

SHAYE HOPKINS

BEHAVIORAL RESEARCHER



shaye.mcd@gmail.com



Vienna, Austria



+43 660 586 0118 | +1 786-608-4567

SUMMARY

I am a behavioral scientist with 8+ years of experience in research and analytics, specializing in behavioral economics, decision theory, and interventions for social well-being. I aim to use human-centered design and evidence-based insights to create tools and interventions that drive meaningful societal impact.

EDUCATION

Vienna University of Economics & Business, Vienna, Austria - *PhD Economic & Social Sciences*

OCT 2025 - PRESENT

Dissertation: Bridging Divides: Personalization, Belief Updating, and Trust in Organizational Decision-Making

The University of Exeter, Exeter, UK - *MSc Behavioral Economics & Finance (Distinction)*

SEPT 2018 - SEPT 2019

Dissertation: Targets, Tournaments & Effort Maximization

The University of the West Indies, Kingston, Jamaica - *BSc Psychology & Economics (First Class Honors)*

SEPT 2014 - MAY 2017

Theses: The Relationship between Personality Type and Career Expectations for Undergraduate Psychology Students; Government Spending and Economic Growth in Jamaica from 1980-2015 - A Time-Series Analysis

PROFESSIONAL APPOINTMENTS & AFFILIATIONS

Vienna University of Economics & Business, Vienna, Austria

AUG 2025 - PRESENT

Teaching & Research Associate

- Conducting empirical research on cognition, affect, and decision-making within the Institute for Cognition & Behavior.
- Designing, implementing, and analyzing lab and field experiments using advanced quantitative methods.
- Contributing to academic publications and conference presentations in behavioral economics, psychology, and decision sciences.
- Teaching undergraduate courses, including lecture preparation and student mentoring.
- Supervising student projects and providing feedback on research design, data analysis, and scientific writing.
- Collaborating with faculty on interdisciplinary projects bridging behavioral science, economics, and public policy.

Duke University, Durham, NC

MAR 2021 - JUL 2025

Behavioral Researcher

Civic Engagement

- Led partnerships and research focused on reducing misinformation, improving election worker well-being, and increasing election trust. Conducted 7 RCTs exploring messengers, message framing, and educational mechanisms.
- Directed the creation of a game designed to teach how misinformation spreads and played by over 31,000 users, which has improved users' ability to spot misinformation by over 20%.

Well-being & Financial Inclusion

- Directed a series of behavioral studies to enhance financial well-being for marginalized populations, utilizing culturally tailored messaging to improve engagement with financial products.

- Led the conceptualization, implementation, and analysis of mixed-methods studies designed to understand the contributors to expertise development in health, finance, and discipline-based domains through interviews and exploratory surveys. Conducted thematic analysis in NVivo to understand the drivers of expertise development.

Sustainability

- Spearheaded studies focused on promoting sustainable transportation use in collaboration with regional and federal agencies through interventions ranging from leveraging fresh starts, incentives, and parking pricing communications.
- Led the conceptualization, implementation, and analysis of an RCT in Santa Monica, resulting in a 3x decrease in household vehicle use and increased sustainable mode use.

Project Management & Leadership

- Managed 30+ studies, reaching over 80,000 individuals, supervised interns and research assistants, and facilitated DEI integration into research and hiring practices.
- Managed stakeholder goals and expectations for government and private partners such as the Brennan Center for Justice, LA Metro, and Prudential Financial.
- Analyzed the experimental impact of these studies using regressions, ANOVAs, and logistic models in analysis tools like RStudio and Python.
- Disseminated key findings from implemented studies through white papers, academic papers, and conference presentations.

