

## **Jacob L. Nelson**

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## **EDUCATION**

- 2018            Ph.D., Media, Technology and Society.  
Department of Communication Studies, Northwestern University.  
Committee: James G. Webster (chair), Philip M. Napoli, Wendy Griswold.
- 2014            M.A., Media, Technology and Society.  
Department of Communication Studies, Northwestern University.
- 2010            B.S., Journalism, Creative Writing.  
Medill School of Journalism, Media, Integrated Marketing Communications,  
Northwestern University.

## **ACADEMIC POSITIONS**

- 2022-Present    Assistant Professor, Department of Communication, University of Utah.
- 2018-2022      Assistant Professor, Walter Cronkite School of Journalism and Mass  
Communication, Arizona State University.

## **PUBLICATIONS**

### **Books**

Nelson, J.L. (2021). *Imagined Audiences: How Journalists Perceive and Pursue the Public*. New York: Oxford University Press.

Reviews in scholarly publications:

[\*Choice Connect\*](#) (“A well-written, timely book about the decline of trust in news organizations.”)

[\*Communications: The European Journal of Communication Research\*](#) (“Makes a case for a new genre of ethnography, a journalistic ethnography: one that uses tools from journalistic research and combines them with journalistic narrative storytelling.”)

[\*Electronic News\*](#) (“Investigates core questions about modern-day audiences and offers valuable insights into understanding journalists’ perceptions of the audience.”)

[\*International Journal of Communication\*](#) (“Nelson explores the underlying assumptions of community engagement efforts and the lack of certainty about what characteristics the audience actually has.”)

*International Journal of Media & Cultural Politics* (“Excellent ... the rare academic book that could be read and appreciated by journalists as well as academics.”)

*Journal of Communication Inquiry* (“Nelson’s writing, both in its thoughtfulness and argumentation, make this text appropriate for ... academics and professionals.”)

*Journalism & Mass Communication Quarterly* (“The book illustrates that news organizations can easily conflate attention for motivation as an indicator of engagement.”)

*Teaching Journalism & Mass Communication* (“A thought provoking and engaging read that fills an important gap in previous audience engagement and journalism practice research.”)

Awards:

Finalist, Frank Luther Mott/Kappa Tau Alpha Research Award

### Refereed Journal Articles

Nelson, J.L., Lewis, S.C., & Cowley, B. (2024). ‘Money is the root of all evil.’ How the business of journalism shapes trust in news. *Journalism*. <https://doi.org/10.1177/14648849241246929>

Nelson, J.L. & Lewis, S.C. (2023). Only ‘Sheep’ Trust Journalists? How Citizens’ Self-Perceptions Shape Their Approach to News. *New Media & Society*, 25(7), 1522-1541. <https://doi.org/10.1177/14614448211018160>

Moon, Y.E., Roschke, K., Nelson, J.L., & Lewis, S.C. (2023). Doctors fact-check, journalists get fact-checked: Comparing public trust in journalism and healthcare. *Media & Communication*, 11(14), 380-391. <https://doi.org/10.17645/mac.v11i4.7190>

Ksiazek, T.B., Kim, S.J., Nelson, J.L., Park, A., Patankar, S., Sabalaskey, O., & Taneja, H. (2023). Distrust Profiles: Identifying the Factors that Shape Journalism’s Credibility Crisis. *Media & Communication*, 11(14), 308-319. <https://doi.org/10.17645/mac.v11i4.7071>

Molyneux, L. & Nelson, J.L. (2023). ‘Let’s not tank the reputation of this organization.’ How newsroom social media policies exacerbate journalism’s labor crisis. *Journalism Studies*. <https://doi.org/10.1080/1461670X.2023.2263797>

Nelson, J.L. & Dahmen, N.S. (2023). Appealing to news audiences or news funders? The Solutions Journalism Network’s Revenue Project. *Journalism Practice*. <https://doi.org/10.1080/17512786.2023.2209779>

Nelson, J.L. (2023). ‘Worse than the harassment itself.’ Journalists’ reactions to newsroom social media policies. *Digital Journalism*, 11(8), 1456-1474. <https://doi.org/10.1080/21670811.2022.2153072>

- Long-listed for Bob Franklin Journal Article Award 2023-24.

