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 graduation: Spring 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*. doi:10.1080/15205436.2018.1504302.

Conference Presentations

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

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. 68th Annual Conference of the International Communication Association, Prague, Czech Republic.

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. 10th annual Political Networks (PolNet) Conference, Columbus, OH.

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. 67th Annual International Communication Association Conference, San Diego, CA.

Jeong, M. S., **& Long, J. A.** (2016). Sharing and discussing politics on Facebook: A user and network-centric approach. National Communication Assocation Annual Convention, Philadelphia, PA.

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

Software	**R Packages**

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

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

Author: **Jacob A. Long**

- 14 scholarly citations per Google Scholar as of 02/22/2019
- 44,412 downloads from RStudio's CRAN mirror as of 02/22/2019

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

ℝ CRAN   •   github jacob-long/interactions   •   🌐 interactions.jacob-long.com

Author: **Jacob A. Long**

- 221 downloads from RStudio's CRAN mirror as of 02/22/2019

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

github github.com/jacob-long/panelr   •   🌐 panelr.jacob-long.com

Author: **Jacob A. Long**

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

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

Research in Progress	Eveland, W. P., Jr., Appiah, O., **Long, J. A.**, & Kleinman, S. B. (n.d.). Race, gender, and partisan stereotypes: Homophily in the choice of political discussion partners. Under review at *Politics, Groups, and Identities*.

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

Long, J. A. (n.d.). Partisan segregation in political media consumption: A network approach for measuring echo chambers. Under review at *Computational Communication Research*.

Long, J. A., Jeong, M. S., & Lavis, S. M. (n.d.). Political comedy as a gateway to news use, internal efficacy, and participation: A longitudinal mediation analysis.

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 (taught online)

COMM 2367: Persuasive Communication

- Autumn 2015, Spring 2016 (2 sections), Autumn 2016 (2 sections), Spring 2017 (taught online)

Honors and Awards	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)
	National Communication Association:
	Mass Communication Division (2017)
	Political Communication Division (2017)