

# 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 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

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  
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  
Machine Learning  
Natural Language Processing  
Probabilistic Modeling  
Structured Prediction

Ellis Scharfenaker  
Oakley Gordon  
Jeff Phillips  
Shandian Zhe  
Ellen Riloff  
Shandian Zhe  
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.