

Hiroataka Imada

Lecturer in the Department of Psychology, Royal Holloway, University of London

Curriculum Vitae

Department of Psychology,
Royal Holloway, University of London,
Surrey, TW20 0EX, UK.
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ACADEMIC POSITIONS

Lecturer (2023-)

Department of Psychology
Royal Holloway, University of London

Visiting Associate Professor (2023-)

Research Institute for Future Design,
Kochi University of Technology

Research Fellow (2023-)

The Institute for the Study of Power, Crime, and Society,
Royal Holloway, University of London

External Research Fellow (2022-2023)

The Institute for the Study of Power, Crime, and Society,
Royal Holloway, University of London

Postdoctoral Research Fellow (2022-2023)

School of Economics and Management
Kochi University of Technology

Research Assistant (2022-2023)

To Dr. Martha Newson
School of Anthropology and Conservation
University of Kent

Associate Lecturer (2019-2022)

School of Psychology
University of Kent

EDUCATION

PhD in Psychology (2019 – 2022)

University of Kent, Canterbury, UK.

Supervisors: Tim Hopthrow, Dominic Abrams, and Jim A. C. Everett

MSc by Research in Psychology (2018 – 2019)

University of Kent, Canterbury, UK.

Supervisors: Tim Hopthrow and Dominic Abrams

BA in Psychology (2014 – 2018)

Sophia University, Tokyo, Japan.

Supervisor: Masataka Higuchi

Studying abroad (2016 – 2017)

College of the Holy Cross, MA, USA.

HONORS, GRANTS, AND AWARDS

Research Grants and Funding

- 2024 Development of experimental paradigm to study post-disaster cooperation and well-being
Keiko Mizuno (P.I.), **Hirotaka Imada**, Ryota Takano, Wakaba, Tateishi, Ryo Saito
The Project Grant by the Co-creation for Disaster Resilience, IRIDeS, Tohoku
University
500,000 JPY
- 2023 National identification and the emergence of audience costs
Hirotaka Imada (P.I.), Makito Takei
The Murata Science Foundation Research Grants.
2630,000 JPY
- 2023 Development of experimental paradigm to study post-disaster cooperation and well-being
Hirotaka Imada (P.I.), Ryo Saito, Ryota Takano, Keiko Mizuno, Wakaba Tateishi
The Project Grant by the Co-creation for Disaster Resilience, IRIDeS, Tohoku
University
400,000 JPY
- 2023 The Role of Power Construal in Shaping Out-group Helping Under Power Asymmetry
Hirotaka Imada (P.I.), Fiona Kazarovyt'ska, Jannis Kreienkamp, Eugene K. Ofosu
European Association of Social Psychology Seedcorn Grant
3,000 EUR

- 2022 Post-disaster cooperation in an inequal society
Hirotaka Imada (P.I.), Ryota Takano, Wakaba Tateishi
Japanese Society of Social Psychology Early Career Researcher Grant for Online Studies
100,000 JPY
- 2022 Post-disaster cooperation: do people cooperate to face post-disaster resource scarcity?
Hirotaka Imada (P.I.)
Young Researcher Award by Disaster Prevention Association
400,000 JPY
- 2021 Research on power, reputation, and cooperation (top up funding for the PhD project)
Hirotaka Imada
University of Kent COVID Mitigation Fund
300 GBP

Honors and Awards

- 2024 **Hirotaka Imada**
The Solomon Asch Early Career Award
500 EUR
- 2021 **Hirotaka Imada**
Emerald Literati Awards for Outstanding Reviewer
- 2019 **Hirotaka Imada**
School of Psychology Research Scholarship (Graduate Teaching Assistantship)
- 2018 **Hirotaka Imada**
Sophia University Benefactors' Scholarship
50,000JPY
- 2017 **Hirotaka Imada**
Sophia University Student Award: Academic Excellence Award
70,000JPY
- 2017 **Hirotaka Imada**
College of the Holy Cross Ignite Fund: Research Experience Grant
500USD
- 2017 **Hirotaka Imada**
Dean's List, College of the Holy Cross
- 2016 **Hirotaka Imada**
Dean's List, College of the Holy Cross

Research and Training Fellowships

Birmingham-Leiden Summer School: Computational Social Cognition (July, 2024)

Tamagawa University Brain Science Training Course 2023 at Tamagawa University (2023)

Associate Fellowship Awarded (PR233455) in recognition of attainment against the UK Professional Standards Framework for teaching and learning support in higher education.

