

STEPHANIE • SETTON (nee Permut)

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EDUCATION

Carnegie Mellon University, Pittsburgh, PA – 3.9 GPA

Ph.D. | Behavioral Decision Research | July 2022

Ph.D. | Psychology (dual-degree program) | July 2022

MS | Behavioral Decision Research | June 2018

Dissertation: [*On the Psychology of Compliance: Three essays on carrots, sticks, and institutional safeguards*](#)

Awards: Presidential Fellowship recipient (2016), Top-Rated Student Abstract – Society for Judgment & Decision Making (2019), CBDR Small Grant Recipient (2016, 2019)

Selwyn College, Cambridge University, Cambridge, UK

MPhil | Social and Developmental Psychology | June 2016

Thesis: *Gross Misjudgments: Disgust and First-Time Appraisals of Trustworthiness*

Sarah Lawrence College, Bronxville, NY – 4.0 GPA

BA | Liberal Arts | May 2015

RELEVANT EXPERIENCE

City of Philadelphia

Sept 2024-Present

Research and Evaluation Specialist

40 hours per week

- Principal Investigator/Research Lead – Toward Responsive Government: Evaluating our approach to building trust by engaging residents (William Penn Foundation)
 - Conceived and co-authored a successful proposal for a \$200,000 foundation-funded mixed-methods research program examining how the City of Philadelphia's resident engagement initiatives impact trust in local government.
 - Oversee research strategy and design, project implementation, team coordination, analysis planning, and evidence utilization across all grant activities.
 - Co-manage a cross-functional grant team to coordinate work spanning City departments, research partners, vendors, and community partners.
 - Designed an integrated research program combining a demographically representative survey of approximately **800 Philadelphia residents** with qualitative interviews involving up to **80 residents**.
 - Developed research protocols for qualitative and quantitative research activities, sampling and recruitment strategies, analytic frameworks, and plans for translating findings into actionable recommendations for City departments.
 - Lead research synthesis and evidence translation to improve the City's major resident engagement supports: the Philadelphia Voices Survey, the Resident Engagement Fund, and the Equitable Community Engagement Toolkit.
- Initiative Evaluation Lead – Designing and evaluating service standards to support high-quality government service delivery
 - Lead evidence-building activities for a [citywide initiative](#) setting Service Standards for government service delivery.
 - Designed a mixed-methods research program to understand residents' experiences with City services and identify measurable predictors of trust and satisfaction, including:
 - Thematic analysis of **1,000+ public-facing reviews** of City departments and services;
 - Survey measures of service satisfaction administered to a **demographically representative sample of 836 Philadelphia residents**; and
 - Semi-structured interviews with **75 City staff and residents** examining these groups' experiences delivering and accessing City services.
 - Synthesized findings across research activities to refine the Service Standards and developed a **service assessment rubric** for identifying service-delivery gaps and opportunities for improvement.
 - Helped build and led evaluation of tools, protocols, and trainings to help City staff apply the Service Standards framework to their service improvement work.

RELEVANT EXPERIENCE (continued)

- Project Lead – Public health information project (Better Services PHL)
 - Led a cross-departmental research and service-design project involving the Department of Public Health, Office of Innovation & Technology, and Office of the Chief Administrative Officer to improve access to online public health information.
 - Developed and executed a mixed-methods research strategy combining an information-ecosystem audit, literature review, administrative data analysis, and interviews with **30+ City staff and community partners** to identify gaps in DPH's online finder tools.
 - Designed and led workshops and interviews with community health workers and case management providers to translate research findings into actionable improvements to DPH's [health information tools](#).

