

Takahiko Masuda
2017 CV

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Current Position: Associate 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:

2017-present International Partner, Hokkaido University, Japan.

2017 Summer Visiting Scholar, The Graduate School of International Cooperate Strategy, Hitotsubashi University, Japan

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

2011-present 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:

- 2017-2022 Social Sciences and Humanities Research Council of Canada, Insight Grant. Project Number, #435-2017-1070, Project title "*Cross-Cultural Research on Socialization Processes Involved in East Asian and North American Children's Culturally Unique Modes of Attention.*" (CAD \$169,236)
- 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 "*Culture and Social Perception of Social Context: A Cross-Cultural Event-Related Potential Research Project.*" (CAD \$6,882.00)
- 2015 Endowment Fund for the Future, Support for the Advancement of Scholarship Research Fund, University of Alberta. Project title "*Culture and the Judgment of Emotions: The Influence of Parental Guidance on Canadian and East Asian Immigrant Children's Reasoning Styles.*" (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 "*Cultural Variations in Sleeping Arrangements between Chinese- and European Canadians.*" (CAD \$2,780.00)
- 2010-2013 Social Sciences and Humanities Research Council of Canada, Standard Research Grant. Project title "*Culture and mode of attention: identifying characteristics of East Asians' context-oriented attention and North Americans' object-oriented attention using perceptual and cognitive tasks.*" (CAD \$109,520.00)

- 2009 Endowment Fund for the Future, Support for the Advancement of Scholarship Research Fund, University of Alberta. Project title “*Sleeping Arrangements of First Generation Chinese Immigrants.*” (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 “*East Asians' and North Americans' mode of attention: comparing cultural variation in attention using psychophysiological devices.*” (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 “*Culture and Cognition: Comparing Cognitive Processes between European-Canadians, Asian-Canadians, and Arabic-Canadians.*” (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 “*Cultural Variation in Human Attention: Comparing Patterns of Attention between North Americans and East Asians using Psycho-physiological Measurement.*” (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)

Awards/Honors

- 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.

PSYCO305 “Culture and Cognition”: 2009 Fall; 2010 Winter; 2012 Winter

PSYCO343 “Culture and Cognition”: 2014 Spring, 2015 Spring, 2016 Winter, 2016 Spring.

PSYCO443 “Social Cognition”: 2011 Fall

Publications

53. **Masuda, T.**, Ishii, K., Miwa, K., Rashid, M., Lee H, & Mahdi, R. (in press). One label or two? Linguistic influences on the similarity judgment of objects between English and Japanese speakers. *Frontiers in Cultural Psychology*.
52. Li, L. M. W., **Masuda, T.**, & Lee, H. (in press). Low Relational Mobility Leads to Greater Motivation to Understand Enemies but Not Friends and Acquaintances. *British Journal of Social Psychology*.
51. Lou, N. M., **Masuda, T.**, & Li, L. M. W. (in press). Decremental mindsets and prevention-focused motivation: An extended framework of implicit theories of intelligence. *Learning and Individual Differences*.
50. Lee, H., Nand, K., Shimizu, Y., Takada, A., Kodama, M., & **Masuda, T.** (in press). Culture and emotion perception: Comparing Canadian and Japanese children' and parents' context sensitivity. *Culture and Brain*.
49. **Masuda, T.**, Li, L. M. W., & Russell, M. J. (in press). 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.
48. **Masuda, T.**, Li, L. M. W., Russell, M. J. & Lee, H. (in press). Perception and cognition. In S. Kitayama & D. Cohen (Eds.), *Handbook of cultural psychology (Second Edition)*. New York: Guilford Press.
47. 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.
46. **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.
45. **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.
44. **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.
43. 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.

42. 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
41. 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
40. Imai, M., Kanero, J., & **Masuda, T.** (2016). Language, culture, and thought: Discussions on the need for an interdisciplinary approach. *Current Opinion in Psychology*, *8*, 70-77.
39. **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.
38. 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.
37. 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.
36. 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.
35. 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.
34. **Masuda, T.** (2014). Bunka ga umidasu imitaikai 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.
33. 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.

