

# John V. Petrocelli



Author and Professor

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## EDUCATION

- 2007 **Ph.D., Psychology**, Indiana University Bloomington  
*Specializations in Social Psychology and Statistics*
- 1999–2002 **Counseling Psychology**, University of Georgia
- 1999 **M.A., Community Counseling**, Slippery Rock University, PA  
*Specialization in Drug and Alcohol Community Treatment*
- 1997 **B.A., Psychology**, Westminster College, PA

## ACADEMIC AND PROFESSIONAL APPOINTMENTS

- 2019– **Professor of Psychology**, Wake Forest University
- 2013–2019 **Associate Professor of Psychology**, Wake Forest University
- 2007–2013 **Assistant Professor of Psychology**, Wake Forest University
- 2005–2007 **Course Instructor**, Indiana University Bloomington
- 2007 **Course Instructor**, Ivy Tech Community College
- 2002–2007 **Teaching and Research Assistant**, Indiana University Bloomington
- 1999–2002 **Research Assistant**, University of Georgia
- 1997–1999 **Teaching and Research Assistant**, Slippery Rock University

## TEACHING EXPERIENCE

- Instructor** **Wake Forest University**
  - Social Psychology (PSY 260)
  - Research in Social Psychology (PSY 355)
  - Judgment and Decision Making (PSY 374)
  - Research in Methods in Psychology I (PSY 311)
  - Contemporary Issues in Psychology: Bulls#!?ting and Calling Bulls#!t (PSY 392)
  - Contemporary Issues in Psychology: Mental Simulation (PSY 392)
  - Contemporary Issues in Psychology: Implicit Social Cognition (PSY 392)
  - Seminar in Social Psychology (PSY 752)
- Instructor** **Indiana University Bloomington**
  - Statistical Techniques (K300)
  - Industrial/Organizational Psychology (P323)
  - Introductory Psychology I (P101)
  - Advanced Statistics in Psychology Lab (P553)
  - Introduction to Psychology Laboratory II (P154)
  - Social Psychology (P320)
- Instructor** **Ivy Tech Community College Bloomington, IN**
  - Introduction to Psychology (P101)

## RESEARCH INTERESTS

Social/cognitive processes influencing the antecedents and consequences of bullshitting behavior and evidence-based communication; bullshit receptivity and sensitivity; counterfactual thinking as it relates to learning, memory, and decision making; the role of attitude certainty in resistance to persuasion and attitude change.

## PUBLICATIONS

### Books

**Petrocelli, J. V.** (2021). *The life-changing science of detecting bullshit*. St. Martin's Press.

### Articles

**Petrocelli, J. V.**, Kiazad, K., Restubog, S. L. D., & Chen, F. X. (in press). A reply to Obenauer (2025): On the empirical distinctions between bullshitting and lying. *Group and Organization Management*.

**Petrocelli, J. V.** (in press). Treat bullshit like lies: Practical strategies for disposing the deleterious effects of nonsense and common misinformation. In B. Bowles, Jr., & P. Cook (Eds.), *The post-truth handbook: A practical guide to addressing disingenuous rhetorics* (pp. 100-112). University of South Carolina Press.

**Petrocelli, J. V.**, Rice, E. N., & Curran, J. M. (in press). When fools have greater influence than liars: Testing the insidious bullshit hypothesis with the illusory truth effect. *Current Psychology*.

**Petrocelli, J. V.** (in press). TED Talks: Are they "ideas worth spreading"? *Skeptical Inquirer*.

**Petrocelli, J. V.** (2026). Bullfighting in the business arena: Evidence-based strategies for detecting and disposing of organizational bullshit. *Organizational Dynamics*, 55(2), Article 101231.

**Petrocelli, J. V.** (2025). Return of the blue books: Grading in the time of artificial intelligence. *Change: The Magazine of Higher Learning*, 57(4), 25-28.

**Petrocelli, J. V.**, Hütter, M., & Albarracín, D. (2025). Social psychology is not in crisis [Letter to the editor]. *The Chronicle of Higher Education*.  
<https://www.chronicle.com/blogs/letters/social-psychology-is-not-in-crisis>

**Petrocelli, J. V.**, Li, Y., Wang, E., & Curran, J. M. (2024). Bullshitting and bullibility: Conditions and consequences. *Social Psychology*, 55, 262-279.

**Petrocelli, J. V.**, Curran, J. M., & Stall, L. M. (2024). Bullshit can be harmful to your health: Bullibility as a precursor to poor decision making. *Current Opinion in Psychology*, 55(1), Article 101769.

Albarracín, D., Conway, P., Laurent, S., Laurin, K., Manzi, F., **Petrocelli, J. V.**, Rattan, A., Salvador, C. E., Stern, C., Todd, A., Touré-Tillery, M., Wakslak, C., & Zou, X. (2024). Inaugural editorial. *Journal of Personality and Social Psychology*, 126, 1-4.

**Petrocelli, J. V.** (2023). Persuasive bullshitters and the insidious bullshit hypothesis. *Skeptical Inquirer*, 47(5), 26-30.

**Petrocelli, J. V.**, Silverman, H. E., & Shang, S. X. (2023). Social perception and influence of lies vs. bullshit: A test of the insidious bullshit hypothesis. *Current Psychology*, 42, 9609-9617.

**Petrocelli, J. V.**, Seta, C. E., & Seta, J. J. (2023). Lies and bullshit: The negative effects of misinformation grow stronger over time. *Applied Cognitive Psychology*, 37, 409-418.

Stall, L. M., & **Petrocelli, J. V.** (2023). Countering conspiracy theory beliefs: Understanding the conjunction fallacy and considering disconfirming evidence. *Applied Cognitive Psychology*, 37, 266-276.

**Petrocelli, J. V.** (2022). Politically oriented bullshit detection: Attitudinally conditional bullshit receptivity and bullshit sensitivity. *Group Processes and Intergroup Relations*, 25, 1635-1652.

**Petrocelli, J. V.** (2021). Bullshitting and persuasion: The persuasiveness of a disregard for the truth. *British Journal of Social Psychology*, 60, 1464-1483.

**Petrocelli, J. V.** (2021). Expert bullshit detection. *Skeptic*, 26(3), 47-53.

Vohs, K. D., Schmeichel, B. J., Lohmann, S., Gronau, Q. F., Finley, A., ... **Petrocelli, J. V.**, ... & Albarracín, D. (2021). A multi-site preregistered, paradigmatic test of the ego depletion effect. *Psychological Science*, 32, 1566-1581.

**Petrocelli, J. V.**, Watson, H. F., & Hirt, E. R. (2020). Self-regulatory aspects of bullshitting and bullshit detection. *Social Psychology*, 51, 239-253.

**Petrocelli, J. V.** (2020). Bullshit and its detection: The conditions under which common, everyday bullshit is most likely to emerge. *Skeptic*, 25(2), 50-55.

Street, R. L., **Petrocelli, J. V.**, Amroze, A., Bergelt, C., Murphy, M., Wieting, J. M., & Mazor, K. M. (2020). How communication "failed" or "saved the day": Counterfactual accounts of medical errors. *Journal of Patient Experience*, 7, 1247-1254.

Taha, A. E., & **Petrocelli, J. V.** (2020). Advertising opinions. *Tulsa Law Review*, 56, 77-108.

**Petrocelli, J. V.** (2018). Antecedents of bullshitting. *Journal of Experimental Social Psychology*, 76, 249-258.

**Petrocelli, J. V.**, & Whitmire, M. B. (2017). Emotion decoding and incidental processing fluency as antecedents of attitude certainty. *Personality and Social Psychology Bulletin*, 43, 924-939.

**Petrocelli, J. V.**, Rubin, A. L., & Stevens, R. L. (2016). The sin of prediction: When mentally simulated alternatives compete with reality. *Personality and Social Psychology Bulletin*, 42, 1635-1652.

