

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.

E-mail himada2022@gmail.com; Hiroataka.Imada@rhul.ac.uk

BIOGRAPHY

Hiroataka (Hiro) Imada is a lecturer (assistant professor) at Royal Holloway, University of London, specialising in cooperation and intergroup relations. Drawing on social psychology, behavioural economics, and evolutionary sciences, his research investigates how individuals and groups navigate social dilemmas, situations involving conflicts of interest. Specifically, his work examines the psychological and ecological foundations of cooperation across diverse social contexts, ranging from prosocial giving and pro-climate actions. His work has been published in leading journals, including *Nature Communications*, *Communications Psychology*, *Group Processes & Intergroup Relations*, and *Evolution and Human Behavior*.

His work has advanced theoretical understanding of intergroup cooperation by addressing debates between social identity theory and group-bounded indirect reciprocity perspective (e.g., Imada & Brewer, 2026; Imada, Ito, et al., 2024; Imada, Mifune, et al., 2024), and by integrating two conflicting perspectives, group-bounded and unbounded indirect reciprocity perspectives, into a unified account, dynamic indirect reciprocity (Imada et al., 2023). Going beyond theoretical contributions, my work seeks to bridge theory and practice by addressing pressing societal challenges such as climate change (Geiger, Köhler, et al., 2025; Geiger, Imada, et al., 2025; Imada et al., 2025) and loneliness (Bellucci et al., 2025).

Hiro is committed to open science and the promotion of transparent and reproducible research practices. He has published a few replication and extension papers (e.g., Imada et al., 2022) as well as several registered reports (e.g., Imada et al., 2023). In addition to practising open science, he actively supports capacity building in this area, having organised and delivered workshops on open science practices for students and early career researchers.

As a Japanese scholar trained and currently based in the UK, Hiro is strongly committed to supporting scholars from underrepresented and resource-limited regions. He actively mentors junior scholars in Japan by offering career guidance, English writing support, and feedback on their research. Recently, he delivered a one-day workshop on academic career building and publishing for doctoral students and early-career scholars at Osaka Metropolitan University. He continues to advocate for more inclusive psychological science and for fostering equitable opportunities for the next generations of researchers.

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

- 2025 Leverhulme Research Project Grant
Hirotaka Imada (P.I.)
Intergroup Pluralistic Ignorance and Intergroup Cooperation for Climate Change
£486,518
- 2025 Research Training Funding by SENSS Doctoral Training Partnership
Hirotaka Imada (P.I.)
Beyond Academia: Psychology PhD and non-academic career pathways
£1,500
- 2024 The Project Grant by the Co-creation for Disaster Resilience, IRIDeS
Keiko Mizuno, **Hirotaka Imada (CoP.I.)**, Ryota Takano, Wakaba, Tateishi, Ryo Saito
Development of experimental paradigm to study post-disaster cooperation and well-being
500,000 JPY
- 2023 The Murata Science Foundation Research Grants
Hirotaka Imada (P.I.) Makito Takei
National identification and the emergence of audience costs
2630,000 JPY
- 2023 The Project Grant by the Co-creation for Disaster Resilience, IRIDeS
Hirotaka Imada (P.I.), Ryo Saito, Ryota Takano, Keiko Mizuno, Wakaba Tateishi
Development of experimental paradigm to study post-disaster cooperation and well-being
400,000 JPY
- 2023 European Association of Social Psychology Seedcorn Grant
Hirotaka Imada (P.I.), Fiona Kazarovytska, Jannis Kreienkamp, Eugene K. Ofosu
The Role of Power Construal in Shaping Out-group Helping Under Power Asymmetry
3,000 EUR
- 2022 Japanese Society of Social Psychology Early Career Researcher Grant
Hirotaka Imada (P.I.), Ryota Takano, Wakaba Tateishi
Post-disaster cooperation in an unequal society
100,000 JPY

- 2022 Young Researcher Award by Disaster Prevention Association
Hirotaka Imada (P.I.)
Young Researcher Award by Disaster Prevention Association
Post-disaster cooperation: do people cooperate to face post-disaster resource scarcity?
400,000 JPY
- 2021 University of Kent COVID Mitigation Fund
Hirotaka Imada (P.I.)
Research on power, reputation, and cooperation (top up funding for the PhD project)
300 GBP

Honours and Awards

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

* Corresponding author

2025

*Takei, M., Moon, C., & Imada, H. (Stage 1 Registered Report accepted in principle). Audience costs in the eyes of an adversary. *Research and Politics*.

