XAQ FROHLICH, Ph.D.

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Associate Professor of History of Technology
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CURRENT POSITION

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

RESEARCH INTERESTS

Science and technology studies; business history; history of science and technology; food and power; risk communication; consumer culture; law and society; FDA history; 20th-century U.S. history; History and sociology of recent science and technology; historical sociology; applied history; innovation studies; visual cultures; socially responsible consumption & corporate social responsibility; information theory AI Ethics, Critical AI Literacy, AI pedagogy

EDUCATION

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

2023-present	Associate Professor in the Department of History at **Auburn University**
2026	Distinguished Visiting Scholar at the **Syddansk Universitet** (University of Southern Denmark) Center for American Studies, Odense, Denmark
2017-2023	Assistant Professor in the Department of History at **Auburn University**
2019	Visiting Scholar at the **University of Hong Kong** Institute for the Humanities and Social Sciences
2019	Visiting Scholar at the **Korea Advanced Institute of Science & Technology** Graduate School of Science and Technology Policy (STP), Daejeon, Republic of Korea
2019	Visiting Assistant Professor at the **Université Paris-Dauphine** Institut de Recherche Interdisciplinaire en Sciences Sociales (IRISSO), Paris, France
2012, 2013, 2016,	Visiting Professor at the **Universität Wien** Department of Science

& 2017, 2018	and Technology Studies, Vienna, Austria
2016-2017	Visiting Research Fellow at the Institute for Historical Studies (IHS) in the Department of History at the **University of Texas** at Austin, USA
2014-2016	Assistant Research Professor (postdoc) at the **Korea Advanced Institute of Science & Technology** Graduate School of Science and Technology Policy (STP), Daejeon, Republic of Korea
2011-2014	English Language Instructor at the **American Institute** in Valencia, Spain
2012-2013	Adjunct (Online) Lecturer at the **Northeastern University** College of Professional Studies, Boston, USA
2005-2006	Research Associate Intern and Consultant for **Oxfam America** three-year project, "Socioeconomic Impacts of Transgenic Cotton for Smallholder Farmers in South Africa, India and China." *Project Advisor*: Kimberly Pfeifer, Washington D.C., USA

CURRENT RESEARCH PROJECTS

- *Bridging the AI Divide through AI Cafés: Public Engagement with AI* 2025-present

  This collaborative, community-engaged research project, developed with colleagues in computer science and the College of Liberal Arts, investigates how public dialogue can give communities a real voice in shaping artificial intelligence. Through a series of informal AI Cafés hosted in coffee shops, churches, and other local community spaces, it invites participants to discuss where they encounter AI in daily life, their hopes and fears about it, and the values that should guide its design and adoption. Drawing on the history of emerging technologies, the project uses historical analogies to put into context public concerns about work, creativity, education, and trust in information. By rejecting the "deficit model" of science communication in favor of mutual listening, it develops a portable, humanities-led model for critical AI literacy and public-interest technology.

- *Thinking Inside the Box: A Lifecycle History of Food Packaging* 2023-present

  This research project explores how 20th-century innovations in food packaging reshaped business-environment relationships. It traces how packaging addressed key challenges across the food product lifecycle, from supply chains and processing to branding, regulation, and environmental harm, ultimately enabling global mass markets. The study situates packaging at the intersection of material practices, legal and cultural norms, and shifting ideas of trust, risk, and consumer responsibility. By offering a pre-history of life-cycle assessment (LCA) and the circular economy, the project critically examines the environmental claims of corporate sustainability and green marketing.

- *What Is the Mediterranean Diet?: An Exploration of Food and Identity in a Global World* 2021-present

  This book project traces the post-World War II reinvention of the Mediterranean diet, from culinary tourism and public health campaigns to its branding as a global food identity. It interrogates how scientific, cultural, and commercial actors constructed and

exported the Mediterranean diet as both a regional heritage and a global lifestyle ideal. The project examines the tensions between local agrarian food practices and the diet's transformation into a mobile, marketable narrative of wellness and tradition. By exploring questions of authenticity, expertise, and cultural authority, this book contributes to critical food studies and transnational histories of diet, identity, and global capitalism.

