

PUBLIC LECTURE EVALUATION

Masaryk University

Faculty	Faculty of Social Studies
Procedure field	Psychology
Applicant	Ing. Mgr. Jiří Čeněk, Ph.D.
Lecture date	20 th May 2026, 1:00 p.m.
Lecture topic	Theories of cross-cultural differences in perception and their development
Persons present (number)	24
Designated evaluators (board members)	Prof. PhDr. Ivo Čermák, CSc. Prof. PhDr. David Šmahel, Ph.D. Doc. PhDr. Martina Hřebíčková, Dr., DSc.

In the introduction of the lecture, the applicant mentioned the pioneering works of psychological research into perception in the context of cultural influences. He emphasized that a number of findings still hold high value for understanding this relationship, and that it is possible to build upon these earlier unique studies. He introduced the audience particularly to the concepts of prominent researchers such as W. H. R. Rivers, W. Hudson, M. H. Segall, and J. B. Deregowski, who focused on comparing modern and so-called primitive societies in the fields of perception and cognition. He also pointed out the role of culture in utilizing cognitive styles in perception.

In the next part of the lecture, he presented the concept of holistic and analytic cognition, which, in his view, corresponds better with cultural differences, particularly between the East and the West. Analytic cognition is more abstract, which the applicant supported with arguments when comparing both modes within a perceptual-cognitive framework (e.g., object–context, figure–ground, whole–part, scene perception, and categorization). He backed his assertions with a number of findings from recent studies, but primarily with his own empirical results. The lecture provided a comprehensible critical review of the current state of research and the possibilities for its theoretical framework.

The applicant then discussed several of his own innovative research methods. He commented on original studies comparing Czech and Vietnamese cultures, as well as European versus Taiwanese, Turkish, and Ghanaian cultures in the field of perception and cognition, particularly in scene perception. He also discussed research aimed at comparing values across different cultures. Furthermore, he pointed out the changing approach to research methodology in connection with cultural globalization, mentioned the advantages of mixed methods designs, and highlighted the necessity of identifying the sources of differences. According to him, this will become increasingly difficult due to the rapidly advancing cultural convergence driven by globalization.

The committee concluded that the lecture was delivered with a profound knowledge of the subject matter. The applicant succeeded in providing a clear outline of the development of theoretical thinking, comparing key studies in the field, and indicating the likely future directions of research. He did not omit the limitations of existing theories and methodologies. It was evident from the lecture that his scientific activities have enriched the understanding of culture-conditioned differences in perception. His delivery was engaging and complemented by numerous illustrations of remarkable research and findings.

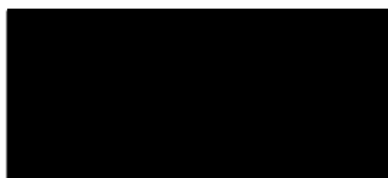
In the discussion, he responded concisely, with perspective, and with exceptional familiarity with both the topic and the related research methodology. He addressed questions and comments concerning the definition of culture for cross-cultural research in perception and cognition, the significance of specific elements supporting holistic versus analytic cognition, culture-conditioned cognitive styles, culture-infused differences between men and women, and a variety of other methodological questions.

Conclusion

The lecture delivered by Ing. Mgr. Jiří Čeněk, Ph.D., entitled *Theories of cross-cultural differences in perception and their development* as a part of the habilitation procedure, **demonstrated** sufficient scholarly qualifications and pedagogical capabilities expected of applicants participating in a habilitation procedure in the field of Psychology.

Date: 20th May 2026

Prof. PhDr. Ivo Čermák, CSc.



Prof. PhDr. David Šmahel, Ph.D.

.....
signature

Doc. PhDr. Martina Hřebíčková, Dr., DSc.
signature

Prof. Alexander T. Vazsonyi, PhD (online).
signature