Massachusetts Institute of Technology, Cambridge, Massachusetts
Research Affiliate

MAY 2024 - PRESENT

- Leading a series of research projects that explore the use of large language models (LLMs) in mitigating the spread of election-related conspiracy theories and misinformation, and exploring thematic motives around voting decisions, in collaboration with renowned experts in the field, including Professor David Rand, to design and execute these experimental studies.
- Analyzing data and leveraging NLP and sentiment analysis in RStudio to measure changes in participants' beliefs following interactions with AI-based interventions.
- Synthesizing research findings for dissemination, thereby contributing to the growing body of knowledge on the role of AI in combating misinformation.

New York University, New York City, New York
Research Affiliate

MAY 2024 - DEC 2024

- Collaborating with leading experts in behavioral science, including Professor Jay Van Bavel, to design and implement a large-scale cross-cultural study that examines the psychological and behavioral effects of reduced social media usage.
- Conducting data analysis in RStudio to assess the impact of social media deactivation on participants' well-being, including measures of social connectedness and life satisfaction.

Amagi Health Ltd, Remote (London, UK)
Part-Time Behavioral Researcher

MAY - NOV 2024

- Supported the testing and integration of behavioral insights into marketing systems and communications. Leveraged these insights to enhance user engagement with dementia-based services.
- Generated surveys through Qualtrics and analyzed mixed-methods data in NVivo and RStudio for dissemination through white papers and academic journals.

Behavioral Science Solutions Ltd, Remote
Associate Editor

FEB 2022 - PRESENT

- Curating and sourcing high-quality articles from experts in the field on behavioral science topics to support content development and thought leadership for [BehavioralEconomics.com](#).
- Writing original pieces that contribute to the organization's focus on behavioral science research and applications.
- Proofreading and editing content to ensure clarity, accuracy, and alignment with the publication's editorial standards.

Bert's Auto Parts, Kingston, Jamaica
Data Analyst

JUNE 2019 - MAR 2021

- Developed and tracked 50+ KPIs for all divisions to ensure operational efficiency, and generated recurring company performance and financial reports.

- Spearheaded the automation of several data extraction and reporting processes through tools such as Microsoft Query, Azure Data Studio, and PowerBI.
- Extracted and analyzed data using SQL queries and Microsoft Excel to inform managers of company performance.
- Mined and analyzed big data to provide reports to senior and branch management on KPIs that facilitated insight into company performance and processes, and used Six Sigma concepts to determine possible bottlenecks and leaner solutions.
- Spearheaded business intelligence initiatives to facilitate further data mining, report automation, dashboard generation, and data-based insights.
- Conceptualized and implemented experiments to test variables that impacted sales performance and motivation.

PUBLICATIONS

Academic Publications

1. **Hopkins, S. A. M.**, Rayburn-Reeves, R. M., Lindemans, J. W., O'Gorman, K. C., Vandewalker, I. A., Luebeck, C. A., & Sherlock, J. J. (2025). Politricks: Teaching political tricks and discernment through active and passive tools. *PNAS nexus*, 4(8), pgaf245. <https://doi.org/10.1093/pnasnexus/pgaf245>.

Working Papers: Under Review

1. **Hopkins, S.**, & Ariely, D. (2025). *Unmasking Conspiracy Theorists: Personality Differences and Recruitment Challenges in Online Environments*. OSF. https://doi.org/10.31219/osf.io/bq7fx_v2. Submitted to PNAS Nexus.
2. **Hopkins, S.**, Shah, K., & Beasley, M. (2025). *Warm Handoffs in the Financial Industry: Increasing Financial Access for People of Color*. PsyArXiv. https://doi.org/10.31234/osf.io/czgkj_v1. Submitted to Behavioral Public Policy.
3. Sherlock, J., **Hopkins, S.**, & Moore, D. *Who Should Communicate About Elections: Election Officials as Our Election Messengers*. Submitted to Scientific Reports.
4. Sherlock, J., **Hopkins, S.**, Daly, M., Powell, O., & Szczesiul, A. *When the Rubber Meets the Road Environmental Framing Shifts Minds, But Financial Frames, Pain of Payment, and Friction Reduction Shifts Behavior* (2025). SSRN. <http://dx.doi.org/10.2139/ssrn.5159718>. Submitted to Transportation Research Part D: Transport and Environment.
5. **Hopkins, S.**, Sherlock, J., Martinez Daniel, E., Luebeck, C., Gavin, L., & Daly, M. *Motivating change: How multi-dimensional framing and locus of control shape pro-environmental behavior*.

