

David DeFranza

Curriculum vitae

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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>

Other Publications

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

AWARDS & HONORS

- 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

- 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.
- 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 Git & Unix Shell, 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

- 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

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), L^AT_EX

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>