

Takahiko Masuda
2024 CV

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Current Position: Professor
Department of Psychology
University of Alberta

Education: Ph.D in Psychology, 2003, University of Michigan
(Social Psychology with Culture and Cognition Program Certificate)

M.A. in Psychology, 1998, University of Michigan (Social Psychology)

M.A. in Psychology, 1996, Kyoto University, Japan (Social Psychology)

B.A. in Psychology, 1993, Hokkaido University, Japan (Social Psychology)

Employment/Appointment:

2018-present **Professor**, Department of Psychology, University of Alberta, Canada.

2019-2020 Visiting Professor, School of International Corporate Strategy, Hitotsubashi University Business School, Japan

2017-present International Partner, Hokkaido University, Japan.

2017-present Summer Visiting Scholar, The Graduate School of International Cooperative Strategy, Hitotsubashi University, Japan

2015-present Affiliate Researcher, Center for Experimental Research in Social Sciences, Hokkaido University, Japan.

2011-2018 **Associate Professor**, Department of Psychology, University of Alberta, Canada.

2012-2013 Visiting Associate Professor, Department of Psychology, University of Michigan, USA.

2005-2011	Assistant Professor , Department of Psychology, University of Alberta, Canada.
2003-2005	Center of Excellence Postdoctoral Fellow, Department of Behavioral Science, Hokkaido University, Japan.
2003-2004	Lecturer, Sapporo University, Women's Junior College, Japan.
1999-2002	Graduate Student Instructor, University of Michigan, USA.
1998-2002	Graduate Student Research Assistant, University of Michigan, USA.
1995-1996	Graduate Student Teaching Assistant, Kyoto University, Japan.
1994-1997	Lecturer, Kyoto School of Computer Science, Japan.

Grants/Scholarships: Ongoing/New

2023-2028	Social Sciences and Humanities Research Council of Canada, Insight Grant. Project Number, #435-2023-0383 -, Project title <i>"Cross-Cultural Research between Mongolia, Japan, and Canada on Perception and Cognition: Comparing Historically Nomadic-Pastoral vs Sedentary Societies."</i> (CAD \$346,540.00)
2017-2023	Social Sciences and Humanities Research Council of Canada, Insight Grant. Project Number, #435-2017-1070, Project title <i>"Cross-Cultural Research on Socialization Processes Involved in East Asian and North American Children's Culturally Unique Modes of Attention."</i> (CAD \$174,492.00)
2016	Grant Assist Program Bridge Funding, University of Alberta. Project Title "Child-Caregiver Interaction Research on the Judgement of Facial Expression." (CAD \$5,000.00).
2015	Killam Research Fund, Cornerstone Grant Program. Project title <i>"Culture and Social Perception of Social Context: A Cross-Cultural Event-Related Potential Research Project."</i> (CAD \$6,882.00)
2015	Endowment Fund for the Future, Support for the Advancement of Scholarship Research Fund, University of Alberta. Project title <i>"Culture and the Judgment of Emotions: The Influence of Parental Guidance on Canadian and East Asian Immigrant Children's Reasoning Styles."</i> (CAD \$3,262.80)
2013	Invitation Fellowship for Research in Japan, Japanese Society for the Promotion of Science (JPY ¥1,580,000)

2012	Research Grant, Kokoro Research Center, Kyoto University, Japan (JPY ¥100,000)
2011	Endowment Fund for the Future, Support for the Advancement of Scholarship Research Fund, University of Alberta. Project title “ <i>Cultural Variations in Sleeping Arrangements between Chinese- and European Canadians.</i> ” (CAD \$2,780.00)
2010-2013	Social Sciences and Humanities Research Council of Canada, Standard Research Grant. Project title “ <i>Culture and mode of attention: identifying characteristics of East Asians' context-oriented attention and North Americans' object-oriented attention using perceptual and cognitive tasks.</i> ” (CAD \$109,520.00)
2009	Endowment Fund for the Future, Support for the Advancement of Scholarship Research Fund, University of Alberta. Project title “ <i>Sleeping Arrangements of First Generation Chinese Immigrants.</i> ” (CAD \$4,179.90)
2008	China Institute Travel Grant, University of Alberta (CAD \$2,500)
2007-2010	Social Sciences and Humanities Research Council of Canada, Standard Research Grant. Project title “ <i>East Asians' and North Americans' mode of attention: comparing cultural variation in attention using psychophysiological devices.</i> ” (CAD \$109,068.00).
2007	Killam Research Fund Conference Travel Grant (CAD \$1,597.58)
2006	Endowment Fund for the Future, Support for the Advancement of Scholarship Research Fund, University of Alberta. Project title “ <i>Culture and Cognition: Comparing Cognitive Processes between European-Canadians, Asian-Canadians, and Arabic-Canadians.</i> ” (CAD \$3,600.80)
2006	Endowment Fund for the Future, Support for the Advancement of Scholarship Research Fund (Travel Grant), University of Alberta (CAD \$2,948.61)
2005	Endowment Fund for the Future, Support for the Advancement of Scholarship Research Fund, University of Alberta. Project Title “ <i>Cultural Variation in Human Attention: Comparing Patterns of Attention between North Americans and East Asians using Psycho-physiological Measurement.</i> ” (CAD \$3,053.00)
2005	Kagakukenkyuhi, Monbu Kagaku Sho [Research Grant of the Japanese Ministry of Education] (JPY ¥3,300,000) Awarded, but I declined due to my academic position appointment outside of Japan.
2003-2005	Center of Excellence Research Grant, Hokkaido University (JPY ¥1,300,000)
2002	Rackham Discretionary Grant, University of Michigan (USD \$1,500.00)

2002	Psychology Dissertation Grant, Department of Psychology, University of Michigan (USD \$1,000.00)
2001	Barbara Perry Roberson Summer Research Scholarship, Department of Psychology, University of Michigan (USD \$800. 00)
1999	Summer Research Grant, Department of Psychology, University of Michigan (USD \$4,000.00)
1998	Summer Research Grant, Department of Psychology, University of Michigan (USD \$4,000.00)
1998	Summer Research Grant, Department of Psychology, University of Michigan (USD \$4,000.00)
1997-2003	Fulbright Scholarship (USD \$35,000.00 total)
1996-1997	Nihon Gakujyutu Shinkoukai Tokubetsu Kenkyuin [Research Fellowship of Japan Society for the Promotion of Science] (JPY ¥4,800,000)

Grant Collaboration

2014-2021	PI: Keiko Ishii. Title: Understanding the genetic foundations of cultural variation in cooperation with evidence from social psychology, neuroscience, and endocrinology. Japan Society for the Promotion of Science. Roll: Collaborator
2019-2022	PI: Shinobu Kitayama. Title: Globalizing Cultural Psychology: Varieties of Interdependence Across Four Regions of the World. National Science Foundation Grant, BCS-1917727 Roll: Collaborator

Awards/Honors

2022	Certificate for a Fellow of the Association of Psychological Science Fellow, Association of Psychological Science (APS).
2017	Tolman Award (Award for Excellence in Teaching), Department of Psychology, University of Alberta.
2016	Award for Excellent in Teaching, The Interdepartmental Science Students' Society.

- 2011 The Japanese Society of Social Psychology, Book of the Year Award. “Masuda, T. & Yamagishi, T. (2010). Bunkashinrigaku, jyokan & gekan [Cultural Psychology Volume 1 & 2].” (JPY ¥100,000)
- 2010 Japanese Psychological Association Award for International Contributions to Psychology (Award for Distinguished Early and Middle Career Contributions, JPY ¥50,000)
- 2010 Young Scholar Travel Award, The National Institute of Mental Health sponsored conference, *Culture, Mind and Brain: Neural Plasticity and Development in Social Context* (CMB), Stanford, March 26-27, 2010.
- 2001 Brickman Memorial Award, Department of Psychology, University of Michigan (The best graduate student’s research of the year, USD \$1,000.00)

Teaching Recognition

Teaching Honor Roll, Department of Psychology, University of Alberta

PSYCO241 “Social Psychology”: 2008 Fall; 2009 Winter; 2010 Winter; 2011 Winter; 2012 Winter
 PSYCO305 “Culture and Cognition”: 2011 Winter
 PSYCO343 “Culture and Cognition”: 2014 Winter, 2015 Winter
 PSYCO443 “Social Cognition”: 2010 Fall

Teaching Honor Roll with Distinction, Department of Psychology, University of Alberta

PSYCO241 “Social Psychology”: 2016 Winter
 PSYCO405/505 “Special Topics in Culture and Cognition”: 2009 Winter; 2009 Fall
 PSYCO405/505 “Special Topic II: Methods and Research on Culture and Cognition”: 2013 Fall, 2014 Fall, 2016 Fall, 2017 Fall
 PSYCO305 “Culture and Cognition”: 2009 Fall; 2010 Winter; 2012 Winter
 PSYCO341 “Cultural Psychology”: 2017 Fall
 PSYCO343 “Culture and Cognition”: 2014 Spring, 2015 Spring, 2016 Winter, 2016 Spring.
 PSYCO443 “Social Cognition”: 2011 Fall

Publications Ongoing/New(2024-2025), Ongoing/New(2025-2026)

