

JACOB T. FISHER

Ph.D. Candidate, Department of Communication, The University of California, Santa Barbara
Media Neuroscience Lab • NSF IGERT for Network Science and Big Data
jacobtfisher@ucsb.edu • 794 Cypress Walk Apt H., Goleta CA 93117

EDUCATION

Ph.D. • Communication (Expected June 2020)

2016 – Present

The University of California, Santa Barbara

Emphasis: Cognitive and Brain Sciences

Emphasis: Quantitative Methods in Social Sciences

Advisor: René Weber, Committee Members: Scott Grafton, Scott Reid

Master of Arts • Media and Communication

2014 – 2016

Texas Tech University • Lubbock, TX

Thesis Title: Examining Cognitive Load and Recall for Educational

Multimedia Messages in ADHD and Non-ADHD Populations

Advisor: Justin Keene, Committee Members: Paul Bolls, Glenn Cummins

Bachelor of Arts • Honors Arts & Letters

2009 – 2013

Texas Tech University • Lubbock, TX

Minor: Communication

REFEREED PUBLICATIONS

Fisher, J.T., Hopp, F.R., Weber, R. (2019). Modality-specific effects of perceptual load in multimedia processing. *Journal of Media & Communication*. Published online ahead of print.

Hopp, F.R., Schaffer, J., **Fisher, J.T.**, Cornell, D., & Weber, R. (2019). iCoRe: The GDELT interface for the advancement of communication research. *Computational Communication Research*. Published online ahead of print.

Weber, R., Behr, K.M., **Fisher, J.T.**, Lonergan, C., & Quebral, C. (in press). Video game violence & interactivity: effect or equivalence? *Journal of Communication*.

Fisher, J.T., Keene, J.R., Huskey, R., & Weber, R. (2018). The limited capacity model of motivated mediated message processing: taking stock of the past. *Annals of the International Communication Association*. 42(4), 270-290.

Fisher, J.T., Huskey, R., Keene, J.R., & Weber, R. (2018). The limited capacity model of motivated mediated message processing: looking to the future. *Annals of the International Communication Association*. 42(4), 291-315.
Distinguished Article Award, NCA Social Cognition Division.

Weber, R., **Fisher, J.T.**, Hopp, F.R., & Lonergan, C. (2018). Taking messages into the magnet: method-theory synergy in communication neuroscience. *Communication Monographs*. 85(1). 81-102.

MANUSCRIPTS UNDER REVIEW

Hopp, F.R., **Fisher, J.T.**, & Weber, R. (conditional acceptance) Integrating news framing, dynamic-transactional paradigms, and computational modeling: An examination of the dynamic relationship between

news frames and real-world events. *Journal of Communication*.

Fisher, J.T., Hopp, F.R., Weber, R. (under review). Network neuroscience: a practical introduction for communication researchers. *Communication Methods & Measures*.

Fisher, J.T., Hopp, F.R., & Weber, R. (under review). Of primary importance? Motivation and cognitive effort drive resource allocation across multiple concurrent naturalistic tasks. *Communication Research*.

Fisher, J.T., Keene, J.R. (under review). ADHD individuals exhibit breadth-biased cognitive control in e-learning environments. *Learning, Media, & Technology*.

Hopp, F.R., **Fisher, J.T.**, Cornell, D., Huskey, R., & Weber, R. (under review). The extended moral foundations dictionary (eMFD): Development and applications of a crowd-sourced approach to extracting moral intuitions from text at scale. *Behavior Research Methods*.

Dienlin, T., Johannes, N., Bowman, N.D., Masur, P.K., Engesser, S., Kümpel, A.S., Lukito, J., Bier, L.M., Zhang, R., Johnson, B.K., Huskey, R., **Fisher, J.T.** ... De Vreese, C. (under review). An agenda for open science in communication. *Journal of Communication*.

