

ROSANNA E. GUADAGNO

National Science Foundation

4201 Wilson Blvd., Ste. 955

Arlington, VA 22230

Phone: (office) 703-292-5145

Email: rguadagn@nsf.gov or rosannaeg@gmail.com

Website: <http://www.onlinesocialinfluence.net>

Psychology Today Blog: <http://www.psychologytoday.com/blog/why-people-click>

EDUCATIONAL HISTORY

Ph.D., Social Psychology (Quantitative minor), 2003, Arizona State University, Tempe, AZ

Dissertation: "Online Persuasion Revisited: The Impact of Gender and Oneness on Computer-Mediated Interpersonal Influence" Chair: Dr. Robert B. Cialdini

Comprehensive Paper: "Gender Differences in Self-Presentation" Chair: Dr. Robert B. Cialdini

M. A., Social Psychology, 1998, Arizona State University, Tempe, AZ

Masters Thesis: "Online Persuasion: Studying the Impact of Computer-Mediated Communication on Interpersonal Influence" Chair: Dr. Robert B. Cialdini

B. S., Psychology, 1994, Santa Clara University, Santa Clara, CA

ACADEMIC EMPLOYMENT HISTORY

Program Director, Social Psychology, National Science Foundation, 2012-pres.

Program Director, The Science of Learning Centers, National Science Foundation, 2012-pres.

Temporary Full Member of Graduate Faculty, Northern Illinois University, 2013-pres.

Temporary Full Member of Graduate Faculty, University of Alabama (UA), 2012-pres.

Director, Social Psychology Area, Depart. of Psychology, University of Alabama, 2009-2012.

Full Member of Graduate Faculty, University of Alabama, 2007-2012.

Founder & Director, Online Social Influence Lab, Department of Psychology, UA, 2006-pres.

Assistant Professor, Department of Psychology, The University of Alabama, 2006-2012.

Post-doctoral Research Fellow and Lab Director, Research Center for Virtual Environments and Behavior, Department of Psychology, University of California, Santa Barbara, 2003-2006.

Graduate Teaching Assistant, Department of Psychology, Arizona State University, 2001-2003.

Visiting Instructor, Department of Psychology, Seattle University, 2000-2001.

Graduate Research Assistant, Department of Psychology, Arizona State University, 1999-2000.

National Science Foundation Graduate Research Fellow, Department of Psychology, Arizona State University, 1996-1999.

Graduate Teaching Assistant, Department of Psychology, Arizona State University, 1995-1996.

Undergraduate Teaching Assistant, Department of Psychology, Santa Clara University, 1995.

Textbook Editorial Assistant, Dr. Wayne Weiten, Department of Psychology, Santa Clara University, 1992-1995.

RESEARCH INTERESTS: Social Influence and Persuasion, Online Behavior and Social Media, Gender Roles and Sex Differences, Individual Differences, Media Psychology, Basic and Applied Social Psychology, Quantitative Methods

QUANTITATIVE TRAINING: ANOVA, Regression, Meta-Analysis, Psychometrics, Time Series Analysis, Structural Equation Modeling, Multivariate Analyses, Mediation, Moderated-Mediation, Mediated-Moderation, and Bootstrapping, Multi-level Modeling, Latent Growth Curve Models, Binary Segmentation (SEARCH)

PUBLICATIONS

[Total citations = **1125** and h-index = **20**, based on Google Scholar, on December 2, 2013]

PEER REVIEWED ARTICLES (COAUTHOR IS CURRENT OR FORMER GRADUATE [*] UNDERGRADUATE [**])

[ISI Citation Impact Factor (CIF) -- if available -- listed for each journal below]

1. Edlund, J. E., Nichols, A. L., Okdie, B. M., **Guadagno, R. E.**, Eno, C. A., Heider, J. D., Sagarin, B. J., Hansen, E., Blackhart, G., Cottrell, C. A., & Wilcox, K. T. (in press). The Prevalence and Prevention of Crosstalk: A Multi-Institutional Study. *Journal of Social Psychology*. (CIF = .8334)
2. *Minney, J. A., Lochman, J. E., & **Guadagno, R. E.** (in press). SEARCHing for Risk Factors for Low Engagement in Preventative Parent Education: A Person-Centered Analysis. *Prevention Science*. (CIF = 2.566)
3. Muscanell, N. L., & **Guadagno, R. E.** (in press). Weapons of influence misused: A social influence analysis of why people fall prey to Internet scams. *Social Psychology Compass*. (CIF = n/a [new journal])
4. *Okdie, B. M., Ewoldsen, D. R., *Muscanell, N. L., **Guadagno, R. E.**, *Eno, C. A., *Velez, J., *Dunn, R. A., *O'Mally, J., *Smith, L. R. (in press). Missed Programs (And You Can't TiVo this One): Why Psychologists Should Study the Media. *Perspectives on Psychological Science*. (CIF = 4.89)
5. Allen, R. S., **Guadagno, R. E.**, Parmelee, P., *Minney, J. A., Hilgeman, M. M., Tabb, K., McNeal, S. F., Houston, S., Kertesz, S., & David, L. (2013). Internet Connectivity among Rural Alabama Veterans: Baseline Findings from the Alabama Veterans Rural Health Initiative Project. *Rural and Remote Health*, 12, 1-10. (CIF = 0.82)
6. **Dare, B. A., **Guadagno, R. E.**, & *Muscanell, N. L. (2013). Commitment: The Key to Women Staying in Abusive Relationships. *Journal of Interpersonal Relations, Intergroup Relations and Identity*, 6, 47-54. (CIF = n/a [undergraduate journal])
7. Gitter, S.A., *Ewell, P. J., **Guadagno, R. E.**, Stillman, T. F., & Baumeister, R. F. (2013). Virtually justifiable homicide: The effects of prosocial contexts on the link between violent video games, aggression, and prosocial and hostile cognition. *Aggressive Behavior*, 39, 346-354. (CIF = 2.247)

8. **Guadagno, R. E.** (2013). Editorial Preface: Technology-Mediated Online Behavior. *International Journal of Interactive Communication Systems and Technologies*, 3, iv-vii. (CIF = n/a [new journal])
9. **Guadagno, R. E.**, Loewald, T. A., *Muscanell, N. L., Barth, J. M., **Goodwin, M. K., & Yang, Y. L. (2013). Facebook history collector: A new method for directly collecting data from Facebook. *International Journal of Interactive Communication Systems and Technologies*, 3, 57-67. (CIF = n/a [new journal])
10. **Guadagno, R. E.**, *Muscanell, N. L., & Pollio, D. E. (2013). The homeless use Facebook?! Similarities of social network use between college students and homeless young adults. *Computers in Human Behavior*, 29, 86-89. (CIF = 2.067)
11. **Guadagno, R. E.**, *Muscanell, N. L., *Rice, L. M., & **Roberts, N. (2013). Social influence online: The influence of social validation and likability on compliance. *Psychology of Popular Media Culture*, 2, 51-60. (CIF = n/a [new journal])
12. **Guadagno, R. E.**, *Muscanell, N. L., Sundie, J. M., Hardison, T. A., & Cialdini, R. B. (2013). The Opinion Changing Power of Computer-Based Multi Media Presentations. *Psychology of Popular Media Culture*, 2, 110-116. (CIF = n/a [new journal])
13. **Guadagno, R. E.**, *Okdie, B. M., & *Muscanell, N. L. (2013). Have we all Just Become 'Robo-Sapiens'? Reflections on Social Influence Processes in the Internet Age. *Psychological Inquiry*, 24, 1-9. (CIF = 6.647)
14. **Guadagno, R. E.**, Rempala, D. M., *Murphy, S. Q., & *Okdie, B. M. (2013). Why do Internet Videos Go Viral? A Social Influence Analysis. *Computers in Human Behavior*, 29, 2312-2319. (CIF = 2.067)
15. Kimborough, A. M., **Guadagno, R. E.**, Muscanell, N. L., & Dill, J. Gender Differences in Technology Use: Women Connect More than Do Men. (2013). *Computers in Human Behavior*, 29, 896-900. (CIF = 2.067)
16. *Okdie, B. M., **Guadagno, R. E.**, Petrova, P. K., & **Shreves, W. B (2013). Social influence online: A tale of gender differences on the effectiveness of authority cues. *International Journal of Interactive Communication Systems and Technologies*, 1, 20-31. (CIF = n/a [new journal])
17. *Muscanell, N. L., **Guadagno, R. E.**, *Rice, L. M., *Murphy, S. (2013). Don't It Make My Brown Eyes Green? An Analysis of Facebook Use and Romantic Jealousy. *CyberPsychology, Behavior, & Social Networking*, 16 (4), 1-6. (CIF = 1.842)
18. *Rice, L., Barth, J. B., **Guadagno, R. E.**, *Smith, G. P. A., & McCallum, D. M., & ASERT. (2013). The Role of Social Support in Student's Perceived Abilities and Attitudes toward Math and Science. *Journal of Youth and Adolescence*, 32, 1028-1040. (CIF = 2.695)
19. **Waters, E. A., Kincaid, A., Kaufman, A. R., Stock, M. L., Peterson, L., *Muscanell, N. L., & **Guadagno, R. E.** (2013). Concerns about unintended negative consequences of informing the public about multifactorial risks may be premature for young adult smokers. *British Journal of Health Psychology*. doi: 10.1111/bjhp.12069 (CIF = 1.99)
20. **Wingate, V. S., *Minney, J. A., & **Guadagno, R. E.** (2013). Sticks and Stones May Break Your Bones, But Words Will Always Hurt You: A Review of Cyberbullying. *Social Influence*, 8, 2-3, 87-106. (CIF = 0.41)
21. *Cox, A. D., *Eno, C. A., & **Guadagno, R. E.** (2012). Beauty in the background: A content analysis of females in interactive digital games. *International Journal of Interactive Communication Systems and Technologies*, 2, 49-62. (CIF = n/a [new journal])

