

## **XAQ FROHLICH, Ph.D.**

[xaqfrohlich.com](http://xaqfrohlich.com)

**Associate Professor of History of Technology**

**Auburn University Department of History**

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### **CURRENT POSITION**

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Associate Professor (tenured) of History of Technology in the Department of History at **Auburn University**, Alabama, USA.

### **RESEARCH INTERESTS**

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Science and technology studies; history of technology; food policy, applied history  
20th-century U.S. history; business history; visual cultures; critical AI literacy; AI ethics

### **EDUCATION**

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**Massachusetts Institute of Technology**, Boston, USA, History, Anthropology, & STS (HASTS) Ph.D., 2011

**University of Texas at Austin**, USA, History B.A. with Special Honors, 2002

**Universitat de València**, Valencia, Spain, study abroad, 2001-2002

**Queen Mary and Westfield**, London, UK, study abroad, 1999-2000

### **POSITIONS (last ten years)**

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2023-present	Associate Professor in the Department of History at <b>Auburn University</b>
2026	Distinguished Visiting Scholar at the <b>Syddansk Universitet</b> (University of Southern Denmark) Center for American Studies, Odense, Denmark
2017-2023	Assistant Professor in the Department of History at <b>Auburn University</b>
2019	Visiting Scholar at the <b>University of Hong Kong</b> Institute for the Humanities and Social Sciences
2019	Visiting Scholar at the <b>KAIST</b> Graduate School of Science and Technology Policy (STP), Daejeon, Republic of Korea
2019	Visiting Assistant Professor at the <b>Université Paris-Dauphine</b> Institut de Recherche Interdisciplinaire en Sciences Sociales (IRISSO), Paris, France
2012, 2013, 2016, & 2017, 2018	Visiting Professor at the <b>Universität Wien</b> Department of Science and Technology Studies, Vienna, Austria
2016-2017	Visiting Research Fellow at the Institute for Historical Studies (IHS) in the Department of History at the <b>University of Texas</b> at Austin, USA
2014-2016	Assistant Research Professor (postdoc) at the <b>KAIST</b> Graduate School of Science and Technology Policy (STP), Daejeon, Republic of Korea

**BOOK**


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*From Label to Table: Regulating Food in America in the Information Age* (Uni. of California Press, 2023).

**PEER-REVIEWED PUBLICATIONS**

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- “Introduction: Unearthing Technology in Public Histories of Food.” *Technology and Culture* 64, no. 3 (2023): 903–908.
- “Making Food Standard: The U.S. Food and Drug Administration’s Food Standards of Identity, 1930s–1960s,” *Business History Review*, Vol. 96, Iss. 1 (Mar. 2022): 145-176.
- “Informationism in Food Politics: How the U.S. Food and Drug Administration came to regulate food through informative labeling” in A. Bryce Hoflund, John C. Jones, & Michelle C. Pautz (eds.), *Administering and Managing the U.S. Food System: Revisiting Food Policy and Politics* (Rowman & Littlefield/Lexington Books, 2021), pp. 131-146.
- “The Rise (and Fall) of the Food-Drug Line: Classification, Gatekeepers, and Spatial Mediation in Regulating U.S. Food and Health Markets,” in Angela N. H. Creager & Jean-Paul Gaudillière (Eds.), *Risk on the Table: Food Production, Health, and the Environment* (Berghahn Books, 2021), pp. 297-329.
- “The informational turn in food politics: The U.S. FDA’s nutrition label as information infrastructure,” *Social Studies of Science*, Vol. 47, Iss. 2 (Apr. 2017): 145-171.
- “Labels for Life,” *Limn Magazine* No. 4, “Food Infrastructures” Special Issue (Spring 2014): 42-45.
- Xaq Frohlich, Mikko Jauho, Bart Penders, and David Schleifer, “Preface: Food Infrastructures,” *Limn Magazine* No. 4, “Food Infrastructures” (Spring 2014): 2-3.
- “Accounting for Taste: Regulating Food Labeling in the ‘Affluent Society,’ 1945-1995,” *Enterprise & Society* Vol. 13, No. 4 (December 2012): 744-761.
- “Imaginer des consommateurs, constituer les sujets: l’etiquetage nutritionnel aux États-Unis, 1945–1995,” *Sciences de la Société*, n° 80 (mai 2010): 11-27.
- “Buyer be-aware: The ethics of food labelling reform and ‘mobilizing the consumer’,” in *Global food security: ethical and legal challenges*, eds. Carlos M. Romeo Casabona, Leire Escajedo San Epifanio and Aitziber Emaldi Cirión (Wageningen Acad. Pub., 2010), 221-227.