- Petrocelli, J. V.**, Williams, S. A., & Clarkson, J. J. (2015). The bigger they come, the harder they fall: The paradoxical effect of regulatory depletion on attitude change. *Journal of Experimental Social Psychology, 58*, 82-94.
- Petrocelli, J. V.**, Kammrath, L. K., Brinton, J. E., Uy, M. R., Cowens, D. F. L. (2015). Holding on to what might have been may loosen (or tighten) the ties that bind us: A counterfactual potency analysis of previous dating alternatives. *Journal of Experimental Social Psychology, 56*, 50-59.
- Seta, C. E., Seta, J. J., **Petrocelli, J. V.**, & McCormick, M. (2015). Even better than the real thing: Alternative outcome bias affects decision judgments and decision regret. *Thinking and Reasoning, 21*, 446-472.
- Taha, A. E., & **Petrocelli, J. V.** (2015). Disclosures about disclosures: Can conflict of interest warnings be made more effective? *Journal of Empirical Legal Studies, 12*, 236-251.
- Dowd, K. W., **Petrocelli, J. V.**, & Wood, M. T. (2014). Integrating information from multiple sources: A metacognitive account of self-generated and externally-provided anchors. *Thinking and Reasoning, 20*, 315-332.
- Taha, A. E., & **Petrocelli, J. V.** (2014). Sending mixed messages: Investor interpretations of disclosures of analyst stock ownership. *Psychology, Public Policy, and Law, 20*, 68-77.
- Petrocelli, J. V.**, Clarkson, J. J., Whitmire, M. B., & Moon, P. E. (2013). When  $ab \neq c - c'$ : Published errors in the reports of single mediator models. *Behavior Research Methods, 45*, 595-601.
- Petrocelli, J. V.** (2013). Pitfalls of counterfactual thinking in medical practice: Preventing errors by using more functional reference points. *Journal of Public Health Research, 2*, 136-143.
- Petrocelli, J. V.**, Seta, C. E., & Seta, J. J. (2013). Dysfunctional counterfactual thinking: When simulating alternatives to reality impedes experiential learning. *Thinking and Reasoning, 19*, 205-230.
- Petrocelli, J. V.**, Seta, C. E., & Seta, J. J. (2012). Prefactual potency: The perceived likelihood of alternatives to anticipated realities. *Personality and Social Psychology Bulletin, 38*, 1467-1479.
- Petrocelli, J. V.**, Seta, C. E., Seta, J. J., & Prince, L. B. (2012). "If only I could stop generating counterfactual thoughts": When counterfactual thinking interferes with academic performance. *Journal of Experimental Social Psychology, 48*, 1117-1123.
- Petrocelli, J. V.**, & Harris, A. K. (2011). Learning inhibition in the Monty Hall Problem: The role of dysfunctional counterfactual prescriptions. *Personality and Social Psychology Bulletin, 37*, 1297-1311.
- Petrocelli, J. V.**, Percy, E. J., Sherman, S. J., & Tormala, Z. L. (2011). Counterfactual potency. *Journal of Personality and Social Psychology: Attitudes and Social Cognition, 100*, 30-46.

**Petrocelli, J. V.**, Clarkson, J. J., Tormala, Z. L., & Hendrix, K. S. (2010). Perceiving stability as a means to attitude certainty: The role of implicit theories of attitudes. *Journal of Experimental Social Psychology, 46*, 874-883.

**Petrocelli, J. V.** (2010). Validity of research conclusions. In N. J. Salkind (Ed.), *Encyclopedia of research design* (Vol. 3, pp. 1596-1599). Thousand Oaks, CA: Sage Publications.

**Petrocelli, J. V.**, Martin, J. L., & Li, W. Y. (2010). Shaping behavior through malleable self-perceptions: A test of the forced-agreement scale effect (FASE). *Journal of Research in Personality, 44*, 213-221.

**Petrocelli, J. V.**, & Sherman, S. J. (2010). Event detail and confidence in gambling: The role of counterfactual thought reactions. *Journal of Experimental Social Psychology, 46*, 61-72.

**Petrocelli, J. V.**, & Crysel, L. C. (2009). Counterfactual thinking and confidence in blackjack: A test of the counterfactual inflation hypothesis. *Journal of Experimental Social Psychology, 45*, 1312-1315.

**Petrocelli, J. V.**, & Dowd, K. (2009). Ease of counterfactual thought generation moderates the relationship between need for cognition and punitive responses to crime. *Personality and Social Psychology Bulletin, 35*, 1179-1192.

Janssen, E., Goodrich, D., **Petrocelli, J. V.**, & Bancroft, J. (2009). Psychophysiological response patterns and risky sexual behavior. *Archives of Sexual Behavior, 38*, 538-550.

Sherman, J. W., Kruschke, J. K., Sherman, S. J., Percy, E. J., **Petrocelli, J. V.**, & Conrey, F. R. (2009). Attentional processes in stereotype formation: A common model for category accentuation and illusory correlation. *Journal of Personality and Social Psychology: Attitudes and Social Cognition, 96*, 305-323.

**Petrocelli, J. V.** (2008). [Review of the book *Social psychology: Handbook of basic principles* (2<sup>nd</sup> ed.)]. *Journal of Social Psychology, 148*, 775-777.

**Petrocelli, J. V.** (2007). The utility of a computer-assisted power analysis lab instruction. *Teaching of Psychology, 34*, 248-252.

Kay, A. C., Jost, J. T., Mandisodza, A. N., Sherman, S. J., **Petrocelli, J. V.**, & Johnson, A. L. (2007). Panglossian ideology in the service of system justification: How complementary stereotypes help us to rationalize inequality. In M. P. Zanna (Ed.), *Advances in experimental social psychology* (Vol. 39, pp. 305-358). Academic Press.

**Petrocelli, J. V.**, Tormala, Z. L., & Rucker, D. D. (2007). Unpacking attitude certainty: Attitude clarity and attitude correctness. *Journal of Personality and Social Psychology: Attitudes and Social Cognition, 92*, 30-41.

Johnson, A. L., Crawford, M. T., Sherman, S. J., Rutchick, A. M., Hamilton, D. L., Ferreira, M., & **Petrocelli, J. V.** (2006). A functional perspective on group memberships: Differential need fulfillment in a group typology. *Journal of Experimental Social Psychology, 42*, 707-719.

- Petrocelli, J. V.**, & Smith, E. R. (2005). Who I am, who we are, and why: Links between emotions and causal attributions for self and group-discrepancies. *Personality and Social Psychology Bulletin*, *31*, 1628-1642.
- Glaser, B. A., Calhoun, G. B., **Petrocelli, J. V.**, Bates, J. M., & Owens-Hennick, L. A. (2005). Depression and somatic complaints among male juvenile offenders: Differentiating somatizers from non-somatizers with the Millon Adolescent Clinical Inventory (MACI). *Journal of Forensic Psychiatry and Psychology*, *16*, 566-576.
- Cohen, P. J., Glaser, B. A., Calhoun, G. B., Bradshaw, C. P., & **Petrocelli, J. V.** (2005). Examining readiness for change: A preliminary evaluation of the University of Rhode Island Change Assessment (URICA) with a male incarcerated adolescent sample. *Measurement and Evaluation in Counseling and Development*, *38*, 45-62.
- Strano, D. A., & **Petrocelli, J. V.** (2005). A preliminary examination of the role of inferiority feelings in the academic achievement of college students. *Journal of Individual Psychology*, *61*, 80-89.
- Trusty, J., Thompson, B., & **Petrocelli, J. V.** (2004). Practical guide for reporting effect size in the *Journal of Counseling & Development*. *Journal of Counseling and Development*, *82*, 107-110.
- Scarborough, Z., Glaser, B. A., Calhoun, G. B., Stefurak, J., & **Petrocelli, J. V.** (2004). Cluster-derived groupings of the Behavior Assessment System for Children among male juvenile offenders. *Journal of Offender Rehabilitation*, *39*, 1-17.
- Petrocelli, J. V.** (2003). Hierarchical multiple regression in counseling research: Common problems and possible remedies. *Measurement and Evaluation in Counseling and Development*, *36*, 9-22.
- Petrocelli, J. V.**, Calhoun, G. B., & Glaser, B. A. (2003). The role of general family functioning in the quality of the mother-daughter relationship of female African American juvenile offenders. *Journal of Black Psychology*, *29*, 378-392.
- Petrocelli, J. V.** (2003). Factor validation of the Consideration of Future Consequences Scale: Evidence for a short version. *Journal of Social Psychology*, *143*, 405-413.
- Petrocelli, J. V.** (2002). Ambivalent Sexism Inventory: Where's the ambivalence? *American Psychologist*, *57*, 443-444.
- Petrocelli, J. V.** (2002). More on the consequences of savage reviews. *APS Observer*, *15*(2), 7.
- Petrocelli, J. V.** (2002). Effectiveness of group cognitive-behavioral therapy for general symptomatology: A meta-analysis. *Journal for Specialists in Group Work*, *27*, 92-115.
- Petrocelli, J. V.** (2002). Processes and stages of change: Counseling with the transtheoretical model of change. *Journal of Counseling and Development*, *80*, 22-30.

