David DeFranza

Curriculum vitae
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EDUCATION

Ph.D., Business Administration (Marketing), David Eccles School of Business, University of Utah. *Expected May 2022*

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

PUBLICATIONS

2020 **DeFranza, David**, Mike Lindow, Kevin Harrison, Arul Mishra, & Himanshu Mishra. Religion and reactance to COVID-19 mitigation guidelines. ***American Psychologist***. Advance online publication. https://doi.org/10.1037/amp0000717

2020 **DeFranza, David**, Himanshu Mishra, & Arul Mishra. 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

Manuscripts Under Review

DeFranza, David, Arul Mishra, & Himanshu Mishra. The influence of language on attitudes toward brands. **Invited revision at *Journal of Consumer Research***.

Manuscripts in Preparation

DeFranza, David, & Promothesh Chatterjee. Consumers' construal of market events: Evidence from Twitter. Preparing for *Journal of Consumer Psychology*.

DeFranza, David, Pronobesh Banerjee, & Promothesh Chatterjee. Review polarity across cultures. Preparing for *Journal of Marketing Research*.

DeFranza, David. BIZ-NER: A named entity recognition system for business applications. Target: *Journal of Marketing Research*. Status: labelling data and refining models.

DeFranza, David. Google before Googling: The dynamic shift of generic brand names over time. Target: *Journal of Marketing Research*. Status: collecting data.

DeFranza, David. The dynamics of parasocial-relations following influencer recommendations and endorsements [Dissertation]. Target: *Journal of Marketing*. Status: collecting data.

Peer-Reviewed Conference Proceedings

2021   Lindow, Mike, **David DeFranza**, Arul Mishra, & Himanshu Mishra. 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

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

AWARDS & HONORS

2021   Marketing Doctoral Student Teaching Excellence Award, University of Utah
2021   Poster Competition, 2nd place award, INFORMS Business Analytics Conference
2021   Virtual Conference Award for Graduate Students, University of Utah
2021   Fellow, AMA-Sheth Foundation Doctoral Consortium
2020   Fellow, AMA-Sheth Foundation Doctoral Consortium
2020   Monty & Christine Botosan Bridge to Practice Doctoral Award, University of Utah
2020   Graduate Student Travel Assistance Award, University of Utah
2019   Fellow, ISMS Doctoral Consortium

CONFERENCE PARTICIPATION

Papers Presented

2021   **DeFranza, David**, Pronobesh Banerjee, & Promothesh Chatterjee. The influence of dialectical reasoning on Amazon product reviews. *8th Pan IIM World Management Conference*. Virtual. December 16-18.

2021   **DeFranza, David**, Arul Mishra, & Himanshu Mishra. The influence of language on attitudes toward brands. *AMA Summer Academic Conference*. Virtual. August 4-6.

2021   **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.

2020   **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.

2019   **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.

Posters Presented

2021   **DeFranza, David**, Arul Mishra, & Himanshu Mishra. Assessing attitudes toward brands across languages. *INFORMS Business Analytics Conference*. Virtual. April 12-14.

- Awarded 2nd place in conference poster competition

2020   **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   **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.

CAMPUS & DEPARTMENTAL TALKS

2021   **DeFranza, David**, Mike Lindow, Kevin Harrison, Arul Mishra, & Himanshu Mishra. Religion and reactance to COVID-19 mitigation guidelines [Poster]. *3i COVID-19 Symposium*, University of Utah Health. Virtual. June 4.

2020   **DeFranza, David**, Mike Lindow, Kevin Harrison, Arul Mishra, & Himanshu Mishra. Religion and reactance to COVID-19 mitigation guidelines [Oral presentation]. *3i COVID-19 Flash Talks*, University of Utah Health. Virtual. October 2.

TEACHING EXPERIENCE

Instructor of Record

Consumer Insight and Analytics (Undergraduate), University of Utah   Fall 2020

- Instructor / department average: 5.38 / 5.18
- Course / department average: 5.23 / 4.98

Seminars and Workshops

Ph.D. Bootcamp: Programming with Python, University of Utah	August 2019, 2020, 2021
Ph.D. Bootcamp: Programming with R, University of Utah	August 2021
Carpentries: Introduction to Python, Carnegie Mellon University	June 2021
Carpentries: Introduction to R, University of Utah	March 2021
Carpentries: Introduction to Python, NOAA National Ocean Service	December 2020

Teaching Assistant

Marketing Management (Undergraduate), University of Utah	Fall 2021
Text Analytics (Graduate), University of Utah	Summer 2020
Machine Learning for Business (Graduate), University of Utah	Fall 2018, 2019

