

Dr. Luker, a social psychologist, has been studying American life for more than 40 years. He is best known for his creation of the ESPN Sports Poll in 1994, which was the first ongoing intelligence tool for the American sports industry. His research on American community resulted in his first book "Simple Community", which was published in 2009.

Dr. Luker earned his MA and Ph.D. at the University of Michigan and The Institute for Social Research. He has remained academically active with Northwestern University, the University of Oregon, the University of Michigan, and others.

In 2019, the New York Times selected Rich as one of the "...people from all over the world who are pushing the boundaries of their fields, from science and technology to culture and sports."