

Jacob A. Long

Assistant Professor • School of Journalism and Mass Communications • University of South Carolina
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Appointments **University of South Carolina** Columbia, South Carolina, USA
School of Journalism and Mass Communications
Assistant Professor 2020–

Education **The Ohio State University** Columbus, Ohio, USA

PhD, Communication 2020

- Dissertation:
“[Time Dynamics and Stability of Political Identity and Political Communication](#)”
- Committee:
William P. “Chip” Eveland, Jr. (advisor) • Michael D. Slater
Gerald M. Kosicki • Christopher R. Browning (Sociology)
- Graduate Interdisciplinary Specialization in Survey Research

MA, Communication 2019

Rhodes College Memphis, Tennessee, USA

BA with Honors, Political Science 2014

- Minors in Film Studies and English
- Advisors: Amy E. Jasperson and Rashna Wadia Richards

Journal Articles *: Graduate student co-author

- Long, J. A.** (2023). Stability as an outcome in communication research. *International Journal of Communication*, 17, 5954–5971.
<https://ijoc.org/index.php/ijoc/article/view/20352>
IJOC IF: 1.7 (#70 of 96); [CiteScore](#): 3.2 (#104/493).
- Chen, Y., **Long, J. A.**, Jun, J., Kim, S.-H., Zain, A.*, & Piacentine, C*. (2023). Anti-intellectualism amid the COVID-19 pandemic: The discursive elements and sources of anti-Fauci tweets. *Public Understanding of Science*, 32(5), 641–657.
doi:[10.1177/09636625221146269](https://doi.org/10.1177/09636625221146269)
5 citations per Google Scholar.
PUoS IF: 4.1 (#23 of 96); [CiteScore](#): 6.4 (#36 of 493).
- Jeong, M. S., **Long, J. A.**, & Lavis, S. M. (2023). The viral water cooler: Talking about political satire promotes further political discussion. *Mass Communication and Society*, 26(6), 938–962. doi:[10.1080/15205436.2022.2138766](https://doi.org/10.1080/15205436.2022.2138766)
1 citation per Google Scholar.
MCS IF: 3.0 (#34 of 96); [CiteScore](#): 5.7 (#47 of 493).
- Long, J. A.** (2021). Improving the replicability and generalizability of inferences in quantitative communication research. *Annals of the International Communication Association*, 45(3), 207–220. doi:[10.1080/23808985.2021.1979421](https://doi.org/10.1080/23808985.2021.1979421)
4 citations per Google Scholar.
Annals [CiteScore](#): 10.2 (#14 of 467); not yet included in JCR after 2017 conversion from annual book to journal.

Long, J. A., & Eveland, W. P., Jr. (2021). Entertainment use and political ideology: Linking worldviews to media content. *Communication Research*, 48(4), 479–500. doi:[10.1177/0093650218791011](https://doi.org/10.1177/0093650218791011)

17 citations per Google Scholar.

CR IF: 6.2 (#7 of 96); **CiteScore**: 13.4 (#4 of 493).

Long, J. A., Jeong, M. S., & Lavis, S. M. (2021). Political comedy as a gateway to news use, internal efficacy, and participation: A longitudinal mediation analysis. *Human Communication Research*, 47(2), 166–191. doi:[10.1093/hcr/hqaa011](https://doi.org/10.1093/hcr/hqaa011)

14 citations per Google Scholar.

HCR IF: 5.0 (#13 of 96); **CiteScore**: 6.9 (#30 of 493).

Garrett, R. K., **Long, J. A.,** & Jeong, M. S. (2019). From partisan media to misperception: Affective polarization as mediator. *Journal of Communication*, 69(5), 490–517. doi:[10.1093/joc/jqz028](https://doi.org/10.1093/joc/jqz028)

95 citations per Google Scholar.

JOC IF: 7.9 (#3 of 96); **CiteScore**: 7.8 (#24 of 493).

Long, J. A., Eveland, W. P., Jr., & Slater, M. D. (2019). Partisan media selectivity and partisan identity threat: The role of social and geographic context. *Mass Communication and Society*, 22(2), 145–170. doi:[10.1080/15205436.2018.1504302](https://doi.org/10.1080/15205436.2018.1504302)

18 citations per Google Scholar.

MCS IF: 3.0 (#34 of 96); **CiteScore**: 5.7 (#47 of 493).