**OTHER PUBLICATIONS (last ten years)**

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- “Tech & Civ Course Guide to the AI Journal,” Auburn University's AI in Teaching and Learning Showcase (August, 2025): <https://auburn.instructure.com/courses/1654035/...>
- “Mellorine, a ‘Time-Honored’ Recipe?: FDA Standards as ‘Recipes’ for Industrial Foods,” The Recipes Project (October 24, 2024): <https://recipes.hypotheses.org/24305>.
- Karly Burch, Mascha Gugganig, Julie Guthman, Emily Reisman, Matt Comi, Samara Brock, Barkha Kagliwal, Susanne Freidberg, Patrick Baur, Cornelius Heimstädt, Sarah Ruth Sippel, Kelsey Speakman, Sarah Marquis, Lucía Argüelles, Charlotte Biltkoff, Garrett Broad, Kelly Bronson, Hilary Faxon, Xaq Frohlich, Ritwick Ghosh, Saul Halfon, Katharine Legun, Sarah J. Martin, “Cultivating intellectual community in academia:

- Reflections from the Science and Technology Studies Food and Agriculture Network (STSFAN),” *Agriculture and Human Values* Vol 40, Iss 1 (2023).
- “코로나19 팬데믹은 중국 야생동물 시장 탓일까?” [Transl.: “Could the COVID-19 pandemic be attributed to Chinese wildlife markets?”] *Magazine Epi* Vol. 13 (Fall 2020): 34-48.
- “게맛살, 마가린, 올리브유: 가짜 식품은 나쁜 음식인가?” [Transl.: “Crab Surimi, Margarine, and Olive Oil: Is Fake Food Bad Food?”] *Magazine Epi* Vol. 1 (Sept. 2017): 140-149.
- “Tsukiji on the Verge of Change,” *Food+City Magazine*, Issue 2 (Feb. 2017): 30-39.
- “What is the Mediterranean Diet: Marketing science and regional taste,” entry for *4S Backchannels Blog*, posted May 2016: <https://www.4sonline.org/what-is-...>

### **BOOK REVIEWS IN PEER-REVIEWED JOURNALS (last ten years)**

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- Legun, K., Fairbairn, M., Frohlich, X., Sefa, M.A. , Blancaneaux, R., Hendrickson, M., Setsoafia, E., and M. Tanferri , “A Discussion of Real Food, Real Facts: Processed Food and the Politics of Knowledge by Charlotte Biltekoff” *The International Journal of Sociology of Agriculture and Food* Vol. 31, No. 2 (Oct., 2025), pp. 141-146
- Review of Wurgaft, Benjamin Aldes; White, Merry I, *Ways of Eating: Exploring Food Through History and Culture*. H-Material-Culture, H-Net Reviews. July, 2025.  
URL: <https://www.h-net.org/reviews/showrev.php?id=61545>
- Review of *Wonder Foods: The Science and Commerce of Nutrition*, by Lisa Haushofer, *Journal of American History* Vol. 111, Iss. 4 (March 2025): 814–815.
- Katharine Legun, Romain Blancaneaux, Erica Zurawski, Alice Beban, Atakan Büke, Karly Ann Burch, Cynthia Xavier de Carvalho, Josefa Salete Barbosa Cavalcanti, Angga Dwiartama, Xaq Frohlich, Fabio Gatti, Julie Guthman, Kushang Mishra, Archana Patnaik, Paul Stock, Mylène Tanferri, “A Discussion of The Immaculate Conception of Data by Kelly Bronson” *The International Journal of Sociology of Agriculture and Food* Vol. 29, No. 1 (April, 2023): 65-71.
- Review of Kirchhelle, Claas, *Pyrrhic Progress: The History of Antibiotics in Anglo-American Food Production*. H-Environment, H-Net Reviews. May, 2021.  
URL: <https://www.h-net.org/reviews/showrev.php?id=54969>
- Review of *Pure Adulteration: Cheating on Nature in the Age of Manufactured Food*, by Benjamin R. Cohen. *Environmental History* Vol. 26, No. 1 (Jan. 2021): 154-156.
- Review of *Movable Markets: Food Wholesaling in the 20th-Century City*, by Helen Tangires. *Business History Review* Vol. 93, Iss 4 (Winter, 2019): 844-847.
- Review of *Food, Politics, and Society: Social Theory and the Modern Food System*, by Alejandro Colás, Jason Edwards, Jane Levi, & Sami Zubaida. *Social History* Vol. 44, No. 4 (October 2019): 520-522.
- Review of *Before the Refrigerator: How We Used to Get Ice*, by Jonathan Rees. *Journal of Southern History* Vol. 85, No. 1 (February 2019): 209-210.