BOOK

From Label to Table: Regulating Food in America in the Information Age (Uni. of California Press, 2023).
— Korean translation edition: Frohlich, Xaq. 이것은 왜 오렌지주스인가: 식품 혐오와 열광 사이에서 식품 라벨 읽기. Translated by Kim Byungsoon, with commentary by Tae-Ho Kim (Seoul: Ttavi Publishing, 2026).

PEER-REVIEWED PUBLICATIONS

"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*, nº 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.

BOOK REVIEWS IN PEER-REVIEWED JOURNALS

Review of Steven Shapin, *Eating and Being: A History of Ideas about Our Food and Ourselves*. *The British Journal for the History of Science*. Published online 2026: 1-2.

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 *Ways of Eating: Exploring Food Through History and Culture*, by Wurgaft, Benjamin Aldes; White, Merry I. 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.

"Milking Modernity," review of *Pure and Modern Milk: An Environmental History Since 1900*, by Kendra Smith-Howard. *Endeavour* Vol. 39, No. 1 (2014): 6. [available online]

Review of *Sweet Stuff: An American History of Sweeteners from Sugar to Sucralose*, by Deborah J. Warner. *Agricultural History* Vol. 87, No. 2 (Spring 2013): 265-266.

Review of *Condensed Capitalism: Campbell Soup and the Pursuit of Cheap Production in the Twentieth Century*, by Daniel Sidorick. *Technology and Culture* Vol. 51, No. 2 (April 2010): 523-525.

Review of *Fruits and Plains: The Horticultural Transformation of America*, by Philip J. Pauly. *Technology and Culture* Vol. 50, No. 4 (October 2009): 921-922.

OTHER PUBLICATIONS

"Symposium Response: What is Left for Human Historians in the Age of AI?" *Enterprise & Society* (2027) **[forthcoming]**

"Tech & Civ Course Guide to the AI Journal," Auburn University's AI in Teaching and Learning Showcase (September, 2026) [2nd edition; original 1st edition published in 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 Biltekoff, 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....

"Whither the Humanities in the Age of Transformative Science and Technology," *HSS Newsletter* Vol. 44, No. 2 (Apr. 2015): 11-14.

"An Americano in Korea," *Roads & Kingdoms* (17 April 2015). [available online]

"City on Fire," *Roads & Kingdoms* (12 March 2014). [available online]

"Valencia's Fallas," *Travel Chronicles* (March 2014 Issue "Fiesta"). [available online]

"Falla del Ayuntamiento," *InVLC* (March 2014): 10-17. [available online]

"What's the Beef with Horsemeat?," *Risk & Regulation Magazine* No. 25 (Spring 2013): 20-21.

"Hagley Museum & Library, Wilmington," entry for *Dissertation Reviews* website, posted May 2013: http://dissertationreviews.org/archives/4201.

"Francisco Grande Covián," entry for the *Preventing Heart Attack and Stroke: A History of Cardiovascular Disease Epidemiology* website, hosted by the University of Minnesota School of Public Health, Division of Epidemiology & Community Health, posted March 2010: http://www.epi.umn.edu/cvdepi/bio.asp?id=226.

TEACHING EXPERIENCE

• 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 – Food at Auburn," "Honors Research Seminar – What is the Mediterranean Diet?: An Exploration of Food and Identity," "Honors Seminar – Thriving with AI"; Graduate Seminar: "Intro to the Historiography of Technology," "History of Business, Markets, and Capitalism,""Visualizing History Lab," "Graduate Writing Seminar"
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"

2012-2013 Northeastern University College of Professional Studies Masters of Science in Technical Communication Online Courses: "Introduction to Technical and Professional Writing", "Research in Biomedical Communication"

• Invited guest classes taught:
- "Food Systems and the Environment" lecture for Auburn University SUST 2000, "Introduction to Sustainability"
- "The FDA: Nutrition Labeling and Food Safety, A History" guest lecture for UC Berkeley, "Food and Nutrition Policy"
- "*The Jungle* and the Progressive Era: Food politics at the turn of the century" guest lecture, given for Alabama home schooling high school students and for SDU American Studies undergraduates
- "FDA Policies on Food Standards and Labels: A Historical Perspective" guest lecture for Auburn University ANSC, "Muscle Foods and Applied Muscle Biology"
- Guest speaker on food labeling policy in Elon University Law School "Food and Drug Law" Course
- Guest speaker on food labeling in Arizona State University "Innovation in Society" Course

GRADUATE STUDENT ADVISING

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: Christopher Marquis, "American Aerial Perspectives: Observations on the Technological Development of Military Aviation during the Spanish Civil War, 1936-1939" (Master's thesis, Auburn University, 2020).

