

Curriculum Vitae  
**Manusheela Pokharel**

Department of Communication Studies  
Texas State University  
Centennial Hall, Room 313  
601 University Drive  
San Marcos, TX 78666

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**Education**

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Ph.D.	<b>University of Utah</b> Health Communication Advisor: Jakob D. Jensen	May 2019
M.S.	<b>University of Utah</b> Health Promotion & Education	May 2015
B.S.	<b>Purwanchal University</b> Manmohan Memorial Institute of Health Sciences Nursing	May 2010

**Professional Experience**

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2019-Present	<b>Assistant Professor</b> , Texas State University Department of Communication Studies
2019	<b>Project Manager</b> , University of Utah Health Communication and Technology Lab Department of Communication
2015-2019	<b>Teaching Assistant</b> , University of Utah Department of Communication
2013-2015	<b>Teaching Assistant</b> , University of Utah Department of Health Promotion & Education
2011-2013	<b>Nursing Instructor</b> , ANPC College of Health Sciences -For Proficiency Certificate Level (PCL)
2011	<b>Field Officer</b> , 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.

## **Awards & Honors**

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- 2022 Research Enhancement Program Award, Texas State University  
 2021 Top Paper, National Communication Association (NCA) Conference  
 2020 Gerald R. Miller Outstanding Doctoral Dissertation Award at NCA  
 2020 Research Enhancement Program Award, Texas State University  
 2019 Graduate Student Publishing Award, University of Utah  
 2018 National Communication Association (NCA) 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*

## **Published Articles**

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- Lillie, H., Jensen, J. D., **Pokharel, M.**, & Upshaw, S. J. (*in press*). Death narratives, negative emotion, and counterarguing: Testing fear, anger, and sadness as mechanisms of effect. *Journal of Health Communication*.
- Upshaw, S., Jensen, J.D., Giorgi, E.A., **Pokharel, M.**, Lillie, H.M. Adams, D.R., John, K.K., Wu, Y.P., & Grossman, D. (*in press*). Developing skin cancer education materials for darker skin populations: Crowdsourced design, message targeting, and acral lentiginous melanoma. *Journal of Behavioral Medicine*.
- Lillie, H., **Pokharel, M.**, Bergstrom, M. J., & Jensen, J. D. (2021). Perspective change in a time of crisis: The emotion and critical reflection model. In D. O’Hair & M. J. O’Hair (Eds.), *Communicating science in times of crisis: Coronavirus*. Wiley.  
<https://doi.org/10.1002/9781119751809.ch11>
- Lillie, H., **Pokharel, M.**, John, K. K., Christy, K. R., Upshaw, S., Giorgi, E. A., & Jensen, J. D. (2021). Does it matter if a story character lives or dies?: A message experiment comparing survivor and death narratives. *Psychology & Health*.  
<https://doi.org/10.1080/08870446.2021.1873337>
- Coe, K., Kuttner, P. J., **Pokharel, M.**, Park-Ozee, D., & McKasy, M. (2020). The “discourse of derision” in news coverage of education: A mixed methods analysis of an emerging frame. *American Journal of Education*, 126(3), 423-445. <https://doi.org/10.1086/708251>
- Jensen, J. D., **Pokharel, M.**, Carcioppolo, N., Upshaw, S., John, K. K., & Katz, R. (2020). Cancer information overload: Discriminant validity and relationship to sun safe behavior. *Patient Education & Counseling*, 103(2), 309-314. <https://doi.org/10.1016/j.pec.2019.08.039>
- Pokharel, M.**, Elrick, A., Canary, H., Clayton, M., Sukovic, M., Champine, M., Hong, S. J., & Kaphingst, K. A. (2020). Health communication roles in Latino, Pacific Islander, and

- Caucasian families: A qualitative investigation. *Journal of Genetic Counseling*, 29(3), 399-409. <https://doi.org/10.1002/jgc4.1177>
- Jensen, J. D., **Pokharel, M.**, King, A. J., John, K. K., Wu, Y., & Grossman, D. (2020). Obstacles to skin self-examination: Are frontier adults inclined abstainers?. *Psychology, Health & Medicine*, 25(4), 470-479. <https://doi.org/10.1080/13548506.2019.1704035>
- 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. <https://doi.org/10.1007/s10865-018-9997-5>
- 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. <https://doi.org/10.1080/15267431.2019.1580195>
- 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., (2019). Cancer communication research in the era of genomics and precision medicine: A scoping review. *Genetics in Medicine*, 21, 1691-1698. <https://doi.org/10.1038/s41436-018-0402-0>
- Jensen, J. D., John, K. K., Freeman, J., Carcioppolo, N., & **Pokharel, M.** (2019). Drink monitoring for self and others: Precollege drinkers and the Bad-Habit-Formation Hypothesis. *Addiction Research & Theory*, 27(3), 198-203. <https://doi.org/10.1080/16066359.2018.1476499>
- 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. <https://doi.org/10.1016/j.jdermsci.2018.04.002>
- 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. <https://doi.org/10.1080/10810730.2017.1303555>
- 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. <https://doi.org/10.1111/risa.12600> \*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.

