JACOB T. FISHER

Assistant Professor • Department of Communication
College of Communication Arts & Sciences
Michigan State University

EDUCATION

Ph.D. • Communication   2016 – 2020
The University of California, Santa Barbara
Advisor: René Weber, Committee Members: Scott Grafton, Scott Reid

M.A. • Media and Communication   2014 – 2016
Texas Tech University • Lubbock, TX
Advisor: Justin Keene, Committee Members: Paul Bolls, Glenn Cummins

B.A. • Honors Arts & Letters   2009 – 2013
Texas Tech University • Lubbock, TX

REFEREED PUBLICATIONS

Hopp, F.R., Amir, O., **Fisher, J.T.**, Grafton, S., Sinnott-Armstrong, W., & Weber, R. (2023). Moral foundations elicit shared and dissociable cortical activation modulated by political ideology. *Nature Human Behaviour.* Published online ahead of print.

Fisher, J.T., Hopp, F.R., & Weber (2023). Cognitive and perceptual load have opposing effects on brain network efficiency and behavioral variability in ADHD. *Network Neuroscience.* Published online ahead of print.

Fisher, J.T., Hopp, F.R., Chen, Y., & Weber, R. (2023). Uncovering the structure of media multitasking and attention problems with network analytic techniques. *Computers in Human Behavior.* 147, 107829.

Dale, K.R., **Fisher, J.T.**, Liao, J., Grinberg, E. (2023). The shape of inspiration: Exploring the narrative story trajectories and self-transcendent elicitors within inspirational movies. *Media Psychology. 26*(6), 767-789.

Fisher, J.T., Hopp, F.R., & Weber, R. (2022). Mapping attention across multiple media tasks. *Media Psychology*. Published online ahead of print. *26*(5), 505-529.

Parry, D.A., **Fisher, J.T.**, Mieczkowski, H., Sewall, C.J.R., & Davidson, B. (2022). Social media and well-being: A methodological perspective. *Current Opinion in Psychology*. (45). 101825.

Fisher, J.T., & Hamilton, K. (2021) Integrating media selection and media effects using decision theory. *Journal of Media Psychology*. *33*(4), 215-225.

Parry, D.A., Davidson, B., Sewall, C.J.R., **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. 5*, 1535-1547.

Fisher, J.T., Hopp, F.R., Weber, R. (2021). Network neuroscience: a practical introduction for communication researchers. *Communication Methods & Measures. 15*, 60-71.

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.

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.

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.

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.

Fisher, J.T., Hopp, F.R., Weber, R. (2019). Modality-specific effects of perceptual load in multimedia processing. *Media & Communication*. *7*(4), 149-165.

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.

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

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 & ENCYCLOPEDIA ENTRIES

Chen, C., Hu, X., & **Fisher, J.T.** (2022). The conceptualization of "presence" in interactive marketing: A systematic review of 30 years of literature. In Wang, C. (*Ed.*) *Handbook of Interactive Marketing*. Springer.

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.

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.

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.

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.

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.

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.

Weber, R., & **Fisher, J.T.** (2020). Flow. In Van Den Bulck, J., (Ed.) *International Encyclopedia of Media Psychology*. Wiley Blackwell.

AWARDS AND HONORS

- **Rising Star Award** • 2023 • International Communication Association, Communication Science & Biology Interest Group
- **Top 5 Paper Award** • 2023 • International Communication Association, Communication Science & Biology Interest Group
- **Top 3 Paper Award** • 2021 • National Communication Association, Social Cognition Division
- **Top 3 Paper Award** • 2021 • International Communication Association, Mobile Communication Division
- **Top 5 Paper Award** • 2021 • International Communication Association, Communication Science & Biology Interest Group
- **Top 5 Paper Award** • 2020 • National Communication Association, Social Cognition Division
- **Dean's Graduate Mentorship Award** • 2020 • University of California Santa Barbara
- **Top 5 Paper Award** • 2020 • International Communication Association, Communication Science & Biology Interest Group
- **Top 5 Paper Award** • 2020 • International Communication Association, Computational Methods Division
- **Top 5 Paper Award** • 2019 • National Communication Association, Social Cognition Division
- **James J. Bradac Award for Excellence in Research** • 2019 • University of California, Santa Barbara
- **Kavli SICN Fellowship** • 2019 • University of California, Santa Barbara
- **Top Reviewer** • 2019 • International Communication Association, Communication Science & Biology Interest Group
- **Top 5 Paper Award** • 2019 • International Communication Association, Computational Methods 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 Interest Group
- **Top 5 Paper Award** • 2017 • International Communication Association, Communication Science and Biology Interest Group
- **National Science Foundation IGERT Fellowship** • 2016 • University of California, Santa Barbara
- **Regent's Fellowship** • 2016 • The University of California, Santa Barbara
- **Hutcheson Graduate Research Award** • 2014 • Texas Tech University

