

# Cristina E. Salvador

## CONTACT INFORMATION

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## EDUCATION

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2021    **University of Michigan**  
Ph.D. in Social Psychology with Honors  
2018    **University of Michigan**  
M.S. in Social Psychology  
2015    **Pomona College**  
B.A. in Psychology with Distinction\*  
2015    **Pomona College**  
B.A. in Neuroscience

\*Awarded to the top senior thesis in the major

## ACADEMIC APPOINTMENTS

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2023- Present    **Duke University**  
Assistant Professor, Department of Psychology and Neuroscience  
2021-2023    **Duke University**  
Assistant Research Professor, Department of Psychology and Neuroscience  
2015-2016    **University of Michigan**  
Culture & Cognition Lab Manager, Department of Psychology

## HONORS AND AWARDS

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2024    **Sage Emerging Scholar Award**  
Awarded for outstanding research achievements by early career scholars  
0-3 years post PhD, Society for Personality and Social Psychology  
2023    **Wegner Theoretical Innovation Prize**  
Awarded for most innovative theoretical contribution published in 2022,  
Society for Personality and Social Psychology  
2023    **Winner of the Special Competition for Young Investigators**  
Time-sharing Experiments for the Social Sciences (TESS)  
2022    **Harry and Pola Triandis Doctoral Thesis Award Runner-up**  
International Association for Cross-Cultural Psychology  
2021    **Marquis Award Nominee**  
Best Dissertation in Social Psychology, University of Michigan

- 2021 **Brickman Memorial Prize**  
Best predoctoral paper in Social Psychology, University of Michigan
- 2021 **Phi Kappa Phi Honor Society Inductee**  
Top 10% of Ph.D. Students, University of Michigan
- 2021 **Outstanding Research Award**  
Society for Personality and Social Psychology
- 2020 **Outstanding Graduate Student Instructor Nominee**  
Psychology Department, University of Michigan
- 2020 **Outstanding Research Mentor Nominee**  
Undergraduate Research Opportunity Program, University of Michigan
- 2019 **Summer Institute for Social and Personality Psychology (SISPP) Participant**  
Selected for a two-week summer course on Moral Psychology at NYU
- 2019 **Outstanding Research Mentor Nominee**  
Undergraduate Research Opportunity Program, University of Michigan
- 2016 **Rackham Merit Fellow**  
Awarded to top incoming graduate students, University of Michigan
- 2015 **Psychology Prize**  
Awarded to the top graduating senior based on the senior thesis.
- 2015 **Pomona College Scholar**  
A distinction awarded to the top quarter of students in each class as determined by semester grade point average.
- 2014 **Diversity Recruitment Weekend Participant**  
Psychology Ph.D. recruitment event, University of Michigan
- 2014 **Sigma Xi Associate Member**  
Scientific Research Honor Society

## **EXTERNAL GRANTS**

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- 2023 **National Science Foundation Subaward to Time Series Experiments for Social Science (TESS)**  
“Varieties of Interdependence in the United States: A Comparison of Latinx, East Asian, African and European Americans”  
**P.I.** with Mercedes Muñoz, Total costs: \$ 10,000
- 2019-2022 **National Science Foundation**  
“Globalizing Cultural Psychology: Varieties of Interdependence Across Four Regions of the World”  
**GSRA.** PI. Shinobu Kitayama, Total costs: \$ 452,333  
Note. Could not be listed as Co-PI as a graduate student.
- 2019 **Society for Personality and Social Psychology**  
Conference Travel Award  
**PI.** Total costs: \$500

## INTERNAL GRANTS

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- 2025-2026 **Charles Lafitte Foundation Program, Duke University**  
“Social Perception in Latin America: An Exploration of Models of Agency and Attribution”  
**Faculty Advisor.** with Natalia Espinosa. Total costs: \$4,597
- 2024-2025 **Bass Connections, Duke University**  
“Understanding Conflict Resolution in Latin America”  
**PI.** Total costs: \$25,710.50
- 2024 **Mellon Faculty Research Travel Award, Center for Latin American Studies, Duke University**  
“Cognitive Style in Latin America”  
**PI.** Total costs: \$2,000
- 2024 **Mellon Travel Award, Center for Latin American Studies, Duke University**  
“Avoided Emotions in Latin America”  
**PI.** Total costs: \$500
- 2024-2025 **Charles Lafitte Foundation Program, Duke University**  
“Cultural differences in judgments of masculinity and social norms”  
**Faculty Advisor.** with Kirby Lam and Sarah Gaither. Total costs: \$3,010
- 2023-2024 **Charles Lafitte Foundation Program, Duke University**  
“Latin American Forms of Agency: An Analysis of the 2022 Fifa World Cup Players”  
**Faculty Advisor.** with Natalia Espinosa. Total costs: \$2,940
- 2022-2023 **Social Science Research Institute Grant, Duke University**  
“Understanding the Development of Latino Self-identification and its’ Psychological Consequences”  
**Co-PI.** with Sarah Gaither and Mercedes Muñoz. Total costs: \$ 12,495
- 2019 **Rackham International Research Award, University of Michigan**  
“Varieties of Interdependence in Latin America”  
**PI.** Total costs: \$4,500
- 2018 **Leonard Small Award, University of Michigan**  
“How Generics Are Used to Express Norms in Spanish”  
**Co-PI.** with Ariana Orvell, Total costs: \$5,000  
Note. Annual grant awarded to the top international research proposal.
- 2018 **Ruth C. Hamill Award, University of Michigan**  
“Latin American Interdependence: Positive and Emotionally Expressive”  
**PI.** Total costs: \$1,500  
Note. Annual award for the top research proposal in Social Psychology
- 2018 **Inter-university consortium for Political and Social Research, University of Michigan**  
Training Grant for Advanced Statistics  
**PI.** Total costs: \$2,466