<https://doi.org/10.1080/10810730.2016.1144661>

### **Conference Presentation**

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**Pokharel, M.**, Lillie, H., Jensen, J. D., King, A. J., Ratcliff, C. L., & Barbour, J. B. (2022, May). Actual norms, perceived norms, and mask wearing intentions: A test of the theory of normative social behavior. Paper presented at the 72nd annual convention of the International Communication Association Conference in Paris, France.

Adams, D. R., Ratcliff, C. L., **Pokharel, M.**, Jensen, J. D., & Liao, Y. (2022, May). Communicating Scientific Uncertainty in the Early Stages of the COVID-19 Pandemic: A Message Experiment. Paper presented at the 72nd annual convention of the International Communication Association Conference in Paris, France.

Jensen, J. D., Barbour, J. B., Lillie, H. M., Ratcliff, C. L., **Pokharel, M.**, & King, A. J. (2022, May). Public perceptions of COVID-19 communication across 36 weeks: A repeated cross-section design with U.S. adults. Paper presented at the 72<sup>nd</sup> annual convention of the International Communication Association Conference in Paris, France.

**Pokharel, M.**, Jensen, J. D., John, K. K., Christy, K. R., Taylor-Burton, S., & Upshaw, S. (2021, November). Visual communication & skin cancer prevention: Comparing personalized, stock, and non-ultraviolet images. Paper presented at the 107th annual convention of the National Communication Association Conference in Seattle, WA.

**\*Top Paper in Health Communication Division**

**Pokharel, M.**, Taylor-Burton, S., John, K. K. (2021, May). Strengthening communication research with biometrics: A scoping review of the application of physiological measures in communication studies. Paper presented at the 71st annual convention of the International Communication Association Conference in Denver, CO.

Lillie, H. M., **Pokharel, M.**, Bergstrom, M., & Jensen, J. D. (2021, May). Perspective change in a time of crisis: The emotion and critical reflection model. Paper presented at the 71st annual convention of the International Communication Association Conference in Denver, CO.

Ratcliff, C., Jensen, J. D., King, A. J., **Pokharel, M.**, Lillie, H. M., & Adams, D. R. (2021, May). Reactance to COVID-19 mask guidelines: An experiment comparing different textual and visual approaches. Paper presented at the 71st annual convention of the International Communication Association Conference in Denver, CO.

Upshaw, S., Jensen, J. D., Giorgi, E. A., **Pokharel, M.**, Lillie, H. M., Adams, D. R., John, K. K., Wu, Y. P., & Grossman, D. (2021, May). Developing skin cancer education materials for darker skin populations: Crowdsourced design, message targeting, and acral lentiginous

melanoma. Paper presented at the 71st annual convention of the International Communication Association Conference in Denver, CO.

Jensen, R. E. & **Pokharel, M.** (2020, November). Public Perception of the Female Fertility Timeline: A Survey of U.S. Adults 40 – 65. Paper presented at the 106th annual convention of the National Communication Association Conference in Indianapolis, IN.

Jensen, J. D., Katz, R. A., Lillie, H., **Pokharel, M.**, Adams, D., & Upshaw, S. (2020, November). Information overload and message fatigue: A test of five theoretical models. Paper presented at the 106th annual convention of the National Communication Association Conference in Indianapolis, IN.

Lillie, H., Ratcliff, C., **Pokharel, M.**, & Jensen, J. D. (2020, November). Fear, anger, and message processing: Testing the fear and replotting anger model (FRAM). Paper presented at the 106<sup>th</sup> annual convention of the National Communication Association Conference in Indianapolis, IN.

**Pokharel, M.**, Jensen, J. D., Taylor-Burton, S., King, A. J., John, K. K., & Upshaw, S. (2020, May). Temporal frames, temporal focus, and sun safe behaviors: A message experiment. Paper presented at the 70<sup>th</sup> Annual International Communication Association Conference, Gold Coast, Australia (Virtual meeting).

Lillie, H., Jensen, J. D., **Pokharel, M.**, & Upshaw, S. (2020, May). Comparing melanoma death and survivor narratives: A message experiment. Paper presented at the 70th annual meeting of the International Communication Association Conference, Gold Coast, Australia (Virtual meeting).