93. Wojcik, L., & **Masuda, T.** (2025). Culture and body image: Subcultural variations in coping strategies and their associations with psychological distress among European Canadians and East Asian Canadians. *Frontiers in Psychology: Cultural Psychology*. XXXXX
92. **Masuda, T.**, Yasuda, Y., Kang, M., Bayart-Od, T. (in press). The effect of culture on human perception. In S. Johnson (Ed). *The Handbook of perceptual development*. New York: Oxford University Press.
91. **Masuda, T.** (in press). WEIRD. In K. Ishii, & Y. Muramoto (Eds). *Guruupu dainamikusu jiten [Encyclopedia of Group dynamics Research]*. Tokyo: Maruzen Shuppan.
90. **Masuda, T.** (in press). Geijutsu, desain, bunkateki na kokoro [Arts, design, and the cultural mind]. *Shinrigaku waarudo [Psychology world]*.
89. Kotera, Y., Ronaldson, A., Hayes, D., Hunter-Brown, H., McPhilbin, M., Dunnett, D., Jebara, T., Takhi, S., **Masuda, T.**, Camacho, E., Bakolis, I., Repper, J., Meddings, S., Stergiopoulos, V., Brophy, L., De Ruysscher, C., Okoliyski, M., Kubinová, P., Eplov, L., Toernes, C., Narusson, D., Tinland, A., Puschner, B., Hiltensperger, R., Lucchi, F., Miyamoto, Y., Castelein, S., Borg, M., Klevan, T. G., Meng, R. T. B., Sornchai, C., Tiengtom, K., Farkas, M., Jones, H. M., Moore, E., Butler, A., Mpango, R., Tse, S., Kondor, Z., Ryan, M., Zuaboni, G., Elton, D., Grant-Rowles, J., McNaughton, R., Hanlon, C., Harcla, C., Vanderplasschen, W., Arbour, S., Silverstone, D., Bejerholm, U., Powell, C., Ochoa, S., Garcia-Franco, M., Tolonen, J., Yeo, C., Charles, A., Henderson, C., & Slade, M. (2024). 28-country global study on associations between cultural characteristics and Recovery College fidelity. *NPI Mental Health Research*, 3, 46, 1-18. DOI: <https://doi.org/10.1038/s44184-024-00092-9>
88. Masuda, T. (2024). Shinrigaku no kanten kara kangaeru bunka ni yoru mikata no chigai [Understanding cultural variation in perception from a psychologist's point of view]. *Bijyutsu no mado*, 191, 58-63.
87. Kotera, Y; Ronaldson, A; Hayes, D; Hunter-Brown, H; McPhilbin, M; Dunnett, D; Jebara, T; Takhi, S; **Masuda, T**; Camacho, E; Bakolis, I; Repper, J; Meddings, S; Stergiopoulos, V; Brophy, L; De Ruysscher, C; Okoliyski, M; Kubinová, P; Eplov, L; Toernes, C; Narusson, D; Tinland, A; Puschner, B; Hiltensperger, R; Lucchi, F; Miyamoto, Y; Castelein, S; Borg, M; Klevan, T; Meng, R. T. B; Sornchai, C; Tiengtom, K; Farkas, M; Jones, H. M.; Moore, E; Butler, A; Mpango, R; Tse, S; Kondor, Z; Ryan, M; Zuaboni, G; Elton, D; Grant-Rowles, J; McNaughton, R; Harcla, C; Vanderplasschen, W; Arbour, S; Silverstone, D; Bejerholm, U; Powell, C; Ochoa, S; Garcia-Franco, M; Tolonen, J; Yeo, C; Charles, A; Jepps, J; Simpson, A; Kellermann, V; Todowede, O; Asher, L; Murakami, M; Hopkins, L; Jahau, N; Arakawa, N; Scanferla, E; Henderson, C; & Slade, M. (2024). Cross-cultural insights from two global mental health studies: Self-enhancement and ingroup biases. *International Journal of Mental Health and Addiction*. DOI: [org/10.1007/s11469-024-01307-y](https://doi.org/10.1007/s11469-024-01307-y).

86. Yasuda, Y., & **Masuda, T.** (2024). Cultural variation in self-assessment in athletes: towards the development of culturally-grounded approach in sports psychology, *International Journal of Sport and Exercise Psychology*, DOI: 10.1080/1612197X.2024.2364633.
85. **Masuda, T.**, Yasuda, Y., & Bayart-Od, T. (2023). A commentary on: Ueda, Otsuka, & Saiki (2022) “Cultural Evolution and Visual Cognitive Diversity through Interaction with the Environment” [Ueda, Otsuka, Saiki Ronbun Heno Komento]. *Japanese Psychological Review*, 65, 2, 177-185.
84. Zheng, S., Ishii, K., **Masuda, T.**, Matsunaga, M., Noguchi, Y., Yamasue, H., & Ohtsubo, Y. (in press). Mu opioid receptor gene (OPRM1) moderates the influence of perceived parental attention on social support seeking. *Adaptive Human Behavior and Physiology*. doi.org/10.1007/s40750-022-00192-w.
83. **Masuda, T.**, Shi, S.-W., Varma, P., Fisher, D., & Shirazi, S. (2022). Do surrounding people’s emotions affect judgement of the central person’s emotion? Comparing within cultural variation in holistic and analytic patterns of emotion perception in the multicultural Canadian society. *Frontiers in Human Neuroscience*. doi.org/10.3389/fnhum.2022.886971.
82. Zentner, K. E., Lee, H., Dueck, B. S., & **Masuda, T.** (in press). Cultural and gender differences in social anxiety: The mediating role of self-construals and gender role identification. *Current Psychology*.
81. **Masuda, T.**, Russell, M. J., & Lee, H. (in press). Culture, attention, and mental health: Recent Empirical Findings on Attention to Visual Scenes and Its Influence to Cultural Bound Syndromes. In Chiao, J. (Ed.), *Oxford Handbook of Cultural Neuroscience and Global Mental Health*.
80. Lee, H., **Masuda, T.**, Ishii, K., Yasuda, Y., & Ohtsubo, Y. (in press). Cultural Differences in the Perception of Daily Stress between European Canadian and Japanese Undergraduate Students. *Personality and Social Psychology Bulletin*. doi: 10.1177/01461672211070360.
79. Russell, M. J., Lee, H., Leung, K. K. & **Masuda, T.** (in press). Considering culture in attention and perception neuropsychological testing. In A. L. Fernández (Ed.), *Understanding cross-cultural neuropsychology: Science, testing and challenges*. Taylor and Francis (Routledge).
78. Han, J. Y., Lee, H., Ohtsubo, Y., & **Masuda, T.** (2022). Culture and stress coping: Cultural variations in the endorsement of primary and secondary control coping for daily stress across European Canadians, East Asian Canadians, and the Japanese. *Japanese Psychological Research*, 64(2), 141-155.

77. Ohtsubo, Y., Matsunaga, M., **Masuda, T.**, Noguchi, Y., Yamasue, H., & Ishii, K. (2022). Test of the serotonin transporter gene X early life stress interaction effect on subjective well-being and loneliness among Japanese young adults. *Japanese Psychological Research*, 64(2), 193-204.
76. Matsunaga, M., Ohtsubo, Y., **Masuda, T.**, Noguchi, Y., Yamasue, H., & Ishii, K. (2022). Serotonin receptor (HTR2A) gene polymorphism modulates social sharing of happiness in both American and Japanese Adults. *Japanese Psychological Research*, 64(2), 181-192.
75. Matsunaga, M., Ohtsubo, Y., **Masuda, T.**, Noguchi, Y., Yamasue, H., & Ishii, K. (2021). A genetic variation in the Y chromosome among modern Japanese males related to several physiological and psychological characteristics. *Frontiers in Behavioral Neuroscience*, <https://doi.org/10.3389/fnbeh.2021.774879>.
74. Zheng S., **Masuda, T.**, Matsunaga, M., Noguchi, Y., Ohtsubo, Y., Yamasue, H., & Ishii, K. (2021). Cultural differences in social support seeking: The mediating role of empathic concern. PLOS ONE, <https://doi.org/10.1371/journal.pone.0262001>
73. Ishii, K., **Masuda, T.**, Matsunaga, M., Noguchi, Y., Yamasue, H., & Ohtsubo, Y. (2021). A reexamination of the effects of culture and dopamine D4 receptor gene interaction on social orientation. *Psychologia*, doi: 10.2117/psysoc.2021-B014
72. Ishii, K., **Masuda, T.**, Matsunaga, M., Noguchi, Y., Yamasue, H., Ohtsubo, Y. (2021). Do culture and oxytocin receptor polymorphisms interact to influence emotional expressivity? *Culture and Brain*, 9, 20-34.
71. **Masuda, T.** (2021). Hokubeibuinka tono hikaku de wakaruru nihonbunka no Mononomikata [Understanding the Japanese way of viewing via knowing the North American way of viewing]. *Kokoro No Mirai*, 25, 10-13.
70. Imai, M., Kanero, J., & **Masuda, T.** (2020). *Culture, language, and thought*. Oxford Research Encyclopedia of Psychology. doi.org/10.1093/acrefore/9780190236557.013.579
69. Zhang, S., **Masuda, T.**, Matsunaga, M., Noguchi, Y., Ohtsubo, Y., Yamasue, H., & Ishii, K. (2020). Oxytocin receptor gene (OXTR) and childhood adversity influence trust. *Psychoneuroendocrinology*, 121, 104840.
68. **Masuda, T.** (2020). Shohyo Takada Akira (Cho) Sogo kouji no junruigaku: Kokoro to bunka ga deau basho [Book review, Takada Akira (Author) "Anthropology of interactive actions-The place where the mind and culture meet"]. *Japanese Journal of Social Psychology*, 35, 123-124.

67. **Masuda, T.**, Batdorj, B., & Senzaki, S. (2020). Culture and attention: Future directions to expand research beyond the geographical regions of WEIRD cultures. *Frontiers in Cultural Psychology*. doi.org/10.3389/fpsyg.2020.01394.
66. **Masuda, T.**, Ito, K., Lee, J., Suzuki, S., Yasuda, Y., Akutsu, S. (2020). Culture and business: How can cultural psychologists contribute to research on behaviors in the marketplace and workplace. *Frontiers in Psychology*. doi.org/10.3389/fpsyg.2020.01304
65. Ishii, K., **Masuda, T.**, Matsunaga, M., Noguchi, Y., Yamasue, H., Otsubo, Y. (2020). Do culture and oxytocin receptor polymorphisms interact to influence emotional expressivity? *Culture and Brain*. doi.org/10.1007/s40167-020-00091-5.
64. Russell, M. J., M. J., Li, L. M. W., Lee, H., Singhal, A., & **Masuda, T.** (2019). Neural cultural fit: Non-social and social flanker task N2s and well-being in Canada. *Culture and Brain*. doi.org/10.1007/s40167-019-00089-8.
63. Otsubo, Y., **Masuda, T.**, Matsunaga, M., Noguchi, Y., Yamasue, H., Ishii, K. (2019). Is collectivistic forgiveness different from individualistic forgiveness? Dispositional correlates of trait forgivingness in Canada and Japan. *Canadian Journal of Behavioral Science*, 51(4), 290-295. dx.doi.org/10.1037/cbs0000148.
62. **Masuda, T.**, Li, L. M. W., Russell, M. J. & Lee, H. (2019). Perception and cognition. In S. Kitayama & D. Cohen (Eds.), *Handbook of cultural psychology (Second Edition)*, pp. 222-245. New York: Guilford Press.
61. Matsunaga, M., **Masuda, T.**, Ishii, K., Ohtsubo, Y., Noguchi, Y., Ochi, M., & Yamasue, H. (2018). Culture and cannabinoid receptor gene polymorphism interact to influence the perception of happiness. *Plos ONE* 13(12): e0209552. doi.org/10.1371/journal.pone.0209552.
60. Senzaki, S., Wiebe, S., Shimizu, Y., & **Masuda, T.** (2018). A cross-cultural examination of selective attention in Canada and Japan: The role of social context. *Cognitive Development*, 48, 32-41. doi.org/10.1016/j.cogdev.2018.06.005.
59. Russell, M. J., **Masuda, T.**, Hioki, K., & Singhal, A. (2018). Culture and neuroscience: How Japanese and European Canadians process social context in close and acquaintance relationships. *Social Neuroscience*. doi.org/10.1080/17470919.2018.1511471.
58. Li, L. M. W., Masuda, T., Hamamura, T., & Ishii, K. (2018). Culture and decision making: Influence of analytic versus holistic thinking style on resource allocation in a fort game. *Journal of Cross-Cultural Psychology*, 49(7), 1066-1080.
57. Li, L. M. W., **Masuda, T.**, & Lee, H. (2018). Low Relational Mobility Leads to Greater Motivation to Understand Enemies but Not Friends and Acquaintances. *British Journal of Social Psychology*, 57(1), 43-60.

