

R. Glenn Cummins
CURRICULUM VITAE
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College of Media & Communications
Texas Tech University
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Academic Experience

Texas Tech University September 2007-Present
Academic Appointments
Professor (September 2020-Present)
Associate Professor (September 2013-August 2020)
Assistant Professor (September 2007-August 2013)
Department of Journalism and Creative Media Industries, College of Media and
Communication

Administrative Appointments
Associate Dean for Research and Grants, College of Media & Communication
(September 2013-Present)
Director, Center for Communication Research, College of Media &
Communication (September 2012-Present)
Assistant Department Chair, Department of Electronic Media & Communications
(September 2010-August 2012)

Kennesaw State University July 2005-June 2007
Assistant Professor, Department of Communication

University of Alabama
Graduate Instructor 1997-1999; 2003-2005
Research Assistant, Institute for Communication 2002-2005
Research

Education

Ph.D. College of Communication and Information Sciences, University of Alabama, Mass
Communication, August, 2005.
Dissertation: “*The entertainment appeal of reality television: The effects of
direct address on empathy, interactivity, presence, and entertainment value*”

- MA University of Alabama, Department of Telecommunication and Film, December, 1999.
Thesis: “*Untangling the slasher controversy: A content analysis of selected horror films*”
- BA University of Southern Mississippi, Department of Radio, Television, and Film (Minor: Public Relations), Honors College, August, 1997.
Undergraduate Honors Thesis: “*Long time coming: The bumpy road to high definition television*”

Publications

Peer-Reviewed Articles

- Gong, Z., Holiday, S., & **Cummins, R.G.** (in press.) Can't take my eyes off of the model: The impact of sexual appeal and product involvement on selective attention to advertisements. *Journal of Marketing Theory and Practice*. doi: 10.1080/10696679.2020.1803089
- Cummins, R. G.**, Gong, Z., & Reichert, T. (in press). The impact of visual sexual appeals on attention allocation within advertisements: An eye-tracking study. *International Journal of Advertising*. doi: 10.1080/02650487.2020.1772656
- Hahn, D., & **Cummins, R. G.** (2020). The impact of domain-specific interest on exemplification effects in sports media. *Psychology of Popular Media Culture*, 9(4), 394-402. doi: 10.1037/ppm0000241
- Gong, Z. & **Cummins, R. G.** (2020). Redefining rational and emotional advertising appeals as available processing resources: Toward an information processing perspective. *Journal of Promotion Management*, 26(2), 277-299. doi: 10.1080/10496491.2019.1699631
- Koerber, A., Starkey, J.C., Ardon-Dryer, K., **Cummins, R.G.**, Eko, L., & Kee, K.F. (2020). A qualitative content analysis of watchlists vs safelists: How do they address the issue of predatory publishing? *Journal of Academic Librarianship*, 46(6), 1-10. doi: 10.1016/j.acalib.2020.102236
- Tarpley, T.G., Fischer, L.M., Steede, G.M., **Cummins, R. G.**, & McCord, A. (2020). How much transparency is too much? A moment-to-moment analysis of viewer comfort in response to animal slaughter videos. *Journal of Applied Communications*, 104(2), Article 6. <https://doi.org/10.4148/1051-0834.2302>
- Fischer, L. M., Meyers, C., **Cummins, R. G.**, Gibson, C., & Baker, M. (2020). Creating relevancy in agricultural science information: Examining the impact of motivational salience, involvement and pre-existing attitudes on visual attention to scientific information. *Journal of Applied Communications*, 104(2), Article 1. <https://doi.org/10.4148/1051-0834.2287>
- Gilliam, K. C., Baker, M., Rayfield, J., Ritz, R., & Cummins, R. G. (2020). Perceptions of undergraduate agricultural education students on the effects of question difficulty and post-question wait-time on cognitive and emotional processes. *Journal of Agricultural Education*, 61(4), 317-328. doi: 0.5032/jae.2020.04317

- Cummins, R. G.,** Ortiz, M.E., & Rankin, A. (2019). 'Elevator eyes' in sports broadcasting: Visual objectification of male and female sports reporters. *Communication & Sport*, 7, 789-810. doi: 10.1177/2167479518806168
- King, A. J., Bol, N., **Cummins, R. G.,** & John, K. (2019). Improving visual behavior research in communication science: An overview, review, and reporting recommendations for using eye-tracking methods. *Communication Methods & Measures*, 3, 149-177. doi: 10.1080/19312458.2018.1558194
- Cummins, R. G.,** Berke, C.K., Moe, A., Gong, Z. (2019). Sight versus sound: The differential impact of mediated spectator response in sport broadcasts. *Journal of Broadcasting & Electronic Media*, 63, 111-129. doi: 10.1080/08838151.2019.1568806
- Abitbol, A., Meeks, J., & **Cummins, R. G.** (2019). Does oil and goodwill mix?: Examining the oil and gas industry's impact on stakeholder engagement on Facebook. *Environmental Communication*, 13, 192-208. doi: 10.1080/17524032.2018.1546751
- Holiday, S., Loof, T., **Cummins, R. G.,** & Krause, A. K. (2019). Consumer response to selfies in advertisements: Visual rhetoric for the me me me generation. *Journal of Current Issues in Advertising*, 40, 123-146. doi: 10.1080/10641734.2018.1503107
- Holiday, S., Norman, M., Manley, T., Holland, D., **Cummins, R. G.,** & Rasmussen, E. (2018). Television advertising's influence on parents' gift-giving perceptions. *Journal of Consumer Marketing*, 35, 665-675. doi: 10.1108/JCM-07-2017-2274
- Hahn, D. A., VanDyke, M. & **Cummins, R. G.** (2018). It's a numbers game: Change in frequency, type, and presentation form of statistics used in NFL broadcasts. *International Journal of Sport Communication*, 11, 482-502. doi: 10.1123/ijsc.2018-0107
- Gilliam, K. C., Baker, M., Rayfield, J., Ritz, R., & **Cummins, R. G.** (2018). Effects of question difficulty and post-question wait-time on cognitive engagement: A psychophysiological analysis. *Journal of Agricultural Education*, 59(4), 286-300. doi: 10.5032/jae.2018.04286
- Fischer, L.M., **Cummins, R. G.,** Gilliam, K., Baker, M., Burriss, S., & Irlbeck, E. (2018). Examining the critical moments in information processing of water conservation videos within young farmers and ranchers: A psychophysiological analysis. *Journal of Agricultural Education*, 59(2), 1-15. doi: 10.5032/jae.2018.02001
- Cummins, R. G.,** Smith, D.W., Callison, C., & Mukhtar, S. (2018). Continuous response assessment to evaluate effectiveness of extension education products. *Journal of Extension [online]*, 56(3), Article 3FEA3. Retrieved from <https://www.joe.org/joe/2018june/a3.php>
- Hahn, D.A., & **Cummins, R. G.** (2018). Differentiating objective sport knowledge versus subjective sport fanship via a test of exemplification in sport. *Communication & Sport*, 6, 331-348. doi: 10.1177/2167479517695090
- Lee, N., VanDyke, M., & **Cummins, R. G.** (2018). A missed opportunity?: NOAA's use of social media to communicate climate science. *Environmental Communication*, 12, 274-283. doi: doi.org/10.1080/17524032.2016.1269825

