

Notes on the Contributors

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articles, chapters and technical reports on topics pertaining to the psychological dimensions of rumor, as well as presenting over 30 papers on these topics at academic conferences. Their recent publication, *Rumor Psychology: Social & Organizational Approaches* (2007, American Psychological Association) examines the definition of rumor, rumor effects, why people spread and believe rumors, how rumors help people make sense, rumor accuracy, the effects of trust on rumor transmission, and how to prevent and manage rumors. They have received funding to study rumor from the National Science Foundation, the Australian Research Council, and the Institute for Public Relations. They have also served as expert court witnesses for the Procter & Gamble Corporation on the topic of the famous (and false) Satanism rumor and product rumors. *Address:* Nicholas DiFonzo, Department of Psychology, Rochester Institute of Technology, 18 Lomb Memorial Drive Rochester, NY 14623, USA.

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