

## Emily A. Marshall

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Department of Sociology and  
Public Health Program  
Franklin and Marshall College

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### ACADEMIC EMPLOYMENT

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|------------------------------------------------------------------------|--------------|
| 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)

Rackin, Heather, Emily Marshall, and Julia Behrman. 2026. "Do Survey Respondents Distinguish Between Ideal, Desired, and Expected Fertility? An Empirical Test of Survey Design Effects." *Population and Development Review*. Advance online publication. <https://doi.org/10.1111/padr.70081>

Behrman, Julia, Emily Marshall, and Christine Percheski. 2026. "Economic Resources and Childbearing among U.S. Women: An Experimental Approach." *Demographic Research* 54(34):1095–1124.

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.

## **IN PROGRESS**

- "The Interaction of Preferences for Marriage and Childbearing: An Experiment Among U.S. Women." With Julia Behrman and Florian Keusch.
- "Preferences for Marriage and Childbearing in a Conjoint Survey: Results for Black and White U.S. Women." With Julia Behrman.
- "Does Love Make You Rush or Logic Make You Wait? How Emotional and Rational Primes Shape Fertility Preferences." With Heather Rackin and Natalie Nitsche.

“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, Open Access Publishing grant (\$1,000). 2025

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*

Rackin, Heather, Emily Marshall, and Natalie Nitsche. “Does Love Make You Rush or Logic Make You Wait? How Emotional and Rational Primes Shape Fertility Preferences.” Population Association of America Annual Meetings (PAA), St. Louis, MO, May 2026.

Julia Behrman, Emily Marshall, and Christine Percheski (presenter). “Economic Resources and Childbearing among U.S. Women: An Experimental Approach.” 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.” 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 & Gender: Sociological Perspectives  
SOC 302: Sociological Research Methods  
SOC/PBH/STS 330: Sociology of Medicine  
SOC/PBH/STS 367: Social Inequality and Health  
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, Abigail Borrelli (Special Studies), Fall 2026  
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  
Jessica Kinker (Art), 2026  
Maxine Musto (Sociology), 2021  
Meredith Cooney (Public Health), 2020  
Anastasia Woods (Public Health), 2018  
  
Internships for credit  
Patient care, Shaun Sahaya (Public Health), Summer 2026  
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, *American Sociological Review*, *American Journal of Sociology*, *Social Forces*, *Journal of Marriage and Family*, *Population and Development Review*, *Demographic Research*, *Population Research and Policy Review*, *Population Studies*, *Journal of Family Issues*, *Poetics*, *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

“Family Structure, Transitions, and Intergenerational Expectations,” PAA 2026

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

“Fertility Preferences, Desires, and Intentions,” PAA 2022

“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,<br>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<br>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               |