NOAH CASTELO

11211 Saskatchewan Drive NW   ncastelo@ualberta.ca
Edmonton, AB, T6G 2R6   1-587-991-7326

EMPLOYMENT

2019 –   **Assistant Professor,** University of Alberta School of Business

EDUCATION

2014 – 2019   **Ph.D., Marketing,** Columbia University, Graduate School of Business

2014 – 2016   **M.Phil., Marketing,** Columbia University, Graduate School of Business

2013 – 2014   **M.A. Candidate, Interdisciplinary Studies,** University of British Columbia

2009 – 2013   **B.Sc., Psychology (with High Distinction),** University of Toronto

PUBLICATIONS (CITATION COUNT = 1024, H-INDEX = 9)

12. Li, **Castelo,** Katona, & Sarvary (2024). Determining the validity of large language models for automated perceptual analysis. Accepted, *Marketing Science.*

11. **Castelo** (2023). Perceived corruption reduces algorithm aversion. *Journal of Consumer Psychology,* in press.

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 2nd most cited paper published in *JMR* in 2019.

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, D. (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

- **Castelo,** Kushlev, Ward, Esterman, & Reiner. Reducing smartphone use improves mental health, subjective well-being, and sustained attention. *R&R, JCP.*

- De Freitas, **Castelo,** Uğuralp, Oğuz-Uğuralp, Ragnhildstveit, & Seli. Lessons From an App Update at Replika AI: Identity Stability in Human-AI Relationships. *R&R, JM.*

- **Castelo.** Artificial intelligence achieves or exceeds professional level creativity in marketing. *Under review.*

- **Castelo,** Schmitt, De Freitas, & Sarvary. Speciesism in the time of humanoid robots.

- **Castelo** & Grillo. Overcoming obstacles to AI adoption in B2B settings.

- **Castelo** & De Freitas. Belief in AI-driven economic inequality.

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 (Social Sciences and Humanities Research Council [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

University of St. Gallen, Bocconi University, University of British Columbia, Psychology of Technology Institute, 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.*