- Cummins, R. G.,** Stone, C. H., Gong, Z., & Cui, B. (2017). Visual attention to and understanding of graphic program advisories: An eye-tracking study. *Journal of Broadcasting & Electronic Media*, *61*, 703-722. doi: 10.1080/08838151.2017.1375499
- Cummins, R. G.,** & Berke, C. K. (2017). Excitation transfer in the microstructure of sport. *International Journal of Sport Communication*, *10*, 468-486. doi: 10.1123/ijsc.2017-0061
- Cummins, R. G.,** & Gong, Z. (2017). Mediated intra-audience effects in the appreciation of broadcast sport. *Communication and Sport*, *5*, 27-48. doi: 10.1177/2167479515593418
- Herring, J., VanDyke, M., **Cummins, R. G.,** & Melton, F. (2017). Communicating local climate risks through an interactive data visualization. *Environmental Communication*, *11*, 90-105. doi: 10.1080/17524032.2016.1176946
- Cummins, R. G.,** Gong, Z., & Kim, H.-S. (2016). Individual differences in selective attention to information graphics in televised sport. *Communication & Sport*, *4*, 102-120. doi: 10.1177/2167479513517491
- Cummins, R. G.,** & Cui, B. (2014). Reconceptualizing address in television programming: The effect of address and affective empathy on viewer experience of parasocial interaction. *Journal of Communication*, *64*, 723-742. doi: doi.org/10.1111/jcom.12076
- Merle, P., Callison, C., & **Cummins, R. G.** (2014). How arithmetic aptitude impacts attention, memory, and evaluation of static versus dynamic infographics in online news: An eye-tracking study. *Electronic News*, *8*, 177-197. doi: 10.1177/1931243114557595
- Hahn, D., & **Cummins, R. G.** (2014). Effects of attractiveness, gender, and athlete-reporter congruence on perceived credibility of sports reporters. *International Journal of Sport Communication*, *7*, 34-47. doi: 10.1123/IJSC.2013-0113
- Cummins, R. G.,** & Hahn, D. (2013). Re-presenting sport: How instant replay and perceived violence impact enjoyment of mediated sports. *Mass Communication and Society*, *16*, 787-807. doi: 10.1080/15205436.2013.779719
- Cummins, R. G.,** & Wise, W. T., & Nutting, B. H. (2012). Excitation transfer between semantically related and temporally adjacent stimuli. *Media Psychology*, *15*, 420-442. doi: 10.1080/15213269.2012.723120
- Cummins, R. G.,** Keene, J. R., & Nutting, B. H. (2012). The impact of subjective camera in sports on arousal and enjoyment. *Mass Communication and Society*, *15*, 74-97. doi: 10.1080/15205436.2011.558805
- Cummins, R. G.,** & Chambers, T. (2011). How production value impacts perceived technical quality, credibility, and economic value of video news. *Journalism & Mass Communication Quarterly*, *88*, 737-752. doi: 10.1177/107769901108800404
- Cummins, R. G.,** Youngblood, N. E., & Milford, M. (2011). Can visual complexity impact appreciation of mediated Sports? Team identification and viewer response to a complex presentation of college football. *International Journal of Sport Communication*, *4*, 454-472. doi: 10.1123/ijsc.4.4.454

- Cummins, R. G.**, Tirumala, L. N., & Mulieri-Lellis, J. (2011). Viewer attention to ESPN's mosaic screen: An eye-tracking investigation. *Journal of Sports Media*, 6, 23-54. doi: 10.1353/jsm.2011.0003
- Cummins, R. G.** (2009). The effects of subjective camera and fanship on viewers' experience of presence and perception of play in sports telecasts. *Journal of Applied Communication Research*, 37, 453-475. doi: 10.1080/00909880903233192
- Keene, J. R., & **Cummins, R. G.** (2009). Sports commentators and source credibility: Do those who can't play...commentate? *Journal of Sports Media*, 4, 57-84. doi: 10.1353/jsm.0.0042
- Cummins, R. G.** (2007). Selling music with sex: The content and effects of sex in music videos. *Journal of Promotion Management*, 13, 95-110. doi: 10.1300/J057v13n01_07

Editor-Reviewed Articles

- McLaughlin, B., Gotlieb, M.R., & **Cummins, R. G.** (2020). 2018 survey of journalism & mass communication enrollments: Challenges and opportunities for a changing and diversifying field. *Journalism & Mass Communication Educator*, 75, 131-143. doi: 10.1177/1077695819900724
- Lee, N., VanDyke, M., & **Cummins, R. G.** (2018). Response to Lindsey, Herring, and Greenhalgh. *Environmental Communication*, 12, 287-288. doi: 10.1080/17524032.2017.1415422
- Gotlieb, M.R., McLaughlin, B., & **Cummins, R. G.** (2017). 2015 survey of journalism & mass communication enrollments: Challenges and opportunities for a changing and diversifying field. *Journalism & Mass Communication Educator*, 72, 139-153. doi: 10.1177/1077695817698612
- Cummins, R. G.** (2014). Psychophysiological measurement and meaning. [Book review]. *Journal of Broadcasting & Electronic Media*, 58, 154-156. doi: 10.1080/08838151.2013.875026
- Cummins, R. G.** (2013). Teaching sports production without producing: Three assignments for a large-lecture sports media class. *Journal of Media Education*, 4(2), 53-60. Retrieved from <https://en.calameo.com/read/000091789a4531bf91f13>

Chapters, Invited

- Cummins, R. G.** (2017). Sport as broadcast studies. In A.C. Billings (Ed.), *Defining Sport Communication* (pp. 267-280). London: Routledge.
- White, S., **Cummins, R. G.**, Sarge, M., & Bucy, E.P. (2015). Communicating fracturing impacts and technologies. In V. Uddameri, A. Morse, & K.J. Tindler (Eds.), *Fracturing Impacts and Technologies* (pp. 251-272). CRC Press: Boca Raton, FL.
- Cummins, R. G.** (2014). Eye tracking and visual attention to sports in new media. In A. Billings & M. Hardin (Eds.), *Handbook of Sports and New Media* (pp. 271-284). Thousand Oaks, CA: Sage.

- Bryant, J., & Cummins, R. G. (2009). The effects of outcome of mediated and live sporting events on sportsfans' self- and social identities. In H. Hundley & A. Billings (Eds.), *Examining Identity in Sports Media* (pp. 217-238). Thousand Oaks, CA: Sage.
- Bryant, J., & Cummins, R. G. (2008). Violence and sex in the media. In M.B. Salwen & D.W. Stacks (Eds.), *An Integrated Approach to Communication Theory and Research* (2nd ed., pp. 181-197). Mahwah, NJ: Lawrence Erlbaum Associates.
- Cummins, R. G. (2007). Selling music with sex: The content and effects of sex in music videos. In T. Reichert (Ed.), *Investigating the Use of Sex in Media Promotion and Advertising* (pp. 95-110). Binghamton, NY: Haworth Press.
- Bryant, J., & Cummins, R. G. (2006). Traditions of mass media theory and research. In R. W. Preiss, B. M. Gayle, N. Burrell, M. Allen, & J. Bryant (Eds.), *Mass media effects research: Advances through meta-analysis* (pp. 1-13). Mahwah, NJ: Lawrence Erlbaum Associates.
- Cummins, R. G. (2006). Sports fiction: Critical and empirical perspectives. In A. A. Raney & J. Bryant (Eds.), *Handbook of sports and media* (pp. 185-204). Mahwah, NJ: Lawrence Erlbaum Associates.

Encyclopedia Entries, Invited

- Cummins, R. G. (2020). Excitation transfer theory. In J. Van del Bulck (Ed.) *International encyclopedia of media psychology*. Hoboken, NJ: Wiley-Blackwell. doi: 10.1002/9781119011071.iemp0055
- Cummins, R. G. (2017). Eye tracking. In J. Matthes, C.S. Davis, & R.F. Potter (Eds.), *International encyclopedia of communication research methods*. Hoboken, NJ: Wiley-Blackwell.
- Cummins, R. G. (2017). Excitation transfer theory. In P. Roessler, C.A. Hoffner, & L. van Zoonen (Eds.) *International encyclopedia of media effects*. Hoboken, NJ: Wiley-Blackwell.
- Cummins, R. G. (2007). Pornography, magazines. In J.J. Arnett (Ed.) *Encyclopedia of Children, adolescents, and the media* (Vol. 2, pp. 658-660). Thousand Oaks, CA: Sage.
- Cummins, R. G. (2007). Pornography, x-rated movies. In J.J. Arnett (Ed.) *Encyclopedia of Children, adolescents, and the media* (Vol. 2, pp. 666-668). Thousand Oaks, CA: Sage.
- Cummins, R. G. (2007). Telecommunications act of 1996. In J.J. Arnett (Ed.) *Encyclopedia of Children, adolescents, and the media* (Vol. 2, pp. 797-798). Thousand Oaks, CA: Sage.

