

ROBERT B. LULL

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EDUCATION

- Ph.D. (2015) Communication
The Ohio State University, Columbus, OH
Advisor: Brad J. Bushman
Committee: Daniel G. McDonald, David R. Ewoldsen
Specialization: Quantitative Research Methodology
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. (2014) Communication
The Ohio State University, Columbus, OH
- B.A. (2010) Psychology, *Magna Cum Laude*
Concentrations: Social Psychology, Abnormal Psychology
Honors Thesis: Media and the Cross Race Effect
Minor: Sociology
Miami University, Oxford, OH

ACADEMIC POSITIONS

- 2015 Vartan Gregorian Post-doctoral Fellow
Concentration: Science of Science Communication
Annenberg Center for Advanced Study of Communication
Annenberg Public Policy Center
University of Pennsylvania, Philadelphia, PA

RESEARCH

Interests

Advertising Effectiveness: Memory, Attitudes, Buying Intentions
Media Psychology: Media violence, Entertainment
Quantitative Research Methodology: Meta-analysis, Structural equation modeling, Advanced regression (Conditional process analysis, Non-continuous outcomes), Replication
Communication Technology: Presence and immersive technology, Implications of technology
Social/Personality Psychology: Social cognition, Narcissism

Refereed Journal Articles

- Lull, R. B., & Bushman, B. J.** (in press). 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*. doi: [10.1037/bul0000018](https://doi.org/10.1037/bul0000018). Featured in *The Amplifier*.
- Lull, R. B., & Bushman, B. J.** (in press). Immersed in violence: Presence mediates the effect of 3D violent video gameplay on angry feelings. *Psychology of Popular Media Culture*. doi: [10.1037/ppm0000062](https://doi.org/10.1037/ppm0000062)
- 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](https://doi.org/10.12715/apr.2015.2.6)
- 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](https://doi.org/10.1016/j.jesp.2014.10.001)

Refereed Journal Articles under Review

- Lull, R. B., & Dickinson, T. D.** (Revise and resubmit). “I can read Snooki like a book”: Relationships between television exposure, preferences for specific genres, and narcissism.
- Lull, R. B.**, Gibson, B., Cruz, C., & Bushman, B. J. (Under review). Killing characters in video games kills memory for in-game ads.

Refereed Conference Presentations

- 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.

Book Chapters

Lull, R. B. (Under review). 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., & Dickinson, T. (2013, October 16). *Television use cultivates narcissism: Preliminary evidence and future directions*. Presented at the Ohio State University Communication and Technology Studies research meeting, Columbus, OH.

Lull, R. B. (2012, May 4). *Anger in 3D: How presence mediates the relationship between 3D violent video games and hostile affect*. Presented at the Ohio State University School of Communication Colloquium Series, Columbus, OH.

Grants Prepared

2013. Time Warner Medialab. "Effects of Interactive Brand Placement and Violent Content in Video Games on Retail Purchases," PI with Co-PI Carlos Cruz, \$25,000 total costs.

Research Assistantships

Spring 2013. *Indexing replication-extension studies*
Supervisors: Douglas Bonett, University of California Santa Cruz
Brad J. Bushman, The Ohio State University

Spring 2014. *Meta-analytic approaches to replication*
Supervisor: Brad J. Bushman, The Ohio State University

Statistical/Methodological Consulting

Spring 2015. *Weapons Effect Meta-Analysis*
Expertise: Contour-enhanced funnel plots for trim and fill adjusted meta-analytic effects
Investigators: A. James Benjamin, University of Arkansas – Fort Smith

Brad J. Bushman, The Ohio State University

Spring 2014. *Carolina Abecedarian Project, Age-21 and later follow-up studies*
Expertise: Moderation, mediation, and moderated mediation analyses
Investigators: Frances Campbell, The University of North Carolina at Chapel Hill
M. Monique McMillian, Morgan State University

TEACHING

Independent Instructor

COMM 3554 – Social Implications of Communication Technology, Autumn 2014
Advanced study of a current topic in telecommunications and electronic media industry structures

COMM 1101 – History of Communication, Summer 2014
History of human communication from the beginning of spoken and written communication to modern mediated and mass communication

COMM 2540 – Introduction to Communication Technology, Summer 2013
Current problems of the technologies markets and policies of new and developing media

COMM 367 – Persuasive Communication, Autumn 2011, Spring 2012
Principles of persuasion as reasoned discourse

Invited Guest Lecturer

COMM 8801 – Statistical Mediation and Moderation Analysis (Graduate), Spring 2014
“Conditional Process Analysis with a Multicategorical Independent Variable”

COMM 2442 – Violence in Media and Violence in Society, Spring 2013
“Frustration-aggression Hypothesis”

COMM 3440 – Mass Communication and Society, Summer 2012
“Survey of Cultivation Theory and Research”

Lab Instructor

COMM 3169 – Interviewing, Autumn 2012
Theories and practices of mediated and face-to-face question-asking as communicative tools for understanding others' views of events, information, policies, systems, and technologies

Teaching Assistant

COMM 3333 – Crisis Communication, Spring 2015

COMM 1101 – History of Communication, Autumn 2013

COMM 545 – Strategic Media Planning, Winter 2012

SERVICE

University and Departmental

2013-2014. Graduate Representative, Graduate Studies Committee
School of Communication, The Ohio State University

Appointed position; served as liaison between faculty and graduate students

Invited Reviewer

Aggressive Behavior (1 paper)

Applied Cognitive Psychology (2 papers)

Journal of Business Ethics (1 paper)

Conference Reviewer

International Communication Association

Communication and Technology Division (6 papers)

Game Studies Interest Group (3 papers)

Information Systems Division (6 papers)

Mass Communication Division (3 papers)

National Communication Association

Student Division (1 paper)

PROFESSIONAL AFFILIATIONS

Association for Psychological Science (APS)

International Communication Association (ICA)

Communication and Technology Division

Game Studies Interest Group

Information Systems Division

Mass Communication Division

National Communication Association (NCA)

Communication and Social Cognition Section, Human Communication and Technology

Division, Mass Communication Division, Student Section

Psi Chi International Honor Society in Psychology
Treasurer, Miami University Chapter, 2008-2010

Society for Personality and Social Psychology

SCHOLARSHIPS AND AWARDS

2010-2011. University Fellowship, The Ohio State University
2006-2010. Miami Scholars Award, Miami University
2006-2010. Miami University General Scholarship, Miami University
2006-2010. Ohio Achievement Scholarship, Miami University
2006-2010. Ohio Board of Regents Ohio Academic Scholarship, Miami University

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

Affiliate status, Mechanisms and Contingencies Lab, Department of Psychology, The Ohio State University

- Principal Investigator: Andrew F. Hayes

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