

Jessica Renee Collier

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EDUCATION

Ph.D. 2021 Communication Studies
Moody College of Communication
University of Texas at Austin

Dissertation (defended Dec. 2020): *Exposure to Misinformation on Social Media: The Role of Contextual Factors Beyond Motivated Reasoning*

Advisor: Natalie (Talia) Jomini Stroud

Committee: Sharon Jarvis, Roderick P. Hart, and Bethany Albertson

M.A. 2016 Mass Communication
School of Media & Journalism
University of North Carolina at Chapel Hill

B.A. 2014 Psychology and Government (double major), Media Studies (minor)
College of Liberal Arts
University of Virginia

APPOINTMENTS

2021-present Postdoctoral Research Fellow, Knight Research Associate
Center for Media Engagement, University of Texas at Austin

2017-2020 Research Associate
Center for Media Engagement, University of Texas at Austin

2016-2019 Teaching Assistant & Assistant Instructor
Department of Communication Studies, University of Texas at Austin

2014-2016 Graduate Research Assistant
School of Media & Journalism, University of North Carolina at Chapel Hill

RESEARCH

Peer-Reviewed Journal Articles

Collier, J.R., Dunaway, J., & Stroud, N.J. (forthcoming). Pathways to deeper news engagement: Factors influencing click behaviors on news sites. *Journal of Computer-Mediated Communication*.

Kim, Y., **Collier, J.R.**, & Stroud, N.J. (2021). The effectiveness of gain and loss frames in news subscription appeals. *Digital Journalism*. doi: [10.1080/21670811.2021.1873812](https://doi.org/10.1080/21670811.2021.1873812)

Collier, J.R., Kim, Y., & Stroud, N.J. (2020). How news images affect clicking on subscription appeals. *Journalism Practice*. doi: [10.1080/17512786.2020.1738262](https://doi.org/10.1080/17512786.2020.1738262)

*Van Duyn, E., & **Collier, J.R.** (2019). Priming and fake news: The effects of elite discourse on evaluations of news media. *Mass Communication & Society*, 22(1): 29-48.

doi:[10.1080/15205436.2018.1511807](https://doi.org/10.1080/15205436.2018.1511807)

**Mass Communication & Society Journal Article of the Year Award*

Book Chapters

Collier, J.R. (forthcoming, April 2021). Conservatives and misinformation. In S. Jarvis (Ed.). *Conservative Political Communication: How Right-Wing Media and Messaging (Re)Made American Politics*. New York: Routledge.

Stroud, N.J. & **Collier, J.R.** (2018). Selective exposure and homophily during the 2016 presidential campaign. In B.H. Warner, D.G. Bystrom, M.S. McKinney, & M.C. Banwart (Eds.) *An Unprecedented Election: Campaign Coverage, Communication, and Citizens Divided*. (pp. 21-39). Santa Monica, CA: Praeger.

Grant-Funded White Papers

Masullo, G.M., Jennings, J.T., **Collier, J.R.**, Muddiman, A., Murray, C., Chavez, G., Deaven, K., Deller, N., Gursky, J., Joseff, K., Wadman-Goetsch, E., Wilner, T. & Stroud, N.J. (2020, May). Covering coronavirus: How audience needs are changing and how newsroom coverage compares. *Center for Media Engagement*. <https://mediaengagement.org/research/coronavirus-coverage-changes>

Masullo, G.M., **Collier, J.R.**, Muddiman, A., Murray, C., Chavez, G., Deaven, K., Deller, N., Gursky, J., Jennings, J., Joseff, K., Wadman-Goetsch, E., Wilner, T., & Stroud, N.J. (2020). Covering coronavirus: A snapshot of the information people want and what newsrooms are reporting. *The Center for Media Engagement*. <https://mediaengagement.org/research/coronavirus-reporting-snapshot>

Collier, J.R. & Stroud, N.J. (2018). Using links to keep readers on news sites. *The Center for Media Engagement*. <https://mediaengagement.org/research/links/>

Stroud, N.J., Kim, Y., & **Collier, J.R.** (2018). Subscription messages. *The Center for Media Engagement*. <https://mediaengagement.org/research/subscription-messages/>