- 2018 **Robert B. Zajonc Scholar Fund Recipient, University of Michigan  
Institute for Social Research**  
“The Neuroscience of Social Norms”  
**PI.** Total costs: \$5,000
- 2018 **Pre-candidate Research Award, University of Michigan**  
“The Neuroscience of Social Norms”  
**PI.** Total costs: \$1,500
- 2017 **Leonard Small Award, University of Michigan**  
“Cultural Variation in Self-enhancement: A US-Taiwan Comparison”  
**PI.** Total costs: \$2,500  
Note. Annual grant awarded to the top international research proposal.
- 2016-2019 **Undergraduate Research Opportunity Grant, University of Michigan**  
“Cultural Differences in Social Norms: A Neuroscience Approach”  
**PI.** Total costs: \$4,500
- 2014 **Summer Undergraduate Research Grant, Pomona College**  
“How Interdependence Influences Group-learning in Latin America”  
**PI.** Total costs: \$7,200

## **PUBLICATIONS**

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\*denotes equal contribution

+denotes student mentee

19. **Salvador, C.E.**, Idovro-Carlier, S., Ishii, K., Torres Castillo, C., Nanakdewa, K., Canale, F., San Martin, A., Savani, K. & Kitayama, S. (2025) Self-enhancement in Latin America: Is It Linked to Interdependence? *Personality and Social Psychology Bulletin*. <https://doi.org/10.1177/01461672241309387>.
18. Eastwick, P. W., Sparks, J., Finkel, E. J., Meza, E. M., Adamkovič, M., Adu, P., Ai, T., Akintola, A. A., Al-Shawaf, L., Apriliawati, D., Arriaga, P., Aubert-Teillaud, B., Baník, G., Barzykowski, K., Batres, C., Baucom, K. J., Beaulieu, E. Z., Behnke, M., Butcher, N., Charles, D. Y., Chen, J. M., Cheon, J. E., Chittham, P., Chwiłkowska, P., Cong, C. W., Copping, L. T., Corral-Frías, N. S., Ćubela Adoric, V., Dizon, M., Du, H., Ehinmowo, M. I., Escribano, D. A., +Espinosa, N. M., Expósito, F., Feldman, G., Freitag, R., Frias Armenta, M., Gallyamova, A., Gillath, O., Gjoneska, B., Gkinopoulos, T., Grafe, F., Grigoryev, D., Groyecka-Bernard, A., Gunaydin, G., Ilustrisimo, R., Impett, E., Kačmár, P., Kim, Y., Kocur, M., Kowal, M., Krishna, M., Labor, P. D., Lu, J. G., Lucas, M. Y., Małeck, W. W., Malinakova, K., Meißner, S., Meier, Z., Misiak, M., Muise, A., Novák, L., O., J., Özdoğru, A. A., Park, H. G., Paruzel, M., Pavlović, Z., Püski, M., Ribeiro, G., Roberts, S. C., Röer, J. P., Ropovik, I., Ross, R. M., Sakman, E., **Salvador, C. E.**, Selcuk, E., Skakoon-Sparling, S., Sorokowska, A., Sorokowski, P., Spasovski, O., Stanton, S. C. E., Stewart, S. L. K., Swami, V., Szaszi, B., Takashima, K., Tavel, P., Tejada, J., Tu, E., Tuominen, J., Vaidis, D., Vally, Z., Vaughn, L. A., Villanueva-Moya, L., Wisnuwardhani, D., Yamada, Y., Yonemitsu, F., Zidkova, R., Živná, K., & Coles, N. A. (2024). A

worldwide test of the predictive validity of ideal partner preference-matching. *Journal of Personality and Social Psychology*.  
<https://doi.org/10.1037/pspp0000524>.

17. **Salvador, C.E.**, White, C.W. & Ai, T. (2024) Who is your biggest critic? Cultural variation in moral judgements of the self and others. *Journal of Cross-Cultural Psychology*. <https://doi.org/10.1177/00220221241255673>.
16. <sup>+</sup>Zhou, J., <sup>+</sup>West, T.N., Lee, S., Choi, I., Hitokoto, H., Otake, K., Fredrickson, B.L. & **Salvador, C.E.** (2024) Does culture shape the way positive emotions resonate in day-to-day interactions? Testing relational mobility as a mechanism. *Journal of Cross-Cultural Psychology*. <https://doi.org/10.1177/00220221241235926>.

15. **Salvador, C.E.**, Idovro-Carlier, S., Ishii, K., Torres Castillo, C., Nanakdewa, K., Savani, K., San Martin, A. & Kitayama, S. (2023) Emotionally Expressive Interdependence in Latin America: Triangulating Through a Comparison of Three Cultural Regions. *Emotion*. <https://doi.org/10.1037/emo0001302>.

