
MELISSA A. SHEPHERD

Fallin Hall, Station 6447
Montevallo, AL 35115
mshephe1@montevallo.edu
(205) 655-6447

CURRICULUM VITAE

Education

PhD in Social Psychology, Florida State University, Tallahassee, FL

Completed: April 2016

Dissertation Title: Counting Sleep: The effectiveness of message framing to increase sleep duration and quality

MS in Social Psychology, Florida State University, Tallahassee, FL

Completed: May 2013

Thesis Title: The Blame Game: Cervical cancer, knowledge of its link to human papillomavirus, and stigma

BS in Psychology, University of Mary Washington, Fredericksburg, VA Completed: May 2009

Summa Cum Laude

Academic Employment

Assistant Professor of Psychology

Fall 2016-Summer 2022

Department of Behavioral and Social Sciences
University of Montevallo, Montevallo, AL

Associate Professor of Psychology

Fall 2022-current

Department of Behavioral and Social Sciences
University of Montevallo, Montevallo, AL

Teaching Experience

Foundations in Psychology
Social Psychology
Descriptive Statistics
Research Methods in Psychology
Health Psychology
Psychology of Personality
Intimate Relationships

Research Interests

Women's health
 Health communication
 College students' preventative health behaviors

Manuscripts

Shepherd, M.A. & Richardson, E. J. (2024) Opting for Open-Source? A Review of Free Statistical Software Programs, *Teaching Statistics*, 46(1), 53-63.
<https://doi.org/10.1111/test.12360>

Makhanova, A. & **Shepherd, M. A.** (2020) Behavioral immune system linked to responses to the threat of COVID-19, *Personality and Individual Differences*. 167 (1), 1-8. <https://doi.org/10.1016/j.paid.2020.110221>

Makhanova, A., **Shepherd, M. A.**, Maner, M. K, Gerend, M. A., & Plant, E. A. (2020). Childhood illness as an antecedent of perceived vulnerability to disease. *Evolutionary Behavioral Sciences*. 16(1), 53–66.
<https://doi.org/10.1037/ebs0000238>

Shepherd, M. A., & Newell, J. M. (2020). Stress and Health in Social Workers: Implications for Self-care. *Best Practices in Mental Health*, 16, 45-65.

LaCosse, J., Ainsworth, S.E., **Shepherd, M. A.**, Ent, M., Klein, K. M., Holland-Carter, L. A., Moss, J. H., Licht, M., & Licht, B. (2017). An active-learning approach to fostering critical thinking in large classes. *Teaching of Psychology*, 44(2), 117-123. <https://doi.org/10.1177/0098628317692614>

Gerend, M. A., **Shepherd, M. A.**, Kaltz, E. A., Davis, W. J., & Shepherd, J. E. (2017). Understanding Women's Hesitancy to Undergo Less Frequent Cervical Cancer Screening. *Preventative Medicine*, 95, 96-102. <https://doi.org/10.1016/j.ypmed.2016.11.028>

Gerend, M. A., **Shepherd, M. A.**, Lustria, M. L. A., & Shepherd, J. E. (2016). Predictors of provider recommendation for HPV vaccine among young men and women: A cross-sectional survey. *Sexually Transmitted Infections*, 92(2), 104-107.
<https://doi.org/10.1136/sextrans-2015-052088>.

Gerend, M.A., & **Shepherd, M. A.** (2016). When different message frames motivate different routes to the same health outcome. *Annals of Behavioral Medicine*, 50(2), 319-32. <https://doi.org/10.1007/s12160-015-9757-5>

Shepherd, M. A., & Gerend, M. A. (2013). The blame game: Cervical cancer, knowledge of its link to human papillomavirus and stigma. *Psychology & Health*, 29, 94-109. <https://doi.org/10.1080/08870446.2013.834057>

