

ROBERT B. LULL

Annenberg Public Policy Center
University of Pennsylvania
202 S. 36th St.
Philadelphia, PA 19104

Office Telephone: (215) 573-5279
E-mail: rlull@asc.upenn.edu
Twitter: [@lullrb](https://twitter.com/lullrb)

ACADEMIC POSITIONS

Assistant Professor, as of August 2017

Department of Communication, California State University, Fresno, CA

Vartan Gregorian Postdoctoral Fellow, 2015-present

Annenberg Public Policy Center, University of Pennsylvania, Philadelphia, PA

EDUCATION

Ph.D. in Communication, 2015

The Ohio State University, Columbus, OH

Dissertation: *Do sex and violence sell? The effects of violent advertisements, sexual programs, and program/advertisement congruity on brand memory, brand attitudes, and product selection*

M.A. in Communication, 2014

The Ohio State University, Columbus, OH

B.A. in Psychology with Distinction (*Magna Cum Laude*), 2010

Miami University, Oxford, OH

RESEARCH INTERESTS

Thematic: Influence of emotional arousal on information processing

Topical: Science and Risk Communication
Strategic Communication
Communication Technology
Media Psychology
Quantitative Research Methodology

PUBLICATIONS

Refereed Journal Articles

- Landrum, A. R., **Lull, R. B.**, Akin, H., Hasell, A., & Jamieson, K. H. (Accepted). Processing the papal encyclical through perceptual filters: Pope Francis, identity-protective cognition, and climate change concern. *Cognition*.
- Lull, R. B.**, & Dickinson, T. D. (In press). Does television cultivate narcissism? Relationships between television exposure, preferences for specific genres, and subclinical narcissism. *Psychology of Popular Media Culture*. doi: 10.1037/ppm0000107
Featured on [The Conversation](#), [Daily Mail](#), [Good Magazine](#), [The Guardian](#), [The Independent](#), [Pacific Standard](#), [SFGate](#), [The Week](#).
- Lull, R. B.**, Gibson, B., Cruz, C., & Bushman, B. J. (In press). Killing characters in video games kills memory for in-game ads. *Psychology of Popular Media Culture*. doi: 10.1037/ppm0000108
Featured on [Cleveland.com](#), [MediaPost](#), [Pacific Standard](#).
- Lull, R. B.**, & Bushman, B. J. (2016). Immersed in violence: Presence mediates the effect of 3D violent video gameplay on angry feelings. *Psychology of Popular Media Culture*, 5, 133-144. doi: 10.1037/ppm0000062
Featured on [CBS News](#), [The Conversation](#), [Daily Mail](#), [Yahoo](#).
- Çetin, Y., **Lull, R. B.**, Çelikbaş, M., & Bushman, B. J. (2015). Exposure to violent and sexual media content undermines school performance in youth. *Advances in Pediatric Research*, 2. doi: 10.12715/apr.2015.2.6
- Lull, R. B.**, & Bushman, B. J. (2015). Do sex and violence sell? A meta-analytic review of the effects of sexual and violent media and ad content on memory, attitudes, and buying intentions. *Psychological Bulletin*, 141, 1022-1048. doi: 10.1037/bul0000018.
Featured on [BBC](#), [Bloomberg](#), [CNBC](#), [The Conversation](#), [Deseret News](#), [The Guardian](#), [Harvard Business Review](#), [The Independent](#), [New York Magazine](#), [New Zealand Herald](#), [The Nightly Show with Larry Wilmore](#), [NPR \(KPCC Los Angeles; WPR Wisconsin\)](#), [Pacific Standard](#), [Philadelphia Magazine](#), [Sonntags Zeitung Switzerland](#), [The Telegraph](#), [Time Magazine](#), [The Times](#), [The Today Show](#), [Vice Magazine](#), [W Radio Colombia](#).
- Lull, R. B.**, Çetin, Y., & Bushman, B. J. (2015). Violent and sexual media impair second-language memory during encoding and retrieval. *Journal of Experimental Social Psychology*, 56, 172-178. doi: 10.1016/j.jesp.2014.10.001

Book Chapters in Edited Volumes

- Li, N., & **Lull, R. B.** (In press). The role, power, and peril of media for the communication of science: A synthesis. In D. A. Scheufele, D. M. Kahan, & K. H. Jamieson (Eds.), *Handbook of the Science of Science Communication*. New York: Oxford University Press.

Lull, R. B., & Scheufele, D. A. (In press). Understanding and overcoming fear of the unnatural in discussion of GMOs. In D. A. Scheufele, D. M. Kahan, & K. H. Jamieson (Eds.), *Handbook of the Science of Science Communication*. New York: Oxford University Press.

Lull, R. B. (In press). Probability distributions. In J. Matthes, R. Potter, & C. S. Davis (Eds.), *The International Encyclopedia of Communication Research Methods*. Hoboken, NJ: Wiley-Blackwell.

Invited Presentations

Lull, R. B. (2017). Does sex sell? Insights from research synthesis.
- *Association of Swedish Advertisers Seminar on Gender Discriminatory and Sexist Advertising.*

Lull, R. B., Akin, H., Hallman, W. K., Brossard, D., & Jamieson, K. H. (2017). Weighing risk and benefit perceptions of GE technology in the context of Zika virus and GE mosquitoes.
- *Annenberg Public Policy Center of the University of Pennsylvania Zika Communication Summit, Philadelphia, PA, USA.*

Refereed Conference Presentations

Lull, R. B., Hallman, W. K., Brossard, D., & Jamieson, K. H. (2017). Identifying strategic communication opportunities in the context of public support for releasing genetically engineered mosquitoes as a response to Zika virus. Paper to be presented at 67th annual conference of the *International Communication Association, Strategic Environmental Communication and Exploration of Research in Crisis, Risk, and Disaster Pre-conference*, San Diego, CA, USA.