Working Papers: In Progress

1. **Hopkins, S.**, Costello, T., Rand, D., & Pennycook, G. *Dialogues on Democracy: Using AI to Correct Election Denial Narratives*.
2. **Hopkins, S.**, Rush, M., Fox, K., Frech La Rosa, H., Castro-Cosio, T., Dorrance, J., Campagna, A., & Ariely, D. *Life Doesn't Have To Be About Pain: The Path To Joyful Expertise*.
3. Shah, K., & **Hopkins, S.** *Building Employee Well-being and Resilience: The Impact of Support-Based Interventions*.
4. Sabat, J., **Hopkins, S.**, & Beasley, M. *Death by a Thousand Cuts: Does a Misestimation of Expense Shocks Help Explain Household Savings*.
5. **Hopkins, S.**, Bartmann, N., & Sherlock, J. *The One Car Challenge: Incentives to Reduce SOV Use Across Contexts*.
6. Shah, K., & **Hopkins, S.** *Life Insurance Uptake & Gain-Loss Framing across Racial Groups*.

Research Reports & White Papers

1. Bartmann, N., **Hopkins, S.**, & Luebeck, C. (2023). *Fresh Start Effect in New Movers: A Pilot to Reduce SOV Trips*.

Articles & Popular Press

1. **Hopkins, S.** & Shah, K. (2025, April 10). *Why gratitude and support are the missing pieces in workplace well-being*. Employee Benefits News.
2. Travis Tatman, **Hopkins, S.**, Dorrance, J., & Shah, K., &. (2025, April 1). *4 Ways to Help Folks Grapple with Retirement (While It Still Makes a Difference)*. The Financial Brand.
3. Shah, K., & **Hopkins, S.** (2024, December 12). *These behavioral science strategies can help financial providers bridge the racial wealth gap*. TriplePundit.
4. **Hopkins, S.**, Fox, K., Castro Cosio, T., & Frech La Rosa, H. (2024, March 21). *The making of an expert: The joy factor*. BehavioralEconomics.com | The BE Hub.

5. **Hopkins, S.**, & Ricks, S. (2023, March 3). [How to depolarize ourselves: Communication and understanding across cultures](#). BehavioralEconomics.com | The BE Hub.
6. **Hopkins, S.** (2023, February 20). [William Cross' reform school of black psychology](#). Center for Advanced Hindsight.
7. Sherlock, J., Grainger, R., **McDonald, S.**, & Daly, M. (2022, May 24). [Transparency: A tool to build election trust](#). BehavioralEconomics.com | The BE Hub.
8. **McDonald, S.** (2022, February 18). [Black History Month Spotlight: Linda Datcher Loury](#). Center for Advanced Hindsight.

PRESENTATIONS

Talks

1. **14th Behavioral and Experimental Economics Network Meeting**, *Dialogues on Democracy: AI Conversations Reduce Inaccurate Election Denial Beliefs* | SEPT 2025
2. **American Psychological Society (APS) Annual Conference**, *Expanding Financial Inclusion for Communities of Color: Warm Handoffs and Strategic Messaging* | MAY 2025
3. **Association for Public Policy Analysis & Management (APPAM) 2024 Conference**, *Warm Handoffs in the Financial Industry: Increasing Financial Access for Marginalized Populations* | NOV 2024
4. **Behavioral Science & Policy Association (BSPA) Conference**, *Shifting Drive-Alone Behavior in Santa Monica: The One Car Challenge* | MAY 2024
5. **International Behavioral Public Policy Conference**, *Gamified Inoculation as a Means To Reduce the Spread of Misinformation* | SEPT 2023
6. **Subjective Probability & Decision Making (SPUDM) Conference**, *How Do People Learn? The Impact of Gamified and Passive Learning on Discernment* | AUG 2023
7. **American Psychological Society (APS) Annual Conference**, *Gamified Inoculation Improves Discernment for Political Misinformation* | MAY 2023
8. **Behavioral Science & Policy Association (BSPA) Conference**, *The Fresh Start Effect and Transportation Behavior for New Movers* | MAY 2023

