

## Mark V. Pezzo

Department of Psychology  
University of South Florida  
St. Petersburg, FL 33701

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### Education

- B. S. 1987 Special Studies, Psychoacoustics (Magna Cum Laude), S.U.N.Y., Fredonia, N. Y.
- M. S. 1991 Experimental Psychology (Social/Cognition), Ohio University, Athens, Ohio.
- Ph. D. 1996 Experimental Psychology (Social/Cognition), Ohio University, Athens, Ohio.

### Employment

- 1988-1989 Research Assistant, Perception Lab, University of Florida, Gainesville, FL
- 1990-1991 Research Assistant, Social/Judgment Lab, Ohio University, Athens, OH
- 1991-1994 Teaching Assistant, Ohio University, Athens, OH
- 1994-1995 Lecturer, University of North Carolina, Greensboro, NC
- 1995-2000 Visiting Assistant Professor, Wake Forest University, Winston-Salem, NC
- 2000-2006 Assistant Professor, University of South Florida St. Petersburg
- 2006 Program Coordinator, Psychological Science, USF St. Petersburg (Summer)
- 2006- Associate Professor, University of South Florida St. Petersburg
- 2006- Associate Dean, College of Arts & Sciences, USF St. Petersburg
- 2007 Interim Chair, Environmental Science & Policy Program (3 months)

### Honors and Awards

- John Q. Shunk Academic Scholarship, S.U.N.Y. Fredonia, 1983-1987
- Outstanding Paper Award, Department of English, S.U.N.Y. Fredonia, 1986
- Psychology Merit Award, S.U.N.Y., Fredonia, 1987,
- University College Outstanding Graduate Teaching Award (finalist), Ohio University, 1993
- Outstanding Teaching Assistant, College of Arts and Sciences, Ohio University, 1992; 1993
- Student Government Excellence in Teaching Award, Wake Forest University, 1997-98
- Student Government Excellence in Teaching Award, Wake Forest University, 1999-2000
- Outstanding Undergraduate Teaching Award (\$2000), University of South Florida, 2003
- Excellence in Service Award, Student Disability Office, University of South Florida, 2005, 2006

### Grants and Fellowships

- John Houk Memorial Research Grant, Ohio University (\$150); 1992, 1993
- Training Grant (\$500), University of Mississippi "Using Authorware in online Research", 2000
- PEEC Fellowship (\$300), Ethics Across the Curriculum, University of South Florida, 2002
- New Investigator Research Grant (\$6280), University of South Florida, 2002-2003
- National Science Foundation, "Epistemic Curiosity and Knowledge Seeking" Principal Investigator, \$216,000; unfunded, 2005
- German Research Foundation, Travel Grant, University of Leipzig (\$1300), 2005
- Research Development Award (\$450), University of South Florida St. Petersburg, 2006
- National Science Foundation, "Epistemic Curiosity and Knowledge Seeking" Co-Principal Investigator, unfunded, \$203,188, 2008
- National Science Foundation, "Epistemic Curiosity and Knowledge Seeking" Co-Principal Investigator, submitted, \$203,188, 2009

## Professional Memberships

Association for Psychological Science  
Medical Decision Making Society  
Council of Colleges of Arts & Sciences  
Society for Judgment and Decision Making  
Society for Personality and Social Psychology  
Society for the Teaching of Psychology (Division 2, APA)  
Society for Psychology of Aesthetics, Creativity, and the Arts (Division 10, APA)

## Editorial Board Membership

*Medical Decision Making*, August 2006 – 2009

## Ad Hoc Reviewer

*Applied Cognitive Psychology*  
*Basic & Applied Social Psychology* (2009)  
*Social Cognition*  
*Evolution and Human Behavior*  
*European Journal of Personality*  
*European Journal of Social Psychology* (2009)  
*Group & Organization Management* (2009)  
*Journal of Experimental Psychology* (Europe)  
*Journal of Experimental Psychology: General* (2009)  
*Medical Decision Making* (2009)  
*Memory*  
*Memory & Cognition*  
*Personality and Social Psychology Bulletin*  
*Psychology, Crime, & Law*  
*Quarterly Journal of Experimental Psychology*  
*Teaching of Psychology*

*National Science Foundation: Decision, Risk, & Management Science*  
*Social Sciences and Humanities Research Council of Canada*  
*Society for Medical Decision Making –Conference abstract reviewer* (2009)

