

## DEAN BALTANSKY

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### SUMMARY

Behavioral Data Scientist specializing in **experimentation**, **causal inference**, and **computational text analysis**. Expert at designing large-scale randomized studies, building reproducible analysis pipelines (R, SQL, GitHub), and translating behavioral data into clear, quantitative insights that support evidence-based decisions in research and policy contexts.

### TECHNICAL SKILLS

**Languages & tools:** R, SQL, GitHub, Python (working knowledge), R Markdown

**Methods:** A/B testing, causal inference, CUPED, multilevel modeling, longitudinal analysis, NLP (text embeddings), data visualization

**Research & Design:** Experimental frameworks, behavioral measurement frameworks, survey methodology, sampling strategy, metric development

### EXPERIENCE

#### **Graduate Student Researcher, Columbia Business School**

2021 – present

Run multi-study experimental programs, quantitative pipelines, and large-scale analyses (~20k participants) to study how people form beliefs, make decisions, and respond to incentives. Work includes randomized experiments, incentive-compatible designs, NLP pipelines, and longitudinal modeling across nationally representative samples. Built reproducible R + SQL pipelines used across 20+ studies for cleaning, modeling, and reporting.

#### **Broken Social Contract: NLP + Quant Modeling for Distrust in Institutions**

**N = 3,960 across three nationally representative U.S. samples**

- Built an R-based text embedding pipeline using GPT-derived weighted embeddings to convert open-ended responses into quantitative indicators of perceived “social contract erosion.”
- Modeled the effect of semantic features on political distrust, anti-establishment sentiment, and support for radical change ( $\eta^2 \approx 0.06$ , ~0.5-point shift on a 7-point Likert scale).
- Applied experimental frameworks, multilevel modeling, and causal inference to identify key predictors; produced visualizations and insights for trust, messaging, and policy applications.
- Developed reproducible GitHub workflows for data processing, model diagnostics, reporting, and exploration.

#### **Competitive Worldview → Dominance: Incentive-Compatible Experimental Designs**

**N = 2,248 full- and part-time employees across five studies**

- Designed and analyzed randomized, incentive-compatible behavioral experiments simulating manager-employee dynamics.
- Conducted randomized A/B experiments and found 3X increase in dominant behavior (30% vs. 11%) when manager-playing participants were prompted with positive (vs. negative) relationship outcomes.
- Built causal models showing that relationship expectancies explain 21%-81% of the variance between competitive worldview and dominant behavior across studies.
- Communicated experiment readouts and behavioral insights in plain-language briefs for collaborators and non-technical audiences.

#### **Class Zero-Sum Beliefs: Multi-Wave Longitudinal Analysis and Metric Development**

**N = 2,442 across five studies; 789 swing voters in a 3-wave panel**

- Conducted longitudinal and causal modeling to track how class zero-sum beliefs predicted changes from voting intention in **August 2024** to voting behavior in **November 2024**.
- Identified that class zero-sum beliefs significantly predicted voter “swings,” informing segmentation and messaging strategies.
- Developed validated measurement items and belief metrics used across surveys, experiments, and consumer/political behavior contexts.
- Produced analytical summaries and visualizations used to communicate longitudinal trends and belief dynamics.

### EARLY RESEARCH ROLES

#### **Stanford Social Neuroscience Lab, Stanford University**

2019 – 2021

- Managed longitudinal sampling (2000+ participants); ran network and time-lagged models to study well-being.
- Contributed to analyses for multi-year, federally funded collaborations; co-authored peer-reviewed publications.

#### **Social Justice Lab, New York University**

2017 – 2019

- Conducted high-volume experimental research; analyzed attitude, humor, and ideology-related behavioral data.

## PUBLICATIONS

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Papers in *Emotion*, *Journal of Experimental Social Psychology* (forthcoming), *Current Directions in Psychological Science*, *Humor*, and more.

## EDUCATION

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**Columbia University** | PhD, Organizational Behavior

2026 (expected)

**New York University** | MA, Psychology

2019

**Hebrew University of Jerusalem** | BA, Psychology

2016