56. **Masuda, T.** (2017). Culture and attention: Recent empirical findings and new directions in cultural psychology. *Social and Personality Psychology Compass*, 11(12), e12363. DOI: 10.1111/spc3.12363.
55. **Masuda, T.** (2017). Preface for the special issue of Culture and Brain: Culture and Attention. *Culture and Brain*.
54. Lee, H., Nand, K., Shimizu, Y., Takada, A., Kodama, M., & **Masuda, T.** (2017). Culture and emotion perception: Comparing Canadian and Japanese children' and parents' context sensitivity. *Culture and Brain*, 5, 91-104. DOI 10.1007/s40167-017-0052-0.
53. Lou, N. M., **Masuda, T.**, & Li, L. M. W. (2017). Decremental mindsets and prevention-focused motivation: An extended framework of implicit theories of intelligence. *Learning and Individual Differences*, 59, 96-106.
52. **Masuda, T.**, Ishii, K., Miwa, K., Rashid, M., Lee, H., & Mahdi, R. (2017). One label or two? Linguistic influences on the similarity judgment of objects between English and Japanese speakers. *Frontiers in Psychology: Cultural Psychology*, 8:1637 doi:10.3389/fpsyg2.2017.01637.
51. **Masuda, T.**, Li, L. M. W., & Russell, M. J. (2017). Judging the world dialectically vs. non-dialectically: Cultural variations in online decision-making processes. In J. Spencer-Rodgers & K. Peng (Eds.), *The Psychological and cultural foundations of East Asian cognition*. New York: Oxford University Press. DOI:10.1093/oso/9780199348541.003.0007.
50. Lee, H., Shimizu, Y., **Masuda, T.**, & Ulman, J. (2017). Cultural Differences in Spontaneous Trait and Situation Inferences" in its current form for publication. *Journal of Cross-Cultural Psychology*, 48(5), 627-643.
49. **Masuda, T.** (2017). Bunka shinrigaku riron no koremade to korekara: [Theories of cultural psychology, up until now and from now on]. *Shinrigaku World*, 76, 5-8.
48. **Masuda, T.**, Ishii, K., & Kimura, J. (2016). When does the culturally dominant mode of attention appear or disappear? Comparing patterns of eye movement during the visual flicker task between European Canadians and Japanese. *Journal of Cross-Cultural Psychology*, 47(7), 997–1014.
47. **Masuda, T.** (2016). Culture and perception. In H. Miller (Ed.), *The SAGE encyclopedia of theory in psychology* (pp. 658-660). Thousand Oaks, CA: Sage Publications.
46. Li, L. M. W., **Masuda, T.**, & Jiang, F. (2016). Influence of cultural meaning system and socioeconomic development on indecisiveness in three cultures. *Journal of Cross-Cultural Psychology*, 47(4), 508-524.

45. Senzaki, S., **Masuda, T.**, Takada, A., & Okada, H. (2016). The emergence of culturally unique attentional patterns: Parent-child joint recall activities in Canada and Japan. Manuscript submitted for publication. *Plos ONE*, *11*(1), e0147199. doi:10.1371/journal
44. Li, L. M. W., & **Masuda, T.** (2016). The role of regulatory focus in how much we care about enemies: Cross-cultural comparison between European Canadians and Hong Kong Chinese. *Journal of Cross-Cultural Psychology*, *47*(1), 131-148. doi:10.1177/0022022115606803
43. Imai, M., Kanero, J., & **Masuda, T.** (2016). The relation between language, culture, and thought: Discussions on the need for an interdisciplinary approach. *Current Opinion in Psychology*, *8*, 70-77.
42. **Masuda, T.** (2015). Kyokansei kenkyu no hatten no tameno rironteki freimuwaaku: Murata, Saito, Higuchi, Kameda heno komento ronbun [Theoretical frameworks for advancing empathy research: A commentary on Murata, Saito, Higuchi, Kameda]. *Japanese Psychological Review*, *58*(3), 404-410.
41. Russell, M. J., **Masuda, T.**, Hioki, K., & Singhal, A. (2015). Culture and social judgments: The importance of culture in Japanese and European Canadians' N400 and LPC processing of face lineup emotion judgments. *Culture and Brain*, *3*(2), 131-147.
40. Li, L. M. W., **Masuda, T.**, & Russell, M. J. (2015). Culture and decision making: Investigating cultural variation in the East Asian and North American online decision-making process. *Asian Journal of Social Psychology*, *18*(3), 183-191.
39. Ito, K., **Masuda, T.**, Komiya, A., & Hioki, K. (2015). Seeking help from close, Same-sex friends: Relational costs for Japanese and personal costs for European Canadians. *Journal of Social and Personal Relationships*, *32*(4), 529-554. doi: 10.1177/0265407514539780.
38. Rychlowska, M., Miyamoto, Y., Matsumoto, D., Hess, U., Gilboa-Schechtman, E., Kamble, S., Muluk, H., **Masuda, T.**, & Niedenthal, P. M. (2015). Heterogeneity of long-history migration explains cultural differences in reports of emotional expressivity and the functions of smiles. *Proceedings of the National Academy of Sciences of the United States of America*, *112*(19), E2429-E2436.
37. **Masuda, T.** (2014). Kokoro no mirai kenkyu center taizaiki [My experience at Kokoro Research Center]. *Kokoro no Miraki*, *11*, 40-41.
36. **Masuda, T.** (2014). Tasha wo sassuru kokoro, tasha kara manabu kokoro no keiseikatei: Hyojo ninchi kadai wo mochiita bunka shinrigakuteki kenkyu [Developmental processes in terms of inferring others' mind and learning from others: A cultural psychological study with the facial emotion recognition task]. *Kokoro no Mirai*, *12*, 57.

35. **Masuda, T.** (2014). Bunka ga umidasu imitaikei to sono shutoku [Meaning systems generated by culture and its learning process]. In M. Imai & N. Saji (Eds.), *Iwanami koza: Communication no ninchi kagaku, Dai 1 kan* [Iwanami Lecture Series: Cognitive sciences in communication, Vol. 1] (pp. 285-292). Tokyo: Iwanami Shoten.
34. Nand, K. L., **Masuda, T.**, Senzaki, S., & Ishii, K. (2014). Examining cultural drifts in artworks through development and history: Cultural comparisons between Japanese and Western landscape paintings and drawings. *Frontiers in Psychology: Cultural Psychology*, 5, 1041. doi: 10.3389/fpsyg.2014.01041.
33. **Masuda, T.** (2014). Bunka to kokoro [Culture and the mind]. In T. Saijo (Ed.), *Bunka wo jikken suru: Shakaikodo no bunkaseidoteki kiban-Furontia jikken shakai kagaku* [Experimenting cultures: The cultural-institutional foundations of human social behaviors-Frontier in experimental social sciences] (pp. 1-33). Tokyo: Keiso Shobo.
32. Senzaki, S., **Masuda, T.**, & Nand, K. (2014). Holistic vs. analytic expressions in artworks: Cross-cultural differences and similarities in drawings and collages by Canadian and Japanese school-age children. *Journal of Cross-Cultural Psychology*, 45(8), 1297-1316. doi:10.1177/0022022114537704.
31. Senzaki, S., **Masuda, T.**, & Ishii, K. (2014). When is perception top-down and when is it not? Culture, narrative, and attention. *Cognitive Science*, 38, 1493-1506. doi: 10.1111/cogs.12118.
30. Li, L. M. W., **Masuda, T.**, & Russell, M. J. (2014). The influence of cultural lay beliefs: Dialecticism and indecisiveness in European Canadians and Hong Kong Chinese. *Personality and Individual Difference*, 68, 6-12.
29. **Masuda, T.**, Russell, M. J., Chen, Y. Y., Hioki, K., & Caplan, J. B. (2014). N400 incongruity effect in an episodic memory task reveals different strategies for handling irrelevant contextual information for Japanese than European Canadians, *Cognitive Neuroscience*, 5:1, 17-25. doi: 10.1080/17588928.2013.831819
28. **Masuda, T.** (2014). Bunka to ninchi kenkyu no shintenkai [New directions in research on culture and cognition]. In O. Takagi, I. Daibo, & K. Takemura (Eds.), *Shakai shinrigaku no shintenkai* [New directions in social psychology] (pp. 186-204). Kyoto: Kitaoji Shobo.
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2. Nisbett, R. E., & **Masuda, T.** (2006). Culture and point of view. In R. Viale, D. Andler, and L. Hirschfeld (Eds.), *Biological and Cultural Bases of Human Inference* (pp. 49-70). Mahwah, New Jersey: Lawrence Erlbaum Associates.
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5. **Masuda, T.**, Lee, H., Senzaki, S., Hashiya, K., Itakura, S., & Hayashi, N. (2022). *Culture and Emotion Perception: Investigating cultural transmission processes across European Canadians, Japanese Canadians, and Japanese families*. Unpublished Manuscript, University of Alberta.
4. **Masuda, T.**, Dashzeveg, D., Khurelbaatar, S., Bayart-Od, T., Ishii, K., & Kitayama, S. (2022). *Nomadic Pastoral Mind in Mongolia: Comparing patterns of attention across Mongolians, Japanese, and European Canadians*. Unpublished Manuscript, University of Alberta.
3. Russell, M. J., **Masuda, T.**, & Li, L. M. W. (submitted). *Can North Americans evaluate their self-concepts dialectically?: Investigating the effect of the dialectical manipulation to European Canadians*. Manuscript submitted for publication, University of Alberta.
2. **Masuda, T.** (conditionally accepted). *How do East Asians and Westerners see the world? Research on cultural variation in attention and its future*. Manuscript submitted for publication, University of Alberta.
1. **Masuda, T.**, Nand, K., Lee, H., Shimizu, Y., Takada, A., Uchida, Y., Senzaki, S., & Kodama, M. (revision requested). *The Emergence of Culturally Dominant Modes of Attention in 7- to 10-year-old Canadian and Japanese Children: The Role of Reasoning Style*. Manuscript submitted for publication, University of Alberta.