MANUSCRIPTS IN PREPARATION

Hopp, F.R.*, **Fisher, J.T.***, & Weber (in prep). Computational modeling of complex communication systems. *Initial manuscript draft completed. Editing and revising for submission.*
Expected submission winter 2020

Fisher, J.T., Hopp, F.R., Lonergan, C., & Weber (in prep). Perceptual load improves naturalistic task performance in ADHD.
Data collected and analyzed. In final stages of manuscript writeup before submission.
Expected submission fall 2019

Fisher, J.T., Chen, Y.C., & Weber, R. (in prep). Understanding the structure of media multitasking and attention problems.
Data collected and preprocessed. Analysis ongoing.
Expected submission winter/spring 2020

Fisher, J.T., Hopp, F.R., & Weber, R. (in prep). Developing best practices for the implicit measurement of moral foundation salience.
Pilot data collected (n = 78) and full data collection underway (n = 250).
Expected submission fall 2019.

Fisher, J.T., Hopp, F.R., Lonergan, C. & Weber (in prep). Brain network topology and dynamics in ADHD individuals during video game play.
Data collected and preprocessed. Analysis slated for late fall 2019.
Expected submission winter 2020.

BOOK CHAPTERS & ENCYCLOPEDIA ENTRIES

Fisher, J.T., Lonergan, C., Hopp, F.R., & Weber (in press). Media entertainment, flow experiences, and the synchronization of audiences. In Vorderer, P. & Klimmt, C., (Eds.) *Oxford Handbook of Entertainment Theory*.

Oxford, UK: Oxford University Press.

Fisher, J.T., & Weber, R. (in press). Innovative health interventions at the intersection of neuroimaging and multimedia design. In Kim, J. & Song, H. (Eds.) *New Technology for Health-Related Cognitive and Behavioral Change*. San Diego, CA: Elsevier.

Fisher, J.T., Huskey, R., Keene, J.R., & Weber (in press). The life of a model: Commentary on "How the LC4MP became the DHCCST". In Weber, R., & Floyd, K., (Eds.) *Handbook of Communication Science and Biology*. New York, NY: Routledge.

Fisher, J.T., & Keene, J.R. (in press). Attention, working memory, and media multitasking. In Weber, R., & Floyd, K., (Eds.) *Handbook of Communication Science and Biology*. New York, NY: Routledge.

Weber, R., & **Fisher, J.T.** (in press). Advancing the synchronization theory of flow experiences. In Weber, R., & Floyd, K., (Eds.) *Handbook of Communication Science and Biology*. New York, NY: Routledge.

Fisher, J.T., & Weber, R. (in press). Limited capacity model of motivated mediated message processing (LC4MP). In Van Den Bulck, J., (Ed.) *International Encyclopedia of Media Psychology*. Hoboken, NJ: Wiley Blackwell.

Weber, R., & **Fisher, J.T.** (in press). Flow. In Van Den Bulck, J., (Ed.) *International Encyclopedia of Media Psychology*. Hoboken, NJ: Wiley Blackwell.

AWARDS AND HONORS

Top 5 Paper Award 2019
National Communication Association
Social Cognition Division

James J. Bradac Award for Excellence in Research 2019
University of California, Santa Barbara

Kavli Institute for Cognitive Neuroscience Fellowship 2019
University of California, Santa Barbara

Top Reviewer 2019
International Communication Association
Communication Science & Biology Interest Group

Top 5 Paper Award 2019
International Communication Association
Computational Methods Division

Distinguished Article Award 2018
National Communication Association
Social Cognition Division

Top 5 Paper Award 2018
National Communication Association

Top 5 Paper Award International Communication Association Communication Science and Biology Interest Group	2018
Top 5 Paper Award International Communication Association Communication Science and Biology Interest Group	2017
National Science Foundation IGERT Fellowship The University of California, Santa Barbara	2016
Regent's Fellowship The University of California, Santa Barbara	2016
Hutcheson Graduate Research Endowment Texas Tech University College of Media and Communication	2014

