

TEXAS STATE VITA

I. Academic/Professional Background

A. Name: Manusheela Pokharel

Title: Assistant Professor

B. Educational Background

<i>Degree</i>	<i>Year</i>	<i>University</i>	<i>Major</i>	<i>Thesis/Dissertation</i>
Doctor of Philosophy	2019	University of Utah	Communication	The Impacts of Visual Message Features in Cancer Risk Communication
Master of Science	2015	University of Utah	Health Promotion and Education	
Bachelor of Science	2010	Purwanchal University	Nursing	

C. University Experience

2019-Present	Assistant Professor , Texas State University Department of Communication Studies
2015-2019	Teaching Assistant , University of Utah Department of Communication
2013-2015	Teaching Assistant , University of Utah Department of Health Promotion & Education
2011-2013	Nursing Instructor , ANPC College of Health Sciences -For Proficiency Certificate Level (PCL)

D. Relevant Professional Experience

2019	Project Manager , University of Utah Health Communication and Technology Lab Department of Communication
2016-2019	Research assistant for Dr. Jakob D. Jensen, University of Utah Worked on a 5-year skin cancer prevention project funded by New Innovator Grant, NIH.
2017 (May-August)	Research assistant for Dr. Kimberly A. Kaphingst, University of Utah Assisted on a scoping review project related to genomic communication funded by NIH and CDC.
2016 (May-August)	Research assistant for Dr. Kimberly A. Kaphingst, University of Utah Assisted on a Family health communication project funded by The Consortium for Families and Health Research (C-FAHR).

- 2015 (May-August) **Research assistant for Dr. Kimberly A. Kaphingst, University of Utah**
Assisted on a Genetic literacy project.
- 2014 **Research assistant for Dr. Jakob D. Jensen, University of Utah**
Assisted on an evaluation of a new blood pressure tracker tool in collaboration with the Utah Department of Health (UDOH).
- 2013 **Research assistant for Dr. Jakob D. Jensen, University of Utah**
Assisted on an evaluation of a state-wide mammography screening campaign in collaboration with the Utah Department of Health (UDOH).
- 2011 **Field Officer, Youth for World Nepal (YWN)**
-Facilitator in FCHV fund mobilization training in Morang district; March 29, 2011 – April 10, 2011; USAID/NFHP II/YWN, Nepal.
-Facilitator in FCHV fund mobilization training in Surkhet district; May 4 – 14, 2011; USAID/NFHP II/YWN, Nepal.

E. Other Professional Credentials (licensure, certification, etc.)
2017 **iMotions Academy Certification, Mar 2.**

II. TEACHING

A. Teaching Honors and Awards:

B. Courses Taught:

Texas State University

Instructor

COMM 4326: Health Communication (Fall 2019)
COMM 3301: Empirical Research Methods (Fall 2019)

University of Utah ((2013-2018)

Instructor

COMM 4570: Visual Editing (Fall 2017; Spring 2018)
COMM 4580: Strategic Communication Theory & Practice (Summer 2017; Summer 2018)
COMM 3710: Introduction to Quantitative Comm Research (Fall 2016; Spring 2017, Lab Instructor)
HEDU 1010: Healthy Lifestyles (Fall 2014)

Teaching Assistant

COMM 3690: Making Brands Stick (Spring 2018)
COMM 3710: Introduction to Quantitative Comm Research (Fall 2015; Spring 2016; Fall 2016)
COMM 4580: Strategic Communication Theory & Practice (Fall 2015; Fall 2016; Spring 2017; Fall 2017)
HEDU 5060: Global Health Promotion (Spring 2015)
HEDU 6460: International Health (Spring 2015)
HEDU 4180: Prevention: ATOD & Violence (Fall 2014)
HEDU 2200: Health Assessment (Spring 2014)

HEDU 3160: Stress Management (Spring 2014)
HEDU 4300: Introduction to Research & Assessment (Fall 2013)

ANPC College of Health Sciences (2011-2013)

Instructor

CHN 2000: Community Health Nursing (Fall 2011 – Summer 2013)

