David DeFranza

Curriculum vitae
March 28, 2021

1665 Campus Center Dr.   Mobile: (919) 265-8533
Salt Lake City, UT 84112   Email: david.defranza@eccles.utah

EDUCATION

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

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

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 11ᵗʰ Workshop on Computational Approaches to Subjectivity, Sentiment and Social Media Analysis (WASSA)*. European Association of Computational Linguistics.

Other Publications

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

AWARDS & HONORS

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

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.

2020   **DeFranza, David**, Arul Mishra, & Himanshu Mishra. How language influences attitudes toward brands. *4th 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

2020   **DeFranza, David**, Mike Lindow, Kevin Harrison, Arul Mishra, & Himanshu Mishra. Religion and reactance to COVID-19 mitigation guidelines. *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

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

Teaching Assistant

Text Analytics (Graduate), University of Utah   Summer 2020

Machine Learning for Business (Graduate), University of Utah   Fall 2018, 2019

SERVICE

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

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