



# SHAYE HOPKINS

BEHAVIORAL RESEARCHER

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## SUMMARY

I am a Behavioral Researcher 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* 2025 - PRESENT

**The University of Exeter**, Exeter, UK - *MSc. Behavioral Economics & Finance (Distinction)* 2018 - 2019

**The University of the West Indies**, Kingston, Jamaica - *BSc. Psychology & Economics (Honors)* 2014 - 2017

## 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 Center for Advanced Hindsight**, Durham, NC - *Behavioral Researcher* MAR 2021 - JUL 2025

### Civic Engagement

- Leading partnerships and research focused on reducing misinformation, improving election worker well-being, and increasing election trust. Conducted 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

- Directing 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

- Spearheading 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

- Managing 30+ studies, reaching over 80,000 individuals, supervised interns and research assistants, and facilitated DEI integration into research and hiring practices.

- Managing stakeholder goals and expectations for government and private partners such as the Brennan Center for Justice, LA Metro, and Prudential Financial.
- Analyzing the experimental impact of these studies using regressions, ANOVAs, and logistic models in analysis tools like RStudio and Python.
- Disseminating key findings from implemented studies through white papers and academic papers.

### **Amagi Health Ltd, Remote (London, UK)**

MAY - NOV 2024

#### *Part-Time Behavioral Researcher*

- 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**

FEB 2022 - PRESENT

#### *Associate Editor*

- 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](https://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**

JUNE 2019 - MAR 2021

#### *Data Analyst*

- 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.

### **Bert's Auto Parts, Kingston, Jamaica**

OCT 2018 - MAY 2019

#### *Analyst*

- Generated monthly reports on company performance and back-end processes.
- Mined and analyzed data to provide reports on KPIs and gain insight into company processes.

### **Bert's Auto Parts, Kingston, Jamaica**

JUL 2017 - SEPT 2018

#### *Inventory Analyst*

- Increased branch stock health by 21% and consistently maintained the highest.
- Analyzed and reviewed stock health daily to determine optimal replenishment levels for branches.
- Analyzed data to provide comprehensive metrics on varying business processes.

## **PUBLICATIONS**

### **Publications**

1. **Hopkins, S.**, Rayburn-Reeves, R. M., Lindemans, J. W., O'Gorman, K., Vanderwalker, I., Luebeck, C., & Sherlock, J. (2025). *Politricks: Teaching Political Tricks and Discernment through Active and Passive Tools*. *PNAS Nexus*, <https://doi.org/10.1093/pnasnexus/pgaf245>.

### **Working Papers: Under Review**

1. 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>.

2. **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\\_v1](https://doi.org/10.31219/osf.io/bq7fx_v1). Submitted to *PNAS Nexus*.
3. **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](https://doi.org/10.31234/osf.io/czgkj_v1). Submitted to *Behavioral Public Policy*.
4. Sherlock, J., **Hopkins, S.**, & Moore, D. *Who Should Communicate About Elections: Election Officials as Our Election Messengers*. Submitted to *Behavioral Science & Policy*.
5. **Hopkins, S.**, Sherlock, J., Martínez Daniel, E., Luebeck, C., & Gavin, L. *Combination frames can motivate pro-environmental behaviors*. Submitted to *Journal of Economic Psychology*.

#### Working Papers: In Progress

1. **Hopkins, S.**, Costello, T., Rand, D., & Pennycook, G. *Dialogues on Democracy: Using AI to Correct Election Denial Narratives*. Submitting to *Nature Communications*.
2. Shah, K., & **Hopkins, S.** *Building Employee Well-being and Resilience: The Impact of Support-Based Interventions*. Submitting to *PNAS*.
3. **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*. Submitting to *Journal of Positive Psychology*.
4. Sabat, J., **Hopkins, S.**, & Beasley, M. *Death by a Thousand Cuts: Does a Misestimation of Expense Shocks Help Explain Household Savings*. Submitting to *Management Science*.
5. Shah, K., & **Hopkins, S.** *Life Insurance Uptake & Gain-Loss Framing across Racial Groups*.
6. **Hopkins, S.**, Bartmann, N., & Sherlock, J. *The One Car Challenge: Incentives to Reduce SOV Use Across Contexts*.

#### 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.

#### Research Reports

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

## PRESENTATIONS

#### Talks

1. **American Psychological Society (APS) Annual Conference**, *Expanding Financial Inclusion for Communities of Color: Warm Handoffs and Strategic Messaging* | MAY 2025

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

#### Poster Presentations

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

## 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

## 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