32. **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.
31. 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.
30. 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.
29. 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.
28. **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
27. **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.
26. Ito, K., **Masuda, T.**, & Li, L. M. W. (2013). Agency and facial emotion judgment in context. *Personality and Social Psychology Bulletin, 39*, 763-774.
25. Imai, M., & **Masuda, T.** (2013) The role of language and culture in universality and diversity of human concepts. In M. Gelfand, C-Y. Chiu, & Y-Y. Hong (Eds.), *Advances in culture and psychology, Vol.3* (pp. 1-61). New York, NY: Oxford University Press.
24. Wang, H., **Masuda, T.**, Ito, K., & Rashid, M. (2012). How much information? East Asian and North American cultural products and information search performance. *Personality and Social Psychology Bulletin, 38*, 1539-1551.
23. **Masuda, T.**, Wang, H., Ishii, K., & Ito, K. (2012). Do surrounding figures' emotions affect the judgment of target figure's emotion?: Comparing the patterns of eye-movement between European-Canadians, Asian-Canadians, Asian international students, and Japanese. *Frontiers in Integrative Neuroscience, 6:72*. doi: 10.3389/fnint.2012.00072.

22. **Masuda, T.** (2012). Bunkashinrigakuno shizakara toraeru bunkato koufukukan no shomondai: Koyasu hoka ronbun oyobi Oyama ronbun heno komento. [Understanding the issues of culture and happiness from a cultural psychology perspective: Comments on Koyasu et al. and Oyama's articles]. *Japanese Psychological Review*, *55*, 107-113.
21. **Masuda, T.** (2012). Seiyo to higashi asia no bunsekitteki shikoyoshiki to hokatsuteki shikoyoshiki [Analytic and holistic thinking styles in Western and Asian cultures] In H. Matsuda (Ed.), *Global eco-risk management from Asian viewpoints* (Topic Page 14).
20. Morling, B., & **Masuda, T.** (2012). Social cognition in real worlds. In S. T. Fiske, & C. N. Macrae (Eds.), *Sage handbook of social cognition* (pp. 429-450). New York: Russell Sage Foundation.
19. **Masuda, T.**, Wang, H., Ito, K., & Senzaki, S. (2012). Culture and cognition: Implications for art, design, and advertisement. In S. Okazaki (Ed.), *Handbook of research in international advertising* (pp. 109-133). UK: Edward Elgar Publishing.
18. Ito, K., **Masuda, T.**, & Hioki, K. (2012). Affective information in context and judgment of facial expression: Cultural similarities and variations in context effects between North Americans and East Asians. *Journal of Cross-Cultural Psychology*, *43*, 429-445.
17. Leu, J., Mesquita, B., Ellsworth, P. C., Zhang, Z., Yuan, H., Buchtel, E., Karasawa, M., & **Masuda, T.** (2010). Situational differences in dialectical emotions: Boundary conditions in a cultural comparison of North Americans and East Asians. *Cognition & Emotion*, *24*(3), 419-435.
16. **Masuda, T.** (2010). *Bosu dakewo miru obeijin, minna no kao made miru nihonjin* [Westerners watch the face, Japanese watch its background as well—understanding cultural variation in the way of seeing things from a cultural psychological perspective]. Tokyo: Kodansya.
15. **Masuda, T.**, & Yamagishi, T. (2010). *Bunka Shinri Gaku, Jyokan & Gekan* [Cultural psychology, Vol. 1 & Vol. 2]. Tokyo: Baihukan.
14. Klein, H. A., Lin, M., Radford, M. H. B., **Masuda, T.**, Choi, I., Lien, Y., & Yeh, Y. (2009). Cultural differences in cognition: Rosetta phase I. *Psychological Report*, *105*(1), 659-674.
13. **Masuda, T.** (2009). Ibunka wo shirukotode hagukumareru ningenryoku: Bunka shinrigaku no kokoromi [Introduction to cultural psychology]. In Noriko Sato (Ed.), *Gendaijin no Syakai to Kokoro* [Society and the mind of contemporary people] (pp. 234-254). Tokyo: Kobundo.
12. **Masuda, T.** (2009). Cultural effects on visual perception. In E. B. Goldstein (Ed.), *The Sage encyclopedia of perception, Vol. 1* (pp. 339-343). Thousand Oaks, CA: Sage Publications.

