

# Jacob A. Long

---

Assistant Professor • School of Journalism and Mass Communications • University of South Carolina  
✉ [jacob.long@sc.edu](mailto:jacob.long@sc.edu) 🌐 [jacob-long.com](http://jacob-long.com) 📱 [jacob-long](https://www.instagram.com/jacob-long) 🆔 0000-0002-1582-6214

---

Appointments    **University of South Carolina** Columbia, South Carolina, USA  
School of Journalism and Mass Communications  
Assistant Professor    2020–

Education    **The Ohio State University** Columbus, Ohio, USA  
PhD, Communication    2020  
▪ Dissertation:  
“[Time Dynamics and Stability of Political Identity and Political Communication](#)”  
▪ Committee:  
William P. “Chip” Eveland, Jr. (advisor) • Michael D. Slater  
Gerald M. Kosicki • Christopher R. Browning (Sociology)  
▪ Graduate Interdisciplinary Specialization in Survey Research  
MA, Communication    2019  
**Rhodes College** Memphis, Tennessee, USA  
BA with Honors, Political Science    2014  
▪ Minors in Film Studies and English  
▪ Advisors: Amy E. Jasperson and Rashna Wadia Richards

Journal Articles    \*: Graduate student co-author  
**Long, J. A.** (2024). Developing and assessing brief questionnaire measurements of political media and discussion. *Communication Research Reports*. doi:[10.1080/08824096.2024.2407598](https://doi.org/10.1080/08824096.2024.2407598)  
CRR IF: 1.9 (#71/227); [CiteScore](#): 2.6 (#161/511).  
**Long, J. A.** (2024). jtools: Analysis and presentation of social scientific data. *The Journal of Open Source Software*, 9(101), 6610. doi:[10.21105/joss.06610](https://doi.org/10.21105/joss.06610).  
**Long, J. A.** (2023). Stability as an outcome in communication research. *International Journal of Communication*, 17, 5954–5971. <https://ijoc.org/index.php/ijoc/article/view/20352>  
IJOC IF: 1.9 (#71 of 227); [CiteScore](#): 2.7 (#156/511).  
Chen, Y., **Long, J. A.**, Jun, J., Kim, S.-H., Zain, A.\*, & Piacentine, C\*. (2023). Anti-intellectualism amid the COVID-19 pandemic: The discursive elements and sources of anti-Fauci tweets. *Public Understanding of Science*, 32(5), 641–657. doi:[10.1177/09636625221146269](https://doi.org/10.1177/09636625221146269)  
[5 citations per Google Scholar](#).  
PUoS IF: 4.1 (#23 of 96); [CiteScore](#): 6.4 (#36 of 493).  
Jeong, M. S., **Long, J. A.**, & Lavis, S. M. (2023). The viral water cooler: Talking about political satire promotes further political discussion. *Mass Communication and Society*, 26(6), 938–962. doi:[10.1080/15205436.2022.2138766](https://doi.org/10.1080/15205436.2022.2138766)  
[1 citation per Google Scholar](#).  
MCS IF: 3.0 (#34 of 96); [CiteScore](#): 5.7 (#47 of 493).

- Long, J. A.** (2021). Improving the replicability and generalizability of inferences in quantitative communication research. *Annals of the International Communication Association*, 45(3), 207–220. doi:[10.1080/23808985.2021.1979421](https://doi.org/10.1080/23808985.2021.1979421)  
4 citations per Google Scholar.  
Annals CiteScore: 10.2 (#14 of 467); not yet included in JCR after 2017 conversion from annual book to journal.
- Long, J. A.**, & Eveland, W. P., Jr. (2021). Entertainment use and political ideology: Linking worldviews to media content. *Communication Research*, 48(4), 479–500. doi:[10.1177/0093650218791011](https://doi.org/10.1177/0093650218791011)  
17 citations per Google Scholar.  
CR IF: 6.2 (#7 of 96); CiteScore: 13.4 (#4 of 493).
- Long, J. A.**, Jeong, M. S., & Lavis, S. M. (2021). Political comedy as a gateway to news use, internal efficacy, and participation: A longitudinal mediation analysis. *Human Communication Research*, 47(2), 166–191. doi:[10.1093/hcr/hqaa011](https://doi.org/10.1093/hcr/hqaa011)  
14 citations per Google Scholar.  
HCR IF: 5.0 (#13 of 96); CiteScore: 6.9 (#30 of 493).
- Garrett, R. K., **Long, J. A.**, & Jeong, M. S. (2019). From partisan media to misperception: Affective polarization as mediator. *Journal of Communication*, 69(5), 490–517. doi:[10.1093/joc/jqz028](https://doi.org/10.1093/joc/jqz028)  
95 citations per Google Scholar.  
JOC IF: 7.9 (#3 of 96); CiteScore: 7.8 (#24 of 493).
- 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(2), 145–170. doi:[10.1080/15205436.2018.1504302](https://doi.org/10.1080/15205436.2018.1504302)  
18 citations per Google Scholar.  
MCS IF: 3.0 (#34 of 96); CiteScore: 5.7 (#47 of 493).

