

ROBERT B. LULL

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ACADEMIC POSITIONS

Associate Professor of Science Communication, 2023 - present

Assistant Professor of Science Communication, 2017 - 2023

Department of Communication, California State University, Fresno, CA

Vartan Gregorian Postdoctoral Fellow, 2015 - 2017

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

EDUCATION

Ph.D. in Communication, 2015

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

Certificate in Integral Ecology, 2024

Pontifical Universities and Athenaeum, Rome, Italy.

RESEARCH EXPERTISE

Primary: Science Communication
Environmental Communication

Secondary: Strategic Communication
Quantitative Research Methodology
Communication Technology
Risk Communication

GRANTS, RESEARCH FUNDING, AND FUNDED PARTICIPATION

Funded (\$39,275 awarded, actual and equivalents)

2023-24 Dean's Faculty Mini-Grant (\$4000)
California State University, Fresno, Division of Research and Graduate Studies

Our Natural Lab: The Role of National Parks and Monuments in Landmark Scientific Achievements

- 2019-23 Research, Scholarship, & Creative Activities Award (\$6055 equivalent each)
California State University Chancellor's and Provost's Office
Our Natural Lab: The Role of National Parks and Monuments in Landmark Scientific Achievements (2023)
Nature's New Narrative: Linguistic Shifts in Science and Nature Documentaries and Films (2022)
Communicating climate change in National Park newspapers (2022)
Computational content analysis using extracted closed captions (2021)
Diversity in science podcasting (2019)
- 2020-21 Faculty Fellow (\$3000)
California Water Institute
California State University, Fresno
- 2019 Faculty Participant (\$2000)
National Science Foundation in support of "Catalyzing new practices for the San Joaquin Valley to innovate effective teaching pedagogies in lower-division mathematics and chemistry courses" (Award #1928671, PI Christopher Meyer)

PUBLICATIONS

Books Under Contract

Lull, R. B. (Under contract for 2026 release). *Our natural lab: Remarkable stories of science from America's National Parks*. Oxford University Press.

Books In Preparation

Lull, R. B. (Research completed, proposal in progress). *Nature's new narrative: Linguistic shifts in environmental documentaries and films*.

Refereed Journal Articles

Lull, R. B., & Wise, W. (2024) No longer news that's fit to print? Climate change goes missing from National Park newspapers. *Parks Stewardship Forum*, 40(1), 300-319. <https://dx.doi.org/10.5070/P540162939>

Lull, R. B., Akin, H., Hallman, W. K., Brossard, D., & Jamieson, K. H. (2020). Modeling risk perceptions, benefit perceptions, and approval of releasing genetically engineered mosquitoes as a response to Zika virus. *Environmental Communication*, 14(7), 933-953.

<https://dx.doi.org/10.1080/17524032.2019.1685558>

Landrum, A. R., Hilgard, J., **Lull, R. B.**, Akin, H., & Jamieson, K. H. (2018). Open and transparent research practices and public perceptions of the trustworthiness of agricultural biotechnology organizations. *Journal of Science Communication*.
<https://dx.doi.org/10.22323/2.17020204>

Lull, R. B., & Dickinson, T. D. (2018). Does television cultivate narcissism? Relationships between television exposure, preferences for specific genres, and subclinical narcissism. *Psychology of Popular Media*, 7(1), 47-60.
<https://dx.doi.org/10.1037/ppm0000107>
Featured on [The A.V. Club](#), [The Conversation](#), [Daily Mail](#), [Good Magazine](#), [The Guardian](#), [The Independent](#), [Men's Journal](#), [Pacific Standard](#), [SFGate](#), [The Week](#).

Romer, D., Jamieson, P. E., Jamieson, K. H., **Lull, R. B.**, & Adebimpe, A. (2018). Parental desensitization to gun violence in PG-13 movies. *Pediatrics*, 141(6), e20173491. <https://dx.doi.org/10.1542/peds.2017-3491>
Featured on [ABC News](#), [Axios](#), [CBS Philly](#), [Deadline Hollywood](#), [KPCC Southern California Public Radio](#), [New York Times](#), [Philly.com](#), [San Diego Union-Tribune](#), [USA Today](#)

Lull, R. B., Gibson, B., Cruz, C., & Bushman, B. J. (2018). Killing characters in video games kills memory for in-game ads. *Psychology of Popular Media*, 7(1), 87-97.
<https://dx.doi.org/10.1037/ppm0000108>
Featured on [Cleveland.com](#), [MediaPost](#), [Pacific Standard](#).