FELLOWSHIPS, AWARDS, AND HONORS

- 2020 Article of the Year Award (with Emily Van Duyn) for best article published in *Mass Communication & Society* in 2019, Association for Education in Journalism & Mass Communication
- 2019-2020 University Graduate Continuing Fellowship, The Graduate School, UT-Austin (Awarded highly selective university-wide fellowship of \$44,000 including tuition assistance to complete dissertation writing and research)
- 2019 Honorable Mention, Seymour Sudman Student Paper Competition, American Association for Public Opinion Research
- 2019 Roderick P. Hart Student Achievement Award, Moody College of Communication, University of Texas at Austin
- 2019 Travel Grants--Student Caucus of the National Communication Association, American Political Science Association, International Communication Association, Political Communication Division of the International Communication Association
- 2016-2019 Moody Graduate Fellowship, Moody College of Communication, UT-Austin
- 2018 Travel Grants--Women's Caucus of the National Communication Association, Political Communication Division of the American Political Science Association, Graduate Student Assembly at the UT-Austin
- 2017 Professional Development Award, The Graduate School, UT-Austin
- 2016-2017 Graduate School Fellowship, The Graduate School, UT-Austin
- 2014-2016 Pruden Fellowship, School of Media & Journalism, University of North Carolina at Chapel Hill
- 2014 Psychological Society Award, Psychology Department, University of Virginia (awarded to one B.A. at final exercises for service to department)

GRANT FUNDING

Accepted Research Grants

- 2020 **Collier, J.R.** Effects of exposure to misinformation on social media. [PI]. \$3,500, Center for Media Engagement.
- 2019 **Collier, J.R.** Effects of exposure to misinformation on social media. [PI]. \$2,000, Annette Strauss Institute for Civic Life, Patricia Witherspoon Research Award.

- 2019 **Collier, J.R.** & Van Duyn, E. Labeling false content. [Co-PI]. \$800, Center for Media Engagement.
- 2018 Van Duyn, E. & **Collier, J.R.** Indifference and deliberation. [Co- PI]. \$500, Center for Media Engagement.
- 2017 Van Duyn, E. & **Collier, J.R.** Priming and fake news. [Co- PI]. \$500, Center for Media Engagement.

SCHOLARLY PRESENTATIONS

Collier, J.R. (2021, May). Take it with a grain of salt: How social cues influence belief in misinformation. Paper to be presented at the annual meeting of the International Communication Association, Virtual Conference.

Haenschen, K., Tamul, D., & **Collier, J.R.** (2021, January). Font matters: Towards a theory of typeface selection by political campaigns. Paper presented at the annual meeting of the Southern Political Science Association, Virtual Conference.

Kim, Y., **Collier, J.R.**, & Stroud, N.J. (2020, August). How hyperpartisan memes drive a spiral of homophily on social media, and how to fix it. Paper presented at the American Political Science Association, Political Communication Preconference, Virtual Conference.

Collier, J.R., Fazio, L.K., & Pillai, R. (2020, June). Testing knowledge to battle misinformation: How quizzes can improve people's memory of fact checks. Paper presented at the Seventh Global Fact-Checking Summit, Virtual Conference.

Collier, J.R. & Van Duyn, E. (2020, May). A different kind of backfire: Effects of labeling false content on perceptions of news. Paper presented at the International Communication Association Conference, Virtual Conference.

Stroud, N.J., Jennings, J.T., **Collier, J.R.**, Tenorio, A., & Sterling, J. (2020, May). The effectiveness of fact check headlines on social media: Field experiments across four continents. Paper presented at the International Communication Association Conference, Virtual Conference.

Collier, J.R. Dunaway, J., & Stroud, N.J. (2019, Nov.) Pathways to deeper news engagement: Factors influencing click behaviors on news sites. Paper presented at the National Communication Association Annual Conference, Baltimore, MD.

Collier, J.R. (2019, Aug). Public concern for truth: Citizens' interactions with fact-checked claims. Paper presented at the American Political Science Association Annual Meeting, Washington, D.C.

Jennings, J.T., **Collier, J.R.**, & Stroud, N.J. (2019, Aug.) Exposure to fact checks on Facebook: Field experiments in four continents. Paper presented at the American Political Science Association, Political Communication Preconference, Washington, D.C.

Collier, J.R. & Van Duyn, E. (2019, Aug.) A different kind of backfire: Effects of labeling false content on perceptions of news. Paper presented at the American Political Science Association, Political Communication Preconference, Washington, D.C.

Collier, J.R., Kim, Y., & Stroud, N.J. (2019, May). News images and clicking on subscription appeals. Poster presented at the International Communication Association Annual Conference, Washington, D.C.

Kim, Y., **Collier, J.R.**, & Stroud, N.J. (2019, May). Gain and loss frames in news subscription appeals. Paper presented at the International Communication Association Annual Conference, Washington, D.C.

