Jacob A. Long

Assistant Professor • School of Journalism and Mass Communications • University of South Carolina

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Appointments

University of South Carolina Columbia, South Carolina, USA

School of Journalism and Mass Communications

Assistant Professor — 2020–

Education

The Ohio State University Columbus, Ohio, USA

PhD, Communication — 2020

- Dissertation:
  "Time Dynamics and Stability of Political Identity and Political Communication"
- Committee:
  William P. "Chip" Eveland, Jr. (advisor) • Michael D. Slater
  Gerald M. Kosicki • Christopher R. Browning (Sociology)
- Graduate Interdisciplinary Specialization in Survey Research

MA, Communication — 2019

Rhodes College Memphis, Tennessee, USA

BA with Honors, Political Science — 2014

- Minors in Film Studies and English
- Advisors: Amy E. Jasperson and Rashna Wadia Richards

Publications

Long, J. A., Jeong, M. S., & Lavis, S. M. (Conditional Acceptance). Political comedy as a gateway to news use, internal efficacy, and participation: A longitudinal mediation analysis. *Human Communication Research*.

Garrett, R. K.**, Long, J. A.**, & Jeong, M. S. (2019). From partisan media to misperception: Affective polarization as mediator. *Journal of Communication*, *69*, 490–517. doi:10.1093/joc/jqz028.

Long, J. A., & Eveland, W. P., Jr. (2019). Entertainment use and political ideology: Linking worldviews to media content. *Communication Research*. doi:10.1177/0093650218791011.

Long, J. A., Eveland, W. P., Jr., & Slater, M. D. (2019). Partisan media selectivity and partisan identity threat: The role of social and geographic context. *Mass Communication and Society*, *22*, 145–170. doi:10.1080/15205436.2018.1504302.

Software

R Packages

`jtools`: Analysis and presentation of social scientific data.

Ⓡ CRAN • ⚙ jacob-long/jtools • 🌐 jtools.jacob-long.com

- 104 scholarly citations per Google Scholar as of 07/24/2020
- 189,448 downloads from RStudio's CRAN mirror as of 07/24/2020

`interactions`: Comprehensive, user-friendly toolkit for probing interactions.

    ® CRAN • ⚫ jacob-long/interactions • 🌐 interactions.jacob-long.com

- 31 scholarly citations per Google Scholar as of 07/24/2020
- Reviewed favorably by Lin (2020) in the journal *Structural Equation Modeling*.
- 39,351 downloads from RStudio's CRAN mirror as of 07/24/2020
- Highlighted as a top new package in February 2019

`panelr`: Regression models and utilities for repeated measures and panel data.

    ® CRAN • ⚫ jacob-long/panelr • 🌐 panelr.jacob-long.com

- 18,749 downloads from RStudio's CRAN mirror as of 07/24/2020

`dpm`: Dynamic panel models fit with maximum likelihood.

    ⚫ github.com/jacob-long/dpm • 🌐 dpm.jacob-long.com

    Authors: **Jacob A. Long**, Richard A. Williams, Paul D. Allison

I am also a contributor to the `easystats` project, which is developing a suite of R packages to facilitate simple and accessible statistical analysis.

Other

Song and Lyric Data Scraper [Ruby app]. Accompanies Long & Eveland (2019).

    doi:10.5281/zenodo.1203368

    ⚫ github.com/jacob-long/song-and-lyric-data-scraper

Media

Long, J. A. (2020, February 6). Has Trump's approval rating really shot up to 49 percent? Probably not. *The Washington Post/The Monkey Cage*.

I also appeared on *The Dan Abrams Show* (SiriusXM) to discuss this research. Covered by Andrew Gelman among others.

Conference Presentations

Long, J. A. (2019). *An approach for measuring partisan segregation in political media consumption.* Paper presented at the 102nd Annual Conference of the Association for Education in Mass Communication and Journalism.

Winner of the Chaffee-McLeod Top Student Paper Award (Theory and Methodology) Data and code: osf.io/dvfwt/ Slides: jacob-long.com/slides/AEJ19.html.

Jeong, M. S.**, Long, J. A.**, & Lavis, S. M. (2019). *From political satire to political discussion: Satire talk as mediator and affinity for political humor as moderator.* Paper presented at the 102nd Annual Conference of the Association for Education in Mass Communication and Journalism.

Top 2 Student Paper (Political Communication Interest Group).

