Geoff Durso completed a BS in marketing and a BS in psychology at Indiana University. He received his MA in social psychology at Ohio State in 2013 and is currently a PhD candidate as advised by Dr. Richard Petty. His broader research interests focus on the psychological process of evaluation. He and his colleagues examine evaluative processes in three related areas: (1) How people perceive and behave according to conflicting negative and positive information (ambivalence), (2) how people respond to subsequent confirmations or violations of their evaluative expectations, and (3) how, when, and why people exhibit differential sensitivity within both positive and negative contexts. Portions of this work have informed neurochemical and pharmacological factors underlying evaluative processing, in collaboration with Dr. Baldwin Way. His research has appeared in Psychological Science, the Journal of Experimental Social Psychology, Personality and Social Psychology Bulletin, and Social Psychological and

With regards to teaching, Geoff emphasizes the “process approach” to social psychology. That is, students are expected to learn not only the central theories and critical findings of the field, but also to learn how to think like a psychological scientist. This approach applies to each of the courses that Geoff has taught over the past several years, including the introductory course in social psychology (PSY 2367.01 and 3325), laboratory research methods in social psychology (4998), and undergraduate psychology honors thesis research (4999).