22. *Dunn, R. A., & **Guadagno, R. E.** (2012). My Avatar and Me? Gender and Personality Predictors of Avatar-Self Discrepancy. *Computers in Human Behavior*, 28, 97-106. (CIF = 2.067)
23. Ewoldsen, D. R., *Eno, C. A., *Okdie, B. M., **Velez, J. A., **Guadagno, R. E.**, & DeCoster, J. (2012). Effect of Playing Violent Video Games Cooperatively Competitively on Subsequent Cooperative Behavior. *CyberPsychology, Behavior, & Social Networking*, 15, 277-280. (CIF = 1.842)
24. **Guadagno, R. E.**, *Okdie, B. M., & **Kruse, S. (2012). Dating deception: Gender, online dating, and exaggerated self-presentation. *Computers in Human Behavior*, 28, 642-647. (CIF = 2.067)
25. Kowai-Bell, N., **Guadagno, R. E.**, Little, T. E. & **Ballew, J. L. (2012). Professors are people too: The impact of informal evaluations of professors on student and professor confidence. *Social Psychology of Education*, 15, 337-351. (CIF = 0.641)
26. *Muscanell, N. L., & **Guadagno, R. E.** (2012). Make new friends or keep the old: Gender and personality differences in social networking use. *Computers in Human Behavior*, 28, 107-112. (CIF = 2.067)
27. *Muscanell, N. L., & **Guadagno R. E.** (2012). Why social psychological inquiry of behavior on the Internet is still relevant. Book review of *Strategic Uses of Social Technology: An Interactive Perspective of Social Psychology* (Birchmeier, Z., Dietz-Uhler, B., & Stasser, G., Eds.). *International Journal of Interactive Communication Systems and Technologies*, 2, 85-88. (CIF = n/a [new journal])
28. *Neal, T. M. S., **Guadagno, R. E.**, *Eno, C. A., & Brodsky, S. L. (2012). Warmth and competence on the witness stand: Implications for male and female expert witness credibility. *The Journal of the American Academy of Psychiatry and Law*, 40, 488-497. (CIF = 0.93)
29. Sagarin, B. J., Becker, D. V., **Guadagno, R. E.**, Wilkinson, W., & Nicastle, L. D. (2012). A reproductive threat-based model of evolved sex differences in jealousy. *Evolutionary Psychology*, 10, 487-503. (CIF = 1.704)
30. Waters, E. A., Kincaid, C., Stock, M. L., Peterson, L., Kaufman, A. R., *Muscanell, N. L., & **Guadagno, R. E.** (2012). Limitations of using multifactorial genetic risk information to educate smokers about the risk of tobacco use. *Annals of Behavioral Medicine*, 43, S126. [Abstract] (CIF = 4.20)
31. **Ballew, J. L., *Muscanell, N. L., & **Guadagno, R. E.** (2011). The Dark Side of Online Social Networking: An Initial Look at Jealousy and Aggression on Facebook. *The Journal of Science and Health at The University of Alabama*, 8, 10-13. (CIF = n/a [undergraduate journal])
32. Clark, J. K., *Eno, C. A., & **Guadagno, R. E.** (2011). Southern Discomfort: Stereotype Threat of Southeastern U.S. Students. *Self & Identity*, 10, 248 - 262. (CIF = 1.407)
33. **Eaton (Croomes), E. N., **Guadagno, R. E.**, & Okdie, B. M. (2011). Unraveling the Mystery of the Elusive Effect of Vividness on Persuasion. *The Journal of Science and Health at The University of Alabama*, 8, 56-60. (CIF = n/a [undergraduate journal])
34. **Guadagno, R. E.**, *Muscanell, N. L., *Okdie, B. M., Burke, N. M., & Ward, T. B. (2011). Even in virtual environments women shop and men build: Gender differences in Second Life. *Computers in Human Behavior*, 27, 304-308. (CIF = 2.067)

35. **Guadagno, R. E.**, Rhoads, K. V. L., & Sagarin, B. S. (2011). Figural vividness and persuasion: Capturing the “elusive” vividness effect. *Personality and Social Psychology Bulletin*, *37*, 626 - 638. (CIF = 2.383)
36. **Guadagno, R. E.**, Swinth, K. R., & Blascovich, J. (2011). Social evaluations of embodied agents and avatars. *Computers in Human Behavior*, *6*, 2380-2385. (CIF = 2.067)
37. Kowai-Bell, N., **Guadagno, R. E.**, **Little, T., **Hensley, R., & **Preiss, N. (2011). Rate My Expectations: How Online Evaluations of Professors Impact Students' Perceived Control. *Computers in Human Behavior*, *5*, 1862-1867. (CIF = 2.067)
38. *Okdie, B. M., **Guadagno, R. E.**, Bernieri, F. J., Geers, A. J., & Mclarney-Vesotski, A. R. (2011). Getting to know you: Face-to-face vs. online interactions. *Computers in Human Behavior*, *27*, 153-159. (CIF = 2.067)
39. *Okdie, B. M., **Guadagno, R. E.**, Rempala, D. M., & *Eno, C. A. (2011). Who blogs in 2010? An updated look at individual differences in blogging. *International Journal of Interactive Communication Systems and Technologies*, *1*, 1-13. (CIF = n/a [new journal])
40. **Pollock, N. G., *Okdie, B. M., & **Guadagno, R. E.** (2011). Gender Differences in Religiosity as a Means of Self-Enhancement: The Impact of Perceived Audience Size and Identifiability. *Yale Review of Undergraduate Research in Psychology*, *1*, 45-49. (CIF = n/a [undergraduate journal])
41. **Guadagno, R. E.**, & Cialdini, R. B. (2010). Preference for Consistency and Social Influence: A Review of Current research findings. *Social Influence*, *5*, 152-163. (CIF = 0.41)
Note: Currently (10/6/13) the #3 most read article in the journal.
42. **Guadagno, R. E.**, Cialdini, R. B., & Evron, G. (2010). What about Estonia? A social psychological analysis of the first Internet war. *CyberPsychology, Behavior, and Social Networking*, *13*, 447-453. (CIF = 1.842)
43. **Guadagno, R. E.**, & *Eno, C. A. (2010). Cracks in the Glass: Working Women's Challenges in the New Millennium. Book review of *The Glass Ceiling in the 21st Century: Understanding Barriers to Gender Equality* (Barreto, M, Ryan, M. K., & Schmitt, M. T., Eds.). *Sex Roles*, *63*, 894-896. (CIF = 1.531)
44. **Guadagno, R. E.**, Lankford, A., *Muscanell, N. L., *Okdie, B. M., & McCallum, D. M. (2010). Social influence in the online recruitment of terrorists and terrorist sympathizers. *International Review of Social Psychology*, *1*, 25-55. (CIF = unknown/unavailable)
45. **Guadagno, R. E.**, & Sagarin, B. J. (2010). Sex Differences in Response to Jealousy: An Evolutionary Perspective on Online Infidelity. *Journal of Applied Social Psychology*, *40*, 2636-2655. (CIF = 0.834)
46. Allmendinger, K., **Guadagno, R. E.**, Blascovich, J., & Beall, A. C. (2008). The impact of nonverbal signs transmitted by avatars on collaborative performance. *International Journal of Psychology*, *43*, 221. [abstract] (CIF = 0.632)
47. Bailenson, J. N., Blascovich, J., & **Guadagno, R. E.** (2008). Self-representations in immersive virtual environments. *Journal of Applied Social Psychology*, *38*, 2673-2690. (CIF = 0.834)
48. Bailenson, J. N., Davies, A., Beall, A. C., Blascovich, J., McCall, C., & **Guadagno, R. E.** (2008). The effects of witness viewpoint distance, angle, and choice on eyewitness accuracy in police lineups conducted in immersive virtual environments. *PRESENCE: Teleoperators and Virtual Environments*, *17*, 242-255. (CIF = 1.04)

49. **Guadagno, R. E.**, *Okdie, B. M., & *Eno, C. A. (2008). Who blogs? Personality predictors of blogging. *Computers in Human Behavior*, 24, 1993-2004. (CIF = 2.067)
50. **Guadagno, R. E.**, Blascovich, J., Bailenson, J. N., & McCall, C. (2007). Virtual humans and persuasion: The effects of agency and behavioral realism. *Media Psychology*, 10, 1-22. (CIF = 1.25)
51. **Guadagno, R. E.**, & Burger, J. M. (2007). Self-concept clarity and responsiveness to false feedback. *Social Influence*, 2, 159-177. (CIF = 0.41)
52. **Guadagno, R. E.**, & Cialdini, R. B. (2007). Gender differences in impression management in organizations: A qualitative review. *Sex Roles*, 56, 483-494. (CIF = 1.531)
53. **Guadagno, R. E.**, & Cialdini, R. B. (2007). Persuade him by email, but see her in person: Online persuasion revisited. *Computers in Human Behavior*, 23, 999-1015. (CIF = 2.067)
54. Becker, D. V., Sagarin, B. J., **Guadagno, R. E.**, Nicastle, L. D., & Millevoi, A. (2004). When the sexes need not differ: Emotional responses to the sexual and emotional aspects of infidelity. *Personal Relationships*, 11, 529-538. (CIF = 0.951)
55. Sagarin, B. S., & **Guadagno, R. E.** (2004). Sex differences in the contexts of extreme jealousy. *Personal Relationships*, 11, 319-328. (CIF = 0.951)
56. Burger, J. M., & **Guadagno, R. E.** (2003). Self-concept clarity and the foot-in-the-door procedure. *Basic and Applied Social Psychology*, 25, 79-86. (CIF_{5-year} = 1.13)
57. Sagarin, B. S., Becker, V., **Guadagno, R. E.**, Nicastle, L. D., & Millevoi, A. (2003). Sex differences (and similarities) in jealousy: The moderating influence of infidelity experience and sexual orientation of the infidelity. *Evolution and Human Behavior*, 24, 17-23. (CIF = 3.946)
58. **Guadagno, R. E.**, & Cialdini, R. B. (2002). Online persuasion: An examination of gender differences in computer-mediated interpersonal influence. *Group Dynamics: Theory Research and Practice*, 6, 38-51. (CIF = 1.093)
59. **Guadagno, R. E.**, Asher, T., Demaine, L., & Cialdini, R. B. (2001). When saying yes leads to saying no: Preference for consistency and the reverse foot-in-the-door effect. *Personality and Social Psychology Bulletin*, 27, 859-867. (CIF = 2.383)
60. Marin, A. J., & **Guadagno, R. E.** (1999). Perceptions of sexual harassment victims as a function of labeling and reporting. *Sex Roles*, 41, 921-940. (CIF = 1.531)
61. Weiten, W., **Guadagno, R. E.**, & Beck, C. A. (1996). Students' perceptions of common textbook pedagogical aids. *Teaching of Psychology*, 23(2), 105-113. (CIF = 0.525)

PEER REVIEWED BOOK CHAPTERS (COAUTHOR IS GRADUATE [*] UNDERGRADUATE [])**

1. *Ewell, P. J., *Minney, J. A. & **Guadagno, R. E.** (in press). Social Influence Online: An Updated View. *Encyclopedia of Information Science & Technology*, (3rd. edition). Hershey, PA: IGI Global.
2. **Guadagno, R. E.** (in press). Compliance: A Contemporary Review. In J. M. Burger (Ed.), *The Oxford Handbook of Social Influence*. New York: Oxford University Press.
3. **Guadagno, R. E.** (in press). Lying and deception in online dating. In T. R. Levine & J. G. Golson (Eds.), *Encyclopedia of Lying and Deception*. Thousand Oaks, CA: Sage.
4. **Guadagno, R. E.**, & *Wingate, V. S. (in press). Lying and deception in social media and Facebook. In T. R. Levine & J. G. Golson (Eds.), *Encyclopedia of Lying and Deception*. Thousand Oaks, CA: Sage.