Research Abstracts

- Cummins, R. G., & Berke, C.K. (2015). Excitation transfer and instant replay. *Psychophysiology*, 52 (Suppl. 1), S38.
- Cummins, R. G., Keene, J.R., & Nutting, B. (2008). Arousal responses to subjective camera in sports broadcasts. *Psychophysiology*, 45 (Suppl. 1), S97.

- Potter, R.F., Sparks, J.V., **Cummins, R. G.**, & Lee, S. (2004). "I Bleed Crimson!": The impact of fan identification level on viewers' attention and emotional response during sports news. *Psychophysiology*, 41 (Suppl. 1), S62.
- Potter, R.F., Bucy, E.P., Cummins, G., Dinu, L., Hao, X., & Smith, B. (2003). The impact of emotional intensity of news footage and communicative potency of the president on attention to sound bites. *Psychophysiology*, 40 (Suppl. 1), S68.

Conference Presentations

Refereed Paper Presentations

- Opat, K., Irlbeck, E., Li, N., **Cummins, R.G.**, Boren-Alpizar, A. (2020, September). *Disseminating scientific information to Gen Z through podcasts: The effect of using narrative or logical-scientific information on audience interest and perceived credibility*. Paper presented at the Western Region American Association of Agricultural Educators Conference 2020, Bozeman, MT.
- Lu, P., Baker, M., Schroeder, S., Burris, S., & Cummins, G. (2019, September). *The effectiveness of a metacognitive strategy during the learning process on subject matter retention, visual attention, and cognitive allocation*. Refereed poster presentation at the Western Region AAAE Research Conference, Anchorage, AK.
- Cummins, R.G., & Callison, C. (2019, October). *What eye tracking data can tell you about graphic design in water messaging*. Refereed poster presentation at the WaterSmart Innovations 2019 Conference and Exposition. Las Vegas, NV.
- Meyers, C., **Cummins, G.**, Baker, M., Irlbeck, E., Gibson, C., & Low, L. (2019, October). *The consumer experience: Using innovative research tools to develop and test messages about food and agricultural sciences*. Poster presented at the 2019 Non-Land-Grant Agricultural and Renewable Resources Universities Annual Meeting, San Angelo, TX.
- LaGrande, L., Meyers, C., **Cummins, R. G.**, & Baker, M. (2019, May). *A moment-to-moment analysis of trust in agricultural messages*. Paper presentation at the annual meeting of the American Association of Agricultural Education, Des Moines, IA.
- Gilliam, K., Baker, M., Rayfield, J., Ritz, & **Cummins, R. G.** (2019, May). *Perceptions of undergraduate agricultural education students on the effects of question difficulty and post-question wait-time on cognitive and emotional processes*. Paper presentation at the annual meeting of the American Association of Agricultural Education, Des Moines, IA.
- Gilliam, K., Baker, M., Rayfield, J., Ritz, & **Cummins, R. G.** (2019, May). *Effects of question difficulty and post-question wait-time on emotional response: A psychophysiological analysis*. Paper presentation at the annual meeting of the American Association of Agricultural Education, Des Moines, IA.

- King, A. J., Bol, N., **Cummins, R. G.**, John, K. (2018, November). *Playing with methods to advance visual communication research and theory: An overview and review of how the field uses eye tracking*. Paper presentation at the annual meeting of the National Communication Association, to the Visual Communication, Salt Lake City, UT.
- Callison, C., & **Cummins, R. G.** (2018, October). *Innovations in copy testing of water messaging: Investigating the pieces of the whole*. Poster presentation at the WaterSmart Innovations 2018 Conference and Exposition. Las Vegas, NV.
- Cummins, R. G.**, Ortiz, M., & Rankin, A. (2018, August). “Elevator eyes” in sports broadcasting: Differences in attention allocation to male and female sports reporters. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, DC.
- Fisher, L., Meyers, C., **Cummins, R. G.**, Gibson, C., & Baker, M. (2018, August). *Examining the impact of motivational salience and involvement on visual attention to scientific information*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, DC.
- Gong, Z., Holiday, S., & **Cummins, R. G.** (2018, August). *The impact of erotic appeal and message relevance on selective attention to print advertisements*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, DC.
- Fischer, L. M., Meyers, C. A., **Cummins, R. G.**, Gibson, C., & Baker, M. (2018, February). *Creating relevancy in scientific information: An analysis of the impact of motivational salience and involvement on visual attention*. Paper presented at the American Association for Agricultural Education, Charleston, SC.
- Gilliam, K. C., Baker, M., Rayfield, J., Ritz, & Cummins, R. G. (2018, May). *Effects of question difficulty and post-question wait time on cognitive engagement: A psychophysiological analysis*. American Association for Agricultural Education. Charleston, SC.
- Hahn, D.A., VanDyke, M., & **Cummins, R. G.** (2018, April). *It's a numbers game: Change in frequency, type, and presentation form of statistics used in NFL broadcasts*. Presentation to the research division at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
- Fischer, L. M., Meyers, C. A., **Cummins, R. G.**, Gibson, C., & Baker, M. (2018, February). *Creating relevancy in scientific information: An analysis of the impact of motivational salience and involvement on visual attention*. Paper presented at the Southern Association of Agricultural Scientists: Ag Communications Section, Jacksonville, FL.
- Cummins, R. G.**, & Seltzer, T. (2017, August). *Cognitive and emotional processing of the enhanced State of the Union*. Presentation at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.

- Holiday, S., Norman, M., Manley, T., Holland, D., **Cummins, R. G.**, & Rasmussen, E. (2017, August). *All they want for Christmas: The agenda-setting influence of television advertising on parents' gift-giving perceptions*. Poster presentation at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- Holiday, S., Loof, T., **Cummins, R. G.**, Krause, A. (2017, May). *In the company of selfies: Affective and cognitive response to selfies in print advertisements*. Paper presented at the 67th Annual Conference of the International Communication Association, San Diego, CA.
- Cummins, R. G.**, & Loof, T. (2017, April). *Gauging the experience of parasocial interaction via cognitive resource availability*. Presentation to the research division at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
- Cummins, R. G.**, Hahn, D., & Moe, A. (2017, April). *The influence of visual attention to exemplar versus base-rate indicators of athlete performance on viewer perception and evaluation of athletes*. Presentation at the annual International Association for Communication and Sports summit, Phoenix, AZ.
- Moe, A., Holland, D., & **Cummins, R. G.** (2017, April). *Inside the octagon: Perceptions of violence in mixed martial arts as a result of commentary style*. Presentation at the annual International Association for Communication and Sports summit, Phoenix, AZ.
- Abitbol, A., Meeks, J., & **Cummins, R. G.** (2017, March). *We can do good too: Examining oil and gas companies' social media CSR messages and their impact on public perception and engagement*. Presentation at the annual International Public Relations Research Conference, Orlando, FL.
- *Krause, A., Cummins, R. G., Holiday, S., Loof, T. J. (2017, February). *Do health claims matter? An examination of attention to organic and all-natural food labels*. Poster presentation at the annual meeting of the Southern Association of Agricultural Scientists, Mobile, AL. (*Awarded Outstanding Research Poster in the Agricultural Communication division.)
- Gilliam, K., Fischer, L.M., Baker, M., Burris, S., **Cummins, R. G.**, & Irlbeck, E. (2017, April). *Unlocking the mystery in the black box: Promising psychophysiological tools to measure skin conductance, heart rate, and facial electromyography responses*. Paper presented at the annual meeting for the Association for International Agricultural and Extension Education. Minneapolis, Minnesota.
- *Gorham, L.M., **Cummins, R. G.**, Gilliam, K., Baker, M., Burris, S., & Irlbeck, E. (2017, February). *Examining the critical moments in information processing of water conservation videos within young farmers and ranchers: A psychophysiological analysis*. Paper presented at the annual meeting of the Southern Association of Agricultural Scientists: Agricultural Education Section, Mobile, AL. (*Awarded Distinguished Manuscript in Agricultural Communication division.)

