

NICHOLAS LIGHT

(802) 881-6290
nick.light@colorado.edu

EDUCATION

University of Colorado, Boulder

Leeds School of Business

PhD Candidate, Marketing (Consumer Behavior)

- 2016 – present
- Graduate Certificate, Quantitative Methods for Behavioral Sciences

University of Chicago

M.A., International Relations, 2010

University of Vermont (Honors College)

B.A., History, 2009 (cum laude)

MARKETING INDUSTRY EXPERIENCE

Casper

Marketing/PR Manager, 2015 – 2016

- Managed all of Casper's Marketing communications, public relations, and social media, as well as three external agency teams

Bracken Communications

Marketing communications consultant, 2014 – 2015

Peppercomm

Marketing account and digital strategy roles, 2010 – 2014

- Clients: Mini USA, Maytag, Steelcase, Ernst & Young, Northeastern University School of Business
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RESEARCH

Publications

Light, Nicholas, Justin Pomerance, and Lawrence Williams (forthcoming), “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*, (equal authorship).

Light, Nicholas and Philip M. Fernbach (2020), “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.

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 Paper" designation

Revisions & Under Review

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

Light, Nicholas, Philip M. Fernbach, Nathaniel Rabb, Mugur V. Geana, and Steven A. Sloman, “Knowledge Overconfidence Is Associated with Anti-Consensus Views on Controversial Scientific Issues.” Under review at *PNAS*.

Manuscripts in Progress

Light, Nicholas and Philip M. Fernbach, “Keep It Simple? Consumer Perceptions of Brand Simplicity and Risk.” Dissertation Essay 1. Manuscript in final preparations for submission to *Journal of Marketing Research*.

Carter, Erin P., Lawrence E. Williams, and **Nicholas Light**, “Long Lasting Benefits at a High Cost: The Temporal Qualities of Meaningful Consumption.” Manuscript in preparation for submission to *Marketing Letters*.

“Brand Propensity: A Measure of Consumer Belief in the Value of Brands,” (with Margaret C. Campbell and Kevin L. Keller). Nine studies completed. Target: *Journal of Consumer Research*.

“Perceptions of Control and Pain of Paying,” (with Justin Pomerance and Elizabeth Friedman). Four studies completed. Target: *Journal of Consumer Research*.

Dissertation

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

- Committee: Philip Fernbach (chair), John Lynch Jr., Margaret C. Campbell, Nicholas Reinhardt, and Ellen R. K. Evers.
- In the first essay I investigate the consequences of the popular branding strategy of projecting simplicity. I argue that when marketers convince consumers that their brands and products are simple (an evaluation that is almost always untrue), consumers develop unrealistically low expectations of the risk of product or service failures, which leads to significant dissatisfaction when something goes wrong. The second essay examines the inferences consumers make about products they perceive to be complex. I argue that they believe complex products are more likely to fail, but are more likely to have a higher “performance ceiling.”

Chaired Symposia

“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 Presentations

“The Psychology of Consumer Opposition to Scientific Consensus”

- ACR 2020

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

- ACR 2020

“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

Research Interests

- Simplicity and complexity in consumer decision making
- Knowledge and metacognition
- Public understanding of science
- Branding and differentiation

Fellowships, Grants, & Awards

- 2020 AMA-Sheth Foundation Doctoral Consortium Fellow, Bloomington, IN
- CU Boulder Graduate School Summer Dissertation Fellowship, Summer 2020
 - \$6,000
- Marketing Science Institute Research Grant (with L. Williams and J. Pomerance), June 2019
 - Project Title: “Fake News and Consumer Trust in Online Marketing”
 - \$6,750
- United Government of Graduate Students (UGGS) Outstanding Research Assistant Award, Spring 2019
- Gerald Hart Doctoral Research Fellowship, Leeds School of Business, 2018, 2019
- University Fellowship, Leeds School of Business, 2017, 2018, 2019, 2020
- Marketing Science Institute Research Grant (with P. Fernbach), July 2017
 - Project Title: “Consumer Perceptions of Brand Simplicity and Risk”
 - \$3,000

Affiliations

- Association for Consumer Research
- Society for Consumer Psychology
- Society for Judgment and Decision Making

- American Marketing Association
- Center for Research on Consumer Financial Decision Making

Research Assistantships

- Philip Fernbach – Fall 2016, Spring 2017, Fall 2017, Fall 2018, Fall 2020
- Lawrence Williams – Fall 2016, Spring 2017, Fall 2018, Fall 2020
- Margaret C. Campbell – Fall 2019
- Donnie Lichtenstein – Fall 2019

SERVICE

- Journal of Consumer Research Trainee Reviewer – 2019
- Society for Consumer Psychology (SCP) Conference Reviewer

TEACHING & COURSEWORK

Courses Taught

- Digital Marketing – Spring 2019, Spring 2020

Teaching Assistantships

- Emily Edwards, Digital Marketing – Spring 2017, 2018
- Laura Kornish, Digital Marketing (MBA level) – Fall 2017
- Philip Fernbach, Customer Analytics – Spring 2017

Teaching Award

- Leeds School of Business Outstanding Teaching Award for a Doctoral Student, Spring 2019

Teaching Service

- CU Boulder Center for Teaching and Learning Business School Graduate Student Lead – Academic Years 2018-19 and 2019-20

Doctoral Coursework

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| 1. Psychological Approaches to Research in Marketing | Lawrence Williams |
| 2. General Statistics (graduate sequence course) | Charles Judd, Josh Correll |
| 3. Applications of Social Psychology | Leaf Van Boven |
| 4. Design and Analysis of Experiments in Business | Nick Reinholtz |
| 5. Empirical Models in Marketing | Yacheng Sun |

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| 6. Quasi-Experimental Design in Causal Inference | Allison Atteberry |
| 7. Consumer and Managerial Decision Making in Marketing | Peter McGraw |
| 8. Structural Equation Modeling | Naomi Friedman |
| 9. Marketing Strategy Seminar | Donnie Lichtenstein |

Additional Training

- Summer Institute in Computational Social Science (SICSS), August 2018, University of Colorado Boulder