

# NICHOLAS LIGHT

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## ACADEMIC POSITIONS

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<b>University of Oregon</b> <i>Assistant Professor, Marketing</i>	Eugene, OR 2023 – Present
<b>Portland State University</b> <i>Assistant Professor, Marketing</i>	Portland, OR 2021 – 2023

## EDUCATION

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<b>University of Colorado</b> Ph.D., Marketing	Boulder, CO 2021
<b>University of Chicago</b> M.A., International Relations	Chicago, IL 2010
<b>University of Vermont</b> (Honors College) B.A., History, Greek	Burlington, VT 2009

## PROFESSIONAL EXPERIENCE

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<b>Casper</b> <i>Marketing / PR Manager</i>	New York, NY 2015 – 2016
<b>Peppercomm</b> <i>Marketing Agency Account and Strategy Roles</i>	New York, NY 2010 - 2014

## RESEARCH

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### Dissertation

“Less Is More? Two Essays on Consumer Perceptions of Simplicity and Complexity”

- **Committee:** Philip Fernbach (chair), John Lynch Jr., Margaret C. Campbell, Nicholas Reinholtz, and Ellen R. K. Evers
- 2022 AMS Mary Kay Dissertation Award Finalist

## Journal Articles

**Light, Nicholas**, and Philip M. Fernbach (2024), “Keep It Simple? Consumer Perceptions of Brand Simplicity and Risk,” *Journal of Marketing Research*, forthcoming.

Percival Carter, Erin, Lawrence E. Williams, and **Nicholas Light** (2023), “Consumers’ Minimum Time Investments in Meaningful Consumption,” *Marketing Letters* (Nov.).

**Light, Nicholas**, Philip M. Fernbach, Nathaniel Rabb, Muger V. Geana, and Steven A. Sloman (2022), “Knowledge Overconfidence Is Associated with Anti-Consensus Views on Controversial Scientific Issues,” *Science Advances*, 8(29), 1-10.

- Approximately 100,000 article downloads since publication
- Among the 95<sup>th</sup> percentile of all tracked articles on Altmetrics

**Light, Nicholas**, Justin Pomerance, and Lawrence E. Williams (2022), (equal authorship), “In These Uncertain Times: Fake News Amplifies the Desires to Save and Spend in Response to COVID-19,” *Journal of the Association of Consumer Research*, 7(1), 45-53.

Fernbach, Philip M. and **Nicholas Light** (2020), "Knowledge Is Shared," *Psychological Inquiry*, 31(1), 26-28.

Fernbach, Philip M., **Nicholas Light**, Sydney E. Scott, Yoel Inbar, and Paul Rozin (2019), “Extreme Opponents of Genetically Modified Foods Know the Least but Think They Know the Most,” *Nature Human Behaviour*, 3(3), 251–56.

- Web of Science “Highly Cited Article” designation
- Among the 99<sup>th</sup> percentile of tracked articles of the same age on Altmetrics

## Book Chapters

**Light, Nicholas** and Philip M. Fernbach (2021), “The Role of Knowledge Calibration in Intellectual Humility,” in *The Routledge Handbook of Philosophy of Humility*, ed. Alessandra Tanesini, Michael Patrick Lynch, and Mark Alfano.

## Revisions & Under Review

Spiller, Stephen, **Nicholas Light**, Donald Lichtenstein, Philip Fernbach, and Bart de Langhe, “Do ‘Helpful’ Reviews Provide Helpful Information? An Assessment of the Determinants of Perceived Review Helpfulness and Review Accuracy.”

## Select Manuscripts in Progress

“Brand Propensity: A Measure of Consumer Belief in the Value of Brands,” (with Margaret C. Campbell and Kevin L. Keller). Manuscript in preparation for submission to *Journal of Consumer Research*.

“Biting the Bullet: Consumer Responses to Firm Actions to Reduce Gun Violence,” (with Justin Pomerance and Lawrence E. Williams). Six studies completed. Target: *Journal of Marketing*.

## Research Interests

- Simplicity and complexity in consumer decision-making
- Public understanding of science
- Knowledge and metacognition
- Information theory
- Mental Representation

## PRESENTATIONS

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### Chaired Symposia

“The Intersection of Gun Violence and Marketing”

- ACR 2023, Seattle, WA

“Knowledge Overconfidence”

- 12<sup>th</sup> Triennial Invitational Choice Symposium (2023), INSEAD, France

“Reexamining Complexity: Dimensionality and Information Density in Consumer Decision Making”

- ACR 2019, Atlanta, GA

“Consuming Science: Knowledge, Acceptance, and Judgments of Scientific Information and Technology”

- ACR 2018, Dallas, TX

### Conference and Invited Presentations

“Knowledge Overconfidence and Anti-Science Attitudes”

- Center for Science Communication Research (SCR) 2024 Research Forum, Eugene, OR

“New Technology Overconfidence”

- Colorado Winter Conference on Marketing and Cognition 2024, Steamboat Springs, CO

“Consumers' and Managers' Misperceptions of Support for Firm Actions to Reduce Gun Violence”

- ACR 2023, Seattle, WA

“Knowledge Overconfidence and Attitudes on Emerging Technologies”

- Choice Symposium 2023, INSEAD, France

Meta / O'Reilly Social Science Foo, Invited participant.