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

• 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:
HarvardX (edX) "DH101: Introduction to Digital Humanities" certificate (Aug 2026); 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)

AWARDS, FELLOWSHIPS, AND GRANTS (Abbrev. list)

2026	Association for the Study of Food and Society (ASFS) **Award for Food Studies Pedagogy** for my course "HIST 3590, Food and Power"
2026	Inducted into the Auburn University Global Teaching Academy
2026	Inducted into the Phi Beta Delta Honor Society for International Scholars
2026	AU College of Liberal Arts Teaching Excellence Award
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	Auburn Author Award
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)
2016-2017	Visiting Research Fellow at the Institute for Historical Studies (IHS) in the Department of History at the University of Texas at Austin, USA
2012	Henry Belin du Pont Research Grant from the Hagley Center for the History of Business, Technology, and Society
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)

CONFERENCE PRESENTATIONS

2026 Panelist in the Roundtable "At the Intersection of Business and Technology" Society for the History of Technology (SHOT) Meeting Online.
2026 Session Organizer and Chair for "Interactive Roundtable on AI's Impact on Business History" Business History Conference (BHC) Meeting in London, UK
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.
2023 "What is the Mediterranean diet?: The reinvention of a traditional diet as a global brand" Business History Conference (BHC) Meeting in Detroit, MI, USA.
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.
2019 "The Rise (and Fall) of the Food-Drug Line: A Pre-History of Functional Foods and the Regulation of Health Food Markets in the U.S." Association for the Study of Food and Society (ASFS) Meeting, remote presentation.
2019 "The Rise (and Fall) of the Food-Drug Line: Classification, Gatekeepers, and Spatial Mediation in Food and Health Markets" Law & Society Association (LSA) Meeting, Washington, DC, USA.
2018 "The Rise (and Fall) of the Food-Drug Line: Classification, Gatekeepers, and Spatial Mediation in Food and Health Markets" History of Science Society (HSS) Meeting Seattle, Washington, 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

2015 "The Reinvention of the Mediterranean Diet as 'Biocultural Capital'" Korean History of Science Society Conference, Jeju, South Korea.

2015 "Eating versus Treating: U.S. FDA's regulation of 'ordinary' v. 'special' dietary foods in the 1960s," Taiwan STS Conference, Taipei, Taiwan.

2013 Discussant, "Comedo Ergo Sum: The Role of Science and Technology in Food and Eating" at the Society for Social Studies of Science (4S) Meeting in San Diego, California, USA.

2013 "Food or Drug?: The 1960s 'Cholesterol Controversy' and Professional Debates Over Responsibility for Eating Versus Treating," American Association for the History of Medicine (AAHM) in Atlanta, Georgia, USA.

2012 "You'd have to be whack to be mad at information!," Society for Social Studies of Science (4S) Meeting in Copenhagen, Denmark.

2012 "Accounting for Taste: Regulating Food Labeling in the 'Affluent Society'," Dissertation Prize Plenary Session, Annual Meeting of the Business History Conference (BHC) in Philadelphia, Pennsylvania, USA.

2011 "Faux Food Fight: Regulating a New Health Food Economy in the Wake of the 'Cholesterol Scare'," Annual Meeting of the Business History Conference (BHC) in St. Louis, Missouri, USA.

2010 "Buyer be-aware: The ethics of food labelling reform and 'mobilising the food consumer'," 9th Congress of the European Society for Agriculture and Food Ethics (EurSafe) in Bilbao, Spain

2010 "Nutrition and Neoliberal Govern-mentality: The history of U.S. nutrition labeling and mobilizing the food consumer," the 2nd British Sociological Association (BSA) Food Study Group Conference in London, England.