European Association of Social Psychology Summer School, at University of Wroclaw SWPS University, Poland (2022)

The Computational Summer School on Modeling Social and Collective Behavior (COSMOS), at University of Konstanz, Germany (2022)

Toulouse Summer School in Quantitative Social Science, The Evolution of Human Sociality, at University of Toulouse, France (2022)

PUBLICATIONS

Peer-Reviewed Journal Articles

2024

Imada, H. A tale of two competing theories on ingroup favoritism (in press). *Nature Reviews Psychology*.

*Travaglino, G. A., Mirisola, A., Moon, C., Burgmer, P., Imada, H., Giammusso, I., D'Ottone, S. C., ... Abrams, D. The Psychology of Criminal Authority: Introducing the Legitimacy of Secret Power Scale (in press). *Group Processes and Intergroup Relations*.

[†]Horsham, Z., [†]Haydock-Symonds, A., [†]Imada, H., Ching Tai, H., Lui Shum, T., Zeng, Y., Tang Chow, H., & *Feldman, G. Does learning more about others impact liking them? Replication and extension of Norton et al.'s (2007) Lure of Ambiguity [[†] joint first authorship] *Stage 2 Registered Report under review in PCI-RR*.

*Imada, H., Ito, A., Hopthrow, T., Abrams, D., Willcox, K., Yansen, D., & Rumble, A., Cooperation and crossed categorization in a minimal group context: testing the bounded generalized reciprocity and social identity accounts. (2024). *Comprehensive Results in Social Psychology*. <https://doi.org/10.1080/23743603.2024.2388345>

- *Imada, H., Mifune, N., & Zibell, H. (2024). Group-bounded indirect reciprocity and intergroup gossip. *Journal of Experimental Social Psychology*, 115, 104657. <https://doi.org/10.1016/j.jesp.2024.104657>
- *Imada, H., Tsudaka, G., Mifune, N., Mizuno, K., Schug, J., & Kusano, K. (2024). Intergroup cooperation in the United States and Japan: Revisiting Yuki's (2003) theory on the cultural difference in the conceptualization of group boundaries. *Current Research in Ecological and Social Psychology*, 7, 100200. <https://doi.org/10.1016/j.cresp.2024.100200>
- *Imada, H., Mifune, N., Shimizu, H. Psychological Mechanisms Underlying In-group Favouritism in Cooperation: Revisiting the Reputation Management and Expectation Hypotheses (2024). *Group Processes & Intergroup Relations*. <https://doi.org/10.1177/13684302241239860>
- *Andersson, P. A., Vartanova, I., Vastfjall, D., Tinghog, G., Wu, J., Akoita, C. S., Aldashev, A., ... Imada, H., ... Eriksson, K. Anger and disgust shape judgments of social sanctions across cultures, especially in high individual autonomy societies (2024). *Scientific Reports*, 14(1), 5591. <https://doi.org/10.1038/s41598-024-55815-x>
- Andrighetto, G., Szekely, A., Guido, A., Gelfand, M., Abernathy, J., Arikan, G., Aycan, Z., Bankar, S., Blumen, S., ... Imada, H., ... Eriksson, K. (2024) Changes in social norms during the early stages of the COVID-19 pandemic across 43 countries. *Nature Communications*, 15(1). <https://doi.org/10.1038/s41467-024-44999-5>
- Imada, H., & *Mifune, N. (2024). Experimental evidence suggests intergroup relations are, by default, neutral rather than aggressive. *Behavioral and Brain Sciences*, 47, e13. <https://doi.org/10.1017/S0140525X23002728>
- *Newson, M., Peitz, L., Gitsham, H., Imada, H., & Abrams, D. (2024) 'We need community': Bridging the path to distance from crime with community football. *Journal of Community & Applied Social Psychology*, 34(1), e2757. <https://doi.org/10.1002/casp.2757>