- Nelson, J.L.\* & Schmidt, T.R.\* (2022). Taking the Audience Seriously? The Normative Construction of Engaged Journalism. *International Journal of Communication*, 16(21), 5843-5863. <https://ijoc.org/index.php/ijoc/article/view/19467>
- Miller, K. C., & Nelson, J. L. (2022). “Dark Participation” Without Representation: A Structural Approach to Journalism’s Social Media Crisis. *Social Media + Society*, 8(4). <https://doi.org/10.1177/20563051221129156>
- Kim, S.J. & Nelson, J.L. (2022). An Integrative Approach to Social Media News Sharing: The Role of Individual and Situational Factors. *Journalism Practice*. <https://doi.org/10.1080/17512786.2022.2097941>
- Nelson, J.L. & Lewis, S.C. (2022). The Structures That Shape News Consumption: Evidence from the Early Period of the COVID-19 Pandemic. *Journalism*, 23(12), 2495-2512. <https://doi.org/10.1177/14648849221095335>
- Bauer, A.J.,\* Nadler, A.M.,\* & Nelson, J.L.\* (2021). What is Fox News? Partisan Journalism, Misinformation, and the Problem of Classification. *Electronic News*, 16(1), 18-29. <https://doi.org/10.1177/193124312111060426>
- Nelson, J.L. & Edgerly, S. (2021). The (Ir)Relevance of Audience Studies in Journalism Education. *Journalism & Mass Communication Educator*, 77(2), 177-189. <https://doi.org/10.1177/10776958211044885>
- Schmidt, T.R., Nelson, J.L., & Lawrence, R.G. (2020). Conceptualizing the Active Audience: Rhetoric and Practice in ‘Engaged Journalism.’ *Journalism*, 23(1), 3-21. <https://doi.org/10.1177/1464884920934246>
- Nelson, J.L. (2020). The Enduring Popularity of Legacy Journalism: An Analysis of Online Audience Data. *Media and Communication*, 8(2), 40-50. <https://doi.org/10.17645/mac.v8i2.2736>
- Ferrucci, P., Nelson, J.L., & Davis, M. (2020). From ‘Public Journalism’ to ‘Engaged Journalism’: Imagined Audiences and Denigrating Discourse. *International Journal of Communication*, 14(9), 1586-1604. <https://ijoc.org/index.php/ijoc/article/view/11955>
- Nelson, J.L. & Kim, S.J. (2020). Improve Trust, Increase Loyalty? Analyzing the Relationship Between News Credibility and Consumption. *Journalism Practice*, 15(3), 348-36. <https://doi.org/10.1080/17512786.2020.1719874>
- Ferrucci, P. & Nelson, J.L. (2019). The New Advertisers: How Foundation Funding Impacts Journalism. *Media and Communication*, 7(4), 45-55. <https://doi.org/10.17645/mac.v7i4.2251>

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\* The authors contributed equally to this article.

- Ferrucci, P. & Nelson, J.L. (2019). Lessons From the Megachurch: Understanding Journalism's Turn to Membership. *Journal of Media and Religion*, 18(2), 61-73.  
<https://doi.org/10.1080/15348423.2019.1651576>
- Nelson, J.L. (2019). The Next Media Regime: The Pursuit of 'Audience Engagement' in Journalism. *Journalism*, 22(9), 2350-2367. <https://doi.org/10.1177/146488491986237>
- Nelson, J.L. (2019). The Persistence of the Popular in Mobile News Consumption. *Digital Journalism*, 8(1), 87-102. <https://doi.org/10.1080/21670811.2019.1612766>
- Nelson, J.L., & Tandoc, E. (2018). Doing 'Well' or Doing 'Good': What Audience Analytics Reveal about Journalism's Competing Goals. *Journalism Studies*, 20(13), 1960-1976.  
<https://doi.org/10.1080/1461670X.2018.1547122>
- Belair-Gagnon, V., Nelson, J.L., & Lewis, S.C. (2018). Audience Engagement, Reciprocity, and the Pursuit of Community Connectedness in Public Media Journalism. *Journalism Practice*, 13(5), 558-575. <https://doi.org/10.1080/17512786.2018.1542975>
- Nelson, J.L. (2018). The Elusive Engagement Metric. *Digital Journalism*, 6(4), 528-544.  
<https://doi.org/10.1080/21670811.2018.1445000>
- Nelson, J. L., & Taneja, H. (2018). The Small, Disloyal Fake News Audience: The Role of Audience Availability in Fake News Consumption. *New Media & Society*, 20(10), 3720-3737. <https://doi.org/10.1177/1461444818758715>
- Nelson, J. L., & Lei, R. F. (2017). The Effect of Digital Platforms on News Audience Behavior. *Digital Journalism*, 6(5), 619-633. <https://doi.org/10.1080/21670811.2017.1394202>
- Nelson, J.L. (2017). And Deliver Us To Segmentation: The Growing Appeal of the Niche News Audience. *Journalism Practice*, 12(2), 204-219.  
<https://doi.org/10.1080/17512786.2017.1378588>
- Nelson, J.L. & Webster, J.G. (2017). The Myth of Partisan Selective Exposure: A Portrait of the Online Political News Audience. *Social Media + Society*, 3(3).  
<https://doi.org/10.1177/2056305117729314>
- Nelson, J. L., Lewis, D. A., & Lei, R. (2017). Digital Democracy in America: A Look at Civic Engagement in an Internet Age. *Journalism & Mass Communication Quarterly*, 94(1), 318-334. <https://doi.org/10.1177/1077699016681969>
- Nelson, J.L. & Webster, J.G. (2016). Audience Currencies in the Age of Big Data. *International Journal on Media Management*, 18(1), 9-24.  
<https://doi.org/10.1080/14241277.2016.1166430>

Nelson, J.L. & Lewis, D.A. (2015). Training Social Justice Journalists: A Case Study. *Journalism & Mass Communication Educator*, 70(4), 394-406.  
<https://doi.org/10.1177/1077695815598613>

### Special Issues

Ksiazek, T.B., Nelson, J.L., & Varma, A. (Eds.) (2023). Trust, Social Cohesion, and Information Quality in Digital Journalism. *Media and Communication*, Volume 11, Issue 4.

Nelson, J.L., Ohme, J., & Searles, K. (Eds.) (2023). Mobile Politics. *Journalism and Media*.

Bossio, D. & Nelson, J.L. (Eds.) (2021). Reconsidering Innovation: Situating and Evaluating Change in Journalism. *Journalism Studies*, Volume 22, Issue 11.

Wenzel, A.D. & Nelson, J.L. (Eds.) (2020). 'Engaged' Journalism: Studying the News Industry's Changing Relationship with the Public. *Journalism Practice*, Volume 14, Issue 5.

