

David C. Evans Ph.D.
curriculum vitae

Contact Information

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Education

- 1999 Ph.D. conferred December, 1999. A multivariate online experiment examining whether corporate employees stigmatize co-workers due to affirmative action. Department of Psychology. Personality and Social Psychology Training Area. University of Iowa.
- 1995 M.A. conferred December, 1995. Department of Psychology. Personality and Social Psychology Training Area. University of Iowa.
- 1991 B.A. Departments of Psychology and German. Grinnell College. Grinnell, IA.
- 1989 Albert Ludwigs Universität. Freiburg im Breisgau, Germany.

Academic and Professional Appointments

- 2006 - present *CEO. Psychster Inc., Kenmore, WA.* Founded social media research firm supplying segmentation, user research, and market scans to commercial ventures. Designed, built, and launched <http://www.YouJustGetMe.com>, a social networking website helping people to assess the personality impressions conveyed by their online profiles. Managed employees, subcontractors, clients, and stakeholders.
- 2006 - 2007 *Director Research & Analysis. RIPL Corp., Seattle, WA.* Directed market analysts in market and user-research and conducted consecutive Beta Programs.
- 2005 - 2007 *Usability Engineer/Market Analyst/Sr. Business Analyst. Classmates Online, Renton, WA.* Performed usability testing and market research studies and presented reports to executives of company and parent company. Promoted to Sr. Business Analyst to implement segmentation algorithms and conduct multivariate testing.
- 2004 - 2005 *Survey Program Manager. Microsoft Corporation, Redmond, WA.* Conducted online surveys of business partners, beta testers, and users involved in an early-adoption program of Live Communications Server, an enterprise instant-messaging software platform.
- 2000 – 2003 *Visiting Assistant Professor. Union College, Schenectady, NY.* Developed and taught undergraduate courses in the Department of Psychology (see below). Published 4 papers in refereed journals and supervised 5 student presentations at national conferences as part of program of research in interracial impression-formation and internet-mediated social communication.

Courses Developed

- Union College
2000-2003 Introduction to Psychology; Social Psychology; Statistical Methods in Psychology; Seminar in Social Psychology: Prejudice, Racism, & Stereotyping; Freshmen Preceptorial: Metapatterns in Science and Literature.
- University
of Iowa
1995-1998 Introduction to Statistical Packages; Elementary Psychology; Introduction to Social Psychology; Experimental Psychology I; Experimental Psychology II: Research in Social Psychology

Special Statistical and Technical Skills

Hierarchical Linear Modeling (HLM), Factor Analysis, Meta-Analysis, Linear Regression and Analysis of Variance (ANOVA). Expert user SPSS, MS Excel, MS Access. Online survey programming in HTML and PHP.

Published Papers (reverse chronological order)*

- 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).
http://www.psychster.com/library/EvansGoslingCarroll_ICWSM08.pdf
- Green, R.K., Evans, D.C., & Gosling, S.D. (2008). Researching first impressions in the age of online profiles. *Eye on Psi Chi*, 12(3), 23-25.
http://www.psychi.org/pubs/articles/article_684.asp
- Evans, D.C. (2007). A review of *Dyadic Data Analysis* by Kenny, Kashy, & Cook. *Journal of Anthropological Research* 64(1).
- Evans, D.C. (2005). A review of *Blackfellas, Whitefellas, and the Hidden Injuries of Race* by Gillian Cowlishaw. *Journal of Anthropological Research* (60)3.
- Noor, F., & Evans, D.C. (2003). The effect of facial symmetry on perceptions of personality and attractiveness. *Journal of Research in Personality*, 37, 339-347.
<http://www.psychster.com/library/JRP2003.pdf>
- Evans, D.C., Garcia, D.J., Garcia, D.M., & Baron, R.S. (2003). In the privacy of their own homes: Using the internet to assess racial bias. *Personality and Social Psychology Bulletin*, 29, 273-284. http://www.psychster.com/library/PSPB_MS.pdf
- Evans, D.C. (2003). A comparison of the other-directed stigmatization produced by legal and illegal forms of affirmative action. *Journal of Applied Psychology*, 88, 121-130.
http://www.psychster.com/library/EVANS_JAP2003.pdf
- Evans, D.C., Hart, A.J., & Hicks, J.C. (2003). Are race and gender central or peripheral traits? Examining evaluative amplification of personality impressions in the classic Asch paradigm. *Current Research in Social Psychology*, 9(7), 96-108.
<http://www.uiowa.edu/%7Egrpproc/crisp/crisp.9.7.html>
- Olson, B.D., & Evans, D.L. (1999). The role of the Big-Five personality dimensions in the direction and affective consequences of everyday social comparisons. *Personality and Social Psychology Bulletin*, 25, 1506-1516.
- Hart, A.J., Evans, D.L., Wissler, R.L., & Feehan, J., & Saks, M.J. (1997). Injuries, prior beliefs and damage awards. *Behavioral Sciences and the Law*, 15, 63-82.
- Saks, M.J., Hollinger, L., Wissler, R.L., Evans, D.L., & Hart, A.J. (1997). Reducing variability in civil jury awards. *Law and Human Behavior*, 21, 243-256.
- Wissler, R.L., Evans, D.L., Hart, A.J., Morry, M.M., & Saks, M.J. (1997). Explaining "pain and suffering" awards: The role of injury characteristics and fault attributions. *Law and Human Behavior*, 21, 181-207.