C. Directed Student Learning (i.e. theses, dissertations, exit committees, etc.):

D. Courses Prepared and Curriculum Development:

COMM 4326: Health Communication

COMM 3301: Empirical Research Methods

COMM 4570: Visual Editing

COMM 4580: Strategic Communication Theory & Practice

COMM 3710: Introduction to Quantitative Comm Research

HEDU 1010: Healthy Lifestyles

CHN 2000: Community Health Nursing

E. Teaching Grants and Contracts: N/A

1. Funded External Teaching Grants and Contracts:

2. Submitted, but not Funded, External Teaching Grants and Contracts:

3. Funded Internal Teaching Grants and Contracts:

4. Submitted, but not Funded, Internal Teaching Grants and Contracts:

F. Other: N/A

G. Teaching Professional Development Activities Attended: N/A

III. SCHOLARLY/CREATIVE

A. Works in Print (including works accepted, forthcoming, in press):

1. Books: N/A

a. Scholarly Monographs:

b. Textbooks:

c. Edited Books:

d. Chapters in Books:

e. Creative Books:

2. Articles:

a. Refereed Journal Articles:

Pokharel, M., Christy, K. R., Jensen, J. D., Giorgi, E., John, K. K., & Wu, Y. P. (2019). Do ultraviolet photos increase sun safe behavior expectations via fear? A randomized controlled trial in a sample of U.S. adults. *Journal of Behavioral Medicine*, 42(3), 401-422. doi: 10.1007/s10865-018-9997-5

Jensen, J. D., **Pokharel, M.**, Carcioppolo, N., Upshaw, S., John, K. K., & Katz, R. (in press). Cancer information overload: Discriminant validity and relationship to sun safe behavior. *Patient Education & Counseling*.

Canary, H., Elrick, A., **Pokharel, M.**, Clayton, M., & Kaphingst, K. A. (2019). Family health history tools as communication resources: Perspectives from Caucasian, Hispanic, and Pacific Islander families. *Journal of Family Communication*, 19(2), 126-143.

Kaphingst, K. A., Peterson, E., Zhao, J., Gaysynsky, A., Elrick, A. H., Hong, S. J., Krakow, M., **Pokharel, M.**, Ratcliff, C. L., Klein, W. M., Khoury, M. J., & Chou, W. S., (2018). Cancer communication research in the era of genomics and precision medicine: A scoping review. *Genetics in Medicine*, 21, 1691-1698.

Jensen, J. D., John, K. K., Freeman, J., Carcioppolo, N., & **Pokharel, M.** (2018). Drink monitoring for self and others: Precollege drinkers and the Bad-Habit-Formation Hypothesis. *Addiction Research & Theory*, 27(3), 198-203.

John, K. K., Jensen, J. D., King, A. J., **Pokharel, M.**, & Grossman, D. (2018). Emerging applications of eye-tracking technology in dermatology. *Journal of Dermatological Science*, 91(2), 117-123.

Christy, K. R., Jensen, J. D., Sarapin, S. H., Yale, R. N., Weaver, J., & **Pokharel, M.** (2017). Theorizing the impact of targeted narratives: Model admiration and narrative memorability. *Journal of Health Communication*, 10, 1–9.

Jensen, J. D., **Pokharel, M.** Scherr, C. L., King, A. J., Brown, N., & Jones, C. (2017). Communicating uncertainty to the public: How amount and source of uncertainty impact fatalism, backlash, and overload. *Risk Analysis*, 37(1), 40-51.

***2017 Best Paper in Risk Analysis**

Kaphingst K. A., Blanchard, M., Milam, L., **Pokharel, M.**, Elrick, A., & Goodman, M. S. (2016). Relationships between health literacy and genomics-related knowledge, self-efficacy, perceived importance, and communication in a medically underserved population. *Journal of Health Communication*, 21(sup1), 58-68.

b. Non-refereed Articles: N/A

3. Conference Proceedings: N/A

a. Refereed Conference Proceedings:

b. Non-refereed:

4. Abstracts: N/A

5. Reports: N/A

6. Book Reviews: N/A

7. Essays: N/A

8. Poems: N/A

9. Short Stories: N/A

10. Other Works in Print: N/A

B. Works Not in Print: N/A

1. Papers Presented at Professional Meetings:

Christy, K. R., Jensen, J. D., & **Pokharel, M.** (2019, May). The use of UV photography in skin cancer prevention materials: The relative efficacy of single time versus simulated over time imagery. Paper presented at the 69th Annual International Communication Association Conference, Washington, D.C.