Psychological Science Accelerator. (Stage 1 Registered Report accepted in principle). Think political leader – think he or she? A multi-country test of a gender fair language intervention for stereotype bias. The *Leadership Quarterly*. [role: the local language coordinator]

*Fan, L., Molho, C., Imada, H., Tybur, J. M., & van Leeuwen, F. (2025). Anger, disgust, and their link to aggressive punishments in the East: Testing the socio-functional account of condemning moral emotions in Japan. *Cognition and Emotion*.
<https://doi.org/10.1080/02699931.2025.2572709>

Gligorić, V., Jost, J. T., Pezzia, A. E., Balabanova, A., Carlevari, A. V., Lazar, A., Kende, A., ... Imada, H., ... Khosrowtaj, Z. (2025). Macro-Economic Inequality and National Stereotypes in 45 Non-Western Countries. *Social Psychological and Personality Science*.
19485506251370424. <https://doi.org/10.1177/19485506251370424>

*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.

- (2025). *The Journal of Social and Political Psychology*, 13(2), 210-222.
<https://doi.org/10.5964/jspp.16589>
- *Bellucci, G., Imada, H., Fett, A., & Ito, A. (2025). Neurocomputational mechanisms of maladaptive behaviours in loneliness. *Trends in Cognitive Sciences*.
<https://doi.org/10.1016/j.tics.2025.07.007>
- *Geiger, S. J., Imada, H., Maharja, C., Powdthavee, N., Vitale, V., Zhang, L., Rosa, C. D., (...) White, M. P. (2025). Understanding the role of pluralistic ignorance in biodiversity conservation: A research agenda. *Global Environmental Change*, 95, 103043.
<https://doi.org/10.1016/j.gloenvcha.2025.103043>
- *[†]Lalot, F., [†]Imada, H., Hophthrow, T., & Abrams, D. A (2025). Driving Change: A Scoping Review of Psychological Interventions to Reduce Engine Idling and Air Pollution. *Journal of Environmental Psychology*, 106, 102691. <https://doi.org/10.1016/j.jenvp.2025.102691> [[†] joint first authorship]
- Willcox, K., Imada, H., Rumble, A., Yansen, D., & *Brewer, M. B. (2025). Effects of Race and Political Identity on Interpersonal Cooperation: A Secondary Analysis and Replication. *Political Psychology*. <https://doi.org/10.1111/pops.70047>
- *Imada, H., Inoue, Y., Yamamoto-Wilson, A., Saijo, T., & Mifune, N. (2025). Ingroup favoritism and outgroup derogation in intergenerational cooperation. *Communications Psychology*, 3(1), 89. <https://doi.org/10.1038/s44271-025-00272-z>
- *D'Ottone, S., Travaglino, G. A., Burgmer, P., Giammusso, I., Imada, H., Mao, Y., Mirisola, A., ... & Ozeki, M. (2025). When Confidence in Institutions Backfires: Power-Distance Orientation Moderates the Relationship Between Institutional Trust and Civic Honesty Across Eight Countries. *International Journal of Psychology*, 60(4), e70059.
<https://doi.org/10.1002/ijop.70059>
- Ackerman, J. M., Samore, T., Fessler, D. M. T., Kupfer, T. R., Choi, S., Merrell, W. N., Aarøe, L., ... Imada, H., ... Žeželj, I. (2025). I see sick people: Beliefs about sensory detection of infectious disease are largely consistent across cultures. *Brain, Behavior, and Immunity*, 128, 737–750. <https://doi.org/10.1016/j.bbi.2025.04.020>
- *Ito, A., Himichi, T., Imada, H., Takashima, R., Haslam, A., McMillan, B., & Igarashi, T. (2025). Validity of online social identity mapping (oSIM) in Japan. *Japanese Psychological Research*. <https://doi.org/10.1111/jpr.12591>
- *Geiger, S. J., *Köhler, J. K., Delabrida, Z. N. C., Garduño-Realivazquez, K. A., Haugestad, C. A. P., Imada, H., Iyer, A., Maharja, C., ... & White, M. P. (2025). What We Think Others Think and Do About Climate Change: A Multicountry Test of Pluralistic Ignorance and Public-Consensus Messaging. *Psychological Science*, 36(6), 421–442.
<https://doi.org/10.1177/09567976251335585>

[†]Horsham, Z., [†]Haydock-Symonds, A., [†]Imada, H., Tai, H., Lau, W., Shum, T., Zeng, Y., Chow, H., & Feldman, G. (2025). Does learning more about others impact liking them?: Replication and extension Registered Report of Norton et al. (2007)'s Lure of Ambiguity. Royal Society Open Science, 12, 250441. <https://doi.org/10.1098/rsos.250441> [[†]joint first authorship]

*Imada, H., Kopilovitch, R., & Zultan, R. (2025). Ingroup favoritism in cooperation in a dynamic intergroup context: Data from Israeli professional volleyball players. *Judgment and Decision Making*, 20, e21. <https://doi.org/10.1017/jdm.2025.9>

Patton, B., & *Imada, H. (2025). The evaluation of negative gossipers: Testing the role of group membership and social anxiety. *Cogent Psychology*, 12(1), 2489219. <https://doi.org/10.1080/23311908.2025.2489219>