- Book Chapters    Eveland, W. P., Jr., Appiah, O., **Long, J. A.**, & Kleinman, S. B. (2023). How race affects simply having versus actually choosing cross-race political discussion partners. In T. Faas, S. Huber, M. Krewel, & S. Roßteutscher (Eds.), *Informationsflüsse, Wahlen und Demokratie: Festschrift für Rüdiger Schmitt-Beck* (pp. 137–168). Nomos Verlagsgesellschaft mbH & Co. KG  
<https://www.nomos-elibrary.de/10.5771/9783748915553-137>  
10.5771/9783748915553-137.

## 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)

- 763 scholarly citations per Google Scholar (paper + package citations) as of 09/30/2024
- 1,163,441 downloads from RStudio's [CRAN mirror](#) since 2/27/2017 initial release
- Featured in [R for Political Data Science: A Practical Guide](#).
- Software described in [Long \(2024\)](#).

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)

- 747 scholarly citations per [Google Scholar](#) as of 09/30/2024
- Reviewed favorably by [Lin \(2020\)](#) in the journal *Structural Equation Modeling*.
- 382,038 downloads from RStudio's [CRAN mirror](#) since 2/19/2019 initial release
- 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](#)

- 35 scholarly citations per [Google Scholar](#) as of 09/30/2024
- 162,124 downloads from RStudio's [CRAN mirror](#) since 5/16/2019 initial release

dpm: Dynamic panel models fit with maximum likelihood.

 [CRAN](#) •  [jacob-long/dpm](#) •  [dpm.jacob-long.com](#)

- 1,844 downloads from RStudio's [CRAN mirror](#) since 1/16/2024 initial release

Authors: **Jacob A. Long**, Richard A. Williams, Paul D. Allison

## Other

Song and Lyric Data Scraper [Ruby app]. Accompanies Long & Eveland (2021).

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)

Grants	CIC Research Grant (\$4,000), University of South Carolina	2024
	(PI) with Ertan Ağaoğlu*, Chinwendu Akalonu*, Shamira McCray*, Carrie Xiao*	
	CIC Research Grant (\$10,000), University of South Carolina	2021
	(co-PI) with Sei-Hill Kim, Yingying Chen, and Jungmi Jun	
	SJMC Course Development Grant (\$2000), University of South Carolina	2020
	Omnibus Survey for the School of Communication, Ohio State University	2016
	with Michael Slater, Simon Lavis, and Min Seon Jeong	

Media **Long, J. A.** (2020, February 6). Has Trump's approval rating really shot up to 49 percent? Probably not.  
<https://www.washingtonpost.com/politics/2020/02/06/has-trumps-approval-rating-really-shot-up-49-percent-probably-not/>  
I also appeared on *The Dan Abrams Show* (SiriusXM) to discuss this research. Covered by [Andrew Gelman](#) among others.

Interview: [WOLO-TV](#) (Columbia, SC)

Expert quotes: [National Interest](#), [Greenville News](#), [Lianhe Zaobao](#)

Conference Presentations \*: Graduate student co-author

**Long, J. A.** (2024). *How stable are self-reported measures of media use?* Paper presented at the 107th Annual Conference of the Association for Education in Mass Communication and Journalism.

**Long, J. A.** (2024). *Partisan media and political discussion as regulators of identity.* Paper presented at the 107th Annual Conference of the Association for Education in Mass Communication and Journalism.

**Long, J. A.**, Xiao, J.\*, McCray, S.\*, Ağaoğlu, E.\*, Alajmi, A. M.\*, Akalonu, C.\*, & Xu, Y.\*. (2024). *Artificial impressions: Trust and credibility in AI-enhanced profile pictures.* Paper presented at the 107th Annual Conference of the Association for Education in Mass Communication and Journalism.

Chen, Y., **Long, J. A.**, Jun, J., Kim, S.-H., Zain, A.\*, & Piacentine, C.\*. (2022). *Anti-intellectualism amid the Covid-19 pandemic: The dynamics of anti-Fauci discourse on Twitter.* Paper presented at the 72nd Annual Conference of the International Communication Association.

- Collier, J. G., Tchernev, J. M., & Long, J. A. (2022). *Guided dreams: Shot scale and shifting perspectives in narrative engagement*. Paper presented at the 72nd Annual Conference of the International Communication Association.
- Long, J. A. (2022). *Stability as an outcome in communication research*. Paper presented at the 72nd Annual Conference of the International Communication Association.
- Zain, A.\*, & Long, J. A. (2022). *Countering state-sponsored misinformation: Testing effect of social media labels on message credibility, verification intention, and verification behavior*. Paper presented at the 105th Annual Conference of the Association for Education in Mass Communication and Journalism.
- Long, J. A. (2021). *Measuring partisan segregation in political media consumption*. Paper presented at the 71st Annual Conference of the International Communication Association.
- 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.
- 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).
- 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)  
Data and code: [osf.io/dvfw7/](https://osf.io/dvfw7/) Slides: [jacob-long.com/slides/AEJ19.html](https://jacob-long.com/slides/AEJ19.html).
- 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.
- 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 discussion 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.