- Tarpley G.T., Steede, G.M., Gorham, L.M, Krause, A., **Cummins, R. G.**, & Akers, W.C. (2017, February). *Moment-to-moment analysis of viewer comfort in response to animal slaughter video*. Paper presented at the annual meeting of the Southern Association of Agricultural Scientists Agricultural Communications Section, Mobile, AL.
- Gilliam, K.C., Gorham, L.M., & Baker, M., Burris, S., **Cummins, R. G.**, & Irlbeck, E. (2016, September). *Behavioral dispositions of beginning farmers and livestock producers in the Southwestern U.S.: Context variables with potential to inform education and communication programming*. Poster presentation at the regional Western meeting of the American Association of Agricultural Education, Tucson, AZ.
- Cummins, R. G.**, Reichert, T., & Gong, Z. (2016, August). *The impact of erotic imagery on visual attention within advertisements: An eye-tracking study*. Poster presentation at the annual meeting of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.
- Gong, Z. & **Cummins, R. G.** (2016, August). *Processing capacity in visual search: The impact of visual salience and involvement on attention*. Paper presented to the annual meeting of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.
- Gong, Z. & **Cummins, R. G.** (2016, August). *Redefining rational and emotional advertising appeals as available processing resources: Toward an information processing perspective*. Poster presentation at the annual meeting of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.
- Hahn, D., & **Cummins, R. G.** (2016, August). *Toward a better understanding of sport fandom: Comparing objective sport knowledge and subjective self-identification*. Poster presentation at the annual meeting of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.
- Ortiz, R., **Cummins, R. G.**, & Bichard, S. (March, 2016). *Media multiplicity: Multitasking effects on narrative engagement and advertising effectiveness in television programming*. Paper presented to the annual meeting of the American Academy of Advertising, Seattle, WA.
- Cummins, R. G.**, Berke, C., & Moe, A. (2016, February). *The influence of visual versus aural cues within Olympic soccer broadcasts on mediated intra-audience effects*. Paper presented to the bi-annual meeting of the Sport Media Consortium, Atlanta, GA.
- Cummins, R. G.**, & Berke, C. (2015, September). *Excitation transfer and instant replay*. Poster presentation at the annual meeting of the Society for Psychophysiological Research, Seattle, WA.
- Lee, N. M., VanDyke, M.S., & **Cummins, R. G.** (2015, August). *A missed opportunity? NOAA's use of social media to communicate climate science*. Paper presented to the annual meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

- Hahn, D.H., & Cummins, R. G. (2015, April). *Exciting plays and boring numbers: Examining the role of fanship, exemplar, and time on perception and recall accuracy*. Poster presentation at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
- Cummins, R. G., & Berke, C. (2015, March). *Excitation transfer of arousal responses to instant replay in sports*. Paper presentation at the annual meeting of the International Association of Communication & Sport. Charlotte, NC.
- Cummins, R. G. & Gong, Z. (2014, August). *Making sports exciting: Moment-to-moment analysis of crowd noise on audience perception of play*. Poster presentation at the annual meeting of the Association for Education in Journalism and Mass Communication. Montreal, Quebec, Canada.
- Sikora, H., Brooks, M., Gong, Z., & Cummins, R. G. (2014, August). *Visual attention to and memory for humorous versus threatening advisories*. Poster presentation at the annual meeting of the Association for Education in Journalism and Mass Communication. Montreal, Quebec, Canada.
- Cummins, R. G., Stone, C., Cui, B., & Gibby, H. (2013, August). *Testing the utility of graphic program advisory labels: An eye-tracking study*. Poster presentation at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.
- Cummins, R. G., & Cui, B. (2013, April). *Reconceptualizing address in television programming: The effect of address and affective empathy on the experience of parasocial interaction*. Paper presentation at the annual meeting of the Broadcast Education Association Research Symposium.
- Cummins, R. G., Wise, W.T., & Nutting, B.H. (2012, August). *Excitation transfer effects between semantically related and temporally adjacent stimuli*. Poster presentation at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- Hahn, D., & Cummins, R. G. (2012, August). *More than just a pretty face? Examining the influence of attractiveness and reporter/athlete congruity on perceived credibility*. Poster presentation at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- Merle, P., Callison, C., & Cummins, R. G. (2012, August). *Dynamic v. static infographics in online news: Impact of format on perceptions, memory and consumption*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communications, Chicago, IL.
- Cummins, R. G., Matthews, C.B., & Wise, W.T. (2012, May). *Inter- versus intra-channel selective attention: Viewer response to the mosaic screen*. Paper presented at the annual meeting of the International Communication Association, Phoenix, AZ.
- Cummins, R. G., & Hahn, D. (2012, April). *(How) does instant replay increase enjoyment? Examining the relationship between instant replay, enjoyment, and perceived violence of play*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV.

- Cummins, R. G.** (2011, August). *Can visual complexity impede appreciation of mediated sports?* Paper presentation at the annual meeting of the Association for Education in Journalism and Mass Communication, St. Louis, MO.
- Cummins, R. G.,** Lellis, J.M., & Meeds, R.M. (2011, August). *Brand placement in the mosaic screen: How placement and animation impact viewer attention.* Poster presentation at the annual meeting of the Association for Education in Journalism and Mass Communication, St. Louis, MO.
- Cummins, R. G.,** & Stone, C. (2011, April). *The search for evidence of excitation transfer within mediated sports.* Poster presentation at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
- Cummins, R. G.,** Tirumala, L.N., & Mulieri, J. (2010, April). *Viewer attention to ESPN's mosaic screen: An eye-tracking investigation.* Paper presented to the Research Symposium at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
- Cummins, R. G.,** & Chambers, T. (2010, April). *Balancing form and content in television news: How production value impacts credibility and perceived economic value of content.* Paper presented to the News Division at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
- Tirumala, L.N., & **Cummins, R. G.** (2010, April). *Balancing form and content in video game play: The impact of screen size and audio on presence experiences.* Paper presented to the Research Division at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
- Keene, J.R., Bradley, S.D., & **Cummins, R. G.** (2010, April). *The motivation activation measure and mood management: A dual-systems approach to selective exposure.* Paper presented to the Research Division at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
- Cummins, R. G.** (2009, April). *Toward a disposition-based theory of viewers' behavioral engagement with participatory reality-based television.* Paper presented to the Research Division at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
- Cummins, R. G.,** Keene, J.R., & Nutting, B. (2008, October). *Arousal responses to subjective camera in sports broadcasts.* Poster presentation at the 48th annual meeting of the Society for Psychophysiological Research, Austin, TX.
- Keene, J.R., & **Cummins, R. G.** (2008, August). *Sports commentators and source credibility: Do those who can't play... commentate?* Paper presented to the Entertainment Studies division of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- Cummins, R. G.,** Keene, J.R., & Nutting, B. (2008, May). *Sports spectatorship and emotional arousal: The role of camera angle and fanship.* Paper presented to the Information Systems Division at the annual meeting of the International Communication Association, Montreal, Canada.
- Cummins, R. G.** (2007, April). *The effects of direct address and empathy on viewers' experience of presence and entertainment.* Paper presented to the Research Division at the annual meeting of the Broadcast Education Association, Las Vegas, NV.