Invited Talks

48. **Masuda, T.** (2025, September 21 in person). Bunka to ninchi kenkyu no aratana houkousei ni tsuite: Mongolu, Nihon, Kanada no hikaku kenkyu wo cyuushin to shite [Towards new directions of culture and cognition research: A report of cross-cultural investigation between Mongolia, Japan, and Canada. The keynote talk at the annual conference of the Japanese Society of Social Psychology.
47. **Masuda, T.** (2025, June 2, in person). Mono wo miru to iukoto [How we see things]. Bunkyo Gakuin University, Japan.
46. **Masuda, T.** (2024, September 4, in person). Cultural variation in visual perception. The monthly colloquium of social psychology. The University of Tokyo, Japan. (Organizer: Yohsuke Ohtsubo)
45. **Masuda, T.** (2024, May 7, in person). Advances in Research on Culture and Cognition: Towards a “Globalization” of Cultural Psychology. Hitotsubashi University, Japan. (Organizer: Yuri Miyamoto)
44. **Masuda, T.** (2024, April 22, in person). Mono wo miru to iukoto [How we see things]. Bunkyo Gakuin University, Japan.
43. **Masuda, T.** (2023, June 5, in person). Mono wo miru to inkoto [How we see things]. Bunkyo Gakuin University, Japan.
43. **Masuda, T.** (2023, January, online). Mono wo miru to inkoto [How we see things]. Seinan Gakuin University, Japan.
42. **Masuda, T.** (2022, July 24, in person) Advances in Research on Culture and Cognition: Towards a Globalization" of Cultural Psychology. An invited talk for the Grant-in-Aid for Scientific Research (S) “The Origin and Evolution of Sociality: Developing new theories of human evolution based on collaboration between anthropology and primatology” at the Research Institute for Languages and Cultures of Asia and Africa, Tokyo University of Foreign Language. (Principal Investigator: Kaori Kawai (ILCAA) Project Number: 19H05591).
41. **Masuda, T.** (2022, Jan 14, Online). Culture and cognition: Investigating cultural variations in patterns of attention. Keynote talk at the research symposium, Psychology Graduate Students Association of X University, Toronto.
40. **Masuda, T.** (2021, Oct 24, Online), Jissho shugiteki bunka shinrigaku no kenkyu to kongo no tenbo [Empirical research on culture and cognition, and its future]. Keynote talk at the 20th annual convention of Japan Society for multicultural relations, Japan.

39. **Masuda, T.** (2020, Dec 13, Online). Cultural Evolution-Recent Empirical Findings and New Directions in Cultural Psychology. Human Behavior and Evolution (Japan). Kyushu University.
38. **Masuda, T.** (2017, Oct 27). *Culture, attention, and neural responses*. Invited talk at a preconference special seminar, Hiroshima Society of Social Psychology, Hiroshima, Japan.
37. **Masuda, T.** (2017, May 19). *Culture, Attention, and Neural Responses*. Invited talk at a symposium “Cognition, Rationality, and Culture: Celebrating Dick Nisbett’s Career” at University of Michigan, Ann Arbor, USA.
36. **Masuda, T.** (2016, April 8). *Culture and attention to context: Investigating cultural variations in social judgement and aesthetic preferences between North Americans and East Asians*. Invited talk at the Claremont Symposium on Applied Social Psychology, “Cultural Neuroscience in Translation” at Claremont Graduate University in Claremont, California, USA.
35. **Masuda, T.** (2016, March 25). *Kokoro no design: Bunkashinrigakuteki approach* [Designing human mind: Cultural psychological approach]. Invited talk at Design School, Kyoto University, Kyoto, Japan.
34. **Masuda, T.** (2015, April 15). *Culture and attention: how and when East Asian and North Americans allocate their attention to contexts?* Invited talk at the Graduate School of International Cooperate Strategy, Hitotsubashi University, Tokyo, Japan.
33. **Masuda, T.** (2014, March 4-6). *Bunka to ninchi, hattatsu kagaku* [Culture and cognitive/developmental sciences]. Invited talk at Kokoro no kagaku syuchu lecture [Sciences of the mind lecture series] at the Kokoro Research Center, Kyoto University, Kyoto, Japan.
32. **Masuda, T.** (2013, August 17). *Bunka ga tsukuru kokoro, kokoro ga tsukuru bunka: Bunkashinrigaku ni okeru hattatsu kenkyu* [Mutual constructions of culture and the mind: Developmental studies in cultural psychology]. Invited talk at the Research on Basic Processes in Developmental Psychology, Tokyo, Japan.
31. **Masuda, T.** (2013, August 9). *Bunka ga tsukuru kokoro, kokoro ga tsukuru bunka: Bunka hikaku kenkyu no aratana tenkai ni mukete* [Mutual constructions of culture and mind: New directions of cross-cultural studies]. Invited talk at the Department of Social Psychology, Tokyo University, Tokyo, Japan.
30. **Masuda, T.** (2013, July 19). *Culture and attention: Implications for developmental research*. Invited talk at Nara Women’s University, Nara, Japan.
29. **Masuda, T.** (2013, July 18). *Bunkashinrigaku ni okeru hattatsu kenkyu no genjo* [The current situation of developmental studies in cultural psychology]. Invited talk at the seminar of Developmental Science, Kyoto University, Kyoto, Japan.

28. **Masuda, T.** (2013, July 15). *Bunka hikaku kenkyu wo toshite wakarukoto: Bunkashinrigaku no saikin no chiken yori* [What we can learn from cross-cultural studies?: Recent findings in cultural psychology]. The forum of the Joint Graduate Program in the Science of School Education, Hyogo University of Teachers Education, Osaka, Japan.
27. **Masuda, T.** (2013, July 12). *Bunka ga tsukuru kokoro, kokoro ga tsukuru bunka: Bunkashinrigaku no chiken kara toku kokoro no hattatsu no shikumi* [Culture creates the mind, the mind creates culture: Understanding the developmental mechanism of the mind from findings in cultural psychology]. Invited lecture at Meiji Gakuin University, Tokyo, Japan.
26. **Masuda, T.** (2013, July 5). *Culture and Attention: Implications for Developmental Research*. The 6th Seminar of Anthropology of Education and Learning: Culture, Childhood, and Cognition at Kyoto University, Kyoto, Japan.
25. **Masuda, T.** (2013, June 14). *Bunka to shikaku hyosho: art, design, kokoku ni mirareru bunkasa no kenkyu* [Culture and visual representations: Cross-cultural research on art, design, and advertisement]. Invited lecture at Kyoto University, Kyoto, Japan.
24. **Masuda, T.** (2013, June 12). *Bunka to ninchi: Monono mikata ni arawareru bunkasa no kenkyu* [Culture and cognition: Cross-cultural research on the way of seeing things]. Invited lecture at Kyoto University, Kyoto, Japan.
23. **Masuda, T.** (2013, May 10). *Bunka to shikaku hyosho; Toyo to seiyo no art, design, kokoku* [Culture and visual representations: Eastern vs. Western art, design, and advertisement]. Invited talk at the Graduate School of International Cooperate Strategy, Hitotsubashi University, Tokyo, Japan.
22. **Masuda, T.** (2013, May 9). *Bunka to shikaku hyosho; Toyo to seiyo no art, design, kokoku* [Culture and visual representations: Eastern vs. Western art, design, and advertisement]. Invited talk at Kyoto University, Kyoto, Japan.
21. **Masuda, T.** (2013, April 19). *Cultural products: Art to design no nikka hikaku kenkyu* [Cultural Products: Cross-cultural research on art and design between Japan and Canada]. Invited talk at the Department of Literature, Kobe University, Kobe, Japan.
20. **Masuda, T.** (2013, April 12). *Kokoro ga hagukumu bunka, bunka ga hagukumu kokoro; Shikaku hyosho no bunka hikaku kenkyu* [The mind creates culture, culture creates the mind: Cross-cultural research on visual representations]. Invited talk at Tokyo Women's University, Tokyo, Japan.
19. **Masuda, T.** (2013, March 15). *Bunka to kokoro: Hattatsushinrigaku to bunkashinrigaku no kyoryokukankei ni mukete* [Culture and the mind: Moving toward collaborative relationships between developmental psychology and cultural psychology]. Invited talk at the 24th annual meeting of the Japan Society of Developmental Psychology in Tokyo, Japan.

18. **Masuda, T.** (2012, December 17). *Bunka hikaku kenkyu wo toshite wakarukoto* [What can we learn from cross-cultural research?] Invited lecture at Waki Junior High School, Iwakuni, Japan.
17. **Masuda, T.** (2012, October 3). *How Much Information? East Asian and North American Cultural Products and Information Search Performance*. Invited talk at the Social Psychology Brown Bag Seminar, University of Michigan, Ann Arbor, Michigan, USA.
16. **Masuda, T.** (2012, September 20). *When is perception top-down and when is it not?: Culture, narrative and attention*. Invited talk at the Culture and Cognition Laboratory, Department of Psychology, University of Michigan, Ann Arbor, Michigan, USA.
15. **Masuda, T.** (2011, July). *Toyo no perspective, seiyo no perspective: Shikakugeijyutu, media, cultural products no bunka hikaku kinky* [Eastern vs. Western Perspective: Cross-cultural research on visual art, media, and cultural products]. Invited talk at the GCOE program “Revitalizing Education for Dynamic Hearts and Minds” at Kyoto University, Kyoto, Japan.
14. **Masuda, T.** (2010, December). *Toyo no shiten, seiyo no shiten* [Eastern vs. Western perspective]. Invited talk at the psychology workshop at Jyochi University, Tokyo, Japan.
13. **Masuda, T.** (2010, June 2). *East Asians’ context-oriented mode of attention vs. North Americans’ object-oriented mode of attention: Comparing cultural variation in the ways of seeing things*. Invited talk at the Social & Personality Preconference at the 71st convention of the Canadian Psychological Association in Winnipeg, Manitoba, Canada.
12. **Masuda, T.** (2010, March). *New directions of experimental cultural psychology: Investigating the mutual relationships between culture and human psyche*. Invited talk at Singapore Management University, Singapore.
11. **Masuda, T.** (2009, December). *Kiwomiru seiyujin moriwomiru toyojin* [Westerners see trees, Easterners see the forest: Recent findings in cultural psychology]. Invited talk at the Global COE Program “Global Eco-Risk Management from Asian Viewpoints” at Yokohama National University, Yokohama, Japan.
10. **Masuda, T.** (2008, July). *Bunka shinrigaku no rironteki framework* [Theoretical frameworks of cultural psychology]. Invited talk at the Global Center of Excellence Program “Center for Society and the Mind” at Hokkaido University, Sapporo, Japan.
9. **Masuda, T.** (2007, December). *Reexamining linguistic relativity*. Invited talk at the Faculty of Environment and Information Studies, Keio University, Shonan-Fujisawa, Japan.