GRANT ACTIVITY

 Cottage Health Research Initiative • \$50,000 <i>Understanding How Technology Habits Influence Developmental Mechanisms of Attention in Children</i> Co-I., wrote grant proposal with, P.I. René Weber Currently under review	2019
 Gerber Foundation • \$247,375 <i>Investigating the Relationship Between Multimedia Use and Development of ADHD Symptoms in Children</i> Co-I., wrote grant proposal with, P.I. René Weber Not selected for funding	2019
 Theodore Fett Brain Imaging Center Research Grant • \$25,000 <i>Characterizing Cognitive Control and Reward Networks in ADHD During A Naturalistic Task</i> Co-I., wrote grant proposal with, P.I. René Weber, Involved in study design, data collection, data analysis, and reporting.	2018
 National Science Foundation IGERT Innovation Grant • \$12,000 <i>Developing an Interactive, Naturalistic Stimulus for the Study of Network Dynamics of Cognitive Control</i> Co-I., co-wrote grant proposal with P.I., René Weber. Involved in study design, data collection, data analysis, and reporting.	2018
 John Templeton Foundation • \$234,800 <i>Moral Foundations of Movies: Examining the Virtuous Content and Financial Performance of Popular Films</i> Collaborator, co-wrote wrote proposal with PI, René Weber,	2018

involved in study design, data collection, data analysis, and reporting

☑ **Academic Senate Council on Research and Instructional Resources**
Faculty Research Grant • \$13,800

2017

*College Students, Media, and the Increasing Prevalence of Attention Disorders:
Examining the Role of Motivation and Perceptual Load on Cognitive Control
and Learning in ADHD and High Media Multitasking Populations.*

Co-I., co-wrote grant proposal with P.I., René Weber.

Involved in study design, data collection, data analysis, and reporting.

☑ **UCSB Department of Communication Graduate Student Research Grant • \$500**

2017

*Examining the Role of Motivation and Cognitive/Perceptual Load
on Attentional Control and Performance in Interactive Digital Environments*

Co-I., co-wrote grant proposal with P.I., René Weber.

Involved in study design, data collection, data analysis, and reporting.

CONFERENCE PRESENTATIONS

Fisher, J.T., Chen, Y., Hopp, F.R., & Weber, R. (2020). Uncovering the structure of media multitasking and attention problems using network analytic techniques. Paper submitted to the annual meeting of the International Communication Association (ICA). Gold Coast, Australia.

Fisher, J.T., Hopp, F.R., & Weber, R. (2020). Of primary importance? Motivation drives resource allocation across concurrent tasks during multimedia processing. Paper submitted to the annual meeting of the International Communication Association (ICA). Gold Coast, Australia.

Fisher, J.T., Hopp, F.R., & Weber, R. (2020). Cognitive load and perceptual load during video game play correspond to differing brain network topologies. Paper submitted to the annual meeting of the International Communication Association (ICA). Gold Coast, Australia.

Dienlin, T., Johannes, N., Bowman, N., Masur, P. K., Engesser, S., ... **Fisher, J.T.**, ... Weber, R., ... DeVreese, C. (2020, May). An agenda for open science in communication. Paper submitted to the annual meeting of the International Communication Association (ICA), Gold Coast, Australia.

Fisher, J.T., Hopp, F.R., & Weber, R. (2019). Modality-specific effects of perceptual load in multimedia processing. Paper accepted at the 105th annual meeting of the National Communication Association (NCA), Baltimore, MD. **Top 5 Paper.**

Fisher, J.T., Hopp, F.R., Prabhu, S., Tamborini, R., & Weber, R. (2019). Developing best practices for the implicit measurement of moral foundation salience. Paper accepted at the 105th annual meeting of the National Communication Association (NCA), Baltimore, MD.

Fisher, J.T. & Weber, R. Understanding and treating ADHD using naturalistic network neuroscience. Paper presented at the annual meeting of the Cottage Health Research Institute (CHRI), Santa Barbara, CA.

Hopp, F. R., **Fisher, J. T.**, & Weber, R. (2019). The Moral Narrative Analyzer (MoNA): An integrated, spatio-temporal platform for monitoring, predicting, and countering global sociopolitical instability. Paper presented at the Workshop on Naval Applications of Machine Learning (NAML), San Diego, CA.

