

# DAVID W. WILSON

(Updated 01/15/26)

Assistant Professor, Information Systems  
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## SUMMARY

*Research*    **Topics:**            Automated Fraud Detection, Digital Friction,  
                  **Methods:**            Commercial data collection / Machine Learning,  
   Behavioral experiments, surveys

*Teaching*    Data analytics/data science, business intelligence, business statistics/data analysis

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## EDUCATION

**2015**    Ph.D. in Management Information Systems  
                  *University of Arizona*

**2010**    M.A. Information Systems Management  
                  *Brigham Young University*

**2010**    B.S. Information Systems  
                  *Brigham Young University*

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## PROFESSIONAL EXPERIENCE

**2022 – Present**    Assistant Professor of Information Systems  
                                  *Brigham Young University*

**2018 – 2022**    Director of Data Science  
                                  *Neuro-ID, Inc.*

**2017 – 2018**    Data Analytics Solutions Architect  
                                  *Numetric, Inc.*

**2017 – 2018**    Adjunct Professor  
                                  *Brigham Young University*

**2015 – 2017**    Assistant Professor of MIS  
                                  *University of Oklahoma*

**2011 – 2015**    Research Associate  
                                  *University of Arizona*

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## PUBLICATIONS

**Journal Articles**    01. Kim, David, Valacich, Joseph S., Jenkins, Jeffrey L., Wilson, David W., Kumar, Manasvi, & Weisgarber, Paul. "Are You, You? Seamlessly Fighting Identity Fraud with Keystroke Dynamics," (Forthcoming) ***Information Systems Research***.

02. Wilson, David W., Valacich, Joseph S., & Jenkins, Jeffrey L. "Behaviorally Measuring Usability by Analyzing Users' Mouse Movement Efficiency," (2024) *MIS Quarterly*, 48(3), pp. 979-1008.
  03. Pickard, Matt D., Wilson, David W., & Roster, Catherine A. "Development and application of a self-report measure for assessing sensitive information disclosures across multiple modes," (2018) *Behavior Research Methods*, 50, pp. 1734-1748.
  04. Wright, Ryan T., Roberts, Nick, & Wilson, David W. "The role of context in IT assimilation: A multi-method study of a SaaS platform in the US nonprofit sector," (2017), *European Journal of Information Systems*, 26, pp. 509-539.
  05. Proudfoot, Jeffrey G., Wilson, David W., Valacich, Joseph S., & Byrd, Michael D. "Saving face on Facebook: privacy concerns, social benefits, and impression management," (2017), *Behaviour & Information Technology*, 37(1), pp. 16-37.
  06. Bessarabova, E., Piercy, C., King, S., Vincent, C., Dunbar, N. E., Burgoon, J. K., Miller, C. H., Jensen, M., Elkins, A., Wilson, David W., Wilson, S. N., & Lee, Y.-H., "Mitigating Bias Blind Spot via a serious video game" (2016), *Computers in Human Behavior*, 62, pp. 452-466.
  07. Lowry, Paul B. and Wilson, David W., "Creating agile organizations through IT: The influence of IT service climate on IT service quality and IT agility" (2016), *Journal of Strategic Information Systems*, 25(3), pp. 211-226.
  08. Vance, Anthony, Lowry, Paul B., Wilson, David W., "Using trust and anonymity to expand the use of anonymizing systems that improve security across organizations" (2015), *Security Journal*.
  09. Burgoon, Judee K., Schuetzler, Ryan S., and Wilson, David W. "Kinesic patterning in deceptive and truthful interactions" (2015). *Journal of Nonverbal Behavior*, 39(1), pp. 1-24.
  10. Burgoon, Judee K., Proudfoot, Jeff, Wilson, David W., and Schuetzler, Ryan S. "Patterns of nonverbal behavior associated with truth and deception: Illustrations from Three Experiments" (2014). *Journal of Nonverbal Behavior*, 38(3), pp. 325-354.
  11. Lowry, Paul B., Wilson, David W., Haig, Bill, "A picture is worth a thousand words: Source Credibility Theory applied to logo and website design for heightened credibility and consumer trust," (2014). *International Journal of Human-Computer Interaction*, 30(1), pp. 63-93.
  12. Lowry, Paul B., Moody, Greg, Galletta, Dennis, Gaskin, James E., Barlow, Jordan B., and Wilson, David W. "Evaluating journal quality and the Association for Information Systems (AIS) Senior Scholars' journal basket via bibliometric measures: Do expert journal assessments add value?" (2013). *MIS Quarterly*, 37(4), pp. 993-1012.
  13. Barlow, Jordan B., Giboney, Justin S., Keith, Mark J., Wilson, David W., Schuetzler, Ryan M., Lowry, Paul B., and Vance, Anthony, "Overview and guidance on agile development in large organizations" (2011). *Communications of the Association for Information Systems*, 29(2).
- Conference Articles & Presentations**
01. Jenkins, Jeffrey L., Shuldberg, Coleman, Valacich, Joseph S., Wilson, David W., Weisgarber, Paul, & Kim, David. "From Clicks to Cognition: Detecting Thoughtful Engagement in Digital Surveys Through Behavioral Metrics," (2025), *ICIS 2025 Proceedings*, Nashville, Tennessee.
  02. Valacich, Joseph S., Weisgarber, Paul, Jenkins, Jeffrey L., Wilson, David W., & Kim, David. "Revolutionizing Competency Assessment: The Role of Digital

