

JACOB T. FISHER

Assistant Professor, Charles H. Sandage Department of Advertising,
College of Media, Institute of Communications Research
School of Information Science, Informatics
University of Illinois Urbana-Champaign
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EDUCATION

Ph.D. • Communication

2016 – 2020

The University of California, Santa Barbara

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

M.A. • Media and Communication

2014 – 2016

Texas Tech University • Lubbock, TX

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

B.A. • Honors Arts & Letters

2009 – 2013

Texas Tech University • Lubbock, TX

REFEREED PUBLICATIONS

12. Parry, D., Davidson, B., Sewall, C., **Fisher, J.T.**, Mieczkowski, H., Quintana, D. (*in press*). Measurement discrepancies between logged and self-reported digital media use: A systematic review and meta-analysis. *Nature Human Behavior*.
11. **Fisher, J.T.**, Hopp, F.R., Weber, R. (2021). Network neuroscience: a practical introduction for communication researchers. *Communication Methods & Measures*. 15, 60-71
10. Hopp, F.R., **Fisher, J.T.**, & Weber, R. (2020). A graph-learning approach for detecting moral conflicts in movie scripts. *Media & Communication*. 8(3), 164-179
9. Hopp, F.R., **Fisher, J.T.**, & Weber, R. (2020) 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*. 70(3), 335-355.
8. Hopp, F.R., **Fisher, J.T.**, Cornell, D., Huskey, R., & Weber, R. (2020). 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*. 53, 232-246.
7. 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. (2020). An agenda for open science in communication. *Journal of Communication*. 71(1), 1-26,
6. **Fisher, J.T.**, Hopp, F.R., Weber, R. (2019). Modality-specific effects of perceptual load in multimedia processing. *Media & Communication*. 7(4), 149-165
5. 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*. 1(1), 13-44.

4. Weber, R., Behr, K.M., **Fisher, J.T.**, Lonergan, C., & Quebral, C. (2020). Video game violence & interactivity: effect or equivalence? *Journal of Communication*. 70(22), 219-244.
3. **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.
2. **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.**
1. 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.

BOOK CHAPTERS & ENCYCLOPEDIA ENTRIES

7. **Fisher, J.T.**, Lonergan, C., Hopp, F.R., & Weber (2021). Media entertainment, flow experiences, and the synchronization of audiences. In Vorderer, P. & Klimmt, C., (Eds.) *Oxford Handbook of Entertainment Theory*. (pp. 343-362) Oxford University Press.
6. **Fisher, J.T.**, & Weber, R. (2020). Innovative health interventions at the intersection of neuroimaging and multimedia design. In Kim, J. & Song, H. (Eds.) *Technology and Health: Promoting Attitude and Behavior Change* (pp. 333-351). Elsevier.
5. **Fisher, J.T.**, Huskey, R., Keene, J. R., & Weber, R. (2020). The life of a model: Commentary on “How the LC4MP Became the DHCCST.” In R. Weber & K. Floyd (Eds.), *The Routledge Handbook of Communication Science and Biology* (pp. 409-415). Routledge.
4. **Fisher, J.T.**, & Keene, J.R. (2020). Attention, working memory, and media multitasking. In Weber, R., & Floyd, K., (Eds.) *Handbook of Communication Science and Biology* (pp. 177-196). Routledge.
3. Weber, R., & **Fisher, J.T.** (2020). Advancing the synchronization theory of flow experiences. In Weber, R., & Floyd, K., (Eds.) *Handbook of Communication Science and Biology* (pp. 157-176). Routledge.
2. **Fisher, J.T.**, & Weber, R. (2020). Limited capacity model of motivated mediated message processing (LC4MP). In Van Den Bulck, J., (Ed.) *International Encyclopedia of Media Psychology*. Wiley Blackwell.
1. Weber, R., & **Fisher, J.T.** (2020). Flow. In Van Den Bulck, J., (Ed.) *International Encyclopedia of Media Psychology*. Wiley Blackwell.

AWARDS AND HONORS

Top 5 Paper Award

International Communication Association
Mobile Communication Division

2021

Top 5 Paper Award

International Communication Association
Communication Science & Biology Interest Group

2021

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|---|------|
| Top 5 Paper Award National Communication Association Social Cognition Division | 2020 |
| Dean's Graduate Mentorship Award University of California Santa Barbara | 2020 |
| Top 5 Paper Award International Communication Association Communication Science & Biology Interest Group | 2020 |
| Top 5 Paper Award International Communication Association Computational Methods Division | 2020 |
| Top 5 Paper Award National Communication Association Social Cognition Division | 2019 |
| James J. Bradac Award for Excellence in Research University of California, Santa Barbara | 2019 |
| Kavli Institute for Cognitive Neuroscience Fellowship University of California, Santa Barbara | 2019 |
| Top Reviewer International Communication Association Communication Science & Biology Interest Group | 2019 |
| Top 5 Paper Award International Communication Association Computational Methods Division | 2019 |
| Distinguished Article Award National Communication Association Social Cognition Division | 2018 |
| Top 5 Paper Award National Communication Association Mass Communication Division | 2018 |
| 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 |

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| 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

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|---|------|
| National Institutes of Health • \$1.25m <i>Developing an Interactive, Naturalistic Task Paradigm for Assessing Cognitive Control</i> Co-P.I. - Submitted 02/2021 | 2021 |
| Google Cloud Project • \$5,000 <i>Using Video Games to Investigate the Network Architecture of the ADHD Brain</i> P.I. - Funded Nov. 2020 | 2020 |
| 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 Not selected for funding | 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. Funded May 2018 | 2018 |
| National Science Foundation IGERT Innovation Grant • \$12,000 <i>Developing an Interactive, Naturalistic Stimulus for the Study 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. Funded Feb. 2018 | 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, involved in study design, data collection, data analysis, and reporting Funded Jan. 2018 | 2018 |

Faculty Research Grant • \$13,800

Examining the Role of Motivation and Perceptual Load on Cognitive Control

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

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

Funded May 2017

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.