5. **Guadagno, R. E.**, *Ewell, P. J., & Cialdini, R. B. (in press). Influence. In N. Nicholson, P. G. Audia, & M. Pillutla (Eds.), *Blackwell Encyclopedia of Management* (3rd ed.), London: Blackwell Publishing.
- 6.*Muscanell, N. L., & **Guadagno, R. E.** (in press). Social Networking and Jealousy: A Review. In G. Rivera, B. K. Wiederhold, and P. Cipresso (Eds.), *The Psychology of Social Networking: Communication, Presence, Identity and Relationships in Online Communities*. London: Versita
7. **Guadagno, R. E.** (2013). Social Influence Online: The Six Principles in Action. In C. Liberman (Ed.), *Casing Persuasive Communication* (pp. 319-344). Dubuque, IA: Kendall Hunt.
8. **Guadagno, R. E.**, & *Muscanell, N. L. (2013). Persuasion. In H. Pashler, T. Crane, F. Ferreira, M. Kinsbourne, & R. Zemel (Eds.). *Encyclopedia of the Mind*. New York: Sage, pp. 590-594.
9. **Guadagno, R. E.**, *Eno, C. A., & *Okdie, B. M. (2009). Personal blogs: An individual difference approach. In Dumova, T., & Fiordo, R. (Eds.), *Handbook of Research on Social Interaction Technologies and Collaboration Software: Concepts and Trends*. Hershey, PA: IGI Global, pp. 292-301.
10. Bailenson, J. N., Yee, N., Blascovich, J., & **Guadagno, R. E.** (2008). Transformed social interaction in mediated interpersonal communication. In E. Konijn, M. Tanis, S. Utz, & A. Linden (Eds.), *Mediated Interpersonal Communication*, Lawrence Erlbaum Associates, pp. 77-99.
11. **Guadagno, R. E.**, & Allmendinger, K. (2008). Virtual Collaboration in Immersive and Non-Immersive Virtual Environments. In K. St. Amant & S. Kelsey (Eds.), *Handbook of Research on Computer Mediated Communication*, pp. 401-410. Hershey, PA: IGI Global.
12. *Okdie, B. M., & **Guadagno, R. E.** (2008). Social Influence and Computer Mediated Communication. In K. St. Amant & S. Kelsey (Eds.), *Handbook of Research on Computer Mediated Communication*, pp. 477-491. Hershey, PA: IGI Global.
13. Allmendinger, K., **Guadagno, R. E.**, & Beall, A. C. (2007). Designing effective avatars for collaboration in virtual environments. In T. Kohler & H. Flitter (Eds.), *Medienpsychologische Forschung in der Wissensgesellschaft, Abstractband zur 5. Tagung der Fachgruppe Medienpsychologie der Deutschen Gesellschaft für Psychologie (S. 9-13). 5-7. September 2007*, Dresden: TUDpress.
14. **Guadagno, R. E.** (2007). Basking in reflected glory (BIRGing). In R. Baumeister & K. E. Vohs (Eds.), *Encyclopedia of Social Psychology*. New York: Sage.
15. **Guadagno, R. E.**, & Cialdini, R. B. (2005). Influence. In N. Nicholson, P. G. Audia, & M. Pillutla (Eds.), *Blackwell Encyclopedia of Management* (2nd ed.), pp. 169-171. London: Blackwell Publishing.
16. **Guadagno, R. E.**, & Cialdini, R. B. (2005). Online persuasion and compliance: Social influence on the Internet and beyond. In Y. Amichai-Hamburger (Ed.), *The social net: The social psychology of the Internet*, pp. 91-113. New York: Oxford University Press.
17. Cialdini, R. B., & **Guadagno, R. E.** (2004). Sequential request compliance tactics. In R. H. Gass & J. S. Steiter (Eds.), *Perspectives on persuasion, compliance-gaining, and social influence*, pp. 207-222. Boston, MA: Allyn & Bacon.

18. Cialdini, R. B., Bator, R. J., & **Guadagno, R. E.** (1999). Normative influences in organizations. In L. Thompson, D. Messick, & J. Levine (Eds.), *Shared cognitions in organizations: The management of knowledge*. Hillsdale, NJ: Erlbaum.

CONFERENCE PROCEEDINGS & BOOK REVIEWS (GRADUATE [*] OR UNDERGRADUATE [] CO-AUTHOR)**

1. Barth, J., Todd, B., McCallum, D. M., Goldston, D., **Guadagno, R. E.**, Roskos, B., & Burkhalter, C. (2011). Effects of Engaging Classroom Strategies and Teacher Support on Student Outcomes over School Transitions. Proceedings of *The 118th Annual Conference of the American Society for Engineering Education*.
2. **Guadagno, R. E.**, & **Ballew, J. (2011). Is the loss of privacy worth the cost? In “We Live in Public” An Internet mogul argues yes. Film Review of *We Live in Public* (Ondi Timonar). *PsycCRITIQUES—Contemporary Psychology: APA Review of Books*, 56, (26), doi:10.1037/a0023433.
3. **Guadagno, R. E.**, Sundie, J. M., Hardison, T. A., & Cialdini, R. B. (2011). The Persuasive Power of PowerPoint. *Association for Computing Machinery Proceedings on Persuasion 2011: Persuasive Technology and Design: Enhancing Sustainability and Health*.
4. Barth, J., Todd, B. Goldston, D, **Guadagno, R. E.**, & STEM Education Research Team. (2010). An integrated approach to choosing technical careers. Proceedings of *The 117th Annual Conference of the American Society for Engineering Education*.
5. **Guadagno, R. E.** (2008). Is it Really a Secret and is it Real? Debunking the Ideas Behind the Secret. Book review of *The Secret of “The Secret”: Unlocking the Mysteries of the Runaway Bestseller* (Kelly, K.). *PsycCRITIQUES—Contemporary Psychology: APA Review of Books*, 53 (20).
6. **Guadagno, R. E.** (2007). A Remedy for Couples Suffering in Silence. Book review of *Coping with Infertility: Clinically Proven Ways of Managing the Emotional Roller Coaster* (Jacobs, N. N., & O’Donohue, W. T.). *PsycCRITIQUES—Contemporary Psychology: APA Review of Books*, 52 (41).
7. Bailenson, J. N., Davies, A., Beall, A. C., Blascovich, J., **Guadagno, R. E.**, & McCall, C. (2006). The Effects of Witness Viewpoint Distance, Angle, and Choice on Eyewitness Accuracy in Police Lineups Conducted in Immersive Virtual Environments. Proceedings of *PRESENCE 2006: The 9th Annual International Workshop on Presence*.
8. **Guadagno, R. E.** (2006). How Housewives (and other women) are made desperate. Book review of *Eating Drinking Overthinking: The Toxic Triangle of Food, Alcohol, and Depression – and How Women can Break Free* (Nolen-Hoeksema, S.). *PsycCRITIQUES—Contemporary Psychology: APA Review of Books*, 51(31).
9. **Guadagno, R. E.** (2005). The heterogeneous organization: Causes and consequences of discrimination towards members of stigmatized groups. Book review of *Discrimination at Work* (Dipboye, R. B., & Colella, A., Eds.). *Analyses of Social Issues and Public Policy*, 5, 295-297.
10. Bailenson, J. N., Aharoni, E., Beall, A. C., **Guadagno, R. E.**, Dimov, A., & Blascovich, J. (2004). Comparing behavioral and self-report measures of agents' social influence on users in immersive virtual environments. *Proceedings of the 7th Annual International Workshop on Presence*.

11. Turk, M., Bailenson, J., Beall, A., Blascovich, J., & **Guadagno, R.** (2004). Multimodal transformed social interaction. *Proceedings of the 6th International Conference on Multimodal Interfaces*.

OTHER PUBLICATIONS (GRADUATE [*] OR UNDERGRADUATE [] COAUTHOR)**

1. **Guadagno, R. E.**, & Dickerson, S. A. (2012, Fall). News from the Social Psychology Program at NSF. *Dialog: The Official Newsletter of the Society of Personality and Social Psychology*, 26 (2), 27-29.
2. **Guadagno, R. E.**, *Okdie, B. M., & *Eno, C. A. (2008). Who blogs? An individual difference approach to understanding blogging. *ARCHITECT*, 3.
3. **Guadagno, R. E.**, & Cialdini, R. B. (2003, July). A self-defense lesson from social psychology. *Martial Arts Professional*.

GRANTS, HONORS, FELLOWSHIPS, AND AWARDS

GRANTS

Division of Human Resource Development: “Life Goals, Gender Roles, and STEM Career Interest” National Science Foundation, October 2011 - September 2014 (\$449,993) PI: Joan Barth. **Co-PIs:** Beth Todd, Marion Goldston, Carmen Burkhalter, Debra McCallum, **Rosanna Guadagno**.

Human Centered Computing, RAPID funding: “Social Influence and Social Networking in the Wake of the Tornadoes of April 27, 2011” National Science Foundation, August 16, 2011 - August 15, 2012 (\$50,000). **PI: Rosanna Guadagno**. Co-PI: Joan Barth.

Belmont University: “Racing, Music, and the Immersion Experience: Video Games and Aggression Outcomes Continued” Summer Research Stipend (\$4,000), May 2012 - September 2013, PI: Sarita Stewart. **Co-PIs: Rosanna Guadagno**, Patrick Ewell

Belmont University: “Racing, Music, and the Immersion Experience: Video Games and Aggression Outcomes” Summer Research Stipend (\$7,000), May 2011 - September 2011, PI: Sarita Stewart. **Co-PIs: Rosanna Guadagno**, Patrick Ewell

Research Grants Committee: “Gender Differences in Self-Presentation: Can Women Appear to be Both Warm and Competent by using a Combined Masculine and Feminine Strategy?” University of Alabama, 2010 (\$5,000). **PI: Rosanna Guadagno**.

Division of Human Resource Development: “Choosing Careers in Science and Math: An Integrated Approach” National Science Foundation (\$318,217), October, 2007 - September 2011, PI: Joan Barth. **Co-PIs:** Beth Todd, Marion Goldston, Debra McCallum, **Rosanna Guadagno**, Bev Roskos, Carmen Burkhalter.

Research Grants Committee: “A Meta-analysis on the Impact of Vividness on Persuasion: Does the Focus of the Vividness Matter?” University of Alabama, 2007-2008, (\$5,000). **PI: Rosanna Guadagno**.

HONORS AND AWARDS

Nominated and Elected Fellow, Society for Experimental Social Psychology, 2013

Awarded Travel Grant to attend invitation-only Cyber-security Conference, Institute for Information Infrastructure Protection (I3P), Dartmouth College, October 2011, (\$1,000).