8. **Masuda, T.** (2007, December). *Culture, language, and psychological processes*. Invited talk at the Global Center of Excellence Program “Center for Society and the Mind” at Hokkaido University, Sapporo, Japan.
7. **Masuda, T.** (2007, June). *Higashi asia jin to hokubei jin no chiui no yoshiki* [East Asians and North Americans’ mode of attention]. Invited talk at the Department of Literature, Kobe University, Kobe, Japan.
6. **Masuda, T.** (2007, March). *East Asians and North Americans’ mode of attention: Comparing cultural variation in attention using eye-tracking devices*. Invited talk at the Department of Psychology, University of British Columbia, Vancouver, British Columbia, Canada.
5. **Masuda, T.** (2006, June). *Bunka to ninchi kenkyu no atarashii houkousei* [New directions towards the development of culture and cognition research.] Invited talk at the 11th Center of Excellence Program “Cultural and Ecological Foundations of the Mind” at Hokkaido University, Sapporo, Japan.
4. **Masuda, T.** (2005, July). *Bunka shinrigaku no atarashii hokousei: Chui no nichibei hikaku kenkyuu kara* [New directions toward the development of cultural psychology: Comparing cultural variation in attention between the US and Japan]. Invited talk at the 12th seminar for the Center of Excellence Program at Ochanomizu University, Tokyo, Japan.
3. **Masuda, T.** (2005, May). *Kaigai no daigaku de oshieru/hataraku* [Working and teaching at institutions outside Japan]. Presentation at the 13th conference of the Japan Society for Research on Emotion at Nagoya University, Nagoya, Japan.
2. **Masuda, T.** (2004, December). *Nihon ni okeru hokatsuteki chui keiko to ousei ni okeru bunsekitteki chui keiko no hikaku kenkyu* [Holistic attention in Japan and analytic attention in Western societies]. Presentation at the Center of Excellence developmental research meeting at Ochanomizu University, Tokyo, Japan.
1. **Masuda, T.** (2004, November). *Culture and cognition: Comparing patterns of attentional allocation of Japanese and Americans*. Presentation at Kyushu University developmental colloquium “Development in culture” at Kyushu University, Fukuoka, Japan.

Invited Discussant

1. A symposium at International Congress of Psychology, Yokohama, Japan, July 24-29, 2016.
Title: “Lights and shadows of in- and out-group bias: From development and evolutionary views.” Organiser: Kazuhide Hashiya (Kyushu University, Japan).
Presenters: Matthew Russell (University of Alberta, Canada), Akira Takada (Kyoto University, Japan), Kazuki Maeyama (Kyushu University). Discussant: **Takahiko Masuda** (University of Alberta, Canada).

Symposia

7. A symposium at the 2024 International Congress of the International Association for Cross-Cultural Psychology, Bali, Indonesia, Aug 05-Aug 09, 2024. Title: Culture and Cognition: Data from outside of East-West Countries and Sub-cultural Groups within WEIRD societies. Organizers: **Takahiko Masuda** (University of Alberta, Canada) Presenters: **Takahiko Masuda** (University of Alberta, Canada), Tsolmon Bayart-Od (University of Alberta), Hajin Lee (University of Montreal, Canada), Shuxian Jin (University of Sussex, UK).
6. A symposium at the annual meeting of the Japanese Society of Social Psychology at Hiroshima University, Japan, October 28-29, 2017. Title: Current advances in research on culture and attention. Organizers: **Takahiko Masuda** (University of Alberta, Canada) & Asuka Komiya (Hiroshima University, Japan). Presenters: **Takahiko Masuda** (University of Alberta, Canada), Yoshiyuki Ueda (Kyoto University, Japan), Hiroshi Tominaga (Kyoto University, Japan). Discussant: Atsunori Ariga (Hiroshima University, Japan).
5. A symposium at the bi-annual meeting of International Association of Cross-Cultural Psychology in Nagoya, Japan, July 30-August 2, 2016. Title: “Current advances in research on culture and cognition.” Organisers: **Takahiko Masuda** (University of Alberta, Canada), Lijun Ji (Queen’s University, Canada). Presenters, Roy Spina (University of Chichester, UK), Liman Man Wai Li (San Yat-sen University, China), **Takahiko Masuda** (University of Alberta, Canada), Lijun Ji (Queen’s University, Canada). Discussant: Incheol Choi (Seoul National University, South Korea).
4. A symposium at the annual meeting of the Japanese Social Psychological Association, Sapporo, Japan, July 27, 2014. Title: “Bunka henyo to iji: “Kokoro no seishitu” no henka ni tsuiteno syakai bunkashinrigakuteki kosatsu [Cultural change and resilience: Changes in the characteristics of the mind from the perspective of social/cultural psychology].” Organiser: **Takahiko Masuda** (University of Alberta, Canada). Presenters: Hirofumi Hashimoto (Tokyo University, Japan), Yukiko Uchida (Kyoto University, Japan), **Takahiko Masuda** (University of Alberta, Canada). Discussant: Satoshi Akutsu (Hitotsubashi University, Japan).
3. A symposium at the international congress of the International Association for Cross-Cultural Psychology, Reims, France, July 15-19, 2014. Title: “Culture and attention: How and when children acquire culturally unique patterns of attention.” Organiser: **Takahiko Masuda** (University of Alberta, Canada). Presenters: **Takahiko Masuda** (University of Alberta, Canada), Sawa Senzaki (University of Wisconsin-Green Bay, USA), Toshie Imada (Brunel University, UK), Megumi Kuwabara (Indiana University-Bloomington, USA). Discussant: Qi Wang (Cornell University, USA).

2. A symposium at the annual meeting of the Japanese Social Psychological Association, Okinawa, Japan, Nov 2-3, 2013. Title: “Bunkashinrigaku no shintenkai [Advances in Cultural Psychology].” Organiser: **Takahiko Masuda** (University of Alberta, Canada). Presenters: Keiko Ishii (Kobe University, Japan), Yukiko Uchida (Kyoto University, Japan), **Takahiko Masuda** (University of Alberta, Canada). Discussant: Toshio Yamagishi (Tokyo University, Japan).
1. A symposium at the regional conference of the International Association for Cross-Cultural Psychology, Los Angeles, California, USA, June 20-22, 2013. Title: “Culture and the Mind: Implications for Art, Design, and Advertising.” Organiser: **Takahiko Masuda** (University of Alberta, Canada). Presenters: Kristina Nand (University of Alberta, Canada), **Takahiko Masuda** (University of Alberta, Canada), Louise Chim (Stanford University). Discussant: Heidi Keller (Universität Osnabrück, Germany).

Oral Presentations

29. Yasuda, Y., & **Masuda, T.** (2021). Cultural differences in self-appraisals and satisfaction in sports settings. A presentation at the International Sports and Exercise Psychology (a conference paper published in International Journal of Sports and Exercise Psychology, 10, S298-S299).
28. Russell, M. J., **Masuda, T.**, Keiko, I., & Hioki, K. (2016, July 30-August 2). *Culture and the perception of social context: How social orientation affects social neural and behavioral patterns across relationship contexts*. Paper presented in the rapid paper presentation session at the 23rd Congress of International Association of Cross-cultural Psychology (IACCP), Nagoya, Japan.
27. Russell, M. J., **Masuda, T.**, Keiko, I., & Hioki, K. (2016). Culture and the perception of social context: How cultural background and social orientation affects in-group and out-group judgments. *Lights and shadows of in-group and out-group bias: From developmental and evolutionary Views*, Symposium presentation at the meeting of the 31st International Congress of Psychology, Yokohama, Japan.
26. Li, L. M. W., **Masuda, T.**, Hamamura, T., Ishii, K. (2016, July 30-August 2). *Culture and decision making: Influence of holism on resource allocation*. Symposium presentation at the 23rd Congress of International Association of Cross-cultural Psychology (IACCP), Nagoya, Japan, July.
25. **Masuda, T.** (2016, July 10-14). *How do parents communicate culturally dominant modes of attention to their children?* Presentation at a symposium for the International Society for the Study of Behavioral Development (ISSBD), Vilnius, Lithuania.
24. **Masuda, T.** (2014, July 26-27). *Bunka henyo to iji: Kaiga hyogen no rekishi hattatsuteki bunseki kara* [Cultural change and resiliency: Historical and ontogenetic studies on paintings/drawings]. Presentation at the annual meeting of the Japanese Social Psychological Association, Sapporo, Japan.
23. **Masuda, T.**, Nand, K., Shimizu, Y., Takada, A., & Yoshikawa, S. (2014, July 15-19). *Culture and emotion recognition in context: Developmental trajectories of Japanese and European Canadian school-age children's reference styles*. Presentation at the conference of the International Association of Cross-Cultural Psychology, Reims, France.
22. Li, L. M. W. & **Masuda, T.** (2014, July 15-19). *Culture and personal relationships: Cultural differences in enemyships between Hong Kong Chinese and European Canadians*. Presentation at the conference of the International Association of Cross-Cultural Psychology, Reims, France.

