

Jessica Renee Collier

Postdoctoral Research Fellow, Center for Media Engagement
Lecturer, Department of Communication Studies
Moody College of Communication, University of Texas at Austin
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EDUCATION

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

Dissertation: Exposure to Misinformation on Social Media: The Role of
Contextual Factors Beyond Motivated Reasoning
Committee: Talia Stroud (chair), Roderick P. Hart, Sharon Jarvis, 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)
University of Virginia

PROFESSIONAL APPOINTMENTS

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

2022 Lecturer
Department of Communication Studies, 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

PUBLICATIONS

Peer-Reviewed Journal Articles

Haenschen, K., Collier, J.R., & Tedesco, J.C. (2022). The impact of news trust and scandal knowledge on political efficacy. *American Behavioral Scientist*. [10.1177/00027642211062867](https://doi.org/10.1177/00027642211062867)

Collier, J.R., Dunaway, J., & Stroud, N.J. (2021). Pathways to deeper news engagement: Factors influencing click behaviors on news sites. *Journal of Computer-Mediated Communication*, 26(5): 265-283. [10.1093/jcmc/zmab009](https://doi.org/10.1093/jcmc/zmab009)

Haenschen, K., Tamul, D., & **Collier, J.R.** (2021). Font matters: Towards a theory of typeface selection by political campaigns. *International Journal of Communication*, 15, 2894-2914.

Kim, Y., **Collier, J.R.**, & Stroud, N.J. (2021). The effectiveness of gain and loss frames in news subscription appeals. *Digital Journalism*, 9(3), 300-318. [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*, 15(4): 489-507. [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.

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

*Recipient of the 2019 *Mass Communication & Society* Journal Article of the Year Award

Book Chapters

Collier, J.R., Masullo, G.M., & Duchovnay, M. (2022). Conservative news audiences: A lack of media trust and how they think journalism can improve. In T. Gutsche (Ed.). *The Future of the Presidency, Journalism, & Democracy: After Trump*. (pp. 50-66). New York: Routledge.

Collier, J.R. (2021). Conservatives and misinformation. In S. Jarvis (Ed.). *Conservative Political Communication: How Right-Wing Media and Messaging (Re)Made American Politics*. (pp. 193-206). 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

- 2021 Lynda Lee Kaid Outstanding Dissertation Award, Political Communication Division, National Communication Association
- 2021 Graduate Student Research Award, Department of Communication Studies, University of Texas at Austin
- 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 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

- 2021 Fazio, L.K., **Collier, J.R.**, & Pillai, R. Improving retention of misinformation debunks with retrieval practice. [Co-PI]. \$5,000, Reboot Foundation.
- 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., Kim, Y., & Stroud, N.J. (2022, Sept.). Partisan memes: A content and engagement analysis across 3 U.S. election cycles. Paper to be presented at the annual meeting of the American Political Science Association, Montréal, Québec, Canada.

Tsyrenzhapova, D.*, Riedl, M.J.*, **Collier, J.R.**, Gursky, J., Joseff, K., & Woolley, S. (2022, May). The role of geolocation data in political campaigning: How digital political strategists perceive it. Paper to be presented at the annual meeting of the International Communication Association, Paris, France. * *indicates equal contributions*

Collier, J.R. (2021, Nov.). Partisanship and news-finds-me perceptions: The moderating role of individual characteristics on misinformation effects. Paper presented at the annual meeting of the National Communication Association, Seattle, WA.

Jennings, J., **Collier, J.R.**, Muddiman, A., & Kim, Y.K. (2021, Aug.). State leadership and COVID-19: How governors and the news that covered them changed the pandemic. Paper presented at the American Political Science Association, Political Communication Preconference, Seattle, WA.

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

Haenschen, K., Tamul, D., & **Collier, J.R.** (2021, Jan.). 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, Aug.). 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, Jun.). 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 annual meeting of the International Communication Association, 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 annual meeting of the International Communication Association, 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 annual meeting of the National Communication Association, Baltimore, MD.

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

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

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

Collier, J.R. (2018, Nov.). Accurate identification of news: Understanding the role of media literacy and public opinion. Paper presented at the annual meeting of the National Communication Association, Salt Lake City, UT.

Van Duyn, E. & **Collier, J.R.** (2018, Aug.). 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, Nov.). Political identity and situational goals: The influence of cooperation and competition on intergroup bias. Paper presented at the annual meeting of the National Communication Association, Dallas, TX.

Van Duyn, E. & **Collier, J.R.** (2017, Aug.). 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, Mar.). Netflix and the Hill: Priming effects of entertainment media on candidate evaluations. Paper selected for the Association for Education in Journalism and Mass Communication, Southeast Colloquium, Baton Rouge, LA.

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

SELECT INVITED TALKS AND CONFERENCES

Collier, J.R. (2022, Apr. 2). Encouraging recirculation on news sites. Invited panelist. International Symposium on Online Journalism, Austin, TX.

Collier, J.R. (2021, Oct. 13). Quiz Creator: A tool for conducting experiments. Invited speaker. Knight Research Network Tool Demonstration Day, Virtual workshop.

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

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

Collier, J.R. & Sterling, J. (2019, Jun. 19-21). Impact of fact checks on reader understanding in the real world. Invited speaker. 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. Invited participant. 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. Invited speaker. 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. Invited speaker for Dr. Stephen Reese, School of Journalism, UT-Austin.