**Featured in [Science News](#), [Michigan News](#), [Phys.Org](#) and [Trinity Communications](#)**

14. Kitayama, S., **Salvador, C.E.** & Ackerman, J.M. (2023) The Germ Aversion Paradox: When Germ Aversion Predicts Reduced Alpha Power Suppression to Norm Violations. *Current Research in Ecological and Social Psychology*, 100150. <https://doi.org/10.1016/j.cresp.2023.100150>.
13. Kitayama, S. & **Salvador, C.E.** (2023) Cultural Psychology: Beyond East and West, *Annual Review of Psychology*. <https://doi.org/10.1146/annurev-psych-021723-063333>.
12. Kitayama, S., **Salvador, C.E.**, Nanakdewa, K., Rossmair, A., San Martin, A. & Savani, K. (2022) Varieties of Interdependence and the Emergence of the Modern West: Toward the Globalizing of Psychology. *American Psychologist*, 77(9), 991–1006. <https://doi.org/10.1037/amp0001073>.

**Winner of the 2023 SPSP [Wegner Theoretical Innovation Prize](#)**

11. **\*Salvador, C.E.**, **\*Orvell, A.**, Kross, E. & Gelman, S. (2022) How Spanish speakers express norms using generic person markers. *Scientific Reports*. <https://doi.org/10.1038/s41598-022-08675-2>.
10. Kitayama, S., Camp, N.P. & **Salvador, C.E.** (2022). Culture and the COVID-19 Pandemic: Multiple Mechanisms and Policy Implications. *Social Issues and Policy Review*. 16(1), 164–211. <https://doi.org/10.1111/sipr.12080>.

9. **Salvador, C.E.**, Kraus, B.T., Kamikubo, A., Karasawa, M., Hu, J.F. & Kitayama, S. (2021) Self-referential Processing Accounts for Cultural Variation in Self-Enhancement vs. Criticism: An Electrocortical Investigation, *Journal of Experimental Psychology: General*. <https://doi.org/10.1037/xge0001154>.

**Featured in [Scientific American](#)**

8. Kraus, B.T., **Salvador, C.E.**, Kamikubo, A., Karasawa, M., Hu, J.F. & Kitayama, S. (2021) Oscillatory Alpha Power at Rest Reveals an Independent Self: A Cross-cultural Investigation, *Biological Psychology*, 163, 108118. <https://doi.org/10.1016/j.biopsycho.2021.108118>.
7. Yu, Q., **Salvador, C.E.**, Melani, I., Berg, M.K. & Kitayama, S. (2021) Racial Residential Segregation and Economic Disparity Jointly Exacerbate the COVID-19 Fatality in Large American Cities. *Annals of the New York Academy of Sciences*. <https://doi.org/10.1111/nyas.14567>.
6. **Salvador, C.E.**, Kraus, B.T. Ackerman, J.M., Gelfand, M.J. & Kitayama, S. (2020) Interdependent Self-Construal Predicts Reduced Sensitivity to Norms Under Pathogen Threat: An Electrocortical Investigation, *Biological Psychology*. <https://doi.org/10.1016/j.biopsycho.2020.107970>.
5. **Salvador, C.E.**, Berg, M.K., Yu, Q., San Martin, A. & Kitayama, S. (2020) Relational Mobility Predicts Faster Spread of COVID-19: A 39 Country Study, *Psychological Science*. <https://doi.org/10.1177/0956797620958118>.

**Winner of the [SPSP Outstanding Research Award](#) and Brickman Memorial Prize**

4. Berg, M.K., Yu, Q., **Salvador, C.E.**, Melani, I. & Kitayama, S. (2020) Mandated Bacillus Calmette-Guérin (BCG) Vaccination Predicts Flattened Curves For The Spread of COVID-19, *Science Advances*, eabc1463. <https://doi.org/10.1126/sciadv.abc1463>.
3. **Salvador, C.E.**, Mu, Y., Gelfand, M.J. & Kitayama, S. (2020) When Norm Violations Are Spontaneously Detected: An Electrocortical Investigation, *Social Cognitive and Affective Neuroscience*, 15(3), 319–327. <https://doi.org/10.1093/scan/nsaa035>.
2. Hurley, E. A., **Salvador, C. E.**, & English, K. A. (2018). Self-construal and Communalism in Costa Rica: Subjective Attitudes vs. Implicit Behavioral Tendencies, *Current Psychology*. <https://doi.org/10.1007/s12144-018-0096-0>.
1. Kitayama, S., & **Salvador, C. E.** (2017). Culture Embrained: Going Beyond the Nature-Nurture Dichotomy. *Perspectives on Psychological Science*, 12(5), 841–854. <https://doi.org/10.1177/1745691617707317>.

## BOOK CHAPTERS

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2. **Salvador, C.E.**, <sup>+</sup>Lam, K. & <sup>+</sup>Munoz, M. (invited chapter in preparation) Social and Emotion Norms: Features and Cultural Variation. In Yik, M. (Eds.), *Handbook of Culture and Emotion*. Oxford University Press.
1. Kitayama, S., Varnum, M.E.W. & **Salvador, C.E.** (2019). Cultural Neuroscience. In D. Cohen & S. Kitayama (Eds.), *Handbook of Cultural Psychology*, 2nd Edition (pp.79-118). New York, NY: The Guilford Press.