- Behavioral Biometrics," (2025) 48th MIPRO ICT and Electronics Convention (MIPRO), Opatija, Croatia.
03. Weisgarber, Paul, Valacich, Joseph S., Jenkins, Jeffrey L., Wilson, David W., & Kim, David. "Identifying and Predicting Consumer Informational Friction: A Digital Behavioral Biometric Approach," (2025), *58th Hawaii International Conference on System Sciences*, Island of Hawaii, HI.
  04. Weisgarber, Paul, Valacich, Joseph S., Jenkins, Jeffrey L., Wilson, David W., Kim, David & Kumar, Manasvi. "Detecting Faking in Hiring Assessments: A Digital Behavioral Biometric Approach," (2024), *ICIS 2024 Proceedings*, Bangkok, Thailand.
  05. Weisgarber, Paul, Valacich, Joseph S., Jenkins, Jeffrey L., Wilson, David W., Kim, David & Kumar, Manasvi. "Detecting Social Desirability Bias in Polls: A Digital Behavioral Biometric Approach," (2024), *AMCIS 2024 Proceedings*, Salt Lake City, UT.
  06. Valacich, Joseph S., Jenkins, Jeffrey L., Wilson, David W., Weisgarber, Paul, Kim, David & Kumar, Manasvi. "Navigating Ethical Oversight in Computing Research: A Case for Umbrella Protocols," 2024 47th MIPRO ICT and Electronics Convention (MIPRO), Opatija, Croatia, 2024.
  07. Wilson, David W., Burnett, Parker, Valacich, Joseph S., & Jenkins, Jeffrey L., "Human or AI? Using Digital Behavior to Verify Essay Authorship" (2023), *ICIS 2023 Proceedings*, Hyderabad, India.
  08. Wilson, David W., Jenkins, Jeffrey L., & Valacich, Joseph S., " Measuring State and Trait Attention Control Using Mouse Movements," 2023 46th MIPRO ICT and Electronics Convention (MIPRO), Opatija, Croatia, 2023, pp. 1-6.
  09. Jenkins, Jeffrey L., Denison, Ashley, Valacich, Joseph S. & Wilson, David W., "Detecting Goal-Oriented vs. Browsing Users Through Behavior Analysis," 2023 46th MIPRO ICT and Electronics Convention (MIPRO), Opatija, Croatia, 2023, pp. 13-18.
  10. Wilson, David W., Jenkins, Jeff, Twyman, Nathan, Jensen, Matt, Valacich, Joseph S., Dunbar, Norah, Wilson, Scott, Miller, Claude, Adame, Bradley, Lee, Yu-Hao, Burgoon, Judee, and Nunamaker, Jay F. "Serious games: An evaluation framework and case study" (2016), *49th Hawaii International Conference on System Sciences*, Kauai, HI.
  11. Brown, Susan A., Thatcher, Sherry B., and Wilson, David W., "Measurement and outcomes of identity communication in virtual teams" (2016), *49th Hawaii International Conference on System Sciences*, Kauai, HI.
  12. Wilson, David W., Schuetzler, Ryan S., Dorn, Bradley, Proudfoot, Jeffrey P., and Valacich, Joseph S., "When disclosure is involuntary: Empowering users with control to reduce concerns" (2015), *ICIS 2015 Proceedings*, Fort Worth, TX.
  13. Giboney, Justin, Wilson, David W., and Durcikova, Alexandra, "Privacy Rights Attitude about Individuals, Companies, and Governments: A Theoretical Perspective," (2015), *Dewald Roode Workshop on Information Systems Security Research*, Newark, DE.
  14. Wilson, David W., Brown, Susan A., Thatcher, Sherry B., and Harris, Sarah B. "Identity Communication in Virtual Teams: Insights from Interviews with Working Professionals" (2015), *AMCIS 2015 Proceedings*, San Juan, PR.
- \*Overall Best Conference Paper Award.**

