

# NOAH CASTELO

ncastelo@ualberta.ca

## EMPLOYMENT

---

**University of Alberta**, Alberta School of Business  
Associate Professor and Ronald K. Banister Chair in Business (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 = 3065, 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).
  - Highest [Altmetric score](#) in the journal's history.
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** (2024). 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.
  - Most cited paper published in *JMR* in 2019 (1300 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**

---

- Pitardi, Valenzuela, & **Castelo**. Following Instructions from a Robot: a Justice Perspective. *Under third round review, JCR*.
- Liu, Haübl, & **Castelo**. Algorithmic Gatekeepers: Why Stronger Applicants Prefer Algorithms and Weaker Applicants Prefer Humans. *Under second round review, JCR*.
- De Freitas, **Castelo**, Uğuralp, & Oğuz-Uğuralp. Lessons From an App Update at Replika AI: Identity Stability in Human-AI Relationships. *Under second round review, Nature Human Behavior*.
- **Castelo** & Tomaino. AI assistance can decrease motivation to improve cognitive skills. *Under review*.
- **Castelo** & De Freitas. Algorithm aversion as a privilege. *Under review*.
- **Castelo** & Reiner. Growing pessimism about AI's societal impacts: A five-year longitudinal study of the risks, benefits, and regulation of AI.
- Rathje et al. (team of 100+ authors). Global Social Media Experiment. *Accepted in principle (registered report), Nature*.

## **SELECTED GRANTS & AWARDS (TOTAL RESEARCH FUNDING TO DATE: \$1,868,973)**

---

- Consumer Preference for Algorithmic vs. Human Evaluation (SSHRC Insight Development Grant #430-2025-01310; \$70,579; 2025–2027; PI).
- 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

---

- Generative AI for Marketing (MBA), 2026 – present.
- 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.
  - Developed relationships with businesses for students to work with on applying class material to real-world marketing projects.

## INVITED TALKS

---

2026: Technical University of Munich (virtual)

2025: Simon Fraser University, University of British Columbia

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 – 2025.
- Associate editor, *SCP 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*.