

# 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

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**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

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**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

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### Research Grants and Funding

- 2023 **Hirotaka Imada** (P.I.), Makito Takei  
The Murata Science Foundation Research Grants.  
2630,000JPY
- 2023 **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 **Hirotaka Imada** (P.I.), Fiona Kazarovytska, Jannis Kreienkamp, Eugene K. Ofosu  
European Association of Social Psychology Seedcorn Grant  
3,000EUR
- 2022 **Hirotaka Imada** (P.I.), Ryota Takano, Wakaba Tateishi  
Japanese Society of Social Psychology Early Career Researcher Grant for Online  
Studies  
100,000JPY
- 2022 **Hirotaka Imada** (P.I.)  
Young Researcher Award by Disaster Prevention Association (400,000JPY)
- 2021 **Hirotaka Imada**

University of Kent COVID Mitigation Fund  
300GBP

### **Honors and Awards**

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

### **Research and Training Fellowships**

Tamagawa University Brain Science Training Course 2023 at Tamagawa University.

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

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### Peer-Reviewed Journal Articles

\*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 (in press). *Japanese Psychological Research*.

Imada, H., & \*Mifune, N. (in press). Experimental evidence suggests intergroup relations are, by default, neutral rather than aggressive. *Behavioral and Brain Sciences*.  
<https://psyarxiv.com/hbe2d/>

\*Imada, H., Ito, A., Hopthrow, T., Abrams, D., Willcox, K., Yansen, D., & Rumble, A., Intergroup Cooperation under Crossed Categorization. (Stage 1 RR accepted in principle). *Comprehensive Results in Social Psychology*.

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). 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., Hothrow, 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., Hoogeveen, 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., Belaus, 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., Hothrow, 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., Hothrow, 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., Hothrow, 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/>

\*Imada, H., Mifune, N., Shimizu, H. Psychological Mechanisms Underlying In-group Favouritism in Cooperation: Revisiting the Reputation Management and Expectation Hypotheses <https://psyarxiv.com/2narh/>

### **Manuscripts under Review / in Revision**

<sup>†</sup>Horsham, Z., <sup>†</sup>Haydock-Symonds, A., <sup>†</sup>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 [<sup>†</sup> joint first authorship]

\*Imada, H., Li, Y., Mifune, N., & Ohira, H. In-group Binding Moral Values and Reactive Behavioral Immune Responses.

\*Imada, H., Mifune, N., Shimizu, H. Psychological Mechanisms Underlying In-group Favouritism in Cooperation: Revisiting the Reputation Management and Expectation Hypotheses

Andrighetto, G., Szekely, A., Guido, A., Gelfand, M., Abernathy, J., Arikan, G., Aycan, Z., Bankar, S., Blumen, S., ... Imada, H., ... Eriksson, K. Norm Change and Disease Across the Globe.

\*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

\*Imada, H., Hopthrow, T., Abrams, D., & Everett, J. A. C. High Target Power Increases Prosociality among the Powerless via Reputational Concern.

\*Tierney, W., Cyrus-Lai, W., Hoogeveen, S., Haaf, J. M., Landy, J. F., Hardy, J. H., Ebersole, C. R., ... Imada, H., ... \*Uhlmann, E. L. Who respects an angry woman? A pre-registered reexamination of the relationship between gender, emotion expression, and status conferral.

\*Andersson, P. A., Vartanova, I., Vastfjall, D., Tinghog, G., Wu, J., Akoita, C. S., Aldashev, A., ... Imada, H., ... Eriksson, K. Social Sanctions are Judged as More Appropriate by those who Feel Anger and Disgust, Especially in High Individual Autonomy Societies.

\*Geiger, S. J., \*Köhler, J. K., Delabrida, Z. N. C., Garduño-Realivazquez, K. A., Haugstad, 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.

\*Imada, H., Himichi, T., Takahashi, R., Mifune, N., & Tago, A. Development of the Japanese version of the Short Social Dominance Orientation Scale (SSDO)

## Media Coverage

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

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### Invited Talks Keynotes, and Lectures

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., Mizuon, K., Takano, R., & Tateishi, W. (September, 2023). The relationship between dysfunctioning of pool punishment and the decline of cooperation. Full oral talk accepted at 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” at 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. A blitz talk delivered at the Cooperation Colloquia



([https://www.youtube.com/watch?v=xKfVuBnvxBI&list=PLaobP2p\\_7O-a95jheA8wd4EuNpp3wdsKQ](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., Hopthrow, 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., Hopthrow, 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., Hopthrow, 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**

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Professional English-Japanese Translation for Social Science Research

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

## **REVIEWING EXPERIENCES**

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Journal of Interpersonal Relations, Intergroup Relations, and Identity

International Journal of Organization Theory and Behavior

Journal of Applied Social Psychology

Frontiers in Psychology

Applied Economics

Psychological Reports

## **ASSOCIATION / SOCIETY MEMBERSHIPS**

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The Japanese Society of Social Psychology

European Association of Social Psychology

## **DEPARTMENTAL, UNIVERSITY, AND SOCIETY SERVICE**

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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)