PRISCILLA CONNORS, PhD, RDN, ASSOCIATE PROFESSOR
Department of Hospitality & Tourism Management
University of North Texas, Denton TX
Priscilla.Connors@unt.edu

Research Focus

I conduct research in food choice and waste with a history of funding by the University of North Texas, U.S. Department of Agriculture, and National Dairy Council. I am experienced in survey research and field methods including observational studies, focus groups, and face-to-face interviews. I lead a team of faculty and student researchers in a yearlong field project in public school cafeteria that resulting in a unique collection of 1,400 meal images pairs archived the UNT Digital Library that were creatively reimaged by the Danish Royal Library (2019). As a Visiting Scholar at SUNY-Oneonta (2019) I conducted intercept surveys in a food labeling project funded by a UNT Small Grants award. I presented results at national/international conferences including Society for Nutrition Education and Behavior, School Nutrition Association, and National Nutrient Databank.

Earned Degrees with Institution

Ph.D.	Nutrition	Texas Woman's University, Denton, TX
M.B.A.	Information Systems	SUNY-Binghamton University, Binghamton, NY
B.S.	Dietetics	SUNY- Oneonta College, Oneonta, NY
B.S.	Biology	Moravian College, Bethlehem, PA

Academic Position

Associate Professor, University of North Texas, Denton, TX 2004-Present
Assistant Professor, University of North Texas, Denton, TX 1998-2004

Project Manager & Principal Investigator ($29,592) Cross-disciplinary USDA Economic Research Services grant -*Testing a Food Choice Innovation for Middle Schools.* (2010-2012)
Investigator and Faculty Mentor - University of North Texas Undergraduate Research Initiative 2010-2011 "*Design of a Food Choice Innovation for Middle School*"
Collaborative Researcher Participate in cross-disciplinary university team conducting a multiyear (2007-2010) project on the health of North Texas middle school children
Research Scholar ($48,698) at University of Southern Mississippi National Foodservice Management Institute (2003-2004): Research on school nutrition environments

Grants & Contracts

2019	UNT Small Grants Award	UNT
2010-2012	Testing a Food Choice Innovation for Middle Schools	ERS/USDA
2010-2011	Collaborative Design of a Food Innovation for Middle Schools	UNT

Textbook Publication

Connors, P. (2021) *Nutrition for Consumers*. University of North Texas Digital Libraries. DOI: 10.12794/sps.ot-nutritionfc.

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Recent Research Published in Peer-Review Journals

(1) Connors P. (under review) Date labels and college student perceptions of milk drinkability. *Journal of Food Composition and Analysis*.

(2) Breakstone J. Smith MD, Ortega TE, Kerby DF, Connors PL. (2021) Lateral reading: College students learn to critically evaluate internet sources in an online course. *Misinformation Review.* 2(1). https://doi.org/10.37016/mr-2020-56

(3) Landry MJ, Olvany JM, Mueller MP, Chen T, Ikeda J, Sinclair D, Schatz LE, Connors PL, Valgenti RT, Challamel GA, Gardner CD, Policastro P. (2020). *Nutrients,* 12(9). doi.org/10.3390/nu12092560.

(4) McNamara J., Sweetman, S., Connors, P., Lofgren, L., Greene, G.W. (2019) Outcomes of an experimental study testing the effect of a framework to enhance critical thinking decision making skills in introductory college courses. *Journal of Nutrition Education and Behavior.* 52(4).343-350. DOI: 10.1016/j.jneb.2019.06.007

(5) Turnwald B., Bertoldo J., Perry, M., Policastro, P., Timmons, M., Bosso, C., Connors, P., Valgenti, R.T., Pine, L., Challamel, G., Gardner, C.D., Crum, A.J. (2019) Increasing vegetable intake by emphasizing tasty and enjoyable attributes: A randomized controlled multi-site intervention for taste focused labeling. *Psychological Science.* DOI: 10.1177/0956797619872191

(6) Connors PL. (2019) Adding physical fitness to your life. *Journal of Nutrition Education and Behavior,* 51(2). 263.

(7) Connors, P. (2018). Breastfeeding uncovered. *Journal of Nutrition Education and Behavior, 50*(2), 211-212. DOI: 10.1016/j.jneb.2017.07.004

(8) Connors, P. (2016). Dietary Guidelines 2015-2020. *Journal of Nutrition Education and Behavior.* 48(7). DOI: 10.1016/j.jneb.2016.04.389.

(9) Connors, P, Bednar, C. (2015) Middle school cafeteria food choice and waste prior to implementation of healthy Hunger-Free Kids Act changes in the National School Lunch Program *Journal of Child Nutrition & Management*, 3(2). https://schoolnutrition.org/NewsPublications/JCNM/2015/Fall/

(10) Connors, P. (2013). Delivery style moderates study habits in online nutrition class. *Journal of Nutrition Education and Behavior,* 45:171-175. http://dx.doi.org/10.1016/j.jneb.2012.04.006

Research Presentations & Published Abstracts (Most Recent Years)

1. Connors, P & Schuelke, W. (2021, November). Perceptions of date labels among young adults. 1st National Nutrient Databank Conference: 2020 Vision for Food Composition Data: Promoting Public Health Worldwide. Virtual. U.S. Department of Agriculture/U.S. Food & Drug Administration.

2. Connors, P. (2020, October). Open pedagogy, equity & inclusive teaching. International Open Access Week Roundtable. University of North Texas. Denton, TX.