Glaser, B. A., Calhoun, G. B., & **Petrocelli, J. V.** (2002). Personality characteristics of male juvenile offenders by adjudicated offenses as indicated by the MMPI-A. *Criminal Justice and Behavior, 29*, 183-201.

Glaser, B. A., Campbell, L. F., Calhoun, G. B., Bates, J. M., & **Petrocelli, J. V.** (2002). The Early Maladaptive Schema Questionnaire–Short Form: A construct validity study. *Measurement and Evaluation in Counseling and Development, 35*, 2-13.

**Petrocelli, J. V.**, Glaser, B. A., Calhoun, G. B., & Campbell, L. F. (2001). Personality and affect characteristics of outpatients with depression. *Journal of Personality Assessment, 77*, 162-175.

**Petrocelli, J. V.**, Glaser, B. A., Calhoun, G. B., & Campbell, L. F. (2001). Cognitive schemas as mediating variables of the relationship between the self-defeating personality and depression. *Journal of Psychopathology and Behavioral Assessment, 23*, 183-191.

**Petrocelli, J. V.**, Glaser, B. A., Calhoun, G. B., & Campbell, L. F. (2001). Early maladaptive schemas of personality disorder subtypes. *Journal of Personality Disorders, 15*, 546-559.

**Petrocelli, J. V.** (2000). [Review of the book Scientist-practitioner perspectives on test interpretation]. *Psychotherapy: Theory/Research/Practice/Training, 37*, 106.

## PRESENTATIONS

**Petrocelli, J. V.** (2026, February). *Reagan's rule in the business of decision making*. Paper presented at the Renaissance Weekend Meeting, Amelia Island, FL.

**Petrocelli, J. V.** (2026, February). *Cultivating resilience in an anxious world: Practical tools for managing anxiety, mental burnout*. Paper presented at the Renaissance Weekend Meeting, Amelia Island, FL.

**Petrocelli, J. V.** (2025, February). *Experimental power in business*. Paper presented at the Renaissance Weekend Meeting, Santa Barbara, CA.

**Petrocelli, J. V.** (2025, February). *Detecting bullsh\*t–And why it's more dangerous to society than lying*. Paper presented at the Renaissance Weekend Meeting, Santa Barbara, CA.

**Petrocelli, J. V.** (2025, February). *Where can truth-seekers go?* Paper presented at the Renaissance Weekend Meeting, Santa Barbara, CA.

Wang, E., & **Petrocelli, J. V.** (2025, February). *Knee deep but becoming aware of it: A metacognitive illusion of explanatory depth task to attenuate bullshit*. Poster session presented at the 26th annual convention of the Society for Personality and Social Psychology, Denver, CO.

**Petrocelli, J. V.** (2024, April). *Conventional and evidenced-based judgment and decision making in the wild*. Paper presented at the University of Pennsylvania Annenberg Public Policy Center meeting on publishing, communicating, and conducting research in social

psychology and the Editors of the Journal of Personality and Social Psychology: Attitudes and Social Cognition, Philadelphia, PA.

Curran, J. M., & **Petrocelli, J. V.** (2024, February). *Doubting Thomas: The potential to use disconfirming evidence to combat misinformation*. Poster session presented at the 25th annual convention of the Society for Personality and Social Psychology, San Diego, CA.

**Petrocelli, J. V.** (2023, October). *Detecting bullxxxx*. Paper presented at the Renaissance Weekend Meeting, Tarrytown, NY.

Stall, L. M., & **Petrocelli, J. V.** (2023, February). *Countering conspiracy theory beliefs: Understanding the conjunction fallacy and considering disconfirming evidence*. Poster session presented at the 24th annual convention of the Society for Personality and Social Psychology, Atlanta, GA.

Curran, J. M., & **Petrocelli, J. V.** (2023, February). *The power of misinformation: Testing the insidious bullshit hypothesis with the illusory truth effect*. Poster session presented at the Misinformation and Belief Science preconference of the 24th annual convention of the Society for Personality and Social Psychology, Atlanta, GA.

**Petrocelli, J. V.**, Seta, C. E., & Seta, J. J. (2022, October). *Liars, bullshitters and the sleeper effect: The insidious influence of untrustworthy communicators*. Paper presented at the 57th annual meeting of the Society of Experimental Social Psychology, Philadelphia, PA.

**Petrocelli, J. V.** (2022, October). *Persuasive bullshitters and the insidious bullshit hypothesis*. Paper presented at the Committee for Skeptical Inquiry Conference, Las Vegas, NV. [<https://bit.ly/3T8PB5z>]

**Petrocelli, J. V.**, Seta, C. E., Seta, J. J. (2022, May). *Bullshit can be more persuasive than lies: A sleeper effect test of the insidious bullshit hypothesis*. Poster session presented at the 34th annual convention of the Association for Psychological Science, Chicago, IL.

Russo, S., **Petrocelli, J. V.**, & Abdulmajeed, N. (2021, November). *Social relationships and the importance of social psychology*. Panel discussion presented at the 40th annual Sharjah International Book Fair, Sharjah, United Arab Emirates.

**Petrocelli, J. V.** (2021, February). *An elaboration likelihood model analysis of the persuasiveness of bullshit*. Paper presented at the 22nd annual convention of the Society for Personality and Social Psychology, Austin, TX.

**Petrocelli, J. V.** (2020, November). *Persuasive bullshitters and the insidious bullshit hypothesis*. Online lecture presented at Center for Inquiry, Skeptical Inquirer Presents [Video]. <https://www.youtube.com/watch?v=U0ZOUucWiKo>

Shang, S. X., & **Petrocelli, J. V.** (2020, October). *Detecting bullshit: The roles of response latency and topic complexity*. Data byte paper presented at the 43rd annual meeting of the Society of Southeastern Social Psychologists, Virtual Conference.

