

PHILIP JAMES MAZZOCCO  
CURRICULUM VITAE

SEPTEMBER, 2007

*CONTACT INFORMATION*

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*EDUCATION*

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Ph.D.	2005	Ohio State University, Columbus, OH
	Major:	Social Psychology
	Primary Minor:	Quantitative Psychology
	Secondary Minor:	Cognitive Psychology
M.A.	2000	Ohio State University, Columbus, OH
	Major:	Social Psychology
A.B.	1998	Ohio University, Athens, OH
	Major:	Psychology
	Minor:	Biology

*PROFESSIONAL POSITIONS*

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2006-present	Assistant Professor of Psychology, Ohio State University-Mansfield; Faculty Affiliate, Kirwan Institute for the Study of Race and Ethnicity
2005-2006	Postdoctoral Research Fellow, Kirwan Institute for the Study of Race and Ethnicity, Ohio State University

*HONORS, AWARDS, AND GRANTS*

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*University*

2007 Mansfield Campus Seed Grant (\$11,895)  
2005 Baumgartner Travel Award, Ohio State University  
2003 Alumni Grant for Graduate Research and Scholarship, Ohio State University  
2002 Small Grant from the College of Social and Behavioral Sciences, Ohio State  
University (with Timothy C. Brock)  
2001 Alumni Grant for Graduate Research and Scholarship, Ohio State University  
1999 National Institute of Mental Health Predoctoral Trainee, Ohio State Training  
Grant in Social Psychology  
1998 Inaugural Gatskill Fellowship, Ohio State University  
1998 *Summa Cum Laude*, Ohio University  
1997 Phi Beta Kappa, Ohio University

***National/International***

- 2004 Outstanding Teaching by a Graduate Student Award, International Communication Association
- 2002 Dissertation Research Award, American Psychological Association Science Directorate
- 1999 Honorable Mention, National Science Foundation Graduate Fellow Competition

***RESEARCH INTERESTS***

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Racial Policy Attitudes, Racial Prejudice, Social Influence, Attitude Change, Cognitive Resources and Persuasion, Mental Imagery and Persuasion, Effect of Outcomes on Judgments, Scarcity and Commodity Theory, Consumer Behavior, Measuring Persuasion Effectiveness

***PUBLICATIONS***

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***Books***

- Mazzocco, P. J., Kaufman, G., & Brock, T. C. (in contract). *The psychology of scarcity*. Washington, D.C.: American Psychological Association.

***Journal Articles, Chapters, Proceedings, Newsletters***

- Mazzocco, P. J., & Brock, T. C. (2003). A new method of analyzing attitude change persistence. In C. Page & S. S. Posavac (Eds.), *Proceedings of the Society of Consumer Psychology Winter Conference* (pp. 39-40). Society for Consumer Psychology.
- Brock, T. C., & Mazzocco, P. J. (2004). Responses to scarcity: A commodity theory perspective on reactance and rumination. In R. A. Wright, J. Greenberg, & S. S. Brehm (Eds.), *Motivational analyses of social behavior: Building on Jack Brehm's contributions to psychology* (pp. 129-148). Mahwah, NJ: Lawrence Erlbaum Associates.
- Mazzocco, P. J., Alicke, M. D., & Davis, T. L. (2004). On the robustness of outcome bias: No constraint by prior culpability. *Basic and Applied Social Psychology*, 26, 131-146.
- Mazzocco, P. J., Rucker, D. D., & Brock, T. C. (2005). Implications for advertising effectiveness of divergence among measured advertising effects. In F. R. Kardes, P. M. Herr, & J. Nantel (Eds.), *Applying social cognition to consumer-focused strategy* (pp. 297-317). Mahwah, NJ: Lawrence Erlbaum Associates.
- Mazzocco, P. J. (2005/2006, Fall/Winter). Understanding whites' racial policy opinions. *Kirwan Institute Update*, p. 14.
- Arkin, R. M., & Mazzocco, P. J. (2006). Self-esteem in Springfield: Self and identity in the land of D'Oh. In A. Brown & C. Logan (Eds.), *The Psychology of the Simpsons* (pp. 121-134). Dallas, TX: Benbella Books.