Farias-Batlle, P., Rodriguez-Barba, D., Nelson, J.L. (Eds.) (2020). The Impact of 'Fake News' on News Credibility. *Mediterranean Journal of Communication*, Volume 11, Issue 2.

### Book Chapters

Nelson, J.L. (Forthcoming). Allies or Antagonists? Reconciling engaged journalism's imagined audiences. In Hill, A. and Lunt, P. (Eds.), *The Routledge Companion to Media Audiences*. Oxfordshire, UK: Routledge.

Molyneux, L. & Nelson, J.L. (2023). 'We are here to protect you.' How newsroom social media policies can improve journalists' well-being. In Bélair-Gagnon, V., Holton, A.E., Deuze, M. & Mellado, C. (Eds.), *Happiness in Journalism*. Oxfordshire, UK: Routledge.

Nelson, J.L. & Wenzel, A.D. (2022). Insiders Turned Interlopers: The Change Agents Behind Engaged Journalism. In Ferrucci, P. and Eldridge II, S.A. (Eds.), *The Institutions Changing Journalism: Barbarians at the Gate*. Oxfordshire, UK: Routledge.

Nelson, J.L. (2022). Audience Research. In Borchard, G.A. (Ed.), *The Encyclopedia of Journalism* (2<sup>nd</sup> edition). New York, NY: Sage.

Nelson, J.L. (2022). Audiences. In Borchard, G.A. (Ed.), *The Encyclopedia of Journalism* (2<sup>nd</sup> edition). New York, NY: Sage.

Nelson, J.L. (2021). The Resiliency of Partisan Selective Exposure. In Berry, M., Birks, J., Morrison, J., & Gordon, R. (Eds.), *The Routledge Companion to Political Journalism*. Oxfordshire, UK: Routledge.

Nelson, J.L. (2020). The Persistence of the Popular in Mobile News Consumption. In Duffy, A. Ling, R., Kim, N., Tandoc Jr., E., & Westlund, O. (Eds.), *Mobile News: Journalism's Shift from Fixed to Fluid*. New York, NY: Routledge.

Nelson, J.L. (2020). Connecting Partisan Selective Exposure and Fake News. In J. Grimm (Ed.), *Fake News! Misinformation and the Media*. Baton Rouge, LA: LSU Press.

Nelson, J.L. (2020). And Deliver Us to Segmentation: The Growing Appeal of the Niche News Audience. In K. Hess & R. Gutsche, Jr. (Eds.), *Reimagining Journalism and Social Order in a Fragmented Media World*. New York, NY: Routledge.

Nelson, J.L. (2019). Measurement Uncertainty in the Pursuit of Audience Engagement. In D. Grady (Ed.), *The Golden Age of Data: Media Analytics in Study and Practice*. New York, NY: Routledge.

Nelson, J.L. (2019). The Elusive Engagement Metric. In M. Carlson (Ed.), *Measurable Journalism*. New York, NY: Routledge.

Webster, J.G. & Nelson, J.L. (2016). The Evolution of News Consumption: A Structural Interpretation. In M. Mortensen, J. Ørmen & J.L. Jensen (Eds.), *News Across Media*. New York, NY: Routledge.

### **Book Reviews**

Nelson, J.L. (2021). Invited book review of Pickard, Victor (2019), *Democracy Without Journalism? Confronting the Misinformation Society*. In *International Journal of Communication*, 15(4).

Nelson, J.L. (2019). Invited book review of Birnbauer, Bill (2018), *The Rise of Nonprofit Investigative Journalism in the United States* and Konieczna, Magda (2018), *Journalism without Profit: Making News When the Market Fails*. In *Journalism & Mass Communication Quarterly*, 1-3, doi.org/10.1177/1077699019855993

Nelson, J.L. (2018). Invited book review of B. Southwell, E. Thorson, and L. Sheble (Eds.) (2018), *Misinformation and Mass Audiences*. In *Journal of Broadcasting & Electronic Media*, 62:4, 719-721, doi: 10.1080/08838151.2018.1524635

### **Essays**

Nelson, J.L. (2019). Currencies Can't Change. *Social Media + Society*. doi.org/10.1177/2056305119856707

### **OTHER PUBLICATIONS**

Nelson, J.L., Sanderson, Z., & Lewis, S.C. (2024, March 12). [People trust themselves more than they trust the news. They shouldn't.](#) *Columbia Journalism Review*.

Nelson, J.L. (2023, December 13). [Journalists abandon social media, and news audiences follow \(eventually\).](#) *Nieman Lab*.

Moon, Y.E., Roschke, K., Nelson, J.L., & Lewis, S.C. (2023, October 13). [People's \(mis\)trust of doctors can help us understand their \(mis\)trust of journalists.](#) *Nieman Lab*.

