1023-Z1-1659 **Bernard P Brooks*** (`bpbsma@rit.edu`), 85 Lomb Memorial Dr, Rochester, NY 14623, and **Nicholas DiFonzo** and **David S Ross**. *Mathematical modelling of rumor transmission during a dialogue.*

A dynamical system based upon empirical rumor research is derived to model rumor transmission in a dialogue. The propagation function addresses five factors of rumor transmission identified in the literature; uncertainty, anxiety, belief, novelty and ingroup/outgroup connection status. Monte Carlo simulations of the dialogue rumor propagation function flowing over various network topologies are presented. (Received September 26, 2006)