- Meta Headquarters, Menlo Park, CA, 2023

“Consumers' and Managers' Misperceptions of Support for Firm Actions to Reduce Gun Violence”

- SJDM 2022, San Diego, CA

“Consumers' and Managers' Misperceptions of Support for Firm Actions to Reduce Gun Violence”

- ACR 2022, Denver, CO

“Biting the Bullet: Consumer Responses to Firms' Actions to Reduce Gun Violence”

- AMA Marketing and Public Policy 2022, Austin, TX

“We trust what we think we know: Knowledge overconfidence is associated with anti-consensus views on controversial scientific issues” (presented by co-author)

- International Communication Association (ICA), Paris, FR
- ICA 2022 Top Paper Award

“Consumer Judgments of Product Complexity, Risk, and Performance”

- SJDM 2021 (virtual)

“Biting the Bullet: Consumer Responses to Firms’ Actions to Reduce Gun Violence”

- SJDM 2021 (virtual)

“The Psychology of Consumer Opposition to Scientific Consensus”

- ACR 2020 (virtual)

“The Influence of Fake News on Consumer Spending in Response to COVID-19”

- ACR 2020 (virtual)

“Keep It Simple (Sometimes): Consumer Perceptions of Brand Simplicity and Risk”

- ACR 2019, Atlanta, GA

“Keep It Simple (Sometimes): Consumer Perceptions of Brand Simplicity and Risk”

- SJDM 2019, Montreal, CA

“Keep It Simple (Sometimes): Consumer Perceptions of Brand Simplicity and Risk”

- SCP 2019, Savannah, GA

“Consumer Understanding, Extremity, and Opposition to Genetically Modified Foods”

- SJDM 2018, New Orleans, LA

“A Taxonomy of Consumer Opposition to Genetically Modified Foods”

- ACR 2018, Dallas, TX

“Knowledge and Extremity of Opposition to Genetically Modified Foods”

- SCP 2018, Dallas, TX

## **HONORS, AWARDS & GRANTS**

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- University of Oregon Maletis Faculty Support, 2024
  - \$2,750
- University of Oregon New Junior Faculty Research Award, 2023
  - \$3,000
- PSU Faculty Development Grant, 2022
  - \$15,000
- AMS Mary Kay Dissertation Award Finalist, 2022
- PSU Scholarly Engagement Grant, 2021
- AMA-Sheth Foundation Doctoral Consortium Fellow, Bloomington, IN, 2020

- CU Boulder Leeds School of Business Outstanding Teaching Award for a Doctoral Student, 2019
- CU Boulder Leeds School of Business Outstanding RA Award, 2019
- MSI Research Grant (with L. Williams and J. Pomerance), 2019
  - Project Title: “Fake News and Consumer Trust in Online Marketing”
  - \$6,750
- MSI Research Grant (with P. Fernbach), 2017
  - Project Title: “Consumer Perceptions of Brand Simplicity and Risk”
  - \$3,000

## **ACADEMIC SERVICE**

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- PLOS (Public Library of Science) journals ad hoc reviewer
- Organizational Behavior and Human Decision Processes (OBHDP) ad hoc reviewer
- Frontiers in Psychology ad hoc reviewer
- ACR conference ad hoc reviewer
- SCP conference ad hoc reviewer
- SJDM conference ad hoc reviewer
- University of Oregon Marketing PhD Committee – 2023-2024
- PSU School of Business Teaching Innovation Committee – 2022-2023
- PSU School of Business Research Committee – 2021-2022

## **AFFILIATIONS**

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- Association for Consumer Research
- Society for Consumer Psychology
- Society for Judgment and Decision Making
- American Association for the Advancement of Science (AAAS)
- University of Oregon Center for Science Communication Research
- University of Oregon CAIDe Lab
- CU Boulder LEAD Lab

## **TEACHING & TRAINING**

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### **Courses Taught**

- Digital Marketing
- Digital Media Planning and Analytics
- Marketing Management

### **Additional Training**

- Summer Institute in Computational Social Science (SICSS), 2018, Boulder CO