Landrum, A. R., & **Lull, R. B.** (2017). Stop preaching to the converted. *Nature Climate Change*, 7, 538-540. <https://dx.doi.org/10.1038/nclimate3355>

Landrum, A. R., **Lull, R. B.**, Akin, H., Hasell, A., & Jamieson, K. H. (2017). Processing the papal encyclical through perceptual filters: Pope Francis, identity-protective cognition, and climate change concern. *Cognition*, 166, 1-12.
<https://dx.doi.org/10.1016/j.cognition.2017.05.015>
Featured in [Nature Climate Change Research Highlights](#)

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*, 5, 133-144. <https://dx.doi.org/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. <https://www.longdom.org/articles/exposure-to-violent-and-sexual-media-content-undpediatriciansermines-school-performance-in-youth.pdf>

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.

<https://dx.doi.org/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. <https://dx.doi.org/10.1016/j.jesp.2014.10.001>

Book Chapters in Edited Volumes

Lull, R. B. (2017). Probability distributions. In J. Matthes, R. Potter, & C. S. Davis (Eds.), *The International Encyclopedia of Communication Research Methods*. Wiley-Blackwell. <https://dx.doi.org/10.1002/9781118901731.iecrm0190>

Li, N., & **Lull, R. B.** (2017). The role, power, and peril of media for the communication of science: A synthesis. In K. H. Jamieson, D. M. Kahan, & D. A. Scheufele (Eds.), *The Oxford Handbook of the Science of Science Communication* (pp. 332-337). Oxford University Press.
<https://dx.doi.org/10.1093/oxfordhb/9780190497620.013.36>

Lull, R. B., & Scheufele, D. A. (2017). Understanding and overcoming fear of the unnatural in discussion of GMOs. In K. H. Jamieson, D. M. Kahan, & D. A. Scheufele (Eds.), *The Oxford Handbook of the Science of Science Communication* (pp. 408-419). Oxford University Press.
<https://dx.doi.org/10.1093/oxfordhb/9780190497620.013.44>

Refereed Conference Presentations

Lull, R. B., & Wise, W. (2023). The cost of an absent agenda: When climate change goes missing from National Park newspapers. Poster presented at the 73rd annual conference of the *International Communication Association*, Toronto, Canada. *Awarded top poster in Environmental Communication Division.*

Lull, R.B. (2022). Water is life: The centrality of water in science and nature documentaries. Research brief presented to the *Fresno State Water Showcase: Imagine a Day without Water*, Fresno, CA, USA.

Kartch, F., & **Lull, R. B.** (2022). “Let’s talk positively about periods!” Reducing mental shame and promoting menstrual justice through service-learning in the college

classroom. Paper presented to the 108th annual conference of the *National Communication Association*, New Orleans, LA, USA.

Top four paper in Experiential Learning in Communication Division.

Lull, R. B., & Wise, W. (2021). From “*Blue*” Planet to “*Our*” Planet: Nature documentaries demonstrate increasing emphasis on collective identity over time. Paper presented at the 104th annual conference of the *Association for Education in Journalism and Mass Communication*, Virtual conference, CA, USA.

Lull, R. B. (2020). Gender inclusion in science podcasts: A case study content analysis of *StarTalk Radio*. Paper presented at the 103rd annual conference of the *Association for Education in Journalism and Mass Communication*, Virtual conference, CA, USA.

Lull, R. B. (2019). Introducing EFMAR Analysis: Testing effect fit with meta-analytic results. Paper presented at the 69th annual conference of the *International Communication Association*, Washington, DC, USA.

Lull, R. B., Akin, H. A., Hallman, W. K., Brossard, D., & Jamieson, K. H. (2019). Modeling risk perceptions, benefit perceptions, and approval of releasing genetically engineered mosquitoes as a response to Zika virus. Paper presented at the 69th annual conference of the *International Communication Association*, Washington, DC, USA.

Lull, R. B., Hallman, W. K., Brossard, D., & Jamieson, K. H. (2018). Public perceptions of the risk of genetic engineering (GE) and public support for the release of GE mosquitoes as a vector control method to reduce the spread of Zika virus. Paper presented at the 105th annual meeting of the *New Jersey Mosquito Control Association*, Atlantic City, NJ, USA.

Lull, R. B., Hallman, W. K., Brossard, D., & Jamieson, K. H. (2017) US public opinion about insecticide spraying in the context of Zika virus. Paper presented at annual meeting of the *Society for Risk Analysis*, Arlington, VA, USA.