Awarded Travel Grant to attend invitation-only Cyber-security Conference held at the U.S. Capital, The University of Alabama, July 2010, (\$900).
 Competitive Travel Grant, Computer Supported Interaction Conference, Miami University, 2005 (\$350).
 Competitive Travel Grant, Arizona State University Graduate College, 2003 (\$500).
 Competitive Travel Grant and Stipend, Graduate WebShop: The Impact of the Internet on Society, University of Maryland, 2002 (\$2000).
 Competitive Travel Grant, Arizona State University Graduate College, 1998 (\$500).
 Minority Graduate Research Fellowship, National Science Foundation, 1996 – 1999 (\$48,000).
 Graduate Academic Scholarship, Arizona State University, 1995 – 1998 (\$2000).
 Phi Beta Kappa, 1994
 Sigma Xi, 1994
 Wilhelm Wundt Award (Competitive award given to the top graduate in Psychology), Santa Clara University, Department of Psychology, 1994 (\$500).
 Psi Chi, 1993

SERVICE

Key Worker, Directorate of Social, Behavioral, and Economic Sciences Combined Federal Campaign (Charity Drive), National Science Foundation, 2013
 Member, Annual Distinguished Speaker Series selection committee for the Social, Behavioral, and Economic sciences directorate, National Science Foundation, 2013-2014.
 Member, SBE Holiday Social Organizing Committee, National Science Foundation, 2013
 Member, Scientist Subcommittee for the Annual “Take Your Sons and Daughters to Work Day”, National Science Foundation, 2013.
 Member, Developmental and Learning Sciences Search Committee, National Science Foundation, 2013.
 Program Committee Member, Persuasive 2013, the 8th International Conference on Persuasive Technology, Sydney, Australia.
 Poster Judge, Society for Personality and Social Psychology Annual Convention, January, 2012
 Participant (Competitive Selection), 2012 David Bauer Grant Workshop
 Program Committee Member, Persuasive 2012, the 7th International Conference on Persuasive Technology, Linköping, Sweden.
 Alternate member, University of Alabama IRB, 2010-2012.
 Member, IRB Working Group, Psychology Department UA, 2010-2012.
 Member, Psychology Department Subject Pool Committee, UA, 2010-2012.
 Member, Psychology Department Space Committee, UA, 2010-2012.
 Paper Judge, Annual Undergraduate Research & Creative Activity Conference, University of Alabama, 2010; 2011, 2012.
 Local Representative for the University of Alabama, Midwestern Psychological Association, 2009-2012.
 Member, University Fellows Experience, University of Alabama, 2008-2012.
 Chair, Graduate Statistics Curriculum Committee, University of Alabama, 2007-2009.
 Member, Graduate Statistics Curriculum Committee, University of Alabama, 2006-2007; 2009-2012.

Member, Social Psychology Faculty Search Committee, University of Alabama, 2007-2008;
2009-2010

Member, Visiting Assistant Professor of Social Psychology Search Committee, University of
Alabama, 2009

Member, Chair's Advisory Committee, University of Alabama, 2009-2012.

Member, Evolution Working Group, University of Alabama, 2006-2012.

Member, Colloquium Committee, University of Alabama, 2006-2009.

Faculty Advisor, Alabama Baha'i club, University of Alabama, 2007-2009.

Proposal judge, APF Scholarship departmental nomination, Department of Psychology,
University of Alabama, 2007

Presentation judge, 10th Annual Research and Thesis Conference, University of Alabama, 2007

Member, Experimental Graduate Admissions Committee, University of Alabama, 2007, 2009,
2010, 2011

Member, Child Clinical Faculty Search Committee, University of Alabama, 2006-2007

Webmaster, Research Center for Virtual Environments and Behavior, UCSB, 2003-2006

Poster judge, Graduates in the Earth, Life, and Social Sciences Research Symposium, ASU,
2003

Coordinator, Social Psychology Student Job Support Network, ASU, 2002 – 2003

Coordinator, Social Influence Interest Group (SIIG), ASU, 2001 – 2003

Faculty Sponsor to Seattle University undergraduates, Western Psychological Association
Undergraduate Research Conference, held at Santa Clara University, 2001

Elected Representative, Social Psychology Graduate Admissions Committee, ASU, 1999

Social Psychology Representative, Colloquium Committee, ASU, 1998 – 2000

Webmaster, Department of Psychology, Phoenix College, 1998

Administrator, Social Influence Listserv, 1997 – 2000

Experimenter, Dateline NBC Segment on Helping, ASU, 1996

Webmaster and Member, Information Technology Committee, ASU, 1995 – 2000

Social Psychology Representative, Space Committee, ASU, 1995

Treasurer, Santa Clara University Chapter of Psi Chi, 1993 – 1994

EDITORIAL EXPERIENCE

Guest Editor, Special Issue on Technology-Mediated Online Behavior, International Journal of
Interactive Communication Systems and Technologies, 2012-2013

Expert Blogger, Psychology Today, 2012– pres.

Associate Editor, International Journal of Interactive Communication Systems and
Technologies, 2011– pres.

Associate Editor, Inquisitive Mind Magazine, 2011– pres.

Editorial Boards

Basic and Applied Social Psychology, 2007 – pres.

Representative Research in Social Psychology, 1998 – 2003

Grant Reviews

Grant Review Panel Member, Veteran's Administration, March 2012

Ad hoc Reviewer, National Science Foundation, 2008, 2011, 2012

Ad hoc Reviewer, U. S. – Israeli Binational Science Foundation, 2008

Ad hoc Reviewer, Israeli Science Foundation, 2007, 2008, 2009

Ad hoc Reviews

Personality and Social Psychology Bulletin, 2013

Psychology of Popular Media Culture, 2013

Journal of Experimental Psychology: Applied, 2012

New Media & Society, 2012

Computers&Education, 2011

Communication Theory, 2011

Mind & Society, 2011

Psychology of Popular Media Culture, 2011, 2012

Organization Studies, 2011

Social Psychology Quarterly, 2011

Social Science Computer Review, 2011

Applied Psychology: An International Review, 2010, 2011

American Journal of Media Psychology, 2010

British Journal of Social Psychology, 2010

European Journal of Social Psychology, 2010, 2012, 2013

Group Processes and Intergroup Relations, 2010

International Journal of Human-Computer Studies, 2010

International Journal of Psychology, 2010, 2011

International Journal of Social Robotics, 2010

Psychological Science, 2010

Journal of Experimental Psychology: Applied, 2010

Social Psychological and Personality Science, 2010, 2013

CyberPsychology, Behavior, & Social Networking 2009, 2010

Communication Methods & Measures, 2009, 2013

Communication Research, 2009

European Journal of Applied Psychology, 2009

Human Communication Research, 2009, 2010

Human Relations, 2009

Social Cognition, 2009

The Journal of General Psychology, 2009, 2010, 2011

Journal of Applied Social Psychology, 2007, 2008, 2010, 2012

Media Psychology, 2007, 2008

Social Influence, 2007, 2008, 2009, 2011, 2012, 2013

Sex Roles, 2007 - 2012

Journal of Experimental Social Psychology, 2006 - 2011

Journal of Social and Personal Relationships, 2005

Basic and Applied Social Psychology, 2004

Computers in Human Behavior, 2004

Journal of Computer-Mediated Communication, 2004

Organizational Behavior and Human Decision Processes, 2004, 2005

PRESENCE, 2004, 2009

Psychological Methods, Instruments and Computers, 2003

Behavior Research Methods, Instruments and Computers, 2002
Group Dynamics, 2000

Reviews of Edited Volumes and Conference Proceedings

Persuasive Technology, 2011, 2012
CSCW, 2012
SIGCHI, 2011
Encyclopedia of Social Interaction Technologies, 2008
Handbook of Computer Meditated Communication, 2007
International Conference on Multimodal Interfaces, 2005
Society for Consumer Psychology Winter Conference, 2001

Book Reviews

Book Proposal, Blackwell Publishing, 2009
Book Proposal, Sage Publications, 2008, 2011
Book Proposal, Jones and Bartlett Publishers, 2007
Book Proposal, Oxford University Press, 2006
Book Proposal, Cambridge University Press, 2006
Textbook Reviewer, Attitudes and Behavior chapter of *Social Psychology* (3rd ed.) by Smith and Mackie, 2005
Textbook Reviewer, Groups, Norms, and Conformity chapter of *Social Psychology* (3rd ed.) by Smith and Mackie, 2005

MEDIA MENTIONS

2013

December 14, Skye News: "SWIPE: Viral Cat Videos And A Techie's Xmas Delight"
October 16, British Psychological Society Research Digest, "What makes an Internet video go viral?"
September 23, Chicago Tribune, "4 years after Fenger: Anatomy of a violent viral video"
August 8, Live Science, "Why Positive Online Ratings Hold Surprising Sway"
June 29, News-Tribune, "Animals perfect conductors of emotional contagion"
January 3, CBS News, "Alabama Study: 75 percent of homeless youth on twitter, Facebook"

2012

December 17, Florence Times Daily, "Player can't return after racist tweet"
December 10, Examiner.com, "Do women feel the hurt and joy more than men during the holidays?"
November 2012, gradPSYCH Magazine, "First impressions count"
October 9, Crimson White, "Students Suffer from nomophobia, cellphone addiction"
September 2, Failure Magazine, "Fail Room a Win for Alabama"

UPDATED: 12/15/13

August 30, The Atlantic, "Survey: 75% of Homeless Youth Use at Least One Social Network"
April 27, Birmingham News, "UA students learn coping skills, storm preparedness in year following tornado"
April 23, Associated Press, "UA studies women's use of technology"
April 18, Crimson White, "UA research links gender, technology"
April 15, Tuscaloosa News, "UA studies women's use of technology"
April, gradPSYCH magazine, "Six ways to make a good first impression"
March 22, Crave Online, "Studying violence in video games: Give it to me straight doc"
January 17, Crimson White, "BCS Championship brings exposure to UA"

2011

December 21, MSNB, "2012: The Countdown Watch Begins"
November 9, Crimson White, "Bama fandom gets emotional after LSU loss"
November 5, Tuscaloosa News, "Doubting Shakespeare"
October 8, ESPN, "The Fail Room"
September 26, Crimson White, "Space between us: long distance relationships"
September 13, Crimson White, "Face-to-face with your fears"
September 11, Tuscaloosa News, "Could Twitter have stopped the 9/11 terrorists?"
May 20, The New York Times, "Adapting to the Reality of Everyday Video Chatting"

2010

December 31, 2010, WVUA, "Once in a blue moon"
November-December, U. S. News & World Report, "Try Talking for a Change: Face Time May Beat Email"
November 21, The Birmingham News, "Iron Bowl 75: Auburn vs. Alabama rivalry is an uncivil war"
October 14, University of Alabama Research Magazine, "UA Psychologist Studies Reasons Behind Cyberattack on Estonia"
April 28, The Register, "Online anonymity fueled 'Web War' on Estonia"
April 17, WVUA, "Tide Insider A-Day Special"
April 14, WVUA, "The Psychology of Football Fans"
April 14 - 16, Alabama Public Radio, "The Psychology of Winning, Parts 1, 2, & 3"

2009

October 4, Florence Times Daily, "Wired"
July 31, Associated Press, "Alabama Ban of Wine with New Label is Marketing Boon"
July, Scientific American Mind, "Ask the Brains" Column: "The Art of Persuasion"

2008

August, British Psychological Society Digest, "Dear World, What Kind of Person Blogs?"
May, New Scientist, "Eight Ways to get Exactly what you Want"
May 7, London Telegraph, "Want to Persuade a Woman? Do it Face-to-Face"

2007

September 2, Florence Times Daily, “Love at First Google”

March 12, Associated Press, “Tornado Responders Slowed by Cell Phones”

March 7, Arizona Republic, “Online Cliques that Click”

SYMPOSIA, INVITED TALKS & PAPER PRESENTATIONS (* = STUDENT AUTHOR)

*Muscanell, N. L., **Guadagno, R. E.**, & Hamilton, J. C. (2014, July). Losing face on Facebook: A self-regulation perspective on inappropriate self-presentation in social media environments. Talk submitted to the annual meeting for the European Association of Social Psychology, Amsterdam, The Netherlands.