Coe, K., Kuttner, P. J., **Pokharel, M.**, Park-Ozee, D., & McKasy, M. (2020, May). The ‘discourse of derision’ in U.S. education news. Paper presented at the 70<sup>th</sup> annual meeting of the International Communication Association Conference, Gold Coast, Australia (Virtual meeting).

Jensen, J. D., **Pokharel, M.**, John, K. K., Christy, K. R., Upshaw, S., & Giorgi, E. (2019, November). Foreshadowed death and narrative transportation: Comparing the relative persuasive impact of survivor and death narratives. Paper presented at the 105<sup>th</sup> annual convention of the National Communication Association, Baltimore, MD.

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 69<sup>th</sup> 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 104<sup>th</sup> 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 104<sup>th</sup> 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 104<sup>th</sup> 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 104<sup>th</sup> 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 7<sup>th</sup> 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**
- Pokharel, M.** (2017, November). Comprehending the impacts of visuals in cancer risk communication: A meta-analysis of visual communication experiments. Paper presented at the 103<sup>rd</sup> 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 103<sup>rd</sup> annual meeting of the National Communication Association (NCA) conference, Dallas, TX.
- 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 67<sup>th</sup> 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 102<sup>nd</sup> 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.

## **Grants**

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2022-2023 PI, Research Enhancement Program Grant funded by Texas State University  
Project Title: *Normative Perceptions and Prevention Behaviors across Time: Studying COVID-19 across 36 weeks*  
Awarded: \$8,000

2020 – 2021 Co-Investigator, Immunology, Inflammation, and Infectious Disease Initiative, Office of the Vice President for Research, University of Utah  
Project Title: *Evaluating public communication, perceptions, and behaviors related to COVID-19: Improving health communication about infectious diseases* (Co-PIs: Jakob D. Jensen & Andy J. King; Co-I's: Helen Lillie, Chelsea Ratcliff, **Manusheela Pokharel**).  
Awarded: \$24,900

2020-2021 PI, Research Enhancement Program Grant funded by Texas State University  
Project Title: *Developing and testing visuals for improving melanoma awareness among dark-skinned individuals*  
Awarded: \$8,000

March 2020 Library Online Resource Grant funded by Alkek Library, Texas State University (Team: Eger, Elizabeth Kamman, Smith, Tara, **Pokharel, Manusheela,** Keeley-Vassberg, Maureen, Dailey, Stephanie Layne)  
Awarded: \$30,740

## **Research Assistant**

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2016-2018 **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).

### **Teaching Experience**

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#### **Texas State University (2019-Present)**

##### *Instructor*

COMM 4326: Health Communication (Fall 2019; Spring 2020; Summer 2021; Spring 2022)  
 COMM 3301: Empirical Research Methods (Fall 2019; Spring 2020; Fall 2021; Spring 2022)  
 COMM 5301: Quantitative Research Methods (Fall 2020; Fall 2021)

#### **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)

**Professional Affiliations**

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2014-present            Member, National Communication Association  
2011-present            Member, Nepalese Nursing Council

**Professional Service – University**

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Methods Coach        CoSearch-Tx State 2021  
Reviewer                Outstanding Thesis Award Review Committee, Social Science, Texas State University, FY 2020/21

**Professional Service – College**

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Reviewer                Research Enhancement Program (REP) Review Committee, College of Fine Arts and Communication, Texas State University, FY 2020/21

**Professional Service – Department**

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Co-advisor              Communication Graduate Student Association (CGSA)  
Co-advisor              Communication Guild—Student Organization  
Member                  Graduate Faculty Committee  
Guest Lecture          Quantitative Research Methods in COMM 5309 Proseminar in Communication Research Methods on October 2019  
Guest Lecture          Health Campaigns in COMM 5331 Persuasive Communication on November 2019  
Member                  Setting up, coordination, and supervision of a faculty research lab  
Member                  Assisting with curriculum updates with public health minor and health communication degree.

**Professional Service – Reviewing**

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Reviewer                *Journal of Health Communication*, 2022-Present  
Reviewer                *Journal of Applied Communication Research, Race Matters Sp. Issue*, 2021  
Reviewer                *Health Communication*, 2020-Present  
Reviewer                International Communication Association, 2019-Present  
Reviewer                National Communication Association, 2018-Present  
Guest Reviewer        *AIDS & Behavior*, 2018-2019  
Guest Reviewer        *Southern Communication Journal*, 2017

**Professional Training/Certifications**

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- 2017 **iMotions Academy Certification**, Mar 2.
- 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.