### **AWARDS, FELLOWSHIPS, AND GRANTS (Abbrev. list)**

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- 2025-2026     **Distinguished Scholar in American Studies Grant** from the Binational Commission for Educational Exchange between Denmark and The United States of America [2025-2026 U.S. **Fulbright** scholar finalist]

- 2024 Finalist for the Business History Conference (BHC) Hagley Book Prize in Business History
- 2021 Vicent Peset Llorca Visiting Fellow at the López Piñero Inter-university Institute, Valencia, Spain
- 2017 Honorable Mention for the Belasco Best Article Prize for Scholarly Excellence from the Association for the Study of Food and Society (ASFS)
- 2012 Finalist for the Business History Conference (BHC) Herman E. Krooss Prize for best dissertation in business history
- 2009-2010 **Fulbright** Spain Full Grant
- 2008-2009 U.S. **National Science Foundation (NSF)** Dissertation Research Improvement Grant (Award #0822876)

### TEACHING EXPERIENCE (last ten years)

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• Courses taught:

- 2017-present Auburn University, Assistant Professor – Undergrad Lecture: “Technology & Civilization I & II”; Undergraduate Seminar: “Food and Power,” “Science, Technology and ‘the Law’,” “Honors Interdisciplinary Explorations,” “Honors Research Seminar – What is the Mediterranean Diet?: An Exploration of Food and Identity”; Graduate Seminar: “Intro to the Historiography of Technology,” “History of Business, Markets, and Capitalism,” “Visualizing History Lab”
- 2021, 2022, 2023 Huazhong Agricultural University (HZAU) – Auburn Institute remote summer course: “Food and Power”
- 2019 KAIST Science and Technology Policy (STP) Masters Seminar Mini-course: “Food and STS in Asia”
- 2012-2013, 2016-2018 Universität Wien STS Masters Seminar Courses: “*Comedo Ergo Sum*: Food and STS” and “Science, Technology and ‘the Law’”
- 2014-2016 KAIST Science and Technology Policy (STP) Masters Seminar Courses: “Lifestyle Politics”, “Science, Law and Regulation”, “STP Writing Seminar” KAIST Undergraduate Seminar: “Food and Power”

### GRADUATE STUDENT ADVISING

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- Dissertation committee member (current): Amy Brock (AU PhD. Student), Patrick Ward (AU PhD. student); Jesse Plitcha Kellar (AU PhD. student); Sulemana Awal (AU Masters)
- 2025 Committee member: Laura Michaela King, *Avondale: A Search for Identity in a Transitioning Neighborhood* (PhD dissertation, Auburn University, 2025).
- 2024 Advisor: Steven Wallace, *Futureproof: Computer Enthusiasts and the PC (R)evolution* (PhD dissertation, Auburn University, 2024).
- 2020 Committee member: Jessica Brown, “The Equal Rights Amendment and the United States Air Force (USAF) female pilot” (Master’s thesis, Auburn University, 2020).
- 2016 Committee member: Jongran Lee, “Medical Technologies at the Bar: Regulatory Law, Promotion Policy, and the Identity of Korean Medicine” (Master’s thesis, KAIST, 2016).

