

Cristina E. Salvador

CONTACT INFORMATION

Department of Psychology &
Neuroscience
Duke University
417 Chapel Drive, Box 90086
Durham, NC 27708

Email: cristina.salvador@duke.edu
[Faculty Profile](#) | [Lab Website](#)
[ORCID](#) | [Google Scholar](#)

EDUCATION

- 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

- 2025- Present **Duke University**
Susan W. Beltz and A. Morris Williams, Jr. Assistant Professor, Department
of Psychology and Neuroscience
- 2023-2025 **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

- 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

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 <u>Note.</u> 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

2025-2026	Bass Connections, Duke University “Understanding Intergroup Conflict Across Cultures” PI. Total costs: \$4,995
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
2022-2024	Office of Faculty Advancement Seed Grant, Duke University “Writing Group for Latinx Faculty” Co-PI. with Cecilia Marquez. Total costs: \$13,000
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 <u>Note.</u> 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 <u>Note.</u> 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

*denotes student mentee and underline denotes undergraduate mentee

⁺denotes equal contribution

24. Tsai, J.L., Chen D., Yang, A., Cachia, J.Y.A., Ko, M., Acevedo, A.M., Aragon, O., Arens, E.A., Chen, S.H., Bencharit, L., Blevins, E.M., Cheung, B.Y., Chim, L., Chow, P.I., Clobert, M., Curlee, M.S., De Almeida, I., Ditzfeld, C.P., Floerke, V.A., Ford, B.Q., Fung, H., Gentzler, A.L., Harmon-Jones, E., Heine, S.J., Ito, E., Jiang, D., Kashima, E.S., Koopmann-Holm, B., Kraus, B., Kumar, M.M., Lai, J., Lee, A.T., Li, I., Li, L.Y., Lin, J., Löckenhoff, C.E., Luong, G., Mannell, B.C., Millgram, Y., Mizrahi Lakan, S., Mortazavi, A., Oosterhoff, B., Painter, J.M., Palmer, C.A., Parker, S.C., Peruel, W., Ruby, M.B., **Salvador, C.E.**, Samanez-Larkin, G.R., Sands, M., Saroglou, V., Scollon, C.N., Senft, N., Severin, M., Shim, Y., Swerdlow, B.A., Tamir, M., Thompson, R.J., Tompson, S.H., Vishkin, A., Walker, G.J., Yamada, J., Yuen Yi, C., Yip, A.P.W., Yu, C., Zhou, X. (in press) Two Decades of Ideal Affect: Enduring and Emerging Patterns. *Psychological Bulletin*
23. *Lei, C., *Lam, K.T. & **Salvador, C.E.** (in press) Closing the Gap: Understanding Value Differences Between Asian American and non-Asian American Mental Health Organizations. *Asian American Journal of Psychology*.
22. *Muñoz, M., Orvell, A. & **Salvador, C.E.** (2026) One Country, One People? Racial Ethnic Minorities in the United States Perceive their Community Norms Stronger

than European Americans. *Personality and Social Psychology Bulletin*. <https://doi.org/10.1177/01461672251408108>.

21. *Liu, C., *Espinosa, N.M. & **Salvador, C.E.** (2025). What elicits love and gratitude? a cross-cultural comparison between the U.S. China, and Chile. *The Journal of Positive Psychology*, 1–12. <https://doi.org/10.1080/17439760.2025.2568833>.
20. **Salvador, C.E.**, *Lam, K.T., Karasawa, M., King, T., Rajaram, N., Gelfand, M.J. & Kitayama, S., (2025) How do Genes and Culture influence the Sensitivity to Social Norms? Exploring the DRD4-Culture Interaction on N400. *Social Cognitive and Affective Neuroscience*. <https://doi.org/10.1093/scan/nsaf083>.
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., Małecki, 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>.

Winner of 2025 ISSEP Best Cross-Cultural Paper Award

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>.

Featured in [SPSP Character and Context Blog](#)

16. *Zhou, J., *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>.

Featured in [SPSP Character and Context Blog](#)

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>.

Featured in [RCGD News](#)

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>.

