

John W. Long

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The Pennsylvania State University
Department of Food Science
Department of Nutritional Sciences
222 Erikson Bldg
University Park, PA 16802

ACADEMIC APPOINTMENTS

Assistant Professor of Sensory Science University of Missouri Division of Food, Nutrition and Exercise Sciences	August 2027
Postdoctoral Scholar The Pennsylvania State University Department of Food Science (Dr. John Hayes) Department of Nutritional Sciences (Dr. Kathleen Keller)	2025-Present

EDUCATION

Ph.D. Nutritional Sciences The Pennsylvania State University Department of Nutritional Sciences Thesis: Virtual Reality Food Selection and Laboratory Intake: How Portion Size, Variety, and Energy Density Shape Selection and Consumption	2025
B.S. Kinesiology (Concentration: Kinesiology and Health Sciences) The University of Texas at San Antonio Department of Kinesiology Honors: Magna Cum Laude	2021

RESEARCH EXPERIENCE

Graduate Research Assistant The Pennsylvania State University Health, Ingestive Behavior, and Technology Laboratory Advisor: Dr. Travis Masterson	2021-2025
Summer Provost Undergraduate Research Fellowship The University of Texas at San Antonio The Laboratory of Exercise and Sports Nutrition Advisors: Dr. Kelly Cheever & Dr. Tianou Zhang	2020
Undergraduate Research Internship The University of Texas at San Antonio The Laboratory of Exercise and Sports Nutrition Advisor: Dr. Tianou Zhang	2020

TEACHING EXPERIENCE

Teaching Assistant – The Pennsylvania State University Department of Food Science Sensory Evaluation of Foods (FDSC-404)	Fall 2025, Fall 2026
Department of Nutritional Sciences Macronutrient Metabolism (NUTR-445)	Spring 2023
Sports Nutrition (NUTR-407)	Fall 2022

Guest Lecturer – The Pennsylvania State University

Department of Nutritional Sciences

Sports Nutrition (NUTR-407)

Spring 2023, Fall 2023, Spring 2024

Teaching Assistant – The University of Texas at San Antonio

Department of Kinesiology

Exercise Nutrition (KIN-4253)

Spring 2020, Summer 2020, Fall 2020, Spring 2021

Motor Learning (KIN-4403)

Fall 2020, Summer 2020, Spring 2021

Tutor – The University of Texas at San Antonio

Department of Kinesiology

Motor Learning (KIN-4403)

Fall 2020, Spring 2021

RESEARCH FUNDING

The National Pork Board Research Grant

2025-2026

*Title: Flavor Fusion: the role of pork in plant-forward bowl-based meals**Role: Project Director (PI: Dr. John Hayes)**Award Status: Funded**Amount: \$136,505***Penn State CTSI Translational Science Fellowship**

2023

*Role: Predoctoral Fellow**Amount: \$6,786***UTSA Summer Provost Undergraduate Research Fellowship**

2020

*Role: Undergraduate Researcher**Amount: \$3,000***FELLOWSHIPS, AWARDS, & HONORS**

Ruth L. Pike Fellow (\$5,000)

2024-2025

The Obesity Society Rolls-Simons Travel Award (\$1,000)

2024

Penny M. Kris-Etherton Doctoral Award (\$900)

2023-2024

Barbara J. Rolls Graduate Scholarship in Nutritional Sciences (\$4,000)

2022-2023

Barbara J. Rolls Graduate Scholarship in Nutritional Sciences (\$6,000)