## MANUSCRIPTS UNDER REVIEW

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Tsai, J.L., [45 coauthors], **Salvador, C.E.**, [17 coauthors] & Zhou, X. (revise & resubmit) Two Decades of Ideal Affect: Enduring and Emerging Patterns.

Osei-Tutu, A., **Salvador, C.E.**, Thalmayer, A., Ishii, K., Wang, E., Naude, L., Suo, T., Shino, E., Rossmailer, A., Asatsa, S., Thomas, C. & Kitayama, S. (revise & resubmit) Emotional Dynamics in Sub-Saharan Africa: Self-Promotive Interdependence in Action.

Nanakdewa, K., Savani, K., **Salvador, C.E.**, <sup>+</sup>Rossmailer, A., Srivastava, A., Shahnawaz, G., Pandey, N., San Martin, A., Kühnen, U. & Kitayama, S. (revision resubmitted) Analytic Cognition Without Self-Enhancement in South Asian Cultural Contexts: Another Form of Interdependence?

\*Han, Y., \***Salvador, C.E.** & Kitayama, S. (under review) The Role of Social Norms in Coping with COVID-19: A Real-Time Analysis of Google Search Data.

<sup>+</sup>Liu, C., <sup>+</sup>Espinosa, N.M. & **Salvador, C.E.** (under review). Cultural differences in elicitors of love and gratitude: A comparison between the US, China, and Chile. <https://osf.io/preprints/psyarxiv/jkfsx/>

**Salvador, C.E.**, <sup>+</sup>Lam, K.T., Karasawa, M., King, T., Rajaram, N., Gelfand, M.J. & Kitayama, S., (under review) How do Genes and Culture influence the Sensitivity to Social Norms? Exploring the DRD4-Culture Interaction on N400

## MANUSCRIPTS IN PREPARATION

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<sup>+</sup>Muñoz, M., Orvell, A. & **Salvador, C.E.** (in revision) One Country, One People? Cultural Variation in the Perceived Strength of Norms Among Racial Ethnic Minorities in the United States.

<sup>+</sup>Espinosa, N.M. & **Salvador, C.E.** (in revision) Do Different Features of Interdependence have the same Psychological Consequences? An Examination of Dispositional Bias. <https://osf.io/preprints/psyarxiv/zxbtc>

<sup>†</sup>Kim, Y., Ackerman, J.M. & **Salvador, C.E.** (in preparation) Are All Threats Processed the Same Way? Disgust Shows a Distinct Physiological Response than Other Threats.

Murray S.,...**Salvador, C.E.**, ... & Smith, K. (preprint). A Cross-cultural Study of Everyday Moral Experiences. <https://osf.io/jktnv/download>.

## **INVITED TALKS**

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- Cultural Psychology Pre-conference (February 2025)
- APS Conference Invited Speaker (May 2024)
- University of Pennsylvania, Invited Speaker at the “Publishing, Communicating, and Conducting Research in Social Psychology Meeting” (April 2024)
- Moral Psychology Research Group Keynote Speaker (April 2024)
- University of California, Davis-Social/Personality Psychology Series (November 2023)
- York University, Canada-Social/Personality Psychology Series (October 2023)
- University of North Carolina at Chapel Hill – The Love Consortium Global Gratitude Summit, Invited Panelist (September 2023)
- University of North Carolina at Greensboro – Experimental Psychology Seminar (August 2022)
- University of North Carolina at Chapel Hill – Social Psychology Summer Series (June 2022)
- Cultural Psychology Pre-conference (February 2022)
- University of North Carolina at Chapel Hill – Social Psychology Brown Bag Series (January 2022)
- Duke University – Clinical Science Anti-Racism Series (October 2021)
- University of Virginia – Social Psychology Speaker Series (September 2021)
- Argentinian Social Neuroscience Society– Philosophy and Neuroscience Speaker Series (September 2021)

## **CHAired SYMPOSIA**

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*Morality and the Self: Insights from Cognitive, Social and Cultural Psychology.* Symposium at the Society for Experimental Social Psychology, Santa Fe, NM. Chair.

*The sociocultural psychology of Mexicans and Mexican Americans* (2024). Symposium at the Society for Personality and Social Psychology, San Diego, CA. Mentee Natalia Espinosa was Co-Chair.

*Novel Methods and Applications for Measuring Cultural Distance Between Groups* (2024). Symposium at the Society for Personality and Social Psychology, San Diego, CA. Mentee Patrick Reyes was Co-Chair.



*Innovations in Research on Emotion in Non-WEIRD Contexts* (2022). Symposium at the Society for Personality and Social Psychology, San Francisco, CA. Chair.

*Self- and Other-Perception: New Insights and Approaches* (2020). Single Presenter Symposium at the Society for Personality and Social Psychology, New Orleans, LA. Chair.

