

## Emily A. Marshall

---

Department of Sociology and  
Public Health Program  
Franklin and Marshall College

PO Box 3003  
Lancaster, PA 17603  
emily.marshall@fandm.edu

### ACADEMIC EMPLOYMENT

Franklin and Marshall College		
Associate Professor, Department of Sociology and Public Health Program		2023-present
Assistant Professor, Department of Sociology and Public Health Program		2015-2023
University of Michigan		
Faculty Associate, Population Studies Center		2014-2015
NICHD Postdoctoral Research Fellow, Population Studies Center		2012-2014

### EDUCATION

Princeton University		
Ph.D. in Sociology, specialization in Demography		2012
Pomona College		
B.A. in Mathematics and Russian Studies, Phi Beta Kappa, <i>cum laude</i>		2000

### RESEARCH AND TEACHING INTERESTS

Family demography, fertility preferences, survey methods, culture, medical sociology,  
comparative historical sociology

### PEER-REVIEWED ARTICLES (\* designates undergraduate student co-author)

Marshall, Emily, Harriet Okatch, (equal first authors), Ed Novak, Kayla Cottiers,\* LaTonya Trotter. 2025. "Exploring the Use of Mobile-Device-Based Audio Diaries for Asynchronous Data Collection with Nurses During a Pandemic." *SSM – Qualitative Research in Health* 8:100648.

Behrman, Julia, Emily Marshall, and Florian Keusch. 2025. "An Experimental Approach to Assessing Young Women's Childbearing Preferences: A Research Note on the United States." *Demography* 62(3):773–785.

Marshall, Emily and Hana Shepherd. 2022. "Variants of Second Demographic Transition: Empirical Evidence from Young Women's Attitudes About Childbearing." *Population Research and Policy Review* 41:2531–2554.

- Shepherd, Hana and Emily Marshall. 2019. "Childbearing Worldviews and Contraceptive Behavior Among Young Women." *Journal of Marriage and Family* 81(5):1144-1161.
- Marshall, Emily and Hana Shepherd. 2018. "Fertility Preferences and Cognition: Experimental Effects of Decision Context on College Women." *Journal of Marriage and Family* 80(2):521-536.
- Shepherd, Hana and Emily Marshall. 2018. "The Implicit Activation Mechanism of Culture: A Survey Experiment on Associations with Childbearing." *Poetics: Journal of Empirical Research on Culture, the Media and the Arts* 69:1-14.
- Marshall, Emily. 2015. "When Do States Respond to Low Fertility? Contexts of State Concern in Wealthier Countries, 1976-2011." *Social Forces* 93(4):1541-1566.
- Marshall, Emily. 2015. "Population Projections and Demographic Knowledge in France and Great Britain in the Postwar Twentieth Century." *Population and Development Review* 41(2):271-300.  
*Winner, Reinhard Bendix Student Paper Award, American Sociological Association Comparative and Historical Section*
- Marshall, Emily. 2013. "Defining Population Problems: Using Topic Modeling for Cross-National Comparisons." *Poetics: Journal of Empirical Research on Culture, the Media and the Arts* 41(6): 701-724.
- Westoff, Charles and Emily Marshall. 2009. "Hispanic Fertility, Religion and Religiousness in the U.S." *Population Research and Policy Review* 29:441-452.

## **OTHER PUBLICATIONS**

- Marshall, Emily and Charles Westoff. 2014. "Fertility and Religion among U.S. Hispanics." Invited refereed submission. Pp. 2263-2267 in *Encyclopedia of Quality of Life and Well-Being Research*, edited by A. C. Michalos. Dordrecht, Netherlands: Springer.

## **IN PROGRESS**

- "Economic Resources and Childbearing among U.S. Women: An Experimental Approach." With Julia Behrman and Christine Percheski. (*Under review*)
- "Do Survey Respondents Distinguish Between Ideal, Desired, and Expected Fertility? An Empirical Test of Survey Design Effects." With Heather Rackin and Julia Behrman. (*Under review*)
- "The Interaction of Preferences for Marriage and Childbearing: An Experiment Among U.S. Women." With Julia Behrman and Florian Keusch.
- "Priming and Ideal Family Size in the NLSY79." With Heather Rackin.

“Financial Limitations and Desired Family Size: Experimental Effects on Elite College Women in the United States and Turkey.” With Hana Shepherd.

