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@umail.ucsb.edu • jacobtfisher.com • 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 Quanititative Methods in Social Sciences

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

Bachelor of Arts in Honors Arts & Letters   2009 – 2013
Texas Tech University • Lubbock, TX
Minor • Communication

REFEREED PUBLICATIONS

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.

Weber, R., Fisher, J.T., Hopp, F., & Lonergan, C. (2018). Taking messages Into the magnet: Method-theory synergy in communication neuroscience. *Communication Monographs*. 85(1). 81-102.

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

CONFERENCE PRESENTATIONS

Fisher, J.T., Hopp, F., 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., 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.

Weber, R., Behr, K.M., Fisher, J.T., & Lonergan, C., & Quebral, C. (2019). Interactivity and video game violence:

Effect or equivalence? Paper submitted to the 69th annual meeting of the International Communication Association (ICA), Washington, DC.

Fisher, J.T. & Keene, J.R. 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, USA.

Hopp, F., 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. Annual Meeting of the National Communication Association (NCA), Salt Lake City, UT, USA. **Top 5 Paper.**

Fisher, J.T., Cornell, D., Hopp, F., 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., & 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., 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.

INTERNAL GRANT ACTIVITY

Theodore Fett Brain Imaging Center Research Grant **Spring 2018**
$25,000
Characterizing Cognitive Control and Reward Networks in
ADHD During A Naturalistic Task
(Co-I., wrote grant proposal with, P.I. René Weber,
Involved in study design, data collection, data analysis, and reporting. 05/18-Present.)

National Science Foundation IGERT Innovation Grant **Winter 2018**
$12,000
Developing an Interactive, Naturalistic Stimulus for the Study of Network
Dynamics of Cognitive Control
(P.I, co-wrote grant proposal with PI, René Weber, involved in study design,
data collection, data analysis, and reporting. 02/18-Present).

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 2018
PSY 111 • Behavioral Neuroscience
The University of California, Santa Barbara

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 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