Pokharel, M., Jensen, J. D., John, K. K., & Christy, K. R. (2019, March). Visual communication & skin cancer prevention: A message experiment comparing personalized, stock, & non-ultraviolet images. Paper presented at 40th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine (SBM), Washington, D.C.

Pokharel, M., Christy, K. R., Jensen, J. D., Giorgi, E., John, K. K., & Wu, Y. P. (2018, November). Do ultraviolet photos increase sun safe behavior via fear? A test of the extended parallel process model (EPPM). Paper presented at the 104th annual convention of the National Communication Association in Salt Lake City, UT.

Jensen, J. D., **Pokharel, M.**, King, A. J., John, K. K., Wu, Y. P., & Grossman, D. (2018, November). Identifying obstacles to skin self-examination in U.S. frontier counties. Paper presented at the 104th annual convention of the National Communication Association in Salt Lake City, UT.

Lee, T., **Pokharel, M.**, Ratcliff, C. L., & Jensen, J. D. (2018, November). Selective attention and policy Communication: Using eye-tracking to examine visual attention to messages about obesity. Paper presented at the 104th annual convention of the National Communication Association in Salt Lake City, UT.

Jensen, J. D., Parsons, B. G., Nagelhout, E. S., **Pokharel, M.**, Christy, K. R., Grossman, D., & Wu, Y. (2018, November). Does a personalized ultraviolet photo increase sun safe

behavior?: A message experiment in Utah high schools. Paper presented at the 104th annual convention of the National Communication Association in Salt Lake City, UT.

Christy, K. R., **Pokharel, M.**, Jensen, J. D., & Badal, H. (2018, May). Health-related stigma and attributions of responsibility: A test of the parasocial contact hypothesis. Paper presented at the 7th Annual International Communication Association Conference, Prague, Czech Republic.

Canary, H., Elrick, A., **Pokharel, M.**, Clayton, M., & Kaphingst, K. A. (2018, February). Family health history tools as communication resources: Perspectives from Caucasian, Hispanic, and Pacific Islander families. Paper presented at the Western States Communication Association (WSCA) conference, San Jose, CA.

*** Top Paper Panel**

Elrick, A., **Pokharel, M.**, Clayton, M., Canary, H., Champine, M., & Kaphingst, K. A. (2017, October). Don't forget about the men: Involvement of males in family communication of health. Poster presented at the International Conference on Communication in Healthcare (ICCH), Baltimore, MD.

Pokharel, M. (2017, November). Comprehending the impacts of visuals in cancer risk communication: A meta-analysis of visual communication experiments. Paper presented at the 103rd annual meeting of the National Communication Association (NCA) conference, Dallas, TX.

Pokharel, M., Elrick, A., Canary, H., Clayton, M., Sukovic, M., Champine, M., Hong, S. J., & Kaphingst, K. A. (2017, November). Individual roles in family communication about health across cultures: A qualitative investigation. Paper presented at the 103rd annual meeting of the National Communication Association (NCA) conference, Dallas, TX.

Elrick, A., **Pokharel, M.**, Clayton, M., Canary, H., Champine, M., Sukovic, M., & Kaphingst, K. (2017, November). Knowledge of family health history: Cross cultural comparison of interfamilial communication. Poster presented at the American Public Health Association (APHA) Annual Meeting, Atlanta, GA.

Jensen, J. D., Krakow, M., Christy, K. R., Ratcliff, C. L., **Pokharel, M.**, & Yale, R. N. (2017, May). Message impact theory: Testing a process-oriented framework for communication evaluation and research. Paper presented at the 67th annual meeting of the International Communication Association, San Diego, CA.

Pokharel, M., Jensen, J. D., & Yale, R. N. (2016, November). Personal testimonies and the parasocial contact hypothesis: Evaluating the narrative impact of the CDC's "Let's Stop HIV Together" campaign. Paper presented at the 102nd annual meeting of National Communication Association Conference, Philadelphia, PA.

