

David C. Evans, Ph.D.

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Experience

Psychster Inc. Founder and CEO. Kenmore, WA. 2006 to present.

- Performed segmentation analysis, usability studies, ad effectiveness surveys, and market research scans for social media ventures.
- Designed, developed and launched YouJustGetMe, a Facebook application and website with 8,500 members.

RIPL Corp. Director of Research & Analysis. Seattle, WA. 2007 to 2008.

- Directed a team of market research analysts, beta program managers, contractors and interns.
- Conducted a 300 member Beta Program and collected 12 surveys and 4 usability tests in 6 weeks.
- Developed algorithms to enhance the flow of content through the network.
- Drove requirements on both internal and external online reports.

Classmates.com. Market Research Manager/Sr. Business Analyst. Renton, WA. 2005 to 2007.

- Researched user needs, competitor positioning, psychographic segmentation, satisfaction drivers, awareness, & brand characteristics. Presented results to project managers and executives at all levels.
- Performed data-mining to determine revenue earned by UGC, develop segmentation algorithms.
- Developed 30+ online surveys and analyzed results in SPSS using ANOVA, regression, Chi-square, cluster and factor analysis, correspondence analysis & conjoint analysis.
- Responsible for monthly usability tests of live and proposed features. Recruited, interviewed, and summarized needs of customers in live one-on-one usability sessions.
- Wrote RFPs and managed vendors.

Microsoft Corp., Survey Program Manager. Redmond, WA. 2004 to 2005.

- Researched the psychology, business needs, and usability of instant-messaging at the workplace.
- Managed enterprise software adoption among Fortune 500 companies.
- Performed and analyzed 20+ online surveys among 5000 beta program testers and presented results to feature teams and executives.

Assistant Professor of Social Psychology, Union College. Schenectady, NY. 2000 to 2003.

- Published original research on the psychology of online social behavior, racism, and interpersonal perception.
- Taught college-level courses in Social Psychology, Statistics, and Statistical Software.

Publications

I have authored 12 peer-reviewed journal articles, 20 national conference presentations, and over 50 contract reports. I took the lead statistical analytic role on all of these papers, many of which pertained to internet-based social communication. Most relevant publications include:

- [Evans, D.C., Gosling, S.D., & Carroll, A. \(2008\)](#). What elements of an online social networking profile predict target-rater agreement in personality impressions? In Proceedings of the International Conference on Weblogs and Social Media (Seattle, Washington, USA, March 31 - April 2, 2008).
- [Evans, D.C., & Gosling, S.D. \(2007, November\)](#). Forming personality impressions from online profiles: A research issue illustrating the science of social computing. GROUP 2007 conference of the Association for Computing Machinery.

Education

Ph.D. Social & Personality Psychology, University of Iowa, Iowa City, IA. 1999. Dissertation on internet-based surveys of political attitudes.

B.A. Psychology & German, Grinnell College, Grinnell, IA. 1991. Phi Beta Kappa. *Cum laude*.

Skills

Software - Expert user SPSS, MS Excel, MS Access, MS Live Meeting, MS Sharepoint and MS Powerpoint. Professional training in HTML, PHP, and SAS. Professional experience with Sawtooth, PHPMyAdmin (MySQL), Offermatica, and Omniture.

Statistics - Expert in multivariate analysis of variance, linear & logistic regression, meta-analysis, cluster and factor-analysis, and non-parametrics for use in research on satisfaction, brand health, attitude-awareness-usage, segmentation, and user-experience. Professional experience in conjoint analysis, correspondence analysis, and website traffic analysis.