Lull, R. B. (2017). Violence, sex, and advertising effectiveness. Paper to be presented at the 67th annual conference of the *International Communication Association*, San Diego, CA, USA.

Lull, R. B., & Romer, D. (2017). Is parental desensitization to violent films a function of justified violence? Paper to be presented at the 67th annual conference of the *International Communication Association*, San Diego, CA, USA.

Landrum, A. R., Hilgard, J. **Lull, R. B., Akin, H., & Jamieson, K. H.** (2017). Disclosure of open and transparent research practices and public trust. Paper presented at the *Society for Risk Analysis Policy Forum: Risk Governance for Key Enabling Technologies*, Venice, Italy.

Lull, R. B., Brossard, D., Hallman, W. K., & Jamieson, K. H. (2016). The role of perceived risk of genetic engineering (GE) on public support for the release of GE

mosquitoes to reduce the spread of Zika virus. Paper presented at the *Society for Risk Analysis Policy Forum: Risk Governance for Key Enabling Technologies*, Venice, Italy.

Landrum, A. R., **Lull, R. B.**, Akin, H. E., & Jamieson, K. H. (2016). Making it about morals: Pope Francis shifts the climate change debate. Paper presented at the 71st annual conference of the *American Association for Public Opinion Research*, Austin, TX, USA.

Lull, R. B., Akin, H. E., Li, N., Hilgard, J., Landrum, A. R., Barnhart, K. R., . . . Jamieson, K. H. (2016). Can a progressive Pope sway skeptics? Tracking public opinion on Pope Francis and climate change. Paper presented at the 71st annual conference of the *American Association for Public Opinion Research*, Austin, TX, USA.

Çetin, Y., **Lull, R. B.**, & Bushman, B. J. (2015). Don't study with the TV on! Violent media exposure impairs foreign language performance. Poster presented to the Arthur M. Sackler Colloquium of the National Academy of Sciences, *Digital Media and Developing Minds*, Irvine, CA, USA.

Lull, R. B. (2015). Conditional process analysis with multicategorical independent variables and multicategorical moderator variables. Paper presented at the 65th annual conference of the *International Communication Association*, San Juan, Puerto Rico.

Cruz, C., & **Lull, R. B.** (2014). Can't cut through the clutter: Memory impairment for brands advertised in violent and congruent video game contexts. Paper presented at the 64th annual conference of the *International Communication Association*, Seattle, WA, USA.

Lull, R. B., & Bushman, B. J. (2014). Do sex and violence sell? A meta-analytic review of the effects of sexual and violent media and ad content on memory, attitudes, and buying intentions. Poster presented at the 15th annual meeting of the *Society for Personality and Social Psychology*, Austin, TX, USA.

Lull, R. B., & Dickinson, T. D. (2014). "I can read Snooki like a book": Television exposure and genre preferences cultivate narcissism. Paper presented at the 64th annual conference of the *International Communication Association*, Seattle, WA, USA.

Lull, R. B. (2013). A Mediated Uncertainty Management Model: Uncertainty as motivating specific uses and gratifications of media. Paper presented at the 63rd annual conference of the *International Communication Association*, London, England.

TEACHING

Independent Instructor

Undergraduate

History of Communication
Introduction to Communication Technology
Persuasive Communication
Social Implications of Communication Technology

Invited Guest Lecturer

Advertising Strategy, Introduction to Political Communication, Mass Communication and Society, Social Influence and Attitude Change, Statistical Mediation and Moderation Analysis (Graduate), Violence in Media and Violence in Society

Teaching Assistant

Crisis Communication, History of Communication, Interviewing, Strategic Media Planning

SERVICE

Discipline and Government

2017. Co-organizer, Principles and methodologies of science and risk communication
Third International Workshop for Regulation of Animal Biotechnology
USDA Foreign Agriculture Service, Virginia Tech University
Invited position

University and Departmental

2013-2014. Graduate Representative, Graduate Studies Committee
School of Communication, The Ohio State University
Appointed position; liaison between faculty and graduate students

Invited Reviewer

Aggressive Behavior
Applied Cognitive Psychology
Journal of Business Ethics
Psychology of Popular Media Culture

Conference Reviewer

International Communication Association, National Communication Association

RELEVANT WORK

Research Assistantships

Indexing replication-extension studies
Meta-analytic approaches to replication

Statistical/Methodological Consulting

Contour-enhanced funnel plots for trim and fill adjusted meta-analytic effects
Moderation, mediation, and moderated mediation analyses
Meta-analytic scale validation

PROFESSIONAL AFFILIATIONS

American Academy of Advertising (AAA)
American Association for the Advancement of Science (AAAS)
International Communication Association (ICA)
National Communication Association (NCA)
Society for Personality and Social Psychology (SPSP)
Society for Risk Analysis (SRA)

SCHOLARSHIPS AND AWARDS

Postdoctoral Travel Award, National Academy of Sciences, 2015
University Fellowship, The Ohio State University, 2010-11
Miami Scholars Award, Miami University, 2006-10
Miami University General Scholarship, Miami University, 2006-10
Ohio Achievement Scholarship, Miami University, 2006-10
Ohio Board of Regents Ohio Academic Scholarship, Miami University, 2006-10

TECHNICAL SKILLS

Statistical Proficiencies: Comprehensive Meta-Analysis, LISREL, Mplus, SPSS, Stata

Methodological Proficiencies: Medialab Research Software, Qualtrics Research Suite, PC game modification

OTHER RELEVANT EXPERIENCE

Robert B. Lull, page 7

Assisted in design, setup, and installation of Geowall Immersive Media Effects Laboratory, The Ohio State University