Guadagno, R. E. (2013). Social Influence Online: The Six Principles in Action. Paper accepted for presentation as part of a symposium entitled “Pedagogical approaches for teaching courses in persuasive communication: A case study approach” (Corey Liberman, Chair) at the 99th Annual Convention for the National Communication Association. Washington, DC.

Dickerson, S., & **Guadagno, R. E.** (2014, February). Presentation and Discussion with Representatives from the National Science Foundation. Invited presentation at the Society for Personality and Social Psychology, Austin, TX.

Guadagno, R. E. (2013, September). Q&A with Dr. Rosanna Guadagno from the National Science Foundation. Invited presentation at the Society for Experimental Social Psychology, Berkeley, CA.

Guadagno, R. E. (2013, May). Cross cultural differences in figural vividness and persuasion. Invited presentation at the Midwestern Psychological Association annual meeting, Chicago, IL.

Dickerson, S., & **Guadagno, R. E.** (2013, January). Presentation and Discussion with Representatives from the National Science Foundation. Invited presentation at the Society for Personality and Social Psychology, New Orleans, LA.

Guadagno, R. E. (October, 2012). Q&A with Dr. Rosanna Guadagno from the National Science Foundation. Invited presentation at the Society for Experimental Social Psychology, Austin, TX.

Guadagno, R. E., *Muscanell, N. L., Barth, J. B., *Goodwin, J. K., & Yang “Lydia” Yang. (May, 2012). Dealing with Disaster: Gender Differences in Facebook Users’ Coping After the Tuscaloosa EF4 Tornado. Paper presented as part of an invited symposium entitled “A Multi-Disciplinary Look at Psychological Well-Being After the Tuscaloosa Tornado” (**Chair: Rosanna E. Guadagno**), Association for Psychological Science, Chicago, IL.

*Muscanell, N. L., **Guadagno, R. E.**, Barth, J. B., *Goodwin, J. K., & Yang “Lydia” Yang. (May, 2012). I Stress Because I Obsess: Facebook Use Predicts Psychological Outcomes After Disaster. Paper presented as part of an invited symposium entitled “A Multi-Disciplinary Look at Psychological Well-Being After the Tuscaloosa Tornado” (**Chair: Rosanna E. Guadagno**), Association for Psychological Science, Chicago, IL.

*Rice, L., Barth, J. B., **Guadagno, R. E.**, *Smith, G. P. A., & McCallum, D. M. (2012, May). Women in STEM: Examining the Role of Support. Paper presented at the Midwestern Psychological Association Annual Meeting.

- *Kimbrough, A., **Guadagno, R. E.**, & *Muscanell, N. L., & Dill, J. A. (2012, April). Gender Differences in Technology Use: Women Connect More than Men. Paper presented at the Annual Undergraduate Research Creative Activity Conference, University of Alabama, Tuscaloosa, AL. Honorable Mention Winner.
- *Titcomb, C., Brodsky, S., *Nagle, J., **Guadagno, R. E.**, & Davis, R. E. (2012, January). From First Impressions to Verdict: Predictive Pathways to Mock-Juror Decision-making. Paper presented as part of a symposium entitled “Looking Beyond our Assumptions of How Jurors Think: Cognitive Processing and Jury Decision-Making (Chair: Caroline Titcomb)” at the Annual Psychology-Law Society, Puerto Rico.
- Guadagno, R. E.**, Edlund, J. E., et al. (2011, November). Participant Crosstalk: A Tale of Four Universities. Paper presented as part of a symposium on “Deception, demand characteristics, and crosstalk: New research addressing not-so-new problems,” (Ginnette C. Blackhart, Chair) at the 33rd Southeastern Society for Social Psychology, Johnson City, TN.
- Guadagno, R. E.** (2011, November). A Look at the Darker Side of Social Influence: Influence Processes in Terrorist Recruitment and Cyber Warfare. Invited presentation at NATO Joint Senior Psychological Operations conference on “Navigating the Influence Landscape in the Age of Social Media.” Orlando, Florida.
- Guadagno, R. E.** (2011, October). Cyberbullying. Invited presentation at the University of Alabama Counseling Center, Tuscaloosa, AL.
- Dunn, R. A., & **Guadagno, R. E.** (2011, August). Hiding or Priding? A Study of Gender, Race, and Gamer Status and Context on Avatar Selection. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, St. Louis, MO.
- Guadagno, R. E.**, Sundie, J. M., Hardison, T. A., & Cialdini, R. B. (2011, June). The Persuasive Power of Computer-Based Multi Media Presentations. Paper presented at the annual meeting for Persuasion 2011: Persuasive Technology and Design: Enhancing Sustainability and Health, Columbus, OH.
- *Okdie, B. M., **Guadagno, R. E.**, Petrova, P. K., & *Shreves, W. B. (2011, June). Social Influence Online: A Construal Level Theory Analysis. Paper presented at the annual meeting for Persuasion 2011: Persuasive Technology and Design: Enhancing Sustainability and Health, Columbus, OH.
- Guadagno, R. E.**, *Eaton (Croomes), A. N., & Ahn, D. (2011, May) Cultural differences on the effect of vivifying a message on persuasion. Paper presented at Korean Society of Journalism and Communication Studies Spring Conference.
- *Ewell, P., *Muscanell, N., *Eno, C. A., *Okdie, B., ***Guadagno, R. E.** (2011, May). How Important is race in voting? The Wilder Effect & Non-party predictors in the 2008 Election. Paper to be presented at Midwestern Psychological Association Annual Meeting.
- Guadagno, R. E.**, *Okdie, B. M., & *Hamrick, K. (2011, May). Who Blogs Revisited: Another Look at Individual Differences and Blogging. Paper presented at Midwestern Psychology Association Annual Meeting.
- Guadagno, R. E.** (2010, October). Vividness and Persuasion: Unraveling the Mystery. Paper presented as part of an invited symposium entitled “Hot Topics at the University of Alabama” (Chair: **Rosanna E. Guadagno**) at the annual meeting of the Society of Southeastern Social Psychologists, Charleston, SC.
- *Dunn, R. A., & **Guadagno, R. E.** (2010, June). Playing Me: A Study of Gender, Gameplay, and Game Preference Effects on Avatar Selection. Paper presented at annual meeting for the International Communication Association, Singapore.

- *Eno, C. A., **Guadagno, R. E.**, Barth, J. M., & STEM Education Research Team. (2010, May). The Role of ability and gender stereotypes on occupation interest. Paper presented as part of a symposium entitled “An Individual Difference Approach to Understanding Interest in STEM Careers” (**Chair: Rosanna E. Guadagno**) at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Guadagno, R. E.** (2010, May). The Medium is the Means: Email as a Moderating Factor on Gender Differences in Persuasion. Invited presentation at the Midwestern Psychological Association annual meeting, Chicago, IL.
- *Okdie, B. M., **Guadagno, R. E.**, Berinieri, F. J., Geers, A. L. & McLarney-Vesotski, A. R. (2010, May). Getting to know you: Face-to-face versus online interactions. Paper presented at the annual meeting of the Midwestern Psychological Association Conference, Chicago, IL
- *Eno, C. A., Clark, J. K., & **Guadagno, R. E.** (2009, May). Southern Discomfort: Stereotype Threat of Southeastern U.S. Students. Paper presented at the annual meeting for the Midwestern Psychological Association, Chicago, IL.
- *Muscanell, N. L., *Okdie, B. M., Burk, N. M., **Guadagno, R. E.**, & Ward, T. B. (2009, April). Conceptualizing gendered behaviors in VW: Second life social roles. Paper presented at the annual meeting for the Midwestern Psychological Association, Chicago, IL.
- *Okdie, B. M., *Kruse, S. A., & **Guadagno, R. E.** (2009, May). Self-presentation and online dating. Paper presented at the Midwestern Psychological Association, Chicago IL.
- Guadagno, R. E.** (2008, June). Social Influence. Invited presentation and the 2008 National Cancer Institute Social Psychology Meeting, Bethesda, MD.
- *Eno, C. A., *Okdie, B. M., & **Guadagno, R. E.** (2008, May). Gender Differences in Workplace Self-Presentation: Does Combining Modesty and Self-promotion Make Women More Promotable? Paper presented at the annual meeting for the Midwestern Psychological Association, Chicago, IL.
- Allmendinger, K., & **Guadagno, R. E.** (2007, July). The impact of verbal and nonverbal communication channels on collaborative learning and group performance in virtual conferencing environments. Pre-conference workshop at the 2007 Computer Supported Collaborative Learning conference, New Brunswick, New Jersey.
- Guadagno, R. E.**, Blascovich, J., McCall, C., Young, A., & Bailenson, J. N. (2006, April). Using immersive virtual environment technology to examine expectancy violation by female leaders. Paper presented as part of a symposium on the costs and consequences of stereotype violation for members of stigmatized groups (**Chair: Rosanna E. Guadagno**) at the annual meeting of the Western Psychological Association, Palm Springs, CA.
- Guadagno, R. E.** (2006, February). Technologically Mediated Social Influence: Gender Differences and Similarities. Invited presentation given at the Department of Psychology, University of Alabama.
- Guadagno, R. E.**, Bailenson, J. N., Beall, A. C., Dimov, A., & Blascovich, J. (2005, May). Virtual line-ups: Can immersive virtual context reinstatement facilitate eyewitness recall? Hot topic talk presented at the American Psychological Society Convention, Los Angeles, CA.
- Guadagno, R. E.**, Blascovich, J., & Bailenson, J. N. (2005, April). In-group favoritism and persuasion in an Immersive Virtual Environment. Paper presented at the annual meeting of the Western Psychological Association, Portland, OR. (**Chair: Rosanna E. Guadagno**)

