

JACOB T. FISHER

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Media Neuroscience Lab • NSF IGERT for Network Science and Big Data
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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.

BOOK CHAPTERS

Fisher, J.T., & Weber, R. (In Press). Innovative health interventions at the intersection of neuroimaging and multimedia design. In Kim, J. & Song, H. (Eds.) *New Technology for Health-Related Cognitive and Behavioral Change*. San Diego, CA: Elsevier.

Fisher, J.T., & Keene, J.R. (In Press). Attention, working memory, and media multitasking. In Weber, R., & Floyd, K., (Eds.) *Handbook of Communication Science and Biology*. New York, NY: Routledge.

Weber, R., & **Fisher, J.T.** (In Press). Advancing the synchronization theory of flow experiences. In Weber, R., & Floyd, K., (Eds.) *Handbook of Communication Science and Biology*. New York, NY: Routledge.

CONFERENCE PRESENTATIONS

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. Paper submitted to 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. Paper submitted to 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). 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.

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 submitted to 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 submitted to the 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 submitted to the annual meeting of the International Communication Association (ICA), Washington DC, USA.

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 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

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. 05/18-Present.)	2018
National Science Foundation IGERT Innovation Grant \$12,000 <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).	2018
Academic Senate Council on Research and Instructional Resources Faculty Research Grant • \$13,800 <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).	2017
UCSB Department of Communication Graduate Student Research Grant • \$500	2017

TEACHING

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

RESEARCH LAB POSITIONS

The Media Neuroscience Lab <i>Researcher, Social Media Coordinator</i>	2016 – Present
The National Science Foundation (NSF) IGERT <i>Trainee - Network Science and Big Data</i>	2016 – Present
The Cognition and Emotion Lab College of Media and Communication, Texas Tech University <i>Researcher, Social Media Coordinator</i>	2014 – 2016

AWARDS AND HONORS

Top Reviewer International Communication Association Communication Science & Biology 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 Division	2018
Top 5 Paper Award International Communication Association Communication Science and Biology Division	2017
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

SERVICE TO DEPARTMENT

Panelist Lambda Pi Eta Graduate School Panel	2018
Graduate Student Representative Faculty Search Committee, Digital Communication	2017