- Nelson, J.L. (2023, April 24). [Tucker Carlson's departure and Fox News' expensive legal woes show the problem with faking 'authenticity.'](#) *The Conversation*.
- Nelson, J.L. (2022, December 18). [Despite it all, people will still want to be journalists.](#) *Nieman Lab*.
- Miller, K.C. & Nelson, J.L. (2022, November 16). [How can newsrooms improve when it comes to their social media policies? Diversify their leadership.](#) *Columbia Journalism Review*.
- Miller, A. & Nelson, J.L. (2021, December 17). [Health Care and Journalism Are Facing the Same Crises.](#) *Slate*.
- Nelson, J.L. (2021, December 2). [A Twitter tightrope without a net: Journalists' reactions to newsroom social media policies.](#) *Columbia Journalism Review*.
- Nelson, J.L. & Lewis, S.C. (2021, July 1). ["I'm always skeptical": Sixty news consumers discuss their mistrust in the news.](#) *Columbia Journalism Review*.
- Nelson, J.L. (2021, March 2). [News organizations that want journalists to engage with their audience may be setting them up for abuse.](#) *The Conversation*.
- Nelson, J.L. (2021, March 1). [The unknowable news audience.](#) *Slate*.
- Nelson, J.L. (2021, February 3). [The case for journalistic humility.](#) *Columbia Journalism Review*.
- Nelson, J.L. (2020, March 26). [Coronavirus: News media sounded the alarm for months – but few listened.](#) *The Conversation*.
- Nelson, J.L. & Ferrucci, P. (2020, January 10). ['When money is offered, we listen.' Foundation funding and nonprofit journalism.](#) *Columbia Journalism Review*.
- Nelson, J.L. (2019, December 17). [How do audiences really engage with news?](#) *Columbia Journalism Review*.
- Wenzel, A. & Nelson, J.L. (2019, June 18). [We listened to academics and practitioners talk about engaged journalism. Here's what we learned.](#) *Tow Center for Digital Journalism*.
- Nelson, J.L. (2019, February 7). [Journalism needs an audience to survive, but isn't sure how to earn its loyalty.](#) *The Conversation*.
- Nelson, J.L. (2019, January 23). [What is Fox News? Researchers Want to Know.](#) *Columbia Journalism Review*.
- Nelson, J.L. (2018, April 30). [The Audience Engagement Industry Struggles with Measuring Success.](#) *Columbia Journalism Review*.

- Nelson, J.L. (2017, November 29). [Membership in News Literature Review](#). *The Membership Puzzle Project*.
- Nelson, J.L. (2017, November 3). [How Perceptions of the News Audience Shape Pursuits of the News Audience](#). *Tow Center for Digital Journalism*.
- Nelson, J.L. (2017, January 31). [Is 'Fake News' a Fake Problem?](#) *Columbia Journalism Review*.
- Nelson, J.L. & Webster, J.G. (2016, May 20). [Audience Currencies in the Age of Big Data](#). *MediaShift*.
- Nelson, J.L. (2015, September 30). [Digital News Audiences Shift to Mobile as Platform Widens Margin vs. Desktop](#). *Digital Content Next*.
- Webster, J.G. & Nelson, J.L. (2015, May 15). [Accounting for Attention Minutes as Currency](#). *Digital Content Next*.

## **AWARDS, GRANTS, AND SCHOLARSHIPS**

### **Internal**

- |      |  |
|------|--|
| 2024 | Faculty Fellowship Award, University Research Committee, University of Utah – \$15,000                           |
| 2023 | Faculty Research Fellowship, Tanner Humanities Center, University of Utah – \$15,000.                            |
| 2020 | Faculty Fellowship, Center for the Study of Religion and Conflict, Arizona State University – \$9,000.           |
| 2020 | Dean's Research Grant, Walter Cronkite School of Journalism and Mass Communication – \$6,000.                    |
| 2019 | Dean's Research Grant, Walter Cronkite School of Journalism and Mass Communication – \$6,000.                    |
| 2018 | Career Development Grant, The Graduate School, Northwestern University – \$400.                                  |
| 2018 | Graduate Student Conference Travel Award, Buffett Institute for Global Studies, Northwestern University – \$400. |
| 2017 | Graduate Writing Fellowship, The Writing Place, Northwestern University – \$3,000.                               |
| 2017 | Graduate Research Ignition Grant, School of Communication, Northwestern University – \$2,000.                    |



- 2017 Graduate Research Grant, The Graduate School, Northwestern University – \$3,000.
- 2017 Dissertation Research Grant, School of Communication, Northwestern University – \$1,000.
- 2012 Fellowship, The Brady Scholars Program in Ethics and Civic Life, Northwestern University – \$6,000.

**External**

- 2022 Top Paper Award, Association for Education in Journalism and Mass Communication.
- 2022 Research Grant, Deloitte – \$192,301.
- 2021 Research Grant, Tow Center for Digital Journalism, Columbia Journalism School – \$20,000.
- 2020 Top Article Award, *Journalism Practice*.
- 2019 Outstanding Dissertation Award, Participatory Journalism Interest Group, Association for Education in Journalism and Mass Communication – \$200.
- 2019 Research Grant, Tow Center for Digital Journalism, Columbia Journalism School – \$12,000.
- 2017 Student Paper Competition Winner, Research Conference on Communications, Information and Internet Policy (TPRC) – \$1,000.
- 2017 Knight News Innovation Fellowship, Tow Center for Digital Journalism, Columbia Journalism School – \$4,800.
- 2016 Presidential Special Call Finalist, Association for Education in Journalism and Mass Communication and the Kettering Foundation – \$2,500.

**CONFERENCE PRESENTATIONS**

Moon, Y.E., Paik, Paik, S.H., Roshke, K., Nelson, J.L., & Lewis, S.C. (2024). Expertise or Engagement? Comparing Public Trust in Journalism and Healthcare. International Communication Association, Gold Coast, Australia, June 20-24.

Lewis, S.C., & Nelson, J.L. (2024). Unhealthy Skepticism: Making Sense of Growing Distrust in Journalism and Knowledge Institutions. Epistemic Crisis: Journalism, Academia, and the Production of Knowledge, University College Dublin, Dublin, Ireland, March 7-8.