2010 "Imagining consumers, constituting subjects: Making sense of 'consumer confusion' and the history of U.S. nutrition labeling" Science and Democracy Network (SDN) 9th Annual Meeting in Milton Keyes, England.

2008 "Two Kingdoms of Food: Standardizing 'Diets of the Affluent' In Post-WWII America," Society for the History of Technology (SHOT) Meeting in Lisbon, Portugal.

2007 "Food's little black box: The FDA Nutrition Facts label as information technology," Society for Social Studies of Science (4S) Meeting in Montreal, Canada.

2004 "Origins of the US 'sound science' rationale and its confrontation with Europe's 'precautionary principle' over GM foods," History of Science Society (HSS) Meeting Austin, Texas, USA.

INVITED TALKS, PANELS, AND WORKSHOPS

2026 "From Label To Table: A history of US FDA food labelling policy and the responsibilization of the consumer" Food Thinkers Webinar (online) hosted by the Centre for Food Policy at City St George's, University of London

2026 "Thinking Inside the Box: Reconsidering the life-cycle histories of food packaging" opening keynote at the "Food and Drink Package Recycling in Urban Food Systems: Contexts and Comparisons, Lessons and Experiences" Workshop at the Birkbeck Centre for Environment and Sustainability in London, UK

2026 "AI's Impact on Teaching and Scholarship in the Humanities: An interactive discussion" invited talk at the Center for American Studies at the University of Southern Denmark in Odense, Denmark
2026 "AI for note-taking" remote professional development clinic for AU TIGER Tech Leaders
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 Panelist on "AI and the Humanities" at the Alabama Commission for Higher Education meeting at Tuscaloosa, AL
2024 Commentator on circulated paper for the Newberry History of Capitalism Seminar
2023 "From Label to Table: The Origins of the U.S. FDA 'Nutrition Facts' Label And What It Meant for Food Politics" the UK Institute of Historical Research (IHR) Food History Seminar, remote presentation.
2021 "¿Qué es la dieta mediterránea?: La reinvención de una dieta tradicional como capital biocultural" invited talk at the Institute "López Piñero" (IHMC), Valencia, Spain.
2021 "What is the Mediterranean diet?: The reinvention of a traditional diet as bio-cultural capital" invited talk at the Institución Milá y Fontanals de Investigación en Humanidades (IMF CSIC, Barcelona, Spain), remote presentation.
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 "The Rise (and Fall) of the Food-Drug Line: Classification, Gatekeepers, and Spatial Mediation in Food and Health Markets" invited seminar for the History of Science and Technology Colloquium at Chonbuk National University, Jeonju, South Korea.
2019 Faculty mentor at the SHOT-EASTS-KAISTS Writing Workshop, in Seoul, South Korea.
2019 "The Rise (and Fall) of the Food-Drug Line: Classification, Gatekeepers, and Spatial Mediation in Food and Health Markets" invited seminar for the Program on the History and Philosophy of Science Colloquium at Seoul National University, 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.
2019 "The Rise (and Fall) of the Food-Drug Line: Classification, Gatekeepers, and Spatial Mediation in Food and Health Markets" invited seminar for the Regulrisk Workshop at Université Paris-Dauphine, Paris, France
2018 "From Label to Table: Regulating Food in the Information Age, 1950s to 1990s" invited talk at the Food Studies and Science Technology Studies programs of the University of Wisconsin at Madison, USA.
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.

2015 "Eating versus Treating: U.S. FDA's regulation of 'ordinary' v. 'special' dietary foods in the 1960s," invited talk for the University of Texas at Austin History and Philosophy of Science Seminar Series, Austin, Texas, USA.

2015 "Beyond the Deficit Model: Public Understanding of Science in the Age of New Media" invited talk for the International Conference for the Integration of Science, Technology, and Society (ICISTS) at KAIST, Daejeon, South Korea. [Available online]

2015 "An Informational Turn in Food Politics: Regulating Diet and Health on Food Labels" invited seminar for the Program in History and Philosophy of Science (PHPS) Colloquium at Seoul National University, Seoul, South Korea.

2015 "An Informational Turn in Food Politics: Regulating Diet and Health on Food Labels" invited seminar for the Program in Science and Technology Policy Seminar at Yonsei University, Seoul, South Korea.