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

Collier, J.R. (2018, Sept. 28). What is news? Invited speaker. Longhorn Village, Austin, TX.

Collier, J.R. (2018, Jun. 18). Encouraging recirculation on news sites. Invited speaker. Lenfest Institute for Journalism, Philadelphia, PA.

Collier, J.R. (2017, Oct. 17). Media and civic engagement. Invited speaker for Dr. Valerie Murphy, Political Communication, St. Edward's University, Austin, TX.

TEACHING & INSTRUCTION

Department of Communication Studies, University of Texas at Austin (2016-present)

Instructor of Record: Communication and Public Opinion
Professional Communication Skills

Teaching Assistant: Speech Writing and Criticism
Communication Ethics
Leadership and Public Memory
Political Communication (online course)
Social Media and Organizations
Digital Communication (hybrid online/offline course)
Theories of Persuasion

Content Development

Digital Lecturer, Engineering Communication & Professional Communication Skills

Professional Development

Advanced Teaching Certificate, Faculty Innovation Center

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
- 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-Oficio 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 Political Science Association (APSA)**

- 2021 Panel Chair, Political Communication Preconference
- 2019 Panel Chair, Annual Meeting
- 2019 Panel Chair, Southern Political Science Association

International Communication Association (ICA)

- 2020-present Annual Conference Reviewer: Political Communication Division

National Communication Association (NCA)

- 2018, 2020-present Annual Conference Reviewer: Political Communication Division
- 2022 Elected Chair, Nominating Committee, Political Communication Division
- 2022 Lynda Lee Kaid Outstanding Dissertation Award Committee, Political Communication Division
- 2021 Panel Respondent, Annual Meeting
- 2020 Annual Conference Reviewer: Mass Communication Division

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

American Association for Public Opinion Research (AAPOR)

2018 Moderator, Midwest Association for Public Opinion Research

Journal Reviewer

Communication Quarterly, 2018, 2022
Harvard Kennedy School (HKS) Misinformation Review, 2020
International Journal of Communication, 2021
International Journal of Press/Politics, 2019, 2022
Journal of Behavioral and Experimental Economics, 2019
Journal of Information Technology & Politics, 2022
Journalism, 2021
Journalism & Mass Communication Quarterly, 2020-21
Journalism Practice, 2020-22
Journalism Studies, 2021-22
Mass Communication & Society, 2018-20
Media & Communication, 2020
Nature Human Behaviour, 2022
New Media & Society, 2021-22
Political Behavior, 2020
Political Communication, 2021-22
Public Opinion Quarterly, 2022

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. Nelsen, A. (2021, Dec. 22). [A southwest Texas paper folded. A conspiracy-spewing Facebook streamer took its place](#). *Texas Monthly*.
2. Schwarz, D.H. (2021, Nov. 11). [Why political designers use certain fonts for specific candidates](#). *Yello* newsletter.
3. Ramjug, P. (2021, Jul. 27). [Typeface decisions grow in importance as a political branding tool, new research shows](#). *News@Northeastern*.
4. Murray, S. (2021, Jul. 20). What campaign logos tell us—Ross misled Congress on Census—Christie’s new fundraising gig. *POLITICO* Morning Score newsletter.
5. Compton, M. (2021, Jun. 30). Three ideas for building more sustainable mobilization programs. *Blue State* newsletter.
6. Scola, N. (2021, Jun 23). [‘Sex is a powerful predictor of typeface’: On the political salience of fonts](#). *Slow Build* newsletter.
7. Gutsche, T. (Host). (2021, Apr. 7). What (& why do) news visuals work? [Audio podcast episode]. In *The J Word: A Podcast by Journalism Practice*.

8. Platoff, E., Walters, E., & Champagne, S.R. (2020, Aug. 4). [Why Texas' coronavirus data comes with caveats](#). *Texas Tribune*.
9. Tardaguila, C., & Mantas, H. (2020, Jun. 24). [22 researchers take 'the stage' and share their findings at Global Fact 7](#). *Poynter*.
10. Carson, A., Ruppanner, L., & Ratcliff, S. (2020, May 17). [Trust in quality news outlets strong during coronavirus pandemic](#). *The Conversation*.
11. Mulcahey, T. (2018, Oct. 26). [As misinformation crisis deepens, 'fake news' becomes less accurate](#). *International Journalists' Network* blog.
12. Pequenino, K. (2018, Oct. 25). [Estará o Facebook a ganhar a luta contra as notícias falsas?](#) *Publicó*.
13. Schmidt, C. (2018, Sept. 27). [Just because clickthrough rates are low doesn't mean you can't do anything about them](#). *NiemanLab*.
14. Lewis, K. (2018, Sept. 14). [Uncommon knowledge: Resentment, reproduction, and reconciliation](#). *Boston Globe*.
15. Schmidt, C. (2018, Sept. 5). [What works \(and doesn't\) for advertising your news organization's subscriptions](#). *NiemanLab*.
16. Funke, D. (2018, Aug. 29). [Reporters: Stop calling everything 'fake news'](#). *Poynter*.
17. 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*.
18. Fisher, M. & Taub, A. (2018, Aug. 23). [Should we all be taking 'irony poisoning' more seriously?](#) *The New York Times Interpreter* newsletter.
19. Funke, D. & Mantzarlis, A. (2018, Aug. 23). [Here's how an anti-refugee hoax went viral across Europe](#). *Poynter*.
20. 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

Political Communication Division