21. **Masuda, T.** (2013, November 2-3). *Bunkatokuyu no chui no patterns no dentatsu katei* [The transmission process of culturally specific patterns of attention]. Presentation at the annual meeting of the Japanese Social Psychological Association in Okinawa, Japan.
20. **Masuda, T.** (2013, June 20-22). *How much information? East Asian and North American cultural products and information search performance*. Presentation at the regional conference of the International Association of Cross-Cultural Psychology, Los Angeles, California, USA.
19. **Masuda, T.** (2013, May 23-26). *When are North Americans context sensitive? Comparing the strength of the context effect in North Americans and East Asians*. Presentation at the 25th annual convention of the Association for Psychological Science, Washington, DC, USA.
18. **Masuda, T.** (2012, November 17-18). *Higashiajia bunkaken to hokubei bunkaken no design: Bunkateki sanbutsu wo taisho to shita "kokoro > bunka" no kenkyu*. [East Asian and North American design: Introducing research on cultural products]. In the workshop: "*Kokoro ga tsyuru bunka: Kyoyu saretu hyosho ya shinnen ni kansuru kento* [Culture created by the mind: Examining shared representations and beliefs]". Workshop presentation at the 53rd Annual Conference of the Japanese Society of Social Psychology, Tsukuba, Japan.
17. Ishii, K., **Masuda, T.**, & Kimura, J. (2012, November 17-18). *Bunka to cheage blindness: Gankyu undo keisoku ni yoru kento* [Culture and change blindness: Examining participants' patterns of eye-movement during a search task]. Presentation at the 53rd annual conference of the Japanese Society of Social Psychology, Tsukuba, Japan.
16. Yano, Y., Uchida, Y., & **Masuda, T.** (2012, March 5-6). *Emotional recognition in facial Expression among people with high risk for NEET and Hikikomori*. Human Communication Society Workshop, Hamanako, Japan.
15. **Masuda, T.**, Argo, J., Ito, K., & Hioki, K. (2012, January 26-28). *How do MBA students judge a boss's facial expressions? Cultural variation in judgment styles between Canadians vs. Japanese*. Presentation at the 13th annual meeting of the Society of Personality and Social Psychology, San Diego, California, USA.
14. **Masuda, T.** (2009, May). *Culture and Attention: Comparing East Asian and North American patterns of attention*. Symposium presentation at the 21st annual convention of the Association for Psychological Science (Symposium Title: "Mind in Society: Cultural-Psychological Perspectives on 'Architecture of Mind'"), San Francisco, California, USA.
13. **Masuda, T.** (2008, November). *Bunka to chyui*. [Culture and attention]. The 49th Annual Meeting of the Japanese Society of Social Psychology, Kagoshima, Japan.

12. **Masuda, T.** (2007, January). *Cultural differences in the perception of facial behavior of emotion: Comparing the context sensitivity of the Japanese and North Americans*. Presentation at the 8th annual meeting of the Society of Personality and Social Psychology, Memphis, Tennessee, USA.
11. **Masuda, T.** (2006, July). *Culture and attention: Comparing cultural variations in patterns of eye-movement between East Asians and North Americans*. Presentation at the 5th International Conference of the Cognitive Science in conjunction with the 28th annual conference of the Cognitive Science Society, Vancouver, British Columbia, Canada
10. **Masuda, T.** (2005, April). *Culture and point of view: Eye-tracking research on cultural variation in attention between Westerners and East Asians*. Presentation at the 6th Annual Conference of the Asian Association of Social Psychology, Wellington, New Zealand.
9. **Masuda, T.** (2005, January). *Culture and esthetic preference: Comparing attention to context of East Asians and Westerners*. Presentation at the preconference of the 6th Annual Meeting of the Society of Personality and Social Psychology, New Orleans, Louisiana, USA.
8. **Masuda, T.,** Leu, J. X., Ellsworth, P., Mesquita, B., & Veerdonk, E. (2003, February). *Perception of emotional expressions: Comparing the context sensitivity of Japanese and Americans*. Presentation at the 4th Annual Meeting of the Society for Personality and Social Psychology, Los Angeles, California, USA.
7. **Masuda, T.,** & Nisbett, R. E. (2002, November). *Bunka to change blindness: Chuui no haibun ni kansuru nichibei bunka hikaku* [Culture and change blindness: Comparing the attentional allocation of Japanese and Americans]. Presentation at the 43rd Conference of the Japanese Society of Social Psychology at Hitotsubashi University, Tokyo, Japan.
6. **Masuda, T.** (2001, July). *Culture and Attention: Cognitive differences between the U.S and Japan*. Symposium presentation at the 4th Annual Conference of the Asian Association of Social Psychology, Melbourne, Australia.
5. **Masuda, T.** (1996, August). *The attributional process in Japan*. Presentation at the 13th Conference of International Association of Cross-Cultural Psychology at the University of Montreal, Montreal, Quebec, Canada.
4. **Masuda, T.** (1995, November). *Tasha koudo no kiin process no bunkashinrigakuteki kento* [Rethinking the attributional process of perception of others from a cultural psychological perspective]. Presentation at the 43rd conference of the Japanese Group Dynamics Association at Gakushuin University, Tokyo, Japan.

3. **Masuda, T.** (1995, October). *Bunkashinrigakuteki approach ni yoru tasha koudou suiron process saiko: Correspondence bias no huhensei no kento* [Rethinking the inference process of others from a cultural psychological perspective]. Presentation at the 59th conference of the Japanese Psychology Association at Okinawa Convention Center, Okinawa, Japan.
2. Kitayama, S., & **Masuda, T.** (1994, October). *Bunka to jishin risk no yoki: Nihon ni okeru hikanteki keiko to America ni okeru rakkanteki keiko* [Culture and expectations of earthquake risk: Pessimistic biases in Japan and optimistic biases in the US]. Presentation at the 42nd conference of the Japanese Group Dynamics Association at Kyushu University, Fukuoka, Japan.
1. **Masuda, T.** (1993, October). *Chikyu kankyo mondai no ishiki* [Consciousness of environmental problems]. Presentation at the 34th conference of the Japanese Social Psychology Association at the University of Tokyo, Tokyo, Japan.

Poster Presentations

40. **Masuda, T.**, Nand, K., Lee, H., Shimizu, Y., Li, L. M. W., Takada, A., & Kodama, M. (2017, January). *Culture and emotion judgment styles: Identifying the emergence of culturally dominant modes of attention among 7- to 10-year-old Canadian and Japanese children*. Poster Presentation at the cultural psychology preconference of the 18th annual meeting of the Society for Personality and Social Psychology, San Antonio, USA.
39. Lee, H. & **Masuda, T.** (2016, July/August). *Cultural variations in daily stress experiences*. Poster presentation at the 23rd International Association for Cross-Cultural Psychology, Nagoya, Japan.
38. Russell, M. J., **Masuda, T.**, Hioki, K., & Singhal, A. (2015, February). *A socio-cultural neuroscience study: The importance of social orientation in the N400 incongruity effect for an emotional face lineup rating Task for Japanese*. Poster presentation at the 16th annual meeting of the Society for Personality and Social Psychology, Long Beach, California, USA.
37. Lee, H., Shimizu, Y., Uleman, J. S., & **Masuda, T.** (2015, February). *Cross-cultural differences in spontaneous trait and situation inferences*. Poster presented at the preconference of Advances in Cultural Psychology; the 16th conference of the Society for Personality and Social Psychology, Long Beach, California, USA.
36. Li, L. M. W., **Masuda, T.**, Hamamura, T., & Ishii, K. (2015, February). *Culture and resource allocation: Cross-cultural comparisons in decision making styles during a battle game for European Canadians and Hong Kong Chinese*. Poster presented at the 16th annual meeting of the Society for Personality and Social Psychology, Long Beach, California, USA.
35. Nand, K., **Masuda, T.**, Shimizu, Y., & Takada, A. (2014, February). *Cultural similarity and variations in emotion judgment styles: A cross-cultural examination of European-Canadian and Japanese children's context sensitivity*. Poster presented at the 15th meeting of the Society for Personality and Social Psychology, Austin, Texas, USA.
34. Russell, M. J., **Masuda, T.**, Chen, Y.Y., Hioki, K., & Caplan, J. B. (2014, February). *Cross-cultural N400s during a foreground background episodic memory task: N400 Incongruity effect in an episodic memory task reveals different strategies for handling irrelevant contextual information for Japanese than European Canadians*. Poster presented at the 15th meeting of the Society for Personality and Social Psychology, Austin, Texas, USA.
33. Li, L. M. W., **Masuda, T.**, & Hamamura, T. (2014, February). *Culture and decision making: examining cross-cultural differences in resources allocation between European Canadians and Hong Kong Chinese*. Poster presented at the 15th meeting of the Society for Personality and Social Psychology, Austin, Texas, USA.

32. Russell, M. J., **Masuda, T.**, & Li, L. M. W. (2013, January). *Culture and response style: The effect of dialectic manipulations on Likert-scale judgments in European-Canadian Populations*. Poster presented at the 14th Meeting of the Society of Personality and Social Psychology, New Orleans, Louisiana, USA.
31. Li, M. M. W., & **Masuda, T.** (2013, January). *Cross-cultural differences in the online processes of decision making between European Canadians and Hong Kong Chinese*. Poster presented at the 14th meeting of the Society of Personality and Social Psychology, New Orleans, Louisiana, USA.
30. Senzaki, S., & **Masuda, T.** (2013, January). *How do European-Canadian and Japanese parents pass on culturally unique patterns of attention to their children? The role of parent-child narratives during the cultural transmission process*. Poster presented at the 14th meeting of the Society of Personality and Social Psychology, New Orleans, Louisiana, USA.
29. **Masuda, T.**, Yoshikawa, S., & Uchida, Y. (2012, December). *Tasha wo sassuru kokoro, taskakara manabu kokorono keisei katei: Hyojo ninchi kadai wo mochiita bunkashinrigakukenkyl* [The developmental process of learning from others: Cross-cultural research using the facial emotion recognition task]. Poster presented at the annual meeting of the Kyoto University Kokoro Research Center.
28. Yano, Y., Uchida, Y., Ueda, Y., & **Masuda, T.** (2012, November 17-18). *Neat-hikikomori risuku to hyojo ninchi no kanren* [Examining the relationship between NEET/Hikikomori risk and perception of emotional expressions]. Poster presented at the 53rd annual conference of the Japanese Society of Social Psychology, Tsukuba, Japan.
27. Senzaki, S., **Masuda, T.**, & Ishii, K. (2012, January). *To what extent culture influences visual attention? Eye tracking studies examined European Canadians, Asian Canadians, and Japanese during movie perception*. Poster presented at the 13th meeting of the Society of Personality and Social Psychology, San Diego, California, USA.
26. Ito, K., **Masuda, T.**, & Komiya, A. (2012, January). *Change in the level of intimacy in friendships by seeking social support in Canada and Japan*. Poster presented at the 13th annual meeting of the Society of Personality and Social Psychology, San Diego, California, USA.
25. Senzaki, S., **Masuda, T.**, & Ishii, K. (2011, January). *Cultural influence on visual attention and its acculturation processes during movie perception*. Poster presented at the 12th meeting of the Society of Personality and Social Psychology, San Antonio, Texas, USA.
24. Ito, K., **Masuda, T.**, Hioki, K., & Komiya, A. (2011, January). *Shared belief of social support seeking in friendships: Situation sampling in Canada and Japan*. Poster presented at the 12th meeting of the Society of Personality and Social Psychology, San Antonio, Texas, USA.

