

JACOB T. FISHER

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EDUCATION

Ph.D in Communication Studies (In Progress)

2016 – Present

The University of California, Santa Barbara

Master of Arts in Media and Communication

2014 – 2016

Texas Tech University • Lubbock, TX

Thesis Title: Examining Cognitive Load and Recall in ADHD and Non-ADHD

Populations for Educational Multimedia Messages

Bachelor of Arts in Honors Arts & Letters

2009 – 2013

Texas Tech University • Lubbock, TX

Minor • Communication

REFEREED PUBLICATIONS

Weber, R., [Fisher, J.T.](#), Hopp, F., & Lonergan, C. (2018). Taking messages Into the magnet: Method-theory synergy in media neuroscience research. *Communication Monographs*. Published online ahead of print.

WORKS IN PROGRESS

[Fisher, J.T.](#), Keene, J.R., Huskey, R., & Weber, R. (Under Review). The Limited Capacity Model of Motivated Mediated Message Processing: Taking Stock of the Past and Looking to the Future. *Annals of the International Communication Association*.

[Fisher, J.T.](#), Keene, J.R. (In Preparation). Examining cognitive load and recall for educational multimedia messages in ADHD and media multitasking populations.

[Fisher, J.T.](#), Hopp, F., Weber, R. (In Preparation). Differential effects of cognitive and perceptual load in media multitaskers and those with ADHD.

CONFERENCE PRESENTATIONS

[Fisher, J.T.](#), Cornell, D., Hopp, F., Mangus, M., & Weber, R. (2018, May). But how are they talked about?: A novel measure of entity framing in online news. Paper submitted to the 68th annual conference of the International Communication Association (ICA), Prague, CZ.

[Fisher, J.T.](#) Hopp, F., & Weber, R. (2018, May). "Look harder!" ADHD, media multitasking, and the effects of cognitive and perceptual load on resource availability and processing performance. Paper submitted to the 68th annual conference of the International Communication Association (ICA), Prague, CZ.

Keene, J.R., Adams, R., Najera, C., [Fisher, J.T.](#), Berke, C., & Bolles, P. (2018, May) 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 Submitted to 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 Submitted to the 68th Annual Conference of the International Communication Association (ICA), Prague, CZ.

Hopp, F., **Fisher, J.T.**, Mangus, M., Huskey, R., Swanson, R., Gordon, A., Khooshabeh, P., & Weber, R. (2017, November). Examining online news reporting using the Global Database of Events, Language, and Tone: Challenges, opportunities, and future directions. Paper submitted to the annual meeting of the National Communication Association (NCA), Dallas, TX.

Fisher, J.T., Huskey, R., Keene, J. & Weber, R. (2017, May). The offramp problem: Treating media psychology as an insular field inhibits theoretical and empirical progress. Paper presented at the 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, November). 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, September). 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.

Fisher, J.T. (2015, March). A philosophy of measurable excellence in university peer tutoring centers. Paper presented at the annual meeting of the Association for the Tutoring Profession, San Francisco, CA.

Fisher, J.T. (2015, March). "Wait, what?": Understanding and practically engaging with ADHD college students in a tutoring environment. Paper presented at the annual meeting of the Association for the Tutoring Profession, San Francisco, CA.

INTERNAL GRANT ACTIVITY

Academic Senate Council on Research and Instructional Resources

Winter 2017

Faculty Research Grant • \$13,800

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.
(CO-I, co-wrote grant proposal with PI, René Weber, involved in study design, data collection, data analysis, and reporting, 06/17-Present).

The International Communication Association

Spring 2017

Communication Science and Biology Interest Group Travel Grant • \$385

UCSB Department of Communication

Fall 2017

Graduate Student Research Grant • \$500

TEACHING

Teaching Associate - Instructor of Record

Summer 2017

PSY 108 • Cognitive Psychology

The University of California, Santa Barbara

Teaching Assistant

MCOM 2320 • Writing for Media and Communication

Fall 2015 - Spring 2016

Texas Tech University

RESEARCH LAB POSITIONS

The Media Neuroscience Lab

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 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 Scholarship

2014

Texas Tech University College of Media and Communication

Presidential Scholarship

2009

Texas Tech University

Housing and Hospitality Services Academic Excellence Scholarship

2009

Texas Tech University