2021-2022

Magna Cum Laude from The University of Texas at San Antonio

2021

3-Minute Ready, Set, Research Competition: 2nd Place

2021

Texas American College of Sports Medicine (TACSM) Major of The Year

2020

President's List: Spring 2019, Fall 2019, Spring 2020

2019-2020

Dean's List: Spring 2017, Fall 2017, Spring 2018

2017-2018

Honor Roll: Fall 2016, Fall 2018

2016,2018

PEER-REVIEWED PUBLICATIONS

Publication Summary

Publications: 18

Citations: 229

h-index: 8

i10-index: 6

Published

1. Akanzing, E. A., **Long, J. W.**, & Hayes, J. E. (2026). Differential roles of oral physiology and oral processing behaviors on eating rate and snack intake in adults with healthy dentition. *Physiology & Behavior*, *317*, 115499. <https://doi.org/10.1016/j.physbeh.2026.115499>
2. **Long, J. W.**, Akanzing, E., & Hayes, J. E. (2026). chewR: An open-source R package for quantifying masticatory performance with applications in oral processing research. *Journal of Texture Studies*, *57*(5), e70112. <https://doi.org/10.1111/jtxs.70112>
3. Rosa, N., **Long, J. W.**, Klippel, A., Zhao, J., Wallgrün, J. O., Brick, T. R., Maksi, S. J., Keller, K. L., Cheah, C. S. L., Boot, L., Edwards, C. G., Rolls, B. J., & Masterson, T. D. (2026). CRAVE: Cross-Reality analytics for virtual environments - deepening insights into human food selection and eating behavior. *Computers in Human Behavior Reports*, *21*, 101053. <https://doi.org/10.1016/j.chbr.2026.101053>
4. **Long, J. W.**, Cunningham, P. M., Keller, K. L., Rolls, B. J., & Masterson, T. D. (2026). Food variety affects food selection and variety-seeking behaviors in an immersive virtual reality food buffet. *Appetite*, *221*, 108484. <https://doi.org/10.1016/j.appet.2026.108484>
5. **Long, J. W.**, Cunningham, P. M., Pritschet, S. J., Keller, K. L., Cheah, C. S. L., Boot, L., Klippel, A., Brick, T. R., Edwards, C. G., Rolls, B. J., & Masterson, T. D. (2025). Energy density selected in immersive virtual reality buffet meals is associated with both energy density consumed and energy intake in laboratory meals. *2025 11th International Conference on Virtual Reality (ICVR)*, 27–35. Wageningen, Netherlands. <https://doi.org/10.1109/ICVR66534.2025.11172660>
6. Braga, B. C., Hurst, W., Barrow, J., **Long, J. W.**, Shearer, G. C., Hodges, J. K., Lawler, O., Patel, R., Schiavone, T., & Masterson, T. D. (2025). Efficacy and engagement with an immersive virtual learning experience of the citric acid cycle. *Biochemistry and Molecular Biology Education*, *53*(5), 500–508. <https://doi.org/10.1002/bmb.70001>
7. D'Souza-Rushton, G. C., **Long, J. W.**, Denmon, A., Kris-Etherton, P. M., Petersen, K. S., & Masterson, T. D. (2025). Nutrition education “shorts”: The effect of short-form media on conveying information about improving diet quality. *Nutrients*, *17*(10), 1612. <https://doi.org/10.3390/nu17101612>
8. **Long, J. W.**, Gonzalez, M., Farrell, J., III, Carmargo, M. E., & Cheever, K. (2025). Sleep duration and sleep quality as season-long predictors of ratings of perceived exertion and psychological well-being in female soccer athletes. *Journal of Strength and Conditioning Research*, *39*(9), 973–981. <https://doi.org/10.1519/JSC.00000000000005166>
9. **Long, J. W.**, Cunningham, P. M., Pritschet, S. J., Keller, K. L., Cheah, C. S. L., Boot, L., Klippel, A., Brick, T. R., Edwards, C. G., Rolls, B. J., & Masterson, T. D. (2025). Variety-seeking behavioral markers in an immersive virtual reality buffet are associated with greater food and energy intake in laboratory meals. *Appetite*, *210*, 107988. <https://doi.org/10.1016/j.appet.2025.107988>
10. Braga, B. C., **Long, J. W.**, Pritschet, S. J., Sajjadi, P., Edwards, C. G., & Masterson, T. D. (2025). Immersive virtual reality dietitian improves portion control self-efficacy and portion size estimation accuracy. *Journal of Nutrition Education and Behavior*, *57*(5), 395–406. <https://doi.org/10.1016/j.jneb.2025.01.010>
11. **Long, J. W.**, Brown, D., Farrell, J., Gonzalez, M., & Cheever, K. (2024). Relationship between workload, psychological state and sleep in female soccer athletes. *International Journal of Sports Medicine*, *45*(11), 829–836. <https://doi.org/10.1055/a-2304-3694>

