

Bobby K. Cheon

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Academic/Research Positions

School of Humanities and Social Sciences, Nanyang Technological University, Singapore

Assistant Professor, Division of Psychology
October 2014 - Present

Agency for Science, Technology, and Research (A*Star), Singapore

Principal Investigator, Singapore Institute for Clinical Sciences
October 2014 - Present

Nanyang Business School, Nanyang Technological University, Singapore

Postdoctoral Research Fellow, Division of Strategy, Management and Organization
October 2012 – October 2014

Education

Northwestern University, Illinois, USA

Ph.D., Psychology (Social), *August 2012*
M.S., Psychology (Social), *June 2010*

University of Virginia, Virginia, USA

B.A., Interdisciplinary Cognitive Science, *May 2003*

Honors and Awards

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| 2017 | Michael Harris Bond Award for Early Research Contributions, Asian Association of Social Psychology [to be awarded at AASP Conference August 2017] |
| 2015 | <i>Nanyang Assistant Professorship Award</i> , Nanyang Technological University |
| 2012 | <i>Distinguished Student Scholar in Cultural Psychology Award</i> , Cultural Psychology Section of the Society for Personality and Social Psychology and Salimetrics, Inc. |
| 2012 | <i>Travel Award</i> , International Cultural Neuroscience Consortium |
| 2011 | <i>Dissertation Research Award</i> , American Psychological Association |
| 2011 | <i>Grant-In-Aid Award</i> , Society for the Psychological Study of Social Issues |
| 2011 | <i>Philip Brickman Endowment Fellow</i> , Northwestern University Department of Psychology |
| 2010 | <i>East-Asia and Pacific Summer Institutes Fellowship</i> (Host Country: Singapore), National Science Foundation |
| 2009 | <i>Student Travel Award</i> , Society for Personality and Social Psychology |
| 2009 | <i>Advanced Training Institute Travel Grant</i> , American Psychological Association |
| 2008-2011 | <i>Multidisciplinary Program in Educational Sciences Fellowship</i> , Institute of Education Sciences, U.S. Department of Education |
| 2008 | <i>East-Asia and Pacific Summer Institutes Fellowship</i> (Host Country: Korea), National Science Foundation |

2004 *Superior Performance Award*, Henry M. Jackson Foundation

Grants and Research Activities

- 2015 “Harnessing the socially-binding properties of food: Implications for social cognition, cooperation, and culture.” *Nanyang Assistant Professorship Award Research Grant*, Nanyang Technological University. (\$656,067 SGD)
- 2015 “The emergence of cultural diversity in intergroup bias from threats and uncertainty.” *Startup Grant*, Nanyang Technological University (\$35,000 SGD)
- 2015 “13-80048G-SICS Theme 1E: Nutritional Psychology.” *Strategic Positioning Fund (SPF)* from Biomedical Research Council (BMRC), A*Star (\$808,800 SGD)