- Petrocelli, J. V.**, Rice, E. N., & Shang, S. X. (2020, February). *Testing the insidious bullshit hypothesis with the illusory truth effect*. Poster session presented at the 21st annual convention of the Society for Personality and Social Psychology, New Orleans, LA.
- Shang, S. X., & **Petrocelli, J. V.** (2020, February). *Bullshitting, fast and slow: How lay beliefs of speed affect self-perceptions of bullshit behavior*. Poster session presented at the 21st annual convention of the Society for Personality and Social Psychology, New Orleans, LA.
- Petrocelli, J. V.** (2019, September). *Implications of bullshit and lies for social perception, persuasion, memory, and decision making*. Paper presented at the 2019 Droit & Event of the annual convention of the Swiss Institute of Comparative Law, Lausanne, Switzerland.
- Petrocelli, J. V.** (2019, February). *Why BS is more dangerous than a lie*. Paper presented at TEDx University of Nevada 2019, Reno, NV [Video]. [youtu.be/WaOiRRqHNNk](https://youtu.be/WaOiRRqHNNk)
- Petrocelli, J. V.** (2019, February). *Politically conditional bullshit receptivity and bullshit sensitivity*. Poster session presented at the 20th annual convention of the Society for Personality and Social Psychology, Portland, OR.
- Petrocelli, J. V.** (2018, March). *Some antecedents and consequences of bullshitting behavior*. Paper presented at the 19th annual convention of the Society for Personality and Social Psychology, Atlanta, GA.
- Petrocelli, J. V.** (2017, January). *Bullshitting: Antecedents and consequences of a pervasive social activity*. Informal paper presented at the Social Cognition preconference of the 18th annual convention of the Society for Personality and Social Psychology, San Antonio, TX.
- Petrocelli, J. V.**, & Whitmire, M. B. (2017, January). *Emotion decoding and incidental processing fluency as antecedents of attitude certainty*. Informal paper presented at the Social Cognition preconference of the 18th annual convention of the Society for Personality and Social Psychology, San Antonio, TX.
- Stagnaro, E. G., & **Petrocelli, J. V.** (2016, January). *Unpacking the possibilities: How mental simulation shapes the meaning of life events*. Poster session presented at the 17th annual convention of the Society for Personality and Social Psychology, San Diego, CA.
- Luther, V., **Petrocelli, J. V.**, Beardsley, J., Johnson, J., Williamson, J., & Ohl, C. (2015, October). *Effectiveness of a novel case based antimicrobial stewardship education intervention that emphasizes clinical reasoning*. Poster session presented at the 4th annual IDWeek meeting of the Infectious Diseases Society of America, San Diego, CA.
- Stagnaro, E. G., & **Petrocelli, J. V.** (2015, April). *Unpacking the possibilities: How counterfactual and semifactual thinking shape meaning*. Poster session presented at the annual Carolina Research in Social Psychology Conference, Durham, NC.
- Rubin, A. L., & **Petrocelli, J. V.** (2015, February). *The sin of prediction: When the alternative becomes reality*. Poster session presented at the 16th annual convention of the Society for Personality and Social Psychology, Long Beach, CA.

Seta, C. E., **Petrocelli, J. V.**, Seta, J. J., & McCormick, M. (2015, February). *Even better than the real thing: Alternative outcomes affect decision evaluation and regret*. Poster session presented at the 16th annual convention of the Society for Personality and Social Psychology, Long Beach, CA.

**Petrocelli, J. V.**, Brinton, J. E., & Erickson, K. S. (2014, October). *Counterfactual thinking and regret in the context of close relationships*. Paper presented at the 50th annual meeting of the Society of Experimental Social Psychology, Columbus, OH.

Thomas, S. B., & **Petrocelli, J. V.** (2014, February). *How performance expectancies are shaped by first and third person counterfactual viewpoints*. Poster session presented at the 15th annual convention of the Society for Personality and Social Psychology, Austin, TX.

**Petrocelli, J. V.**, Kamrath, L. K., & Brinton, J. E. (2014, February). *"If only I had dated Audrey": A counterfactual potency analysis of dating relationships*. Poster session presented at the 15th annual convention of the Society for Personality and Social Psychology, Austin, TX.

Palmer, E. C., & **Petrocelli, J. V.**, (2014, February). *Examining evidence of the Stroop effect in the shooter bias paradigm*. Poster session presented at the Social Cognition preconference of the 15th annual convention of the Society for Personality and Social Psychology, Austin, TX.

Luther, V. P., **Petrocelli, J. V.**, Beardsley, J., Johnson, J., Williamson, J., & Ohl, C. (2013, October). *Effectiveness of a clinical reasoning curriculum to improve knowledge of appropriate antibiotic use*. Poster session presented at the 35th annual meeting of the Society for Medical Decision Making, Baltimore, MD.

**Petrocelli, J. V.** (2013, March). *Pitfalls of counterfactual thinking in medical practice: Preventing errors by using more functional reference points*. Paper presented at the 2013 International Conference on Communicating Medical Error, Ascona, Switzerland.

Clarkson, J. J., **Petrocelli, J. V.**, Whitmire, M. B., & Moon, P. E. (2013, January). *How accurate are mediation reports? An equivalence test analysis of errors in mediation*. Poster session presented at the 14th annual convention of the Society for Personality and Social Psychology, New Orleans, LA.

**Petrocelli, J. V.**, Seta, C. E., & Seta, J. J. (2013, January). *When considering alternatives to anticipated realities influences affect and performance: A prefactual potency analysis*. Poster session presented at the 14th annual convention of the Society for Personality and Social Psychology, New Orleans, LA.

Whitmire, M. B., & **Petrocelli, J. V.** (2013, January). *Attitude certainty is an emotion: Misattributions of emotion processing, attitude certainty and response to persuasion*. Poster session presented at the 14th annual convention of the Society for Personality and Social Psychology, New Orleans, LA.

Hannawa, A. F., Beckman, H., Mazor, K., **Petrocelli, J. V.**, Paul, N., Ramsey, J., & Dubowicz, A. (2012, September). *The dark side of doctor-patient interaction: An interdisciplinary discussion about medical errors*. Symposium conducted at the International Conference on Communication in Healthcare of the European Association of Communication in Healthcare, St. Andrews, Scotland.

Taha, A. E., & **Petrocelli, J. V.** (2012, May). *Sending mixed messages: Investor interpretations of disclosures of analyst stock ownership*. Poster session presented at the 22nd annual meeting of the American Law and Economics Association, Stanford, CA.

Prince, L. B., & **Petrocelli, J. V.** (2012, January). *"If only I could stop generating counterfactual thoughts": When counterfactual optimism interferes with academic performance*. Poster session presented at the 13th annual convention of the Society for Personality and Social Psychology, San Diego, CA.

Champagne, M. C., & **Petrocelli, J. V.** (2012, January). *The role of counterfactual potency in regrets of action and inaction*. Poster session presented at the 13th annual convention of the Society for Personality and Social Psychology, San Diego, CA.

**Petrocelli, J. V.**, & Harris, A. K. (2011, January). *Counterfactuals at the wrong place and wrong time: Learning inhibition in the Monty Hall Problem*. Poster session presented at the 12th annual convention of the Society for Personality and Social Psychology, San Antonio, TX.

Williams, S. A., & **Petrocelli, J. V.** (2011, January). *The bigger they are, the harder they fall: Vulnerability of certain attitudes under regulatory depletion*. Poster session presented at the 12th annual convention of the Society for Personality and Social Psychology, San Antonio, TX.

Sherman, J. W., Kruschke, J. K., Sherman, S. J., Percy, E. J., **Petrocelli, J. V.**, & Conrey, F. R. (2011, January). *Attentional processes in stereotype formation: A common model for category accentuation and illusory correlation (ISCON Best Paper Award, 2009)*. Paper presented at the Social Cognition preconference of the 12th annual convention of the Society for Personality and Social Psychology, San Antonio, TX.

Hannawa, A. F., & **Petrocelli, J. V.** (2010, September). *Sharpening the focus: Toward an operationalizable definition of medical mistakes*. Paper presented at the 2010 International Conference on Communication in Healthcare of the European Association for Communication in Healthcare, Verona, Italy.

**Petrocelli, J. V.**, & Crysel, L. C. (2010, January). *Counterfactual inflation hypothesis: Counterfactual thinking and confidence in blackjack*. Poster session presented at the 11th annual convention of the Society for Personality and Social Psychology, Las Vegas, NV.

Statzer, J. E., & **Petrocelli, J. V.** (2010, January). *When attitudinal ambivalence meets resistance to persuasion: The roles of attitude correctness and attitude persistence*. Poster session presented at the 11th annual convention of the Society for Personality and Social Psychology, Las Vegas, NV.