Hopp, F.R., Lonergan, C., **Fisher, J.T.**, & Weber, R. (2019). The joy of mediated punishments: Moral transgression in auditory narratives elicit cortical synchronization in listeners. Poster presented at the 12th annual meeting of the Social and Affective Neuroscience Society (SANS), Miami, USA.

Fisher, J.T., Hopp, F.R., Lonergan, C., & Weber, R. (2019). Brain network topology and dynamics in ADHD individuals during video game play. Poster presented at the 12th annual meeting of the Social and Affective Neuroscience Society (SANS), Miami, USA.

Fisher, J.T., Hopp, F.R., Lonergan, C., & Weber, R. (2019). The interacting roles of cognitive load, perceptual load, and reward in guiding attention during multimedia processing. Paper presented at the 69th annual meeting of the International Communication Association (ICA), Washington, DC.

Fisher, J.T., Hopp, F.R., Lonergan, C., & Weber, R. (2019). Brain network topology and dynamics in ADHD Individuals during video game play. Paper presented at the 69th annual meeting of the International Communication Association (ICA), Washington, DC.

Fisher, J.T., Lonergan, C., Hopp, F.R., Grall, C., Pandey, P., Scholz, C., Najera, C., & Wilcox, S. (2019). Best practices in training and mentoring research assistants and new graduate students. Panel presented at the 69th annual meeting of the International Communication Association (ICA), Washington, DC.

Miao, X., **Fisher, J.T.**, & Weber, R. (2019). Media multitasking in bilingual populations: A closer look at the effect of language switching. Paper presented at the 69th annual meeting of the International Communication Association (ICA), Washington, DC.

Hopp, F.R., Barel, A., **Fisher, J.T.**, Cornell, D., Lonergan, C., & Weber, R. (2019). "I believe that morality is gone": A large-scale inventory of moral foundations in lyrics of popular songs. Paper presented at the 69th annual meeting of the International Communication Association (ICA), Washington DC, USA.

Hopp, F.R., **Fisher, J.T.**, Prabhu, S., Cornell, D., Tamborini, R., & Weber, R. (2019). Revisiting the moral foundations-affect misattribution procedure (MF-AMP): An extended, open-source tool for measuring the accessibility of moral intuitions. Paper presented at the 69th annual meeting of the International Communication Association (ICA), Washington DC, USA.

Hopp, F.R., **Fisher, J.T.**, & Weber, R. (2019). The dynamic relationship between news frames and real-world events: A hidden markov model approach. Paper accepted to the 69th annual meeting of the International Communication Association (ICA), Washington DC, USA. **Top 5 Paper.**

Fisher, J.T. & Keene, J.R. (2018) ADHD individuals and media multitaskers exhibit resource allocation differences when processing educational multimedia messages. Paper presented at the 104th Annual Meeting of the National Communication Association (NCA). Salt Lake City, UT.

Hopp, F.R., Cornell, D., **Fisher, J. T.**, Huskey, R., & Weber, R. (2018). The moral foundations dictionary for news (MFD-N): A crowd-sourced moral foundations dictionary for the automated analysis of news corpora. Paper presented at the 104th Annual Meeting of the National Communication Association (NCA), Salt Lake City, UT. **Top 5 Paper.**

Fisher, J.T., Cornell, D., Hopp, F.R., Mangus, M., & Weber, R. (2018). "But how are they talked about?": A novel measure of entity framing in online news. Paper presented at the 68th annual conference of the International Communication Association (ICA), Prague, CZ.

Fisher, J.T. Hopp, F.R., & Weber, R. (2018). "Look harder!" ADHD, media multitasking, and the effects of cognitive and perceptual load on resource availability and processing performance. Paper presented at the 68th annual conference of the International Communication Association (ICA), Prague, CZ. **Top 5 Paper.**

Keene, J.R., Adams, R., Najera, C., **Fisher, J.T.**, Berke, C., & Bolls, P. (2018) Organized complexity in communication science: a systematic review and meta-analysis of psychophysiological methods in communication. Paper presented at the 68th annual conference of the International Communication Association (ICA), Prague, CZ.

