

BRENT KITCHENS, PH.D.

University of Virginia McIntire School of Commerce
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brentkitchens@virginia.edu

August 31, 2023

EXPERIENCE

University of Virginia McIntire School of Commerce	
Associate Professor of Commerce	2022 – Present
Assistant Professor of Commerce	2015 – 2022
Associate Director – McIntire Center for Business Analytics	2018 – Present
University of Florida Warrington College of Business Administration	
Graduate Assistant	2010 – 2015
Ernst & Young, LLP, Memphis, TN	
Advisory Services Senior Advisor/Auditor	2005 – 2010

EDUCATION

University of Florida	
Ph.D. in Information Systems	August 2015
Dissertation title: <i>Essays on Latent Construct Identification through Text Mining and Event Study</i>	
University of Mississippi	
B.B.A. in Management Information Systems	May 2005
Minor: Accountancy	

REFEREED JOURNAL ARTICLES

1. Wright, R., Johnson, S., Kitchens, B. (Forthcoming) "Phishing Susceptibility in Context: A Multi-level Information Processing Perspective on Deception Detection." *MIS Quarterly*.
2. Claggett, J., Kitchens, B., Paino, M., Levin, K. (2022) "The Effects of Website Traits and Medical Skepticism on Patients' Willingness to Follow Online Medical Advice: A Web-Based Experiment" *Journal of Medical Internet Research*. 24(2).
3. Kitchens, B., Johnson, S., Gray, P. (2020) "Understanding Echo Chambers and Filter Bubbles: The Impact of Social Media on Diversification and Partisan Shifts in News Consumption." *MIS Quarterly*. 44(4), 1619-1650.
 - Winner of the 2020 AIS Senior Scholars Best Paper Award
 - Winner of the 2020 MIS Quarterly Best Paper Award
 - Distinguished Winner of the 2021 *Responsible Research in Management Award*, sponsored by the Academy of Management Fellows, and co-sponsored by the Community for Responsible Research in Business and Management
 - First Runner Up for the 2021 Best Published Paper Award presented by the Academy of Management Organizational Communication and Information Systems Division
4. Ahmad, F., Abbasi, A., Kitchens, B., Adjeroh, D., Zeng, D. (2020) "Deep learning for adverse event detection from web search." *IEEE Transactions on Knowledge and Data Engineering*. 34 (6).
5. Kitchens, B., Dobolyi, D., Li, J., Abbasi, A. (2018). "Advanced Customer Analytics: Strategic Value through Integration of Relationship-Oriented Big Data." *Journal of Management Information Systems*. 35 (2), 540-574.
6. Kitchens, B., Kumar, J., Pathak, P. (2018). "Electronic Markets and Geographic Competition among Small, Local Firms." *Information Systems Research*. 29 (4), 928-946.
7. Kitchens, B., Means, T., Tan, Y. (2018). "CAPTivatE: Building Blocks for Implementing Active Learning." *Journal of Education for Business*. 93 (2), 58-73.

REFEREED JOURNAL ARTICLES (CONTINUED)

8. Wyllie, J., Lucas, B., Carlson, J., Kitchens, B., Kozary, B., Zaki, M. (2016). "An Examination of Not-for-Profit Stakeholder Networks for Relationship Management: A Small-scale Analysis on Social Media." *PloS ONE*. 11.10.
9. Kitchens, B., Harle, C., Li, S. (2014). "Quality of Health-Related Online Search Results." *Decision Support Systems*. 57: 454-462.

PRACTITIONER AND POPULAR PRESS PUBLICATIONS

1. Johnson, S., Kitchens, B., Gray, P. (2020) "Facebook Serves as an Echo Chamber, Especially for Conservatives. Blame Its Algorithm." *Washington Post*. (<https://www.washingtonpost.com/opinions/2020/10/26/facebook-algorithm-conservative-liberal-extremes/>)
2. Abbasi, A., Kitchens, B., Ahmad, F. (2019). "The Risks of AutoML and How to Avoid Them." *Harvard Business Review*. (<https://hbr.org/2019/10/the-risks-of-automl-and-how-to-avoid-them>)

