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

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.

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

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/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.

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/. 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.

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 in 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. An approach for measuring partisan segregation in political media consumption. Manuscript in preparation.

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.

ℝ CRAN · ⌂ jacob-long/jtools · ⊕ jtools.jacob-long.com

Author: **Jacob A. Long**

- 33 scholarly citations per Google Scholar as of 08/09/2019
- 76,680 downloads from RStudio's CRAN mirror as of 08/09/2019

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

ℝ CRAN · ⌂ jacob-long/interactions · ⊕ interactions.jacob-long.com

Author: **Jacob A. Long**

- 8,757 downloads from RStudio's CRAN mirror as of 08/09/2019
- Highlighted as a top new package in February 2019

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

ℝ CRAN · ⌂ jacob-long/panelr · ⊕ panelr.jacob-long.com

Author: **Jacob A. Long**

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)