Conference Presentations (reverse chronological order)*

- Evans, D.C. & Gosling, S.D. (2007, October). Forming personality impressions from online profiles: A research issue illustrating the science of social computing. Paper presented at the Workshop on Research Directions for Social Computing at the annual meeting of the Association for Computing Machinery, Sanibel Island, FL.
http://www.psychster.com/library/EvansGosling_GROUP07.pdf
- Evans, D.C., & Jones, N.R. (2003, November). The effect of computer mediated communication on the accuracy of personality impression formation. Poster presented at the annual meeting

* Note: Name changed from David L. Evans to David C. Evans upon marriage.

of the Society for Computers in Psychology, Vancouver, BC.
http://www.psychster.com/library/Evans_Jones_SCiP_2003_Handout.pdf

Evans, D.C., & Jones, N. R. (2002, November). In the privacy of their own homes: Raising confidence in racism experiments and surveys by using the internet to reduce distortion. Poster presented at the annual meeting of the Society of Computers in Psychology, Kansas City, MO.

Noor, F., & Evans, D.C. (2002, June). Facial symmetry has a significant effect on personality perception. Poster presented at the annual meeting of the American Psychological Society, New Orleans, LA.

Evans, D.C., & Evans, P.C. (2002, June). The Big-Five stereotype profiles of African-, Asian-, and European-Americans. Poster presented at the annual meeting of the American Psychological Society, New Orleans, LA.

Evans, D.C. (2001, May). Legal forms of affirmative action do not produce stigmatization. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Evans, D.L., Olson, B.D., Musick, M., & Michalak, D.M. (1999, April). The role of self-serving attributional biases in social comparisons. Poster presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Evans, D.L., Schwarting, B.G., & Baron, R.S. (1999, April). Which best predicts opinions of affirmative-action: Pro-Black, anti-black, or ambivalent racial attitudes? Poster presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Olson, B.D., & Evans, D.L. (1998, May). The role of the Big-Five personality dimensions in everyday social comparisons. Poster presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Evans, D.L., Garcia, D.J., Michalak, D.M., & Baron, R.S. (1998, May). Reliability, validity, and ethical issues regarding social psychological data collection on the internet. Poster presented at the annual meeting of the American Psychological Society, Washington DC.

Hicks, J.C., Evans, D.L., & Hart, A.J. (1996, May). Race and trait centrality: The impact of racial information on person perception in the Asch paradigm. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.

Professional Societies

Association for Computing Machinery
 Association for the Advancement of Artificial Intelligence
 Reviewer for Computer Human Interaction 2009 Conference

Grants, Awards, and Service

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| 2003 | Union College Development Grant. Awarded \$30,000 grant to produce "Beyond Offense," a documentary of diversity-related issues on Union College campus. |
| 2002 | Union College Faculty Research Fund. Awarded \$1000 grant for "Union College Cross-Panel Study of Racial Stereotypes." |
| 2002 | Awarded the Union College Thurgood Marshall Award for service to the Academic Opportunity/Higher Education Opportunity program. |
| 2001 | NSF-AIRE Post-Baccalaureate Minority Teaching Fellowship. Mentored student from Belize. |
| 1991 | Phi Beta Kappa. Iowa Chapter. |