Hopp, F. R., **Fisher, J.T.**, Mangus, J. M., Weber, R. (2018). Combining computational content analysis with self-report data to predict news article sharing. Paper presented at the 68th Annual Conference of the International Communication Association (ICA), Prague, CZ

Hopp, F. R., **Fisher, J.T.**, Mangus, J. M., Huskey, R., Swanson, R., Gordon, A., Khooshabeh, P., Weber, R. (2018). Mining the Global Database of Events, Language, and Tone: An introduction for communication researchers. Paper presented at the 68th Annual Conference of the International Communication Association (ICA), Prague, CZ.

Hopp, F.R., **Fisher, J.T.**, Mangus, M., Huskey, R., Swanson, R., Gordon, A., Khooshabeh, P., & Weber, R. (2017). Examining online news reporting using the Global Database of Events, Language, and Tone: Challenges, opportunities, and future directions. Paper presented at the 103rd annual meeting of the National Communication Association (NCA), Dallas, TX.

Fisher, J.T., Huskey, R., Keene, J. & Weber, R. (2017). The offramp problem: Treating media psychology as an insular field inhibits theoretical and empirical progress. Paper presented at the 67th annual meeting of the International Communication Association (ICA), San Diego, CA. **Top 5 Paper.**

Fisher, J.T., & Keene, J. (2017). Examining cognitive load and recall for educational multimedia messages in ADHD and high media multitasking populations. Paper presented at the 67th annual meeting of the International Communication Association (ICA), San Diego, CA.

Huskey, R., **Fisher, J.T.**, Craighead, B. (2016). A call to action: Using high-control, open-source, customizable, and naturalistic stimuli to overcome longstanding challenges in quantitative video game research. Paper Presented at the annual meeting of the 102nd National Communication Association (NCA), Philadelphia, PA.

Loof, T., Berke, C.K., Davidson, A., **Fisher, J.T.**, Keene, J. (2016). The dynamic interaction of emotional content and modality on coactivation in the motivational systems and psychophysiological responses. Paper presented at the 56th annual meeting of the Society of Psychophysiological Researchers, Minneapolis, MN.

TEACHING

Teaching Associate - Instructor of Record
PSY 111 • Behavioral Neuroscience
The University of California, Santa Barbara

Summer 2018

Teaching Associate - Instructor of Record
PSY 108 • Cognitive Psychology
The University of California, Santa Barbara

Summer 2017

Teaching Assistant

MCOM 2320 • Writing for Media and Communication
Texas Tech University

Fall 2015, Spring 2016

PROFESSIONAL AFFILIATIONS

International Communication Association

2015 – Present

Communication Science & Biology Interest Group
Computational Methods Division, Information Systems Division
Mass Communication Division, Game Studies Division

National Communication Association

2015 – Present

Mass Communication Division, Social Cognition Division

Social & Affective Neuroscience Society Organization for Human Brain Mapping

2016 – Present
2018-Present

American Psychological Association

2016 – Present

PROFESSIONAL TRAINING

Kavli Summer Institute in Cognitive Neuroscience

Summer 2019

The Kavli Summer Institute in Cognitive Neuroscience (SI), supported by NIMH, NIDA and the Kavli Foundation, advances the cognitive neurosciences by training the next generation of researchers in emerging information, methods and theoretical perspectives in mind-brain science, including how this knowledge is applied in translational research that addresses major mental health challenges.

NeuroHackAdemy

Summer 2019

Neurohackademy is a two-week hands-on summer institute in neuroimaging and data science, held at the University of Washington eScience Institute. Researchers receive training in the latest technologies used to analyze human neuroscience data, as well as tools to make analysis and results shareable and reproducible.

SERVICE

Ad-Hoc Reviewing

2018-Present

Journal of Communication

Media Psychology

Communication Methods and Measures

Computational Communication Science

Journal of Media Psychology

Reviewer

2015 – Present

International Communication Association

Reviewer

2015 – Present

National Communication Association

Mentor

2019 – Present

UCSB Graduate Mentorship Program

Panelist

2018

Lambda Pi Eta Graduate School Panel

The University of California, Santa Barbara

Graduate Student Representative

2017

Faculty Search Committee, Digital Communication

The University of California, Santa Barbara