Featured in [Psychology Today](#)

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.**, Kamikubo, A., Kraus, B.T., Hsiao, N.C., Hu, J.F., Karasawa, M. & Kitayama, S. (2021) Self-referential Processing Accounts for Cultural Variation in Self-Enhancement vs. Criticism: An Electrocardiac 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., Hsiao, N.C., Hu, J.F., Karasawa, M. & 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

3. **Salvador, C.E.** & *Miceli, K. (invited chapter in preparation) Culture and Social Behavior. In Nelson, T. (Eds.), *Advanced Experimental Social Psychology*. Routledge.
2. **Salvador, C.E.**, *Lam, K.T. & *Muñoz, M. (in press) 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

*Espinosa, N.M. & **Salvador, C.E.** (revise & resubmit) The Latin American Happiness and Health Paradoxes: Proposed Socio-cognitive Mechanisms from Research on Expressive Interdependence. *Social and Personality Psychology Compass*.

⁺Nanakdewa, K., ⁺**Salvador, C.E.**, Rosσμαier, A., Srivastava, A., Shahnawaz, G., Pandey, N., San Martin, A., Kühnen, U., Savani, K. & Kitayama, S. (under review) Culture and Happiness: Shared Pride Characterizes an Indian Model of Happiness.

Kitayama, S., Osei-Tutu, A., Wang, E., **Salvador, C.E.**, Thalmayer, A., Ishii, K., Naude, L., Suo, T., Shino, E., Rosσμαier, A., Asatsa, S. & Thomas, C. (under review) Revealing Self-Promotive Interdependence through Emotion: A Cultural Logic from Sub-Saharan Africa.

*Pan, X., *Fernandez Miranda, G., *Arciniegas, M., *Garnier, L., *Hu, Y., *Ma, J., *Magnano, A., *Shield, C., *Tejada, D. & **Salvador, C.E** (under review) Can we all just get along? Cultural variation in predictors of conflict resolution in the workplace.

*Lam, K.T., **Salvador, C.E.** & Gaither, S.E. (under review) Not All Norms Are Equal: The Unique Evaluation of Masculinity Norms.

MANUSCRIPTS IN PREPARATION

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

*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>

*Pan, X., *Fernandez Miranda, G. & **Salvador, C.E** (in revision) Proudful but socially engaging: Latin Americans show distinct emotional responses to conflict compared to Eastern and Western samples.

INVITED TALKS

- University of Arizona, Psychology Colloquium (April 2026)
- Society for Affective Science, Positive Emotions Preconference Invited Speaker (March 2026)

- University of North Carolina Chapel Hill– Developmental Psychology Brown Bag (January 2026)
- Society for Women in Science, Duke University (November 2025)
- Duke University, Department of Sociology (October 2025)
- Pomona College, Distinguished Alumni Invited Speaker (April 2025)
- Society for Personality and Social Psychology– Cultural Psychology Pre-conference Invited Speaker (February 2025)
- Association for Psychology Science 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)
- Society for Personality and Social Psychology– Cultural Psychology Pre-conference Invited Speaker (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

How Identities Influence the Perception of Social Norms (2026). Symposium at the Society for Personality and Social Psychology, Chicago, IL. Mentee Kirby Lam was Chair.

The Consequences of Adverse Masculine Identity Development Across the Lifespan (2025). Symposium at the Society for the Psychological Study of Social Issues, Portland, OR. Mentee Kirby Lam was Co-Chair.

Morality and the Self: Insights from Cognitive, Social and Cultural Psychology (2024). 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

*Lam, K. T., **Salvador, C. E.**, & Gaither, S. E. (2025 and 2026). *Political ideology influences judgments of masculine more than social norms.*

- Talk presented at the 2025 Society for the Psychological Study of Social Issues, Portland, OR.
- Talk presented at the 2026 Society for Personality and Social Psychology, Chicago, IL.

*Muñoz, M.A., **Salvador, C.E.** & Gaither, S.E. (2025) *The Role of Skin-Tone in Race and Ethnicity Self-identification in Latine Children.* Talk presented to the Society for Research in Child Development (SRCD) Biennial Meeting. Minneapolis, MN. Symposium: Exploring Latine and Indigenous Latine Identity: How Environmental Factors Influence Racial-Ethnic Identity.