12. Maksi, S. J., **Long, J. W.**, Keller, K. L., Dardis, F., Freeman, J., Vecchi, M., Emond, J. A., & Masterson, T. D. (2024). Exploring adolescent vulnerability to influencer product endorsement on snack intake within a live streaming context. *Technology, Mind, and Behavior*, 5(2: Summer 2024). <https://doi.org/10.1037/tmb0000130>
13. **Long, J. W.**, Maksi, S. J., Frías, F. J. L., Ireland, R., & Masterson, T. D. (2024). Content analysis of food and beverage marketing in global esports: Sponsorships of the premier events, leagues, teams, and players. *BMJ Public Health*, 2, e000095. <https://doi.org/10.1136/bmjph-2023-000095>
14. **Long, J. W.**, Pritschet, S. J., Keller, K. L., Cheah, C. S. L., Boot, L., Klippel, A., Brick, T. R., Edwards, C. G., Rolls, B. J., & Masterson, T. D. (2023). Portion size affects food selection in an immersive virtual reality buffet and is related to measured intake in laboratory meals varying in portion size. *Appetite*, 191, 107052. <https://doi.org/10.1016/j.appet.2023.107052>
15. **Long, J. W.**, Masters, B., Sajjadi, P., Simons, C., & Masterson, T. D. (2023). The development of an immersive mixed-reality application to improve the ecological validity of eating and sensory behavior research. *Frontiers in Nutrition*, 10, 1170311. <https://doi.org/10.3389/fnut.2023.1170311>
16. Haushalter, K., Pritschet, S. J., **Long, J. W.**, Edwards, C. G., Boyland, E. J., Evans, R. K., & Masterson, T. D. (2023). User engagement with a popular food brand before, during and after a multi-day interactive marketing campaign on a popular live streaming platform. *Public Health Nutrition*, 26(4), 716–724. <https://doi.org/10.1017/S1368980023000083>
17. Sajjadi, P., Edwards, C. G., Zhao, J., Fatemi, A., **Long, J. W.**, Klippel, A., & Masterson, T. D. (2022). Remote iVR for nutrition education: From design to evaluation. *Frontiers in Computer Science*, 4, 927161. <https://doi.org/10.3389/fcomp.2022.927161>
18. Edwards, C. G., Pollack, C. C., Pritschet, S. J., Haushalter, K., **Long, J. W.**, & Masterson, T. D. (2022). Prevalence and comparisons of alcohol, candy, energy drink, snack, soda, and restaurant brand and product marketing on Twitch, Facebook Gaming, and YouTube Gaming. *Public Health Nutrition*, 25(1), 1–12. <https://doi.org/10.1017/S1368980021004420>

Submitted or Under Review

1. Akanzing, E. A., Cunningham, P. M., **Long, J. W.**, & Hayes, J. E. Eating rate predicts intake of peanut butter and jelly sandwiches in an ad libitum lunch meal. *Food Quality and Preference*.
2. Hurst, W., Krampe, C., Wolfers, J., Mousavian Parsa, S., Masterson, T. D., **Long, J. W.**, & Kotze, B. The Data Factory: Gamification in Data Science Education. *Education and Information Technologies*.

In Preparation

1. Rosa, N., Kok, E., van Alst, M., Siebelink, E., **Long, J. W.**, Masterson, T. D., & Klippel, A. An overview of immersive extended reality for portion size estimation. *Intended journal: Virtual Reality*.
2. Failla, M., **Long, J. W.**, Bunch, K., Masterson, T. D., Wee, J., & Hopfer, H. Virtual nuggets, real choices: the impact of cell-cultivated meat label terms on consumer choice in a virtual reality food buffet. *Intended journal: Nature Food*.
3. **Long, J. W.**, Hallisky, K., Baney, B. A., Pearce, A. L., & Keller, K. L. Variety-seeking behavior during eating in the absence of hunger is associated with energy intake and adiposity in children. *Intended journal: Appetite*.