Long, J. A. (2019). *Improving the generalizability of inferences in quantitative communication research.* Poster presented at the 102nd Annual Conference of the Association for Education in Mass Communication and Journalism.

Eveland, W. P., Jr., Appiah, O.**, Long, J. A.**, & Kleinman, S. B. (2019). *Racial differences in having and choosing cross-race political discussion partners.* Paper presented at the 69th Annual Conference of the International Communication Association.

Long, J. A. (2018). *Short- and long-term trends in the moral and political content of popular music.* Paper presented at the 3rd Annual Moral Media Meeting.

Data and code: osf.io/acx89/. Slides: jacob-long.com/slides/MM18-slides.html.

Long, J. A., Jeong, M. S., & Lavis, S. M. (2018). *Does political entertainment produce efficacious, engaged citizens? A mediation analysis using three-wave panel data.* Paper presented at the 68th Annual Conference of the International Communication Association.

Eveland, W. P., Jr., Kleinman, S. B.**, & Long, J. A.** (2017). *Inferring preferences without talking: Using limited visual information to guide political discussant choice via homophily.* Paper presented at the 10th Annual Political Networks (PolNet) Conference.

Long, J. A., Eveland, W. P., Jr., & Slater, M. D. (2017). *Partisan media selectivity and partisan identity threat: The role of social and geographic context.* Paper presented at the 67th Annual International Communication Association Conference.

Slides: jacob-long.com/slides/ICA-square.html.

Jeong, M. S.**, & Long, J. A.** (2016). *Sharing and discussing politics on Facebook: A user and network-centric approach.* Poster presented at the National Communication Assocation 102nd Annual Convention.

Long, J. A., & Eveland, W. P., Jr. (2015). *The political and moral relevance of popular music: Matching worldviews with lyrical content.* Paper presented at the 40th Annual Conference of the Midwest Association for Public Opinion Research.

Under Review	Eveland, W. P., Jr., Appiah, O.**, Long, J. A.**, & Kleinman, S. B. Racial differences in having and choosing cross-race political discussion partners. Revise & resubmit at *Political Behavior*.

Teaching

University of South Carolina

JOUR 400: Digital Media and Big Data
- AU20

Ohio State University

COMM 4820: Public Opinion and Communication
- SU16

COMM 3597: Media and Terrorism
- AU18

COMM 3554: Social Implications of Communication Technology
- Online: SU18, SU19

COMM 2367: Persuasive Communication
- AU15, SP16, AU16
- Online: SP17, SU20

Grants		
SJMC Course Development Grant ($2000), University of South Carolina	2020
Omnibus Survey for the School of Communication, Ohio State University with Michael Slater, Simon Lavis, and Min Seon Jeong	2016

Honors and Awards		
Chaffee-McLeod Top Student Paper Award, AEJMC CT&M Division	2019
McCombs-Shaw Top Student Paper Award (2nd place), AEJMC PCIG	2019
University Fellowship (Ohio State University)	2014-15
Mike Cody Award for Excellence in Political Science (Rhodes College)	2014
Sigma Tau Delta, International English Honor Society	2014
Pi Sigma Alpha, National Political Science Honor Society	2013
Cambridge Scholarship (Rhodes College)	2010-14
Robert C. Byrd Honors Scholarship	2010-11

Professional Experience	**Copywriter, AndroidPolice.com**	2017-18

Copywriter, AndroidPolice.com 2017-18

Wrote ad copy for clients who purchased native advertising on Android Police.

Staff Writer, AndroidPolice.com 2014-16

Android Police is a technology news website with over 5 million unique visitors per month.

Freelance, WMC-TV 5, Memphis, TN 2011

Followed experience as news intern. Participated in editorial meetings, assisted reporters, anchors, and producers, and worked assignment desk on weekends. Wrote content for newscasts and web.

Service

Graduate Student Liaison, AEJMC Comm. Theory & Methodology Division 2019-20

Peer Mentor, Ohio State University School of Communication 2019-20

Journal Reviewing

International Journal of Communication (2020)

International Journal of Press/Politics (2020)

Journal of Communication (2019)

Media Psychology (2019, 2020)

Conference Reviewing

International Communication Association:

Mass Communication Division (2018)

Political Communication Division (2018, 2019)

Computational Methods Division (2019)

Association for Education in Journalism and Mass Communication:

Political Communication Division (2019, 2020)

National Communication Association:

Mass Communication Division (2017)

Political Communication Division (2017)