Salvador, C.E., Osei-Tutu, A., Thalmayer, A., Ishii, K., Wang, E., Naude, L., Suo, T., Shino, E., Rossmäier, 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.

*Muñoz, M.A., Orvell, A. & **Salvador, C.E.** (2024) *The Role of Interdependence in Perceived Strength of Norms and Norm Adherence in Latine Americans.* Talk presented at the National Latinx Psychological Association (NLPA) Conference,

San Juan, PR. Symposium: Expressions of Interdependence in Latine people: Perspectives from Social, Developmental, and Cultural Psychology.

*Muñoz, M.A., **Salvador, C.E.** & Gaither, S.E. (2024) *Race or Ethnicity: Latino Identification Complexities and Considerations*. Talk presented at the Cognitive Development Society (CDS) Biennial Conference Pre-Conference: Why Basic Cognitive Developmental Science Needs Diversity: Theoretical Value and Practical Considerations, San Diego, CA.

Salvador, C.E., *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., *Liu, C. & *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., *Rossmair, 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.

*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⁺.

*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*.

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

*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.

*Zhou, J., **Salvador, C.E.**, *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., *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 *Muñoz
- Talk presented at the 2026 Society for Personality and Social Psychology, Chicago, IL.

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. (2020, 2021, 2022 and 2024) *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. (2020 and 2022) *Self-enhancement and Self-criticism in the United States and Taiwan: An Electrocutal 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. (2018 and 2019) *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. (2017) *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

*Reyes, P.G.M., Oanu, J., Reyes, J.A. & **Salvador, C.E.** (2026) *Examining Filipino Psychological Tendencies*. Poster at the Society for Personality and Social Psychology, Chicago, IL, United States.

*Espinosa, N.M., *Correderas, S., *Goldstein, E. & **Salvador, C.E.** (2026) *Cultural Conceptions of Agency: A Thematic Analysis of Media Coverage during the 2022 FIFA World Cup in Latin America and the Anglosphere*. Poster at the Society for Personality and Social Psychology, Chicago, IL, United States.

*Hu, Y., *Pan, X. & **Salvador, C.E.** (2026) *What Makes Us Human? Sociality as a Key Dimension of Mind Perception*. Poster at the Society for Personality and Social Psychology, Chicago, IL, United States.

*Jia, J., *Lam, K.T., Gaither, S.E. & **Salvador, C.E.** (2026) *Masculinity in East Asians versus White Americans: Cultural Differences in Masculine Norm Perception and Potential Links to Social Anxiety*. Poster at the Society for Personality and Social Psychology, Chicago, IL, United States.

*Pan, X., *Fernandez Miranda, G., *Arciniegas, M., *Garnier, L., *Hu, Y., *Ma, J., *Magnano, A., *Shield, C., *Tejada, D. & **Salvador, C.E** (2025) *Understanding Conflict Resolution Strategies across Three Cultures: A Comparison between Latin Americans, Chinese and European Americans*. Poster at the 2025 Association for Psychological Science, Washington, DC.

*Lam, K. T., *Jia, J., Gaither, S. E., & **Salvador, C. E.** (2025). *Can men wear dresses? Political ideology affects how we judge masculine norms*. Poster at the Society for Personality and Social Psychology, Denver, CO, United States.

*Muñoz, M.A., Orvell, A., Salvador, C.E. (2024) *One Country, One People? Cultural Variation in the Strength of Norms Among Racial Ethnic Groups in the United States*. Poster presented at the Society for Personality and Social Psychology (SPSP) Annual Convention 2024, San Diego, CA.

*Espinosa, N. & **Salvador, C.E.** (2023 and 2024) *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.

*Lui, C., *Espinosa, N. & **Salvador, C.E.** (2023 and 2024) *Cultural differences in elicitors of love and gratitude: A comparison between the US, China, and Chile*. Poster at the 2024 Society for Personality and Social Psychology Conference, San Diego, CA and 2023 Society Southeastern Social Psychologists, Charlotte, NC.