Percy, E. J., **Petrocelli, J. V.**, Sherman, S. J., & Tormala, Z. L. (2009, May). *Cutting up counterfactuals: Two components of counterfactual conditionals and how they interact to influence judgment*. Paper presented at the 81st annual meeting of the Midwestern Psychological Association, Chicago, IL.

**Petrocelli, J. V.**, Seta, C. E., & Seta, J. J. (2009, February). *Dysfunctional counterfactual thinking: Impediments to learning by experience*. Poster session presented at the 10th annual convention of the Society for Personality and Social Psychology, Tampa, FL.

Percy, E. J., Sherman, J. W., Kruschke, J. K., Sherman, S. J., **Petrocelli, J. V.**, Conrey, F. R. (2009, February). An attention theory account of stereotype formation: Category accentuation effects are stronger for minority groups than majority groups. Poster session presented at the 10th annual convention of the Society for Personality and Social Psychology, Tampa, FL.

Dowd, K., & **Petrocelli, J. V.** (2009, February). *Similarity of self-generated and experiment-provided anchors predicts adjustment: A metacognitive perspective of the anchoring heuristic*. Poster session presented at the 10th annual convention of the Society for Personality and Social Psychology, Tampa, FL.

**Petrocelli, J. V.**, & Percy, E. J. (2008, May). *Counterfactual thought confidence: Questioning the likelihood of what might have been*. Paper presented at the 80th annual meeting of the Midwestern Psychological Association, Chicago, IL.

**Petrocelli, J. V.**, & Sherman, S. J. (2008, February). *The impact of reactions to general and specific event feedback on decisions for similar, future events*. Poster session presented at the Judgment and Decision Making preconference of the 9th annual convention of the Society for Personality and Social Psychology, Albuquerque, NM.

**Petrocelli, J. V.** (2007, October). *Counterfactual thinking and subjective confidence for the future following general and specific events*. Paper presented at the 30th annual conference of the Society of Southeastern Social Psychologists, Durham, NC.

Sherman, S. J., **Petrocelli, J. V.**, Johnson, A. L., & Jost, J. T. (2005, October). *The poor are honest, but people who are poor are not: System justification and implicit associations of general and specific cases of rich and poor*. Paper presented at the 41st annual meeting of the Society of Experimental Social Psychology, San Diego, CA.

**Petrocelli, J. V.**, & Sherman, S. J. (2005, May). *Reactions to general and specific events and the role of counterfactual thinking*. Paper presented at the 77th annual meeting of the Midwestern Psychological Association, Chicago, IL.

**Petrocelli, J. V.** (2003, April). *Principles of impression formation in decision making*. Paper presented at the biennial meeting of the Social Psychologists of Indiana, Purdue, IN.

**Petrocelli, J. V.** (2003, February). *How happy were you last year? Beliefs about autobiographical memory and subjective well-being*. Poster session presented at the 4th annual convention of the Society for Personality and Social Psychology, Los Angeles, CA.

- Petrocelli, J. V.**, Calhoun, G. B., & Glaser, B. A. (2002, May). *Examination of family functioning variables in predicting African American female juvenile offenders' relationships with their mothers*. Poster session presented at the annual meeting of the Georgia Psychological Association, Savannah, GA.
- Petrocelli, J. V.**, Glaser, B. A., & Calhoun, G. B. (2002, May). *The role of sensation seeking in the personality patterns, family discord, and delinquent predisposition of male juvenile offenders*. Poster session presented at the annual meeting of the Georgia Psychological Association, Savannah, GA.
- Petrocelli, J. V.**, Glaser, B. A., Calhoun, G. B., & Campbell, L. F. (2002, May). *Preliminary evidence of four subtypes of affect and personality characteristics of adults with depression*. Poster session presented at the annual meeting of the Georgia Psychological Association, Savannah, GA.
- Petrocelli, J. V.** (2002, March). *Personality characteristics of depressed adults: Evidence of four distinct subtypes of affect*. Paper presented at the annual midwinter meeting of the Society for Personality Assessment, San Antonio, TX.
- Petrocelli, J. V.** (2001, August). *Meta-analysis of the effectiveness of group cognitive-behavioral therapy*. Poster session presented at the annual convention of the American Psychological Association, San Francisco, CA.
- Petrocelli, J. V.**, Glaser, B. A., Calhoun, G. B., & Campbell, L. F. (2001, March). *Domains of psychopathology of empirically derived personality disorder subtypes*. Poster session presented at the 2001 conference of the American Psychological Association: Division 17 (Counseling Psychology), Houston, TX.
- Petrocelli, J. V.**, Glaser, B. A., & Calhoun, G. B. (2001, March). *A discriminant analysis of adjudicated offenses of juvenile delinquent males with the MMPI-A*. Poster session presented at the 2001 conference of the American Psychological Association: Division 17 (Counseling Psychology), Houston, TX.
- Petrocelli, J. V.**, Glaser, B. A., Calhoun, G. B., & Campbell, L. F. (2001, March). *Comorbidity of personality disorders and depression among outpatients*. Poster session presented at the annual convention of the Southeastern Psychological Association, Atlanta, GA.
- Petrocelli, J. V.** (1997, October). *Temporal focus and stereotypes*. Invited lecture presented at Westminster College, New Wilmington, PA.
- Gray, D., Dymond, A., Towers, J., **Petrocelli, J. V.**, & Rothenberger, S. (1997, June). *A first examination of the simultaneous construct validation of belief in equality and social dominance orientation*. Paper presented at the annual meeting of the International Society of Political Psychology, Krakow, Poland.
- Petrocelli, J. V.** (1997, May). *The role of temporal focus on risk behaviors in college students*. Paper presented at the annual meeting of the Western Pennsylvania Undergraduate Conference, Edinboro, PA.

## Conference Symposia Chaired

(2018, March). "Bullshitting: Empirical and Experiential Examinations of a Pervasive Social Behavior." Presented at the 19th annual meeting of the Society for Personality and Social Psychology, Atlanta, GA.

(2014, October). "Close Relationships Conceptualized as a Judgment and Decision Making Domain." Presented at the 50th annual meeting of the Society of Experimental Social Psychology, Columbus, OH.

## Keynote Speaking Engagements

Renaissance Weekend, Amelia Island, FL (2026)

Renaissance Weekend, Santa Barbara, CA (2025)

Associated Packaging, Inc. (2023)

Renaissance Weekend, Tarrytown, NY (2023)

Committee for Skeptical Inquiry, Las Vegas, NV (2022)

Executive Forum Leadership Series, Denver, CO (2022)

World Business and Executive Coach Summit WBECS/Coaching.com (2022)

American Institute of Certified Public Accountants & CPA-SEA Interchange, New Orleans, LA (2022)

Asset Protection and Grocery Resilience Conference - FMI The Food Industry Association, Orlando, FL (2022)

Pohl Consulting and Training, Inc., Wealth Executive Forum, Chicago, IL (2021)

## Invited Research Talks

Aquinas College, Osher Lifelong Learning Institute (2025)

Rotary Club of North Mecklenburg-Cornelius, NC (2022)

Duke University, Fuqua School of Business (2021)

University of Illinois at Urbana-Champaign, Department of Psychology (2021)

Wake Forest University, Department of Mathematics and Statistics (2021)

GEMS Millennium School, Sharjah (2021)

Rotary Club of Lake Norman-Huntersville, NC (2021)

Westminster College (New Wilmington, PA), Department of Psychology (2018)

Financial Executives Networking Group, Charlotte, NC (2014)

University of North Carolina - Chapel Hill, Department of Psychology (2009)

Duke University, Department of Psychology (2008)

## PUBLIC MEDIA

### Television

Hennessey, M. (Host). (2025, February 6). Wake Forest University professor explains science of sports betting with Michael Hennessey [Video file]. In *Fox 8 News WGHP*. <https://myfox8.com/news/north-carolina/winston-salem/wake-forest-university-professor-explains-science-of-sports-betting/>

