

# David DeFranza

Curriculum vitae

August 8, 2025

UCD Graduate Business School  
Carysfort Avenue, Blackrock  
Co. Dublin.

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## EDUCATION

- 2022 Ph.D., Business Administration (Marketing), David Eccles School of Business, University of Utah
- 2015 M.B.A., Poole College of Management, North Carolina State University
- 2015 M.A., Technology and Communication, Hussman School of Journalism and Media, University of North Carolina at Chapel Hill
- 2005 B.A., History, University of New Hampshire

## ACADEMIC APPOINTMENTS

- 2025-present Assistant Professor of Marketing, Michael Smurfit Graduate Business School, University College Dublin, National University of Ireland

## PUBLICATIONS

1. **DeFranza, David**, Mike Lindow, Kevin Harrison, Arul Mishra, & Himanshu Mishra. (2020). Religion and reactance to COVID-19 mitigation guidelines. *American Psychologist*, 76(5), 744-754. <https://doi.org/10.1037/amp0000717>
2. **DeFranza, David**, Himanshu Mishra, & Arul Mishra. (2020). How language shapes prejudice against women: An examination across 45 world languages. *Journal of Personality and Social Psychology*, 119(1), 7–22. <https://doi.org/10.1037/pspa0000188>

## Peer-Reviewed Conference Proceedings

1. Lindow, Mike, **David DeFranza**, Arul Mishra, & Himanshu Mishra. (2021). Partisanship and fear are associated with resistance to COVID-19 directives. In *Proceedings of the Eleventh Workshop on Computational Approaches to Subjectivity, Sentiment and Social Media Analysis (WASSA)*. European Association of Computational Linguistics.

## Other Publications

1. Stanko, Michael, William Rand, & **David DeFranza**. (2017). Search engine optimization: Note for marketing managers (updated). *Ivey Publishing*.

## RESEARCH GRANTS

1. Ling, Aiqing, **David DeFranza**, Julie Schiro, Nguyen Nguyen, Marius Claudy, Michael Geers, Mark Pagell, Mary Parkinson, Saskia van Ruth, Suhas Vijayakumar, & W. Yuna Yang. (2025). "A strategic investment in eye-tracking, EEG, and AI research capacity at UCD." Higher Education Research Equipment Grant (HEREG) Scheme, University College Dublin. 1 year, €198,000, Role: Co-Investigator.
2. **DeFranza, David** & Anshu Suri. (2024). "Shefying products: How ascribing gender to inanimate objects leads to increased engagement and perpetuates gender stereotypes." College of Business Research Funding Scheme, University College Dublin. 1 year, €7,957, Role: Co-PI.
3. Ling, Aiqing, **David DeFranza**, Julie Schiro, Suhas Vijayakumar, & W. Yuna Yang. (2024). "Co-piloting with AI: Pedagogical applications of generative systems in the higher education classroom." College of Business Teaching Development Funding Scheme, University College Dublin. 1 year, €2,500, Role: Co-PI.
4. **DeFranza, David** & Soo Young Bae. (2024). "The impact of opinion leaders in the propagation and correction of misinformation." UCD-UMass Amherst Seed Funding for Strategic Research Initiatives, University College Dublin & University of Massachusetts Amherst. 1 year, €10,000, Role: Co-PI.
5. **DeFranza, David**. (2022). "The dynamics of parasocial relationships following influencer endorsements." College of Business Research Funding Scheme, University College Dublin. 1 year, €2,400, Role: PI.

## AWARDS & HONORS

2024 2023-2024 College of Business Teaching Excellence Award, University College Dublin  
 2023 2022-2023 Dean's List of Outstanding Teachers, University College Dublin  
 2021 Marketing Doctoral Student Teaching Excellence Award, University of Utah  
 2021 Poster Competition, 2<sup>nd</sup> place award, INFORMS Business Analytics Conference  
 2021 Fellow, AMA-Sheth Foundation Doctoral Consortium  
 2020 Monty & Christine Botosan Bridge to Practice Doctoral Award, University of Utah  
 2019 Fellow, ISMS Doctoral Consortium

## CONFERENCE PARTICIPATION

\* denotes presenter

### Papers Presented

1. Bae, Soo Young\*, & **David DeFranza**. Digital hierarchies and misinformation: How user status shapes the spread of misinformation. *World Association for Public Opinion Research (WAPOR) Asia Pacific Chapter Conference*. Tokyo, Japan. November 21-23, 2025.
2. Bae, Soo Young\*, & **David DeFranza**\*. Misinformation on social media: How high-status users shape online public discourse. *International Association for Media and Communication Research (IAMCR) Conference*. Singapore. July 13-17, 2025.

