David DeFranza

Curriculum vitae
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EDUCATION

Ph.D., Business Administration (Marketing), David Eccles School of Business, University of Utah
Advisors: Arul Mishra and Himanshu Mishra

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**, Himanshu Mishra, & Arul Mishra. How language shapes prejudice against women: An examination across 45 world languages. *Journal of Personality and Social Psychology*. Advance online publication. 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

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**, & 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.

TEACHING EXPERIENCE

Ph.D. Bootcamp: Programming with Python (Graduate)	Summer 2019

Teaching Assistant

Text Analytics (Graduate)	Summer 2020
Machine Learning for Business Applications (Graduate)	Fall 2018, 2019

SERVICE

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

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 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.