## PEDAGOGICAL TRAINING

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- AI Tools and AI-Engaged Pedagogy:

AEI Fellow badge from the Adobe Education Institute (AEI) (June 2025); “Teaching Critical Thinking with AI-Engaged Writing Assignments” AU Writing-Across-the-Curriculum (WAC) Workshop (June 2025); “Copilot and Microsoft 365 Copilot: Innovation Explorer” Badge from LinkedIn Learning Community (June 2025); “AI Tools for Everyone: A Hands-On Learning Lab” Caltech Center for Technology & Management Education Course (May 2025); “AUAI: Experimenter” Certification for “Teaching with AI at Auburn” AU Biggio Center Course (May 2025); “Generative AI Automation” Coursera Specialization (May 2025); “Prompt Engineering for ChatGPT” Coursera Specialization (April 2025)

- Other Tools and Pedagogical Training:

AU Team Science Series Leadership Workshops (Fall 2025); ASPIRE Auburn “Leading People” certificate (November 2025); ASPIRE Auburn “Leading Self” badge (August 2025); “Teaching with Wikipedia (History)” Wikiedu Workshop (April 2025); “Creating Impactful Infographics & Data Visuals” Information Is Beautiful Professional Training Course (March 2024); CITI Program “Responsible Conduct of Research” (RCR) Training (Jan. 2023); AU “Digital Humanities for Teaching and Learning” (Oct. 2022; “Building Diversity, Equity, and Inclusion Into Your Teaching” AU Workshop (Jan. 2022); AU “SafeZone LGBTQ+ Ally Training” Series (Fall 2021); “Passport to the World: Best Practices in Internationalization” AU Workshop (Aug. 2020); AU CLA Online Teaching Workshop (Dec. 2019); AU Biggio Center “Course (Re)Design” Workshop (Summer 2019); “Auburn Sustainability Across the Curriculum: Fall Line Project VIII Faculty Workshop” (May 2019); “Inclusion and Diversity” AU Workshop Series (Fall 2018)

## CONFERENCE PRESENTATIONS (Abbrev. list, last ten years)

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- 2026 Session Organizer and Chair for “Interactive Roundtable on AI's Impact on Business History” Business History Conference (BHC) Meeting in London, UK **[forthcoming]**
- 2025 “Thinking Inside the Box: Exploring the ‘life-cycle histories’ of food packaging” Society for the History of Technology (SHOT) Meeting in Luxembourg.
- 2025 “Thinking Inside the Box: Reconsidering the life-cycle histories of food packaging” Economic and Business History Society (EBHS) Meeting in Birmingham, AL, USA.
- 2025 Organizer and participant in “Roundtable on Applied History: Bringing Business History to Policy” Business History Conference (BHC) Meeting in Atlanta, GA, USA.
- 2023 “A lifecycle history of food packaging: Reconsidering what product packaging does for business and society” European Business History Association (EBHA) Meeting in Oslo, Norway.
- 2022 “What is the Mediterranean diet?: The reinvention of a traditional diet as bio-cultural capital” European Business History Association (EBHA) Meeting in Madrid, Spain.
- 2022 “Packaged Authenticity: The 1930s-1940s Packaging Revolution in Mass-Produced America” Association for the Study of Food and Society (ASFS) Meeting in Athens, GA.
- 2021 Discussant, “Agrifood Futures in-the-Making” at the Society for Social Studies of Science (4S) Meeting online.
- 2019 “Can the Consumer Speak?: How Policymakers (Have) Imagine(d) the Consumer in Food Politics” Society for Social Studies of Science (4S) Meeting in New Orleans,

- Louisiana, USA.
- 2018 “The Rise (and Fall) of the Food-Drug Line: Classification, Gatekeepers, and Spatial Mediation in Food and Health Markets” Science and Democracy Network (SDN) Meeting in Munich, Germany.
- 2017 “An age of standards: The rise of the FDA’s food “standards of identity” system, 1930s-1950s” Society for the History of Technology (SHOT) Meeting in Philadelphia, Pennsylvania, USA.
- 2017 “Food Labeling Regulation and Its Reform: The Market Politics of the 1973 FDA New Food Label Rules” Annual Meeting of the Business History Conference (BHC) in Denver, Colorado, USA.
- 2016 “Eating versus Treating: U.S. FDA regulation of diet foods” Society for Social Studies of Science (4S) Meeting in Barcelona, Spain.
- 2016 “The informational turn in food politics: the U.S. FDA’s nutrition label as ‘information infrastructure’” Society for the History of Technology (SHOT) Meeting in Singapore

