

Jessica Renee Collier

Assistant Professor, Department of Communication
Mississippi State University
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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: Drs. 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

ACADEMIC APPOINTMENTS

2022-present Assistant Professor, Department of Communication
Mississippi State University

2021-2022 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

PUBLICATIONS

Peer-Reviewed Journal Articles

Collier, J.R.⁺, Pillai, R.M.^{**}, & Fazio, L.K. (accepted, in press). Multiple-choice quizzes improve memory for misinformation debunks, but do not reduce belief in misinformation. *Cognitive Research: Principles and Implications*.

Bruun Overgaard, C.S.* & **Collier, J.R.** (accepted, in press). In different worlds: The contributions of polarization and platforms to partisan (mis)perceptions. *New Media & Society*. 10.1177/14614448231176551

* Indicates an author with student standing at the start of the project

+ Indicates equal co-authorship

Collier, J.R. & Van Duyn, E. (2022). Fake news by any other name: The effects of phrases for false content on public perceptions of U.S. news media. *Journal of Applied Communication Research*. Advance online publication. [10.1080/00909882.2022.2148487](https://doi.org/10.1080/00909882.2022.2148487)

Haenschen, K., **Collier, J.R.**, & Tedesco, J.C. (2022). The impact of news trust and scandal knowledge on political efficacy. *American Behavioral Scientist*. Advance online publication. [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.

Book Reviews

Collier, J.R. (2022). [Review of the book: *tumblr*]. *Journal of Broadcasting & Electronic Media*. [10.1080/08838151.2022.2101651](https://doi.org/10.1080/08838151.2022.2101651)

Grant-Funded White Papers

Collier, J.R. & Graham, E.* (2022, Dec.). Even in “news deserts,” people still get news. *Center for Media Engagement*. <https://mediaengagement.org/research/people-still-get-news-in-news-deserts/>

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

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| 2022 | Top Paper Award, 1 st place Faculty Paper, Visual Communication Division, Association for Education in Journalism and Mass Communication |
| 2022 | Top Paper Award, 2 nd place Faculty Paper, Political Communication Division, Association for Education in Journalism and Mass Communication |
| 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 <i>Mass Communication & Society</i> 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 **Collier, J.R.**, Fazio, L.K., & 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

Zenner, S., Haenschen, K., & **Collier, J.R.** (2022, Nov.) You're just not my type: The relationship between fonts, political ideology, and affective polarization. Poster presented at the annual meeting of the National Communication Association, New Orleans, LA.

Collier, J.R., Kim, Y., Murray, C., & Stroud, N.J. (2022, Sept.). Partisan memes: A content and engagement analysis across 3 U.S. election cycles. Paper presented at the annual meeting of the American Political Science Association, Political Communication Division, Montréal, Québec, Canada.

Overgaard, C.S.B. & **Collier, J.R.** (2022, Aug.). In different worlds: The contributions of polarization and platforms to partisan (mis)perceptions. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Political Communication Division, Detroit, MI.

***Top Paper Award**

Zenner, S., Haenschen, K., & **Collier, J.R.** (2022, Aug.). You're just not my type: The relationship between fonts, political ideology, and affective polarization. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Visual Communication Division, Detroit, MI.

***Top Paper Award**

Pillai, R.M., **Collier, J.R.**, & Fazio, L.K. (2022, Aug.). Multiple-choice quizzes make fact checks more memorable but not more effective. Paper presented at the annual meeting of the American Psychological Association, Minneapolis, MN.

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 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 & CONFERENCES

Collier, J.R. (2022, Nov. 9). Making sense of the midterms. Invited panelist. Institute for Humanities, Mississippi State University.

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.

Political Communication (online course)
 Social Media and Organizations
 Digital Communication (hybrid online/offline course)
 Theories of Persuasion

Student Advising

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

SERVICE

Service to the University

Mississippi State University

2023 Evaluator, Undergraduate Research Symposium
 2022-2023 Member, Communication Pedagogy Roundtable
 2022-2023 Member, Communication & Media Studies Concentration

University of Texas at Austin

2020 Executive Board, Graduate Women in Communication
 2019-2020 Voting Member, Senate of College Councils
 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 program planned 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
 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)
 2017-2018 Chair, Student Life Committee, Graduate Communication Council

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), Political Communication Division

2020-present Annual Conference Reviewer

National Communication Association (NCA)

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

National Communication Association (NCA), Political Communication Division

2018, 2020- present Annual Conference Reviewer
 2022 Elected Chair, Nominating Committee
 2022 Member, Lynda Lee Kaid Outstanding Dissertation Award Committee
 2022 Panel Chair
 2021 Panel Respondent