Jensen, J. D., Sarapin, S. H., Yale, R. N., Weaver, J., **Pokharel, M.**, & Loewen, S. (2016, April). Theorizing the impact of targeted narratives: Model admiration and narrative memorability. Paper presented at the annual meeting of the Broadcast Education Association in Las Vegas, NV.

Pokharel, M., Carcioppolo, N., & Jensen, J. D. (2016, April). The theory of normative social behavior: A review. Paper presented at the Risk and Health Communication Research Symposium at the annual meeting of the Broadcast Education Association in Las Vegas, NV.

Jensen, J. D., Sarapin, S. H., Yale, R. N., Weaver, J., **Pokharel, M.**, & Loewen, S. (2016, April). Mechanisms of narrative impact in targeted health communication. Poster presented at the annual meeting of the Kentucky Conference on Health Communication in Lexington, KY.

2. Invited Talks, Lectures, and Presentations:

2018, September Research on Fear Appeal.” Guest lecture for University of Utah COMM 5115/6115: Health Communication (Course instructor: Ye Sun)

2016, March Health Campaigns.” Guest lecture for University of Utah COMM 5115/6115: Health Communication (Course instructor: Ye Sun)

2016, February “Health Status of Nepal.” Guest lecture for University of Utah HEDU 6460: International Health (Course instructor: Karol Kumpfer)

2015, February “Health Status of Nepal.” Guest lecture for University of Utah COMM 6460: International Health (Course instructor: Karol Kumpfer)

3. Consultancies: N/A

4. Workshops: N/A

5. Other Works not in Print:

a. Works "submitted" or "under review":

Pokharel, M., Elrick, A., Canary, H., Clayton, M., Sukovic, M., Champine, M., Hong, S. J., & Kaphingst, K. A. (revised and resubmitted). Health communication roles in Latino, Pacific Islander, and Caucasian Families: A qualitative investigation. Manuscript under review at *Journal of Genetic Counseling*.

Coe, K., Kuttner, P. J., **Pokharel, M.**, Park-Ozee, D., & McKasy, M. (revised and resubmitted). The ‘Discourse of Derision’ in News Coverage of Education: A Mixed-Method Analysis of an Emerging Construct. Manuscript under review at *American Journal of Education*.

Christy, K. R., **Pokharel, M.**, & Jensen, J. D. (under review). The use of UV photography in skin cancer prevention materials: The relative efficacy of single time versus simulated over time imagery. Manuscript under review at *Journal of Communication*.

Pokharel, M. & Jensen, J. D. (under review). The impacts of visuals on cancer risk perceptions: A meta-analysis. Manuscript submitted to *British Journal of Health Psychology*.

Jensen, R. E. & **Pokharel, M.** (under review). Public Perception of Female Fertility in U.S. Adults 40 - 60. Manuscript submitted to *Human Fertility*.

Jensen, J. D., **Pokharel, M.**, King, A. J., John, K. K., Wu, Y., & Grossman, D. (under review). Obstacles to Skin Self-Examination: Are Frontier Adults Inclined Abstainers?. Manuscript submitted to *Cancer Epidemiology*.

John, K. K., King, A. J., **Pokharel, M.**, Jensen, J. D., & Grossman, D. (under review). Does the ABCDE technique change visual scan behavior?: Using eye tracking to advance SSE education for lay adults. Manuscript submitted to *Health Education & Behavior*.

Jensen, J. D., **Pokharel, M.**, John, K. K., Christy, K. R., Upshaw, S., & Giorgi, E. A. (under review). Foreshadowed death and narrative transportation: Comparing the relative persuasive impact of survivor and death narratives. Manuscript under review at *Journal of Communication*.

Jensen, J. D., Krakow, M., Christy, K., Ratcliff, C.L., & **Pokharel, M.** (under review). The message impact framework: Message quality, believability, importance, novelty, and memorability. Manuscript under review at *Journal of Marketing*.