- Gerend, M. A., & **Shepherd, M. A.** (2013). Message framing, it does a body good: Effects of message framing and motivational orientation on young women's calcium consumption. *Journal of Health Psychology, 18*(10), 1296-1306. [https://doi.org/ 10.1177/1359105312463587](https://doi.org/10.1177/1359105312463587)
- Gerend, M. A., **Shepherd, M. A.**, & Lustria, M. L. A. (2013). Increasing Human Papillomavirus vaccine acceptability by tailoring messages to young adult women's perceived barriers. *Sexually Transmitted Diseases, 40*(5), 201-205. [https://doi.org/ 10.1097/OLQ.0b013e318283c8a8](https://doi.org/10.1097/OLQ.0b013e318283c8a8)
- Gerend, M. A., **Shepherd, M. A.**, & Shepherd, J. E. (2013). The Multi-Dimensional Nature of Perceived Barriers: Global versus Practical Barriers to HPV Vaccination. *Health Psychology, 32*(4), 361-369. [https://doi.org/ 10.1037/a0026248](https://doi.org/10.1037/a0026248)
- Shepherd, M.**, Rosner, A., Taubenberger, L., Forsyth Queen, E., McKee, J., & Erchull, M.J. (2011). "I'll get that for you": The relationship between benevolent sexism and self-objectification. *Sex Roles, 64*, 1-8. <https://doi.org/10.1007/s11199-010-9859-2>
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- Poster Presentations*
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- Shepherd, M.A.** & Richardson, E. J. (2022, October). Comparison of Free Statistical Software Program. Poster presented at the meeting of Society for the Teaching of Psychology, Pittsburg, Pennsylvania.
- Shepherd, MA.** & Cascio, J.E. (2019, October). Is personality married to clinical or social? A review of Introductory Personality Textbooks. Poster presented at the meeting of Society for the Teaching of Psychology, Denver, CO.
- Shepherd, M.A.**, Makhanova, A., & Maner, M.K. (2019, February). Mediational Effects of childhood illness and pathogen avoidance on influenza vaccination interest. Poster presented at the meeting of Society of Personality and Social Psychology, Portland, OR.
- *Smith, D., & **Shepherd, M.A.** (2018, October). Cosmetics in charge: Does wearing make-up make you feel like a boss? Poster presented at the Meeting of the Society of Southeastern Social Psychologists in Raleigh, NC.
- Shepherd, M. A.**, Gerend, M. A., & Plant, E. A. (2018, April). Counting Sleep: The effectiveness of message framing to promoting sleep duration and quality. Poster presented at the meeting of Society of Behavioral Medicine, New Orleans, LA.
- Shepherd, M. A.**, Gerend, M. A., & Plant, E. A. (2017, March). Why help others when you can help yourself? A study investigating the effectiveness of flu vaccination

- messages. Poster presented at the meeting of Society of Behavioral Medicine, San Diego, CA.
- Shepherd, M. A.,** Gerend, M. A., Kaltz, E, Davis, W., & Shepherd, J. E. (2016, March). Understanding women's hesitancy to undergo less frequent cervical cancer screening. Poster presented at the meeting of Society of Behavioral Medicine, Washington, D.C.
- Shepherd, M. A., & Gerend, M. A.** (2015, February). Interactive effects of social anxiety and message framing on health behavior. Poster presented at the meeting of Society of Personality and Social Psychology, Long Beach, CA.
- Shepherd, M. A., & Gerend, M. A.** (2014, February). Different routes to the same goal: Motivating health behavior with message framing. Poster presented at the meeting of Society of Personality and Social Psychology, Austin, TX.
- Shepherd, M. A., & Gerend, M. A.** (2013, January). The blame game: Cervical cancer, knowledge of its link to human papillomavirus and stigma. Poster presented at the meeting of Society of Personality and Social Psychology, New Orleans, LA.
- Shepherd, M. A., & Gerend, M. A.** (2012, January). Gain-framing...It does a body good: Effects of framed messages on calcium consumption. Poster presented at the annual meeting of Society of Personality and Social Psychology, San Diego, CA.
- Shepherd, M. A.,** Erchull, M. J., McKee, J., Taubenberger, L., & Rosner, A. (2010, February). *Barbie never bleeds: The effect of menstruation on objectification and self-objectification.* Poster presented at the annual meeting of the Association for Women in Psychology, Portland, OR.
- Shepherd, M. A.,** Taubenberger, L., Forsyth Queen, E., Rosner, A., McKee, J., & Erchull, M.J., (2009, May). *"I'll get that for you": The relationship between benevolent sexism and self-objectification.* Poster presented at the annual meeting of the Association for Psychological Science, San Francisco, CA.

* indicates undergraduate student

Oral Presentations

- Shepherd, M. A., & Gerend, M. A.** (2014, January). Different routes to the same goal: Motivating health behavior with message framing. Data blitz presented at the meeting of Social and Personality Health Network, Austin, TX.
- Forsyth Queen, E., McKee, J., Rosner, A., Taunbenberger, L., & **Shepherd, M. A.,** (2009, April). *Barbie never bleeds: The effect of menstruation on objectification*

and self-objectification. Paper presented at the student research day as part of the annual meeting of the Virginia Psychological Association, Williamsburg, VA.

Honors and Awards

University of Montevallo Research and Creative Grant funded for \$1,840.66 (2020)

University of Montevallo Research and Creative Grant funded for \$1,000 (2018)

Russell and Eugenia Morcom Graduate Research Day Excellence Award at Florida State University (2013)

Select Professional Development

Society of Teaching Psychology conference (2019). Denver, CO.

Society of Teaching Psychology pre-conference at the Society of Personality and Social Psychology conference (2019). Portland, OR.

Society of Teaching Psychology pre-conference at the Society of Personality and Social Psychology conference (2018). Atlanta, GA.

Society of Teaching Psychology conference (2016). Decatur, GA.