Publications

Peer Reviewed Journal Articles

- Hong, Y-y., & **Cheon, B. K.** (in press). How does culture matter in the face of globalization? *Perspectives in Psychological Science*.
- Cheon, B. K.**, & Hong, Y-y. (2017). Mere experience of low subjective socioeconomic status stimulates appetite and food intake. *Proceedings of the National Academy of Sciences*, *114*(1), 72-77.
- Cheon, B. K.**, Christopoulos, G. I., & Hong, Y-y. (2016). Disgust associated with cultural mixing: Why and who? *Journal of Cross-Cultural Psychology*, *47*, 1268-1285.
- Wang, Y., Zhang, L., Kong, X., Hong, Y-y, **Cheon, B. K.**, & Liu J. (2016). Pathway to neural resilience: Self-esteem buffers against deleterious effects of poverty on the hippocampus. *Human Brain Mapping*, *37*(11), 3757-3766.
- Mathur, V. A., **Cheon, B. K.**, Harada, T., Scimeca, J., & Chiao, J. Y. (2016). Overlapping neural response to the pain or harm of people, animals, and nature. *Neuropsychologia*, *81*, 265-273.
- Cheon, B. K.**, Livingston, R. W., Chiao, J. Y., & Hong Y-y. (2015). Contribution of Serotonin Transporter Polymorphism (5-HTTLPR) to automatic racial bias. *Personality and Individual Differences*, *79*, 35-38.
- Cheon, B. K.**, Livingston, R. W., Hong, Y-y., & Chiao, J. Y. (2014). Gene x environment interactions on intergroup bias: The role of 5-HTTLPR and outgroup threat. *Social Cognitive and Affective Neuroscience*, *9*(9), 1268-1275.
- Pornpattananangkul, N., **Cheon, B. K.**, & Chiao, J. Y. (2014). The role of negativity bias in political judgment: A cultural neuroscience perspective. *Behavioral and Brain Sciences*, *37*, 325-326.
- Cheon, B. K.**, Im, D., Harada, T., Mathur, V., Scimeca, J., Parrish, T. B., Park, H., & Chiao, J. Y. (2013). Cultural modulation of the neural correlates of emotional pain perception: The role of other-focusedness. *Neuropsychologia*, *51*, 1177-1186.
- Cheon, B. K.**, Mrazek, A.J., Pornpattananangkul, N., Blizinsky, K. D., & Chiao, J. Y. (2013). Constraints, catalysts and coevolution in cultural neuroscience: Reply to commentaries. *Psychological Inquiry*, *24*, 71-79. [equal contribution by first three authors]

- Chiao, J. Y., **Cheon, B. K.**, Pornpattanakul, N., Mrazek, A. J., & Blizinsky, K. D. (2013). Cultural neuroscience: Progress and promise. *Psychological Inquiry*, *24*, 1-19.
- Cheon, B. K.**, & Chiao, J. Y. (2012). Cultural variations in implicit mental illness stigma. *Journal of Cross-Cultural Psychology*, *43*, 1058-1062.
- Cheon, B. K.**, Im, D., Harada, T., Mathur, V., Scimeca, J., Parrish, T. B., Park, H., & Chiao, J. Y. (2011). Cultural influences on neural basis of intergroup empathy. *Neuroimage*, *57*, 642-650.
- Cheon, B. K.**, Mathur, V. A., & Chiao, J. Y. (2010). Empathy as cultural process: Insights from the cultural neuroscience of empathy. *World Cultural Psychiatry Research Review*, *5*, 32-42.
- Chiao, J. Y., & **Cheon, B. K.** (2010). The weirdest brains in the world. *Behavioral and Brain Sciences*, *33*, 88-90.
- Koenigs, M., Huey, E., Raymont, V., **Cheon, B. K.**, Solomon, J., Wassermann, E.M., & Grafman, J. (2008). Ventromedial prefrontal and amygdala lesions protect against post-traumatic stress disorder in combat veterans. *Nature Neuroscience*, *11*, 232-237.

Book Chapters

- Cheon, B. K.**, Tang, R., Chiao, J. Y., & Tang, Y-Y. (in press). The cultural neuroscience of holistic thinking. In J. Spencer-Rodgers, & K. Peng (Eds.). *The Psychological and Cultural Foundations of East Asian Cognition: Contradiction, Change, and Holism*. Oxford University Press, Oxford, UK.
- Cheon, B. K.**, & Hong, Y-y. (2016). The cultural neuroscience of intergroup bias. In J. Y. Chiao, S. C. Li, R. Seligman, & R. Turner (Eds.). *The Oxford Handbook of Cultural Neuroscience*. Oxford University Press, Oxford, UK.
- Chiao, J. Y., **Cheon, B. K.**, Pornpattanakul, N., Mrazek, A. J., & Blizinsky, K. D. (2013). Cultural neuroscience: Understanding human diversity. In M. J. Gelfand, C-Y. Chiu, & Y-y. Hong (Eds.) *Advances in Culture and Psychology: Volume 4*. Oxford University Press, Oxford, UK.
- Chiao, J. Y., **Cheon, B. K.**, Bebeko, G. M., Livingston, R. W., & Hong, Y-y. (2012). Gene x environment interactions in social cognition. In S. T. Fiske & C. N. Macrae (Eds.), *Sage Handbook of Social Cognition*. Thousand Oaks, CA: Sage.
- Chiao, J. Y., & **Cheon, B. K.** (2011). Cultural neuroscience as critical neuroscience in practice. In Choudhury, S. & Slaby, J. (Eds.) *Critical Neuroscience. Challenging Reductionism in Social Neuroscience and Psychiatry*, Blackwell Publishing, UK.
- Chiao, J. Y., Blizinsky, K. D., Mathur, V. A., & **Cheon, B. K.** (2011). Culture-gene coevolution of empathy and altruism. In Oakley, B., Knafo, A., Madhavan, G., & Wilson, D. S. (Eds.) *Pathological Altruism*. Oxford University Press, Oxford, UK.