3. Bae, Soo Young, & **David DeFranza\***. Misinformation, influence, and algorithmic bias: The role of high-status users in misinformation spread. *Paris Conference on AI & Digital Ethics 2025*. Paris, France. June 16-17, 2025.
4. Bae, Soo Young\*, & **David DeFranza**. Who controls the narrative? The dual role of contributors and amplifiers in online activism. *Paris Conference on AI & Digital Ethics 2025*. Paris, France. June 16-17, 2025.
5. **DeFranza, David\***, & Shelly Rathee. Bad ideas attract attention while good ideas are ignored. *European Marketing Academy Conference*. Pozuelo, Spain. May 27-30, 2025.
6. **DeFranza, David\***, & Promothesh Chatterjee. When a week is not a week: How temporal boundaries impact event perception. *Journal of the Association for Consumer Research Time in Consumption Boutique Conference*. Virtual. August 19-20, 2024.
7. Vijayakumar, Suhas, W. Yuna Yang, & **David DeFranza\***. Lay beliefs about AI and its consequent outcomes. *Multidisciplinary Workshop on Cyber-Physical Systems (CPS) at The University of Glasgow*. Glasgow, Scotland. April 16, 2024.
8. **DeFranza, David\***, Arul Mishra, & Himanshu Mishra. Gender class assignment is associated with stereotypical attitudes toward brand names. *Society for Consumer Psychology*. San Juan, Puerto Rico. March 2-4, 2023.
9. **DeFranza, David\***, Arul Mishra, & Himanshu Mishra. How grammatical gender influences attitudes toward brand names. *Society for Personality and Social Psychology*. Atlanta, Georgia. February 23-25, 2023.
10. **DeFranza, David\***, Arul Mishra, & Himanshu Mishra. How language perpetuates gender stereotypes and prejudices. *15th Irish Economics and Psychology Conference*. Dublin, Ireland. December 16, 2022.
11. **DeFranza, David\***, & Promothesh Chatterjee. Regulatory focus shifts in response to arbitrary temporal boundaries: A quasi-experiment on Twitter. *ISMS Marketing Science Conference*. Virtual. June 16-18, 2022.
12. **DeFranza, David\***, & Promothesh Chatterjee. How arbitrary temporal borders affect consumer perceptions of an upcoming event. *Marketing Analytics Symposium*. Sydney, Australia. May 26-27, 2022.
13. **DeFranza, David\***, Pronobesh Banerjee, & Promothesh Chatterjee. The influence of dialectical reasoning on Amazon product reviews. *8<sup>th</sup> Pan IIM World Management Conference*. Virtual. December 16-18, 2021.
14. **DeFranza, David\***, Arul Mishra, & Himanshu Mishra. The influence of language on attitudes toward brands. *AMA Summer Academic Conference*. Virtual. August 4-6, 2021.
15. **DeFranza, David\***, Pronobesh Banerjee, & Promothesh Chatterjee. The influence of culture and dialectical reasoning on Amazon product reviews. *ISMS Marketing Science Conference*. Virtual. June 3-5, 2021.
16. **DeFranza, David\***, Mike Lindow, Kevin Harrison, Arul Mishra, & Himanshu Mishra. Religion and reactance to COVID-19 mitigation guidelines. *3i COVID-19 Flash Talks*. Salt Lake City, Utah. October 2, 2020.

17. **DeFranza, David\***, Himanshu Mishra, & Arul Mishra. Extracting and analyzing psychological constructs from text data: The example of gender prejudice across languages. *Marketing Analytics Symposium*. Sydney, Australia. February 3-4, 2020.
18. **DeFranza, David\***, Arul Mishra, & Himanshu Mishra. How language shapes bias against women: A study of implicit gender bias in 45 world languages. *ISMS Marketing Science Conference*. Rome, Italy. June 20-22, 2019.

