

# Jacob A. Long

---

Ph.D Candidate • School of Communication • Ohio State University  
✉ [long.1377@osu.edu](mailto:long.1377@osu.edu) 🌐 [jacob-long.com](http://jacob-long.com) 📱 [jacob-long](https://www.instagram.com/jacob-long) 📞 0000-0002-1582-6214

---

## 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

Garrett, R. K., Long, J. A., & Jeong, M. S. (2019). From partisan media to misperception: Affective polarization as mediator. *Journal of Communication*, 69.

Conditionally accepted and scheduled for publication in October 2019.

Long, J. A., & Eveland, W. P., Jr. (2019). Entertainment use and political ideology: Linking worldviews to media content. *Communication Research*. doi:[10.1177/0093650218791011](https://doi.org/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](https://doi.org/10.1080/15205436.2018.1504302).

## Under Review

Long, J. A. An approach for measuring partisan segregation in political media consumption. Under review at *Communication Methods & Measures*.

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

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. Under review at *Human Communication Research*.

## 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/dvfwf/](https://osf.io/dvfwf/).

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.

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).

- 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/](https://osf.io/acx89/). Slides: [jacob-long.com/slides/MM18-slides.html](https://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](https://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 Association 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.

#### 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.
- Jeong, M. S., Long, J. A., & Lavis, S. M. Talk about satire leads to talk about politics: How political entertainment can promote discussion. Preparing for submission to *Mass Communication & Society*.
- Long, J. A. Improving the generalizability of inferences in quantitative communication research. Preparing for submission to *Journalism & Mass Communication Quarterly*.

#### Software

##### R Packages

jtools: Analysis and presentation of social scientific data.

 CRAN •  [jacob-long/jtools](https://github.com/jacob-long/jtools) •  [jtools.jacob-long.com](https://jtools.jacob-long.com)

Author: Jacob A. Long

- 29 scholarly citations per [Google Scholar](https://scholar.google.com/citations?user=jacob-long) as of 07/05/2019
- 70,266 downloads from RStudio's [CRAN mirror](https://cran.r-project.org/web/packages/jtools/index.html) as of 07/05/2019

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

 CRAN •  [jacob-long/interactions](https://github.com/jacob-long/interactions) •  [interactions.jacob-long.com](https://interactions.jacob-long.com)

Author: Jacob A. Long

- 7,069 downloads from RStudio's [CRAN mirror](https://cran.r-project.org/web/packages/interactions/index.html) as of 07/05/2019
- Highlighted as a [top new package](#) in February 2019

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

 CRAN •  [jacob-long/panelr](https://github.com/jacob-long/panelr) •  [panelr.jacob-long.com](https://panelr.jacob-long.com)

Author: Jacob A. Long

- 897 downloads from RStudio's [CRAN mirror](https://cran.r-project.org/web/packages/panelr/index.html) as of 07/05/2019

dpm: Dynamic panel models fit with maximum likelihood.

[github.com/jacob-long/dpm](https://github.com/jacob-long/dpm) • [dpm.jacob-long.com](https://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](https://doi.org/10.5281/zenodo.1203368)

[github.com/jacob-long/song-and-lyric-data-scraper](https://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)