Book Reviews

- Chiao, J.Y., & **Cheon, B.K.** (2008). On memes and martyrs: Neurobiological approaches to social and moral behavior. *PsycCritiques*, *53*(31). [review of *Social brain matters: Stances on the neurobiology of social cognition*.]

Presentations and Conference Activities

Symposiums Organized and Chaired

When cultures collide: Psychological responses to cultural mixing. Symposium at the 2016 meeting of the International Association for Cross-Cultural Psychology, Nagoya, Japan.

Culture and emotion: Advances from cultural psychology and cultural neuroscience. Symposium at the 2014 Society for Personality and Social Psychology Annual Meeting, Austin, Texas.

The biological bases of intergroup bias: Bridging hormones, genes, fertility, and the brain. Symposium at the 2013 Society for Personality and Social Psychology Annual Meeting, New Orleans, Louisiana.

Symposia, Seminar, and Paper Presentations

Cheon, B. K. (June 2017). *The Secondary Appetite System: The stimulation of appetite by non-caloric resources necessary for survival and advancement.* Presentation at the Benjamin-Franklin Lafayette Seminar on Ingestive Behavior, Frejus, France.

Cheon, B. K. (January 2017). *Avoiding hunger or attaining fullness? Implicit theories of satiety guide portion selection and food intake patterns.* Seminar presentation at Singapore Management University's Behavioral Sciences Institute Seminar Series, Singapore.

Cheon, B. K. (January 2017). *Mere subjective experience of relative deprivation and low subjective socioeconomic status stimulates appetite and food intake.* Presentation at the Department of Psychology, Texas A&M University.

Cheon, B. K. (November 2016). *Mere experience of low subjective socioeconomic status stimulates appetite and food intake.* Seminar presentation at Singapore Management University's Behavioral Sciences Institute Seminar Series, Singapore.

Cheon, B. K., Chirstopoulos, G. I., & Hong, Y. Y. (July 2016). *Cultural contamination: Cultural mixing elicits disgust evaluations.* Symposium (**chaired and organized**) presentation at The 23rd Congress of the International Association for Cross-Cultural Psychology, Nagoya, Japan.

Cheon, B. K., Chirstopoulos, G. I., & Hong, Y. Y. (July 2016). *Shared threats generate collectivistic tendencies and ingroup favoritism in a public goods dilemma.* Presentation at The 23rd Congress of the International Association for Cross-Cultural Psychology, Nagoya, Japan.

Cheon, B. K., Lee, L. L., Sim, A. Y., & Forde, C. G. (July 2016). *Lay beliefs about hunger and fullness guide portion selection and food intake.* Presentation at the Meeting of the Society for the Study of Ingestive Behavior, Porto, Portugal.

Cheon, B. K. (2016). *Subjective social status modulates appetite and food intake.* Presentation at Insead Business School, Singapore.

Cheon, B. K. (2016). *Social and psychological influences on appetite and eating behaviors.* Presentation at the Institute of Biochemistry and Food Science, Hebrew University of Jerusalem.