- Cummins, R. G. (2007, April). *You call the shots!: The effects of subjective camera in sports broadcasting*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
- Cummins, R. G. (2006, April). *When bad guys finish first: Challenges and new directions for disposition theory*. Paper presented to the Mass Communication Division at the annual meeting of the Southern States Communication Association, Dallas, TX.
- Cummins, R. G., & Bradford, M. B.** (2005, May). *“Are you talking to me?”: The effect of direct address in reality television programs*. Paper presented to the Information Systems Division at the annual meeting of the International Communication Association, New York, NY.
- Cummins, R. G. (2005, May). *“An eye for an eye” or “Off with their heads!”: Retaliatory equity in children’s television programs*. Paper presented to the Instructional Developmental Division at the annual meeting of the International Communication Association, New York, NY.
- Cummins, R. G. (2004, May). *An exploration of parasocial interaction and reality-based television programs*. Paper presented to the Mass Communication Division at the annual meeting of the International Communication Association, New Orleans, LA.
- Potter, R. F., **Cummins, R. G.**, Lee, S. K., Choi, J., & Sparks, J. V., Jr. (2004, May). *The impact of sports fan identification on cognitive processing of sports news*. Paper presented to the Information Systems Division at the annual meeting of the International Communication Association, New Orleans, LA.
- Cummins, R. G. (2004, April). *Defining the slasher genre: A content analysis of selected horror films*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
- Cummins, R. G. (2004, April). *Parasocial interaction and formal features of reality-based television programs*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
- Potter, R. F., Bucy, E. P., **Cummins, G.**, Dinu, L, Hao, X, & Smith, B. (2003, November). *The impact of emotional intensity of news footage and communicative potency of the president on attention to sound bites*. Poster session presented at the annual meeting of the Society for Psychophysiological Research, Chicago, IL.

Refereed Panel Presentations

- Cummins, R. G. (2016, August). *Making methods matter—Recruiting and attracting undergraduates to methods coursework*. Panel presentation at the annual meeting of the Association for Education in Journalism & Mass Communication, Minneapolis, MN.
- Cummins, R. G. (2015, April). *Using versus testing theory*. Panel presentation at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
- Cummins, R. G. (2014, April). *Eye tracking and the fantasy sport viewer: An agenda for research*. Panel presentation at the annual meeting of the Broadcast Education Association, Las Vegas, NV.

Cummins, R. G. (2008, April). *Assessing psychological dimensions of the enjoyment of various media genres*. Invited presentation at the Research Symposium at the annual meeting of the Broadcast Education Association, Las Vegas, NV.

Invited Presentations & Talks

- Cummins, R. G.,** Gotlieb, M., & McLaughlin, B. (2019, August). *Association of Schools of Journalism and Mass Communication Student Enrollment Survey Results*. Presentation at the annual meeting of the Association for Education in Journalism & Mass Communication, Toronto, Ontario.
- Cummins, R. G. (2019, February). *An introduction to eye tracking in communication and information research: Applications and contexts*. College of Information and Communication (CIC) Research Roundtable, University of South Carolina, Columbia, SC.
- Cummins, R. G. (2018, August). *Fundamentals of eye-tracking in communication research*. Pre-conference workshop for the Communication Methods & Measures and Political Science Interest Group at the annual meeting of the Association for Education in Journalism & Mass Communication, Washington, DC.
- Cummins, R. G.,** Gotlieb, M., & McLaughlin, B. (2017, August). *Association of Schools of Journalism and Mass Communication Faculty/Administrator Salary Survey Results*. Presentation at the annual meeting of the Association for Education in Journalism & Mass Communication, Chicago, IL.
- Cummins, R. G. (2017, March). *CoMC Obesity Research*. Presentation to the Faculty Research Club, Texas Tech University, Lubbock, TX.
- Cummins, R. G.** & Callison, C. (2016, October). *Measuring message effectiveness as part of the strategy-development-evaluation cycle in agriculture and climate communication*. Presentation to the Cattle and Climate Conversations Workshop for Cooperative Extension and NRCS, Denver, CO.
- Cummins, R. G. (2016, September). *Responding to the screen: Cutting-edge approaches to measuring communication behavior*. Presentation to the Lubbock Chapter of the Association for Women in Communication, Lubbock, TX.
- Cummins, R. G.,** Gotlieb, M., & McLaughlin, B. (2016, August). *Current trends in journalism and mass communication education*. Presentation at the annual meeting of the Association for Education in Journalism & Mass Communication, Minneapolis, MN.
- Cummins, R. G. (2016, May). *Center for Communication Research: Overview for Research Advisory Council*. Presentation to the Research Advisory Council, Texas Tech University, Lubbock, TX.
- Cummins, R. G. (2016, April). *Center for Communication Research: Overview for Faculty Research Club*. Presentation to the Faculty Research Club, Texas Tech University, Lubbock, TX.

- Cummins, R. G.**, Bolls, P.D., & Callison, C. (2016, March). *The importance of philanthropic messaging to build broad-based support for the four universities*. Presentation to the Board of Directors, Texas Tech University Foundation. Lubbock, TX.
- Cummins, R. G.**, Herring, J., VanDyke, M., & Lee, N. (2015, April). *Public engagement via online media and climate change*. Presentation to the South Central Climate Science Center, Lubbock, TX.
- Cummins, R. G. (2014, September). *Public understanding and opinion on hydraulic fracturing*. Panel presentation at the Fracturing Impacts and Technologies Conference, Lubbock, TX.
- Graybeal, G., & **Cummins, R. G.** (2014, September). *CoMC media entrepreneurship and innovation*. Presentation at the OVPR Discussion Series, Lubbock, TX.
- Cummins, R. G.**, & Sarge, M., Gilmore, K., & Lee, S. (2014, May). *Media & the environment: Measuring and shaping public perception*. Presentation at the Unconventional Production Technologies and Environmental Consortium (UpTec) Workshop, Lubbock, TX.
- Cummins, R. G. (2014, February). *Communicating climate change*. Presentation at the Workshop to Build Expertise in Understanding the Social and Communication Impacts of Climate Change, Dallas, TX.
- Cummins, R. G. (2014, January). *Making sports exciting*. Presentation at the College of Media & Communication Brown Bag, Lubbock, TX.

Sponsored Research Activity

(Total award value, \$681,408; Investigator total by % allocation of credit, \$133,707.60).

External Awards, Federal

- Koerber, A. (Lead Principal Investigator), **Cummins, R. G.** (Co-PI), Eko, L. (Co-PI), Ardon Dryer, K. (Co-PI), & Kee, K. (Co-PI). "STEM Training in Ethics of Publication Practices," National Science Foundation, \$345,702. Awarded. (Project period January 2020-December 2022).
- Meyers, C. (Lead Principal Investigator), Baker, M. (Co-PI), **Cummins, R. G.** (Co-PI), Gibson, C. (Co-PI), Irlbeck, E. (Co-PI), Low, L. (Co-PI), "The consumer experience: Using innovative research tools to develop and test messages about food and agricultural sciences," USDA-NIFA Cooperative State Research Ed Extension Service, \$148,556. Awarded (Project period January 2017-December, 2019).

External Awards & Contracts, Private

- Cummins, R. G.** (Principal Investigator), Gotlieb, M. (Co-PI), & McLaughlin, B. (Co-PI), "Journalism & Mass Communication Surveys," Association of Schools of Journalism & Mass Communication, \$90,000, Awarded (Project period January 2019-August 2021).

- Cummins, R. G.** (Principal Investigator), Seltzer, T. (Co-Principal), “Cognitive and emotional processing of the “enhanced” State of the Union,” Association for Education in Journalism and Mass Communication Senior Scholar Grant, \$5,000, Awarded. (Project period January 2017-August 2018).
- Cummins, R. G.** (Principal), Gotlieb, M. (Co-PI), & McLaughlin, B. (Co-PI), “Journalism & Mass Communication Surveys,” Association of Schools of Journalism & Mass Communication, \$87,750, Awarded (Project period September 2015-August 2018).
- Cummins, R. G.** (Principal Investigator), “Exploring the utility of graphic advisory labels on visual attention and perceptions of program content,” Association for Education in Journalism & Mass Communication Mass Communication and Society Division Research Grant, \$4,400, Awarded. (Submitted May 29, 2012).