Christy, K. R., **Pokharel, M.**, Jensen, J. D., & Yale, R. N. (under review). Stigma and attributions of responsibility: A test of the parasocial contact hypothesis. Manuscript under review at *Human Communication Research*.

b. Works "in progress":

Pokharel, M., Jensen, J. D., Christy, K. R., & John, K. K. (in progress). Visual tailoring and skin cancer prevention: Comparing personalized, stock, and non-Ultraviolet images. Manuscript to be submitted to *Social Science & Medicine*.

Pokharel, M. & John, K. K. (in progress). Explicating theoretical application of physiological measures in communication studies. Manuscript to be submitted to *Communication Theory*.

Jensen, J. D., **Pokharel, M.**, King, A. J., & Christy, K. R. (in progress). Visual features that enhance skin self-exam education: A test of four visual approaches to the ABCDEs. Manuscript to be submitted to *JAAD*.

Christy, K. R., Jensen, J. D., **Pokharel, M.**, & Krakow, M. (in progress). Comparing the persuasive impact of melanoma death and survivor narratives. Manuscript to be submitted to *Social Science & Medicine*.

King, A. J., Jensen, J. D., John, K. K., **Pokharel, M.**, & Grossman, D. (in progress). How visual format impacts learning: Comparing photos and pattern-focused illustrations in

skin self-examination training. Manuscript to be submitted to *Communication Monographs*.

Loewen, S., Jensen, J. D., Christy, K. R., & **Pokharel, M.** (in progress). Targeted communication and race: A test of relevance theory. Manuscript to be submitted to *Communication Monographs*.

c. Other Works Not in Print:

C. Scholarly / Creative Grants and Contracts: N/A

1. Funded External Grants and Contracts:

2. Submitted, but not Funded, External Grants and Contracts:

3. Funded Internal Grants and Contracts:

4. Submitted, but not Funded, Internal Grants and Contracts:

D. Scholarly / Creative Fellowships, Awards, Honors:

E. Scholarly / Creative Professional Development Activities Attended:

F. Media Recognition:

IV. SERVICE

A. Institutional

1. University: N/A

2. College: N/A

3. Department/School:

2019 Presenter in a Job Search Panel for Graduate Students

2018 Presenter in a New Graduate Students Teaching Orientation Panel

2017 Presenter in a New Graduate Students Teaching Orientation Panel

B. Professional:

Guest Reviewer *AIDS & Behavior*

Guest Reviewer *Southern Communication Journal*

Reviewer National Communication Association Conference

C. Community: N/A

D. Organization Memberships:

2014-present Member, National Communication Association

2013-2019 Member, Nepalese Student Association (NSA), University of Utah

2011-present Member, Nepalese Nursing Council

E. Service Honors and Awards:

- 2019 Graduate Student Publishing Award, University of Utah
- 2018 National Communication Association's Doctoral Honors Seminar
- 2018 Steffensen Cannon Scholar, University of Utah (2018-2019)
- 2018 Graduate Colleague of the Year Award (2017-2018), University of Utah
- 2017 Top Paper, Western States Communication Association (WSCA) Conference
- 2017 Best Paper Award, *Risk Analysis*

F. Service Grants and Contracts: N/A

1. Funded External Service Grants and Contracts:
2. Submitted, but not Funded, External Service Grants and Contracts:
3. Funded Internal Service Grants and Contracts:
4. Submitted, but not Funded, Internal Service Grants and Contracts:

G. Service Professional Development Activities Attended:

- 2013 **Training of Trainers (ToT)**, Nepal, Jan 7- 18.
- 2012 **Helping Babies Breathe** (Master Training of Trainers- MToT), Aug 26-27 (16 hrs), Nepal Pediatric Association Society (NPAS), Nepal.
- 2011 **FCHV fund mobilization** (Master Training of Trainers- MToT), Mar 3-4; USAID/NFHP II/YWN Nepal.
- 2011 **Proposal & Report Writing including Interpersonal skills**; (30 hrs.) Feb 9-12. Bristol Training Institute, Putalisadak, Nepal.
- 2010 **Community Based – Management of Acute Malnutrition (CMAM)**; Jan 7-10, UNICEF/YWN, Nepal.