11. **Masuda, T.**, Gonzalez, R., Kwan, L., & Nisbett, R. E. (2008). Culture and esthetic preference: Comparing the attention to context of East Asians and European Americans. *Personality and Social Psychology Bulletin*, *34*, 1260-1275.
10. **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.
9. **Masuda, T.**, Akase, M., Radford, M. H. B., & Wang, H. (2008). Jokyo youin ga gankyu undo pattern ni oyobosu eikyo: Nihonjin to seiyojin no syuhen jyoho heno binkansa no hikaku kenkyu [The Effect of Contextual Factors on the Patterns of Eye-Movement: Comparing Sensitivity to Surrounding Information between the Japanese and Westerners]. *Japanese Journal of Psychology*, *79*, 35-43.
8. Yuki, M., Maddux, W.W., & **Masuda, T.** (2007). Are the windows to the soul the same in the East and West? Cultural differences in using the eyes and mouth as cues to recognize emotions in Japan and the United States. *Journal of Experimental Social Psychology*, *43*, 303-311.
7. Miyamoto, Y., Nisbett, R. E., & **Masuda, T.** (2006). Culture and physical environment: Holistic versus analytic perceptual affordances. *Psychological Science*, *17*, 113-119.
6. **Masuda, T.** & Nisbett, R. E. (2006). Culture and change blindness. *Cognitive Science*, *30*, 381-399.
5. **Masuda, T.**, & Kitayama, S. (2004). Perceiver-induced constraint and attitude attribution in Japan and the US: A case for the cultural dependence of the correspondence bias. *Journal of Experimental Social Psychology*, *40*, 409-416.
4. 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.
3. **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.
2. Kitayama, S., & **Masuda, T.** (1997). Shakaiteki ninshiki no bunkabaikai model [Culture-mediated models of social cognition]. In K. Kashiwagi, S. Kitayama, & H. Azuma (Eds.), *Bunkashinrigaku: Riron to jisho* [Cultural psychology: Theories and research] (pp. 109-127). Tokyo: Tokyo Daigaku Shuppan.
1. Kitayama, S., & **Masuda, T.** (1995). Reappraising cognitive appraisal from a cultural perspective. *Psychological Inquiry*, *6*, 217-233.

Columns/Newspaper Articles

2. **Masuda, T.** (2014). Kokoro no mirai kenkyu center taizaiki [My experience at Kokoro Research Center]. *Kokoro no Miraki*, 11, 40-41.
1. **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.

Translation:

1. **Masuda, T.** (1995). Fairness. In T. Yamagishi (Ed.), *Odysseus no kusari: Tekiou program to shitenno kanjo*. (Translation into Japanese of Chapter 9 of the book: "Passion within Reason: Strategic roles of the emotions" by Robert Frank, W.W. Norton and Co. Inc.). Tokyo: Science-Sha.

Journal and Book Reprint:

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.
1. Nisbett, R. E., & **Masuda, T.** (2007). Culture and point of view. *Intellectica: Revue de L'Association pour la Recherche Cognitive*, 2-3: 46-47, 153-172.

Unpublished Manuscripts/Manuscripts under Review/Manuscript in Progress

5. **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.
4. Li, L. M. W., **Masuda, T.**, Hamamura, T., Ishii, K. (under review). *Culture and decision making: Resource allocation in a fort game between European Canadians and Hong Kong Chinese.* Manuscript submitted for publication, University of Alberta.
3. Senzaki, S., Wiebe, S., **Masuda, T.**, Shimizu, Y. (under review). *The development of executive attention from early to middle childhood across cultures.* Manuscript submitted for publication, University of Alberta.
2. Russell, M. J., **Masuda, T.**, & Li, L. M. W. (under review). *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.
1. **Masuda, T.**, Nand, K., Lee, H, Shimizu, Y., Takada, A., Uchida, Y., Senzaki, S., & Kodama, M. (under review). *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

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 seiyoujin 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 hokosei: 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 oubei ni okeru bunsekiteki 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

5. A symposium at the bi-annual meeting of International Association of Cross-Cultural Psychology, 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). 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 henyō to jiji: “Kokoro no seishitū” 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 22nd 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

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 enmeshments 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). *Bunkatokuyū no chūi 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 tsykuru bunka: Kyoyu sareta hyosho ya shinnen ni kansuru kento [Culture created by the mind: Examining shard 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: Gankyundo 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 chyuuui*. [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 bunkashinrigakukenkyu* [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=72035e93cd6dde4e8f12e9c437a09ac7842343cbbedf62b70>. (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
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
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
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Hitotsubashi University, Business School Graduate Program