Internal/Seed Grant Awards (Not recorded by TTU Office of Research Services)

- Wilkinson, K., (Principal Investigator) & **Cummins, R. G.** (Co-Principal), “Understanding persuasive messaging through eye tracking,” Texas Tech University Office of International Affairs International Seed Grant Program, \$2,000.
- Cummins, R. G. (Principal Investigator). “Validating continuous response measurement of audience processing of audio-visual media content,” TTU Scholarship Catalyst Program, \$3,400. Awarded. (Submitted October, 2015; project period January-December 2016).
- Cummins, R. G.** (Principal Investigator) & Chambers, T (Co-PI), “The effects of production value and screen size on viewer responses to television,” TTTU Research Enrichment Fund, \$4,830, Awarded (Submitted April, 2008; project period August 2008-May 2009)

Applications, Declined/Under Review (External plus internal; total application value, \$10,412,335).

- Gong, Z. (Lead Principal Investigator), **Cummins, R. G.** (Co-PI), & Park, O.-H. (Co-PI). “Combat Obesity among the Hispanic Population,” LOI submitted to the Russell Sage Foundation, \$103,658. Declined. (Submitted May 23, 2019).
- Cummins, R. G.** (Lead Principal Investigator) & Koerber, A. (Co-PI). “IGE: Multimedia Production Training for STEM Students,” National Science Foundation, \$307,663. Declined. (Submitted Oct. 17, 2018).
- Bayne, S. (Lead Principal Investigator), **Cummins, R. G.** (Co-PI), Ewing, B. (Co-PI), Rainwater, K. (Co-PI), Ancell, B. (Co-PI), Dallas, T. (Co-PI), Fan, Z., Giesselmann, M. (Co-PI), Ren, B., & Swift, A. (Co-PI). “Engineering research center for energy for resiliency and recovery technologies,” National Science Foundation, \$100,000. Declined. (Submitted June 6, 2018).
- Prada, P. (Lead Principal Investigator), **Cummins, R. G.** (Co-PI), & Gong, Z. (Co-PI). “Visual Characteristics in Latent Fingerprinting: A Deeper Look at the Available Human Core Patterns,” Institute for Forensic Science, National Institute of Justice, \$234,420. Under review. (Submitted April 24, 2018).

- Koerber, A. (Lead Principal Investigator), **Cummins, R. G.** (Co-PI), Eko, L. (Co-PI), Burgess, R. (Co-PI), & Hamilton, D. (Co-PI). “Exploring dimensions of ethical publishing in STEM culture,” National Science Foundation, \$381,914. Declined. (Submitted April 17, 2018).
- Prada, P. (Lead Principal Investigator), **Cummins, R. G.** (Co-PI), & Gong, Z. (Co-PI). “A new concept for fingerprint analysis validation: The use of gaze data as a forensic assessment model for information sampling,” U.S. Army Research Laboratory, Defense Forensic Science Center, \$115,267. Declined. (Submitted September 5, 2017). (*Note: White paper declined for full application; not recorded by TTU Office of Research Services.*)
- Ott, B. (Lead Principal Investigator), **Cummins, R. G.** (Co-PI), & Velikova, N. (Co-PI). “Combating Fake News via Media Literacy,” U.S. Department of State-U.S. Embassy to Georgia, \$149,540. Declined. (Submitted August 4, 2017).
- Laverie, D. (Lead Principal Investigator), Olaniran, B. (Co-PI), Baker, M. (Co-PI), Pitsilides, A. (Co-PI), Akers, C. (Co-PI), **Cummins, R. G.** (Co-PI), Lawver, D. (Co-PI), & Boren, A. (Co-PI), “FY 2017 Alumni Thematic International Exchange Seminars (TIES),” U.S. Department of State Bureau of Educational and Cultural Affairs, \$2,152,210. Declined. (Submitted April 24, 2017).
- Eko, L. (Lead Principal Investigator), **Cummins, R. G. (Co-PI)**, Murimi, M. (Co-PI), Ekwaro-Osire, S. (Co-PI), Hequet, E. (Co-PI), & Farmer, M. (Co-PI), “Closing the STEAM Gender Gap in Africa through Grassroots-Based Initiatives for Adolescent Females,” U.S. Department of State, U.S. Mission to UNESCO, \$486,927. Declined. (Submitted January 31, 2017).
- Estreicher, S. (Lead Principal Investigator), **Cummins, R. G.** (Co-PI), & LeFebvre, L. (Co-PI). “Communicating the value of basic scientific research,” TTU Seed Grants for Interdisciplinary Research, \$149,649. Declined. (Submitted December 16, 2016). (*Note: Internal TTU seed grant; not recorded by TTU Office of Research Services.*)
- Cummins, R. G.** (Principal Investigator), Seltzer, T. (Co-Principal), “Cognitive and emotional processing of the “enhanced” State of the Union,” Association for Education in Journalism and Mass Communication Senior Scholar Grant, \$4,000, Declined. (Submitted October 7, 2015).
- Cummins, R. G.** (Principal Investigator), Callison, C. (Co-Principal), & VanDyke, M. (Co-Principal), “Encouraging adoption of residential rainwater harvesting in the Dockum Aquifer,” High Plains Water District, \$13,736. Declined. (Submitted May 22, 2015). (*Note: Foundation proposal; not recorded by TTU Office of Research Services.*)
- Baker, M. (Lead Principal Investigator), Burris, S. (Co-PI), **Cummins, R. G.** (Co-PI), Davis, T. (Co-PI), Meyers, C. (Co-PI), Lawver, D. (Co-PI), James, R. (Co-PI), “Neurocognitive research approaches for deeper human understanding in the food and agricultural sciences,” USDA-NIFA Cooperative State Research Ed Extension Service, \$749,054. Declined. (Submitted August 8, 2015).
- Doerfert, D. (Lead Principal Investigator), **Cummins, R. G.** (Co-PI), & Gibson, C. (Co-PI), “Drought-related resiliency of farmers and rural communities and messaging strategies that influence adaptive and entrepreneurial behaviors,” USDA, \$499,956, Declined. (Submitted April 29, 2015).

- Uddameri, V. (Principal), **Cummins, R. G.** (Co-Principal), Reible, D. (Co-Principal), Hayhoe, K. (Co-Principal), West, C. (Co-Principal), Uddameri, A. (Co-Principal), Udeigwe, T. (Co-Principal), "Systems Based Strategies to Improve our Ability to Plan and Respond to Water Scarcity and Drought in Groundwater Dependent Arid and Semi-Arid Regions of the US," Environmental Protection Agency, Federal, \$1,250,000. Declined. (Submitted August 5, 2014).
- Gelca, R. (Principal), **Cummins, R. G.** (Co-Principal), Griffis-Kyle, K. (Co-Principal), Hayhoe, K. (Co-Principal), Uddameri, V. (Co-Principal), "Managing Water in a Competitive Environment to Protect Endangered Species: A Case Study for the Edwards Aquifer Region," DOI United States Geological Survey, Federal, \$247,100. Declined. (Submitted September 23, 2014).
- Uddameri, V. (Principal), Bradatan, C. (Co-Principal), **Cummins, R. G.** (Co-Principal), Doerfert, D. (Co-Principal), Hewett, R. (Co-Principal), Nejat, A. (Co-Principal), Rahnamay Naeini, M. (Co-Principal), Uddameri, A. (Co-Principal), Williams, R. (Co-Principal), "Hazard SEES Interdisciplinary Research on Drought Hazards and Disasters in Groundwater Dependent Semi-Arid Systems," National Science Foundation, \$2,299,794. Declined. (Submitted December 3, 2014).
- Pati, D. (Principal), Gardner, E. (Co-Principal), **Cummins, R. G.** (Co-Principal), "Development of Book and Instructional Videos for the Research Framework (RF) and Fast Track Study Framework (FT) developed by MHS FIRM," United States Department of Defense, \$304,105.00, Declined. (Submitted June 19, 2014).
- Baker, M. (Principal), **Cummins, R.** (Co-Principal), Davis, T. (Co-Principal), Lawver, D. (Co-Principal), James III, R. (Co-Principal), Mitra, S. (Co-Principal), "Pushing the Frontiers of Science: Utilizing Neuroscience for Deeper Understanding Producer & Consumer Behaviors," USDA-NIFA Cooperative State Research Ed Extension Service, Federal, \$149,571. Declined. (Submitted September 5, 2014).
- Cummins, R. G.** (Principal Investigator). "Communication of West Texas Weather and Environmental Hazards." The CH Foundation, \$50,000, Declined. (Submitted October 2, 2014). (*Note*: Foundation proposal through TTU Office of Institutional Advancement; not recorded by TTU Office of Research Services.)
- Cummins, R. G.** (Principal Investigator). "Development of Communication Strategy for LHUCA," Helen Jones Foundation, \$50,000. Declined. (Submitted October 2, 2014). (*Note*: Foundation proposal through TTU Office of Institutional Advancement; not recorded by TTU Office of Research Services.)
- Cummins, R. G.** (Principal Investigator), Ortiz, R., (Co-Principal), & Bichard, S. (Co-Principal), "Media multiplicity: Multitasking effects on narrative engagement and advertising effectiveness in television programming," Time Warner MediaLab Faculty Research Grant, \$25,000, Declined (Submitted November 8, 2012).
- Cummins, R. G.** (Principal Investigator), & Chambers, T. (Co-Principal), "Mobile Media Research Proposal," Council for Research Excellence Mobile Video CFP, \$448,786, Declined (Submitted May 1, 2012).

