

# David DeFranza

Curriculum vitae

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1665 Campus Center Dr.  
Salt Lake City, UT 84112

Mobile: (919) 265-8533  
Email: david.defranza@eccles.utah

## 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 in Submission

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

**DeFranza, David**, & Promothesh Chatterjee. Consumers' construal of market events: Evidence from Twitter. Under review at *Marketing Science*.

## Manuscripts in Preparation

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

## 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, 2<sup>nd</sup> 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**, 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 2<sup>nd</sup> 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

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),  $\text{\LaTeX}$

## REFERENCES

Arul Mishra  
David Eccles Professor of Marketing  
David Eccles School of Business  
University of Utah  
Email: arul.mishra@utah.edu

Stephen Carson  
Chair, Department of Marketing  
Professor of Marketing  
David Eccles Faculty Fellow  
David Eccles School of Business  
University of Utah  
Email: steve.carson@business.utah.edu

Jeff Phillips  
Director, Utah Center for Data Science  
Associate Professor  
School of Computing  
University of Utah  
Email: jeffp@cs.utah.edu

Himanshu Mishra  
David Eccles Professor of Marketing  
David Eccles School of Business  
University of Utah  
Email: himanshu.mishra@utah.edu

Promothesh Chatterjee  
Assistant Professor of Marketing  
David Eccles School of Business  
University of Utah  
Email: promothesh@eccles.utah.edu

## 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>