**University of South Carolina**

## Graduate

JOUR 717: Methods in Content Analysis Research

- SP21

JOUR 749: Literature of Mass Communication

- AU22, AU23

JOUR 790: Political Communication

- AU21

JOUR 801: Communication Research Design

- SP22, AU23, AU24
- Research conducted collaboratively in this course resulted in the following student-led publication:

Garrett, C.\*, Qiao, S., & Li, X. (2024). The role of social media in COVID-19 prevention guidelines knowledge, perceptions, and self-reported adherence. *JMIR infodemiology*. doi:[10.2196/44395](https://doi.org/10.2196/44395). pmid: [38194493](https://pubmed.ncbi.nlm.nih.gov/38194493/).

## Undergraduate/Graduate

JOUR 542: Public Opinion and Persuasion

- AU22, SP23

## Undergraduate

JOUR 306: Theories of Mass Communications

- SP25

JOUR 332: Mass Communications Research

- SP22, SP24, AU24

JOUR 400: Digital Media and Big Data Analysis

- AU20, SP21, AU21

JOUR 515: Mass Communications Capstone Portfolio

- SP23, SP24, SP25

**Ohio State University**

## Undergraduate

COMM 4820: Public Opinion and Communication

- SU16

COMM 3597: Media and Terrorism

- AU18

COMM 3554: Social Implications of Communication Technology

- Online: SU18, SU19

COMM 2367: Persuasive Communication

- AU15, SP16, AU16
- Online: SP17, SU20

## Honors and Awards

Chaffee-McLeod Top Student Paper Award, AEJMC CT&M Division	2019
McCombs-Shaw Top Student Paper Award (2nd place), AEJMC PCIG	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	<b>Copywriter, AndroidPolice.com</b>	2017-18
	Wrote ad copy for clients who purchased native advertising on Android Police.	
	<b>Staff Writer, AndroidPolice.com</b>	2014-16
	Android Police is a technology news website with over 5 million unique visitors per month.	
	<b>Freelance, WMC-TV 5, Memphis, TN</b>	2011
	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	<b>Doctoral Committees</b>	
	Adetutu Wande-Kayode	(ongoing)
	Carmen Landy	(ongoing)
	Shelbretta Ball	2023
	<b>Masters Committees</b>	
	Xin Tao	2023
	<b>BARSC/Honors Thesis Committees</b>	
	Director:	
	Alex Blumenthal	(ongoing)
	Member:	
	Tommy Holter	(ongoing)
	<b>To Institution</b>	
	<i>University of South Carolina, School of Journalism and Mass Communications</i>	
	Faculty Search Committee (AI)	2024-25
	Chair, Technology Committee	2021-
	Policies & Procedures Committee	2020-
	SONA administrator	2021-22
	Faculty Search Committee (Data, Media, and Society)	2020-21
	<i>University of South Carolina, College of Information and Communications</i>	
	Faculty Advisory Committee	2022-
	Faculty Search Committee (UNESCO Chair)	2022-23
	Faculty Budget Committee	2023-
	<i>University of South Carolina, School of Information Science</i>	
	Faculty Search Committee (AI)	2024-25
	<i>Ohio State University, School of Communication</i>	

Peer Mentor 2019-20

**To Discipline**

*Panel Moderator*, BEA On-Site Conference, Columbia, SC 2023

*Graduate Student Liaison*, AEJMC Comm. Theory & Methodology Division 2019-20

**Journal Reviewing**

41 peer reviews verified by [Web of Science](#) since 2019.

Atlantic Journal of Communication (x2)  
Communication Research (x9)  
European Journal of Information Systems  
International Journal of Communication (x7)  
International Journal of Press/Politics (x2)  
Journal of Applied Communication Research (x2)  
Journal of Broadcasting & Electronic Media  
Journal of Communication  
Journal of Communication Technology (x3)  
Journal of Computer-Mediated Communication (x2)  
Journalism and Mass Communication Quarterly (x3)  
Mass Communication and Society (x8)  
Media Psychology (x3)  
New Media & Society (x2)  
Southern Journal of Communication

**Conference Reviewing**

*International Communication Association:*

Mass Communication Division (2018)  
Political Communication Division (2018, 2019, 2021, 2022)  
Computational Methods Division (2019, 2021, 2022)

*Association for Education in Journalism and Mass Communication:*

Communication Theory and Methodology Division (2024)  
Political Communication Division (2019, 2020, 2024)  
Midwinter Conference (2021)

*National Communication Association:*

Mass Communication Division (2017)  
Political Communication Division (2017)