2023

- *Schaerer, M., *du Plessis, C., Nguyen, M. H. B., van Aert, R. C. M., Tiokhin, L., Lakens, D., Giulia Clemente, E., Pfeiffer, T., Dreber, A., Johannesson, M., Clark, Gender Audits Forecasting Collaboration, C. J., & Luis Uhlmann, E. (2023). On the trajectory of discrimination: A meta-analysis and forecasting survey capturing 44 years of field experiments on gender and hiring decisions. *Organizational Behavior and Human Decision Processes*, 179, 104280. <https://doi.org/10.1016/j.obhdp.2023.104280> [Member of gender audits forecasting collaboration]
- *Imada, H. The Relative Effectiveness of Positive and Negative Gossip in Promoting Prosocial Giving: The Examination of the Valence of Gossip Content and Reputational Consequences (2022, advance online publication). *Japanese Psychological Research*. <https://doi.org/10.1111/jpr.12473>

Imada, H., Romano, A., & *Mifune, N. Dynamic Indirect Reciprocity: When is Indirect Reciprocity Bounded by Group Membership? (2023). *Evolution and Human Behavior*. 44(4), 373-383. <https://doi.org/10.1016/j.evolhumbehav.2023.05.002>

*Imada, H., Yamamoto, A., & Tsudaka, G. (2023). An apology with a tiny monetary compensation is no more effective than a verbal apology alone. *Letters on Evolutionary Behavioral Science*, 14(1), 32-36. <https://doi.org/10.5178/lebs.2023.106>

*Imada, H., Hopthrow, T., & Zibell, H. (2023). Does the Sense of Power Influence Reputational Concern? Tests With Episodic and Semantic Power Priming. *Social Psychological Bulletin*, 18, 1–18. <https://doi.org/10.32872/spb.7779>

2022

Delios, A., Clemente, E., Wu, T., Tan, H., Wang, Y., Gordon, M., Viganola, D., Chen, Z., Dreber, A., Johannesson, M., Pfeiffer, T., Generalizability Tests Forecasting Collaboration, & Uhlmann, E.L. (2022). Examining the context sensitivity of research findings from archival data. *Proceedings of the National Academy of Sciences*. 119(30), e2120377119. <https://doi.org/10.1073/pnas.2120377119>. [Member of forecasting collaboration]

Imada, H., *Lalot, F., & Abrams, D (2022, advance online publication). Does COVID-19 Threat Relate to Intergroup Attitudes? A Test in the UK. *Evolutionary Behavioral Sciences*. Advance online publication. <https://doi.org/10.1037/ebs0000311>

*Imada, H., Rullo, M., Hopthrow, T., Van de Vyver, J., & Zagefka, H. (2022). Gossip about in-group and out-group norm deviations. *Comprehensive Results in Social Psychology*, 6(1-3), 113–133. <https://doi.org/10.1080/23743603.2022.2090327>

*Rumble, A. C., Willcox, K., Imada, H., & Yansen, D. (2022). Beyond Reciprocity: Forgiveness, Generosity, and Punishment in Continuing Dyadic Interactions. *Journal of Theoretical Social Psychology*, 2022, e7259257. <https://doi.org/10.1155/2022/7259257>

†Imada, H., †Fei Chan, W., †Ki Ng, Y., †Hing Man, L., †Sze Wong, M., Ley Cheng, B., *Feldman, G. (2022). Rewarding More Is Better for Soliciting Help, Yet More So for Cash Than for Goods: Revisiting and Reframing the Tale of Two Markets With Replications and Extensions of Heyman and Ariely (2004). *Collabra: Psychology*, 8(1), 2022. <https://doi.org/10.1525/COLLABRA.32572> [† joint first authorship]