GRANT ACTIVITY

- **National Institutes of Health** • **$1.25m** • 2021 • *Developing an Interactive, Naturalistic Task Paradigm for Assessing Cognitive Control* • Co-P.I. - Submitted 11/2021 • Not selected for funding
- **NSF Research on Emerging Technologies for Teaching and Learning (RETTL)** • **$850,000** • 2021 • *Building an Adaptable Self-guided STEM Learning Experience Using Virtual Reality* • Co-P.I. • Awarded 10/2021
- **Sandia National Labs** • **$208,000** • 2021 • *Laboratory Effects in Experimental Games* • Co-P.I. • Awarded 09/2021

- **University of Illinois Strategic Instructional Innovations Program (SIIP)** • **$33,600** • 2021 • *Learning by Immersion: Creating Virtual Reality Labs for Electromagnetism Courses* • Co-P.I. • Awarded 06/2021
- **Google Cloud Project** • **$5,000** • 2020 • *Using Video Games to Investigate the Network Architecture of the ADHD Brain* • P.I. • Funded 11/2020
- **Cottage Health Research Initiative** • **$50,000** • 2019 • *Understanding How Technology Habits Influence Developmental Mechanisms of Attention in Children* • Co-I., wrote grant proposal with, P.I. René Weber • Not selected for funding
- **Gerber Foundation** • **$245,000** • 2019 • *Investigating the Relationship Between Multimedia Use and Development of ADHD Symptoms in Children* • Co-I., wrote grant proposal with, P.I. René Weber • Not selected for funding
- **Theodore Fett BIC Research Grant** • **$25,000** • 2018 • *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 • Funded 5/2018
- **NSF IGERT Innovation Grant** • **$12,000** • 2018 • *Developing an Interactive, Naturalistic Stimulus for the Study of Cognitive Control* • Co-I., co-wrote grant proposal with P.I., René Weber. Involved in study design, data collection, data analysis, and reporting • Funded 2/2018
- **John Templeton Foundation** • **$235,000** • 2018 • *Moral Foundations of Movies: Examining the Virtuous Content and Financial Performance of Popular Films* • Collaborator, co-wrote wrote proposal with P.I., René Weber, involved in study design, data collection, data analysis, and reporting • Funded 1/2018
- **Academic Senate Council on Research and Instructional Resources Research Grant** • **$13,800** • 2017 • *Examining the Role of Motivation and Perceptual Load on Cognitive Control* • Co-I., co-wrote grant proposal with P.I., René Weber. Involved in study design, data collection, data analysis, and reporting. • Funded 5/2017
- **UCSB Department of Communication Graduate Student Research Grant** • **$500** • 2017 • *Examining the Role of Motivation and Cognitive/Perceptual Load on Attentional Control and Performance in Interactive Digital Environments* • Co-I., co-wrote grant proposal with P.I., René Weber. Involved in study design, data collection, data analysis, and reporting. • Funded 5/2017

CONFERENCE PRESENTATIONS

Chen, C., Hu, X., & **Fisher, J.** (2022). What is "being there"? Developing an ontology of the immersive experience. Paper presented at the "Advertising in the Metaverse" pre-conference of the American Academy of Advertising. St. Petersburg, FL.

Ilie, R., Ball, C., Chen, H., Cermak, D., **Fisher, J.T.**, Kuo, J., Shaffer, E. (2022). Gamifying electromagnetism: Using virtual reality for classroom learning and assessment. Paper presented at the annual meeting of the American Society for Engineering Education. Minneapolis, MN.

Chen, C., Hu, X., & **Fisher, J.T.** (2022). Disentangling Telepresence and transportation via shared and distinct underlying mechanisms. Paper presented at the 72nd annual meeting of the International Communication Association. Paris, FR.

