

PATRICIA L. MORAVEC

McCombs School of Business
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EMPLOYMENT

McCombs School of Business, University of Texas at Austin July 2019 - present
Assistant Professor, Department of Information, Risk, and Operations Management

EDUCATION

PhD., Indiana University, Kelley School of Business, Bloomington, IN August 2016 - July 2019
Major: Information Systems; Minor: Marketing Analytics

Dissertation Chair: Alan Dennis

Dissertation Title: *Fake News on Social Media: A Multi-Method Analysis of Consumption, Interventions, and Perceptions of Information Credibility on Social Media*

- Managing Editor of *MIS Quarterly Executive*, 2016-2018

MSc., Indiana University, Kelley School of Business, Bloomington, IN May 2015
Master of Science in Information Systems, Business Intelligence and Business Analytics

GPA 4.00/4.00; GMAT 760, September 2013

- President of the MSIS Association, 2014-2015
- EY Case Competition – 1st Place Team, August 2014
- Kraft Data Dive Competition – 2nd Place Team in Predictive Modeling, May 2015
 - Utilized SAS, SPSS Modeler, Hadoop Pig and Hive to develop product marketing recommendations in less than 24 hours

Indiana University, College of Arts and Sciences, Bloomington, IN May 2014
Bachelors of Science with Honors in Physics, Astronomy and Astrophysics; Minor in Mathematics

GPA 4.00/4.00

- President of the IU Astronomy Club, 2013-2014
- Indiana Space Grant Consortium, 2013-2014

RESEARCH

Journal Articles

- Moravec, P.L., A. Kim, and A.R. Dennis. 2020 “Appealing to Sense and Sensibility: System 1 and System 2 Interventions for Fake News on Social Media.” *Articles in Advance at Information Systems Research*.
- Moravec, P.L., R.K. Minas, and A.R. Dennis. 2019. “Fake News on Social Media: People Believe What They Want to Believe When it Makes No Sense at All.” *MIS Quarterly*. 43:4. DOI: 10.25300/MISQ/2019/15505
- Kim, A., P.L. Moravec, and A.R. Dennis. 2019. “Combating Fake News on Social Media with Source Ratings: The Effects of User and Expert Reputation Ratings.” *Journal of Management Information Systems*. 36:3. DOI: 10.1080/07421222.2019.1628921

Research in Progress

- Kim, A., P.L. Moravec, and A.R. Dennis. “Details Move Minds: Source Rating Summaries and Details in the Fight against Fake News on Social Media.” *Under review*
- Moravec, P.L., A. Kim, R.K Minas, and A.R. Dennis. “Do You Really Know If It’s True? How Asking Users to Rate Stories Affects Belief in Fake News on Social Media.” *Undergoing first round of revision*.

- Bogert, E. and P.L. Moravec. “Expert versus AI ratings.” *Under review*.
- Dennis, A.S., Moravec, P.L., Kim, A., and A.R. Dennis. “Using identity in health public service announcements.” *Under review*.

Conference Presentations

- Moravec, P.L., A. Kim, and A.R. Dennis. “Flagging Fake News: System 1 vs. System 2” *International Conference on Information Systems (ICIS)*, San Francisco, CA, USA (December 2018).
- Moravec, P.L., A. Kim, R.K Minas, and A.R. Dennis. “Do You Really Know If It’s True? How Asking Users to Rate Stories Affects Belief in Fake News on Social Media.” *Hawaiian International Conference on Systems Sciences (HICSS)*, Maui, HI, USA (January 2019).
- Moravec, P.L., L. Yan, and A. Pedraza-Martinez. “Reducing Fear During Crisis Using Informational Support.” *INFORMS*, Phoenix, AZ, USA (November 2018).

Working Papers

- Moravec, P.L., L. Yan, and A. Pedraza-Martinez. “Reducing Fear During Crisis Using Informational Support.” *Preparing for submission*.
- Salge, C., Pye, J., and P.L. Moravec. “Developing trust in AI Healthcare.” *In progress*.
- Dennis, A.S., Kim, A., and P.L. Moravec. “The role of identity in disinformation.” *In progress*.
- Moravec, P.L. and A.R. Dennis. “Interventions Operating in Real Life: A Quasi-Field Experiment on the Effectiveness of News Source Ratings on Real World Social Media Use.” *In progress*.
- Moravec, P.L., A. Kim, and A.R. Dennis. “Fans, Fanatics, and Fake News.” *In progress*.
- Moravec, P.L., A. Kim, and A.R. Dennis. “The Moving of Minds using an Indication of Bias.” *In progress*.
- Moravec, P.L. and R. Ghosh. “It is all about the mindset: The mind (not) at work on social media.” *In progress*.