## Posters Presented

1. Vijayakumar, Suhas\*, W. Yuna Yang, & **David DeFranza**. Lay beliefs about AI and its decision-making. *NSF AI-SDM Workshop on Human-AI Complementarity for Decision Making*. Pittsburgh, Pennsylvania. September 25-26, 2025.
2. **DeFranza, David\***, Mike Lindow, Kevin Harrison, Arul Mishra, & Himanshu Mishra. Religion and reactance to COVID-19 mitigation guidelines. *3i COVID-19 Symposium*. Salt Lake City, Utah. June 4, 2021.
3. **DeFranza, David\***, Arul Mishra, & Himanshu Mishra. Assessing attitudes toward brands across languages. *INFORMS Business Analytics Conference*. Virtual. April 12-14, 2021.
4. **DeFranza, David\***, Arul Mishra, & Himanshu Mishra. How language influences attitudes toward brands. *Fourth Workshop on NLP and CSS at the 2020 Conference on Empirical Methods in Natural Language Processing*. Virtual. November 20, 2020.
5. **DeFranza, David\***, & Promothesh Chatterjee. The moderating effect of temporal borders on consumers' construal of market events: Evidence from Twitter. *Society for Consumer Psychology*. Huntington Beach, California. March 5-7, 2020.

## TEACHING EXPERIENCE

### Executive Education

Global Business in a Digital Environment, University College Dublin	2023, 2025
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### Graduate

Big Data Analytics (MSc/MIM), University College Dublin	Fall 2023-2025
Consumer Insights and Analytics (MSc), University College Dublin	Fall 2022-2025
Advanced Analytics and Big Data (MSc), University College Dublin	Summer 2023-2025

### Undergraduate

Digital Marketing Practice, University College Dublin (Singapore)	Feb 2024; Aug 2023, 2024
Consumer Insights and Analytics, University of Utah	Fall 2020

### Student Supervision

Xue Zhang (Ph.D. Co-advisor)	2024-present
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## PROFESSIONAL SERVICE

- 2025 External Examiner, Ph.D. viva, School of Psychology & School of Computing Science, University of Glasgow
- 2023 Scientific Committee Member, 16<sup>th</sup> Irish Economics and Psychology Conference
- 2020-2022 Instuctor, The Carpentries coding and data science workshops for researchers

## Ad-Hoc Reviewing

Applied Psychology, British Journal of Psychology, British Journal of Social Psychology, Humanities and Social Sciences Communications, Journal of Consumer Research, Journal of Gerontology: Social Sciences, Social Media + Society

## Conference Reviewing

AMA Marketing and Public Policy Conference, AMA Summer Academic Conference, AMA Winter Academic Conference, Society for Consumer Psychology Annual Conference, Society for Personality and Social Psychology Annual Conference

## UNIVERSITY SERVICE

- 2025-present Member, College of Business Teaching & Learning Committee, University College Dublin
- 2022 Reviewer, Doctoral Faculty Teaching Excellence Award, University of Utah
- 2021 Member, School of Business Academic Appeals Committee, University of Utah
- 2018-2020 Coordinator, Marketing Department Research Participant Pool, University of Utah

## MEDIA COVERAGE

- 2025 *Connected Magazine*. “Life changing: How TikTok Shop’s user-generated content is changing the way we buy online”
- 2024 *The National News*. “Are AI influencers the latest feature of modern life to make us unhappy?”

## PROFESSIONAL EXPERIENCE

- 2015-2017 Director, Optimization Strategy, Brooks Bell. Raleigh, NC
- 2013-2015 Senior Content Strategist, Brooks Bell. Raleigh, NC
- 2013 Marketing Communications Specialist, JMP Division, SAS Institute. Cary, NC
- 2008-2012 Assistant Editor, Web Producer, Discovery Communications. Silver Spring, MD
- 2007-2008 Content Producer, Mahalo.com. Santa Monica, CA
- 2005-2006 English Instructor, NOVA Eikaiwa Language School. Osaka, Japan

## ADVANCED TRAINING & CERTIFICATIONS

- 2022 Universal Design for Learning, National Forum for the Enhancement of Teaching and Learning, Ireland
- 2018 SIOP/CARMA Reviewer Development Workshop, University of Nebraska (Online)

## **PROFESSIONAL AFFILIATIONS**

- 2025- European Marketing Academy (EMAC)
- 2021- Institute for Operations Research and the Management Sciences (INFORMS)
- 2021- American Marketing Association (AMA)
- 2019- Society for Consumer Psychology (SCP)

## **RELATED SKILLS**

Tools: Python, R, Unix (Linux),  $\text{\LaTeX}$