Dale, K., **Fisher, J.T.**, Liao, J., & Grinberg, E. (2022). The shape of inspiration: Exploring the narrative trajectories and self-transcendent elicitors within inspirational movies. Paper presented at the 72nd annual meeting of the International Communication Association. Paris, FR.

Fisher, J.T., & Hamilton, K. (2021). Bridging media selection and media effects using decision theory. Paper presented at the 107th annual meeting of the National Communication Association. Seattle, WA. **Top 3 Paper**

Chen, C., Hu, X., & **Fisher, J.T.** (2021). A systematic review of immersion: exploring the cognitive and social processes underlying immersive experiences. Paper presented at 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 presented at 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 presented at 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 presented at the 71st annual meeting of the International Communication Association (ICA), Virtual. **Top 3 Paper.**

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., Kümpel, 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 the 70th 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 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 transgressions 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 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 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

- *Media Multitasking, Attention, and Cognitive Control* (April 2023) • University of Illinois Urbana-Champaign CogLab.
- *Using Video Games to Study the Neural Underpinnings of ADHD* (March 2023) • City University Hong Kong BrainHUB Symposium.
- *Persuasive Technology Design & Behavior Manipulation* (October 2022) • University of Illinois Urbana-Champaign BrandHUB Scholarly Spotlight.
- *Hello, Computer: Computational Thinking as a Path Toward Understanding How Humans and Machines Think, Communicate, and Create Meaning.* (May 2022). Human-Machine Communication Pre-Conference • Keynote Address
- *Attention, Media, and Network Neuroscience* (March 2022). Informatics Program. University of Illinois Urbana-Champaign
- *Computational Methods and Computational Modeling* (December 2021). Department of Communication. University of Texas, Austin.
- *Attention, Cognitive Control, and Media Neuroscience* (October 2021). Undergraduate Neuroscience Club. University of Illinois Urbana-Champaign
- *Using Data Science to Understand Media Psychology* (September 2021). Champaign-Urbana Data Science User Group.
- *Studying Attention and Cognitive Control Using Video Games.* (June 2021). Department of Communication. University of California, Davis.

- *New Technologies in Advertising: Neuromarketing.* (July 2021). Sandage Summer Academy. University of Illinois Urbana-Champaign.
- *Studying Attention and Cognitive Control Using Video Games.* (February 2021). Attention and Perception Group. University of Illinois Urbana-Champaign.
- *A Neuroeconomic Approach to Studying Attention to Media* (October 2020). College of Media. University of Illinois Urbana-Champaign.
- *Playing Attention.* (March 2019). Department of Communication Colloquium Series, University of California Santa Barbara.

TEACHING

University of Illinois Urbana-Champaign
- **ADV 594** • *Attention in the Age of Algorithms* • F22
- **ADV 492/CS468** • Computer Science + Advertising Capstone • S23
- **MDIA 572** • *Ph.D. Proseminar II* • S22
- **ADV 305** • *AdTech & The Digital World* • S23, F22, S22, F21, Su21, S21
- **ADV 283** • *Advertising and Brand Strategy* • F21, S21, F20

University of California Santa Barbara
- **PSY 111** • *Behavioral Neuroscience* • Su18
- **PSY 108** • *Cognitive Psychology* • Su17

Texas Tech University
- **MCOM 2320** • *Writing for Media and Communication* • S16, F15

PROFESSIONAL AFFILIATIONS

- **International Communication Association** • 2015–Present • Communication Science & Biology Interest Group, Computational Methods Division, Information Systems Division, Mass Communication Division, Game Studies Division
- **National Communication Association** • 2015–Present • Mass Communication Division, Social Cognition Division
- **Social & Affective Neuroscience Society** • 2016–Present
- **Organization for Human Brain Mapping** • 2016–Present
- **American Psychological Association** • 2016–Present

PROFESSIONAL TRAINING

Kavli Summer Institute in Cognitive Neuroscience • 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 • Summer 2019 • *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

Pre-Conference Organizer • Opening Computational Communication Science • ICA • 2020-Present

Editorial Board Member

Journal of Media Psychology • 2021–Present

Research Chair • 2021–Present • National Communication Association, Social Cognition Division

Student and Early Career Representative • 2020–2022 • International Communication Association
Communication Science & Biology Interest Group

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

Conference Reviewer
International Communication Association
National Communication Association
Computer-Human Interaction (CHI)