SERVICE

2021	Member, David Eccles School of Business Academic Appeals Committee, University of Utah
2021	Reviewer for SCP Annual Conference
2021	Reviewer for AMA Summer Academic Conference
2020	Trainee Reviewer for Journal of Consumer Research
2018-2020	Coordinator, Marketing Department Research Participant Pool, University of Utah

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 & WORKSHOPS

2020	Certified Instructor, The Carpentries
2019	Effective Teaching Practices and Theories, University of Utah
2018	Science of Learning and Teaching Seminar with James Lang, University of Utah
2018	SIOP/CARMA Reviewer Development Workshop, University of Nebraska (Online)
2018	Building Research Integrity Through Reproducibility, University of Utah

PROFESSIONAL AFFILIATIONS

2021-	Institute for Operations Research and the Management Sciences (INFORMS)
2021-	American Marketing Association (AMA)
2020-	Association for Computational Linguistics (ACL)
2020-	Association for Psychological Science (APS)
2019-	Society for Consumer Psychology (SCP)

SELECTED GRADUATE COURSEWORK

Marketing

Consumer Behavior Research in Marketing	Arul Mishra
Machine Learning for Business Research	Arul Mishra
Marketing Models	William Moore
Strategic Marketing	Steve Carson
Theory Development for Behavioral Research I	Himanshu Mishra
Theory Development for Behavioral Research II	Himanshu Mishra

Psychology & Economics

Advanced Human Cognition	Jeanine Stefanucci
Advanced Social Psychology	Carol Sansone

Behavioral and Experimental Economics   Subhasish Dugar
Dynamical Systems in Social Psychology   Jonathan Butner
Methods in Social Psychology   Carol Sansone

Computer Science & Statistics
Applied Econometrics   Ellis Scharfenaker
Applied Statistics   Oakley Gordon
Data Mining   Jeff Phillips
Hierarchical Linear Models   Claire Seung-Hee Son
Machine Learning   Shandian Zhe
Natural Language Processing   Ellen Riloff
Probabilistic Modeling   Shandian Zhe
Structured Prediction   Vivek Srikumar

RELATED SKILLS

Tools: Python, R, Unix (Linux), LaTeX

REFERENCES

Arul Mishra
David Eccles Professor of Marketing
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University of Utah
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Stephen Carson
Chair, Department of Marketing
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Director, Utah Center for Data Science
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APPENDIX: SELECTED ABSTRACTS

How language shapes prejudice against women: An examination across 45 world languages
Language provides an ever-present context for our cognitions and has the ability to shape them. Languages across the world can be gendered (language in which the form of noun, verb, or pronoun is presented as female or male) versus genderless. In an ongoing debate, one stream of research suggests that gendered languages are more likely to display gender prejudice than genderless languages. However, another stream of research suggests that language does not have the ability to shape gender prejudice. In this research, we contribute to the debate by using a Natural Language Processing (NLP) method which captures the meaning of a word from the context in which it occurs. Using text data from Wikipedia and the Common Crawl project (which contains text from billions of publicly facing websites) across 45 world languages, covering the majority of the world's population, we test for gender prejudice in gendered and genderless languages. We find that gender prejudice occurs more in gendered rather than genderless languages. Moreover, we examine whether genderedness of language influences the stereotypic dimensions of warmth and competence utilizing the same NLP method.

DeFranza, D., Mishra, H., & Mishra, A. (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

Religion and reactance to COVID-19 mitigation guidelines
During the COVID-19 pandemic, religious gatherings have become intense hot spots for the spread of the virus. In this research, we focus on the religiosity of communities to examine whether religiosity helps or hinders adherence to mitigation policies such as shelter-in-place directives. Prior research makes opposing predictions as to the influence of religiosity. One stream predicts greater adherence because of rule-abiding norms and altruistic tendencies while another predicts lower adherence as a reaction against the restriction of personal and religious freedom. We used shelter-in-place directives as an intervention in a quasi-experiment to examine adherence over 30 days as a function of religiosity in the most populous metropolitan areas in the United States. When a shelter-in-place directive had not been imposed, religiosity did not affect people's movements. However, when the directive was imposed, higher religiosity resulted in less adherence to shelter-in-place directives.

DeFranza, D., Lindow, M., Harrison, K., Mishra, A., & Mishra, H. (2020). Religion and reactance to COVID-19 mitigation guidelines. *American Psychologist*. Advance online publication. https://doi.org/10.1037/amp0000717