## Publications

- Pezzo, M.V., & Beckstead, J. (2008). The effects of disappointment on hindsight bias for real-world outcomes. *Applied Cognitive Psychology*, 22, 491-506.
- Pezzo, M.V. (2007). Saliency. In (R. R. Baumeister, & K. D. Vohs (Eds.)) *Encyclopedia of Social Psychology*, Thousand Oaks, CA: Sage Publishers.
- Litman, J.L., & Pezzo, M.V. (2007). Dimensionality of interpersonal curiosity. *Personality and Individual Differences*, 43, 1448-1459.
- Pezzo, M.V., & Pezzo, S.P. (2007). Making sense of failure: A motivated model of hindsight bias, *Social Cognition*. 25, 147-164.
- Pezzo, M.V., Litman, J.A., & Pezzo, S.P. (2006). On the distinction between yuppies and hippies: Individual differences in the planning fallacy. *Personality and Individual Differences*, 41, 1359-1371.

- Pezzo, M.V., & Beckstead, J. (2006). A multi-level analysis of rumor transmission: Effects of anxiety and belief in two field experiments. *Basic and Applied Social Psychology*, 28, 91-100.
- Pezzo, M.V., & Pezzo, S.P. (2006). Physician evaluation following medical errors: Does having a computer decision aid help or hurt in hindsight? *Medical Decision Making*, 26, 48-56.
- Pezzo, S.P., Pezzo, M.V., & Stone, E.R. (2006). The social implications of planning: How public predictions bias future plans. *Journal of Experimental Social Psychology*, 42, 221-227.
- Litman, J.L., & Pezzo, M.V. (2005). Individual differences in attitudes toward gossip. *Personality and Individual Differences*, 38, 963-980.
- Reifman, et al. (2004). Measuring School Spirit: A National Teaching Exercise. *Teaching of Psychology*, 31(1), 18-21.
- Pezzo, M. V. (2003). Surprise, Defense, or Making Sense: What removes the hindsight bias? *Memory*, 11, 421-441.
- Pezzo, M. V. & Hiatt, A. M. (1996). Obedience to Authority. In R. E. Edwards (Ed.) *Model Manual for LABSIM: Experimental Design and Data Analysis simulator* (pp. 65-77) New York: Brooks-Cole.
- Alicke, M. D., Davis, T. L., & Pezzo, M. V. (1994). A *Posteriori* adjustment of a *priori* decision criteria. *Social Cognition*, 12(4), 281-308.
- Arkes, H. R., Joyner, C. A., Pezzo, M. V., Gradwohl-Nash, J., Siegel-Jacobs, K., & Stone, E. (1994). The psychology of windfall gains. *Organizational Behavior & Human Decision Processes*, 59, 331-347.
- Lassiter, G. D., Pezzo, M. V., & Apple, K. J. (1993). The transmitter-persistence effect: A confounded discovery? *Psychological Science*, 4(3), 208-210.

### **Manuscripts in preparation/Ongoing Research**

- Pezzo, M.V., Pezzo, S.P., Litman, J.A., & Richman, C. L. (revision in preparation). The overestimation of minority group size. Under review, *Basic & Applied Social Psychology*
- Pezzo, M.V. , Helm, G., Porter, J.R., Butler, M. Classifying racially ambiguous faces after thoughts of death. Revision in preparation, *Journal of Experimental Social Psychology*
- Pezzo, M.V., & Beckstead, J. *Motives for transmitting rumors: Sensemaking, anxiety reduction, & communication.*
- Pezzo, S.P., Pezzo, M.V., & Piggott, S. *Patients prefer overconfident physicians.* College of Medicine, University of South Florida.
- Litman, J.A., Pezzo, M.V. , Kirk, D, Hoyt Wier, A. *Metacognitive Knowing States and Curiosity.* University of South Florida St. Petersburg.
- Schlett, C., Pezzo, M.V. *Should have, could have, and did know it all along. More on the inequality of hindsight bias.* University of South Florida St. Petersburg

Santos, S., Pezzo, M.V., & Schlett, C. It makes sense now, but I (still) didn't know it all along. How metacognition can trump sensemaking in hindsight bias research. University of South Florida St. Petersburg

#### **Published Abstracts** (*peer reviewed*)

Lynn, S. J., & Pezzo, M. (1997). Close encounters of the fourth kind: Simulated accounts of alien abductions. *International Journal of Clinical and Experimental Hypnosis*, 45(4), 476. (cited 1 time)

Arkes, H. R., Joyner, C. A., Pezzo, M. V., Gradwohl-Nash, J., Siegel-Jacobs, K., & Stone, E. (1990). The psychology of windfall gains. *Bulletin of the Psychonomic Society*, 28(6), 515-516.

Moulton, D., Ferralli, M.W., Hebrock, S., & Pezzo, M (1986). The localization of phantom images in an omnidirectional stereophonic loudspeaker system. *Journal of the Audio Engineering Society*, 34(12), 1025.

