

# 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>

## 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  
Machine Learning for Business Research  
Marketing Models  
Strategic Marketing  
Theory Development for Behavioral Research I  
Theory Development for Behavioral Research II

Arul Mishra  
Arul Mishra  
William Moore  
Steve Carson  
Himanshu Mishra  
Himanshu Mishra

### **Psychology & Economics**

Advanced Human Cognition  
Advanced Social Psychology  
Behavioral and Experimental Economics  
Dynamical Systems in Social Psychology  
Methods in Social Psychology

Jeanine Stefanucci  
Carol Sansone  
Subhasish Dugar  
Jonathan Butner  
Carol Sansone

### **Computer Science & Statistics**

Applied Econometrics  
Applied Statistics  
Data Mining  
Hierarchical Linear Models  
Machine Learning  
Natural Language Processing  
Probabilistic Modeling  
Structured Prediction

Ellis Scharfenaker  
Oakley Gordon  
Jeff Phillips  
Claire Seung-Hee Son  
Shandian Zhe  
Ellen Riloff  
Shandian Zhe  
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  
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Promothesh Chatterjee  
Assistant Professor of Marketing  
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University of Utah  
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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>