

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

The University of California, Santa Barbara

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

2016 – 2020

M.A. • Media and Communication

Texas Tech University • Lubbock, TX

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

2014 – 2016

B.A. • Honors Arts & Letters

Texas Tech University • Lubbock, TX

2009 – 2013

REFEREED PUBLICATIONS

13. **Fisher, J.T.**, & Hamilton, K. (*accepted in principle*) Integrating media selection and media effects using decision theory. *Journal of Media Psychology*.
12. Parry, D., Davidson, B., Sewall, C., **Fisher, J.T.**, Mieczkowski, H., Quintana, D. (2021). Measurement discrepancies between logged and self-reported digital media use: A systematic review and meta-analysis. *Nature Human Behaviour*.
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 Reviewer International Communication Association Communication Science & Biology Interest Group	2019
Top 5 Paper Award International Communication Association Communication Science & Biology Interest Group	2021	Top 5 Paper Award International Communication Association Computational Methods Division	2019
Top 5 Paper Award National Communication Association Social Cognition Division	2020	Distinguished Article Award National Communication Association Social Cognition Division	2018
Dean’s Graduate Mentorship Award University of California Santa Barbara	2020	Top 5 Paper Award National Communication Association Mass Communication Division	2018
Top 5 Paper Award International Communication Association Communication Science & Biology Interest Group	2020	Top 5 Paper Award International Communication Association Communication Science and Biology Interest Group	2018
Top 5 Paper Award International Communication Association Computational Methods Division	2020	Top 5 Paper Award International Communication Association Communication Science and Biology Interest Group	2017
Top 5 Paper Award National Communication Association Social Cognition Division	2019	National Science Foundation IGERT Fellowship The University of California, Santa Barbara	2016
James J. Bradac Award University of California, Santa Barbara	2019	Regent’s Fellowship The University of California, Santa Barbara	2016
Kavli SICN Fellowship University of California, Santa Barbara	2019	Hutcheson Graduate Research Endowment Texas Tech University College of Media and Communication	2014

GRANT ACTIVITY

Strategic Instructional Innovations Program (SIIP) • University of Illinois Urbana-Champaign • \$33,600 <i>Learning by Immersion: Creating Virtual Reality Labs for Electromagnetism Courses</i> Co-P.I. - Submitted 05/2021	2021	NSF 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
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	John Templeton Foundation • \$234,800 <i>Moral Foundations of Movies: Examining the Virtuous Content and Financial Performance of Popular Films</i> Collaborator, co-wrote grant proposal with PI, René Weber, involved in study design, data collection, data analysis, and reporting Funded Jan. 2018	2018
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	Academic Senate Council on Research and Instructional Resources Faculty Research Grant • \$13,800 <i>Examining the Role of Motivation and Perceptual Load on 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 May 2017	2017
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 BIC 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	UCSB Department of Communication Graduate Student Research Grant • \$500 <i>Examining the Role of Motivation and Cognitive/Perceptual Load on Attentional Control and Performance in Interactive Digital Environments</i> Co-I., co-wrote grant proposal with P.I., René Weber. Involved in study design, data collection, data analysis, and reporting. Funded May 2017	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 106th 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 106th 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 106th 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.D., Masur, P.K., Engesser, S., Kumpel, A.S., Lukito, J., Bier, L.M., Zhang, R., Johnson, B.K., Huskey, R., **Fisher, J.T.**, ... 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 off-ramp 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.

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

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

TEACHING

ADV 305 • Digital Advertising Content, Technology, and Concepts • Spring 2021 University of Illinois Urbana-Champaign

PSY 111 • Behavioral Neuroscience • Summer 2018 University of California Santa Barbara

ADV 283 • Advertising and Brand Strategy • Fall 2020, Spring 2021 • University of Illinois Urbana-Champaign

PSY 108 • Cognitive Psychology • Summer 2017 • University of California Santa Barbara

MCOM 2320 • Writing for Media and Communication • Fall 2015, Spring 2016 • Texas Tech University

PROFESSIONAL AFFILIATIONS

International Communication Association 2015 –
Communication Science & Biology Interest Group
Computational Methods Division, Information Systems
Division Mass Communication Division, Game Studies
Division

Social & Affective Neuroscience Society 2016 –

Organization for Human Brain Mapping 2016 –

American Psychological Association 2016 –

National Communication Association 2015 –
Mass Communication Division, Social Cognition Division

PROFESSIONAL TRAINING

Kavli Summer Institute in Cognitive Neuroscience
Summer 2019

NeuroHackAdemy
Summer 2019

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.

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.

SERVICE TO THE DISCIPLINE

Editorial Board Member 2021 –
Journal of Media Psychology

Journal Reviewer 2018 – Present
Journal of Communication
Media Psychology

Research Chair 2020 –
National Communication Association
Social Cognition Division

Journal of Interactive Advertising
Communication Methods and Measures
Communication Research
Computational Communication Research
Journal of Media Psychology
Journal of Language and Social Psychology
Technological Forecasting and Social Change

Student and Early Career Representative 2020 –
International Communication Association
Communication Science and Biology Interest Group

Conference Reviewer 2015 – Present
International Communication Association
National Communication Association
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