

NOAH CASTELO

ncastelo@ualberta.ca

EMPLOYMENT

University of Alberta, Alberta School of Business
Associate Professor (with tenure) 2025 –
Assistant Professor 2019 – 2025

EDUCATION

Columbia University 2014 – 2019
Ph.D., Marketing
M.Phil., Marketing

University of Toronto 2009 – 2013
B.Sc., Psychology

PUBLICATIONS (CITATION COUNT = 1878, H-INDEX = 13)

14. **Castelo**, Kushlev, Ward, Esterman, & Reiner (2025). Blocking mobile internet improves mental health, subjective well-being, and sustained attention. *PNAS Nexus*, 4(2).
13. Valenzuela, Puntoni, Hoffman, **Castelo** et al. (2024). How artificial intelligence constrains the human experience. *Journal of the Association of Consumer Research*, 9(3), 241–56.
12. Li, **Castelo**, Katona, & Sarvary (2024). Determining the validity of large language models for automated perceptual analysis. *Marketing Science*, 43(5), 254–266.
11. **Castelo** (2023). Perceived corruption reduces algorithm aversion. *Journal of Consumer Psychology*, 34(2), 326–333.
10. **Castelo**, Boegershausen, Hildebrand, & Henkel (2023). Understanding and improving consumer reactions to service bots. *Journal of Consumer Research*, 50(4), 848–863.
 - Practitioner summary [published](#) in *Harvard Business Review*.
9. **Castelo** & Sarvary (2022). Cross-cultural differences in comfort with human-like robots. *International Journal of Social Robotics*, 14, 1865–1873.
8. **Castelo** & Ward (2021). Conservatism predicts aversion to consequential artificial intelligence. *PLoS One*, 16(12), e0261467.
7. **Castelo**, White, & Goode (2021). Nature promotes self-transcendence and prosocial behavior. *Journal of Environmental Psychology*, 76 (August), 101639.
6. Jackson, **Castelo**, & Gray (2020). Could a rising robot workforce make humans less prejudiced? *American Psychologist*, 75(7), 969–982.
5. **Castelo**, Bos, & Lehmann (2019). Task-dependent algorithm aversion. *Journal of Marketing Research*, 56(5), 809–825.

- Currently the most cited paper published in *JMR* in 2019 (1147 citations).
- 4. **Castelo**, Schmitt, & Sarvary (2019). Human or robot? Consumer responses to radical cognitive enhancement products. *Journal of the Association for Consumer Research*, 4(3), 217–230.
- 3. **Castelo** & Lehmann (2019). Be careful what you wish for: unintended consequences of increasing reliance on technology. *Journal of Marketing Behavior*, 4(1), 31–42. Invited commentary.
- 2. **Castelo**, Hardy, House, Mazar, Tsai, & Zhao (2015). Moving citizens online: Using salience and message framing to motivate behavior change. *Behavioral Science & Policy*, 1(2), 57–68.
- 1. Felsen, **Castelo**, & Reiner (2013). Autonomy and decisional enhancement: public attitudes towards covert and overt nudges. *Judgment and Decision Making*, 8(3), 202–213.

WORKING PAPERS

- De Freitas, **Castelo**, Uğuralp, & Oğuz-Uğuralp. Lessons From an App Update at Replika AI: Identity Stability in Human-AI Relationships. *Under review, JCR*.
- Pitardi, Valenzuela, & **Castelo**. Following Instructions from a Robot: a Justice Perspective. *R&R, JCR*.
- **Castelo** & Tomaino. AI assistance can decrease motivation to improve cognitive skills. *Under review, Management Science*.
- **Castelo** & De Freitas. Small incentives can overcome algorithm aversion.
- De Freitas, **Castelo**, Schmitt, & Sarvary. Speciesism in the time of humanoid robots.

SELECTED GRANTS & AWARDS (TOTAL RESEARCH FUNDING TO DATE: \$1,798,394)

- Causal Effects of Exposure to Social Media on Adolescent Mental Health (National Institutes of Mental Health; \$1,529,894; 2024–2029; co-applicant)
- Exploring Social and Commercial Applications of Chatbots (SSHRC Insight Development Grant #430-2021-0057; \$58,000; 2021–24; PI)
- Understanding Consumer and Employee Reactions to AI Technologies (SSHRC Insight Grant #435-2020-0547; \$120,000; 2020–24; PI)
- Best Dissertation Award, Society for Consumer Psychology (2019)
- Best Dissertation Award, Psychology of Technology Institute (2019)
- Marketing Science Institute Customer Experience Grant (\$10,500; 2016)
- SSHRC Doctoral Fellowship (\$80,000; 2015–19)

TEACHING

- Consumer Behavior (undergraduate), 2019 – present. Median student rating of instructor excellence: 4.5 / 5.
 - Produced 11 animated videos to complement in-person lectures covering the fundamentals of consumer behavior.
 - Develop relationships with businesses for students to work with on applying class material to real-world marketing projects.

SELECTED CONFERENCE PRESENTATIONS

- Belief in AI-driven economic inequality, *Triennial Invitational Choice Symposium* 2023.
- Reducing smartphone use improves well-being, *E-ACR* 2023.
- Persuasive chatbots for attitude change, *ACR* 2021.
- AI and career preferences. *ACR* 2020.
- Nature and transcendence. *ACR* 2019.
- Consumer perception of human-like robots (session chair). *ACR* 2018.
- Task-dependent algorithm aversion. *SCP* and *ACR* 2018.
- How human should our robots be? *ACR* and *Psychology of Technology* 2017.
- Mind perception in artificial intelligence. *SCP* 2017.
- Cyborg consumers. *ACR* 2016 (session co-chair), and *SCP International* 2015 (plenary session).

INVITED TALKS

2024: University of Florida, Bocconi University, University of St. Gallen, Tulane University
2023: Boston University
2021: University of British Columbia
2020: Psychology of Technology Institute
2018: University of Southern California, University of Toronto, Dartmouth College, INSEAD, University of Hawaii, Pompeu Fabra University, University of Cambridge, University of Alberta

SERVICE TO THE FIELD

- Editorial review board, *Journal of Consumer Psychology*, 2022 – present.
- Program committee, *SCP* 2022 conference.
- Associate editor, *SCP* 2021 conference.
- Senior program committee, *Technology, Mind, & Society APS* 2021 conference.
- Ad-hoc reviewer for *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Marketing*, *Management Science*, *Organizational Behavior and Human Decision Processes*, *PNAS*.