Conference Oral Presentations

1. Failla, M., **Long, J. W.**, Getz, C., Bunch, K., Masterson, T. D., Wee, J., & Hopfer, H. (2026). They said they'd try it...why didn't they? Label effects on cell-cultivated meat selection. Oral presentation at the *2026 Society of Sensory Professionals Conference*, October 7–9, Louisville, KY, United States.
2. **Long, J. W.**, Rolls, B. J., & Keller, K. L. (2026). Variety-seeking when eating in the absence of hunger as an obesogenic eating behavior in children. Oral presentation at *Society for the Study of Ingestive Behavior 2026*, August 5–9, Philadelphia, PA, United States.
3. Fallia, M., Bunch, K., **Long, J. W.**, Masterson, T. D., Wee, J., & Hopfer, H. (2026). Virtual nuggets, real choices: the impact of cell-cultivated meat label terms on consumer choice in a virtual reality buffet. Oral presentation at the *Gordon Research Conference on Foods of the Future: Science and Engineering Approaches*, January 25–30, Pomona, CA, United States.
4. **Long, J. W.**, Cunningham, P. M., Maksi, S. J., Keller, K. L., Cheah, C. S. L., Boot, L., Klippel, A., Brick, T. R., Edwards, C. G., Rolls, B. J., & Masterson, T. D. (2025). Energy Density Selected in Immersive Virtual Reality Buffet Meals Is Associated with Both Energy Density Consumed and Energy Intake in Laboratory Meals. Oral presentation at *International Conference on Virtual Reality 2025*, July 9–11, Wageningen, Netherlands.
5. **Long, J. W.**, Pritschet, S. J., Cunningham, P. M., Keller, K. L., Cheah, C. S. L., Boot, L., Klippel, A., Brick, T. R., Edwards, C. G., Rolls, B. J., & Masterson, T. D. (2024). Energy Density Selected in a Virtual Reality Buffet Predicted Energy Density and Intake in Lab Meals. Oral presentation at *Obesity Week 2024*, November 2–6, San Antonio, TX, United States. ***Awarded the Rolls-Simons Travel Award***
6. **Long, J. W.**, Pritschet, S. J., Cunningham, P. M., Keller, K. L., Cheah, C. S. L., Boot, L., Klippel, A., Brick, T. R., Edwards, C. G., Rolls, B. J., & Masterson, T. D. (2023). Variety of Food Selected Within an Immersive Virtual Food Buffet is Related to Food Intake. Oral presentation at *Society for the Study of Ingestive Behavior 2023*, July 11–15, Portland, OR, United States.
7. **Long, J. W.**, & Masterson, T. D. (2022). The Breadth and Depth of Food and Beverage Marketing in Esports. Oral presentation at *Obesity Week 2022*, November 1–4, San Diego, CA, United States.

Conference & Professional Poster Presentations

1. **Long, J. W.**, Akanzing, E. A., & Hayes, J. E. (2026). chewR: An open-source R package for quantifying chewing efficiency. Poster presentation at *Society for the Study of Ingestive Behavior 2026*, August 5–9, Philadelphia, PA, United States.
2. Mehta, T., Barton, A. N., **Long, J. W.**, & Hayes, J. E. (2026). SnackBox pilot: Investigating the influence of chip shape on eating rate. Poster presentation at *Soil, Plants & Consumer Network Research Expo*, July 17, University Park, PA, United States.
3. Barton, A. N., Mehta, T., **Long, J. W.**, & Hayes, J. E. (2026). Eating rate and the measurement of eating behavior: A literature review. Poster presentation at *Soil, Plants & Consumer Network Research Expo*, July 17, University Park, PA, United States.
4. Akanzing, E. A., **Long, J. W.**, Hayes, J. E. (2026). How we eat matters more than oral physiology: eating rate predicts intake in healthy adults. Poster Presentation at *Gamma Sigma Delta Research Exhibition 2026*, March 26, University Park, PA, United States.
5. **Long, J. W.**, Keller, K. L. (2025). Variety of Foods Tried: Proxy for Energy Intake and Eating in the Absence of Hunger in Children. Poster presentation at *Obesity Week 2025*, November 4–7, Atlanta, GA, United States.