2021

Imada, H., & *Mifune, N. (2021). Pathogen Threat and In-group Cooperation. *Frontiers in Psychology*, 12, 678188. <https://doi.org/10.3389/fpsyg.2021.678188>

- *Imada, H., Codd, D., & Liu, D. (2021). Intergroup Discrimination in Cooperation Among Moral and Non-Moral Groups. *Letters on Evolutionary Behavioral Science*, 12(1), 28–33. <https://doi.org/10.5178/LEBS.2021.86>
- *Abrams, D., Lalot, F., Hopthrow, T., Templeton, A., Steeden, B., Özkeçeci, H., Imada, H., Warbis, S., Sandiford, D., Meleady, R., Fell, E., Abrams, Z., Abrams, A., Ngan, X. Q., Celina, S., Tanyeri, A., Gammon, M., Abrams, B., Fischer, L., ... Peckham, S. (2021). Cleaning up our acts: Psychological interventions to reduce engine idling and improve air quality. *Journal of Environmental Psychology*, 74, 101587. <https://doi.org/10.1016/j.jenvp.2021.101587>
- *Tierney, W., Hardy, J., Ebersole, C. R., Viganola, D., Clemente, E. G., Gordon, M., Hooegeven, S., Haaf, J., Dreber, A., Johannesson, M., Pfeiffer, T., Huang, J. L., Vaughn, L. A., DeMarree, K., Igou, E. R., Chapman, H., Gantman, A., Vanaman, M., Wylie, J., ... Uhlmann, E. L. (2021). A creative destruction approach to replication: Implicit work and sex morality across cultures. *Journal of Experimental Social Psychology*, 93, 104060. <https://doi.org/10.1016/j.jesp.2020.104060> [Member of forecasting collaboration]
- *Eriksson, K., Strimling, P., Gelfand, M., Wu, J., Abernathy, J., Akotia, C. S., Aldashev, A., Andersson, P. A., Andrighetto, G., Anum, A., Arian, G., Aycan, Z., Bagherian, F., Barrera, D., Basnight-Brown, D., Batkeyev, B., Balaus, A., Berezina, E., Björnstjerna, M., ... Imada, H., ... Van Lange, P. A. M. (2021). Perceptions of the appropriate response to norm violation in 57 societies. *Nature Communications*, 12(1), 1481. <https://doi.org/10.1038/s41467-021-21602-9>
- *Imada, H., Hopthrow, T., & Abrams, D. (2021). The Role of Positive and Negative Gossip in Promoting Prosocial Behavior. *Evolutionary Behavioral Sciences*, 15(3), 285–291. <https://doi.org/10.1037/EBS0000218>

2020

- *Imada, H. (2020). Preference for Anonymous Giving. *Letters on Evolutionary Behavioral Science*, 11(1), 22–26. <https://doi.org/10.5178/LEBS.2020.76>

Book Chapters

- Imada, H., Hopthrow, T., & Abrams, D. (2021). Alcohol consumption and group decision making. In D. Frings and I. P. Albery (Ed.). *The Handbook of Alcohol Use and Abuse: Understanding from Synapse to Society*. Elsevier Academic Press. <https://doi.org/10.1016/B978-0-12-816720-5.00009-8>

Technical Reports

- Abrams, D., Hopthrow, T., Imada, H., Ozkececi, H., Lalot, F., & Templeton, A. (2019). Can Car Engine Idling Be Reduced Using Persuasive Messages? *Canterbury Air and Noise*

Experiment 2018-19. Project report. University of Kent.
doi:10.22024/unikent/01.02.74587.