- Nelson, J.L., Belair-Gagnon, V., & Holton, A.E. (2023). 'An Ally to Women Journalists.' How Media Interlopers Help Journalists Navigate Dark Participation. The Future of Journalism, Cardiff, Wales, September 14-15.
- Lewis, S.C., Nelson, J.L., & Cowley, B. (2023). 'Money is the root of all evil.' How the business of journalism shapes trust in news. The Future of Journalism, Cardiff, Wales, September 14-15.
- Molyneux, L. & Nelson, J.L. (2023). "Let's not tank the reputation of this organization": Gaps in expectations and performance of journalistic social media work. International Communication Association, Toronto, Canada, May 25-29.
- Moon, Y.E., Nelson, J.L., Roschke, K., & Lewis, S.C. Understanding Public Trust by Comparing Attitudes about Healthcare and Journalism. International Communication Association, Toronto, Canada, May 25-29.
- Nelson, J.L. & Dahmen, N.S. (2022). Appealing to News Audiences or News Funders? An empirical analysis of the SJN Revenue Project. Association for Education in Journalism and Mass Communication, Detroit, Michigan, August 3-6.
- Miller, K.B., & Nelson, J.L. (2022). Dark Participation without Representation. A Structural Approach to Journalism's Social Media Crisis. Association for Education in Journalism and Mass Communication, Detroit, Michigan, August 3-6.
- Molyneux, L. & Nelson, J.L. (2022). The expectations and performance of journalistic labor: Gaps in social media policy. Association for Education in Journalism and Mass Communication, Detroit, Michigan, August 3-6.
- Nelson, J.L. & Dahmen, N.S. (2022). Appealing to News Audiences or News Funders? An empirical analysis of the SJN Revenue Project. Association for Education in Journalism and Mass Communication, Detroit, Michigan, August 3-6.
- Nelson, J.L. & Dahmen, N.S. (2022). Can solutions journalism solve journalism's financial crisis? An empirical analysis of the SJN Revenue Project. International Communication Association, Paris, France, May 26-30.
- Nelson, J.L. & Schmidt, T.R. (2022). Taking the Audience Seriously? The Normative Construction of Engaged Journalism. International Communication Association, Paris, France, May 26-30.
- Steinke, A.J. & Nelson, J.L. (2022). Climate Change Journalism, Audiences, and Advocacy. International Communication Association, Paris, France, May 26-30.
- Ksiazek, T.B., Kim, S.J., Nelson, J.L., Taneja, H., Park, A., Patankar, S., Lee, H.M., Sabalaskey, O. (2022). Trust and Information Quality Deficits in the News: A Cross-National Comparison

of Users, Journalists, and News Intermediaries in India, South Korea and the United States. International Communication Association, Paris, France, May 26-30.

Nelson, J.L. & Lewis, S.C. (2021). The structures that shape news consumption: Evidence from the early period of the COVID-19 Pandemic. The Future of Journalism, Virtual Conference, September 23-24.

Kim, S.J & Nelson, J.L. (2021). Predicting News Sharing in Social Media from an Integrated Approach. Association for Education in Journalism and Mass Communication, Virtual Conference, August 4-7.

Nelson, J.L. & Lewis, S.C. (2021). Only 'sheep' trust journalists? How citizens' self-perceptions shape their approach to news. International Communication Association, Virtual Conference, May 27-31.

Nelson, J.L. & Edgerly, S. (2021). The (Ir)Relevance of Audience Studies in Journalism Education. International Communication Association, Virtual Conference, May 27-31.

Nelson, J.L. & Dahmen, N.S. (2021). Can solutions journalism solve journalism's financial crisis? An empirical analysis of the SJN Revenue Project. International Communication Association, Virtual Conference, May 27-31.

Ferrer-Conill, R., Tenor, C., & Nelson, J.L. (2021). The changing nature of news loyalty. A historical comparison of data and rewards to retain the audience. International Communication Association, Virtual Conference, May 27-31.

Kilar, S. & Nelson, J.L. (2020). Understanding Extremist Website Visitors: An Examination of the Online Audiences of 8chan, Stormfront, and InfoWars. International Communication Association, Virtual Conference, May 21-25.

Kim, S.J. & Nelson, J.L. (2020). Factors Influencing the Decision to Share News via Social Media. International Communication Association, Virtual Conference, May 21-25.

Chadha, M., Sridharan, N., & Nelson, J.L.(2020). The Company You Keep: Journalists' Perceptions of Their Organization's Audience Engagement and Community Building Strategies. International Communication Association, Virtual Conference, May 21-25.

Schmidt, T.R., Nelson, J.L. & Lawrence, R.G. (2019). Conceptualizing the Everyday Citizen: Rhetoric and Role Performance in Participatory Journalism. The Future of Journalism, Cardiff, Wales, September 12-13.

Ferrucci, P., Nelson, J.L., & Davis, M. (2019). The Dewey Problem: Public Journalism, Engagement and More than Two Decades of Denigrating Discourse. Association for Education in Journalism and Mass Communication, Toronto, Canada, August 7-10.