- Guadagno, R. E.** (2005, February). Gender and cooperative orientation in computer-mediated interpersonal influence. Invited presentation given at the Department of Marketing, University of Houston.
- Bailenson, J. N., Beall, A. C., Blascovich, J., & **Guadagno, R. E.** (2004, August). Virtual line-ups. Paper presented at the Annual International Association for Identification Conference. St. Louis, MO.
- Guadagno, R. E.** (2004, July). Transformed social interaction and persuasion in a collaborative virtual environment. Invited presentation at the 3rd Annual Advanced Training Institute in VR for Social Psychology, Santa Barbara, CA.
- Guadagno, R. E.** (2004, January). Invited participant on the student-to-professional roundtable. Seminar at the Society for Personality and Social Psychology Annual Meeting, Austin, TX.
- Guadagno, R. E.** (2003, May). Marketing to the mind: Consumer behavior and the use of social influence, persuasion, and technology to enhance marketing efforts. Invited presentation at the Tucson American Marketing Association, Tucson, AZ.
- Guadagno, R. E., & Cialdini, R. B.** (2003, April). Online persuasion: The impact of gender and cooperative orientation on computer-mediated interpersonal influence. Paper presented at the Computers in Social Interaction Conference, Miami, OH.
- Guadagno, R. E., & Cialdini, R. B.** (2001, February). When saying yes leads to saying no: Preference for consistency and the reverse foot-in-the-door effect. Paper presented at the Society for Consumer Psychology Winter Conference, Tempe, AZ.
- Guadagno, R. E., & Cialdini, R. B.** (1998, April). On-line persuasion: How different communication modalities affect interpersonal influence. Paper presented at the annual meeting of the Western Psychological Association, Albuquerque, NM.
- Guadagno, R. E., Starkey, J., & Bewersdorff, E.** (1993, December). The role of self-esteem in the "foot-in-the-door" technique: How low can you go? Paper presented at Santa Clara University Colloquium, Santa Clara, CA.
- Guadagno, R. E., & Beck, C. A.** (1993, April). Students' perceptions of common textbook pedagogical aids. Paper presented at the Western Psychological Association Conference for Undergraduate Research, Santa Clara, CA.

RECENT POSTERS (COAUTHOR IS GRADUATE [*] UNDERGRADUATE [])**

- *Ewell, P. J., Smith, C. V., & Guadagno, R. E. (2014, February). Sexual Selection Strategy and Sexism in the Greek System: Mating Strategies Represented in Greek Life. Poster accepted for presentation at the Society for Personality and Social Psychology, Austin, TX.
- Guadagno, R. E., Smith, C. V., *Ewell, P. J., & Webster, G. D. (2014, February). Assimilation through Identification: Greek Identity Strengthens as Members Invest in Fraternities and Sororities over Time. Poster accepted for presentation at the Society for Personality and Social Psychology, Austin, TX.
- *Minney, J. A., Barth, J. M., Guadagno, R. E., Dunlap, S., *Murphy, S., & ASERT. (2014, February). Caught between the man and the lucrative career: The relation between women's STEM goals and partner mismatch explained. Poster accepted for presentation at the Society for Personality and Social Psychology, Austin, TX.
- *Muscanell, N. L., & Guadagno, R. E. (2014, February). I Stress Because I Obsess: Facebook Use as a Predictor of Post-Disaster Psychological Outcomes. Poster accepted for presentation at the Society for Personality and Social Psychology, Austin, TX.

- *Shreves, W. B., Guadagno, R. E., & Hart, W. P. (2014, February). Maximum resolution: The interactive and interfering effects of vividness and verb aspect on mental representations. Poster accepted for presentation at the Society for Personality and Social Psychology, Austin, TX.
- Webster, G. D., *Ewell, P. J., Guadagno, R. E., & Smith, V. C. (2014, February). Get Your Freak on to Get Your Greek on: A Longitudinal Social Network Analysis of Friendships, Sexual Behavior, and Greek Identity in Fraternities and Sororities. Poster accepted for presentation at the Society for Personality and Social Psychology, Austin, TX.
- Barth, J. M., Yang, Y., *Muscanell, N. L., Guadagno, R. E., & **Goodwin, M. (2013, January). The Effects of Facebook Images on Stress After a Natural Disaster. Poster presented at the Society for Personality and Social Psychology, New Orleans, LA.
- *Cybulsky, M., Halbesleben, J., & Guadagno, R. E. (January 2013). Medical Debt Crisis and Social Influence: Can Normative Cues Mitigate Bad Debt and Bankruptcy? Poster presented at the annual meeting for the Society for Personality and Social Psychology, New Orleans, LA.
- *Ewell, P. J., & Guadagno, R. E. (January 2013). Media effect on implicit and explicit attitudes: An investigation of the linguistic intergroup bias. Poster presented at the annual meeting for the Society for Personality and Social Psychology, New Orleans, LA.
- **Goodwin, M. K., Guadagno, R. E., *Muscanell, N. L., Barth, J. M. and Yang, Y. (January 2013). Communicating After Disaster: Gender and Social Support Predict First Facebook Post. Poster presented at the annual meeting for the Society for Personality and Social Psychology, New Orleans, LA.
- *Minney, J. A., Lochman, J. E., & Guadagno, R. E. (2013, January). Searching for solutions: Applying a novel person-centered analysis to the problem of low attendance at behavioral parent training. Poster presented at the annual meeting for the Society for Personality and Social Psychology, New Orleans, LA.
- *Murphy, S., Dunlap, S.T., Barth, J. M., & ASERT. (2013, January). Career versus romance: What predicts a woman's choice? Poster presented at the annual meeting for the Society for Personality and Social Psychology, New Orleans, LA.
- *Muscanell, N. L., & Guadagno, R. E. (January, 2013). On the Internet, she's more credible to him but less likable to her. Poster presented at the annual meeting for the Society for Personality and Social Psychology, New Orleans, LA.
- *Okdie, B. M. & Guadagno, R. E. (2013, January). When two is not better than one: The impact of multiple social influence tactics on attitude change. Poster presented at the annual meeting for the Society for Personality and Social Psychology. New Orleans, LA.
- **Wingate, V. S., Ewell, P. J., Guadagno, R. E., *Okdie, B. M., & *Kruse, S. (2013, January). Opening Up Online: Gender and Personality Differences in Online Expression. Poster presented at the annual meeting for the Society for Personality and Social Psychology, New Orleans, LA.
- **Croomes (Eaton), A. E., **Guadagno, R. E.**, *Okdie, B. M., & Sagarin, B. J. (May, 2012). Cognitive Load as a Moderator for the Relationship Between Figural Vividness and Persuasion. Poster presented at the annual convention for the Association for Psychological Science, Chicago, IL.
- *Ewell, P. J., *Teichmiller, L. E., **Guadagno, R. E.**, *Stewart, S., & *McAdams, B. (May, 2012). Racing, Music, and the Immersion Experience: Video Games and Aggression Outcomes. Poster presented at the annual convention for the Association for Psychological Science,

- Chicago, IL.
- *Ewell, P. J., **Jones, M., **Guadagno, R. E.**, & Dunn, R. A. (May, 2012). How Personality and Morality Translate to Online Avatar Creation. Poster presented at the 24th annual meeting of the Association for Psychological Science, Chicago, IL.
 - **Goodwin, M. K., *Muscanell, N. L., **Guadagno, R. E.**, Barth, J. M., & Yang, Y. (May, 2012). Connecting With Others When Catastrophe Strikes: An Examination of Communication After Disaster. Poster presented at the annual meeting for the Association of Psychological Science, Chicago, IL.
 - *Harris, J. H., **Muscanell, N. L., & **Guadagno, R. E.** (May, 2012). Do intentions lead to actions? The role of preference for consistency. Poster presented at the annual convention for the Association for Psychological Science, Chicago, IL.
 - **Kimbrough, A., **Guadagno, R. E.**, & *Muscanell, N. L., & Dill, J. A. (2012, May). Gender Differences in Technology Use: Women Connect More than Men. Poster presented at the annual convention for the Association for Psychological Science, Chicago, IL.
 - *Minney, J. A., Lochman, J. E., & **Guadagno, R. E.** (May, 2012). Can you buy “good” kids? Exploring the relationship between socioeconomic status, parenting, and externalizing behaviors. Poster presented at the 24th annual meeting of the Association for Psychological Science, Chicago, IL.
 - *Okdie, B. M. & **Guadagno, R. E.** (2012, May). It’s all about me: The relationship between Narcissism and blogging. Poster presented at the annual meeting for the Association of Psychological Science. Chicago, IL.
- Waters, E. A., Kincaid, C., Stock, M. L., Peterson, L., Kaufman, A. R., *Muscanell, N. L., & **Guadagno, R. E.** (2012, April). Limitations of using multifactorial genetic risk information to educate smokers about the risk of tobacco use. Poster presented at the 33rd Annual Meeting of the Society of Behavioral Medicine, New Orleans, LA.
- *Cybulsky, M. P. M., **Guadagno, R. E.**, & Halbesleben, J. R. B., (2012, January). How Can I Pay This Bill? Tax Refunds and the Role of Normative Cues in Compliance with Medical Bill Payment. Poster presented at the Society for Personality and Social Psychology Annual Meeting, San Diego, CA.
 - *Ewell, P. J., *Jones, M., **Guadagno, R. E.**, & Dunn, R. A. (2012, January). Good vs. Evil: A Study of Gender in Avatar Selection and Alignment. Poster presented at the annual meeting for the Society for Personality and Social Psychology, San Diego, CA.
 - *Goodwin, M. K., *Ewell, P. J., Smith, C. V., **Guadagno, R. E.**, *Murphy, S. Q., & Lynn, C. D. (2012, January). The Potential Pitfalls for Seeking an MRS. Degree: Sexual selection Strategy and Sexism in the Greek system. Poster presented at the annual meeting for the Society for Personality and Social Psychology, San Diego, CA.
 - *Harris, J. H., *Rice, L., & **Guadagno, R. E.** (2012, January). But I'm already in, aren't I? The reverse foot-in-the-door effect and online group acceptance. Poster presented at the annual meeting of the Society for Personality and Social Psychology, San Diego, CA.
- Kowari-Bell, K., **Guadagno, R. E.**, *Eno, C. A., *O’Brien, K. G., & *James, Julia, C. (2012, January). Opinion Leadership, Occupational Status, and Vicarious Status: Gender Differences in Multiple Routes to Power. Poster presented at the annual meeting of the Society for Personality and Social Psychology, San Diego, CA.
- *Minney, J. A., Lochman, J. E., **Guadagno, R. E.**, & Pollio, D. E. (2012, January). Keeping up with the Jones, or How Your Neighbor’s Kid Makes You Feel Better About Your Own. Poster presented at the 13th annual conference of the Society for Personality and Social Psychology,

San Diego, CA.