## CONFERENCE TALKS

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**Salvador, C.E.,** Osei-Tutu, A., Thalmayer, A., Ishii, K., Wang, E., Naude, L., Suo, T., Shino, E., Rossmailer, A., Asatsa, S., Thomas, C. & Kitayama, S. (2025) *Emotional Dynamics in Sub-Saharan Africa: Self-Promotive Interdependence in Action*. Talk presented at the Society for Personality and Social Psychology, Dever, CO. Symposium: Lessons from Africa: Cognition, Emotion, Values, and Intergroup Relations. Organizer: Amber Gayle Thalmayer

**Salvador, C.E.,** White, C.W. & Ai, T. (2024) *Who is your biggest critic? Cultural variation in moral judgements of the self and others*. Talk presented at the Society for Experimental Social Psychology, Santa Fe, NM.

**Salvador, C.E.,** <sup>+</sup>Espinosa, N.M. & Koopman-Holm, B. (2024) *Cultural Differences in Avoided Emotions: A Comparison between Latin Americans, East Asians, and European Americans*. Talk presented at the Association for Psychological Science (APS), San Francisco, CA. Symposium: Capturing the Role of Culture in Emotion and Emotion Regulation: Recent Advances and Future Directions, Organizer: Mark Shuquan Chen

**Salvador, C.E.,** <sup>+</sup>Liu, C. & <sup>+</sup>Espinosa, N.M. (2024) *Cultural differences in elicitors of love and gratitude: A comparison between the US, China, and Chile*. Talk Presented at The Love Consortium Conference, Chapel Hill, NC. Organizer: Sara Algoe.

**Salvador, C.E.,** Nanakdewa, K., Savani, K., <sup>+</sup>Rossmailer, A., Srivastava, A., Shahnawaz, G., Pandey, N., San Martin, A., Kühnen, U. & Kitayama, S. (2024). *Analytic Cognition Without Self-Enhancement in South Asian Cultural Contexts: Another Form of Interdependence?* Talk Presented at the Society for Personality and Social Psychology Conference, San Diego, CA. Symposium: Understanding Asians Unseen Diversity, Experiences and Challenges. Organizer: Jackson Lu.

<sup>+</sup>Reyes, P.G.M., White, C.J.M. & **Salvador, C.E.** (2024). *The West and the Rest: Cultural Distance as a Tool to Examine Global Variation in Values*. Talk

Presented at the Society for Personality and Social Psychology Conference, San Diego, CA. Symposium: Novel Methods and Applications for Measuring Cultural Distance Between Groups. Organizers: Cindel White and Patrick Reyes<sup>+</sup>.

<sup>+</sup>Espinosa, N. & **Salvador, C.E.** (2024) *Do different features of interdependence have the same consequences? Familial Respect predicts dispositional bias.* Talk Presented at the Society for Personality and Social Psychology Conference, San Diego, CA. Symposium: The sociocultural psychology of Mexicans and Mexican Americans. Organizers: Henry Lopez and Natalia Espinosa<sup>+</sup>.

- Also Talk at the 2024 National Latinx Psychological Association, Puerto Rico.

<sup>+</sup>Muñoz, M., **Salvador, C.E.** & Gaither, S.E. (2023) *What is your race? Examining racial self-identification in Latino children.* Data Blitz Talk at the Society for Personality and Social Psychology Conference, Atlanta, GA.

<sup>+</sup>Zhou, J., **Salvador, C.E.**, <sup>+</sup>West, T. & Fredrickson, B. (2023) *How does culture shape positivity resonance? Testing competing predictions from an inner value and socioecological perspective.* Single Presenter Talk at the Society for Personality and Social Psychology Conference, Atlanta, GA.

**Salvador, C.E.**, <sup>+</sup>Muñoz, M. & Orvell, A. (2022) *One Country, One People? Cultural Variation in the Perceived Strength of Norms Among Ethnic Groups in the United States.* Talk at the Society of Experimental Social Psychology, Philadelphia, PA. Symposium: The Ties that Bind Us: How Ecology and Culture Shape Social Norms. Organizers: Mohammad Atari and Michele Gelfand.

- Talk at the National Latinx Psychological Association by Mercedes <sup>+</sup>Muñoz

**Salvador, C.E.** (2022) *Global Diversity Hackathon: Crowdsourcing diverse perspectives from the Global South.* Invited Panelist at the Society for the Improvement of Psychological Science (SIPS), Virtual. Organizer: Sakshi Gai

**Salvador, C.E.**, Idovro-Carlier, S., Ishii, K., Torres Castillo, C., Nanakdewa, K., Savani, K., San Martin, A. & Kitayama, S. (2022) *Is Self-enhancement Always Linked to Independence? The Case of Latin Americans.* Invited Talk at the Advances in Cultural Psychology Pre-conference, Society for Personality and Social Psychology, Virtual. Organizer: Krishna Savani

**Salvador, C.E.**, Idovro-Carlier, S., Ishii, K., San Martin, A., Savani, K. & Kitayama, S., *Expressive Interdependence in Latin America: Triangulating Through a Comparison of Three Cultural Regions.*

- Talk at the 2024 International Society for Research on Emotion, Belfast, UK-declined.

- Talk at the Innovations in Research on Emotion in Non-WEIRD Contexts symposium at the 2022 Society for Personality and Social Psychology Conference, San Francisco, CA.
- Talk at the 2021 American Psychological Society Meeting, Virtual.
- Symposium accepted at the 2020 American Psychological Society, Chicago, IL. Cancelled due to COVID-19.

