65th Annual Meeting of the Eastern Psychological Association, Providence, RI.
2. **DiFonzo, N.** (1994). *When do rumors warrant belief?* Poster presented at the 65th Annual Meeting of the Eastern Psychological Association, Providence, RI.
1. **DiFonzo, N.** (1993). *Rumor and behavior: Anti-regressive effects of rumors on individual trading patterns in the stock market*. Paper presented at the 64th Annual Meeting of the Eastern Psychological Association, Washington, DC.

#### Invited Posters

2. **DiFonzo, N.**, Bordia, P., Bourgeois, M. J., Brooks, B. P., Ross, D. S., Homan, C., Suls, J. M., Beckstead, J. (2007). *Rumor Propagation: Modeling & Testing Dynamic Social Influence Mechanisms*. Poster presented at the National Science Foundation Human and Social Dynamics 2007 Principal Investigators Meeting, October 1-2, 2007, Arlington, VA. Funding for this research was provided by National Science Foundation Grant No. BCS-0527371.
1. Brooks, B. P., **DiFonzo, N.**, & Ross, D. S. (2006). *Empirically-based mathematical modeling of rumor transmission within social networks*. Poster presented at the National Science Foundation Human and Social Dynamics 2006 Principal Investigators Meeting, September 13, 2006, Washington, DC. Funding for this research was provided by National Science Foundation Grant No. BCS-0527371.

### Invited Conference Addresses

18. **DiFonzo, N.** (2015, Sept. 1). *The Rumour Psychology of Scandal*. Invited address presented to the Making Sense of Scandals: Purpose, Puzzles, and Probabilities in Organisational Wrongdoing Conference. Oxford University Centre for Corporate Reputation, Oxford, England.
17. **DiFonzo, N.** (2015, Aug. 19). *Team-Based Learning*. Invited address presented to the Roberts Wesleyan Teaching Improvement Conference, Roberts Wesleyan College, Rochester, NY.
16. **DiFonzo, N.** (2015, Aug. 14). *Team-Based Learning*. Invited address presented to the Active Learning Conference, Teaching and Learning Center, Rochester Institute of Technology, Rochester, NY.
15. **DiFonzo, N.** (2015, March 14). *Conspiracy Theory as Rumor*. Invited paper presented to the Conspiracy Theory Conference, Miami University, Miami, FL.
14. **DiFonzo, N.** (2011, October 12). *Rumor Accuracy: Finding Facts or Fashioning Fallacies?* [Address](#) to the University of Baltimore Psi Chi Chapter, University of Baltimore, Baltimore, MD.
13. **DiFonzo, N.** (2009, October 29). *Understanding Rumor: Finding Facts or Fashioning Fallacies?* Address to the RIT Psychology Club Explorer Program, Rochester Institute of Technology, Rochester, NY.
12. **DiFonzo, N.** (2009, September 21). *Understanding Rumor: Finding Facts or Fashioning Fallacies?* Address to the RIT Dept. of Communication Colloquium, Rochester, NY.
11. **DiFonzo, N.** (2008, October 22). *Understanding Rumor: Finding Facts or Fashioning Fallacies?* Address to the RIT Psychology Club Explorer Program, Rochester Institute of Technology, Rochester, NY
10. **DiFonzo, N.** (2008, April 12). *Rumor Accuracy: Finding Facts or Fashioning Fallacies?* Keynote address to the 11<sup>th</sup> Annual Laurel Highlands Undergraduate Psychology Conference, University of Pittsburgh at Johnstown, Johnstown, PA.
9. **DiFonzo, N.** & Bordia, P. (2004, May). *Accuracy models & mechanisms in rumor transmission*. Invited paper presented at the Selection in Culture and the Marketplace of Ideas Conference, Fuqua School of Business, Duke University, Durham, NC.
8. Bordia, P., & **DiFonzo, N.** (2003, April). Psychological motivations in rumor spread. Invited presentation at the *Social Impact of Rumor and Legend Conference* (sponsored by the Rockefeller Foundation), Bellagio, Italy.
7. **DiFonzo, N.** (2003, April). *Ferretting out the Facts together: Rumor Accuracy Models and Mechanisms*. Invited address given to the Psychology Dept. of St. Bonaventure University, St. Bonaventure, NY.
6. **DiFonzo, N.** (2003, April). *Making Sense Together: A Brief Psychology of Rumor*. Invited address given to the faculty of St. Bonaventure University (University Friday Forum), St. Bonaventure, NY.
5. **DiFonzo, N.** (2000, April). *Why we measure*. Invited paper presented at the 4<sup>th</sup> Annual Institute for Public Relations International Symposium: Public Relations Measurement, Washington, DC.
4. **DiFonzo, N.**, & Bordia, P. (1999, June). *How top PR professionals handle hearsay: Corporate rumors, their effects, and strategies to manage them*. Invited paper presented at the Public Relations Society of America Educators Academy, College Park, MD.
3. **DiFonzo, N.** (1999, March). *How top PR professionals handle hearsay*. Invited paper presented at the monthly meeting of the Rochester NY chapter of the Public Relations Society of America.

2. **DiFonzo, N.**, & Bordia, P. (1999, February). *How Top PR Professionals Handle Hot Air: Types of Corporate Rumors, their Effects, and Strategies to Manage them*. Paper presented at the 3<sup>rd</sup> Annual Institute for Public Relations International Symposium, Gainesville, FL.

1. **DiFonzo, N.** (1997, July). *Rumor and Propaganda*. Paper presented as a plenary respondent to K. S. Sitaram, *The Art and Science of Propaganda: The Use of Communication in War and Peace*. Paper presented at the 3<sup>rd</sup> annual conference on Intercultural Communication (*Communication, Technology, and Cultural Values*), Rochester, NY.

### **Professional Activities**

2009-present Consulting Editor for *Computers in Human Behavior*

2008-present Consulting Editor for *Social Influence*

2000-2008 Consulting Editor for *The Journal of Social Psychology*

2003-present Founder and administrator of <https://groups.google.com/d/forum/rumor-gossip-research> (an Internet discussion group of psychologists and sociologists interested in rumor and gossip research)

### **M.A. Thesis**

**DiFonzo, N.** (1992). *Rumor and behavior: Effects of rumors on individual trading patterns in the stock market*. Unpublished Masters Thesis, Temple University.

### **Ph.D. Dissertation**

**DiFonzo, N.** (1994). *Piggy-backed syllogisms for investor behavior: Probabilistic mental modeling in rumor-based stock market trading*. Unpublished Doctoral Thesis, Temple University.