Advanced Research Methods: Experimental Approach	Summer 2017
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Student SupervisionsUniversity 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 candidate, 2014-present)
- Doctoral Student Co-Supervision: Jianhui Song, PhD (2008-2010)
- Master's Student Supervision: Kristina Nand MA (2012-2014)
- 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)
 Mantou Lau (PhD candidate, 2012-present)
 Michael Sharp (PhD student, 2013-present)
- Master's Student Supervisory Committee: Yang Fang, MA (2013)
- 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-present)
 Bryce Hoy (Honour's student, 2016-present)
 Daniel Ennett (Honour's student, 2016-present)
 Karis Koh (Honour's student, 2017-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 candidate, 2013-present)
 Doctoral Student External Examiner: Jingjing Gui (PhD candidate, 2014-present)

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)

University of Melbourne, Psychology

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

Community Experiences

2017-present President, Metro Edmonton Japanese Community School

Administrative Experiences

2008-present Member of the Psychology Subject Pool Committee, University of Alberta
 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**

2017-present Journal of Personality and Social Psychology-Attitude and Social Cognition
 2016-present Frontiers in Psychology: Cultural Psychology
 2015-present Journal of Cross-Cultural Psychology

Consulting Editor

2014-present Journal of Personality and Social Psychology-Interpersonal Relations and Group Processes
 2014-present Asian Journal of Social Psychology
 2009-2015 Journal of Cross-Cultural Psychology
 2008-present 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
 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
Cognitive Science Society
Canadian Psychological Society
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

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: **5.035**—Source: ISI Web of Knowledge, Journal Citation Reports 2008 Journal Summary List.
 Citation: Cited **1049** times—Source: Google Scholar Citations,
 Other Information:
 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) **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: **5.035**—Source: ISI Web of Knowledge, Journal Citation Reports 2008 Journal Summary List.
 Citation: Cited **411** 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*.

- (3) **Masuda, T., & Nisbett, R. E.** (2006). Culture and change blindness. *Cognitive Science, 30*, 381-399.
 Role: Principal Investigator.
 Impact Factor: **2.385**—Source: ISI Web of Knowledge, Journal Citation Reports 2008 Journal Summary List
 Citation: Cited **338** times—Source: Google Scholar Citations.

- (4) **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.
 Impact Factor: **2.455**—Source: ISI Web of Knowledge, Journal Citation Reports 2008 Journal Summary List.
 Citation: Cited **198** times —Source: Google Scholar Citations.

- (5) **Masuda, T., & Kitayama, S.** (2004). Perceiver-induced constraint and attitude attribution in Japan and the US: A case for the cultural dependence of the correspondence bias. *Journal of Experimental Social Psychology, 40*, 409-416.
 Role: Principal Investigator.
 Impact Factor: **2.500**—Source: ISI Web of Knowledge, Journal Citation Reports 2008 Journal Summary List.
 Citation: Cited **73** times—Source: Google Scholar Citations.

- (6) **Masuda, T.**, Wang, H., Ishii, K., & Ito, K. (2012). Do surrounding figures' emotions affect the judgment of target figure's emotion?: Comparing the patterns of eye-movement between European-Canadians, Asian-Canadians, Asian International Students, and Japanese. *Frontier in Integrative Neuroscience*, 6:72. doi: 10.3389/fnint.2012.00072.
Role: Principal Investigator.
Impact Factor: **2.455**—Source: ISI Web of Knowledge, Journal Citation Reports 2008 Journal Summary List.
Citation: Cited **36** times—Source: Google Scholar Citations.
- (7) **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
Role: Principal Investigator.
Impact Factor: **2.653**— <http://www.tandfonline.com/loi/pcns20>
Citation: Cited **16** times—Source: Google Scholar Citations.
- (8) Wang, H., **Masuda, T.**, Ito, K., & Rashid, M. (2012). How Much Information? East Asian and North American Cultural Products and Information Search Performance. *Personality and Social Psychology Bulletin*, 38, 1539-1551.
Role: Co-Investigator & Supervisor.
Impact Factor: **2.455**—Source: ISI Web of Knowledge, Journal Citation Reports 2008 Journal Summary List.
Citation: Cited **30** times—Source: Google Scholar Citations.
- (9) 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
Role: Co-Investigator & Supervisor.
Impact Factor: **3.234**—https://www.researchgate.net/journal/1932-6203_PLoS_ONE
Citation: Cited **13** time—Source: Google Scholar Citations.
- (10) 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: **9.380**—Source: www.pnas.org/misc/about.html
Citation: Cited **549** times—Source: Google Scholar Citations.
Other Information: Requested book reprints twice.