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, 2021-23
International Journal of Press/Politics, 2019, 2022
Journal of Behavioral and Experimental Economics, 2019
Journal of Communication, 2022
Journal of Computer-Mediated Communication, 2022-23
Journal of Experimental Psychology: General, 2022-23
Journal of Information Technology & Politics, 2022
Journalism, 2021
Journalism & Mass Communication Quarterly, 2020-22
Journalism Practice, 2020-22
Journalism Studies, 2021-23
Mass Communication & Society, 2018-20, 2022-23
Media & Communication, 2020, 2022-23
Nature Human Behaviour, 2022
New Media & Society, 2021-22
Political Behavior, 2020
Political Communication, 2021-23
Public Opinion Quarterly, 2022

Service to the Community**Engaged scholarship:**

1. Collier, J.R. & Van Duyn, E. (2022, Dec. 8). [Using the phrase “fake news” hurts trust in your journalists and newsroom](#). *Center for Media Engagement* blog.

2. Fazio, L., **Collier, J.R.**, & Pillai, R. (2022, Oct. 7). [Multiple-choice quizzes improve memory for fact checks but they do not reduce belief in misinformation.](#) *Reboot Foundation* blog.
3. **Collier, J.R.** & Van Duyn, E. (2018, Aug. 23). [Why we really need to stop saying fake news.](#) *Center for Media Engagement* blog.

Interviewed or research featured in:

1. (2023, Jan. 12). [How people in “news deserts” get their news.](#) *Foreign Press.org*.
2. Forrest, S. (2023, Jan. 11). [Does a ‘fake news’ label help audiences identify false information.](#) *Illinois News Bureau*.
3. Deaven, K. (2022, Dec. 22). [Research: People living in news deserts still find ways to be informed.](#) *International News Media Association*.
4. Nelsen, A. (2021, Dec. 22). [A southwest Texas paper folded. A conspiracy-spewing Facebook streamer took its place.](#) *Texas Monthly*.
5. Schwarz, D.H. (2021, Nov. 11). [Why political designers use certain fonts for specific candidates.](#) *Yello* newsletter.
6. Ramjug, P. (2021, Jul. 27). [Typeface decisions grow in importance as a political branding tool, new research shows.](#) *News@Northeastern*.
7. Murray, S. (2021, Jul. 20). What campaign logos tell us—Ross misled Congress on Census—Christie’s new fundraising gig. *POLITICO Morning Score* newsletter.
8. Compton, M. (2021, Jun. 30). Three ideas for building more sustainable mobilization programs. *Blue State* newsletter.
9. Scola, N. (2021, Jun 23). [‘Sex is a powerful predictor of typeface’: On the political salience of fonts.](#) *Slow Build* newsletter.
10. Gutsche, T. (Host). (2021, Apr. 7). What (& why do) news visuals work? [Audio podcast episode]. In *The J Word: A Podcast by Journalism Practice*.
11. Platoff, E., Walters, E., & Champagne, S.R. (2020, Aug. 4). [Why Texas’ coronavirus data comes with caveats.](#) *Texas Tribune*.
12. Tardaguila, C., & Mantas, H. (2020, Jun. 24). [22 researchers take ‘the stage’ and share their findings at Global Fact 7.](#) *Poynter*.
13. Carson, A., Ruppanner, L., & Ratcliff, S. (2020, May 17). [Trust in quality news outlets strong during coronavirus pandemic.](#) *The Conversation*.
14. Mulcahey, T. (2018, Oct. 26). [As misinformation crisis deepens, ‘fake news’ becomes less accurate.](#) *International Journalists’ Network* blog.
15. Pequenino, K. (2018, Oct. 25). [Estará o Facebook a ganhar a luta contra as notícias falsas?](#) *Publicó*.
16. Schmidt, C. (2018, Sept. 27). [Just because clickthrough rates are low doesn’t mean you can’t do anything about them.](#) *NiemanLab*.
17. Lewis, K. (2018, Sept. 14). [Uncommon knowledge: Resentment, reproduction, and reconciliation.](#) *Boston Globe*.
18. Schmidt, C. (2018, Sept. 5). [What works \(and doesn’t\) for advertising your news organization’s subscriptions.](#) *NiemanLab*.
19. Funke, D. (2018, Aug. 29). [Reporters: Stop calling everything ‘fake news’.](#) *Poynter*.
20. 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*.

21. Fisher, M. & Taub, A. (2018, Aug. 23). [Should we all be taking ‘irony poisoning’ more seriously?](#) *The New York Times Interpreter* newsletter.
22. Funke, D. & Mantzarlis, A. (2018, Aug. 23). [Here’s how an anti-refugee hoax went viral across Europe.](#) *Poynter*.
23. 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