Heffner, A. (Host). (2022, May 16). Detecting malarkey (Season 42, Episode No. 34) [Video episode]. In *The Open Mind with Alexander Heffner*. PBS. <https://www.pbs.org/video/detecting-malarkey-avijle/>

Ducouer, N. (2009, May 30). Cheap is chic with Nicole Ducouer. In *WXII 12 News*. [Video file]. <https://www.youtube.com/watch?v=Un91kCmEMIs&feature=youtu.be>

## Podcasts

Bilous, K. (Host). (2025, July 24). Live Men's Show | How Daily Consistency Unlocks Extraordinary Results [Video podcast episode]. In *Mornings in the Lab with Keith & Friends*. <https://www.youtube.com/watch?v=ENDmZcDQNS0&list=PLMJGuWevkwPZHcb6YLZQyr2mZuuPtQxoi>

Bartneck, C., & Allan, D. (Hosts). (2024, October 16). Puffery, bullshit and lies [Audio podcast episode]. In *Human Robot Interaction*. <https://www.human-robot-interaction.org/2024/10/16/puffery-bullshit-and-lies/>

Riley, N. (Host). (2024, October 10). John Petrocelli, PhD [Audio podcast episode]. In *Born Free Method: The Podcast*. <https://open.spotify.com/episode/6XTe21dtAoSGQeixywhmLu>

Earle, A. (Host). (2024, May 13). Ep 289: The art of detecting teen B.S. [Audio podcast episode]. In *Talking to Teens*. <https://talkingtoteens.com/episodes/ep-289-the-art-of-detecting-teen-b-s>

Jeske, J. (Host). (2023, December 26). BONUS Podcast - Interview with John V. Petrocelli author of the life changing science of detecting bullshit [Audio podcast episode]. In *Decoding Fox News*. [https://decodingfoxnews.substack.com/p/bonus-podcast-interview-with-john?r=1nd17&utm\\_campaign=post&utm\\_medium=web](https://decodingfoxnews.substack.com/p/bonus-podcast-interview-with-john?r=1nd17&utm_campaign=post&utm_medium=web)

Nilsen, F., & Nicolaysen, S. (Hosts). (2023, December 6). How to detect bullshit with professor John Petrocelli [Audio podcast episode]. In *2 Vikings Podcast*. <https://sites.libsyn.com/489920/how-to-detect-bullshit-with-professor-john-petrocelli>

Johnson, N. J. (Host). (2022, December 13). The life-changing science of detecting bullsh\*t with John Petrocelli (No. 52) [Audio podcast episode]. In *Scamapalooza*. <https://audioboom.com/posts/8211770-the-life-changing-science-of-detecting-bullsh-t-with-john-petrocelli>

Pedersen, M. (Host). (2022, November 15). Dissecting decision-making process through science [Audio podcast episode]. In *Dominate Your Market*. <https://dominateyourmarketbook.com/podcast/john-petrocelli/>

Feifer, J. (Host). (2022, November 2). How to stop obsessing over "What if...?" (No. 58) [Audio podcast episode]. In *Build for Tomorrow*. <https://www.jasonfeifer.com/episode/how-to-stop-obsessing-over-what-if/>

Montague, T. (Host). (2022, October 11). The science of bullshit detection (Season 2, No. 1) [Audio podcast episode]. In *Calling Bullsh!t*. <https://callingbullshitpodcast.com/the-science-of-bullshit-detection/>

Link, B. (Host). (2022, August 30). Cut the bull\$hit with Dr. John Petrocelli [Audio podcast episode]. In *Cut the \$hit*. <https://open.spotify.com/episode/3z1IAwEKsDeVJedRXT2RVS>

- Lopes, R. (Host). (2022, February 24). The life-changing science of detecting bullshit (No. 591) [Video podcast episode]. In *The Dissenter*.  
<https://www.youtube.com/watch?v=TXk84VGJPhM>
- Moyer, R. (Host). (2021, December 19). Bullshitting with Dr. John Petrocelli (No. 18) [Audio podcast episode]. In *Why Do We Do That?* <https://bit.ly/3LKJC24>
- Carruthers, M. (Host). (2021, October 28). How to spot bullsh\*t when you hear it and how to diffuse and resolve any conflict (No. 648) [Audio podcast episode]. In *Something You Should Know*. <https://bit.ly/38Q4vKN>
- Rao, S. (Host). (2021, October 11). John Petrocelli | The life-changing science of detecting bullshit [Audio podcast episode]. In *The Unmistakable Creative*. <https://bit.ly/46SBNRN>
- Monte, M. (Host). (2021, October 1). The life-changing science of detecting bullshit with John Petrocelli (No. 57) [Audio podcast episode]. In *Mind Love*. <https://bit.ly/3sb9UTn>
- Johnson, K. A. (Host). (2021, September 30). Bullshit, lying, and the truth with John V. Petrocelli (No. x) [Audio podcast episode]. In *Sex Birth Trauma Podcast*.  
<https://bit.ly/3y9rMlg>
- Carter, M. (Host). (2021, September 23). Interview with John V. Petrocelli [Audio podcast episode]. In *The LawBusiness Insider with Steve Murphy*. <https://bit.ly/3kyl2V1>
- Fulbright, E. (Host). (2021, September 13). The truth or make believe with John Petrocelli and Ed Fulbright [Audio podcast episode]. In *Mastering Your Money Radio*.  
<https://bit.ly/3w3ayUc>
- Russ, E. (Host). (2021, September 8). Featuring John V. Petrocelli (No. 519) [Audio podcast episode]. In *Primal Blueprint Podcast*. <https://bit.ly/3yiAHkm>
- Shermer, M. (Host). (2021, September 7). The life-changing science of detecting bullshit (No. 207) [Video podcast episode]. In *The Michael Shermer Show*.  
<https://www.youtube.com/watch?v=62Nk779DOrc&t=1s>
- Elling, T. (Host). (2021, September 1). | John Petrocelli on the life-changing science of detecting bullshit [Audio podcast episode]. *Books on Pod*. <https://bit.ly/3MOv55s>
- Cooke, R. (Host). (2021, August 30). How to detect BS with John Petrocelli (No. 662) [Audio podcast episode]. In *Modern Mentor*. <https://bit.ly/3OSa9MN>
- Boutté, C. (Host). (2021, August 27). The science of detecting bullsh\*t with John Petrocelli [Audio podcast episode]. In *The Rewired Soul*. <https://spoti.fi/37bISVT>
- Mockaitis, P. (Host). (2021, August 23). How to separate truth from bullsh\*t for smarter decisions with John V. Petrocelli (No. 696) [Audio podcast episode]. In *How to be Awesome at Your Job*. <https://bit.ly/37egql8>
- Bernstein, L. (Host). (2021, August 8). Stimulus and equities, working in government, detecting bullshit [Audio podcast episode]. In *What Happens Next in 6 Minutes*.  
<https://bit.ly/3vWYgge>

Manieri, K. (Host). (2021, July 27). The science of bullshit with John V. Petrocelli (No. 140) [Audio podcast episode]. In *60 Mindful Minutes*. <https://kristenmanieri.com/episode140/>

Gooderham, K. & Levere, D. (Hosts). (2021, July 27). The science of bullshit with John V. Petrocelli [Audio podcast episode]. In *Brain Buzz*. <https://bit.ly/39sJqGI>

Snider, J. (Host). (2021, July 25). John V. Petrocelli (The life-changing science of detecting bullshit) (No. 333) [Audio podcast episode]. In *American Freethought*. <https://bit.ly/382tGJV>

Sample, I., & Sanderson, M. (Hosts). (2019, October 25). Inside the mind of the bullshitter: Science weekly podcast [Audio podcast]. In *The Guardian Science Weekly Podcast* <https://bit.ly/3KK3fpE>

### Featured Print Media

Orsi, C. (2023). Evidence-based optimism at CSICon 2022. *Skeptical Inquirer*, 42(2), 15-17.