### **RESEARCH GRANTS, EXTERNAL**

TESS: Time-Sharing Experiments for the Social Sciences Grant, “Childbearing Preferences in the Face of Work, Family, and Financial Constraints,” Co-Principal Investigator (Co-PI) with Julia Behrman (Co-PI) and Florian Keusch (Co-Investigator) (approximately \$22,500)	2023
National Institutes of Health, NICHD R03, “Using Innovative Analyses of Attitudes to Predict Fertility-Related Behavior,” Multiple Principal Investigator with Hana Shepherd (\$168,573)	2015-17

### **RESEARCH GRANTS, INTERNAL**

Franklin & Marshall College, Committee on Grants Faculty Research Awards (\$4,000 total).	2020, 2021, 2022, 2023
Franklin & Marshall College, Convergence Grant: Seed Fund for Innovative Connections Across Disciplines, “Experiences of Healthcare Workers During the U.S. COVID-19 Pandemic,” with Harriet Okatch and Ed Novak (\$5,000).	2020-2021
Center for Sustained Engagement with Lancaster (Franklin & Marshall College) and United Way of Lancaster County, “Economic and Social Impact of COVID-19 in Lancaster County,” with Jessica Cox, Jennifer Meyer, Harriet Okatch, and Wei-Ting Yen (\$110,000).	2020-2021
University of Michigan, Population Studies Center Small Grants Award, Freedman Fund (\$10,000).	2013

### **FELLOWSHIPS**

Princeton Institute for International and Regional Studies Dissertation Fellowship	2011-2012
Fellowship of Woodrow Wilson Scholars, Princeton University	2009-2011
Global Network on Inequality, Visiting Fellowship to Sciences Po, Paris, France	Fall 2010
Foreign Language and Area Studies Fellowship (Turkish)	2006-2007
Fulbright Fellowship, U.S. Student Program (Russia)	2000-2001

## CONFERENCE PRESENTATIONS AND INVITED RESEARCH TALKS

(\* indicates invited research presentation; first author is presenter unless otherwise noted)

Julia Behrman, Emily Marshall, and Christine Percheski (presenter). “The Interaction of Preferences for Marriage and Childbearing: An Experimental Approach Among US Women.” American Sociological Association Annual Meetings (ASA), Chicago, IL, August 2025.

Marshall, Emily, Julia Behrman, and Florian Keusch. “The Interaction of Preferences for Marriage and Childbearing: An Experimental Approach Among US Women.” Population Association of America Annual Meetings (PAA), Washington, DC, April 2025.

Rackin, Heather, Emily Marshall, and Julia Behrman. “Do Survey Respondents Distinguish Between Ideal, Desired, and Expected Fertility? An Empirical Test of Survey Design Effects.” PAA, Columbus, OH, April 2024.

Behrman, Julia, Emily Marshall, and Florian Keusch. “Family Size Preferences in the Face of Work and Family Constraints.” ASA, Philadelphia, PA, August 2023.

Rackin, Heather and Emily Marshall. “Priming and Ideal Family Size in the NLSY79.” ASA, Philadelphia, PA, August 2023.

Marshall, Emily and Hana Shepherd. “Variation in Fertility Preferences: Effects of Financial Primes on College Women in the United States and Turkey.” Mini-Conference on Fertility Preferences, Population Well-Being Initiative, University of Texas–Austin, October 2022.\*

Marshall, Emily, Harriet Okatch (presenter), and Jennifer Meyer. “Predictors of Parental Concern About Children’s Health Risks in Childcare and at School During the COVID-19 Pandemic.” Poster presentation, American Public Health Association Annual Meetings (APHA), Boston, MA, November 2022.

Harriet Okatch, Emily Marshall, Jennifer Meyer, and Wei-Ting Yen. “Factors Associated with Perceived Stress During COVID-19.” APHA, online, October 2021.

Jennifer Meyer, Harriet Okatch, Emily Marshall, and Wei-Ting Yen. “Assessing Demand for a Public Health Department in Lancaster County, Pennsylvania: A Survey Experiment.” APHA, online, October 2021.

Marshall, Emily, Jennifer Meyer and Harriet Okatch. “COVID-19 and Preventive Health Behaviors: Do Work Conditions Explain Attitude-Behavior Inconsistencies?” Poster presentation, PAA, online, May 2021.