- Callison, C., (Principal Investigator), & **Cummins, R. G.** (Co-Principal), “Improving Latino HIV/AIDS Literacy Through a Portable Video-Based Intervention,” National Institute of Health, \$130,548, Declined (Submitted April 26, 2012).
- Cummins, R. G.** (Principal Investigator), “Viewer attention to graphic versus text program ratings,” Broadcast Education Association New Faculty Research Grant, \$1,000, Declined (Submitted December 14, 2011). (*Note:* Not recorded by TTU Office of Research Services.)
- Cummins, R. G.** (Principal Investigator), “Watching news on the small screen,” AEJMC Emerging Scholars Grant, \$2,500, Declined. (Submitted September 30, 2010). (*Note:* Not recorded by TTU Office of Research Services.)
- Cummins, R. G.** (Principal Investigator), “Watching news on the small screen,” National Association of Broadcasters Grant for Research in Broadcasting, \$4,937, Declined. (Submitted September 30, 2010). (*Note:* Not recorded by TTU Office of Research Services.)
- Cummins, R. G.** (Principal Investigator), “Excitation transfer in the appreciation of mediated sports,” Broadcast Education Association New Faculty Research Grant, \$1,000, Declined (Submitted December 3, 2009). (*Note:* Not recorded by TTU Office of Research Services.)

Teaching

Courses Taught

- Audience Analysis (*Graduate level, asynchronous online course*)
- Communication Theory
- Contemporary Issues in Communication Technology (*Graduate level*)
- Electronic Media & Society
- Directed Research (*Graduate level*)
- Data Analysis (*face-to-face; online asynchronous; online synchronous*)
- Introduction to Electronic Media
- Introduction to Mass Communication
- Mass Media Theories and Society (*face-to-face and asynchronous online*)
- Research Methods (*Undergraduate level*)
- Research Methods (*Graduate level*)
- Selected Research Methods: Content Analysis (*Graduate level*)
- Selected Research Methods: Communication Research Technology (*Graduate level*)
- Senior Projects in Electronic Media and Communication (x 2)*
- Producing Sports Media
- Success in Media & Communication Freshman Seminar
- Sports and Media (*Graduate level*)
- Video Production and Editing
- Writing for the Mass Media

Dissertation & Comprehensive Exam Committees (*denotes chair)

1. Harper Anderson (in progress)
2. Collin Berke (Su 2017)
3. Rebecca Bights (Outside member; Sp 2019)
4. Theresa Billiot (Su 2010)
5. Clay Craig (Sp 2013)
6. Sungwon Chung (Su 2012)
7. Boni Cui (Su 2015)
8. Joshua Dunn (in progress)
9. Anthony Galvez (Su 2010)
10. Robert Gathreaux (in progress)
11. Kyle Gilliam (Outside member, Sp 2018)
12. Laura Gorham (Outside Member, Su 2017)
13. Jennifer Green (Su 2014)
14. Zijian “Harrison” Gong* (Su 2015)
15. Dustin Hahn* (Fall 2013)
16. Steven Holiday (Sp 2018)
17. Derrick Holland (Su 2019)
18. Sean Hughes (Fall 2015)
19. Nicole Lee (Sp 2016)
20. Kent Lowry (in progress)
21. Peng Lu (Outside member, Fall 2019)
22. Terri Manley (Su 2018)
23. Curtis Matthews (Fall 2011)
24. Judson Meeks (in progress)
25. Doug Mendenhall* (Fall 2014)
26. Alexander Moe* (Su 2018)
27. Prisca Ngondo (qualifying exam only, Sp 2015)
28. Brandon Nutting (Fall 2012)
29. Kelsi Opat (Outside member, Su 2020)
30. Kenneth Pybus (Fall 2019)
31. Ann Rodriguez (Sp 2020)
32. Robert Schaller (Fall 2009)
33. Cam Stone * (Su 2012)
34. Lakshmi Tirumala (in progress)
35. Matthew VanDyke (Su 2016)
36. Wes Wise (Fall 2011)

Thesis & Master’s Project Committees (*denotes chair/co-chair)

1. Robyn Adams (Sp 2018)
2. Chris Aguilar (Su, 2019)
3. Michelle Bennett* (Sp 2010)
4. Garrett Bruster (Su 2012)
5. Jacob Cople (Su 2015)
6. Austin Davidson (Fall 2016)
7. Rebecca Densley (Sp 2016)

8. Emily Dirks* (in progress)
9. Taylor Fidler (MA Project, Fall 2018)
10. Jacob T. Fisher (Su 2016)
11. Hannah Gibby* (Sp 2013)
12. Dustin Hahn * (Sp 2012)
13. Justin R. Keene * (Su 2009)
14. Avonte Kiper (Sp 2019)
15. Lauren LaGrande (Outside member, Fall 2018)
16. Kent Lowry * (Sp 2012)
17. Jillian Mulieri * (Su 2010)
18. Arti Nadkarni (Sp 2016)
19. Oluwabusayo Okunloye (Fall 2020)
20. Alexander Olshansky (Fall 2018)
21. Monica Ortiz* (MA Project, Sp 2017)
22. Rachel Page (Fall 2013)
23. Gabrielle Puente (Fall 2020)
24. Layne Russell (Fall 2020)
25. Casey Smith (Fall 2017)
26. Chaille Steed * (Sp 2012)
27. Nikki Siegrist (Su 2008)
28. Xu Zhang (Su 2015)

Professional Development

- Time Warner Media Lab Thought Leadership Seminar (July 2013).
- Warner Brothers Media Research and Insights Faculty Seminar (July 2011).
- National Association of Television Program Executives (NATPE) Educational Foundation Faculty Fellow, 2008.
- International Radio & Television Society Foundation (IRTS) Faculty Fellow, 2006.

SERVICE ACTIVITIES

Service to the University

- Reviewer, Chancellor's Council Distinguished Research Award Committee in Research Award, Social Science Division (2020).
- Member, Texas Tech University Teaching Academy New Member Selection Committee (Spring 2020).
- Member, Political Science Graduate Program Review Committee (Fall 2019).
- External Member, Chair Search Committee, Department of Agricultural Education and Communication (2019).
- Reviewer, Chancellor's Council Distinguished Research Award Committee in Research Award, Social Science Division (2019).
- Member, Tenure Review Committee, Institute for Studies in Pragmatism (2019).
- Member, Texas Tech University Research Advisory Council (2013-Present).
- External Reviewer, James C. and Marguerite Nivers Endowed Chair Evaluation Committee, Rawls College of Business, Texas Tech University (May, 2019).