**Salvador, C.E., Berg, M.K., Yu, Q., San Martin, A. & Kitayama, S. (2021) *Relational Mobility Predicts a Faster Spread of COVID-19.***

- Data Blitz at the 2021 Society for Personality and Social Psychology, Cultural Psychology Preconference, Virtual.
- Talk at the 2021 Human Behavior and Evolution Society, Virtual.
- Talk at the 2021 Society for Southeastern Social Psychologists, Virtual.

**Salvador, C.E., Kraus, B.T., Kamikubo, A., Karasawa, M. & Hu, J.F. & Kitayama, S. *Self-enhancement and Self-criticism in the United States and Taiwan: An Electroocortical Investigation.***

- Invited Talk at the 2022 Social and Environmental Influences on Cognition Division 3 Symposium, American Psychological Association Conference, Minneapolis, MN. Organizer: Angela Gutchess
- Data Blitz presentation at the 2020 International Cultural Neuroscience Society, Virtual.

**Salvador, C.E., Kraus, B.T., Kamikubo, A., Karasawa, M., Hu, J.F., Kitayama, S., (2020) *Cultural Variation in Default Modes of Self: Evidence from Resting State Alpha Power.* Single Presenter submission accepted at the Society for Personality and Social Psychology, New Orleans, LA (3.15% acceptance).**

**Salvador, C.E., Ackerman, J., Gelfand, M.J. & Kitayama, S. *Pathogen Threat and Vigilance to Norm-violating Behavior: The Role of Interdependence.***

- Data Blitz presentation at the 2019 Society for Personality and Social Psychology Advances in Cultural Psychology Pre-conference, Portland, Oregon.
- Talk at the 2018 Human Behavior and Evolution Society, Amsterdam, Netherlands.

**Salvador, C.E., Gelfand, M.J. & Kitayama, S. *Tightening of the Mind: The Role of Subliminal Affiliation Priming in Norm Violation Detection.***

- 2017. Invited paper presentation at the conference “From Micro-Level Cognitive Processes to Large-Scale Social Dynamics”, Princeton, NJ.

- 2017. Invited talk at “Cognition, Rationality, and Culture: Celebrating Dick Nisbett’s Career”, Ann Arbor, MI.

Hurley, E.A. & **Salvador, C.E.** (2016) *Promoting Gap Closing Outcomes for Diverse Learners through Asset-Based Teaching: A Closer Look at Communalism in Latin America*. Symposium talk presentation at the American Educational Research Association Conference, Washington, D.C.

## **POSTER PRESENTATIONS**

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<sup>+</sup>Espinosa, N. & **Salvador, C.E.** *Avoiding the Negative: Cultural Differences in Avoided Affect*.

- Poster at the 2023 Society for Affective Science, Long Beach, CA.
- Poster at the 2024 International Society for Research on Emotion, Belfast, UK.

<sup>+</sup>Lui, C., <sup>+</sup>Espinosa, N. & **Salvador, C.E.** (2023) *Cultural differences in elicitors of love and gratitude: A comparison between the US, China, and Chile*. Poster at the Society for Personality and Social Psychology Conference, San Diego, CA and Society Southeastern Social Psychologists, Charlotte, NC.

**Runner-up of Best Poster at the Society of Southeastern Social Psychologists**

<sup>+</sup>Lam, K.T., **Salvador, C.E.**, Rosσμαier, A., Kamikubo, A., Karasawa, M. & Kitayama, S. (2023) *How do genes and culture influence sensitivity to social norms?* Poster at the Society for Personality and Social Psychology Conference, San Diego, CA and Society Southeastern Social Psychologists, Charlotte, NC.

**Winner of Best Poster at the Society of Southeastern Social Psychologists**

<sup>+</sup>Espinosa, N. & **Salvador, C.E.** (2023) *Do different features of interdependence have the same consequences? Familial Respect predicts dispositional bias*. Poster at the Society for Personality and Social Psychology Conference, Atlanta, GA.; Society for Affective Science and Social Affective Neuroscience Society, Virtual.

<sup>+</sup>Rosσμαier, A., Salvador, C.E. & Kitayama, S. (2023) *Do people conform more during the COVID-19 pandemic? The impact of threat and social influence*. Poster at the Society for Personality and Social Psychology Conference, Atlanta, GA.

**Salvador, C.E.**, Ackerman, J., Gelfand, M.J. & Kitayama, S. (2019) *Pathogen Threat and Vigilance to Norm Violations: An EEG Examination*. Poster at the Interdisciplinary Symposium on Decision Neuroscience, Ann Arbor, MI.

**Salvador, C.E.**, Kraus, B.T., Kamikubo, A., Karasawa, M., Hu, J.F., Kitayama, S. (2019) *Cultural Variation in Default Modes of Self: Evidence from Resting State Alpha*

*Power*. Poster at the Social and Affective Neuroscience Society Conference, Miami, FL.

**Salvador, C.E., Ackerman, J., Gelfand, M.J. & Kitayama, S. (2018)** *Alpha-Band Suppression Reveals a Tightening of Social Norms Caused by Pathogen Threat*. Poster at the Society for Personality and Social Psychology Conference, Atlanta, GA.