- Ferrucci, P. & Nelson, J.L. (2019). The New Advertisers: How Foundation Funding Impacts Journalism. Media, Professions and Society Symposium, Volda, Norway, June 17-20.
- Nelson, J.L. (2018). When the “Audience” and the “Public” Differ, Which Should Journalists Pursue? People-Powered Publishing Conference, Chicago, Illinois, November 15-16.
- Nelson, J.L. (2018). Partnering with the Public: The Pursuit of ‘Audience Engagement’ in Journalism. Association of Internet Researchers, Montréal, Canada, October 10-13.
- Nelson, J.L. (2018). The Elusive Engagement Metric. Online News Association, Austin, Texas, September 13-15.
- Nelson, J.L. (2018). The Fake News Audience in the Lead Up to the 2016 Presidential Election. International Communication Association, Prague, Czech Republic, May 24-29.
- Nelson, J.L. & Tandoc, E. ‘Doing Well’ or ‘Doing Good’? A Longitudinal Analysis of a Newspaper’s Relationship with Online Analytics. International Communications Association Audience Analytics Preconference, Prague, Czech Republic, May 24.
- Nelson, J.L. (2018). Measurement Uncertainty in the Pursuit of Audience Engagement. Broadcast Education Association Research Symposium, Las Vegas, Nevada, April 8.
- Nelson, J.L. & Taneja, H. (2018). The Small, Disloyal Fake News Audience: The Role of Audience Availability in Fake News Consumption. Midwest Political Science Association, Chicago, Illinois, April 5-8.
- Nelson, J.L. (2017). Shared Goal, Different Meanings: How Different News Organizations Pursue More Engaged Audiences. People-Powered Publishing Conference, Chicago, Illinois, November 8-9.
- Nelson, J.L. (2017). ‘Audience Engagement’ and the Next Media Regime. Association of Internet Researchers, Tartu, Estonia, October 18-21.
- Nelson, J.L. (2017). Fake News, Fake Problem? An Analysis of the Fake News Audience in the Lead Up to the 2016 Presidential Election. Research Conference on Communications, Information and Internet Policy (TPRC), Arlington, Virginia, September 8-9.
- Nelson, J.L. (2017). ‘Engaging’ the Audience: Journalism in the Next Media Regime. Association for Education in Journalism and Mass Communication, Chicago, Illinois, August 9-12.
- Nelson, J.L. (2017). Fake News Is Not the Real Problem. Association for Education in Journalism and Mass Communication, Chicago, Illinois, August 9-12.

- Nelson, J.L. & Taneja, H. (2017). The Small, Disloyal Fake News Audience: The Role of Audience Availability in Fake News Consumption. Association for Education in Journalism and Mass Communication, Chicago, Illinois, August 9-12.
- Nelson, J.L. (2017). Partnering with the Public: 'Audience Engagement' and the Next Media Regime. International Communication Association, San Diego, California, May 25-29.
- Nelson, J.L. & Webster, J.G. (2017). The Myth of Partisan Selective Exposure to News: A Portrait of the Online News Audience. International Communication Association, San Diego, California, May 25-29.
- Nelson, J.L. (2017). How 'Audience Engagement' is Reinventing Local Journalism. International Communication Association Journalism Studies Graduate Student Colloquium, San Diego, California, May 25-29.
- Nelson, J.L. (2017). Fake News is not the Real Problem. Journalism and the Search for Truth in an Age of Social Media Conference, Boston, Massachusetts, April 23-25.
- Nelson, J.L. (2016). Framing the News to Change the World: Case Studies of Digital Journalists Chasing Impact. Research Conference on Communications, Information and Internet Policy (TPRC), Arlington, Virginia, September 29-October 1.
- Nelson, J.L., Lewis, D.A., & Lei, R. (2016). Digital Democracy in America: A Look at Civic Engagement in an Internet Age. Association for Education in Journalism and Mass Communication, Minneapolis, Minnesota, August 4-7.
- Nelson, J.L. & Webster, J.G. (2016). Audience Currencies in the Age of Big Data. International Communication Association, Fukuoka, Japan, June 9-13.
- Nelson, J.L., Lewis, D.A., & Lei, R. (2016). Digital Democracy in America: A Look at Civic Engagement in an Internet Age. World Association for Public Opinion Research, Austin, Texas, May 10-12.
- Nelson, J.L. & Webster, J.G. (2016). The Myth of Partisan Selective Exposure to News: A Network Analysis of Political News Sites. World Association for Public Opinion Research, Austin, Texas, May 10-12.
- Nelson, J.L. & Webster, J.G. (2015). Where Liberals and Conservatives Meet: A Network Analysis of Political News Site Audiences. Association of Internet Researchers, Phoenix, Arizona, October 21-25.
- Nelson, J.L. & Webster, J.G. (2015). Dispelling the Myth of Ideological Polarization in News Consumption. Association for Education in Journalism and Mass Communication, San Francisco, California, August 6-9.

Nelson, J.L. (2015). It's Time to Start Paying Attention to Local News. International Communication Association, San Juan, Puerto Rico, May 21-26.

Nelson, J.L. (2014). The Future of Local News? Young People and Local Television News Consumption. Association for Education in Journalism and Mass Communication, Montréal, Canada, August 6-9.

### **INVITED PRESENTATIONS**

**Panelist**, AI, Media & Democracy: Algorithmic Transformations, New Audiences, and Changing Newsrooms, University of Amsterdam, June 21, 2022.

**Presenter**, Media Responsibility in an Age of Disinformation, Global Ties Arizona, February 22, 2022.

**Presenter**, "The Media and Our Democracy," The Futures of Democracy, Liberalism, and Capitalism, February 18, 2022.

**Presenter**, "Media Responsibility in an Age of Disinformation." International Visitor Leadership Program, Walter Cronkite School of Journalism and Mass Communication, June 18, 2021.