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 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 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 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.

Invited Presentations

Lull, R. B. (2024). What can we learn from studying national parks?
- *Smittcamp Family Honors College Colloquium*

Lull, R. B. (2017). Public perceptions about releasing genetically engineered mosquitoes in the context of Zika virus.
- *3rd International Workshop for Regulation of Animal Biotechnology*

Lull, R. B. (2017). Understanding audience needs and preferences.
- *3rd International Workshop for Regulation of Animal Biotechnology*

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.*

TEACHING

Independent Instructor

Undergraduate

Communication of Science and Technology
Computer Applications in Communication
History of Communication
Introduction to Communication Technology
Persuasive Communication
Public Communication and Civic Engagement
Revolutions in the Natural and Social Sciences

Social Implications of Communication Technology
Theories of Human Communication

Graduate

Communication Research Methods
Seminar in Communication Theory and Research

Certifications

California State University Academic Technology Services, Quality Assurance Blended
& Online Program

Invited Guest Lecturer

Advertising Strategy, Introduction to Political Communication, Mass Communication and
Society, Seminar in Communication Theory and Research (Graduate), 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

2024	Volunteer, National Park Service, Mojave National Preserve Planted Joshua Trees as part of Cima Dome reforestation, after 20-25% of the densest Joshua Tree forest on Earth was lost to the 2020 Dome Fire
2023	Volunteer, Adventure Scientists Reforestation Team Visually surveyed cones on conifer trees to inform reforestation efforts in California National Forests
2018, 2020	Invited radio interview guest, KFCF Fresno 88.1 FM Interviewed on <i>Science: A Candle in the Dark</i>
2019	Invited panelist, National Science Foundation Invited grant review panelist, 14 proposals
2018-19	Invited reviewer, National Science Foundation Ad-hoc grant reviewer, 2 proposals

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| 2018 | Invited expert, Central Valley Café Scientifique
Department of Biology, California State University, Fresno
Debug Fresno Part 2 |
| 2017 | Co-organizer, Principles and methodologies of science/risk communication
Third International Workshop for Regulation of Animal Biotechnology
USDA Foreign Agriculture Service, Virginia Tech University |

University and Departmental

California State University, Fresno

Service

2020 - present, Advisory Committee, California Water Institute, University
2020 - present, Scholarship & Awards Committee, Department of Communication
2019 - present, Sustainability Minor Subcommittee, University
2018 - present, Judge, Department of Communication Peach Blossom Festival
2018 - present, Lecturer Review Committee, Department of Communication
2019 - 2022, Curriculum Committee, College of Arts and Humanities
2018 - 2022, Research Committee, Department of Communication
2020, 2022, PHS Application Reader, Smittcamp Family Honors College
2018 - 2020, Water and Sustainability Advisory Committee, University
2018, Communications Committee, College of Arts and Humanities

Advising and Committee Membership

Sanchez, Alexa (M. A. Committee Member, 2023)
Lassen, Erica (M. A. Advisor, 2022, College Outstanding Thesis Awardee)
Foster, Dion (M. A. Committee Member, 2021)
Alvarez, Carli (M. A. Committee Member, 2020)
Martinez, Ricardo (M. A. Committee Member, 2020)
Vincent, Hannah. (M.A. Committee Member, 2020)

Ohio State

2013-14, Graduate Representative, Graduate Studies Committee

Invited Reviewer

Aggressive Behavior
Annals of the International Communication Association
Applied Cognitive Psychology
Communication Research
Environmental Communication
Journal of Business Ethics

Journal of Consumer Behaviour
Mass Communication and Society
Media Psychology
New Media and Society
Psychology of Popular Media

Conference Reviewer

Association for Education in Journalism and Mass Communication, International
Communication Association, National Communication Association

Conference Session Chair

2017, 2019, International 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 Association for the Advancement of Science (AAAS)
Association for Education in Journalism and Mass Communication (AEJMC)
International Communication Association (ICA)
Society of Environmental Journalists (SEJ)

SCHOLARSHIPS AND AWARDS

Annenberg Travel Award, University of Pennsylvania, 2017
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: Linguistic Inquiry and Word Count (LIWC), Medialab Research Software, Qualtrics Research Suite, PC video game modification, Subtitle Edit

Instructional Technology Proficiencies: Blackboard, Canvas, Panopto, Zoom