PRESENTATIONS

1. Kitchens, B. "Deep Learning with Context: Adverse Event Detection from Search Data" *Front Range Machine Learning Alliance (FoRMLA)*. 2022 (invited).
2. Kitchens, B., Johnson, S., Gray, P. "Understanding Echo Chambers and Filter Bubbles" *University of Miami Herbert Business School Business Technology Seminar Series*. 2022 (invited).
3. Kitchens, B., Parham, R., Yung, C. "Is News Really News?" *Eastern Finance Association*. 2021
4. Kitchens, B., Abbasi, A., Claggett, J. "Beating the Clock with MedCrawl: A Social Listening Platform for Health 2.0." *INFORMS Data Science Workshop*. Washington, DC. 2020.
5. Abbasi, A., Claggett, J., Kitchens, B. "MedCrawl: Improving Public Health Outcomes through Effective and Efficient Social Listening." *Conference on Health IT and Analytics*. Washington, DC. 2019.
6. Claggett, J., Paino, M., Kitchens, B. "What Influences Patients' Willingness to Follow Online Medical Advice?" *Conference on Health IT and Analytics*. Washington, DC. 2019.
7. Ahmad, F., Abbasi, A., Kitchens, B., Zeng, D. "Finding Needles in a Haystack: Deep Learning for Rare Adverse Event Detection." *INFORMS Data Science Workshop*, Phoenix, AZ. 2018.
8. Kitchens, B., Claggett, J., Karahanna, E., Hartka, T. "Considering the Efficacy of Telemedicine: A Comparison of Three Analysis Methods." *Conference on Health IT and Analytics*, Washington, DC (2017).
9. Kitchens, B., Kumar, J., Pathak, P. "Electronic Markets and Geographic Competition among Small, Local Firms." *Workshop on Information Systems and Economics*, Auckland, NZ, 2014.
10. Kitchens, B., Kumar, J., Pathak, P. "Small Firms, Local Competition and Electronic Markets." *Workshop on Information Technologies and Systems*, Auckland, NZ, 2014.
11. Moqri, M., Kitchens, B., Bandyopadhyay, S. "KnowledgeMap, an Interactive Visualization and Classification of Scientific Disciplines." *Workshop on Information Technologies and Systems*, Auckland, NZ, 2014.
12. Kitchens, B., Kumar, A., Pathak, P. "The Impact of the Internet on Geographic Competition among Small Local Firms." *Conference on Information Systems and Technology*, San Francisco, CA, 2014.
13. Kitchens, B., Johnson, J., Mitra, D., Pathak, P. "Text Mining for Marketing Importance: Decomposing Firm Value." *INFORMS Annual Meeting*, San Francisco, CA, 2014.
14. Moqri, M., Kitchens, B., Bandyopadhyay, S. "Intellectual Map of Information Systems using Network Analysis." *INFORMS Annual Meeting*, San Francisco, CA, 2014.

PRESENTATIONS (CONTINUED)

15. Kitchens, B., Johnson, J., Mitra, D., Pathak, P. "Mining for Marketing: An Objective Measure of Marketing's Importance." *INFORMS Marketing Science Society Conference*, Atlanta, GA, 2014.
16. Kitchens, B., Mitra, D., Johnson, J., Pathak, P. "Big Data, Text Mining and Service Management." *Frontiers in Service Conference*, Miami, FL, 2014.
17. Moqri, M., Kitchens, B. "Financial Incentives and the Performance of Crowds: A Closer Look." *Collective Intelligence*, Cambridge, MA, 2014.
18. Johnson, J., Kitchens, B., Mitra, D., Pathak, P. "The Value of Marketing: An Information Based Perspective." *INFORMS Marketing Science Society Conference*, Istanbul, Turkey, 2013.
19. Mitra, D., Kitchens, B., Johnson, J., Pathak, P. "The Value of Marketing Information and its Dynamics." *Marketing Dynamics Conference*, Chapel Hill, NC, 2013.
20. Kitchens, B., Johnson, J., Mitra, D., Pathak, P. "Does the Market Believe in Marketing? A Text Mining Based Informational Value Perspective." *Workshop on Information Technologies and Systems*, Orlando, FL, 2012.
21. Harle, C., Kitchens, B., Li, S. "The Relationship between Health Information Quality and Search Engine Results." *Workshop on Health IT and Economics*, Washington, DC, 2011.
22. Kitchens, B., Harle, C., Li, S. "Exploring the Frequency of Quality Health Information in Online Search Results." *Workshop on Data Mining and Health Informatics*, Charlotte, NC, 2011.