## **SELECTED MEDIA COVERAGE**

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**Trinity Communications.** [“Expanding Scholarly Perspectives Reflect Latinidad at Duke”](#) and [“New Research from Cristina Salvador Challenges the East-West Binary”](#)

**Duke Chronicle.** [“Exploring how we think, feel and socialize: A look into mental health research at Duke”](#)

**Stanford Psychology Podcast.** [“Marginalia Episode: Cristina Salvador on Cultural Psychology in Latin America”](#)

**Marginalia Science Newsletter.** [September 2023 Featured Guest](#)

**Michigan News and Phys.Org.** [“Emotional Expression is about fostering connections, not asserting individuality”](#)

**Psychology Today Interview.** [“Nature and Nurture: How Culture Shapes Us”](#)

**Research Center for Group Dynamics.** [“Avoiding germs in our daily lives could provide a false sense of security when real threats arise”](#)

**Scientific American.** [“People in the U.S. Think They Are Better Than They Actually Are. People in Asia Don’t”](#)

**Science News.** [“Latin America defies cultural theories based on East-West comparisons”](#)

**Michigan News.** [“Segregation, income disparity fueled high COVID-19 numbers”](#)

**Psychology Today.** [“When Culture Promotes Mobility Does It Also Promote Disease?”](#)

**Association for Psychological Science.** [“Friendly and Open Societies Supercharged the Early Spread of COVID-19”](#)

**Medium.** [“How Tuberculosis Fueled the 1918 Flu and Covid-19 Pandemics”](#)

**Michigan News.** [“Mandated TB vaccination predicts flattened curves for COVID-19 spread”](#)

## **ADVISING**

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### Major Mentored Research Awards/Fellowships

2024. National Science Foundation GRFP Award: Natalia Espinosa; National Science Foundation GRFP Honorable Mention: Cai Liu, Madhulika Shastry and Natalie Antenucci.

2023. National Science Foundation GRFP Award: Patrick Reyes and Kirby Lam; Ford Foundation Pre-Doctoral Fellowship Honorable Mention: Natalia Espinosa; Duke Dean's Summer Research Fellowship: Eliza Goldstein; Jerome Bruner Award: [Cai Liu](#).

2022. National Science Foundation GRFP Award: Mercedes Muñoz; National Science Foundation GRFP Honorable Mention: Madhulika Shastry; Ford Foundation Pre-Doctoral Fellowship Honorable Mention: Mercedes Muñoz

### PhD Student Mentees

Primary Advisees: Natalia Espinosa (Social Psychology PhD Student: 2022 Cohort); Patrick Reyes (CNAP PhD Student: 2022 Cohort); Kirby Lam (Social Psychology PhD Student: 2023 Cohort)

Secondary Advisees: Mercedes Muñoz (Social Psychology PhD Student: 2021 Cohort); Deborah Cesarini (Rotating CNAP PhD Student, 2023 Cohort)

### Undergraduate Student Research Assistants

2024-2025: 15 students (Duke); 2023-2024: 6 students (Duke); 2022-2023 4 students (Duke); 2021-2022 7 students (Duke); 2020-2021 9 students (Michigan); 2018-2019 8 students (Michigan); 2017-2018 9 students (Michigan); 2016-2017 6 students (Michigan); 2015-2016 3 students (Michigan)

### Senior Honors Theses

2024-2025: Carina Lei and Victoria Ramirez (Duke); 2023-2024 Caimiao Liu (Duke); 2021-2022 Madhulika Shastry (Michigan); 2020-2021 Hana Chung & Natalie Antenucci (Michigan); 2018-2019 Sheng Dong & Yuki Kurosu (Michigan)

### Master's Theses

2025: Ilayda Orhan, Jade Terry, Patrick Reyes (Chair); 2024: Mercedes Muñoz, Zoe Finiasz, Gabriela Fernandez, Natalia Espinosa (Chair) and Jinyoung Park (Duke). 2023: Jaelyn Nixon (Duke); 2022: Justin Rasmussen (Duke); 2021: Amelie Rossmair (Michigan); 2019: Irene Melani (Michigan)

### Dissertation Committees

2025: Jaelyn Nixon (Duke); 2024: Raphael Geddert (Duke)

## **GUEST LECTURES**

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- “Social Influence” in Introduction Psychology, Duke University (2022)

- “How Culture Influences the Self” in The Self and Social Identities, Duke University (2022)
- “Social Neuroscience” in Introduction to Social Psychology, University of Michigan (2018)
- “The WEIRD Problem in Psychology”, First Year PhD Student Breadth Seminar (2022, 2023 and 2024)
- “Unwritten Rules of Graduate School”, First Year Seminar (2024)

## TEACHING INTERESTS

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**Graduate Courses:** Cultural Psychology