- *Muscanell, N. L., Gitter, S. A., *Murphy, S. Q., & **Guadagno, R. E.** (2012, January). Well I'll be damned: Profanity, social norms, and the Cialdini effect in online chats. Poster presented at the annual meeting for the Society for Personality and Social Psychology, San Diego, CA.
- *Pollock, N. G., Okdie, B. M., **Guadagno, R. E.**, Rempala, D. M., & Eno, C. A. (2012, January). Who Blogs Revisited: Another Look at Individual Differences and Blogging. Poster presented at the annual meeting of the Society for Personality and Social Psychology. San Diego, CA
- *Des Champs, M. M., *Muscanell, N. L., **Guadagno, R. E.**, & *Murphy, S. Q., *Rice, L., (2012, January). Your Facebook is My Homepage: An Analysis of Facebook Use and Jealousy within Romantic Relationships. Poster presented to the Society for Personality and Social Psychology Annual Meeting, San Diego, CA.
- *Smith, G. P. A., Barth, JAM., McCallum, D. M., **Guadagno R. E.**, *Rice, L. (2012, January). Racial Differences in Female STEM Majors and the Benefits of Support. Poster presented to the Society for Personality and Social Psychology Annual Meeting, San Diego, CA.
- *Wingate, V. S., *Ewell, P. J., **Guadagno, R. E.**, Okdie, B. M., & Kruse, S. (November, 2011). Safer behind the monitor: Online Gender differences in expressing the "real me." Poster presented at the Southeastern Society for Social Psychology, Johnson City, TN.
- *Des Champs, M. M., *Muscanell, N. L., *Murphy, S. Q., *Rice, L. M., & **Guadagno, R. E.** (May, 2011). Facebook Jealousy: The Role of Gender, Need-to-belong, & Privacy Settings. Poster presented at the annual meeting for the Midwestern Psychological Association, Chicago, IL.
- *Goodwin, M. K., *Muscanell, N. L., & **Guadagno, R. E.** (May, 2011). Gender and Communication Modality Effects on Persuasion. Poster presented at the annual meeting for the Midwestern Psychological Association, Chicago, IL.
- *Jones, M., & **Guadagno, R. E.** (2011, April). Good vs. Evil: A Study of Gender in Avatar Selection and Alignment. Poster presented at the Annual Undergraduate Research Creative Activity Conference, University of Alabama, Tuscaloosa, AL. Third Place Winner.
- *Harris, J., & **Guadagno, R. E.** (2011, April). Social Influence Online: The Impact of Social Proof and Likeability on Compliance. Poster presented at the Annual Undergraduate Research Creative Activity Conference, University of Alabama, Tuscaloosa, AL. First Place Winner.
- *Neal, T. M. S., *Eno, C. A., **Guadagno, R. E.**, & Brodsky, S. L. (March, 2011). Warmth and competence on the witness stand: Implications for male and female expert witness credibility. Poster presented at the Annual Psychology-Law Society, San Diego, CA.
- *Eno, C. A., Barth, J., **Guadagno, R. E.**, *Rice, L., & ASSERT. (January, 2011). Life goals and Occupation Stereotypes Effects on Career Interest: Are Stereotypes Just for Men? Poster presented at the annual meeting for the Society for Personality and Social Psychology, San Antonio, TX.
- *Murphy, S. Q., **Guadagno, R. E.**, Rempala, D., & *Okdie, B. M. (January, 2011). What Makes a Video Go Viral? Social Influence Processes in the Transmission of Internet Memes. Poster presented at the annual meeting for the Society for Personality and Social Psychology, San Antonio, TX.
- *Muscanell, N. L., Gitter, S. A., & **Guadagno, R. E.** (January, 2011). Individual differences and Facebook: Self-control and need to belong predict Facebook use. Poster presented at the annual meeting for the Society for Personality and Social Psychology, San Antonio, TX.
- Haley, P. P., Needleman, M. B., Dec Oster, J., **Guadagno, R. E.**, & Allen, R. S. (2010, November). Longitudinal self-rated nursing home use expectations among older adults in the health and

- retirement study. Poster presented at the 63rd Annual Scientific Meeting of the Erotological Society of America, New Orleans, LA.
- *Eaton (Croomes), A. N., **Guadagno, R. E.**, & *Okdie, B. M. (October, 2010). The relationship between vividness and persuasion. Poster presented at the annual meeting for the Society of Southeastern Social Psychologists, Charleston, SC.
- *Jones, M., *Ewell, P., *Dunn, R. A., & **Guadagno, R. E.** (2010, October). Good and evil in the virtual world: Who chooses what alignment? Poster presented at the annual meeting of the Society of Southeastern Social Psychologists, Charleston, SC.
- *Pollock, N., *Okdie, B. M., & **Guadagno, R. E.** (2010, October). Religiosity as a means for self-enhancement. Poster presented at the annual meeting of the Society of Southeastern Social Psychologists, Charleston, SC.
- Barth, J. M., **Guadagno, R. E.**, McCallum, D. M., Burkhalter, C., Goldston, D., Roskos-Ewoldsen, B., Todd, B. & *Eno, C. A. (2010, June). Factors Affecting STEM Career Interest in 5th-12th Grade Students. Poster presented at the Joint Area Meeting of the National Science Foundation, Washington DC.
- Ewoldsen, D. R., *Eno, C. A., *Okdie, B. M., **Guadagno, R. E.**, & DeCoster, J. (2010, June). Effect of playing violent video games cooperatively competitively on subsequent cooperative behavior. Poster presented at annual meeting for the International Communication Association, Singapore.
- *Ballew, J. L., *Muscanell, N. L., & **Guadagno, R. E.** (2010, May) A Qualitative Look at Jealousy and Aggression on Facebook. Poster presented at the annual meeting for the Midwestern Psychological Association, Chicago, IL.
- *Eaton (Croomes), A. N., *Muscanell, N. L., *Eno, C. A., *Okdie, B. M. & **Guadagno, R. E.** (2010, May). Proud to be an American: Group identification and BIRGing. Poster presented at the annual meeting for the Midwestern Psychological Association, Chicago, IL.
- *O'Brien, K., *Eno, C. A., & **Guadagno, R. E.** (2010, May). An examination of masculine and feminine strategies for attaining power. Poster presented at the annual meeting for the Midwestern Psychological Association, Chicago, IL.
- *Shreves, W. B., *Okdie, B. M., *Eno, C. A., **Guadagno, R. E.**, Ewoldsen, D. R., & DeCoster, J. (2010, May). Effects of playing violent games on subsequent cooperative behavior. Poster presented at the annual meeting for the Midwestern Psychological Association, Chicago, IL.
- *O'Brien, K., *Eno, C. A., & **Guadagno, R. E.** (2010, April). An examination of masculine and feminine strategies for attaining power. Poster presented at the 3rd Annual Undergraduate Research & Creative Activity Conference, University of Alabama, Tuscaloosa, AL.
- *Pollock, N., *Okdie, B. M., *Eno, C. A., & **Guadagno, R. E.** (2010, April). To blog or not to blog: Personality answers the question. Poster presented at the 3rd Annual Undergraduate Research & Creative Activity Conference, University of Alabama, Tuscaloosa, AL.
- *Eno, C. A., Clark, J. K., & **Guadagno, R. E.** (2010, January). Stereotype threat and the intellectual performance of U.S. Southerners: The moderating role of group identification. Poster presented at the annual meeting for the Society of Personality and Social Psychology, Las Vegas, NV.
- Guadagno, R. E.**, *Okdie, B. M., Sagarin, B. J., DeCoster, J., & Rhoads, K. V. L. (2010, January). A Meta-analysis on the Impact of Vividness on Persuasion. Poster presented at the annual meeting for the Society for Personality and Social Psychology, Las Vegas, NV.
- *Muscanell, N. L., & **Guadagno, R. E.** (2010, January). Who are you on Facebook? The Role of Personality and Gender in Online Social Networking Sites. Poster presented at the annual

- meeting for the Society of Personality and Social Psychology, Las Vegas, NV.
- *Okdie, M. B., **Guadagno, R. E.**, & Petrova, P. K. (2010, January). Gender and communication mode effects on persuasion. Poster presented at the annual meeting for the Society for Personality and Social Psychology, Las Vegas, NV.
- *Eno, C. A., **Guadagno, R. E.**, & *James, J. C. (2009, February). Gender Differences in Perceptions of Power. Poster presented at the annual meeting for the Society of Personality and Social Psychology, Tampa, FL.
- *Muscanell, N. L., & **Guadagno, R. E.** (2009, February). Computer-Mediated Persuasion: An examination of same-sex vs. mixed-sex dyads in face-to-face and email interactions. Poster presented at the annual meeting for the Society for Personality and Social Psychology, Tampa, FL.
- *Okdie, B. M., *Muscanell, N. L., Burk, N., **Guadagno, R. E.**, & Ward, T. B. (2009, February). Individual differences in virtual self-representation. Poster presented at the annual meeting for the Society of Personality and Social Psychology Conference, Tampa, FL.
- *Muscanell, N. L., *Eno, C. A., *Okdie, B. M., & **Guadagno, R. E.** (2008, May). Basking in Reflected Glory and Group Identification. Poster presented at the annual meeting for the Midwestern Psychological Association, Chicago, IL.
- *Kruse, S., & **Guadagno, R. E.** (2008, April). Self-Presentation and Online Dating. Poster presented at the Annual Undergraduate Research Creative Activity Conference, University of Alabama, Tuscaloosa, AL. First Place Winner.
- *Hull (Eno), C. A., *Okdie, B. M., & **Guadagno, R. E.** (2008, February). Cultural differences in interpretations of self-presentation strategies. Poster presented at the annual meeting for the Society of Personality and Social Psychology, Albuquerque, NM.
- *Kruse, S., *Okdie, B. M., *Hull (Eno), C. A., Sagarin, B. J., & **Guadagno, R. E.** (2008, February). Mate selection and attitudes toward infidelity: A new twist. Poster presented at the annual meeting for the Society for Personality and Social Psychology, Albuquerque, NM.
- *Okdie, B. M., **Guadagno, R. E.**, & Petrova, P. K. (2008, February). Gender differences in self-focus in computer-mediated persuasion. Poster presented at the annual meeting for the Society for Personality and Social Psychology, Albuquerque, NM.
- *Wingate, S., *Okdie, B. M., *Hull (Eno), C. A., Loewald, T. A., & **Guadagno, R. E.** (2008, February). Gender role adherence in online video games. Poster presented at the annual meeting for the Society for Personality and Social Psychology, Albuquerque, NM.
- *Hull (Eno), C., *Okdie, B. M., **Guadagno, R. E.** (2007, May). To blog or not to blog: Personality answers the question. Poster presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- *Okdie, B. M., & **Guadagno, R. E.** (2007, May). Self-representation online: The impact of gender and extraversion. Poster presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Guadagno, R. E.** (2007, January). Online persuasion: Gender differences and similarities. Poster presented at the Society for Personality and Social Psychology Annual Meeting, Memphis, TN.