Feifer, J. (2023). How to overcome anything: Stop obsessing over 'what if?' *Entrepreneur*, 51(1), 32-37. Retrieved from <https://bit.ly/3wBBIrj>

Yochum, D. (2022, September 1). You might say Dr. Petrocelli has more than a BS in BS. *Cornelius Today*, 6. Retrieved from <https://bit.ly/3wzm0aP>

Roberson, R. (2022, August 1). Detecting BS: Social psychology professor shares need for critical thinking habits in book. *Lake Norman Currents*, 96. Retrieved from <https://bit.ly/3j8pSwq>

Bernstein, E. (2021, July 14). Your B.S. detector is rusty: It's time to sharpen it. *The Wall Street Journal*, A11. Retrieved from <https://bit.ly/3DnZ0iR>

Blum, A. (2018). A recipe for BS. *Psychology Today*, 51(4), 12. Retrieved from <https://bit.ly/3HNIw5>

Bernstein, E. (2018, March 20). It's time to tune up your B.S. detector. *The Wall Street Journal*, A14. Retrieved from <https://bit.ly/3wCADKh>

Maldarelli, C. (2018). Head trip: When should you change your mind? *Popular Science*, (Spring), 116. Retrieved from <https://bit.ly/3RICsoz>

Prior, A. (2015, September 21). Conflict resolution: When an investment adviser has a conflict of interest, saying so is only part of the solution. *The Wall Street Journal*, R10. Retrieved from <https://bit.ly/3HEXbR0>

### Featured Online Media

Brooks, E. (2025, June 28). He claimed there was a secret tunnel in Mount Shasta. Then he disappeared. *SFGate*. Retrieved from <https://www.sfgate.com/california/article/secret-tunnel-mount-shasta-20382173.php>

Parshall, A. (2024, July 16). See why everyone gets the Monty Hall puzzle wrong. *Scientific American*. Retrieved from <https://www.scientificamerican.com/article/why-almost-everyone-gets-the-monty-hall-probability-puzzle-wrong/>

Chamorro-Premuzic, T. (2022, April 14). Why do we trust the wrong people? *Forbes*. Retrieved from <https://www.forbes.com/sites/tomaspremuzic/2022/04/14/why-do-we-trust-the-wrong-people/?sh=712694365d3b>

**Petrocelli, J. V.** (2022, March 21). The best books on thinking about and detecting bullshit, misinformation, and fake news. *Shepherd.com*. Retrieved from <https://shepherd.com/best-books/detecting-bullshit-misinformation-and-fake-news>

**Petrocelli, J. V.** (2021, September 8). The life-changing science of detecting bullshit. *NextBigIdeaClub.com*. Retrieved from <https://bit.ly/3vB0p1Y>

Next Big Idea Club Editors. (2021, September 8). 5 books about how people lie, bluff, and con their way to success. *NextBigIdeaClub.com*. Retrieved from <https://bit.ly/3vEllyu>

McArthur, E. (2021, August 4). How financial fraudsters like Melissa Caddick can fool anyone. *MoneyMagazine.com*. Retrieved from <https://www.moneymag.com.au/financial-fraudsters-melissa-caddick-bernie-madoff-fool>

Shrikant, A. (July 29, 2021). How to detect and manage BS at work, according to a professor of psychology. *GrowAcorns.com*. Retrieved from <https://grow.acorns.com/how-to-detect-handle-lying-in-the-workplace/?cid=search&qsearchterm=Aaditi%20Shrikant%20bullshit>

Sample, I. (2019, March 31). No word of a lie: scientists rate the world's biggest peddlers of bull. *The Guardian*. Retrieved from <https://www.theguardian.com/science/2019/apr/01/bullshit-scientific-study-research-boys-worse-than-girls-privilege>

Shearer, N. (2019, February 26). Community support for TEDxUniversityofNevada larger than ever. *Nevada Today*. Retrieved from <https://www.unr.edu/nevada-today/news/2019/tedxuniversityofnevada-2019>

Suggs, C. (2019, February 25). 2019 TEDxUNR captivates crowd with thoughtful array of speakers. *The Nevada Sagebrush*. Retrieved from <http://nevadasagebrush.com/blog/2019/02/25/2019-tedxunr-captivates-crowd-with-thoughtful-array-of-speakers/>

Hinton, J. (2019, February 22). Higher education notebook. *Winston-Salem Journal*. Retrieved from [https://www.journalnow.com/news/local/higher-education-notebook/article\\_439baa42-51b5-5ed8-b0ad-3b4899e5e241.html](https://www.journalnow.com/news/local/higher-education-notebook/article_439baa42-51b5-5ed8-b0ad-3b4899e5e241.html)

**Petrocelli, J. V.** (2018, December 17). Communicative climate change: Cloudy with a chance of bullshit. *Science Trends*. Retrieved from <https://sciencetrends.com/communicative-climate-change-cloudy-with-a-chance-of-bullshit/>

MacLellan, L. (2018, October 9). Men have trouble speaking up at work, too. *Government Executive*. Retrieved from <https://www.govexec.com/management/2018/10/men-have-trouble-speaking-work-too/151891/>

Kahn, D. (2018, July 9). A leadership guide to bullshitting: 5 ways to become a human bullshit detector. *Leader Says What*. [Blog post]. Retrieved from <https://www.leadersayswhat.com/2018/07/a-leadership-guide-to-bullshitting/>

Hobson, N. (2018, June 30). What a bunch of bull: The art and science of BS. *Psychology Today*. [Blog post]. Retrieved from <https://www.psychologytoday.com/us/blog/ritual-and-the-brain/201806/what-bunch-bull-the-art-and-science-bs>

Taylor, P. (2018, June 19). The rise of business bullshit - and how we can fight it. *Paul Taylor*. [Blog post]. Retrieved from <https://www.psychologytoday.com/us/blog/ritual-and-the-brain/201806/what-bunch-bull-the-art-and-science-bs>

Schley, L. (2018, June 4). What makes us okay with bullshitting? *Discover*. Retrieved from <https://www.discovermagazine.com/mind/what-makes-us-okay-with-bullshitting#.XFhEdFxKhHY>

Jarrett, C. (2018, June 1). The results are in from the first study of what encourages and deters people from bullshitting. *Big Think*. Retrieved from <https://bigthink.com/bps-research-digest/the-results-are-in-from-the-first-study-of-what-encourages-and-deters-people-from-bullshitting>

MacLellan, L. (2018, May 29). Are you inadvertently encouraging your colleagues to bullshit you? *Quartz at Work*. Retrieved from <https://qz.com/work/1287754/how-to-discourage-bullshit-and-make-better-decisions-according-to-psychology/>

Torres, M. (2018, May 29). New study explains how to deter BS in the workplace. *Ladders*. Retrieved from <https://www.theladders.com/career-advice/new-study-explains-how-to-deter-bs-in-the-workplace>

Jarrett, C. (2018, May 22). The results are in from the first study of what encourages and deters people from bullshitting. *The British Psychological Society*. Retrieved from <https://digest.bps.org.uk/2018/05/22/the-results-are-in-from-the-first-study-of-what-encourages-and-deters-people-from-bullshitting/>

Watson, R. (2018, May 17). The scientific study of bull\*\*\*\*. *SkepChick*. Retrieved from <https://skepchick.org/2018/05/scientific-study-bull/>

Owen, L. H. (2018, May 11). You see it, you buy it: Just being exposed to fake news makes you more likely to believe it. *NiemanLab*. Retrieved from <https://www.niemanlab.org/2018/05/you-see-it-you-buy-it-just-being-exposed-to-fake-news-makes-you-more-likely-to-believe-it/>

Daley, J. (2018, May 11). Study looks at why we all spew so much BS. *Smithsonian.com*. Retrieved from <https://www.smithsonianmag.com/smart-news/study-looks-why-we-all-spew-so-much-bs-180969062/>