Preprints (non-peer-reviewed manuscripts)

Imada, H., & Mifune, N. (2020) Null results for the effect of the behavioral immune system on intergroup cooperation. PsyArXiv. 10.31234/osf.io/7gs3w.

*Takahashi, R., Imada, H., & Mifune, N. Cross-temporal replication of the relationship between SDO and political attitudes in Japan: SDO and attitudes shifted but the relationship holds.
<https://psyarxiv.com/w953n/>

†Horsham, Z., †Haydock-Symonds, A., †Imada, H., Ching Tai, H., Lui Shum, T., Zeng, Y., Tang Chow, H., & *Feldman, G. Does learning more about others impact liking them? Replication and extension of Norton et al.'s (2007) Lure of Ambiguity [† joint first authorship] <https://osf.io/j6tqr/>

*Imada, H., Himichi, T., Takahashi, R., Mifune, N., & Tago, A. Development of the Japanese version of the Short Social Dominance Orientation Scale (SSDO). 10.31234/osf.io/8k6yr

*Geiger, S. J., *Köhler, J. K., Delabrida, Z. N. C., Garduño-Realivazquez, K. A., Haugestad, C. A. P., Imada, H., Iyer, A., ... White, M. P. What we think others think about climate change: generalizability of pluralistic ignorance across 11 countries.
<https://osf.io/preprints/osf/gft8r>

Media Coverage

EurekAlert! "Series of new studies refute assumptions about link between power and concern about reputation" <https://www.eurekalert.org/news-releases/985020>

Imada, Hirotaka. "How much and what to pay to get desired help?" *Psychology Today*, February, 2022, <https://www.psychologytoday.com/gb/blog/psychologys-credibility-revolution/202202/what-and-how-much-offer-solicit-desired-help>

Open Science Blog Posts

Imada, Hirotaka. "Publishing completely failed priming studies" January, 2023.
<https://note.com/hirompet/n/n0ff5d174417f> (in Japanese)

Imada, Hirotaka. "On publishing a registered report." June, 2022.
<https://note.com/hirompet/n/n3d23e1e7ac6e> (in Japanese)

Imada, Hirotaka. “Things that I Learned from Replication (III): Conducting Replication is Hard, and Publishing Replication is Harder.” October, 2021, <https://note.com/hirompet/n/n612ce6b71ef0> (in Japanese)

Imada, Hirotaka. “Things that I Learned from Replication (II): How-tos.” October, 2021, <https://note.com/hirompet/n/na4c31d8aeb5e> (in Japanese)

Imada, Hirotaka. “Things that I Learned from Replication (I).” October, 2021, <https://note.com/hirompet/n/na681ab5ebea9> (in Japanese)

PRESENTATIONS

Invited Talks/Lectures and Keynotes

Imada, H. (April, 2025). Intergroup cooperation and aggression. Invited seminar and workshop delivered at the University of Warsaw, Centre for Excellence in Social Sciences.

Imada, H. (November, 2024). Title TBA: “Rethinking the Future” at the National Institute of Science and Technology on Social and Affective Neuroscience, Mackenzie Presbyterian University.

Imada, H. (November, 2024). Indirect reciprocity and ingroup favouritism. Cooperation Colloquia.

Imada, H. (March, 2024). Parochial altruism and leadership. University of Kent.

Imada, H. (August, 2023). Experimental Approach towards Understanding Post-disaster Cooperation. Invited research seminar delivered at International Research Institute of Disaster Science, Tohoku University.

Imada, H. (December, 2022). Power and Prosociality: Reputational Concern Drives Prosociality among the Powerless. Invited research seminar delivered at Department of Law, Criminology, and Forensic Psychology, Royal Holloway, University of London.

Conference Presentations

Oral Presentations

Imada, H. Bounded generalised reciprocity (BGR) and in-group favouritism: recent advancements and future directions. The 20th International Conference on Social Dilemmas

Imada, H. Audience Costs and Social Identity Perspectives. Social identity small group meeting.