Book Chapters Eveland, W. P., Jr., Appiah, O., **Long, J. A.,** & Kleinman, S. B. (2023). How race affects simply having versus actually choosing cross-race political discussion partners. In T. Faas, S. Huber, M. Krewel, & S. Roßteutscher (Eds.), *Informationsflüsse, Wahlen und Demokratie: Festschrift für Rüdiger Schmitt-Beck* (pp. 137–168). Nomos Verlagsgesellschaft mbH & Co. KG <https://www.nomos-elibrary.de/10.5771/9783748915553-137>
10.5771/9783748915553-137.

Software

R Packages

jtools: Analysis and presentation of social scientific data.

 [CRAN](https://CRAN.r-project.org/package=jtools) •  [jacob-long/jtools](https://github.com/jacob-long/jtools) •  jtools.jacob-long.com

- 652 scholarly citations per [Google Scholar](https://scholar.google.com/citations?user=jacob-long) as of 08/05/2024
- 1,127,668 downloads from RStudio's [CRAN mirror](https://CRAN.r-project.org/mirror/) since 2/27/2017 initial release
- Featured in [R for Political Data Science: A Practical Guide](#).

interactions: Comprehensive, user-friendly toolkit for probing interactions.

 [CRAN](https://CRAN.r-project.org/package=interactions) •  [jacob-long/interactions](https://github.com/jacob-long/interactions) •  interactions.jacob-long.com

- 701 scholarly citations per [Google Scholar](https://scholar.google.com/citations?user=jacob-long) as of 08/05/2024
- Reviewed favorably by [Lin \(2020\)](#) in the journal *Structural Equation Modeling*.
- 364,993 downloads from RStudio's [CRAN mirror](https://CRAN.r-project.org/mirror/) since 2/19/2019 initial release
- Highlighted as a [top new package](#) in February 2019

panelr: Regression models and utilities for repeated measures and panel data.

 [CRAN](https://CRAN.r-project.org/package=panelr) •  [jacob-long/panelr](https://github.com/jacob-long/panelr) •  panelr.jacob-long.com

- 35 scholarly citations per [Google Scholar](https://scholar.google.com/citations?user=jacob-long) as of 08/05/2024
- 158,666 downloads from RStudio's [CRAN mirror](https://CRAN.r-project.org/mirror/) since 5/16/2019 initial release

dpm: Dynamic panel models fit with maximum likelihood.

 CRAN •  jacob-long/dpm •  dpm.jacob-long.com

▪ 1,460 downloads from RStudio's [CRAN mirror](#) since 1/16/2024 initial release

Authors: **Jacob A. Long**, Richard A. Williams, Paul D. Allison

I am also a contributor to the [easystats](#) project, which is developing a suite of R packages to facilitate simple and accessible statistical analysis.

Other

Song and Lyric Data Scraper [Ruby app]. Accompanies Long & Eveland (2021).

doi:[10.5281/zenodo.1203368](https://doi.org/10.5281/zenodo.1203368)

 github.com/jacob-long/song-and-lyric-data-scraper

Media

Long, J. A. (2020, February 6). Has Trump's approval rating really shot up to 49 percent? Probably not. <https://www.washingtonpost.com/politics/2020/02/06/has-trumps-approval-rating-really-shot-up-49-percent-probably-not/>

I also appeared on *The Dan Abrams Show* (SiriusXM) to discuss this research. Covered by [Andrew Gelman](#) among others.

Interview: [WOLO-TV](#) (Columbia, SC)

Expert quotes: [National Interest](#), [Greenville News](#), [Lianhe Zaobao](#)

Conference Presentations

*: Graduate student co-author

Long, J. A. (2024). *How stable are self-reported measures of media use?* Paper presented at the 107th Annual Conference of the Association for Education in Mass Communication and Journalism.

Long, J. A. (2024). *Partisan media and political discussion as regulators of identity.* Paper presented at the 107th Annual Conference of the Association for Education in Mass Communication and Journalism.

Long, J. A., Xiao, J.*, McCray, S.*, Ağaoğlu, E.*, Alajmi, A. M.*, Akalonu, C.*, & Xu, Y.* (2024). *Artificial impressions: Trust and credibility in AI-enhanced profile pictures.* Paper presented at the 107th Annual Conference of the Association for Education in Mass Communication and Journalism.

Chen, Y., **Long, J. A.**, Jun, J., Kim, S.-H., Zain, A.*, & Piacentine, C.*. (2022). *Anti-intellectualism amid the Covid-19 pandemic: The dynamics of anti-Fauci discourse on Twitter.* Paper presented at the 72nd Annual Conference of the International Communication Association.

Collier, J. G., Tchernev, J. M., & **Long, J. A.** (2022). *Guided dreams: Shot scale and shifting perspectives in narrative engagement.* Paper presented at the 72nd Annual Conference of the International Communication Association.