#### **Symposium Presentations** (*peer reviewed*)

Pezzo, M.V., & Beckstead, J. (2005). *A multi-level analysis of hindsight bias data: Effects of surprise, valence, and controllability*. Invited presentation at Hindsight Bias Workshop, July 8-11, University of Leipzig, Germany.

Pezzo, M. V., & Yost, J. (2003). *Too much of a bad thing: The curvilinear relationship between anxiety and rumor transmission*. Talk given at symposium (N. Difonzo, chair) on "Rumor & Gossip: Recent Theory and Research" at 4<sup>th</sup> annual Society for Personality and Social Psychology Conference, Los Angeles, CA.

Pezzo, M.V. (2001). *Using "PsychExperiments" in a research methods course*. In K. Flannery (Chair) Designing and Utilizing Internet-based experiments in our courses: Reflections from PsychExps Developers. Symposium conducted at the 23<sup>rd</sup> annual conference of the National Institute on the Teaching of Psychology, St. Petersburg Beach, FL.

#### **Conference Presentations** (*peer reviewed*)

Santos, S. & Pezzo, M.V. (2008) *Reverse Hindsight Bias, Sense-Making, & Unexpected Outcomes*. Poster presented at Annual Conference of the Association for Psychological Science, May 22-25, Chicago, IL.

Douthirt, E., Pezzo, M.V., & Beckstead, J. (2008). *Repetition and Source Credibility's Effect on the Willingness to Act Upon Rumors*. Poster presented at Annual Conference of the Association for Psychological Science, May 22-25, Chicago, IL.

Pezzo, M.V., Litman, J.A., & Pezzo, S.P. (2006). "Yuppies and Hippies: Individual Differences in the Planning Fallacy, Poster accepted for presentation at 7<sup>th</sup> annual Society for Personality and Social Psychology Conference, January 26-28, 2006 in Palm Springs, CA.

Pezzo, M.V., & Beckstead, J. (2005). *A multi-level analysis of rumor transmission: Effects of anxiety and belief in two field experiments*, Poster presented at 6<sup>th</sup> annual Society for Personality and Social Psychology Conference, New Orleans, LA.

- Pezzo, M. V., McDougal, S. J., & Beckstead, J. (2004). *Making sense and taking offense*, Poster presented at the 5<sup>th</sup> annual Society for Personality and Social Psychology Conference, Austin, TX.
- Joseph, T., Pezzo, M.V., Bass, K., & Stephenson, M. (2003). *I didn't know it would happen: Effects of accountability and need for cognition on the hindsight bias*. Poster presented at 4<sup>th</sup> annual Society for Personality and Social Psychology Conference, Los Angeles, CA.
- Pezzo, M.V., Parks, S.C., Porter, J. R., & Egnatuk, T. M. (2001). *Need for Closure and the Hindsight Bias*. Poster presented at Judgment/Decision Making Society Conference, Orlando, FL.
- Pezzo, M.V., Richman, C.L, Roberts, V.R., and Shelton, J. (2001). *A picture tells a thousand words: Racism and perceptions of Group Size*. Poster presented at South Eastern Psychological Association conference, Atlanta, Ga,
- Pezzo, M.V., & Kaplan, R, Parks, S.C., Kardatzke, K., Jacobs, E. & Malanos, A. (2000). *Personality differences in the Planning Bias*. Poster presented at the Society for Personality and Social Psychology Conference, Nashville, TN.
- Pezzo, M.V., Malanos, A.B., Rosa, J.E., Adamsbaum, A., James, D., & Wildrick, N.A. (1997). *The effect of surprising and self-relevant outcomes on hindsight judgments*. Poster presented at Southeastern Society for Social Psychologists, Chapel Hill, NC.
- Pezzo, M. V. & Seta, J. J. (1996). *Frequency estimations of oppressed groups: Motivated versus cognitive mechanisms*. Poster presented at the Conference of the American Psychological Society, San Francisco, CA.
- Pezzo, M. V., Alicke, M. D., & Barnhardt, J. (1995). *Are good and bad decision outcomes equally susceptible to the hindsight bias?* Poster presented at the American Psychological Society, New York, NY.
- Pezzo, M. V. & Anderson, C. B. (1995). *Students' frequency estimations of oppressed groups: You can count on it!* Poster presented at the American Psychological Society Institute on the Teaching of Psychology, New York, NY.
- Alicke, M. D., Pezzo, M. V, & Davis, T. L. (1994). *A posteriori adjustment of a priori decision criteria*. Poster presented at the American Psychological Society, Washington, DC.
- Pezzo, M. V. (1994). Demonstrations for a lecture on hearing loss. Poster presented at the Council of Teachers of Undergraduate Psychology-MPA, Chicago, Ill.
- Alicke, M. D., Pezzo, M. V., & Breitenbecher, D. L. (1993). *Models of outcome bias*. Talk given by M.V. Pezzo at the Midwestern Psychological Association Conference, Chicago, Ill.
- Arkes, H. R., Joyner, C. A., Pezzo, M. V., Gradwohl-Nash, J., Siegel-Jacobs, K., Stone, E. (1993). *The "spendability" of unanticipated money*. Paper presented at the Psychonomic Society, Chicago, Ill.
- Pezzo, M. V., Basch, B. A., & Riddle, R. D. (1993). *Factoids are better than nothing: Repetition and the perceived validity of rumors*. Poster presentation, Graduate Student meeting of the Ohio Psychological Association, Columbus, Ohio.
- Lassiter, G. D., Pezzo, M. V., & Apple, K. J. (1993). *The transmitter-persistence effect: A confounded discovery?* Poster presentation, meeting of the Midwestern Psychological Association, Chicago.
- Pezzo, M. V. (1992). *The effect of outcome valence and outcome likelihood on decision evaluations*. Poster presentation, meeting of the Midwestern Psychological Association, Chicago.