3. Connors, P. & Schuelke, W. (2019, November). It's expired? Throw it out! Young adult perception of labels. *CMHT Research Brown Bag.* University of North Texas, Denton, TX.

4. Connors, P. & Schuelke, W. (2019, October) Date labels and food waste among college students. *Menus of Change University Research Collaborative Annual Meeting*, University of Colorado, Boulder, CO.

5. Connors, P. (2019, July) Guided inquiry-based learning and the date label/milk waste conundrum. *Journal of Nutrition Education and Behavior, 51(7).* doi: 10.1016/j.jneb.2019.05.480

6. Connors, P., Schuelke, W., Kennon, L. (2019, July) Date labels on milk cartons: Do you adults "get it?" Journal of Nutrition Education and Behavior, 51(7). S81. Dio: 10.1016.j.jneb.2019.05.483

7. Connors, P. (2018, July). Dietary analysis exercise fosters intercultural awareness among college students *National Nutrient Databank Conference Abstracts,* 40: 23. https://www.nutrientdataconf.org/PastConf/NDBC40/Program_Guide.pdf

8. Peal, E., & Connors, P. (2018, July). The future of tap Water—Will young adults invest? *Journal of Nutrition Education and Behavior, 50*(7), S26. doi:10.1016/j.jneb.2018.04.069

9. Vaquera, B., & Connors, P. (2018). P125 - young adult perception of label claims and dietary variety: A short survey. *Journal of Nutrition Education and Behavior, 50*(7), S114-S114. doi:10.1016/j.jneb.2018.04.154

10. Stark, H., Connors, P., & Prybutok, V. (2018). Young adult ambivalence toward the revised nutrition facts label format. *Journal of Nutrition Education and Behavior, 50*(7), S114-S115. doi:10.1016/j.jneb.2018.04.155

11. Connors, P. (2018, July). I really should change my mind about these vegetables: A signature assignment with social responsibility in mind. *Journal of Nutrition Education and Behavior, 50*(7), S27. doi.org/10.1016/j.jneb.2018.04.07

12. Slaton, K. Kinley, T.R., Brandon, L.L., Connors, P. (2018). Best practices of target marketing for fashion entrepreneurs. International Textile and Apparel Association. https://itaaonline.org/page/Proceedings

13. Slaton, K. Kinley, T.R., Brandon, L.L., Connors, P. (2018). Popular advertising advice for fashion entrepreneurs: A summative content analysis. International Textile and Apparel Association. https://itaaonline.org/page/Proceedings

14. Greene, G., White, J., Peterson, K. & Connors, P. (2017, July). Organic Food Debate: Critical thinking in the higher education classroom plenary session. *Society for Nutrition Education and Behavior Annual Conference, Washington DC.*

15. Guillory, D. & Connors, P. (2017, January) Designing food waste reduction messages to impact dining hall waste. *22nd Annual Graduate Student Research Conference in Hospitality and Tourism*. University of Houston Hilton College. TX

16. Connors, P, Strzelecka M., Strubel, J. (2017, January) Gender and importance of consuming sustainably produced food. *Thirteenth International Conference on Environmental, Cultural, Economic & Social Sustainability,* Rio de Janeiro, Brazil.

17. Connors, P. (2016, July). A Reasoning Exercise Results in Student Food Rules on the Digital Library. *Society for Nutrition Education and Behavior Annual Conference, San Diego, CA. Journal of Nutrition Education and Behavior,* 48 (7):S32 http://dx.doi.org/10.1016/j.jneb.2016.04.087

18. Jimenez-Chavez, R. & Connors, P. (2016, July). The Influence of Organic Labeling and Price on Restaurant Menu Choice *Society for Nutrition Education and Behavior Annual Conference, San Diego, CA. Journal of Nutrition Education and Behavior,* 48 (7):S105. http://dx.doi.org/10.1016/j.jneb.2016.04.279

19. Strzelecka M., Nisbett G., Connors P. (2015, January). Perceived importance of food quality and sustainable food practices among Millennials. *Tenth International Conference on Environmental, Cultural, Economic & Social Sustainability,* Copenhagen, Denmark.

20. Afflerbach AM & Connors, PL. (2014, April) College students apply nutrition facts in a series of eat healthy lab exercises. *Texas Academy of Nutrition and Dietetics Food & Nutrition Conference and* Exhibition San Antonio, TX.

21. Kennon, L. & Connors, P. (2014, June). The Impact of Visual and Video Social Media on Consumer Captured Food Safety Failures in Commercial Restaurants. *American Association of Family and Consumer Sciences Annual Conference & Expo*. St. Louis, MO.

22. Connors, P, Bednar, C, Kennon L, Davenport B & Sandifer K. (2013, October). An infographic communicates food choices and waste in Texas middle schools. *Academy of Nutrition & Dietetics Conference & Expo (FNCE)* Houston, TX

23. Connors, P & Afflerbach A. (2013, April). Familiarizing students with the U.S. nutrient database for standard reference through online exercises. *National Nutrient Databank Conference, Boston*, MA. Published at http://www.nutrientdataconf.org/

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Creative Works Digitally Archived

The Lunch Tray Collection

Documenting Plate Waste in Middle School Cafeterias Using Digital Still Photography
(20,272+ views as of November 2018)
https://digital.library.unt.edu/explore/collections/DPWMSC/

The Food Rules Collection

Students studied Dietary Guidelines for Americans 2010 Executive Report as well as Food Rules: An Eater' Manual by Michael Pollan then formulated a new rule for UNT students.
https://digital.library.unt.edu/explore/collections/FOODR/