*Chobthamkit, P., Sutton, R. M., English, A. S., Ashraf, F., Cayubit, R. F. O., Chaleeraktragoon, T., ... Imada, H., ... Yusoff, A. M. (2025). Belief in a just world for the self and others, Karma, system justification, and well-being during COVID-19 pandemic: Evidence from 15 Asian nations. *Asian Journal of Social Psychology*, 28(1), e12667. <https://doi.org/10.1111/ajsp.12667>

*Moon, C., Travaglino, G. A., Mirisola, A., Burgmer, P., Imada, H., Giammusso, I., D'Ottone Campana, S. A., Ozeki, M., & Nawata, K. (2025). State Responsiveness, Collective Efficacy, and Threat Perception: Catalyst and Complacency Effects in Opposition to Crime Across Eight Countries. *British Journal of Social Psychology*, 64(1), e12832. <https://doi.org/10.1111/bjso.12832>

*Travaglino, G. A., Mirisola, A., Moon, C., Burgmer, P., Imada, H., Giammusso, I., D'Ottone, S. C., ... Abrams, D. (2025). The Psychology of Criminal Authority: Introducing the Legitimacy of Secret Power Scale. *Group Processes and Intergroup Relations*, 28(3), 477-503. <https://journals.sagepub.com/doi/10.1177/13684302241290935>

2024

*Imada, H., Li, Y., Mifune, N., & Ohira, H. In-group Binding Moral Values and Reactive Behavioral Immune Responses (2024). *Current Psychology*, 43(46), 35471–35477. <https://doi.org/10.1007/s12144-024-07023-z>

Imada, H. (2024). A tale of two competing theories on ingroup favouritism. *Nature Reviews Psychology*, 3(11), 727–727. <https://doi.org/10.1038/s44159-024-00371-4>

*Imada, H., Ito, A., Hopthrow, T., Abrams, D., Willcox, K., Yansen, D., & Rumble, A. (2024). Cooperation and crossed categorization in a minimal group context: testing the bounded generalized reciprocity and social identity accounts. *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*. 27(8). <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., 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., 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., & Brewer, M. B. (2026). Cooperation in group contexts: a critical review of reciprocity and identity perspectives on ingroup favouritism. In G. Travaglino and C. Moon (Ed.). *The Handbook of Power, Conflict, and Social Identity*. De Gruyter.
- 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. Null results for the effect of the behavioral immune system on intergroup cooperation. PsyArXiv. 10.31234/osf.io/7gs3w.

[†]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., Imada, H., Maharja, C., Powdthavee, N., Vitale, V., Zhang, L., Rosa, C. D., (...) White, M. P. (2025). People across 11 countries underestimate public agreement about declining biodiversity. https://osf.io/preprints/osf/8jvrd_v1

Media Coverage

Imada, Hirotaka. “Why do people cooperate more with ingroup members than outgroup members?” *Character & Context, The Society of Personality and Social Psychology*. <https://spsp.org/news/character-and-context-blog/imada-in-group-out-group-member-cooperation>

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. (July, 2025). Intergroup cooperation in intergenerational social dilemmas. Invited Talk at Osaka Metropolitan University.

Imada, H. (June, 2025). Intergroup cooperation in intergenerational social dilemmas. Guest Lecture at University of Vienna.

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

Imada, H. (December, 2024). Cooperation, Ingroup Favouritism and Multiple Categorisation. Invited talk at the workshop on multiple categorisation, FernUniversität in Hagen.

Imada, H. (November, 2024). Indirect reciprocity and psychology of ingroup favouritism. Invited talk at Cooperation Colloquia. [LINK](#)

Imada, H. (November, 2024). Climate actions as intergroup intergenerational cooperation. Invited lecture at Rethinking the Future, an interdisciplinary event hosted by the National Institute of Science and Technology on Social and Affective Neuroscience, Mackenzie Presbyterian University.

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

Imada, H. (February, 2024). What can be done to promote environmental conservation: psychology of intergenerational cooperation. A seminar delivered at the International Union for Conservation of Nature – Japan.

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. (July, 2024). Bounded generalised reciprocity (BGR) and in-group favouritism: recent advancements and future directions. The 20th International Conference on Social Dilemmas

Imada, H. (June, 2024). 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., 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

English-Japanese translation for social science research

English editing and English writing tutoring for non-native speakers

REVIEWING EXPERIENCES

Personality and Social Psychological Bulletin
Nature Communications
Communications Psychology
Journal of Experimental Social Psychology
Group Processes & Intergroup Relations
Journal of Applied Social Psychology

Asian Journal of Social Psychology
Applied Economics
Scientific Reports
BMC Psychology
Current Psychology
Psychological Reports
Peer Community in Registered Reports

ASSOCIATION / SOCIETY MEMBERSHIPS

The Japanese Society of Social Psychology
European Association of Social Psychology

DEPARTMENTAL, UNIVERSITY, AND SOCIETY SERVICE

Organisational board member of the social identity small meeting (July 2026 at U of Kent)
Organisational board member of the social identity small meeting (June 2024 at U of Kent)
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 the University of Kent (2019-2020)