### **INVITED TALKS, PANELS, AND WORKSHOPS (Abbrev. list, last ten years)**

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- 2025 Co-organizer of two AI Cafés, a science café format event for public engagement of science; one at Well Red Coffeeshop, and the other at the Rane Culinary Science Center, in Auburn, AL
- 2025 Co-organizer of a series of AI Cafés, a science café format event for public engagement of science, at public venues in Auburn, AL
- 2025 Panelist on “AI and the Humanities” at the Alabama Commission for Higher Education meeting at Tuscaloosa, Alabama
- 2024 Commentator on circulated paper for the Newberry History of Capitalism Seminar
- 2021 “¿Qué es la dieta mediterránea?: La reinención de una dieta tradicional como capital biocultural” invited talk at the Institute “López Piñero” (IHMC), Valencia, Spain.
- 2020 “From Dissertation to Book manuscript: Some tips on rewriting” invited talk at the Hong Kong University Publication Workshop, remote presentation.
- 2019 “The Rise (and Fall) of the Food-Drug Line: Classification, Gatekeepers, and Spatial Mediation in Food and Health Markets” invited seminar at Yan Ming University, Taipei, Taiwan.
- 2019 Faculty mentor at the SHOT-EASTS-KAISTS Writing Workshop, in Seoul, South Korea.
- 2019 “From Label to Table: A History of Regulating U.S. Food in the Information Age” invited talk at the Institut de Recherche Interdisciplinaire en Sciences Sociales (IRISSO) Biannual Summer Workshop, Château de Fontenay-Lès-Briis, France.
- 2018 “Meat and Power: What Motivates Modern Anxieties with Meat?” invited talk at the Meat Lab of Auburn University, Auburn, Alabama.
- 2017 “A history of informationism in food markets: How the U.S. FDA came to regulate food through informative labeling” paper given at the International Symposium, “Food Packaging: Uncovering the History,” at Tokyo, Japan.
- 2017 “The Institutional Origins of Nutritionism in the U.S. Today: The FDA’s Turn to Nutrition Labeling in the 1970s” invited talk for “The Invention of Food” Conference at the Institute for Historical Studies in the Department of History, University of Texas at Austin, Texas, USA.

- 2017 “‘Economic adulteration’ or Even Better Than the Real Thing?: Labeling Novel Foods ‘Imitation’ in 1950s and 1960s America” invited talk for “Risk on the Table: Food, Health, and Environmental Exposures” Workshop at Princeton University, Princeton, NJ, USA.
- 2016 “GM Foods: History and Sociology of a Public Debate” invited talk for Center for Inquiry, Austin Chapter, “Food for Thought” series at Trinity United Methodist Church, Austin, Texas, USA.
- 2016 “Social Science Research Methods: Their plurality and politics” methods workshop for the Program in Science and Technology Policy at KAIST University, Daejeon, South Korea.
- 2016 “Food or Drug?: Regulatory Cultures and Their Consuming Publics” invited talk for the University of Vienna STS Talks series, Vienna, Austria.

## INDUSTRY AND POLICY ENGAGEMENT & CONSULTING

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- 2025 Paid expert interview for study by MADO Insights & Strategies (Portland, OR) on the “Future of Food & Child Nutrition”
- 2024 Expert consultation for Perkins Coie LLP on ultra processed foods lawsuit
- 2024 Public comments sent to U.S. FDA on FDA Docket No. FDA-2023-N-0155 about proposed Front Of Package (FOP) Labeling rules (Summer 2023):  
<https://www.reginfo.gov/public/do/DownloadDocument?objectID=133886502>
- 2023 Testified on design considerations at the Reagan-Udall Foundation for the Food and Drug Administration Virtual Public Meeting, “Front-of-Package Nutrition Labeling,” (November 16, 2023)
- 2023 Invited talk on “FDA policies on food standards and labels: A historical perspective” at the International Dairy Food Association (IDFA) Yogurt Cultured Innovation and Ice Cream Technology Joint Conference, Austin, TX, USA.