Poster Presentations

9. **Directions of Polarization, Social Norms & Trust in Societies**, *Dialogues on Democracy: AI Conversations Reduce Inaccurate Election Denial Beliefs* | DEC 2025
10. **Boulder Summer Conference on Consumer Financial Decision Making**, *Warm Handoffs in the Financial Industry: Increasing Financial Access for People of Color* | MAY 2025
11. **Society of Judgment & Decision Making Conference (SJDM)**, *Expanding Financial Inclusion for Marginalized Communities: Implementing Warm Handoffs and Strategic Messaging* | NOV 2024
12. **Norms & Behavior Change (NoBeC) 2024 Conference**, *Politricks: Teaching Political Tricks through Active and Passive Learning to Build Discernment* | OCT 2024
13. **Society for the Improvement of Psychological Science (SIPS) 2024 Conference**, [Influential Wealth-Building Messengers & Messaging](#) | JUN 2024
14. **American Psychological Society (APS) Annual Conference**, *Building Employee Well-Being and Resilience: The Impact of Support-Based Interventions* | MAY 2024
15. **Society of Judgment & Decision Making Conference (SJDM)**, [Reducing Misinformation Online through Corrections: A Twitter Study](#) | NOV 2022
16. **Society of Judgment & Decision Making Conference (SJDM)**, *Reducing the Use of Single Occupancy Vehicles in New Movers* | NOV 2022

TEACHING

1. **Business Psychology I** | WU | Undergraduate Lecture; Course co-coordinator | FALL 2025
2. **Business Psychology II** | WU | Undergraduate Lecture; Course co-coordinator | FALL 2025
3. **Behavioral Economics for Development** | Duke University | Executive Education Course; Guest Lectures | SUMMER 2025
4. **Behavioral Economics for Development** | Duke University | Executive Education Course; Guest Lectures | SUMMER 2024

INVOLVEMENT & ACHIEVEMENTS

WYSE International Leadership Program Participant, WYSE | JAN 2024

WYSE Global Change Maker Participant, WYSE | MAY 2021 - JUN 2022

University of Exeter Business School Scholarship Awardee, University of Exeter | SEPT 2018 - SEPT 2019

UNESCO Youth Ambassador, UNESCO | JUNE 2017 - JUNE 2019

McKinsey's Solve It Competition Finalist, McKinsey | MAY 2019

Critical Reading and Writing Peer Tutor, The University of the West Indies | JAN 2015 - MAY 2017

Psychology Tutor, The University of the West Indies | SEPT - DEC 2016

Research Assistant, The University of the West Indies | JAN - FEB 2016

MEMBERSHIPS & AFFILIATIONS

Association for Psychological Science | MAR 2023 - PRESENT

Society of Judgment & Decision Making | JUN 2022 - PRESENT

SKILLS

- **Research & Methods:** Experimental, Qualitative, and Exploratory Research; Intervention Development; Behavior Mapping
- **Data & Analysis:** Advanced Data Analysis, Extraction, and Visualization (RStudio, Stata, SPSS, NVivo, SQL, PowerBI)
- **Survey & Tools:** Qualtrics, Survey Design, Behavioral Insights
- **Project & Leadership:** Project Management, Coordination, Leadership, and Team Supervision
- **Design & Communication:** Visual Design (Photoshop, Illustrator), Data Visualization