ACCOMPLISHMENTS

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- 2019-2020 Most media mentions and earned revenue from research publications in the McCombs School of Business 2020
 - 2019 Outstanding Doctoral Student Award, Kelley School of Business 2019
 - Awarded by program office to one graduating doctoral student across all departments
 - Invited for the *Hawaiian International Conference on Systems Sciences (HICSS)* Doctoral Consortium 2019
 - Invited for the *American Conference on Information Systems (AMCIS)* Doctoral Consortium 2018
 - Rob Kling Center for Social Informatics Graduate Student Travel Grant 2018
 - PhD Alan R. Dennis Fellowship, Indiana University, Kelley School of Business 2018-19
 - 2018 Doctoral Student Research Productivity Award 2018
 - PhD Dean’s Fellowship, Indiana University, Kelley School of Business 2017
 - PhD Ashok & Sarita Soni Fellowship, Indiana University, Kelley School of Business 2017
 - PhD Alan R. Dennis Fellowship, Indiana University, Kelley School of Business 2017-18
 - MSIS Most Outstanding Student, Indiana University, Kelley School of Business May 2015
 - Awarded by program office to one student out of graduating class of 120

TEACHING

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- Instructor for two sections of *MIS325: Introduction to Database Management* Spring 2020
 - Instructor rating for each section: 4.5/5; 4.5/5
 - Instructor for two sections of *K353: Business Analytics and Modeling* Fall 2018
 - Overall Dean’s 8 for each section: 6.13/7; 6.15/7

RESEARCH INTERESTS

Social media use, information quality, information credibility, user training, cognition and mindset online

INVITED TALKS

- **McCombs MS Program Advisory Council Fall Keynote Talk** September 2019
- **McCombs Alumni Business Conference** October 2020
- **Indiana University Fall Consortium Seminar Series** September 2020

OTHER WORK EXPERIENCE

Independent Consulting, Bloomington, IN April 2018 – present
Consultant

- Conducting research for technology startups in the context of combatting fake news on social media
- Leading the survey design, development and analysis

Indiana University, Bloomington, IN

Graduate Assistant, Operations and Decisions Technology Department August 2016 – September 2018

- Managing editor for *MIS Quarterly Executive*

KPMG, Chicago, IL

Advisory Associate, Management Consulting – CIO Advisory August 2015 – August 2016

- Enabled smooth and strategic IT use following a major company restructure with transition service agreements between the client and their \$6 billion spin-off
- Tracked and monitored over 300 applications and services with total value of \$84 million
- Managed client transformation through project management of \$118 million project delivery
- Developed monthly mentoring program with By The Hand for middle school aged children

Indiana University, Bloomington, IN

Research Assistant, Chemistry Department September 2013 – May 2014

- Used highly technical microscopes to study of virus particles and light propagation

Research Assistant, Astronomy Department October 2012 – February 2013

- Analyzed data tracing star formation in galaxies by using programming languages such as PERL

University of Michigan Research Experience for Undergraduates (REU), Ann Arbor, MI

Research Assistant, Physics Department June 2013 – August 2013

- Learned Python to complete summer project in two weeks; improved project efficiency by automating flow of Xenon gas into detection chamber, saving two days per test done
- Aided PandaX scientists resolve disputes with detection device part suppliers
- Assisted on explosives detection project for Homeland Security while simultaneously completing role on PandaX project

POPULAR PRESS MENTIONS

Disinformation research (162M unique views): The Wall Street Journal, Forbes Online, FOX Business Network Online, The Miami Herald Online, The Charlotte Observer Online, Fort Worth Star – Telegram Online, Lexington Herald-Leader, MIT Technology Review, The Baltimore Sun Online, Sun Herald Online, among others.

SERVICE

Managing Editor of *MIS Quarterly Executive*, 2016-2018

Ad-hoc Reviewing

- MISQ, 2020
- ISR, 2020
- JMIS, 2020
- JIT, 2020

- POMS, 2019, 2020
- ICIS Conference, 2017, 2018, 2019
- HICSS Conference, 2018, 2019, 2020
- AMCIS Conference, 2018
- AIS Transactions on Replication Research

TECHNICAL SKILLS

- Stata, R, IBM SPSS Statistics, IBM SPSS Amos, IBM SPSS Modeler, SAS, Scala, Tableau, Hadoop Pig and Hive, Microsoft SQL Server, Microsoft Office Suite, Linux, MatLab, Python, Fortran77

REFERENCES

Alan Dennis

Dissertation Advisor

Professor of Information Systems

John T. Chambers Chair of Internet Systems
Indiana University, Kelley School of Business
1309 E. 10th Street, Bloomington, IN 47405
Email: ardennis@indiana.edu

Antino Kim

Research Advisor

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Indiana University, Kelley School of Business
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Lucy Yan

Co-Author

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