- Reviewer, TTU Office of International Affairs Seed Grants (February, 2018; February, 2019).
- Committee Member, Chancellor's Council Distinguished Research Award (STEM Division) (2017, October).
- Chair, Lawrence Schovanec Teaching Development Scholarship Committee (October-December, 2017).
- Member, Bernie Rushing, Jr. Research Award Committee (December 2013, 2014, 2015, 2016, 2017, 2018, 2019).
- Member, President's Excellence in Commercialization Award (2017, April).
- Chair, Lawrence Schovanec Teaching Development Scholarship Committee (October-December, 2016).
- Member, President's Excellence in Commercialization Award (2016, March).
- Judge, 13th Annual Texas Tech University Graduate Student Research Poster Competition (2014, March).
- Member, Transdisciplinary Research Academy Review Committee (2014, February).
- Member, Chancellor's Council Distinguished Research Award Committee (2013).
- NHARP Limited Submission Competition Review Committee (2013).
- Member, TTU Technology and Applied Science Core Curriculum Committee (2008-2012).
- Member, University Parking Services Faculty Advisory Committee (2010-2012).
- Judge, 11th Annual Texas Tech University Graduate Student Research Poster Competition (2012).
- Judge, 9th Annual Texas Tech University Graduate Student Research Poster Competition (2010).
- Judge, 8th Annual Texas Tech University Graduate Student Research Poster Competition (2009).

Service to the College & Department

- Member, Curriculum Assessment Committee, Department of Journalism & Creative Media Industries
- Member, Post-Doctoral Research Associate Search Committee (x 2; 2020)
- Chair, Faculty Search Committee: Assistant/Associate Professor in Media, Technology, & Society (Triple Hire, 2018).
- Chair, Formby Mayes Student Research Awards Committee (2018-Present).
- Member, Faculty Search Committee: Associate Professor of Strategic Communication (2016).
- Chair, Faculty Search Committee: Professor of Practice of Video Production (Double Hire, 2016).
- Chair, Grant Writer Search Committee (2016).
- Chair, CCR Lab Manager Search Committee (2016).
- Chair, Faculty Search Committee: Professor of Practice of Sport Communication (Double Hire, 2014).
- Chair, Post-Doctoral Research Associate in Wind Hazard Communication Search Committee (2014).

- Chair, Faculty Search Committee: Assistant Professor, Department of Journalism and Electronic Media (2013).
- Member, Dean Search Committee, College of Media & Communication (2012-2013).
- Member, Graduate Research Competency Exam (2008-2011).
- Member, MA Comprehensive Exam Committee (2008).
- Member, Faculty Search Committee: Assistant Professor of Practice, Department of Electronic Media, Texas Tech University (2012)
- Member, Faculty Search Committee: Assistant Professor, Department of Electronic Media, Texas Tech University (2011-2012).
- Member, Faculty Search Committee: Assistant Professor, Department of Electronic Media, Texas Tech University (2008-2009).
- Member, Faculty Search Committee: Assistant Professor, Department of Advertising, Texas Tech University (2008).
- Member, Faculty Search Committee: Assistant Professor, Department of Communication, Kennesaw State University (2006-2007).
- Member, Faculty Search Committee: Assistant Professor, Department of Communication, Kennesaw State University (2005).
- Member, Assessment Committee, Department of Communication, Kennesaw State University (2005-2006).

Service to the Discipline

Editorial Board

Communication & Sport (2015-Present)

Broadcast Education Association

Chair, New Faculty Research Grant Competition (2013-2014).
 Chair, Faculty Research in Progress Competition (2013-2014).
 Chair, Student Research in Progress Competition (2013-2014).
 Chair, Research Division (2012-2013).
 Vice Chair, Research Division (2010-2012).
 Newsletter Editor, Research Division (2009-2010).
 Ad-Hoc Committee on Recruitment (2009).

Ad-hoc Reviewer

Journals

- *Communication and Sport* (2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019).
- *Communication Quarterly* (2007).
- *Communication Research* (2014, 2018).
- *Communication Research Reports* (2017, 2018)
- *Current Psychology* (2017)
- *Electronic News* (2019)
- *Environmental Communication* (2019)
- *Human Communication Research* (2017, 2018)
- *International Journal of Communication* (2019)

- *International Journal of Hospitality Management* (2011).
- *International Journal of Sport Communication* (2012, 2013).
- *International Review for the Sociology of Sport* (2017)
- *Journal of Applied Communication Research* (2009, 2010)
- *Journal of Broadcasting & Electronic Media* (2006, 2007, 2009, 2010, 2011, 2012, 2013, 2014, 2016, 2018).
- *Journal of Children and Media* (2017, 2018)
- *Journal of Communication* (2013)
- *Journal of Language and Social Psychology* (2009)
- *Journal of Media Psychology* (2017, 2018, 2019)
- *Journal of Sports Media* (2010, 2011, 2013, 2014, 2015, 2016, 2017, 2018, 2019).
- *Journalism & Mass Communication Quarterly* (2011, 2014, 2015, 2016).
- *Media Psychology* (2004, 2005, 2014).
- *Mass Communication and Society* (2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019).
- *New Media & Society* (2015).

Professional Associations/Conferences

- Reviewer, Emerging Scholar Grants, Association for Education in Journalism & Mass Communication (2017, 2018).
- Association for Education in Journalism & Mass Communication, Communication Theory and Methodology Division (2012, 2013, 2014, 2017, 2018).
- Association for Education in Journalism & Mass Communication, Advertising Division (2017).
- Association for Education in Journalism & Mass Communication, Sports Communication Interest Group (2017, 2018).
- Broadcast Education Association Research Division (2013).
- Broadcast Education Association, Student Research in Progress (2013).
- Broadcast Education Association, Faculty Research in Progress (2011, 2013, 2014).
- Broadcast Education Association, Panel Competition (2014.)
- International Association for Communication and Sport, Paper Competition (2014).
- International Communication Association Information Systems Division (2003-2008).
- International Communication Association Mass Communication Division (2007-2008).
- Southern States Communication Association Political Communication Division (2007).
- Southern States Communication Association Mass Communication Division (2006).

HONORS AND AWARDS

- Outstanding Researcher Award, College of Media & Communication, Texas Tech University, 2019.
- Senior Scholar Research Grant Awardee, Association for Education in Journalism & Mass Communication, 2017.
- Outstanding Researcher Award, College of Media & Communication, Texas Tech University, 2013.
- Teaching Academy Fellow, Texas Tech University, 2012.
- President's Excellence in Teaching Award, Texas Tech University, 2010.
- Knox Hagood Award for Outstanding Doctoral Student, College of Communication and Information Sciences, University of Alabama, 2005.
- Outstanding Research by a Graduate Student, College of Communication and Information Sciences, University of Alabama, 2004-2005.
- Blackburn Institute Fellow, University of Alabama, April, 2004.
- Academic Achievement in Radio, Television, and Film Award, Department of Radio, Television, and Film, University of Southern Mississippi, 1997.

PROFESSIONAL EXPERIENCE

- Broadcast News Producer, Website Producer/Manager, News Videographer, and Video Editor, WLOX-TV (Biloxi, MS), 2000-2002. Held numerous positions within the newsroom of a network-affiliated television station. Oversaw production of daily news programs; managed and created news content, promotional content, and graphics for station website, WLOX.com; shot and edited news stories; field produced live coverage of special events; responsible for video playback during news broadcasts.
- Videographer, Editor, Graphics Operator, Floor Manager, and Production Assistant, Broadcasting and Media Services Department, University of Southern Mississippi (Hattiesburg, MS), 1996-1997. Performed numerous tasks in the production of weekly coaches' television programs; shot and edited game and practice video for the athletic department; helped produce *For Your Future*, a recruiting video commissioned by the University of Southern Mississippi; helped produce an informational video for the Community Health Action Network.
- Research Assistant, The Institute for Communication and Information Research, University of Alabama College of Communication and Information Sciences, 2002-2004.