Imada, H., Mizuo, K., Takano, R., & Tateishi, W. (September, 2023). The relationship between dysfunctioning of pool punishment and the decline of cooperation. The 64th Japanese Society of Social Psychology Annual Conference

Imada, H. (July, 2023). Gossip about norm deviations in intergroup contexts. Full oral talk as part of the symposium “The functions of gossip: novel insights from the lab and the field.” The 19th General Meeting of the European Association of Social Psychology

Imada, H., & Hothrow, T. (September, 2022). The examination of the influence of a sense of power on reputational concern: preregistered power priming experiments. The 63th Japanese Society of Social Psychology Annual Conference

Imada, H., Hothrow, T., & Abrams, D. (July, 2022). Intragroup discrimination in cooperation under a power hierarchy. The 19th International Conference of Social Dilemmas.

Imada, H. (October, 2021). Intragroup Cooperation under a Power Hierarchy. The Cooperation Colloquia (https://www.youtube.com/watch?v=xKfVuBnvxBI&list=PLaobP2p_7O-a95jheA8wd4EuNpp3wdsKQ).

Poster Presentations

Takahashi, R. Imada, H., & Mifune, N. (September, 2023). The relationship between SDO and conservative political attitudes in Japan: Direct replication of Mifune and Yokota (2018). Poster presentation accepted at the Japanese Group Dynamics Association the 69th annual conference.

Takano, R., & Imada, H. (February, 2022). Awe, superordinate identity, and intergroup bias. The 23rd Annual Meeting of Society for Personality and Social Psychology.

Imada, H., Hothrow, T., & Abrams, D. (August, 2021). Reputation-based intragroup discrimination in prosocial behavior. Poster presented at British Psychological Society Social Section Annual Conference 2021.

Imada, H., Hothrow, T., & Abrams, D. (July, 2021). Reputation-based intragroup discrimination in prosocial behavior. Poster presented at the 14th Biennial Conference of the Asian Association of Social Psychology.

Imada, H., Hothrow, T., & Abrams, D. (July, 2020: canceled due to COVID19). Reputation-based intragroup discrimination in prosocial behavior. Poster accepted at 19th General Meeting of the European Association of Social Psychology.

Imada, H., & Higuchi, M. (February, 2018). The influence of the arousal of reputational concerns on the conformity to injunctive norms concerning prosocial behavior. Poster

presented at Presentation of undergraduate dissertations at the Department of Psychology at Sophia University.

Imada, H. (September, 2017). The role of in-group identity in parochial prosocial behavior. Poster presented at British Psychological Society Social Section Annual Conference 2017, Leicester, UK.

Imada, H. (May, 2017). Reducing intergroup discrimination in altruistic behavior: extending in-group favoritism to out-group members. Poster presented at 24th Annual Conference for Advanced Research in Psychology at College of the Holy Cross, Worcester, MA, USA.

ADDITIONAL EXPERIENCES

English-Japanese Translation for Social Science Research

English Editing and English Writing Tutoring for non-native speakers (example: <https://www.nature.com/articles/s41598-021-04729-z>)

REVIEWING EXPERIENCES

International Journal of Organization Theory and Behavior
Journal of Applied Social Psychology
Frontiers in Psychology
Applied Economics
Psychological Reports
Personality and Social Psychological Bulletin
Asian Journal of Social Psychology
Current Psychology
Communications Psychology
Journal of Experimental Social Psychology
Scientific Reports

ASSOCIATION / SOCIETY MEMBERSHIPS

The Japanese Society of Social Psychology

DEPARTMENTAL, UNIVERSITY, AND SOCIETY SERVICE

Organizational board member of the social identity small meeting (June 2024)
Editorial Board Member of the Asian Journal of Social Psychology (2024-)
Lab Manager, Group Lab, at University of Kent (PI: Dominic Abrams) (2021-2022)
University of Kent Buddy Scheme, Volunteer Buddy (2020-2021)
Student representative of MSc by Research at University of Kent (2019-2020)