- Cheon, B. K., & Hong, Y. Y. (2016). *Perceiving low social status increases intake of high calorie foods*. Presentation at the International Behavioral Health Conference, Hong Kong. **Recipient of the conference's Best Oral Presentation Award.**
- Cheon, B. K. & Hong, Y. Y. (2015). *Subjective social status modulates evaluation and intake of high calorie foods*. Presentation at the Society for the Study of Ingestive Behavior Annual Meeting, Denver, CO.
- Kreuzbauer, R. & Cheon, B. K. (2015). *Counter-signaling and status attacks: When does consumption help to signal prestige?* Presentation at European Marketing Academy Meeting, Leuven, Belgium.
- Cheon, B. K. (2014). *Genetic contributions to the Need for Closure and ideologies of social relations*. Symposium (**chaired and organized**) presentation at the Society for Personality and Social Psychology Annual Meeting, Austin, TX.
- Cheon, B. K. (2013). *Gene x environment interactions on intergroup bias*. Symposium presentation at the International Cultural Neuroscience Consortium Conference, Evanston, IL.
- Cheon, B. K., Livingston, R. W. L., Hong, Y. Y., & Chiao, J. Y. (2013). *Gene-environment interactions on intergroup Bias: The role of 5-HTTLPR and threat-sensitivity*. Symposium (**chaired and organized**) presentation at the Society for Personality and Social Psychology Annual Meeting, New Orleans, LA.
- Cheon, B. K. (2012). *Gene x environment interactions on intergroup bias: Role of 5-HTTLPR and perceived outgroup threat*. Presentation at Workshop on Brain, Gene, and Social Processes, Beijing Normal University, Beijing, China.
- Cheon, B. K., & Chiao, J. Y. (2012). *Culture-gene coevolution of parochial prosociality*. Symposium presentation at the Society for Personality and Social Psychology Annual Meeting, San Diego, CA.
- Cheon, B. K. (2011). *The cultural neuroscience of intergroup bias*. Symposium presentation at the 1st International Conference on Cultural Psychiatry in the French-Speaking World, Paris, France.
- Cheon, B. K., Im, D., Harada, T., Mathur, V., Scimeca, J., Park, H., & Chiao, J. Y. (2010). *Minding their pain: Cultural variation in mentalizing region activity for the emotional pain of ingroup relative to outgroup members*. Symposium presentation at the Social & Affective Neuroscience Society Annual Meeting, Chicago, IL.
- Cheon, B. K., Im, D., Harada, T., Mathur, V., Scimeca, J., Park, H., & Chiao, J. Y. (2009). *Cultural variation in neural response within temporo-parietal junction during intergroup empathy*. Nano-Symposium presentation at the Society for Neuroscience Annual Meeting, Chicago, IL.
- Cheon, B. K., Im, D., Harada, T., Mathur, V., Scimeca, J., Park, H., & Chiao, J. Y. (2009). *Culture and the neural basis of ingroup bias in empathy*. Symposium presentation at the 2nd World Congress of Cultural Psychiatry, Norcia, Italy.

Cheon, B. K., & Chiao, J. Y. (2009). *Cultural differences and behavioral correlates of implicit and explicit stigma towards mental illness*. Slide presentation at the Midwestern Psychological Association Annual Meeting, Chicago, IL.

Teaching

Instructor, Intergroup Relations (HP4243), *Nanyang Technological University*

Instructor, Graduate Seminar in Intergroup Relations (HP7213), *Nanyang Technological University*

Course Coordinator, Research Laboratory in Psychology (HP4001), *Nanyang Technological University*

Editorial Services

Review Editor *Frontiers in Psychology*

Guest Associate
Editor *Frontiers in Behavioral and Psychiatric Genetics*

Reviewer *Advances in Cultural Psychology*
Asian Journal of Social Psychology
Cultural Diversity and Ethnic Minority Psychology
Frontiers in Psychology
Group Processes and Intergroup Relations
International Journal of Obesity
International Perspectives in Psychology: Research, Practice, Consultation
Journal of Cross-Cultural Psychology
Merrill-Palmer Quarterly
Neuroimage
Neuropsychologia
Peace and Conflict: The Journal of Peace Psychology
Personality and Social Psychology Bulletin
PLOS ONE
Proceedings of the National Academy of Sciences
Progress in Brain Research
Social Cognitive and Affective Neuroscience