- Pezzo, M. V. (1992). *Outcome bias: The effect on a priori "obvious" decisions*. Poster presentation, meeting of the Judgment & Decision Making Society, St. Louis, MO.
- Lassiter, G. D., Slaw, R. D., Pezzo, M. V., & Ziewitz, K. M. (1991). *Effect of induced depression on behavior unitization*. Poster presentation, meeting of the Midwestern Psychological Association, Chicago, Ill.
- Sorkin, R. D., Pezzo, M. V., & Elvers, G. C. (1989). *Perception of temporal patterns defined by tonal sequences*. Paper presented at the 118th meeting of the Acoustical Society of America, St. Louis, MO.

### **Invited Lectures**

- Pezzo, M.V. (2006). *What's cross-cultural about social psychology?* University of South Florida St. Petersburg, Nov 27, 2006.
- Pezzo, M.V. (2003). *The moral dog and its rational tail: Haidt's theory of moral judgment*. Invited lecture given at seminar on "Ethics Across the Professions," University of South Florida St. Petersburg, March 31, 2003.
- Pezzo, M.V. (2003). *Applying rumor research to journalism: Anxiety, belief, and the anthrax scare*. Talk presented at seminar on "Bioterrorism and the Media," University of South Florida St. Petersburg, February 20, 2003.
- Pezzo, M.V. (2002). *Social psychology and the science of character education*. Talk presented at Program for Ethics and Education in Community (PEEC) monthly series "The Hidden Curriculum" University of South Florida, November 2002.
- Pezzo, M.V. (2002). *How to think straight about psychology*. Invited talk given at Land 'O Lakes High School (December, 2002) as part of USF Faculty Lecture Program.
- Pezzo, M.V. (2002). *A personal history of social psychology*. Talk presented at Psi Chi Honor Society meeting, November, 2002.
- Pezzo, M.V. (2001). *On-line psychology research using Macromedia's Authorware software: Pros and cons*. Talk presented at University of South Florida, Tampa, October 2001 and 2002

### **Newspaper and Magazine articles for which I have been interviewed**

- Clark, T. (2008, December). The 8 ½ laws of rumor spread. *Psychology Today*
- Jones, A. (2007, May 7). Words Between the Whispers rumor and gossip are just human nature. *Xpress Magazine*.
- Goldberg, C. (2003, August 5). Looking back now, it was 'hindsight bias'. *Boston Globe*
- Espinar, V. (2002, November 15). USF research fosters racial harmony. *Pinellas News*, pp. 1 & 8.
- Hegarty, S. (2002, May 5). A new era for USF St. Petersburg. *St. Petersburg Times*.
- Gubbins, T. (2000, May 13) Did you hear ? Gossip tells us a lot about our own nature. *Dallas Morning News* (reprinted in approximately 30 newspapers in the U.S. and Canada)

### **Dissertation**

*Removing the Hindsight Bias: A test of the Motivated Processing Hypothesis.* Ohio University, 1996.

### **Master's Thesis**

*The Effects of Outcome Valence and Outcome Likelihood on Decision Evaluations.* Ohio University, 1991.