**Undergraduate Courses:** Introduction to Social Psychology and Introduction to Cultural Psychology

## TEACHING EXPERIENCE

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Fall 2024	<b>Introduction to Cultural Psychology (Psychology 245D):</b> <b>Overall instructor rating: 4.67/5</b> Instructor, Duke University
Spring 2024	<b>Advanced Cultural Psychology (Psychology 465S/706S):</b> <b>Overall instructor rating: 5/5</b> Instructor, Duke University
Fall 2023	<b>Introduction to Social Psychology (Psychology 104):</b> <b>Overall instructor rating: 4.33/5</b> Instructor, Duke University
Fall 2022	<b>Introduction to Social Psychology (Psychology 104):</b> <b>Overall instructor rating: 3.88/5</b> Instructor, Duke University
Fall 2019	<b>Social Neuroscience (Psychology 402):</b> <b>Mean excellence rating: 4.50/5</b> Lead Instructor, University of Michigan
Winter 2019	<b>Cultural Psychology (Psychology 487):</b> <b>Mean excellence rating: 4.60/5</b> Lead Graduate Student Instructor and Course Manager with Dr. Shinobu Kitayama, University of Michigan.
Winter 2018	<b>Introduction to Social Psychology (Psychology 280):</b> <b>Mean excellence rating: 4.48/5</b>

Lead Graduate Student Instructor and Course Manager with Dr. Oliver Sng, University of Michigan.

Fall 2017      **Introduction to Social Psychology (Psychology 280):**  
**Mean excellence rating: 4.78/5**

Graduate Student Instructor with Dr. Allison Earl, University of Michigan.

Winter 2017      **Introduction to Social Psychology (Psychology 280):**  
**Mean excellence rating: 4.69/5**

Graduate Student Instructor with Dr. Carla Grayson, University of Michigan.

Fall & Spring 2014      **Introduction to Psychology (Psychology 51)**

Teaching Assistant with Dr. Eric A. Hurley and Dr. Shlomi Sher, Pomona College.

## **REVIEWING EXPERIENCE**

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Consulting Editor: Personality and Social Psychology Bulletin (2025-Present)

Associate Editor: Journal of Personality and Social Psychology: Attitudes and Social Cognition (2024-present)

Editorial Fellow: Journal of Personality and Social Psychology: Attitudes and Social Cognition (2023-2024)

Editorial Assistant: Journal of Personality and Social Psychology: Attitudes and Social Cognition (2016-2021)

Ad Hoc Reviewer ([Web of Science Profile](#))

Journal of Personality and Social Psychology: Attitudes and Social Cognition; Journal of Personality and Social Psychology: Interpersonal Relations and Group Processes; Journal of Experimental Psychology: General; Social Psychological and Personality Science; Personality and Social Psychology Bulletin; Emotion; Affective Science; Journal of Cross-Cultural Psychology; PLOS One; Current Research in Ecological and Social Psychology; NeuroImage; Social Neuroscience; Nature: Scientific Reports; Nature Communications; Motivation & Emotion; International Public Management Journal; Memory and Cognition; Social Sciences; Journal of Cognitive Psychology; Society for Personality and Social Psychology; Social Cognition; Cognition



### External Review Committees

National Science Foundation: SBE Post-Doctoral Fellowship 2023

National Science Foundation: Graduate Research Fellowship 2022;2023

National Science Foundation: Social and Behavioral Sciences Ad Hoc Reviewer 2022

National Science Foundation: Cognitive Neuroscience Ad Hoc Reviewer 2022

### **SERVICE**

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#### Service to Professional Community

Assistant Director of Translation & Cultural Diversity at the Psychological Science Accelerator (2022- Present)

Society for Personality and Social Psychology Free-Form Friday Leader: “The Unwritten Rules of Graduate School” (2022)

Peer Advisor: Society for Personality and Social Psychology (2019-2021)

#### Service to Duke University

Council Member, Center for Latin American Studies (2023-Present)

Psychology & Neuroscience Advisory Committee Member (2023-2025)

Faculty Co-sponsor for Cognitive Neuroscience Retreat (2023; 2024)

Cognitive Neuroscience Admitting Program Admissions Committee Member (2021; 2022)

Cognitive Neuroscience Research Internship Faculty Panel Member (2021; 2022)

Social Psychology Brown Bag Series Organizer (2021-2024)

#### Service to the University of Michigan

Social Psychology Recruitment Weekend Organizer (2018)

Social Psychology Admissions Committee Member (2018-2019)

Psychology Student Academic Affairs Committee Member (2018-2019)

Latinx Psychological Student Association Co-Chair (2017-2019)

STAR Scholar Panelist: Program for underrepresented students in Psychology (2021)

### **PROFESSIONAL MEMBERSHIPS**

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Society for Personality and Social Psychology (2015-Present)

Social and Affective Neuroscience Society (2018-Present)  
Human Behavior and Evolution Society (2018-Present)  
Association for Psychological Science (2019-Present)  
Society for Affective Science (2020-Present)  
American Psychological Association (2022-Present)

## **LANGUAGES**

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Spanish (Native) and English (Native)

## **REFERENCES**

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Dr. Shinobu Kitayama  
Robert B. Zajonc Collegiate Professor of  
Psychology  
University of Michigan  
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Dr. Joshua Ackerman  
Professor of Psychology  
University of Michigan  
joshack@umich.edu

Dr. Michele J. Gelfand  
John H. Scully Professor in Cross Cultural  
Management and Professor of  
Organizational Behavior  
Stanford Graduate School of Business  
mjgelfand@gmail.com