Long, J. A. (2022). *Stability as an outcome in communication research.* Paper presented at the 72nd Annual Conference of the International Communication Association.

Zain, A.*, & **Long, J. A.** (2022). *Countering state-sponsored misinformation: Testing effect of social media labels on message credibility, verification intention, and verification behavior.* Paper presented at the 105th Annual Conference of the Association for Education in Mass Communication and Journalism.

Long, J. A. (2021). *Measuring partisan segregation in political media consumption.* Paper presented at the 71st Annual Conference of the International Communication Association.

- Eveland, W. P., Jr., Appiah, O., **Long, J. A.**, & Kleinman, S. B. (2019). *Racial differences in having and choosing cross-race political discussion partners*. Paper presented at the 69th Annual Conference of the International Communication Association.
- Jeong, M. S., **Long, J. A.**, & Lavis, S. M. (2019). *From political satire to political discussion: Satire talk as mediator and affinity for political humor as moderator*. Paper presented at the 102nd Annual Conference of the Association for Education in Mass Communication and Journalism.
Top 2 Student Paper (Political Communication Interest Group).
- Long, J. A.** (2019). *An approach for measuring partisan segregation in political media consumption*. Paper presented at the 102nd Annual Conference of the Association for Education in Mass Communication and Journalism.
Winner of the Chaffee-McLeod Top Student Paper Award (Theory and Methodology)
Data and code: osf.io/dvfwf/ Slides: jacob-long.com/slides/AEJ19.html.
- Long, J. A.** (2019). *Improving the generalizability of inferences in quantitative communication research*. Poster presented at the 102nd Annual Conference of the Association for Education in Mass Communication and Journalism.
- Long, J. A.** (2018). *Short- and long-term trends in the moral and political content of popular music*. Paper presented at the 3rd Annual Moral Media Meeting.
Data and code: osf.io/acx89/. Slides: jacob-long.com/slides/MM18-slides.html.
- Long, J. A.**, Jeong, M. S., & Lavis, S. M. (2018). *Does political entertainment produce efficacious, engaged citizens? A mediation analysis using three-wave panel data*. Paper presented at the 68th Annual Conference of the International Communication Association.
- Eveland, W. P., Jr., Kleinman, S. B., & **Long, J. A.** (2017). *Inferring preferences without talking: Using limited visual information to guide political discussant choice via homophily*. Paper presented at the 10th Annual Political Networks (PolNet) Conference.
- Long, J. A.**, Eveland, W. P., Jr., & Slater, M. D. (2017). *Partisan media selectivity and partisan identity threat: The role of social and geographic context*. Paper presented at the 67th Annual International Communication Association Conference.
Slides: jacob-long.com/slides/ICA-square.html.
- Jeong, M. S., & **Long, J. A.** (2016). *Sharing and discussing politics on Facebook: A user and network-centric approach*. Poster presented at the National Communication Association 102nd Annual Convention.
- Long, J. A.**, & Eveland, W. P., Jr. (2015). *The political and moral relevance of popular music: Matching worldviews with lyrical content*. Paper presented at the 40th Annual Conference of the Midwest Association for Public Opinion Research.

Teaching

University of South Carolina

Graduate

JOUR 717: Methods in Content Analysis Research

- SP21

JOUR 749: Literature of Mass Communication

- AU22, AU23

JOUR 790: Political Communication

- AU21

JOUR 801: Communication Research Design

- SP22, AU23, AU24

- Research conducted collaboratively in this course resulted in the following student-led publication:
Garrett, C.*, Qiao, S., & Li, X. (2024). The role of social media in COVID-19 prevention guidelines knowledge, perceptions, and self-reported adherence. *JMIR infodemiology*. doi:[10.2196/44395](https://doi.org/10.2196/44395). pmid: [38194493](https://pubmed.ncbi.nlm.nih.gov/38194493/).