**Guest Lecturer**, "The Case for Journalistic Humility," Danish School of Media and Journalism, May 20, 2021.

**Presenter**, Virtual Call for Station Managers, National Campus and Community Radio Association, March 26, 2021.

**Presenter**, "Must See Mondays – Cronkite Faculty Research." Walter Cronkite School of Journalism and Mass Communication, March 1, 2021.

**Panelist**, "Advertising, News and the Ecosystem Our Brands Require." Arizona Innovation Marketing Association, February 25, 2021.

**Discussant**, Cronkite Research Symposium. Walter Cronkite School of Journalism and Mass Communication, February 20, 2021.

**Presenter**, Cronkite Endowment Board meeting. Walter Cronkite School of Journalism and Mass Communication, February 11, 2021.

**Keynote speaker**, Engagement Symposium 2021. Virtual conference organized by University of Wisconsin-Madison and University of Minnesota, January 14, 2021.

**Presenter**, "Mediactive: How to Participate in the Digital World Q&A Session." News Co/Lab, August 6, 2020.

**Presenter**, Fact Checking and Disinformation. Cronkite Global Initiatives, Walter Cronkite School of Journalism & Mass Communication, Arizona State University, June 2019.

**Presenter**, “The Journalist/Audience Relationship.” Cronkite Global Initiatives, Walter Cronkite School of Journalism & Mass Communication, Arizona State University, April 2019.

**Co-organizer**, Media Training Workshop. University of Zagreb, Zagreb, Croatia, March 1-16, 2019.

**Co-presenter**, “The Dangers of Misinformation Going Viral.” University of Zadar, March 11, 2019.

## **TEACHING**

### **Instructor of Record**

2023-Present Journalism’s Credibility Crisis, Department of Communication, University of Utah

2023-Present Social Media Journalism, Department of Communication, University of Utah

2022-Present Digital Journalism, Department of Communication, University of Utah

2022-2023 Media and Communication, Department of Communication, University of Utah

2020-2022 The Business and Future of Journalism, Walter Cronkite School of Journalism and Mass Communication, Arizona State University

2018-2022 Digital Audience Analytics, Walter Cronkite School of Journalism and Mass Communication, Arizona State University

2018 Understanding Media Markets: Users, Makers and Metrics, School of Communication, Northwestern University

2016-2017 Brady Senior Class Seminar, Weinberg College of Arts and Sciences, Northwestern University

2013 Multimedia Storytelling, Medill School of Journalism, Media, Integrated Marketing Communications, Northwestern University.

2012-2013 Reporting and Writing, Medill School of Journalism, Media, Integrated Marketing Communications, Northwestern University.

### **Teaching Assistant**

2018 Understanding Media Markets: Users, Makers and Metrics, School of Communication, Northwestern University

2015-2016 Audience Analysis, School of Communication, Northwestern University

### **Mentorship**

**Dissertation Committee Member**

Aly Hill, 2024-2025.

**Master's Thesis Committee Member**

Caleb Okereke, 2023-2024.

**Second Reader, Barrett Honors College Undergraduate Thesis**

Fiona Flaherty, 2021-2022.

Branson Scott, 2019-2020.

**Doctoral Student Research Apprenticeship**

Nisha Sridharan, Spring 2020. *Resulted in an extended abstract submitted to AEJMC.*

Stephen Kilar, Winter 2019. *Resulted in an extended abstract accepted to ICA.*

**Thesis Chair**

Elizabeth Anderson, Summer 2019.

**ACADEMIC SERVICE****Editorial Board Memberships**

*Digital Journalism, 2020-present.*

*Journal of Applied Communication Research, 2021-present.*

*Mass Communication & Society, 2023-present.*

*Media and Communication, 2019-present.*

*Utah Journal of Communication, 2023-present.*

**Professional Associations**

**Affiliate**, The International Panel on the Information Environment (IPIE)

**Panelist**, Expert Voices Together (EVT)

**Academic Associations**

**Vice Chair**, Participatory Journalism Interest Group, Association for Education in Journalism and Mass Communication, 2023-2024.

**Co-organizer**, 'Engaged' Journalism: Reimagining Journalism Education. Association for Education in Journalism and Mass Communication Pre-Conference, Washington, D.C. August 6, 2023.

**Research Chair**, Participatory Journalism Interest Group, Association for Education in Journalism and Mass Communication, 2022-2023.

**Co-organizer**, 'Engaged' Journalism: Collaborating with Communities. Association for Education in Journalism and Mass Communication Pre-Conference, Detroit, MI, August 2, 2022.

**Communications Chair**, Participatory Journalism Interest Group, Association for Education in Journalism and Mass Communication, 2021-2022.



**Co-organizer**, ‘Engaged’ Journalism: Toward an Antiracist Journalism Education. Association for Education in Journalism and Mass Communication Pre-Conference, August 3, 2021.

**Press Freedom and Responsibility Chair**, Participatory Journalism Interest Group, Association for Education in Journalism and Mass Communication, 2020-2021.

**Co-organizer**, ‘Engaged’ Journalism: Bridging Research and Practice. Association for Education in Journalism and Mass Communication Pre-Conference, San Francisco, California, August 5, 2020.

**Communications Chair**, Participatory Journalism Interest Group, Association for Education in Journalism and Mass Communication, 2019-2020.