- Mazzocco, P. J., & Brock, T. C. (2006). Understanding the role of mental imagery in persuasion: A cognitive resources model. In L. Kahle (Ed.), *Creating images and the psychology of marketing communications* (pp. 65-78). Mahwah, NJ: Lawrence Erlbaum Associates.
- Mazzocco, P. J., Brock, T. C., Brock, G. J., Olson, K. R., & Banaji, M. R. (2006). The cost of being Black: White Americans' perceptions and the question of reparations. *Du Bois Review*, 3(2), 261-297.
- Mazzocco, P. J. (2006/2007, Fall/Winter). Update Q&A. *Kirwan Institute Update*, p. 7.
- Tetlock, P. E., Visser, P., Singh, R., Polifroni, M., Scott, A., Elson, B., Mazzocco, P. J., & Rescober, P. (2007). People as intuitive prosecutors: The impact of social-control goals on attributions of responsibility. *Journal of Experimental Social Psychology*, 43, 195-209.
- Mazzocco, P. J., Green, M. C., & Brock, T. C. (2007). The effects of a prior story-bank on the processing of a related narrative. *Media Psychology*, 10, 64-90.

### ***Manuscripts in Preparation***

- Mazzocco, P. J., & Alicke, M. D. (2005). *Outcome knowledge distorts information interpretation, selection, and retrieval*. Manuscript in preparation.
- Mazzocco, P. J., & Brock, T. C. (2005a). *Measuring persisting attitude change*. Manuscript in preparation.
- Mazzocco, P. J., & Brock, T. C. (2005b). *Mental imagery in attitude change and persistence: A Cognitive Resources Model*. Manuscript in preparation.
- Mazzocco, P. J., & Brock, T. C. (2007). *Imagery eliciting strategies and persuasion: When imagery backfires*. Manuscript in preparation.

### ***PRESENTATIONS***

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- Mazzocco, P. J., & Alicke, M. D. (1998, May). On the boundaries of outcome bias. Annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Mazzocco, P. J., & Alicke, M. D. (1999, May). Confirmation bias as a mediator/moderator of outcome bias. Annual meeting of the Midwestern Psychological Association, Chicago, IL.
- Mazzocco, P. J., Green, M. C., & Brock, T. C. (1999, June). Prior story abstracts, if relevant, increase the impact of subsequent narrative. Annual meeting of the American Psychological Society, Denver, CO.

- Mazzocco, P. J., & Brock, T. C. (2001, February). The effects of imagery on attitude change. Annual meeting of the Society of Personality and Social Psychology, San Antonio, TX.
- Mazzocco, P. J., & Brock, T. C. (2002, February). Mental imagery + offensive communications = persistent attitude change: An interference hypothesis. Annual meeting of the Society of Personality and Social Psychology, Savannah, GA.
- Mazzocco, P. J., & Brock, T. C. (2003, February). A new method of analyzing attitude change persistence. Annual meeting of the Society for Consumer Psychology, New Orleans, LA.
- Brock, T. C., & Mazzocco, P. J. (2003, August). Reparations in the court of public opinion: Cost of being black. Invited address to the Center for Research in Virtual Reality, Psychology Department, University of California at Santa Barbara.
- Mazzocco, P. J., & Alicke, M. D. (2004, February). The effects of outcomes on the recall and interpretation of outcome-relevant information. Annual meeting of the Society of Personality and Social Psychology, Austin, TX.
- Mazzocco, P. J., Rucker, D. D., & Brock, T. C. (2004, May). Assessing advertising effectiveness: Still 'Not Recall'. Advertising and Consumer Psychology Conference of the Society of Consumer Psychology, Montreal, Canada.
- Brock, T. C., & Mazzocco, P. J. (2004, July). Whites' perceived cost of being black: A reparations perspective. Annual meeting of the American Psychological Association, Honolulu, HA.
- Mazzocco, P. J., & Brock, T. C. (2005, February). Correction for the effects of mental imagery in persuasive messages. Annual meeting of the Society for Consumer Psychology, St. Pete Beach, FL.
- Mazzocco, P. J., & Kaufman, G. (2006, January). Classified report: Government secrecy reduces participation in democracy. Annual meeting of the Society of Personality and Social Psychology, Palm Springs, CA.
- Mazzocco, P. J., & Newhart, D. (2007, January). Color-blind racism: A new manifestation of an old sentiment. Annual meeting of the Society of Personality and Social Psychology, Memphis, TN.
- Wichman, A. L., Mazzocco, P. J., & Weary, G. (2007, January). Uncertainty and implicit stereotyping: The effects of causal uncertainty and personal need for structure on stereotype explanatory bias. Annual meeting of the Society of Personality and Social Psychology, Memphis, TN.
- Mazzocco, P. J. (2008, January). Whites' perceptions of 160 years of racial disparities. Annual meeting of the Society of Personality and Social Psychology, Albuquerque, NM.