23. **Masuda, T.**, Hioki, K., Caplan, J., Ito, K., Senzaki, S., Leskiw, D., & Gasior, C. (2011, January). *Event-related potential (ERP) activation during recognition of visual images: Implications for cross-cultural research*. Poster presented at the 12th meeting of the Society of Personality and Social Psychology, San Antonio, Texas, USA.
22. Wang, H., **Masuda, T.**, & Ito, K. (2010, January). *Culture and the poster design: Comparing the complexity preferences of Easterners and Westerners*. Poster presented at the 11th meeting of the Society of Personality and Social Psychology, Las Vegas, Nevada, USA.
21. Senzaki, S., & **Masuda, T.** (2010, January). *When do people internalize culturally dominant ways of seeing things? A developmental study of Japanese elementary school children's drawing styles*. Poster presented at the 11th meeting of the Society of Personality and Social Psychology, Las Vegas, Nevada, USA.
20. Ito, K., **Masuda, T.**, & Hioki, K. (2010, January). *Does the presence of social others affect the facial emotion evaluation? A cross-cultural comparison*. Poster presented at the 11th meeting of the Society of Personality and Social Psychology, Las Vegas, Nevada, USA.
19. Dolcos, F., Argo, J., **Masuda, T.**, Ninova, E., Dolcos, S., & Sung, K. (2010, January). *Neural mechanisms underlying the impact of social interactions on decision making: An fMRI investigation*. Poster presented at the 11th meeting of the Society of Personality and Social Psychology, Las Vegas, Nevada, USA.
18. Wang, H., **Masuda, T.**, & Ito, K. (2009, February). *Culture and Internet Environment: Comparing the information search speed between Asian- and European-Canadians*. Poster presented at the 10th meeting of the Society of Personality and Social Psychology, Tampa, Florida, USA.
17. **Masuda, T.**, Ito, K., & Nhan, D. (2009, February). *Culture and change blindness: Comparing the learning effect between Japanese and Canadians*. Poster presented at the 10th meeting of the Society of Personality and Social Psychology, Tampa, Florida, USA.
16. Ito, K., **Masuda, T.**, & Hioki, K. (2009, February). *Facial emotion evaluation and context sensitivity among North Americans: Cross-cultural evidence from affective priming paradigm*. Poster presented at the 10th meeting of the Society of Personality and Social Psychology, Tampa, Florida, USA.
15. Wang, H., **Masuda, T.**, & Ishii, K. (2008, January). *Comparing the patterns of attention between Canadians and East Asian international students*. Poster presented at the 9th meeting of the Society of Personality and Social Psychology, Albuquerque, New Mexico, USA.

14. **Masuda, T.,** Wang, H., & Ito, K. (2008, January). *Culture and internet environment: Comparing complexity of design between East Asian and North American homepages*. Poster presented at the 9th meeting of the Society of Personality and Social Psychology, Albuquerque, New Mexico, USA.
13. **Masuda, T.** (2006, June). *Culture and attention: Comparing Westerners' and East Asians' patterns of eye-movement during visual tasks*. Poster presented at the 67th convention of the Canadian Psychological Association, Calgary, Alberta, Canada.
12. **Masuda, T.,** Akase, M., & Radford, M. H. B. (2006, January). *Can't focus on even a single circle? Cultural variation in attention between Japanese and Westerners*. Poster presented at the 7th meeting of the Society of Personality and Social Psychology, Palm Springs, California, USA.
11. **Masuda, T.,** Ellsworth, P., Mesquita, J., Leu, J., & Tanida, S. (2005, January). *Context sensitivity during the facial expression interpretation task: A cross-cultural eye-tracking study between the Japanese and Euro-Americans*. Poster presented at the 6th meeting of the Society of Personality and Social Psychology, New Orleans, Louisiana, USA.
10. Rogers, K., Mesquita, B., & **Masuda, T.** (2005, January). *The perception of surprise and sadness in Japanese and American cultures*. Poster presented at the 6th Meeting of the Society of Personality and Social Psychology, New Orleans, Louisiana, USA.
9. **Masuda, T.,** Gonzalez, R., Kwan, L., & Nisbett, R. E. (2004, September). *Bunka to shikaku jyohonosenko: Syashinhyogen senkojino context yoinnokouryonikansuru nichibei hikaku kenkyu* [Cultural influences on preferences of visual representations: Comparing picture preferences between Japanese and Americans]. Poster presented at the 68th conference of the Japanese Psychological Association, Kansai University, Osaka, Japan.
8. Yuki, M., Maddux, W.W., **Masuda, T.,** & Suzuki, K. (2004, September). *Hyojyo chikaku ni okeru "me" bunka to "kuchi" bunka* [Culture of eyes and culture of mouth: Comparing perception of facial expressions between Japanese and Americans]. Poster presented at the 68th conference of the Japanese Psychological Association, Kansai University, Osaka, Japan.
7. **Masuda, T.,** Gonzalez, R., Kwan, L., & Nisbett, R. E. (2004, August). *Culture and aesthetic preferences*. Poster presented at the 28th International Congress of Psychology, Beijing, China.
6. **Masuda, T.,** Gonzalez, R., Kwan, L., & Nisbett, R. E. (2004, July). *Culture and esthetic preference: Comparing attention to context between East Asians and Euro-Americans*. Poster presented at the University of British Columbia & Hokkaido University "Mind, Culture, and Evolution" conference, Vancouver, British Columbia, Canada.

5. **Masuda, T., & Tanida, S.** (2004, May). *hyoujyou chikaku ji no gankyu undou* [Eye movement during the perception of emotional expressions]. Poster session presented at the 12th conference of the Japan Society for Research on Emotion, Kyoto, Japan.
4. **Masuda, T., Ellsworth, P., Leu, J. X., Mesquita, B., & Veerdonk, E.** (2003, December). *Cultural variations in the perception of emotional*. Poster presented at Kyoto University International Symposium/Kyoto-Michigan Collaboration in Psychology: "Self, cognition, and emotion," Ann Arbor, MI, USA.
3. **Masuda, T., & Kitayama, S.** (2002, February). *Culture and correspondence bias: when the bias disappears in Japan, but not in North America*. Poster presented at the 3rd Annual Meeting of the Society of Personality and Social Psychology, Savannah, Georgia, USA.
2. **Masuda, T.** (2000, July). *Attending holistically vs. analytically: Comparing the context sensitivity of Americans and Japanese*. Poster presented at the 27th International Congress of Psychology, Stockholm, Sweden.
1. **Masuda, T.** (1997, May). *Correspondence bias in Japan*. Poster presented at the 9th annual conference of the American Psychological Society, Washington, DC, USA.

Academic Theses

Masuda, T. (2003). *Culture and aesthetic preference: Comparing the attention to context of East Asians and European Americans*. Unpublished Doctoral Dissertation, University of Michigan, USA.

Masuda, T. (1996). *Bunkashinrigakuteki approach ni yoru tasha koudou suiron process saiko: correspondence bias no huhensei no kento* [Rethinking the inference process of others from a cultural psychological perspective]. Unpublished Master's thesis. Kyoto University, Kyoto, Japan.

Masuda, T. (1993). *The environmental consciousness: The relationship of values, environmental attitudes, and consumer behavior*. Unpublished Bachelor's thesis. Hokkaido University, Sapporo, Japan.

Media Reports**University of Alberta Express News:**

Hanlon, J. (2009, March 2). U of A researcher looks at the big picture of cultural communication. (An article that mentioned Masuda, Gonzalez, Kwan, & Nisbett, 2008).

Connor, K. (2008, March 6). When it comes to emotions, Eastern and Western cultures don't see eye-to-eye: Study. (An article that mentioned Masuda, Ellsworth, Mesquita, Leu, Tanida, & van de Veerdonk, 2008).

Connor, K. (2007, April 19). Research finds that culture is key to interpreting facial expressions. (An article that mentioned Yuki, Maddux, & Masuda, 2007).

Public Media Mention:

White, L. T., & Jackson, S. (2014, October 17). How high is your horizon? *Psychology Today*. <http://www.psychologytoday.com/blog/culture-conscious/201410/how-high-is-your-horizon>. (An article that mentioned Masuda, Gonzalez, Kwan, & Nisbett, 2008; and Senzaki, Masuda, & Nand, 2014.)

Mayer, E. (2014, April 3). Are you holistic or specific thinker? *HBR Blog network, Harvard Business Review*. http://blogs.hbr.org/2014/04/are-you-a-holistic-or-a-specific-thinker/#disqus_thread. (An article that mentioned Masuda & Nisbett, 2001).

Zenba, Y. (2012). Shohyo [A book review]. *Japanese Journal of Social Psychology*, 28, 60. (An article that mentioned Masuda & Yamagishi, 2010).

Nagourney, E. (2008, March 18). East and West part ways in test of facial expressions. *New York Times*. (An article that mentioned Masuda, Ellsworth, Mesquita, Leu, Tanida & van de Veerdonk, 2008).

Vincent, C. (2006, September 13). Lire les émotions dans les yeux ou sur les lèvres. *Le Monde*. Retrieved October 1, 2006, from <http://www.lemonde.fr/cgi-bin/ACHATS/ARCHIVES/archives.cgi?ID=72035e93cd6dde4e8f12e9c437a09ac7842343cbcdf62b70>. (An article that mentioned Yuki, Maddux, & Masuda, 2007).

Goode, E. (2000, August 8). How culture molds habits of thought. *New York Times*. Retrieved October 1, 2006, from <http://www.nytimes.com/library/national/science/health/080800htm-behavior0culture.html>. (An article that mentioned Masuda & Nisbett, 2001).