**Co-organizer**, ‘Engaged’ Journalism: Bridging Research and Practice. International Communication Association Pre-Conference, Washington, D.C., May 24, 2019.

**Advisory Board Member**, Inaugural Symposium on Media, Professions and Society, Volda, Norway, June 17-20, 2019.

#### **University Service**

**Chair**, Student Media Council, University of Utah, 2023-2024.

**Committee member**, Student Media Council, University of Utah, 2022-2023.

**Senator**, University Senate, Arizona State University, 2021-2022.

#### **Department Service**

**Committee member**, Graduate Committee, Department of Communication, University of Utah, 2022-2024.

**Co-chair**, Journalism: Faith, Religion and Spirituality Reporting Search Committee, Department of Communication, University of Utah, 2023-2024.

**Organizer**, Equitable Journalism: The Path to Better News, University of Utah, Salt Lake City, Utah, March 30, 2023.

**Committee member**, Journalism: Race, News & Community Search Committee, Department of Communication, University of Utah, 2022-2023.

**Committee member**, Dean Search Committee, Walter Cronkite School of Journalism and Mass Communication, Arizona State University, 2020-2021.

**Committee member**, Digital Audiences Program Steering Committee, Walter Cronkite School of Journalism and Mass Communication, Arizona State University, 2019-present.

**Reviewer****Journals**

*African Identities; Communications: The European Journal of Communication Research; Communication Research; Communication Studies; Communication Theory; Critical Studies in Media Communication; Information, Communication, & Society; International Journal of Communication; International Journal on Media Management; International Journal of Press/Politics; Journal of Communication; Journal of Experimental Political Science; Journalism & Mass Communication Quarterly; Journalism Practice; Journalism Studies; Journalism: Theory, Practice, and Criticism; Mass Communication and Society; New Media & Society; Political Communication; Public Opinion Quarterly; The Review of Communication; Social Media + Society; Science Communication; Social Science Computer Review; Sociologica; Sociological Theory, Studies in Ethnicity and Nationalism; Urban Education.*

**Conferences**

Association for Education in Journalism and Mass Communication (AEJMC), Association of Internet Researchers (AoIR), Hawaii International Conference on System Sciences (HICSS), International Communication Association (ICA).

**Presses**

Bristol University Press  
Columbia University Press  
Oxford University Press  
Rutgers University Press

**INDUSTRY EXPERIENCE**

2017            Research Assistant, The Membership Puzzle Project.

2015            Client Insights Intern, Comscore.

2010-2013     Editor, Patch.com.

**PROFESSIONAL AFFILIATIONS**

Association for Education in Journalism and Mass Communication (AEJMC).  
Association of Internet Researchers (AoIR).  
International Communication Association (ICA).

**MEDIA APPEARANCES**

[Is journalism school unethical at a time of mass layoffs?](#), *Fast Company* (2024, February 26)  
[Independent journalists find new beats on social media, despite all the digital hate](#), *Article 1* (2024, January 19)  
['Chilling effect': People expressing pro-Palestinian views censored, suspended from work and school](#), *CBC* (2023, December 22)  
[Social media policies are failing journalists](#), *Nieman Lab* (2023, March 8)

[Newsrooms need to do more to protect journalists from online harassment.](#) *Nieman Lab* (2023, February 9)

[Newsrooms need to do more to protect journalists from online harassment.](#) *The Journalist's Resource* (2023, February 8)

[Twitter on a tightrope \(Podcast interview\).](#) *The Kicker* (2021, December 13)

[The Audience \(Podcast interview\).](#) *Race and the News Media* (2021, July 16)

[Imagined Audiences: How Journalists Perceive and Pursue the Public \(Podcast interview\).](#) *New Books Network* (2021, June 15)

[Freedom of the press comes at a cost. But who's going to foot the bill?](#) *The DePaulia* (2021, May 17)

[Thinking Beyond the Buzzword: What does 'engaged' journalism mean for you, your audience...and your bottom line?](#) *Knight-Cronkite News Lab* (2021, February 11)

[Cronkite Professor's Book Offers Solutions to Journalism's Transition into New Media Environment.](#) *Walter Cronkite School of Journalism and Mass Communication* (2021, February 2)

[Connecting Journalists and Their Audience. Questions with Jacob Nelson.](#) *The Expanding News Desert* (2020, December 3)

[Measuring Audience Trust in News.](#) *The J Word Podcast* (2020, October 21)

[Jacob Nelson of ASU on the right-wing media system.](#) *Galley by CJR* (2020, March 2)

[Does Nonprofit Journalism Have a "Firewall" between News and Funding?](#) *The Nonprofit Quarterly* (2020, January 14)

[Foundation grants have strings attached, and nonprofit journalists sometimes don't like being told what to do by them](#) *Nieman Lab* (2020, January 13)

[Fake News: Journalism Under Pressure](#) *24UR.com* (2019, April 31)

[Is audience engagement a mushy construct based on anecdotal data — or something audiences actually want?](#) *Nieman Lab* (2018, April 30)

[What Research on 'Measurable Journalism' Tells Us About Tech, Cultural Shifts in Digital Media](#) *MediaShift* (2018, April 9)

[Have Audiences Become More Audible?](#) *Northwestern Research News* (2018, March 19)

[Good News: The Scope of Fake News is Limited](#) *La Presse* (2017, February 8)

[Is it true that fake news is an overblown story?](#) *The News-Gazette* (2017, February 5)

[Civic Engagement Paper Receives Award at Conference](#) *Center for Civic Engagement* (2016, October 5)

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