

C H R I S T O P H E R C O P P

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PROFILE

Hello! My name is Chris, and I'm a social psychologist with an emphasis in survey research and data science. I have worked on a variety of projects that have given me applied experience relevant to program evaluation, user experience, data analysis, and survey administration.

My experiences have centered around development of research paradigms to study attitudes and behaviors of end users, stakeholders, or project members, as well as analyses of both quantitative and qualitative data. I am proficient at synthesizing findings from surveys, interviews, and focus groups into actionable insights for project management or stakeholders. I have worked on multiple nationwide projects, and I thrive when communicating across interdisciplinary teams.

I am adept at using R, Python, SPSS, Excel, and SQL, and I am well-versed in a variety of statistical approaches including regression, ANOVA, and machine learning techniques. I am passionate about data science, human-computer interaction, coding, technology, the environment, non-fiction, hiking, and my German shepherd "Opie" (pictures available upon request).

WORK EXPERIENCE

LEAD PROGRAM EVALUATION SPECIALIST

University of Nevada, Reno / Reno, Nevada

01/2023 – present

As the program evaluation lead of SnowPacs, a multiyear, multimillion-dollar initiative focused on addressing water scarcity in the United States, I have employed a diverse range of skills. My work has included:

- Leading a research initiative to evaluate the usefulness and effectiveness of our project in regards to our users
- Designing and conducting quantitative studies, including structuring and analyzing surveys to capture insights into project coordination and outputs
- Designing and conducting qualitative studies, including dozens of interviews with team members to help define project plans, strategy, and areas for optimization
- Collaborating with diverse project partners and external stakeholders to ensure outputs are aligned with project goals and objectives
- Synthesizing and communicating research findings to senior leadership and program managers

GRADUATE RESEARCHER

University of Nevada, Reno / Reno, Nevada

07/2016 – 12/2022

In my role as a graduate researcher at UNR, I worked on a variety of projects that involved many different skills and abilities. Some highlights of my experiences include:

- Participated in the design and/or administration of dozens of research projects incorporating local, national, and internet samples
- Assessed data through program evaluation, quantitative survey analysis, qualitative content analysis, and web analytics
- Designed, and conducted experimental research, tested hypotheses, implemented factorial designs
- Performed quantitative analyses using a variety of statistical techniques: regression, ANOVA, PCA, CFA, EFA, ROC curves, imputation, SVM, cluster analysis, random forests
- Cleaned, organized, and analyzed data using R, Python, SPSS, Excel, SQL, and more
- Used tools such as ggplot2 and matplotlib to create engaging and informative data visualizations

QUAL/QUANT RESEARCHER

Center for Applied Research / Reno, Nevada

10/2018 – 12/2020

While working for the CAR, I collaborated with a diverse group of stakeholders to learn about potential barriers related to autonomous vehicle adoption. Some of the skills that I utilized in this position were:

- Developed semi-structured interview scripts for focus groups related to self-driving vehicles
- Ran multiple focus groups with diverse samples to assess issues related to legal liability, security, privacy, and personal attitudes and behaviors
- Performed qualitative content analysis for common themes across interviews
- Developed and administered a quantitative study with survey protocols related to adoption of user sensors for autonomous vehicles
- Analyzed data directly relating to product development as well as usability, impact, and logistics

CRIME ANALYST

DC Metropolitan Police Department / Washington, D.C.

05/2015 – 05/2016

Working for the DC Metropolitan Police Department and the Executive Office of the Chief of Police, I performed crime analysis by analyzing large datasets, mapping data, and providing reports to police management as well as city officials. On a typical day, I:

- Analyzed crime to find patterns, forecasted crime from historical crime data

- Utilized pivot tables, Excel, Access, SQL, VBA to aggregate and present data in a clear and concise manner
- Produced maps to show crimes, crime density, and crime patterns
- Created intelligence reports for MPD personnel including Captains, Commanders, and the Chief of Police

ORISE ANALYST

Behavioral Analysis Unit – Federal Bureau of Investigation / Aquia, Virginia

08/2013 – 05/2015

As an ORISE Analyst for the FBI, I worked on many research projects related to behavioral profiling of criminal offenders. For example, I worked on a coding protocol dedicated to accounting for behavioral traits in so-called Lone Wolf offenders. I also worked on streamlining the FBI's General Assessment Questionnaire, a measure given to people close to victims of violent crime, making it both easier to implement in the field as well as easier to score.

- Created, maintained, and updated a coding protocol for the Lone Offender Project in Word, SPSS
- Rewrote, reformatted, and remodeled the FBI's General Assessment Questionnaire
- Designed and created a mapping project for no-body homicide cases
- Summarized case files for the Child Abduction Homicide research project
- Worked on the Juvenile Prostitution Project; coded research materials based on criminal histories

EDUCATION

PhD, SOCIAL PSYCHOLOGY

University of Nevada, Reno / Reno, Nevada

08/2016 – 12/2022, **GPA 3.91**

M.A. DEGREE, FORENSIC PSYCHOLOGY

Marymount University / Arlington, Virginia

08/2012 – 05/2014, **GPA 3.96**

B.S. DEGREE, PSYCHOLOGY

Auburn University / Auburn, Alabama

SKILLS

Statistics - Research Design - UX Research - Survey Methodology
 Focus Groups - Data Visualization - R - Python - Interviewing
 Analytics - Communication - Machine Learning - Program Evaluation
 Neural Networks - Reporting - SQL - Word/Excel/Access/VBA