SELECTED MEDIA AND SOCIAL MEDIA COVERAGE OF RESEARCH

- CBS News* (live broadcast interview): "How social media algorithms shape the way we get information and news" (<https://www.cbsnews.com/video/how-social-media-algorithms-shape-the-way-we-get-information-and-news/>)
- Columbia Journalism Review*: "Another tech hearing in Congress becomes a circus sideshow" (https://www.cjr.org/the_media_today/another-tech-hearing-in-congress-becomes-a-circus-sideshow.php)
- Galley by Columbia Journalism Review*: "Talking with Steven Johnson and Brent Kitchens about algorithms and news consumption" (<https://galley.cjr.org/public/conversations/-MKibrC4anESj2mlhAZV>)
- New York Times*: "On Tech" (<https://www.nytimes.com/2020/10/27/technology/alipay-china.html>)
- NPR*: "Facebook, Twitter, Google CEOs Testify To Senate: What To Watch For" (<https://www.npr.org/2020/10/28/928532702/facebook-twitter-google-ceos-testify-to-senate-what-to-watch-for>)
- NPR Up First*: "Tech CEOs Face Lawmakers..." (<https://www.npr.org/2020/10/04/920235104/tech-ceos-face-lawmakers-candidates-in-swing-states-philadelphia-police-killing>)
- Politico*: "To Thrive, Our Democracy Needs Digital Public Infrastructure" (<https://www.politico.com/news/agenda/2021/01/05/to-thrive-our-democracy-needs-digital-public-infrastructure-455061>)
- Snopes*: "Facebook Is Tilting the Political Playing Field More Than Ever, And It's No Accident" (<https://www.snopes.com/news/2020/10/28/facebook-is-tilting-the-political-playing-field-more-than-ever-and-its-no-accident/>)
- Talking Points Memo*: "Facebook Generates Extremism for Society and Profits for Investors" (<https://talkingpointsmemo.com/edblog/facebook-generates-extremism-for-society-and-profits-for-investors/sharetoken/PixDmDshl548>)
- USA Today*: "Censorship or conspiracy theory? Trump supporters say Facebook and Twitter censor them but conservatives still rule social media" (<https://www.usatoday.com/story/tech/2020/11/30/donald-trump-facebook-twitter-censor-censorship-conservatives-election/6349142002/>)
- Vox*: "Social media is making a bad political situation worse" (<https://www.vox.com/recode/21534345/polarization-election-social-media-filter-bubble>)
- Wired*: "It's Hard to Escape Facebook's Vortex of Polarization" (<https://www.wired.com/story/facebook-vortex-political-polarization/>)
- Harvard Business Review*: "Boost Your Resistance to Phishing Attacks" (<https://hbr.org/2020/09/boost-your-resistance-to-phishing-attacks>)

TEACHING

McIntire School of Commerce, University of Virginia

Business Analytics (undergraduate, M.S. Commerce, M.S. Management of IT, executive education)
Data Management for Decision Making (M.S. Commerce)
Digital Analytics (M.S. in Commerce)
Digital Innovation (M.S. in Management of IT)
IT-Driven Organizational Transformation (M.S. in Management of IT)
Predictive Analytics with Low-Code Technology (M.S. Commerce)

Warrington College of Business Administration, University of Florida

Winner of University-Wide Graduate Student Teaching Award, 2014 and 2015
Business Systems (undergraduate)
Information Systems and Operations Management Strategy (undergraduate)
Tactical Information Technology Management (executive education)

Ernst & Young, LLP

Designated Learning Leader: Developed and instructed seminars on subjects such as Unix/Linux security, SQL queries for audit procedures, quality initiatives, and firm audit documentation tools

SERVICE

Editorial Board Member, *Information Systems Research*, 2021-present
Treasurer, Workshop on Information Technology and Systems, 2021-present
Program Committee Co-chair, *INFORMS Data Science Workshop*, Washington, DC, 2020
Associate Director, McIntire Center for Business Analytics, 2018 - Present
Treasurer, INFORMS College on Artificial Intelligence, 2020 - Present
Secretary, INFORMS College on Artificial Intelligence, 2018 - 2020
President, University of Virginia Colonnade Club Board of Governors, 2023 - Present
Vice President, University of Virginia Colonnade Club Board of Governors, 2021 - 2023
Board Member, University of Virginia Colonnade Club Board of Governors, 2017 - Present
Cluster Chair, e-Business Cluster, *INFORMS Annual Meeting*, Nashville, TN, 2016
Webmaster and volunteer coordinator, *Workshop on Information Technologies and Systems*, Orlando, FL, 2012.
Volunteer, *Conference on Information Systems and Technology*, Charlotte, NC, 2011.
Referee: *MIS Quarterly*, *Information Systems Research*, *Management Science*, *Journal of Management Information Systems*, *Journal of the Association for Information Systems*, *INFORMS Journal on Computing*, *Journal of the Association for Information Science and Technology*, *Decision Support Systems*, *Decision Sciences*, *Information Technology and Management*, *International Conference on Information Systems*, *Conference on Information Systems and Technology*, *INFORMS Data Science Workshop*, *Workshop on Information Technologies and Systems*