Jacob A. Long

Ph.D Candidate • School of Communication • Ohio State University

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Education

The Ohio State University Columbus, Ohio, USA

Ph.D Candidate, Communication   expected 2020
- Committee:
  William P. "Chip" Eveland, Jr. (advisor) • Michael D. Slater
  Gerald M. Kosicki • Robert M. Bond
- Graduate Interdisciplinary Specialization in Survey Research

M.A., Communication   2019

Rhodes College Memphis, Tennessee, USA

B.A. with Honors, Political Science   2014
- Minors in Film Studies and English
- Honors Thesis: "Understanding *The Daily Show with Jon Stewart*: Effects in a New Media Environment"
- Advisors: Amy E. Jasperson and Rashna Wadia Richards

Publications

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.

Under Review

Garrett, R. K., **Long, J. A.**, & Jeong, M. S. From partisan media to misperception: Affective polarization as mediator. Revise & resubmit at *Journal of Communication*.

Jeong, M. S., **Long, J. A.**, & Lavis, S. M. From political satire to political discussion: Satire talk as mediator and affinity for political humor as moderator. Submitted to the Political Communication Interest Group for *AEJMC 2019*.

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 Division) Data and code: osf.io/dvfwt/.

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 Jr., W. P., 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 Jr., W. P., 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 Jr., W. P., & 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 Jr., W. P. (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.

Research in Progress

Eveland, W. P., Jr., Kleinman, S. B., **& Long, J. A.** Race, gender, and partisan stereotypes: Homophily in the choice of political discussion partners. Manuscript under preparation.

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

Software

R Packages

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

Ⓡ CRAN • ⓖ jacob-long/jtools • ⓦ jtools.jacob-long.com

Author: **Jacob A. Long**

- 20 scholarly citations per Google Scholar as of 05/18/2019
- 61,771 downloads from RStudio's CRAN mirror as of 05/18/2019

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

Ⓡ CRAN • ⓖ jacob-long/interactions • ⓦ interactions.jacob-long.com

Author: **Jacob A. Long**

- 5,205 downloads from RStudio's CRAN mirror as of 05/18/2019
- 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

Author: **Jacob A. Long**

- 37 downloads from RStudio's CRAN mirror as of 05/18/2019

`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

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

Teaching	**Ohio State University**

COMM 4820: Public Opinion and Communication
- Summer 2016

COMM 3597: Media and Terrorism
- Autumn 2018

COMM 3554: Social Implications of Communication Technology
- Summer 2018, 2019 (taught online)

COMM 2367: Persuasive Communication
- Autumn 2015, Spring 2016 (2 sections), Autumn 2016 (2 sections), Spring 2017 (taught online)

Honors and Awards

Chaffee-McLeod Top Student Paper Award, AEJMC CT&M Division	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

Freelance, WMC-TV 5, Memphis, TN

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

Conference Reviewing

International Communication Association:

Mass Communication Division (2018)

Political Communication Division (2018, 2019)

Computational Methods Interest Group (2019)

Association for Education in Journalism and Mass Communication:

Political Communication Interest Group (2019)

National Communication Association:

Mass Communication Division (2017)

Political Communication Division (2017)