Marshall, Emily. “Childbearing Worldviews and Contraceptive Behavior among Young U.S. Women.” Center for Studies in Demography and Ecology, University of Washington. October 25, 2019.\*

- Marshall, Emily and Hana Shepherd. "A U.S. Variant of Second Demographic Transition? Empirical Evidence from Young Women's Attitudes about Childbearing." ASA, New York, NY, August 2019.
- Marshall, Emily and Hana Shepherd. "Financial Limitations and Desired Family Size: Experimental Effects on Elite College Women in the United States and Turkey." Poster presentation, PAA, Austin, TX, April 2019.
- Marshall, Emily and Sarah Schubach. "Global Diffusion and Stratification of Reproductive Technology: The Case of Birth by Caesarean Section." ASA, Montreal, Canada, August 2017.
- Shepherd, Hana and Emily Marshall (presenter). "Attitudinal Change and Contraceptive Use: Development of Shared Cultural Models of Fertility." ASA, Montreal, Canada, August 2017.
- Marshall, Emily. "Cultural Schemas and Contraceptive Use Among Young Women." University of California-Berkeley, Demography Department, May 3, 2017.\*
- Shepherd, Hana and Emily Marshall (presenter). "Cultural Schemas and Contraceptive Use Among Young Women." Poster presentation, PAA, Chicago, IL, April 2017.
- Marshall, Emily and Hana Shepherd. "What Can We Learn from Variation in Fertility Preferences? Effects of Social Context on College Women in the United States and Turkey." Eastern Sociological Society Annual Meetings (ESS), Sociology of Reproduction mini-conference, Philadelphia, PA, February 2017.
- Shepherd, Hana and Emily Marshall. "Will Measuring Cognition Help Us Understand Demographic Behavior? Cognitive Associations and Contraceptive Use." PAA, Washington, DC, April 2016.  
ESS (invited panel), Boston, MA, March 2016.
- Marshall, Emily. "The Futures of Fertility: Changing Fertility Assumptions in Population Projections in Postwar Western Europe." Social Science and History Association Annual Meetings, Baltimore, MD, November 2015.
- Marshall, Emily, Christine Bachrach, Heather Rackin, and Hana Shepherd. "Cognitive Representations, Schemas, and Behavior." Invited panel, "Cognition and Demography," PAA, San Diego, April 2015.
- Marshall, Emily and Caroline Sten Hartnett. "How Does Education Affect Fertility? Intentions, Prototypes, and Attitudinal Change." PAA, San Diego, April 2015.
- Marshall, Emily and Hana Shepherd, equal authors. "Big Data: Can it Solve Cultural Sociology's Behavioral Problems?" ASA (invited panel on Big Data and the Study of Culture), San Francisco, CA, August 2014.

- Shepherd, Hana and Emily Marshall, equal authors. “Getting More from Mobile Devices: Using Implicit Attitude Measures for Ecological Momentary Assessment.” Digitizing Demography Conference, Facebook, Menlo Park, CA, August 2014.
- Marshall, Emily and Caroline Sten Hartnett. “Testing Pathways of Influence from Education to Fertility: Educational Enrollment and Attitudinal Change.” ASA, San Francisco, August 2014.
- Shepherd, Hana and Emily Marshall. “The Contextual Meaning of Fertility: A Survey Experiment.” ASA, San Francisco, CA, August 2014.
- Marshall, Emily and Hana Shepherd. “How Do Fertility Preferences Vary across Social Contexts? An Experimental Survey Approach.” PAA (poster session), Boston, May 2014.
- Marshall, Emily. “Defining Population Problems: A Cross-National Comparison of Fertility Research,” Social Science and History Association Annual Meetings, Chicago, IL, November 2013.
- Marshall, Emily. “Great Expectations: Population Projections and Politics in Twentieth-Century Britain and France.” Department of Sociology, Western University, November 8, 2013.\*
- Marshall, Emily. “Great Expectations? Population Projections and Politics in Twentieth-Century Great Britain and France.” ASA, New York, NY, August 2013.
- Marshall, Emily and Hana Shepherd. “Reports of Fertility Preferences: Assessing the Effects of Priming with Social Contexts.” PAA, New Orleans, LA, April 2013.
- Marshall, Emily. “Population Problems: Social Policy and Low Fertility in Post-War France and Great Britain.” British Society for Population Studies Annual Meetings, York, England, September 2011.
- Marshall, Emily. “Population Problems? State Actors and Low Fertility in Post-War France and Great Britain.” ASA, Las Vegas, NV, August 2011.
- Marshall, Emily. “Low Fertility and Contexts of State Concern in European and OECD Countries, 1976-2005.” PAA, Dallas, TX, April 2010.
- Marshall, Emily. “Interpreting Population Change: State Commissions on Population in Great Britain and France after World War II.” Graduate Student Workshop, *Observatoire sociologique du changement*, Sciences Po, Paris, France, November 2010.