2015 "An Informational Turn in Food Politics: Regulating Diet and Health on Food Labels" invited lecture at National Taiwan University, Taipei, Taiwan

2014 "An Informational Turn in Food Politics: Regulating Diet and Health on Food Labels" invited seminar for the Program in Science and Technology Policy Colloquium at KAIST University, Daejeon, South Korea.

2012 "An Informational Turn in Food Politics: Regulating Diet and Health on Food Labels" invited talk for the University of Vienna STS Talks series, Vienna, Austria.

2011 "Food or Drug?: Regulating Health Claims on Food in the Wake of the 'Cholesterol Scare'," Workshop on "Food Anxieties: Negotiating Trust in the Modern Food Chain," in Reading, England.

2011 "Buyer Be-Aware: La ética de la etiqueta nutricional y los problemas de 'mobilizar al consumidor'" invited seminar for the Seminario Interdisciplinar de Bioética y Nutrición, by the Grupo Alicante de Estudios Avanzados de Historia de la Salud y de la Medicina of the Universitat d'Alacant in Alicante, Spain.

2011 "Accounting for Taste: Una historia de los reclamos de salud y la etiqueta nutricional en EE UU, 1945-1995," invited seminar for the Grupo de Historia Económica de la Universidad de Murcia, in Murcia, Spain.

2011 "Accounting for Taste: Regulating Diet and Health on Food Labels," invited seminar for the STS Circle at Harvard Kennedy School in Cambridge, Massachusetts, USA.
2011 "Accounting for Taste: Una historia de los reclamos de salud y la etiqueta nutricional en EE UU, 1945-1995," invited seminar for the Seminario del Instituto de Historia de la Medicina y de la Ciencia López Piñero, in Valencia, Spain.
2010 "Imagining consumers, constituting subjects: Making sense of 'consumer confusion' and the history of U.S. nutrition labeling" Workshop on "Advertising, packaging, labelling: retrospect and prospect" in Toulouse, France.
2010 "Accounting for Taste: A history of regulating food labels in the United States, 1945-1995," invited seminar for the Seminaris d'història del CEHIC in Barcelona, Spain.
2009 Panelist for Discussion Session, "Archival research in the Sciences: A Discussion With Graduate Students," at the New England Archivists Spring 2009 Meeting, Cambridge, Massachusetts, USA.
2006 Panelist for Discussion Session, "Fieldwork and Ethics in Genetics and Society," in the STS Circle at Harvard Kennedy School, Cambridge, Massachusetts, USA.
2005 "Socioeconomic Impacts of Transgenic Cotton for Smallholder Farmers in South Africa, India and China: An Oxfam Study," MIT Program on Human Rights and Justice, Cambridge, Massachusetts, USA.

INDUSTRY AND POLICY ENGAGEMENT & CONSULTING

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

Xaq Frohlich, Cheryl Seals, and Joan Harrell, "What Happens When You Host an AI Café," *IEEE Spectrum* (March 25, 2026): https://spectrum.ieee.org/ai-community-engagement
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

2026-2029	Auburn University History Department Director of Undergraduate Studies
2026-2027	Auburn University College of Liberal Arts AI Cross-Disciplinary 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
2026	Faculty Reviewer for the Auburn Honors College Application Review Committee
2024-2026	Auburn University History Department Graduate 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.

2016	Anonymous Reviewer for submitted manuscript to the UT Center for Politics & Governance
2015	Anonymous Reviewer for a chapter in the 4th Edition of the *Handbook of Science and Technology Studies* (MIT Press, 2016)
2014	Special editor for *Limn Magazine*, Issue No. 4, "Food Infrastructures" (Spring 2014): http://limn.it/issue/04/
2010-2014	Founding member of the "Red de Estudios Sociales de la Ciencia y Tecnología" (esCTS), a network of STS scholars affiliated with Spain seeking to promote and facilitate the social study of science and technology.

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

Native **English** speaker;
Fluent in reading, writing, and speaking **Spanish**;
Introductory **Catalan**, **French**, **German**, and **Korean**

I am both a United States citizen (with American passport) and an EU citizen (with Spanish passport)