

# Veronica Pletsch

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## Education

2026 **University of Chicago**

Master of Arts (MAPSS) in Sociology / Computational Social Sciences

Thesis: Quantitative Analysis of the AI 'Bubble'

IPSOS Micro Grant Award Recipient

2022 **DePaul University**

Bachelor of Arts in Sociology

McNair Scholar, Healy Foundation Scholar, Dean's List Student

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## Skills

Programming R, Python, LaTeX, SQL

Data Science NLP BERTopic, FinBERT, Topic Modeling (LDA, Dynamic, Gamma/Beta Parameters), Granger Causality, Geo-spatial Analysis, Data Wrangling, Visualization, Model Evaluation (Coherence, Perplexity), Econometric Modeling, Multivariate Analysis

Statistics Bayesian Inference, Regression Discontinuity Design, Propensity Score Matching, Difference-in-Differences, Interrupted Time-Series

Research Mixed Methods (Qual/Quant), Ethnography, Focus Groups, Grant and Proposal Writing, Interviewing, IRB, Report Writing and Data Dissemination, Study Design, Study Recruitment, Surveys

Softwares MAXQDA, NVivo, Overleaf, SPSS, STATA, Survey Monkey, Qualtrics, Microsoft 365, Tableau, RShiny

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## Experience

2022–2025 **Research Associate**, NATIONAL OPINION RESEARCH CENTER AT THE UNIVERSITY OF CHICAGO, PUBLIC HEALTH DEPARTMENT.

- Co-authored award-winning grant proposals, securing more than \$100,000 in funding from the Centers for Disease Control and Prevention (CDC), National Institute of Justice (NIJ), and more.
- Screened 1,000+ potential participants and recruited, scheduled, and interviewed 100+ for the Virginia Tech Transportation Institute (VTTI) Traffic Safety focus groups.
- Co-designed the 50+ question survey for the the Growing-up with Guns (GWG) study that was administered yearly to 2,750 youths.
- Cleaned, recoded, and analyzed largescale qualitative and quantitative datasets in SPSS, NVivo, and MAXQDA.
- Founder and leader of the GWG Youth Advisory Group.
- Co-developed the National Culturally and Linguistically Appropriate Services (CLAS) Standards health care provider toolkit (authored the Mental Health, Rural, Long Term Care population settings portions) for the Center for Medicare and Medicaid Services, Office of Minority Health (CMS OMH).

2021–2022 **Undergraduate Researcher**, ICH UND DU LAB, DEPAUL UNIVERSITY, Chicago, IL.

- Researched hierarchy formation and its correlation with socioeconomic status.
- Assisted PhD candidates in the early development of an original study on the misattribution of arousal.

2021–2022 **Graduate Intern**, NATIONAL OPINION RESEARCH CENTER AT THE UNIVERSITY OF CHICAGO.

- Interviewed 20 participants for the rehabilitation of previously incarcerated LGBTQ+IA individuals study.
- Quantitative data analysis using STATA for the National Social Life, Health and Aging Project (NSHAP) and the High School and Beyond (HSB) Project, both focused on aging and geriatric populations.

2021 **Research Intern**, FONSELP, Buenos Aires, Argentina.

- Conducted partnership outreach, recruiting international nongovernmental organizations and corporations to invest in local Latin American communities.
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