## ***PRESS CITATIONS***

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- Pressler, M. W. (2005, December 23). The coveted sellout situation. *The Washington Post*, p. D01.
- Warner, R. (2006, September 24). Breaking the mold of racism. *The Battle Creek Enquirer*.
- Ross, A. N. (2007, February 21). Black History Month forum Tuesday at library tackles race issue. *The Mansfield News Journal*.
- Mazzocco, P. J. (2007, April 7). Which is better: Color-blind or color-conscious? *The Mansfield News Journal*, A5.
- Kamara, M. (2007, July 1). White man's bias; New studies show whites don't understand the black experience. *Chicago Sun-Times*, B5.
- Williams, S. (2007, July 19). Whites willing to live life black for \$1,500, study finds. *The Columbus Dispatch*, 04B

## ***TEACHING***

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### ***Teaching Interests***

Introduction to Psychology, Introduction to Social Psychology, Basic and Advanced Statistics, Research Methods, Social Influence/Attitudes and Persuasion, Stereotypes and Prejudice, Consumer Behavior and Marketing Research, Judgment and Decision Making

### ***Classes Taught/Assisted***

#### ***Ohio State University, Mansfield:***

Introduction to Social Psychology (PSYCH 367.01) – AU06  
 General Psychology (PSYCH 100) – AU06, SP07  
 Research in Psychology: An Introduction (PSYCH 300) – WI07  
 Stereotypes and Prejudice (PSYCH 375) – SP07

#### ***Ohio State University, Columbus:***

Instructor: Experimental Social Psychology (PSYCH 520) (2 quarters)  
 Instructor: Introduction to Social Psychology (PSYCH 367.01) - (13 quarters)  
 Course Assistant: Experimental Social Psychology (PSYCH 520) - (4 quarters)  
 Co-Instructor: Teaching of Psychology Practicum (PSYCH 852) - (2 quarters)

#### ***Guest Lecturer:***

Consumer Behavior (BUS-MARKETING/LOGISTICS 750: AU05)  
 Stereotypes and Prejudice (PSYCH 375: WI06, SP06)  
 The Psychology of D'Oh: Introducing Psychology through the *The Simpsons* (ARTS & SCIENCES 137.12: SP06)  
 Problems of the Contemporary World Culture, Identity and Politics (POLYSCI 597.02: SP06)

***Teaching Training***

Seminar in the Teaching of Psychology (PSYCH 851): SU2000  
 Teaching of Psychology Practicum (PSYCH 852): SU2000  
 Multi-Disciplinary 367 Writing Pedagogy Seminar: SU2004  
 Quick Start CARMEN Workshop: SU2006  
 Panel Discussion on “Handling Classroom Challenges”: WI2007

***PROFESSIONAL SOCIETIES***

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American Psychological Association  
 American Psychological Society  
 International Communications Association  
 Society for Consumer Psychology  
 Society for Personality and Social Psychology  
 Society for the Psychological Study of Social Issues  
 Society for the Teaching of Psychology

***SERVICE***

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***Local***

Panel member for public discussion (“What is ‘race’ and why does it matter?”) at the Mansfield-Richland Country Public Library, Mansfield, Ohio, February 20, 2007.

***University, Ohio State University, Mansfield***

Delivered university Honors lecture (“Color-blind racism”), November 2, 2006.  
 Member, Diversity Committee, 2007-present

***University, Ohio State University, Columbus***

Social Behavior Interest Group  
 Academic Development Coordinator, 1999-2000  
 Treasurer, 2001-2003  
 Thomas M. Ostrom/Athenaeum Chair, 2003-2004

***National***

Local Coordinator and Registrar: Annual Meeting of the Society for Experimental Social Psychology, 2002

Delivered the key-note address (“Color-blind racism”) to the National Research Center for the Healing of Racism’s Calhoun County Summit on the Healing of Racism in Battle Creek, Michigan, September 23, 2006.

***Reviewing***

*Basic and Applied Social Psychology, Communication Research, Journal of Applied Social Psychology, Journal of Consumer Psychology, Journal of Consumer Research, Psychological Science (Ad Hoc), Social Behavior and Personality, Society for Consumer Psychology (2003 Winter Conference), Ethics Committee of American Psychological Association.*

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