## **TEACHING AND ADVISING**

### **Franklin and Marshall College, Department of Sociology and Public Health Program**

#### *Courses*

SOC 100: Introduction to Sociology  
PBH 251: Introduction to Public Health  
SOC 270: Sports & Society: Sociological Perspectives  
SOC 302: Sociological Research Methods  
SOC/PBH/STS 330: Sociology of Medicine  
SOC/PBH/ENE/STS/WGS 377: Pronatalism and Population Control  
SOC/PBH/STS 370: COVID-19, Population, and Health Inequalities  
SOC/PBH/ENE/STS 377: Population, Policy, and Social Change

#### *Independent studies*

Fertility preferences, Emma Wang (Government), Spring 2023  
Fertility preferences, Sarah Shubach (Sociology), Fall 2017

#### *Supervising*

Honors thesis chair for David Yang (Sociology), 2021

Honors thesis committee member for  
Maxine Musto (Sociology), 2021  
Meredith Cooney (Public Health), 2020  
Anastasia Woods (Public Health), 2018

#### *Internships for credit*

Health inequality, Hermela Assefa (Public Health), Fall 2020  
Inequality and education, Rebecca Jacoby (Sociology), Spring 2017

#### *Research assistantships*

Angela Azar (Public Health), Spring 2022  
Zoe Favilla (Public Health), Fall 2021  
Kayla Cottiers (Public Health/Psychology joint major), 2021  
Binhui Wang (Sociology), Fall 2017-Spring 2019  
Sarah Schubach (Sociology), Spring 2017

#### *Marshall Fellowships*

Aging and activity, Sameeha Hossein (Public Health), 2022-2023  
Maternal health, Hermela Assefa (Public Health), 2021-2022

### **Princeton University, Department of Sociology**

Teaching Assistant, 2006-2007

Marvin Bressler Graduate Student Teaching Award, 2008

## SERVICE

### Service to the Discipline

#### *Editorial*

Editorial Board member, *Demography*, June 2024-present.

Peer reviewer for *American Sociological Review*, *American Journal of Sociology*, *Social Forces*, *Poetics*, *Demography*, *Journal of Marriage and Family*, *Population and Development Review*, *Demographic Research*, *Population Research and Policy Review*, *Population Studies*, *Perspectives on Sexual and Reproductive Health*, *Journal of Family Issues*, *International Migration Review*, *Research in the Social Scientific Study of Religion*

#### *Conferences*

Judge, Family Demography poster session, PAA 2025.

Session Organizer, “Pronatalism, Antinatalism, and Reproductive Control,” PAA 2024.

Session Discussant, “Determinants of Fertility Intentions, Preferences, and Desires,” PAA 2023.

Session Discussant, “Fertility Preferences, Desires, and Intentions,” PAA 2022.

Session Discussant, “Adolescent Fertility and Reproductive Health,” PAA 2022.

Co-Organizer, Author Meets Critics session, *More Than Medicine*, by LaTonya Trotter. ESS (online), February 2021.

Co-Organizer, member-initiated meeting, “Demography and Cognition,” PAA 2015

#### *Award Committees*

Member, Reinhard Bendix Student Paper Award Committee, ASA Comparative and Historical Section, 2015

### College and Institutional Service (Franklin & Marshall)

Chair, Public Health Program	2025-present
Public Health Program Committee	2015-present
Fringe Benefits Committee	2022-2024, 2016-2018
Presidential Working Group on Engaging Alumni	2023-2024
Strategic Plan Implementation Group (Academics)	2023-2024
Phi Beta Kappa Credentials Committee	Spring 2023
Steering Committee, NIH Biomedical/Biobehavioral Research Administration Development Grant	Spring 2022
Health Professions Advisory Committee	2019-2022
International and Off-Campus Study Committee	2019-2022
Committee on Quality of Campus Life	2019-2022