### **Teaching Experience**

Social Psychology	Motivation
Social Cognition (Graduate Seminar)	Introductory Psychology
Philosophy of Science (Honors Seminar)	Psychology of Business
Racism & Prejudice (Honors Seminar)	Sensation & Perception
Judgment & Decision Making	Psychology of Gender
Research Methods	Statistics

### **Faculty Advisor**

Psi Chi Honor Society, 2002-2008  
Psychological Science Club, Co-advisor, 2003-2005  
Pre-Med Club (co-advisor), 2008-

### **Directed Undergraduate Honors Theses**

Amanda Wagner Allard, 2002, *Age at parental divorce and attachment style*  
Jim Porter, 2002, *Estimations of the size of threatening minority groups*  
Dan Riner, 2003, *Snooping behavior as a function of social rejection*  
Luke Wilson, 2004, *Classification of racially ambiguous stimuli*  
Rock Campbell, 2004, *Exploring gender stereotypes in Latin America* (committee member)  
Katie Takas, 2004, *Women's Relationships with Incarcerated Men* (committee member)  
Sandy Pacheco Pehl, 2005, *Interest in gossiping following social rejection*  
Ashley Clausen, 2006, *A taxonomy of snooping behaviors*  
Sarah McDougal, 2006, *Factors Predicting Offense Taking*  
Sarah Pigott, 2007, *Patient preference for overconfident physicians*  
Eric Douthirt, 2008, *The effects of repetition on rumor transmission*  
Tony Hernandez, 2008, *Clinical factors associated with crying and Post-crying mood change*  
Ged Helm (in progress)  
Annette Scott (in progress)  
Christopher Thornton (in progress)  
Lindsay Shultz (in progress)

### **Graduate Advising** (at University of South Florida Tampa)

Todd Joseph, 2004, *Mental Practice and performance of a skilled task* (Masters Thesis, director)  
Melanie Polkosky, 2005, *Affective responses to speech-based e-service* (Doctoral Dissertation, committee)  
Meisha Ann Martin, 2005, *Bases of Opposition to Affirmative Action* (Masters Thesis, committee)  
Robyn Choe, *Judgments of Risk to Children*, (Doctoral Dissertation, committee)

### **Governance and Committee Service**

Students of Concern Assistance Team, 2009  
Institutional Effectiveness Committee (CHAIR) 2008, 2009

USF System-wide Health Science Initiative, USFSP Representative, 2007-2008  
Science & Technology Building Planning Committee, 2007-2008  
Construction Management Selection Committee, 2007  
Psychology Scheduler, 2006, 2007, 2008, 2009  
Student Housing Committee, 2006  
Academic Learning Compact Coordinator, 2005-2008  
College of Arts and Sciences Council, 2002-03; 2006  
Faculty Senate, 2002-03  
Department Representative for Course Credit Transfer 2004-2005 (15 courses)  
Bookstore Advisory Committee (CHAIR) 2003-2005  
Program for Ethics in Education and Community (PEEC) Steering Committee, 2002-04  
Experimental Participant Subcommittee (CHAIR), 2002  
Institutional Effectiveness Committee 2001-02  
Honor Code Development Committee 2001-02  
Athletic Fee Committee, 2001

### **Search Committees**

Director of Development, 2008, member  
Associate Dean, College of Education, 2007, member  
Psychology (health) 2006-2007, member  
Dean, Arts & Sciences 2006, member  
Psychology (developmental) 2005-2006, member  
Psychology (developmental) 2004-2005, member  
Psychology (open) 2003-2004, member  
Psychology (personality) 2002-2003, member  
Psychology (clinical) 2002-2003, member  
Psychology (open) 2000-01, chair  
Criminology 2001-02, member  
Journalism 2001-02, member  
Journalism 2000-01, member  
Career Counseling Director Search Committee 2000-01, member

### **Community Outreach & Mentorship**

**USF Team Leader Heart Walk, 2009**  
Breast Cancer Awareness Benefit Concert, Musician, 2008  
Pinellas Tobacco-Free Coalition, Smoke-Free College Campus Initiative, March 2008  
Faculty Governance Advisor to USF Sarasota Manatee (presentation Jan 25, 2008)  
Pinellas County Colleges & University Anti-Smoking Workgroup (2008)  
Alcohol and Other Drugs (AOD) Workghop (2008)  
Ronald McDonald House, USFSP CAS Dinner, server, 2007  
Student Disabilities "Murder Ball" participant, 2005  
Hurricane Katrina Benefit Concert: Musician, 2005  
Ban This! Gay Rights Benefit Concert: Musician, 2005  
Creativity Workshop: Coach, Winston-Salem local school system, 1997; 1998  
Oddyssey of the Mind: Coach, 1996-1997

*Last revised: 10/15/2009*