Funded May 2017

CONFERENCE PRESENTATIONS

Fisher, J.T., & Hamilton, K. (2021). Bridging media selection and media effects using decision theory. Paper submitted to the 107th annual meeting of the National Communication Association. Seattle, WA.

Chen, C., Hu, X., & **Fisher, J.T.** (2021). A systematic review of immersion: exploring the cognitive and social processes underlying immersive experiences. Paper submitted to the 107th annual meeting of the National Communication Association. Seattle, WA.

Fisher, J.T., Hopp, F.R., & Weber, R. (2021). Cognitive and perceptual load have opposing effects on brain network efficiency and task performance in ADHD. Paper submitted to the 71st annual meeting of the International Communication Association (ICA), Virtual. **Top 5 Paper.**

Hopp, F.R., **Fisher, J.T.**, & Weber, R. (2021). Narrative graph learning: How humans infer and represent narrative network structures. Paper submitted to the 71st annual meeting of the International Communication Association (ICA), Virtual.

Parry, D., Davidson, B., Sewall, C., **Fisher, J.T.**, Mieczkowski, H., Quintana, D. (2021). A Systematic review and meta-analysis examining the accuracy of self-reported digital media use. Paper submitted to the 71st annual meeting of the International Communication Association (ICA), Virtual. **Top 5 Paper.**

Chen, C., Hu, X., & **Fisher, J.** (2021) The systematic review of immersion: Exploring the cognitive and social mechanisms of immersion across disciplines. Paper submitted to the 71st annual meeting of the International Communication Association (ICA), Virtual.

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 presented at the annual meeting of the National Communication Association (NCA), Virtual.

Hopp, F.R., **Fisher, J.T.**, & Weber, R. (2020). Predicting movie performance from latent moral values in movie scripts. Paper presented at the annual meeting of the National Communication Association (NCA), Virtual.

Hopp, F.R., **Fisher, J.T.**, & Weber, R. (2020). The neurophysiology of affective disposition theory. Paper presented at the annual meeting of the National Communication Association (NCA), Virtual. **Top 5 Paper.**

Fisher, J.T., Hopp, F.R., & Weber, R. (2020). Cognitive and perceptual load differentially influence functional connectivity during a naturalistic task. Paper accepted to the 13th annual meeting of the Social & Affective Neuroscience Society (SANS), Virtual.

Hopp, F.R., **Fisher, J.T.**, Amir, O., & Weber, R. (2020). Neural correlates of individual differences in moral judgment. Paper accepted to the 13th annual meeting of the Social & Affective Neuroscience Society (SANS), Virtual.

Weber, R., Hopp, F.R., **Fisher, J.T.**, Chen, Y., & Eden, A. (2020). Punishment of moral norm violations in dramatic narratives predicts viewer engagement. Paper accepted to the 13th annual meeting of the Social & Affective Neuroscience Society (SANS), Virtual.

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 presented at the 70th annual meeting of the International Communication Association (ICA). Virtual.

Fisher, J.T., Hopp, F.R., & Weber, R. (2020). Of primary importance? Motivation drives resource allocation across concurrent tasks during multimedia processing. Paper presented at the 70th annual meeting of the International Communication Association (ICA). Virtual. **Top 5 Paper.**

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 presented at the 70th annual meeting of the International Communication Association (ICA). Virtual.

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 presented at 70th the annual meeting of the International Communication Association (ICA), Virtual.

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 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.

INVITED TALKS

Studying Attention and Cognitive Control Using Video Games. (February 2021). Attention and Perception Group. University of Illinois Urbana-Champaign.

A Neuroeconomic Approach to Studying Attention to Media (October 2020). College of Media. University of Illinois Urbana-Champaign.

Playing Attention. (March 2019). Department of Communication Colloquium Series, University of California Santa Barbara.

TEACHING

ADV 305 • Digital Advertising Strategies and Technologies
University of Illinois Urbana-Champaign

Spring 2021

ADV 283 • Advertising and Brand Strategy
University of Illinois Urbana-Champaign

Fall 2020, Spring 2021

PSY 111 • Behavioral Neuroscience
The University of California Santa Barbara

Summer 2018

PSY 108 • Cognitive Psychology
The University of California Santa Barbara

Summer 2017

MCOM 2320 • Writing for Media and Communication
Texas Tech University

Fall 2015, Spring 2016

PROFESSIONAL AFFILIATIONS

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

2015 – Present

National Communication Association
Mass Communication Division, Social Cognition Division

2015 – Present

Social & Affective Neuroscience Society

2016 – Present

Organization for Human Brain Mapping

2018-Present

American Psychological Association

2016 – Present

PROFESSIONAL TRAINING

Kavli Summer Institute in Cognitive Neuroscience
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.

Summer 2019

NeuroHackAdemy
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.

Summer 2019

SERVICE TO THE DISCIPLINE

Editorial Board Member
Journal of Media Psychology

2021 – Present

Research Chair
National Communication Association

2020 – Present

Social Cognition Division

Student and Early Career Representative

2020 – Present

International Communication Association

Communication Science and Biology Interest Group

Reviewer

2018 – Present

Journal of Communication

Media Psychology

Journal of Interactive Advertising

Communication Methods and Measures

Computational Communication Science

Journal of Media Psychology

Technological Forecasting and Social Change

Reviewer

2015 – Present

International Communication Association

Reviewer

2015 – Present

National Communication Association

Reviewer

2019-Present

Computer-Human Interaction (CHI)

Mentor

2019 – 2020

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