15. Thatcher, Sherry B., Brown, Susan A., and Wilson, David W. "Toward a Theory of Virtual Identity Communication" (2015), *The Academy of Management Annual Meeting (OCIS Division)*, Vancouver, BC.
16. Wilson, David W., Brown, Susan A., and Thatcher, Sherry B. "Examining predictors and outcomes of identity communication in virtual teams" (2015), *ECIS 2015 Proceedings*, Münster, Germany.
17. Bessarabova, Elena, Piercy, Cameron, King, Shawn, Vincent, Cindy, Dunbar, Norah E., Burgoon, Judee K., Elkins, Aaron, Wilson, David W., Jensen, Matthew, Miller, Claude, Wilson, Scott N., and Lee, Yu-Hao, "Mitigating bias blind spot via a serious videogame" (2015), *International Communication Association*, San Juan, PR.
18. Wilson, David W., Thatcher, Sherry M. B., and Brown, Susan A., "Media capabilities that support identity communication in virtual teams" (2015), *48th Hawaii International Conference on System Sciences*, Kauai, HI.
19. Wilson, David W., Proudfoot, Jeffrey, and Valacich, Joseph S., "Saving face on Facebook: Privacy concerns, social benefits, and impression management" (2014). *ICIS 2014 Proceedings*, Auckland, NZ.
20. Wilson, David W. and Proudfoot, Jeffrey, "Saving face on Facebook: Impression management as motivation to use social computing systems" (2014). *AMCIS 2014 Proceedings*, Savannah, GA.
21. Giboney, Justin, Wilson, David W., and Durcikova, Alexandra, "An individual's views of the right to privacy of other individuals, companies, and governments: A theoretical perspective" (2014). *AMCIS 2014 Proceedings*, Savannah, GA.
22. Giboney, Justin, Wilson, David W., and Durcikova, Alexandra, "An individual's views of others' right to privacy" (2014). *Dewald Roode Workshop on Information Systems Security Research*, Newcastle, UK.
23. Dunbar, Norah E., Jensen, Matthew L., Miller, Claude H., Bessarabova, Elena, Straub, Sara K., Wilson, Scott N., Elizonda, Javier, Burgoon, Judee K., Valacich, Joseph, Adame, Bradley, Lee, Yu-Hao, Lane, Brianna, Piercy, Cameron, Wilson, David W., King, Shawn, Vincent, Cindy, and Schuetzler, Ryan S., "Mitigating cognitive bias through the use of serious games: Effects of feedback" (2014). *9th International Conference on Persuasive Technology*, Padua, Italy.
24. Wright, Ryan T. and Wilson, David W., "The mediating role of the organization in assimilation of enterprise systems: A non-profit perspective" (2013). *DIGIT 2013 Proceedings*. **\*Best Paper Award**.
25. Schuetzler, Ryan S. and Wilson, David W., "Real-time embodied agent adaptation" (2013) *Symposium on Rapid Screening Technologies, Deception Detection and Credibility Assessment, 45th Hawaii International Conference on System Sciences*, Maui, HI.
26. Wilson, David W. and Valacich, Joseph S., "Unpacking the privacy paradox: Irrational decision-making within the privacy calculus" (2012). *ICIS 2012 Proceedings*, Orlando, FL.
27. Burgoon, Judee K., Wilson, David W., Hass, Michael, and Schuetzler, Ryan S. "Interactive deception in group decision-making: New insights from communication pattern analysis" (2012). *98th Annual Convention of the NCA*, Orlando, FL.