PROFESSIONAL AFFILIATIONS

Association of Internet Researchers; Society for Personality and Social Psychology (APA Division 8); Psychology of Women (APA Division 35); Association for Psychological Science;

Midwestern Psychological Society; Society of Experimental Social Psychology; National Communication Association

TEACHING EXPERIENCE (scale from “failure = 1” to “5 = excellent”)

Instructor, Advanced Statistics: Structural Equation Modeling, University of Alabama, Fall 2010 (evaluation: **4.18**)

Instructor, Graduate Social Psychology Seminar: Social Influence, University of Alabama, Fall 2007, Spring 2011 (evaluation mean: **4.18**)

Instructor, Advanced Statistics I: ANOVA, University of Alabama, Spring 2007, 2009, 2010; Fall 2010 (evaluation mean: **4.6**)

Instructor, Advanced Social Psychology, University of Alabama, Fall 2006, 2008, 2009, 2010, 2011 (evaluation mean: **4.33**)

Instructor, Undergraduate Social Psychology Seminar: Social Influence, Spring 2012 (evaluation: **4.67**)

Instructor, Social Psychology, Arizona State University, Spring 2003; University of Alabama, Fall 2006, 2008, 2009, 2011 (evaluation mean: **4.56**)

Instructor, Research Methods Lab, Arizona State University, Fall 2002 (evaluation: **4.92**)

Instructor, Research Methods, Seattle University: Winter 2001, Spring 2001 (evaluation mean: **3.94**)

Instructor, Psychology of Gender, Seattle University, Fall 2000 (evaluation: **3.94**)

Instructor, Statistics, Seattle University: Fall 2000, Winter 2001; Phoenix College, Fall 2002 (evaluation mean: **3.8**)

Instructor, Introductory Psychology, Phoenix College: Summer 1998, Fall 1998, Summer 1999 (evaluation mean: **3.7**)

Teaching Assistant, Effective Thinking, Arizona State University, Summer 2003

Teaching Assistant, Organizational Psychology Internship, Arizona State University, Spring 2000 (evaluation mean: **5.0**)

Teaching Assistant, Statistics, Arizona State University: Fall 1995, Spring 1996, Fall 2001, Spring 2002; Santa Clara University: Winter 1994, Spring 1994

STUDENT MENTORING

University of Alabama

Graduate

4 PhDs completed (Bradley Okdie, Cassie Eno, Nicole Muscanell, & Matt Cybulsky), 2 in progress (Patrick Ewell & Jessica Minney)

3 Independent Studies completed (Ashley Cox, Robert Andrew Dunn, & Dohyun Ahn)

3 MAs completed (Nicole Muscanell, Shannon Murphy, & Patrick Ewell)

4 first year projects completed (Nicole Muscanell, Patrick Ewell, Shannon Murphy, & Lindsay Rice [Greenlee]).

Undergraduate

University of Alabama

9 Undergraduate honor’s theses completed (Sara Kruse, Ashlee Eason [Croomes], Jennifer Strack, John Harris, Matt Jones, Ben Sigmon, Kimberly Hamrick, Amanda Kimborough, & Nicole Roberts)

MASTERS AND DISSERTATION COMMITTEES (* = Co-Chair in name only; Chair in actuality.
Completed during my rotation at the National Science Foundation)

IN PROGRESS

- ***Co-Chair**, Jessica Minney’s dissertation committee: “Getting Their Foot in the Door: Using Social Influence to Increase Engagement in Behavioral Parent Training.” Mini Orals: September 2012.
- ***Co-Chair**, Patrick Ewell’s dissertation committee: “Perspective Taking While Playing Violent Video Games.” Mini Orals: April 2013.
- Member, Marnie Sutton’s dissertation committee: “Not in My Back Yard: Social Dominance Orientation and Right Wing Authoritarianism as Predictors of Prejudice and Discrimination against Muslims.” Mini Orals: December 2011
- Member, Kathryn Klement’s comprehensive committee. Northern Illinois University

COMPLETED

- ***Co-Chair**, Nicole Muscanell’s dissertation committee: “Fired for what you post online? A self-regulatory perspective on inappropriate online self-presentation.” Defense: April 2013. *Now in the first year of a two year post doc in at the Knowledge Media Research Center in Tübingen, Germany. Dr. Sonya Utz is her mentor.*
- ***Co-Chair**, Matt Cybulsky’s dissertation committee: “How Can I Pay this Bill? The Role of Normative Cues in Compliance with Medical Bill Payment.” Defense: April 2013. *Now an Assistant Professor at the University of Alabama, Birmingham Medical School.*
- Chair**, Nicole Muscanell’s master’s committee: “Computer-mediated persuasion: Emoticons as a Proxy for Nonverbal behavior.” Defense: August 2009.
- Chair**, Cassie Eno’s dissertation committee: “The Influence of Primed Social Roles on Gender Differences in Conformity.” Defense: May 2010. *Previously an Assistant Professor at Waldorf Collage. Now an Assessment Analyst, Bellevue University, in Bellevue – just outside of Omaha, Nebraska.*
- Chair**, Bradley Okdie’s dissertation committee: "Blogging and self-disclosure: Decoupling anonymity, self-awareness, and perceived audience." Defense: March 2011. Winner of the 2010 Best Graduate Student Teacher Award, University of Alabama. *Now an Assistant Professor at the Ohio State University, Newark.*
- Chair**, Shannon Murphy’s master’s committee: “The Internet and Symbolic Self-Completion.” Defense: March 2012.
- Chair**, Patrick Ewell’s master’s committee: “Media Effects on Implicit Attitudes: An Investigation of the Linguistic Intergroup Bias.” Defense: April 2012.
- Member, Christopher Klein’s masters committee: “The Role of Attention in Implicit Learning in ASD”. Defense: October 2006.
- Member, Ashley Cox’s masters committee: “The Pervasiveness, Nature, and Power of Women’s Representation in Video Games: A Content Analysis and Theoretical Assessment of Social Effects.” Defense: March 2008.
- Member, Cassie Hull’s (Eno) master committee: “The Influence of Existing Implicit and Explicit Prejudice on Interpretations of and Reactions to *Rosewood*.” Defense: April 2008. Winner of the 2010 Outstanding Thesis Award, College of Arts and Sciences, University of

Alabama. Please note that I nominated her for this award, as she became my advisee (and my first PhD) shortly after her defense.

Member, Aimee Edison's dissertation committee: "A Meta-Analysis of the Effectiveness of the Use of Sex in Advertising." Defense: September 2008.

Member, Annie Deming's dissertation committee: "Anxiety, Affective Decision-Making, and Callous-Unemotional Traits: Possible Predictors and/or Moderators of Conduct Problems over Time". Defense: October 2008.

Member, R. Andrew Dunn's comprehensive exam committee. Defense: August 2009.

Member, Dohyun Ahn's dissertation committee: "Does Tragic Drama Have Hedonic Value? The Social Aspects of Hedonic Motivations and Media Enjoyment." Defense: October 2009.

Member, R. Andrew Dunn's dissertation committee: "Hiding or Priding? A Study of Gender, Personality, and Gameplay within Avatar Selection." Defense: March, 2010.

Member, Marnie Sutton's masters committee: "Effects of Video Gaming, Unmitigated Agency, and Moral Disengagement on Risky Driving in Young Adults." Defense: May 2010.

Member, Young Hwan Park's dissertation committee: "Competing Issue Frames and Attitude Consistency: Conditions for Understanding Public Opinion". Defense: May 2010.

Member, Kelly Pivk's dissertation committee: "The influence of moralistic and egoistic biases on conformity." Defense: May 2010.

Member, Hyonjin Ahn's master's comprehensive committee. Defense: June 2010.

Member, J. Henry McKeen's dissertation committee: "Decision making in Wayfinding". Defense: November 2010.

Member, Hyonjin Ahn's master's committee "The Effect of Comments on the News Websites". Defense: February 2011.

Member, Mary Katherine Alsip's dissertation committee: "Is Television the New Stimulant Drug? Physiological Responses to Video Clips in Subjects with Attention Deficit/Hyperactivity Disorder." Defense: March 2011.

Member, Samara Mouvery's Master's committee: "Flash Mobs." March 2011.

Member, Alexa Givan's dissertation committee. Defense: April 2011.

Member, Jessica A. Minney's master's committee: Configurations of Risk Factors for Poor Parental Treatment Engagement. Defense: May 2011.

Member, Megan Ruiters's dissertation committee: "Self-affirmation and working memory capacity's influence on adherence to behavioral insomnia therapy". Defense: June 2011.

Member, Mary Harrison's dissertation committee: "The Mistakes Customers Make: Exploring Penalties in Services Following a Customer Mistake." Defense: June, 2011.

Member, Sarita Stewart's comprehensive committee. Defense: June, 2011.

Member, Charles Meadows's dissertation committee: "The Effects of Narrative Elements and Individual Attributes on Transportation in Health Communications." Defense: November 2011.

Member, Matt Cybulksy's, comps committee. Defense: November 2011

Member, Anna Yaros' dissertation committee: "On-line Hostile Attributions and Aggression in Children." Defense: December 2011.

Member, Jacklyn Nagle's master's committee: "A Naturalistic Observation of Smiling Behaviors in Male and Female Witnesses." Defense: March 2012.

Member, Phil Haley's dissertation committee: "Longitudinal Changes in Self-Reported Expectations for Nursing Home Use in the Health and Retirement Study." Defense: March 2012.

- Member, Elizabeth Maxwell's master's committee: "Motivations to Tweet: A Uses and Gratifications Perspective of Twitter Use During a Natural Disaster." Defense June 2012.
- Member, Wyley Shreve's master's committee: "Putting Your Best Verb Forward: How the Use of Verb Aspect in Resumes Influences Perceptions of Agency and Hiring Decisions For Men and Women." Defense June 2012.
- Member, Gabrielle Smith's master's committee: "Relationships among Racial Identity, Religiosity and Neighborhood Conditions and the Impact They have on Quality of Life and Health" Defense: November 2012.

UNDERGRADUATE HONOR'S ADVISEES (** = published; X in publication process)

- John Harris, 2010-2012, "Does Need for Cognition Moderate the Door-in-the-Face Technique?" Winner of the 2011 Norman R. Ellis Research Scholarship, Department of Psychology, University of Alabama.
- X Jennifer Strack, 2010-2012, "Does Need for Cognition Moderate the Foot-in-the-Door Technique?"
Ben Sigmon, 2011-2012, "IAT development" Computer-based honor's project.
- X Amanda Kimborough, 2009-2011, "Technology Use Among College Students"
- X Matt Jones, 2009-2011, "Good and Evil in the Virtual World: Who Chooses what Alignment?"
- X Ashlee Eaton (Croomes), "Cognitive Load as a Moderator for the Relationship between Vividness and Persuasion," 2009-2011. Winner of the 2010 Norman R. Ellis Research Scholarship, & Winner of the 2011 Andy Reaves Memorial Award, Department of Psychology, University of Alabama.
- * Nicole Roberts, "Social Influence Online: The impact of Social Proof and Likability on Compliance with Prosocial Requests," 2008 - 2010.
- X Kimberly Hamrick, Computer-based honor's project programming a chatroom-based conformity experiment, 2009-2010.
- * Sara Kruse, "Self-Presentation and Online Dating," 2006 – 2008. Winner of the 2008 Outstanding Undergraduate Psychology Major Award, Department of Psychology, University of Alabama.

REFERENCES

Available Upon Request.