Van Duyn, E. & **Collier, J.R.** (2019, January). Incivility and indifference: Online deliberation and norms of opinion formation. Paper presented at the Southern Political Science Association Annual Conference, Austin, TX.

Collier, J.R. (2018, November). Incidental disengagement: Effects of negative elite coverage on public participation. Paper presented at the Midwest Association for Public Opinion Research Annual Conference, Chicago, IL.

Collier, J.R. (2018, November). Accurate identification of news: Understanding the role of media literacy and public opinion. Paper presented at the National Communication Association Annual Conference, Political Communication Division; Salt Lake City, UT.

Van Duyn, E. & **Collier, J.R.** (2018, August). The indifferent citizen: Appraisals of indifference in deliberation. Paper presented at the American Political Science Association, Political Communication Preconference, Boston, MA.

Collier, J.R. (2017, November). Political identity and situational goals: The influence of cooperation and competition on intergroup bias. Paper presented at the National Communication Association Annual Conference, Political Communication Division, Dallas, TX.

Van Duyn, E. & **Collier, J.R.** (2017, August). Priming and fake news: The effect of elite discourse on evaluations of news media. Paper presented at the American Political Science Association, Political Communication Preconference, San Francisco, CA.

Collier, J.R. (2016, March). Netflix and the Hill: Priming effects of entertainment media on candidate evaluations. Paper selected by the Open Division of the Association for Education in Journalism and Mass Communication, Southeast Colloquium, Baton Rouge, LA.

Collier, J.R. (2016, March). Everybody's a cynic: Twitter and the 2015 State of the Union address. Paper selected by the Open Division of the Association for Education in Journalism and Mass Communication, Southeast Colloquium, Baton Rouge, LA.

SELECT INVITED TALKS AND CONFERENCES

Collier, J.R. (2020, Feb. 22). How to spot disinformation. Panelist at Common Ground for Texans Meeting, Austin, TX.

Collier, J.R. & Kim, Y. (2019, Jun. 26-27). Processing polarizing content. Presentation given at the Integrity Research Academic Workshop, Facebook Research, Menlo Park, CA.

Collier, J.R. and Sterling, J. (2019, Jun. 19-21). Impact of fact checks on reader understanding in the real world. Presentation given at Global Fact 6: Sixth Global Fact-Checking Summit, Cape Town, South Africa.

Collier, J.R. (2019, Jun. 13-14). Effectiveness of fact checks on social media: Field experiments across four continents. Selected participant for the Digital Threats to Democracy Workshop, Social Science Research Council, New York City, NY.

Collier, J.R. (2018, Oct. 26). Encouraging news while discouraging fake news. Presentation given to the Moody College of Communication Parents' Council, Austin, TX.

Collier, J.R. & Van Duyn, E. (2018, Oct. 22). Don't call it fake news: News literacy and public discourse. Presentation given to Dr. Stephen Reese's undergraduate signature course, School of Journalism, UT-Austin.

Collier, J.R. (2018, Oct. 4). Misinformation Solutions Forum. Invited participant by the Rita Allen Foundation, Washington, D.C.

Collier, J.R. (2018, Sept. 28). What is news? Presentation given to Longhorn Village, Austin, TX.

Collier, J.R. (2018, Jun. 18). Encouraging recirculation on news sites. Presentation given at the Lenfest Institute for Journalism, Philadelphia, PA.

Collier, J.R. (2017, Oct. 17). Media and civic engagement. Presentation given to Dr. Valerie Murphy's undergraduate political communication course, St. Edward's University, Austin, TX.

TEACHING & INSTRUCTION

Department of Communication Studies, University of Texas at Austin

Instructor of Record

Spring 2018 Professional Communication Skills

Teaching Assistant

Spring 2019 Speech Writing & Criticism

Fall 2018 Communication Ethics

Fall 2017 Leadership & Public Memory

Summer 2017 Political Communication (online course)

Spring 2017 Social Media and Organizations

Spring 2017 Digital Communication (hybrid online/offline course)

Fall 2016 Theories of Persuasion

Content Development

Digital Lecturer Engineering Communication & Professional Communication Skills

Student Advising

Intellectual Entrepreneurship Pre-Graduate School Mentor
Irie B. Crenshaw (B.A. Political Communication, 2019)

SERVICE

Service to the University of Texas at Austin

Department Level: Communication Studies

2019 Member, Department Chair Search Committee
2019 Panelist, "Getting Research Off the Ground," Communication Studies Graduate
Community event
2018 Chair, Faculty of the Year Award Committee
2018 Facilitator, *New Agendas in Communication* Conference
2017-2018 Community Development Chair, Communication Studies Graduate Community
(elected position)