28. Burgoon, Judee K., Schuetzler, Ryan S., and Wilson, David W. "Uncovering hidden patterning in interpersonal communication: Illustration with deceptive and truthful interactions" (2012). *98th Annual Convention of the NCA*, Orlando, FL. \***Best Paper Award**.
29. Wilson, David W., Lin, Xiaolin, Longstreet, Phil, and Sarker, Saonee, "Web 2.0: A definition, literature review, and directions for future research" (2011). *AMCIS 2011 Proceedings*, Detroit, MI.
- Book Chapters**
01. Jenkins, Jeffrey L., Valacich, Joseph S., and Wilson, David W., "Enabling Product Platform Growth with AI-Assisted Insight" (2025). In Coursaris, C.K., Beringer, J., Léger, PM., Öz, B. (Eds.), *The Design of Human-Centered Artificial Intelligence for the Workplace*. New York: Springer.
02. Burgoon, Judee K., Wilson, David W., Hass, Michael, and Scheutzler, Ryan S., "Interactive deception in group decision-making" (2015). In Magnusson, M., Burgoon, J. K., Casarrubea, M. & McNeill, D. (Eds.), *Discovering hidden temporal patterns in behavior and interaction: T-pattern detection and analysis with THEME*. New York: Springer.
03. Norah E. Dunbar, Matthew L. Jensen, Claude H. Miller, Elena Bessarabova, Sara K. Straub, Scott N. Wilson, Javier Elizondo, Judee K. Burgoon, Joseph S. Valacich, Bradley Adame, Yu Hao Lee, Brianna Lane, Cameron Piercy, David W. Wilson, Shawn King, Cindy Vincent, and Ryan Scheutzler, "Mitigating Cognitive Bias through the Use of Serious Games: Effects of Feedback" (2014) In *Persuasive Technology* (pp. 92-105). Springer International.
04. Valacich, Joseph S., Looney, Clay, Wright, Ryan T., and Wilson, David W. "Mobile computing" (2014) In Jay F. Nunamaker Jr., Nicholas C. Romano, & Robert O. Briggs (eds.) *Advances in Management Information Systems: Collaboration Systems: Concept, Value, and Use*, Armonk, New York: M.E. Sharpe.
05. Wright, Ryan T. and Wilson, David W., "Privacy, accuracy, and accessibility of digital business" (2014). In Heikki Topi, Randi Cohen, and Allen Tucker (eds.) *Computing Handbook*, Volume 2, Section 7, London: Taylor & Francis.

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## TEACHING EXPERIENCE

- 2022 – Present** Assistant Professor - Information Systems Department  
*Marriott School of Business, Brigham Young University*
- IS 555, Data Science for Organizations
  - IS 566, Data Engineering
- 2017 – 2018** Adjunct Professor - Information Systems Department  
*Marriott School of Business, Brigham Young University*
- IS 201, Introduction to Information Systems
- 2015 – 2017** Assistant Professor of MIS  
*University of Oklahoma*
- MIS 2113, Computer-based Information Systems
  - MIS 3383, Electronic Business (ERP Systems)
- 2014** Graduate Certificate in College Teaching (CCT)  
*University of Arizona*
- 2013** Graduate Research Assistant  
*University of Arizona*

- MIS 111, Computers and the Inter-Networked Society
  - Overall teaching effectiveness rating: **4.9/5.0** (mean of past MIS 111 instructors: 4.2/5.0); Overall rated usefulness of in-class lecture time: **4.9/5.0**

**2011** Graduate Research Assistant

*Washington State University*

- MIS 441, Global E-Commerce
  - Overall instructor rating (both semesters): **3.8/4.0** (mean of other business courses: 3.2/4.0)

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#### **AWARDS & HONORS**

**2014** *ICIS* Doctoral Consortium Fellow

*University of Arizona*

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#### **SERVICE**

**Ad-hoc Reviewer** Information & Management  
International Conference on Information Systems (ICIS)  
Americas Conference on Information Systems (AMCIS)  
Hawaii International Conference on System Sciences (HICSS)  
European Conference on Information Systems (ECIS)

**Conference Service** Steering Committee Member, MIPRO Conference on Human-Computer Interaction