Undergraduate

- JOUR 332: Mass Communications Research
 - SP22, SP24, AU24
- JOUR 400: Digital Media and Big Data Analysis
 - AU20, SP21, AU21
- JOUR 515: Mass Communications Capstone Portfolio
 - SP23, SP24

Undergraduate/Graduate

- JOUR 542: Public Opinion and Persuasion
 - AU22, SP23

Ohio State University

Undergraduate

- COMM 4820: Public Opinion and Communication
 - SU16
- COMM 3597: Media and Terrorism
 - AU18
- COMM 3554: Social Implications of Communication Technology
 - Online: SU18, SU19
- COMM 2367: Persuasive Communication
 - AU15, SP16, AU16
 - Online: SP17, SU20

Grants	<p>CIC Research Grant (\$4,000), University of South Carolina (PI) with Ertan Ağaoğlu*, Chinwendu Akalonu*, Shamira McCray*, Carrie Xiao*</p> <p>CIC Research Grant (\$10,000), University of South Carolina (co-PI) with Sei-Hill Kim, Yingying Chen, and Jungmi Jun</p> <p>SJMC Course Development Grant (\$2000), University of South Carolina</p> <p>Omnibus Survey for the School of Communication, Ohio State University with Michael Slater, Simon Lavis, and Min Seon Jeong</p>	<p>2024</p> <p>2021</p> <p>2020</p> <p>2016</p>
Honors and Awards	<p>Chaffee-McLeod Top Student Paper Award, AEJMC CT&M Division</p> <p>McCombs-Shaw Top Student Paper Award (2nd place), AEJMC PCIG</p> <p>University Fellowship (Ohio State University)</p> <p>Mike Cody Award for Excellence in Political Science (Rhodes College)</p> <p>Sigma Tau Delta, International English Honor Society</p> <p>Pi Sigma Alpha, National Political Science Honor Society</p> <p>Cambridge Scholarship (Rhodes College)</p> <p>Robert C. Byrd Honors Scholarship</p>	<p>2019</p> <p>2019</p> <p>2014-15</p> <p>2014</p> <p>2014</p> <p>2013</p> <p>2010-14</p> <p>2010-11</p>

Professional Experience	Copywriter, AndroidPolice.com	2017-18
	Wrote ad copy for clients who purchased native advertising on Android Police.	
	Staff Writer, AndroidPolice.com	2014-16
	Android Police is a technology news website with over 5 million unique visitors per month.	
	Freelance, WMC-TV 5, Memphis, TN	2011
	Followed experience as news intern. Participated in editorial meetings, assisted reporters, anchors, and producers, and worked assignment desk on weekends. Wrote content for newscasts and web.	
Service	Doctoral Committees	
	Adetutu Wande-Kayode	(ongoing)
	Carmen Landy	(ongoing)
	Shelbretta Ball	2023
	Masters Committees	
	Xin Tao	2023
	BARSC/Honor's Thesis Committees	
	Director:	
	Alex Blumenthal	(ongoing)
	Member:	
	Tommy Holter	(ongoing)
	To Institution	
	<i>University of South Carolina, School of Journalism and Mass Communications</i>	
	Chair, Technology Committee	2021-
	Policies & Procedures Committee	2020-
	SONA administrator	2021-22
	Faculty Search Committee (Data, Media, and Society)	2020-21
	<i>University of South Carolina, College of Information and Communications</i>	
	Faculty Advisory Committee	2022-
	Faculty Search Committee (UNESCO Chair)	2022-23
Faculty Budget Committee	2023-	
<i>Ohio State University, School of Communication</i>		
Peer Mentor	2019-20	
To Discipline		
Panel Moderator, BEA On-Site Conference, Columbia, SC	2023	
Graduate Student Liaison, AEJMC Comm. Theory & Methodology Division	2019-20	
Journal Reviewing		
38 peer reviews verified by Web of Science since 2019.		
Atlantic Journal of Communication (2022 x2)		
Communication Research (2021, 2022, 2023 x2, 2024 x3)		

European Journal of Information Systems (2023)
International Journal of Communication (2020 x2, 2021 x3, 2023 x2)
International Journal of Press/Politics (2020, 2024)
Journal of Applied Communication Research (2024 x2)
Journal of Broadcasting & Electronic Media (2021)
Journal of Communication (2019)
Journal of Communication Technology (2021 x2, 2023)
Journal of Computer-Mediated Communication (2020, 2021)
Journalism and Mass Communication Quarterly (2021, 2024)
Mass Communication and Society (2020, 2021 x2, 2022 x2, 2023, 2024 x2)
Media Psychology (2019, 2020, 2021)
New Media & Society (2022, 2024)
Southern Journal of Communication (2021)

Conference Reviewing

International Communication Association:

Mass Communication Division (2018)
Political Communication Division (2018, 2019, 2021, 2022)
Computational Methods Division (2019, 2021, 2022)

Association for Education in Journalism and Mass Communication:

Communication Theory and Methodology Division (2024)
Political Communication Division (2019, 2020, 2024)
Midwinter Conference (2021)

National Communication Association:

Mass Communication Division (2017)
Political Communication Division (2017)