Collegiate Level: Moody College of Communication

2020 Executive Board, Graduate Women in Communication
2018-2020 President, Graduate Communication Council (elected to two terms)
2018-2020 Member, Moody Leadership Committee
2019, 2020 Program Chair, Moody Graduate Research & Creative Symposium
(founded and established first peer-reviewed conference for student
communication research at UT)
2018-2020 Ex-Officio Member, Moody Advisory Council
2019 Panelist, Graduate School Expert Panel, Undergraduate Learning Assistant
Program
2017-2018 Chair, Student Life Committee, Graduate Communication Council

University Level: University of Texas at Austin

2019-2020 Voting Member, Senate of College Councils

Service to the Field

American Association for Public Opinion Research

2018 Moderator, Midwest Association for Public Opinion Research

American Political Science Association

2019 Panel Chair, Annual Meeting
2019 Panel Chair, Southern Political Science Association

International Communication Association

2021 Annual Conference Reviewer: Political Communication Division
2020 Annual Conference Reviewer: Political Communication Division

National Communication Association

- 2020 Annual Conference Reviewer: Mass Communication Division, Political Communication Division
- 2019 Annual Conference Reviewer: Great Ideas for Teaching Students (G.I.F.T.S), Mass Communication Division, Student Section
- 2018 Annual Conference Reviewer: Political Communication Division

Ad-Hoc Journal Reviewer

- 2020 *Harvard Kennedy School (HKS) Misinformation Review, Journalism & Mass Communication Quarterly, Journalism Practice, Political Behavior, Media & Communication, Mass Communication & Society*
- 2019 *International Journal of Press/Politics, Mass Communication & Society, Journal of Behavioral and Experimental Economics*
- 2018 *Mass Communication & Society, Communication Quarterly*

Service to the Community**Engaged scholarship:**

1. Collier, J.R. & Van Duyn, E. (2018, Aug. 23). [Why we really need to stop saying fake news](#). *Center for Media Engagement* blog.

Media appearances:

1. Guetsche, T. (Host). (2021, Apr. 7). Episode Title Forthcoming. [Audio podcast episode]. In *The J Word: A Podcast by Journalism Practice*.
2. Platoff, E., Walters, E., & Champagne, S.R. (2020, Aug. 4). [Why Texas' coronavirus data comes with caveats](#). *Texas Tribune*.
3. Tardaguila, C., & Mantas, H. (2020, Jun. 24). [22 researchers take 'the stage' and share their findings at Global Fact 7](#). *Poynter*.
4. Carson, A., Ruppner, L., & Ratcliff, S. (2020, May 17). [Trust in quality news outlets strong during coronavirus pandemic](#). *The Conversation*.
5. Mulcahey, T. (2018, Oct. 26). [As misinformation crisis deepens, 'fake news' becomes less accurate](#). *International Journalists' Network* blog.
6. Pequenino, K. (2018, Oct. 25). [Estará o Facebook a ganhar a luta contra as notícias falsas?](#) *Publicó*.
7. Schmidt, C. (2018, Sept. 27). [Just because clickthrough rates are low doesn't mean you can't do anything about them](#). *NiemanLab*.
8. Lewis, K. (2018, Sept. 14). [Uncommon knowledge: Resentment, reproduction, and reconciliation](#). *Boston Globe*.
9. Schmidt, C. (2018, Sept. 5). [What works \(and doesn't\) for advertising your news organization's subscriptions](#). *NiemanLab*.
10. Funke, D. (2018, Aug. 29). [Reporters: Stop calling everything 'fake news'](#). *Poynter*.
11. Wang, S. (2018, Aug. 24). [Is there really data that heavy Facebook use caused...erm, is correlated with...erm, is linked to real-life hate crimes?](#) *NiemanLab*.
12. Fisher, M. & Taub, A. (2018, Aug. 23). [Should we all be taking 'irony poisoning' more seriously?](#) *The New York Times Interpreter* newsletter.

13. Funke, D. & Mantzarlis, A. (2018, Aug. 23). [Here's how an anti-refugee hoax went viral across Europe](#). *Poynter*.
14. Samuelsohn, D. (2016, Apr. 26). [The rise of Trump studies: Who is this guy, and how did we get here? A nation of professors scrambles for answers](#). *Politico*.

ASSOCIATION MEMBERSHIPS

American Association for Public Opinion Research

American Political Science Association

Political Communication Division

International Communication Association

Political Communication Division

National Communication Association

Mass Communication Division

Political Communication Division