

SHAYE HOPKINS

BEHAVIORAL RESEARCHER

Vienna, Austria

EDUCATION

Vienna University of Economics & Business , Vienna, Austria - <i>PhD</i> <i>Economic & Social Sciences</i>	2025 - PRESENT
The University of Exeter , Exeter, UK - <i>MSc Behavioral Economics & Finance</i> <i>(Distinction)</i>	2018 - 2019
The University of the West Indies , Kingston, Jamaica - <i>BSc Psychology & Economics (First Class Honors)</i>	2014 - 2017

EXPERIENCE

Vienna University of Economics & Business , Vienna, Austria <i>Teaching & Research Associate</i>	2025 - PRESENT
Duke University , Durham, NC <i>Behavioral Researcher</i>	2021 - 2025
New York University , New York City, New York <i>Research Affiliate</i>	2024
Amagi Health Ltd , Remote (London, UK) <i>Part-Time Behavioral Researcher</i>	2024
Behavioral Science Solutions Ltd , Remote <i>Associate Editor</i>	2022 - PRESENT
Bert's Auto Parts , Kingston, Jamaica <i>Data Analyst</i>	2017 - 2021

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 Lounsbury](#). 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 (SJD)**, *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

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