## MEDIA & PUBLIC ENGAGEMENT

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2023-2025 Book tour to promote *From Label to Table*. For a comprehensive list of events, including podcasts, media interviews, & book talks, see: <http://www.xaqfrohlich.com/book>

“Nutrition Facts labels have a complicated legacy – a historian explains the science and politics of translating food into information.” *The Conversation* (July 16, 2024):

<https://theconversation.com/nutrition-facts-labels-have-a-complicated-legacy..>

“Be Careful With ‘Nutrition Facts’ as a Model for Tech Transparency.” *Time Magazine* (Online) > Made By History (April 11, 2024):

<https://time.com/6964509/broadband-facts-nutrition-labels/>

“Mandatory date labels on food could end confusion and prevent food waste.” *Washington Post* (Online) Perspective > Made By History, May 25, 2023:

<https://www.washingtonpost.com/made-by-history/2023/05/25/food-date-labels/>

“Implications of the US FDA’s Decision to Label Plant-Based Alternatives as ‘Milk’” *Australian Outlook* (4 April 2023):

<https://www.internationalaffairs.org.au/australianoutlook/implications-of-the-us-fda...>

“Auburn food historian explains new FDA guidelines for ‘healthy’ food labels” AU CLA

*Expert Answers* (Oct. 2022):

<https://www.cla.auburn.edu/news/articles/expert-answers-with-xaq-frohlich/>

“Food historian comments on wet markets and COVID-19” *AU CLA Perspectives* (Apr. 2020):

<https://cla.auburn.edu/news/articles/food-historian-comments-on-wet-markets...>

“America’s cherry pies may soon feature fewer cherries. Here’s why.” *Washington Post* (Online)

Perspective > Made By History (April 30, 2019):

<https://www.washingtonpost.com/outlook/2019/04/30/americas-cherry-pies...>

For a comprehensive list of media engagements, see: <https://www.xaqfrohlich.com/in-the-media>

## **SERVICE ACTIVITIES (last ten years)**

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- 2024-present Auburn University History Department Graduate Committee
- 2025-2028 Member of the Society for the History of Technology (SHOT) Abbott Payson Usher Best Article Prize Committee
- 2024-2027 Trustee of the Business History Conference (BHC)
- 2024-2027 Member of the Business History Conference (BHC) Print Media Oversight Committee
- 2025 Anon. Reviewer for Swiss National Science Foundation (SNSF) grant proposal
- 2025 Anonymous Reviewer for the Czech Fulbright Commission on a grant proposal
- 2024 Anonymous Reviewer for Johns Hopkins University Press book proposal
- 2024 Anonymous Reviewer for a chapter in the *Routledge International Handbook of the Sociologies of Food and Drink* (2026)
- 2024 Reviewer for the Society for the Anthropology of Food & Nutrition’s (SAFN) Graduate Christine Wilson Award for outstanding student research papers
- 2020-2024 Auburn University History Department Undergraduate Committee
- 2022 Anonymous Reviewer for University of Chicago Press book proposal
- 2021 Anonymous Reviewer for U.S. National Science Foundation (NSF) grant proposal
- 2018-2020 Auburn University History Department Web Committee
- 2017-2020 Member of the Business History Conference (BHC) Liaison Committee
- 2017-2019 Book Reviews Editor for H-Nutrition network on H-Net
- 2017 Special Session Organizer, “Round-table on the BHC at SHOT: Beyond Firms and Machines” at Society for the History of Technology (SHOT) Meeting in Philadelphia, Pennsylvania, USA.

Anonymous Reviewer for submitted manuscripts to *Social Studies of Science*; *Isis*; *BioSocieties*; *Journal for Food Policy*; *Science as Culture*; *Consumption Markets & Culture*; *East Asia STS (EASTS) International Journal*; *Global Food History*; *Technology & Culture*; *Public Understanding of Science*; *Food & Foodways*; *Essays in Economic & Business History*; *Enterprise & Society*; *International Journal of Sociology of Agriculture and Food*; *Interdisciplinary Studies on the Mediterranean*; *Food Ethics*

## **LANGUAGES**

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Native **English** speaker;

Fluent in reading, writing, and speaking **Spanish**;

Introductory **Catalan, French, German, and Korean**