Funke, D. (2018, May 7). This study is all about what makes people bullshitters. *Poynter*. Retrieved from <https://www.poynter.org/fact-checking/2018/this-study-is-all-about-what-makes-people-bullshitters/>

DePaulo, B. (2018, April 25). The psychology of bullshitting: 7 revelations. *PsychCentral: Single at Heart*. [Blog post]. Retrieved from <https://blogs.psychcentral.com/single-at-heart/2018/04/the-psychology-of-bullshitting-7-revelations/>

Elkins, M. E. (2009). Let the games take over. *Wake Forest News*. Retrieved from <https://news.wfu.edu/2009/03/30/let-the-games-take-over/>

### Online Video

Jeske, J. (Host). (2024, April 28). John V. Petrocelli Psychology Prof. and Juliet Jeske of Decoding Fox News break down fox clips! [Video file]. Retrieved from [https://www.youtube.com/watch?v=pdsAGx\\_fOxl](https://www.youtube.com/watch?v=pdsAGx_fOxl)

**Petrocelli, J. V.** (2022, October). *Persuasive bullshitters and the insidious bullshit hypothesis with John Petrocelli*. [Video file]. Retrieved from <https://bit.ly/3T8PB5z>

Heffner, A. (Host). (2022, May 16). Detecting malarkey (Season 42, Episode No. 34) In *The Open Mind with Alexander Heffner*. PBS. [Video file]. Retrieved from <https://www.pbs.org/video/detecting-malarkey-avijle/>

**Petrocelli, J. V.** (2022, February 9). The life-changing science of detecting bullshit. [Video file]. Retrieved from <https://bit.ly/3MJvciQ>

**Petrocelli, J. V.** (2020, November 5). *Persuasive bullshitters and the insidious bullshit hypothesis*. Online lecture presented at Center for Inquiry, Skeptical Inquirer Presents [Video file]. Retrieved from <https://www.youtube.com/watch?v=U0ZOUucWiKo>

**Petrocelli, J. V.** (2019, March 28). *Why BS is more dangerous than a lie*. [Video file]. Retrieved from <https://youtu.be/WaOiRRqHNNk>

**Petrocelli, J. V.** (2018, May 22). *Assumptions and consequences of chatter - video of John Petrocelli's lesson*. *FactCzech*. [Video file]. Retrieved from <http://www.factczech.cz/materials/32>

## EDITORIAL ACTIVITIES

### Associate Editor

<i>Journal of Personality and Social Psychology: Attitudes &amp; Social Cognition</i>	2023–present
<i>Personality and Social Psychology Bulletin</i>	2016–2024
<i>Journal of Counseling and Development</i>	2002–2007

### Editorial Review Board

<i>Journal of Counseling and Development</i>	2001–2002
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### Ad Hoc Reviewer

<i>Applied Cognitive Psychology</i>	
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*Basic and Applied Social Psychology*  
*British Journal of Social Psychology*  
*Emotion*  
*European Journal of Social Psychology*  
*Experimental Psychology*  
*Health Psychology*  
*Journal of Applied Social Psychology*  
*Journal of Cognitive Psychology*  
*Journal of Cognitive Psychotherapy*  
*Journal of Experimental Psychology: General*  
*Journal of Experimental Social Psychology*  
*Journal of Personality*  
*Journal of Personality and Social Psychology*  
*Journal of Research in Personality*  
*Journal of Social Psychology*  
*Judgment and Decision Making*  
*Memory and Cognition*  
*Motivation and Emotion*  
*Organization Science*  
*Personality and Social Psychology Bulletin*  
*Psychological Science*  
*Psychology and Psychotherapy: Theory, Research and Practice*  
*Psychonomic Bulletin and Review*  
*Social and Personality Psychology Compass*  
*Social Cognition*  
*Social Psychological and Personality Science*  
*Social Psychology*  
*Thinking and Reasoning*

**Editorial Assistant**

*Journal of Counseling and Development*

1999-2001

**ACADEMIC HONORS, AWARDS AND FUNDING**

**Scott Family Faculty Fellow Associate Professor (2017-2020):** Wake Forest University

**Fellow, Society for Personality and Social Psychology (2017)**

**John R. Jombock Faculty-Student Engagement Award (2017):** Wake Forest University, Department of Psychology

**Faculty Development Fund (2016):** Wake Forest University, Undergraduate College of Arts and Sciences

**Faculty Development Fund (2012):** Wake Forest University, Undergraduate College of Arts and Sciences

**Dingledine Fund for the Support of International Activities (2012):** Wake Forest University, Undergraduate College of Arts and Sciences

**International Social Cognition Network (ISCON) Best Social Cognition Paper Award (2009):** "Attentional processes in stereotype formation: A common model for category accentuation and illusory correlation" Co-Author [Sherman, J. W., Kruschke, J. K., Sherman, S. J., Percy, E. J., Petrocelli, J. V., & Conrey, F. R. (2009).]

**Wake Forest University Summer Research Fellowship (2009):** Wake Forest University, Dean of the College and Research Fellowship Committee

**Creative Research Activities Development and Enrichment (CRADLE) Initiative (2007):** Wake Forest University, Office of the Provost and Office of Research and Sponsored Programs

**APF/COGDOP Research Scholarship (2004):** American Psychological Foundation/Council of Graduate Departments of Psychology

**College of Arts and Sciences Graduate Student Travel Grant (2003):** College of Arts and Sciences, Indiana University Bloomington

**SPSP Student Travel Award (2003):** Society for Personality and Social Psychology

**Diversity Fund Travel Award, Honorable Mention (2003):** Society for Personality and Social Psychology

**Ruth G. and Joseph D. Matarazzo Graduate Research Scholarship (2002):** American Psychological Foundation/Council of Graduate Departments of Psychology

**Graduate Teaching Assistantship (2002-2007):** Department of Psychology, Indiana University Bloomington

**Mary S. Cerney Memorial Award (2002):** Society of Personality Assessment

**College of Education Graduate Student Travel Grant (2002):** College of Education, University of Georgia

**APA Science Directorate Student Travel Award (2001):** American Psychological Association Science Directorate

**College of Education Graduate Student Travel Grant (2001):** College of Education, University of Georgia

**Graduate Research Assistantship (1999-2002):** Department of Counseling and Human Services Development, University of Georgia

**Academic Scholar Award (1999):** Department of Counseling and Educational Psychology, Slippery Rock University, PA

**Charles M. Bennett Memorial Scholarship (1998):** College of Education, Slippery Rock University, PA

## ADVISORY BOARDS

Seekr

## PROFESSIONAL ASSOCIATIONS

Association for Psychological Science (APS)

Society of Experimental Social Psychology (SESP)

Society for Personality and Social Psychology (SPSP)

Society of Southeastern Social Psychologists (SSSP)

Public Responsibility in Medicine and Research (PRIM&R)

## UNIVERSITY AND DEPARTMENTAL APPOINTMENTS

### University Service/Administrative Activities

Graduate Council	2024-present
Committee on Library Planning	2017-present
Institutional Review Board, Reynolda Campus (Chair)	2015-present
Institutional Review Board, Reynolda Campus (Vice Chair)	2014-2015
Institutional Review Board, Reynolda Campus (Alternate Member)	2013-2014
Lower Division Advising	2020-2023

Lower Division Advising	2013-2014
Lower Division Advising	2009-2010
United Way Campaign Departmental Coordinator	2012-2014

**Departmental Service/Administrative Activities**

Search Committee	2022-2023
Policies and Procedures Committee (Chair)	2017-present
Search Committee	2020-2021
Policies and Procedures Committee	2007-2011
Policies and Procedures Committee	2015-2017
Departmental Program Review Self-Study Committee (Chair)	2016-2017
Committee on Teaching Evaluation	2017-2020
Library Coordinator	2008-2018
Graduate Studies Committee	2009-present
Chairperson's Advisory Committee	2013-2015
Internal Ph.D. Program Development Sub-Committee	2008-2012