

# JACOB T. FISHER

Graduate Student, 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. in Communication Studies (In Progress)

2016 – Present

The University of California, Santa Barbara  
Emphasis in Cognitive and Brain Sciences  
Emphasis in Quantitative Methods in Social Sciences  
Advisor: René Weber

### Master of Arts in 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

### Bachelor of Arts in Honors Arts & Letters

2009 – 2013

Texas Tech University • Lubbock, TX  
Minor • Communication

## REFEREED PUBLICATIONS

---

**Fisher, J.T.**, Keene, J.R. (Under Review). ADHD individuals exhibit breadth-biased cognitive control in e-Learning environments. *Computers in Human Behavior*.

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

Weber, R., Behr, K.M., **Fisher, J.T.**, Lonergan, C., & Quebral, C. (Under Review). Video game violence & interactivity: effect or equivalence? *Psychological Bulletin*.

**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.

## CONFERENCE PRESENTATIONS

---

**Fisher, J.T.**, Hopp, F.R., Lonergan, C., & Weber, R. (2019). All load is not equal: disentangling the roles of reward and process type on resource allocation in an interactive task. Paper submitted to 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 submitted to 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 submitted to the 69th annual meeting of the International Communication Association (ICA), Washington, DC.

**Fisher, J.T.** & Keene, J.R. (2018) ADHD individuals and media multitaskers exhibit tonic 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, November). 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 submitted to 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 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, May). Examining cognitive load and recall for educational multimedia messages in ADHD and high media multitasking populations. Paper presented at the 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 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 annual meeting of the Society of Psychophysiological Researchers, Minneapolis, MN.

## GRANT ACTIVITY

---

<b>Theodore Fett Brain Imaging Center Research Grant</b> <b>\$25,000</b> <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. 05/18-Present.)	Spring 2018
<b>National Science Foundation IGERT Innovation Grant</b> <b>\$12,000</b> <i>Developing an Interactive, Naturalistic Stimulus for the Study of Network Dynamics of Cognitive Control</i> (P.I., co-wrote grant proposal with PI, René Weber, involved in study design, data collection, data analysis, and reporting. 02/18-Present).	Winter 2018
<b>Academic Senate Council on Research and Instructional Resources Faculty Research Grant • \$13,800</b> <i>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.</i> (CO-I, co-wrote grant proposal with PI, René Weber, involved in study design, data collection, data analysis, and reporting, 06/17-Present).	Winter 2017
<b>UCSB Department of Communication</b> Graduate Student Research Grant • \$500	Fall 2017

## TEACHING

---

<b>Teaching Associate - Instructor of Record</b> PSY 111 • Behavioral Neuroscience The University of California, Santa Barbara	Summer 2018
<b>Teaching Associate - Instructor of Record</b> PSY 108 • Cognitive Psychology The University of California, Santa Barbara	Summer 2017
<b>Teaching Assistant</b> MCOM 2320 • Writing for Media and Communication Texas Tech University	Fall 2015, Spring 2016

## RESEARCH LAB POSITIONS

---

<b>The Media Neuroscience Lab</b>	2016 – Present
-----------------------------------	----------------

*Researcher, Social Media Coordinator*

**The National Science Foundation (NSF) IGERT**

2016 – Present

*Trainee - Network Science and Big Data*

**The Cognition and Emotion Lab**

2014 – 2016

College of Media and Communication, Texas Tech University

*Researcher, Social Media Coordinator*

**AWARDS AND HONORS**

---

**Top Reviewer**

2019

International Communication Association

Communication Science & Biology Division

**Distinguished Article Award**

2018

National Communication Association

Social Cognition Division

**Top 5 Paper Award**

2018

National Communication Association

Mass Communication Division

**Top 5 Paper Award**

2018

International Communication Association

Communication Science and Biology Division

**Top 5 Paper Award**

2017

International Communication Association

Communication Science and Biology Division

**National Science Foundation IGERT Fellowship**

2016

The University of California, Santa Barbara

**Regent's Fellowship**

2016

The University of California, Santa Barbara

**Hutcheson Graduate Research Endowment**

2014

Texas Tech University College of Media and Communication

**SERVICE TO DEPARTMENT**

---

Panelist

2018

Lambda Pi Eta Graduate School Panel

Graduate Student Representative

2017

Faculty Search Committee, Digital Communication