Office of Evaluation Sciences

Sept 2022-Sept 2024

Associate Fellow/Evaluator

40 hours per week

- Project Lead – [Increasing Medicaid renewals with text message reminders](#)
 - Coordinated evaluation activities between the Office of Management and Budget, GSA's Technology and Transformation Services, and the Department of Human Services of a large U.S. city.
 - Facilitated co-design working groups with project partners to develop a text message campaign targeting behavioral and procedural bottlenecks in the Medicaid recertification process.
 - Synthesized working-group findings into a behavioral journey map identifying key barriers to timely Medicaid recertification.
 - Designed a randomized evaluation of the text message campaign and developed a [measurement and analysis](#) plan using administrative data to estimate its impact on Medicaid recertification.
 - Communicated evaluation methods and statistical concepts to stakeholders with varied technical backgrounds.
 - Contributed to cross-agency efforts to integrate evidence-building activities into federal customer experience initiatives.
- Project Second – [Increasing access to Minnesota Child Care Stabilization Base Grants \(CCSBG\)](#)
 - Synthesized customer feedback surveys into a [behavioral journey map](#) identifying barriers to CCSBG access and opportunities for improved outreach.
 - Worked with OES' Design and Communication Strategist and project partners to develop behaviorally informed text, email, and phone outreach addressing identified barriers to CCSBG take-up and designed for integration into existing outreach operations.
 - Helped design and field a randomized impact evaluation measuring the effect of redesigned outreach on receipt of CCSBG.
 - Programmed a [call-script tool](#) to standardize outreach content and collect granular data on call outcomes.
 - Wrote Stata code to clean and analyze administrative data on grant applications and call/text delivery outcomes.
 - Fielded the five-month evaluation with **3,265 eligible childcare providers**; behaviorally informed text, email, and phone outreach significantly increased receipt of CCSBG relative to business-as-usual outreach.
 - Presented findings at academic and government research conferences.
- Project Second – [Decreasing SNAP denial rates with a text campaign and document uploader](#)
 - Worked with product and engineering teams at a large technology nonprofit to evaluate text-message outreach and a redesigned document uploader for SNAP applicants.
 - Contributed to the measurement and analysis plan for estimating the effects of the outreach campaign and redesigned uploader on SNAP approval decisions.
 - Conducted a literature review identifying behavioral and procedural barriers contributing to SNAP procedural denials.
 - Fielded a randomized A/B test comparing the redesigned uploader plus text-message outreach with text-message outreach alone.
 - Wrote Stata code to clean and analyze administrative SNAP approval data and web data on document-uploader use.

RELEVANT EXPERIENCE (continued)

Carnegie Mellon University, Pittsburgh, PA

Aug 2019-Sept 2022

Graduate Researcher

40 hours per week

- Worked on an interdisciplinary team of behavioral science and machine learning researchers to prepare a successful National Science Foundation grant application (NSF#1926043 - Promoting Ethics in STEM with Transparency Initiatives that Work: An Interdisciplinary Investigation)
 - Developed a large-scale qualitative survey of behavioral and medical scientists probing compliance with transparent research practices.
 - Oversaw recruitment and distribution for behavioral and medical scientist survey, obtaining a sample of 1,400 researchers from the behavioral sciences, economics, and medicine.
 - Programmed a Python script that utilized the PubMed API to query articles based on specific keywords; scraped corresponding authors' email addresses to generate a distribution list of medical researchers.
 - Prepared statistical analysis plan for behavioral and medical scientist survey.
 - Designed, programmed, and ran experimental online studies capturing how incentives for honesty interact with the psychological drivers of scientific misconduct¹

SKILLS

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| <ul style="list-style-type: none">• Mixed-methods research
A/B testing, randomized impact evaluations, descriptive studies, surveys• Statistical analysis
Python, Stata, R, SPSS | <ul style="list-style-type: none">• Technical writing• Photoshop/Graphic Design• Programming
CSS/HTML, JavaScript/JQuery• Scientific communication | <ul style="list-style-type: none">• Microsoft Office• Database management
SQL, MySQL• Japanese
Limited working proficiency |
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RELEVANT ACADEMIC COURSEWORK

Applied Social Science

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| • Behavioral Economics (4 semester hours) | Fall 2016 |
| • PhD Microeconomics (4 semester hours) | Fall 2016 |
| • Human Judgment and Decision Making (4 semester hours) | Spring 2017 |
| • Human Memory (4 semester hours) | Fall 2017 |
| • PhD Developmental Psychology (4 semester hours) | Fall 2017 |
| • PhD Social Psychology (4 semester hours) | Spring 2018 |
| • PhD Cognitive Psychology (4 semester hours) | Spring 2019 |

Statistics and Research Methods

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| • Experimental Design for Behavioral and Social Sciences (4 semester hours) | Fall 2016 |
| • Cognitive Neuroscience Research Methods (4 semester hours) | Spring 2017 |
| • Applied Research Methods (4 semester hours) | Fall 2017 |
| • Psychological Models of Decision Making (Intro Psychometrics) (4 semester hours) | Spring 2018 |
| • Research Methods for Behavioral Science (4 semester hours) | Spring 2019 |

All courses were taken for credit at Carnegie Mellon University. 3 Carnegie Mellon credit units equal 1 semester hour of credit, according to the Carnegie Mellon University Registrar.