Teaching Experience:**Courses****University of Alberta, Undergraduate Program**

PSYCO 105: Individual and Social Behavior	Winter 2006; Winter 2007
PSYCO 233: Personality	Fall 2005; Fall 2006
PSYCO 241: Social Psychology	Winter 2007; Fall 2008; Winter 2008; Winter 2009; Winter 2010; Winter 2011; Winter 2012; Winter 2014; Winter 2015; Winter 2016; Winter 2017
PSYCO 341: Cultural Psychology	Fall 2017, Winter 2018, Fall 2018, Winter 2019; Fall 2020; Winter 2021; Fall 2021; Winter 2022. Fall 2022; Winter 2022; Fall 2023; Winter 2024; Fall 2024; Winter 2025, Fall 2025.
PSYCO 343: Culture and Cognition	Fall 2009; Winter 2011; Winter 2012; Winter 2014; Spring 2014; Winter 2015; Spring 2015; Winter 2016; Spring 2016; Winter 2017
PSYCO 443: Social Cognition	Fall 2010, Fall 2011
PSYCO 405/505: Special Topic I: Theories and Research on Culture and Cognition	Winter 2009; Fall 2009
PSYCO 405/505: Special Topic II: Methods and Research on Culture and Cognition	Fall 2013; Fall 2014; Fall 2015 Fall 2016; Fall 2017; Fall 2018; Fall 2019; Fall 2021.
PSYCO 5421 Advanced Social and Cultural Psychology	Fall, 2024
PSYCO 542: Advanced Social and Cultural Psychology II	Fall, 2016
INT-D 225: Culture and the Mind: Understanding Cultural Variations in Mentalities and Artworks between Japan and Canada	Spring/Summer 2015

University of Michigan, Undergraduate Program

PSYCH 493: Psychological Perspectives on Culture and Ethnicity	Fall 2012
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Hokkaido University, Summer Institute Program

Frontiers in Cultural Psychology	Summer 2015; Summer 2016; Summer 2017; Summer 2018; Summer 2019; Summer 2021 Summer 2022; Summer 2023; Summer 2024; Summer 2025
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Hitotsubashi University, Business School Graduate Program

Advanced Research Methods: Experimental Approach

Summer 2017; Summer 2018
Summer 2019; Summer 2020;
Summer 2021; Summer 2023.

Tokyo Wemen's Christian University

Cultural Psychology.

Summer 2024.

Student Supervisions

University of Alberta, Psychology

Doctoral Student Supervision:

Huaitang Wang, PhD (2005-2009)
Kenichi Ito, PhD (2007-2012)
Sawa Senzaki PhD (2008-2013)
Liman Man Wei Li, PhD (2011-2015)
Matthew Russell, PhD (2011-2016)
Hajin Lee PhD (2014-2019)
Yuto Yasuda (2018-2024)
Min Hye Kang (2022-present)
Tsholmon Bayart-Od (2022-2025)

Doctoral Student Co-Supervision:

Jianhui Song, PhD (2008-2010)
Alexandra Besoi (2019-present)

Master's Student Supervision:

Kristina Nand MA (2012-2014)
Tsholmon Bayart-Od (2022-2025)
Arianna Cook (2025-present)

Doctoral Student Supervisory Committee:

Todd Williams, PhD (2009)
Piju Yang, PhD (2010)
Mingni Li, PhD (2010)
Rui Zhang, PhD (2013)
Joseph Hayes, PhD (2011)
David Weber, PhD (2014)
Eric Faucher, PhD (2014)
Kathryn Chaffee (PhD candidate, 2011-present)
Nigel Mantou Lau (PhD candidate, 2012-present)
Michael Sharp (PhD student, 2013-present)
Jingyi Zhang (2015-present)

Master's Student Supervisory Committee: Yang Fang, MA (2013)
 Alexandra Besoi (2023)
 Ruby Pristen (2024-present)

Honour's Student Supervision: Dian Nhan, BA (2006-2008)
 Nicole Sieusahai, BA (2010-2012)
 Kristen Zentner (Honour's student, 2013-2017)
 Rania Mahdi (Honour's student, 2016-2018)
 Bryce Hoy (Honour's student, 2016-2018)
 Daniel Ennett (Honour's student, 2016-2018)
 Karis Koh (Honour's student, 2017-2019)
 Leah Wojcik (Honour's student, 2020-2023)
 Karina Tamkee (Honour's student, 2022-2025)
 Erica Witte (Honour's student, 2024-present)
 Allison Wischinewski (Honour's student, 2023-present).

Dissertation Defense External Examiner: Lauren Figueredo, PhD (2006)

University of Alberta, Business School

Doctoral Candidacy External Examiner: Dominic Thomas, MA (Marketing) (2008)
 Dissertation Defense External Examiner: Dominic Thomas, PhD (Marketing) (2008)

University of Alberta, Physical Education & Recreation

Master's Student Supervisory Committee: Sean Stolp, MA (2009)
 Doctoral Student Supervisory Committee: Eiji Ito, PhD (2014)
 Doctoral Student Supervisory Committee: Shintaro Kono PhD (2013-2018)
 Doctoral Student External Examiner: Jingjing Gui PhD (2014-2019)

University of Alberta, Faculty of Medicine and Dentistry.

Master's Student Supervisory Committee: Lauren Alston, MA (2014)

Queen's University, Psychology

Dissertation Defense External Examiner: Roy Roger Spina, PhD (2009)
 Dissertation Defense External Examiner: Suhui Yap, PhD (2021)

University of Melbourne, Psychology

Dissertation Defense External Examiner: Gary Kay Au, PhD (2012)

Community Experiences

2017-2019 President, Metro Edmonton Japanese Community School

Administrative Experiences

2017-present	Member of the Research Committee of the Prince Takamado Japan Center (PTJC), University of Alberta.
2016	The Scientific Organizing Committee, International Association for Cross-Cultural Psychology (IACCP), 2016, Nagoya, Japan
2014-present	Member of Research Ethics Board Category 2, University of Alberta
2013	The Scientific Organizing Committee, International Association for Cross-Cultural Psychology (IACCP), 2013 Los Angeles, USA
2012-2016	The Collaborative Organizer Committee, International Congress of Psychology (ICP), 2016 Yokohama
2012-2015	SPSP Cultural Psychology Preconference Committee
2011-2015	Member of the Undergraduate Curriculum Committee, University of Alberta
2007-2008	Member of the Undergraduate Curriculum Committee, University of Alberta

Editorial Experiences**Associate Editor**

2016-2018 Frontiers in Psychology: Cultural Psychology
 2015-2017 Journal of Cross-Cultural Psychology

Consulting Editor

2017-present Journal of Personality and Social Psychology-Attitude and Social Cognition
 2014-2018 Journal of Personality and Social Psychology-Interpersonal Relations and
 Group Processes
 2014-2017 Asian Journal of Social Psychology
 2009-2015 Journal of Cross-Cultural Psychology
 2008-2011 Personality and Social Psychology Bulletin

Ad hoc Journal Reviewer

Appetite
 Attention, Perception, & Psychophysics
 Cognition
 Cognitive Science
 Culture and Brain
 Emotion
 European Journal of Social Psychology
 Frontiers in Psychology: Cultural Psychology
 Infancy
 Institute of Electronics, Information, Communication Engineers Transactions
 International Journal of Psychology
 Japanese Psychological Research
 Japanese Psychological Review
 Journal of Experimental Child Psychology
 Journal of Experimental Psychology: Learning, Memory, and Cognition.
 Journal of Experimental Psychology: Human Perception and Performance
 Journal of Experimental Social Psychology
 Journal of Nonverbal Behavior
 Mind & Society
 Perspectives on Psychological Science
 PLOS ONE
 Proceedings of the National Academy of Sciences of the United States of
 America (PNAS)
 Psychological Science
 Quarterly Journal of Experimental Psychology

National/International Grant Committee/Reviewer Experiences

2007	Reviewer, Social Sciences and Humanities Research Council of Canada.
2008	Reviewer, National Science Foundation, USA
2008-2009	Member, Adjudication Committee (#10 - Psychology), Standard Research Grants, Social Sciences and Humanities Research Council of Canada.
2010-2011	Member, Adjudication Committee (#10 - Psychology), Standard Research Grants, Social Sciences and Humanities Research Council of Canada.
2011	Reviewer, Switzerland National Foundation, Switzerland.
2011	Reviewer, National Science Foundation, USA
2013	Reviewer, Social Sciences and Humanities Research Council of Canada.
2015	Reviewer, Social Sciences and Humanities Research Council of Canada.

Professional Affiliations

American Psychological Society
 Asian Social Psychology Association
 International Association for Cross-Cultural Psychology
 Japanese Psychological Association
 Japanese Society of Social Psychology
 Japanese Group Dynamics Association
 Society of Personality and Social Psychology
 Society of Experimental Social Psychology

10 Major Contributions to Academia

- (1) **Masuda, T.**, & Nisbett, R. E. (2001). Attending holistically vs. analytically: Comparing the context Sensitivity of Japanese and Americans. *Journal of Personality and Social Psychology*, 81, 922-934.
 Role: Principal Investigator.
 Impact Factor: **7.673**—Source: Journal Citation Reports 2021.
 Citation: Cited **2249** times—Source: Google Scholar Citations,
 Featured in a New York Times Article: Goode, E. (2000, August 8). *How culture molds habits of thought*.
 Received 2001 **Brickman Memorial Award** at University of Michigan (The best graduate student research of the year).
- (2) Nisbett, R. E., & **Masuda, T.** (2003). Culture and point of view. *Proceedings of the National Academy of Sciences of the United States of America*, 100, 11163-11175.
 Role: Co-Investigator.
 Impact Factor: **11.205**—Source: www.pnas.org/misc/about.html
 Citation: Cited **1436** times—Source: Google Scholar Citations.
 Other Information: Requested book reprints twice.
- (3) **Masuda, T.**, Ellsworth, P., Mesquita, B., Leu, J., Tanida, S., & Veerdonk, E. (2008). Placing the face in context: Cultural differences in the perception of facial emotion. *Journal of Personality and Social Psychology*, 94, 365-381.
 Role: Principal Investigator.
 Impact Factors: **7.673**—Source: Journal Citation Reports 2021.
 Citation: Cited **971** times—Source: Google Scholar Citations.
 Featured in a New York Times Article: Nagourney, E. (2008, March 18). *East and West part ways in test of facial expressions*.
- (4) **Masuda, T.**, & Nisbett, R. E. (2006). Culture and change blindness. *Cognitive Science*, 30, 381-399.
 Role: Principal Investigator.
 Impact Factor: **2.561**—Source: Journal Citation Reports 2020.
 Citation: Cited **724** times—Source: Google Scholar Citations.
- (5) **Masuda, T.**, Gonzalez, R., Kwan, L., & Nisbett, R. E. (2008). Culture and aesthetic preference: Comparing the attention to context of East Asians and European Americans. *Personality and Social Psychology Bulletin*, 34, 1260-1275.
 Role: Principal Investigator.
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