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

*Lam, K. T., **Salvador, C. E.**, Kitayama, S., Karasawa M., King, A., Rajaram, N., & Gelfand, M. J. (2023 and 2024). How do genes and culture influence sensitivity to norms? Poster at the 2024 Society for Personality and Social Psychology, San Diego, CA and 2023 Society Southeastern Social Psychologists, Charlotte, NC.

Winner of Best Poster at the Society of Southeastern Social Psychologists

*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.

*Rossmaier, 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

Character and Context Blog. [“Why Are Americans Less Punitive Than Chinese?”](#) and [“Does Social Harmony Mean More Positive Social Interactions?”](#)

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

Major Mentored Research Awards/Fellowships

2025. National Science Foundation GRFP Award: Kaylee Miceli

2024. National Science Foundation GRFP Award: Natalia Espinosa; 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; 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); Kaylee Miceli (Social Psychology PhD Student: 2025 Cohort)
Secondary Advisees: Mercedes Muñoz (Social Psychology PhD Student: 2021 Cohort)

Undergraduate Student Research Assistants

2025-2026: 10 students (Duke); 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

2025-2026: Jeannie Jia and Jennifer Hu (Duke); 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) and Kirby Lam (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 Rossmaier (Michigan); 2019: Irene Melani (Michigan)

Dissertation Committees

2026: Mercedes Muñoz (Duke), Zoe Finiasz (Duke) and Jaelyn Nixon (Duke); 2024: Raphael Geddert (Duke)

GUEST LECTURES

- “Social Influence” in Introduction Psychology, Duke University (2022; 2023)
- “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, 2024 and 2025)
- “Unwritten Rules of Graduate School”, First Year Seminar (2024)

TEACHING INTERESTS

Graduate Courses: Cultural Psychology

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

TEACHING EXPERIENCE

Fall 2024	Introduction to Cultural Psychology (Psychology 245D): Overall instructor rating: 4.67/5 Instructor, Duke University
Spring 2024	Advanced Cultural Psychology (Psychology 465S/706S): Overall instructor rating: 5/5 Instructor, Duke University
Fall 2023	Introduction to Social Psychology (Psychology 104): Overall instructor rating: 4.33/5 Instructor, Duke University
Fall 2022	Introduction to Social Psychology (Psychology 104): Overall instructor rating: 3.88/5 Instructor, Duke University
Fall 2019	Social Neuroscience (Psychology 402): Mean excellence rating: 4.50/5

Lead Instructor, University of Michigan

- Winter 2019 **Cultural Psychology (Psychology 487):**
Mean excellence rating: 4.60/5
Lead Graduate Student Instructor and Course Manager with Dr. Shinobu Kitayama, University of Michigan.
- Winter 2018 **Introduction to Social Psychology (Psychology 280):**
Mean excellence rating: 4.48/5
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.

Note. The mean excellence rating is average of the 8 items about the instructor in the course evaluation.

REVIEWING EXPERIENCE

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](#))

American Psychologist; Affective Science; Cognition; Current Research in Ecological and Social Psychology; Emotion; International Public Management Journal; Journal of Cognitive Psychology; Journal of Cross-Cultural Psychology; 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; Motivation & Emotion; Memory and Cognition; Nature Communications; Nature Scientific Reports; NeuroImage; Personality and Social Psychology Bulletin; PLOS One; Social Cognition; Social Psychological and Personality Science; Social Psychological and Personality Compass; Society for Personality and Social Psychology; Social Neuroscience; Social Sciences.

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

Service to Professional Community

Events Committee Chair, The Love Consortium (2026-Present)

Panelist, BECOME Early Career Mentoring Program, Society for Personality and Social Psychology (2025)

Reviewer, Sage Emerging Scholar Award, Society for Personality and Social Psychology (2025)

Assistant Director of Translation & Cultural Diversity at the Psychological Science Accelerator (2022- 2025)

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

Reviewer, Bass Connections Program (2025)

Inequality Constellations Lead, First Year Curriculum (2025-Present)

Panelist, New Faculty Orientation (2025)

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-Present)

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

Social Psychology Brown Bag Series Organizer (2021-2024)

Participant, Board of Visitors Meeting (2022)

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

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)
International Association for Cross-Cultural Psychology (2022-Present)

LANGUAGES

Spanish (Native) and English (Native)

REFERENCES

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

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