6. Akanzinge, E. A., Cunningham, P. M., **Long, J. W.**, & Hayes, J. E. (2025). Peanut Particle Size Influences Oral Processing Behaviors and Ad libitum Food Intake. Poster presentation at *Pangborn 2025*, August 17–21, Philadelphia, PA, United States.
7. **Long, J. W.**, Pritschet, S. J., Cunningham, P. M., Keller, K. L., Cheah, C. S. L., Boot, L., Klippel, A., Brick, T. R., Edwards, C. G., Rolls, B. J., & Masterson, T. D. (2023). Variety of Food Selected Within an Immersive Virtual Food Buffet is Related to Food Intake. Poster presentation at *The Pennsylvania State University Graduate Exhibition 2023*, March 24, State College, PA, United States.
8. Pritschet, S. J., Sajjadi, P., Edwards, C. G., **Long, J. W.**, Klippel, A., & Masterson, T. D. (2022). Validating the Use of an Immersive Virtual Reality Application to Deliver Portion Size and Calorie Density Education. Poster presentation at *Obesity Week 2022*, November 1–4, San Diego, CA, United States.
9. Masterson, T. D., Pritschet, S. J., **Long, J. W.**, Keller, K. L., Boot, L., Klippel, A., Brick, T. R., Edwards, C. G., & Rolls, B. J. (2022). Perceived Portions of Foods Affect the Amount Selected Within an Immersive Virtual Food Environment. Poster presentation at *Obesity Week 2022*, November 1–4, San Diego, CA, United States.
10. **Long, J. W.**, Pritschet, S. J., Keller, K. L., Cheah, C. S. L., Boot, L., Klippel, A., Brick, T. R., Edwards, C. G., Rolls, B. J., & Masterson, T. D. (2022). Validation of the Portion Size Effect Within an Immersive Virtual Food Buffet. Poster presentation at *Institute for Computational and Data Sciences Fall 2022 Symposium: Data Science, AI, and a Sustainable, Resilient, and Equitable Future*, October 12–14, State College, PA, United States.

OPEN SCIENCE, RESEARCH TOOLS, & SOFTWARE

Preregistered Studies

1. **Long, J. W.**, Rolls, B. J., Keller, K., Cunningham, P., & Masterson, T. D. (2025, July 13). *The Effect of Food Variety on Food Selection in an Immersive Virtual Reality Food Buffet*.
<https://doi.org/10.17605/osf.io/ms3tx>

Open Data & Code

1. **Long, J. W.**, Cunningham, P., Keller, K., Rolls, B. J., & Masterson, T. D. (2025, July 28). *Food Variety Affects Food Selection and Variety-Seeking Behaviors in an Immersive Virtual Reality Food Buffet*.
<https://doi.org/10.17605/osf.io/zyn87>
2. **Long, J. W.**, Cunningham, P., Keller, K., Brick, T. R., Rolls, B. J., & Masterson, T. D. (2025, February 7). *Variety-Seeking Behavioral Markers in an Immersive Virtual Reality Food Buffet*.
<https://doi.org/10.17605/osf.io/7nstp>
3. Pritschet, S. J., **Long, J. W.**, Masterson, T., Emond, J. A., Keller, K., Dardis, F., Veechi, M., & Freeman, J. (2023, August 24). *Exploring Adolescent Vulnerability to Influencer Product Endorsement on Snack Intake*. <https://osf.io/qexyd>
4. **Long, J. W.**, Pritschet, S. J., Keller, K. L., Cheah, C. S. L., Boot, L., Klippel, A., Brick, T. R., Edwards, C. G., Rolls, B. J., & Masterson, T. D. (2024, October 15). *VR Portion Size Effect*.
<https://doi.org/10.17605/osf.io/nj4ad>

Research Tools, Software, & Questionnaires

1. **chewR**. An open-source R package for computing masticatory performance. Sole developer and author; available on GitHub: <https://github.com/JohnLongPhD/chewR>

2. **VarCHOOSE**. Questionnaire measuring the effects of variety on food selection. *In development; planned release 2026.*
3. **VarEAT**. Questionnaire measuring the effects of variety on food intake. *In development; planned release 2026.*

SERVICE

Student Mentoring

- **Han Nguyen**, M.S. Student, Food Science, The Pennsylvania State University 2026–Present
- **Isato Shabazz**, B.S. Student, Food Science, The Pennsylvania State University 2026–Present
- **Isaiah Milan**, B.S. Student, Food Science, The Pennsylvania State University 2026–Present
- **Tanya Mehta**, REEU Research Student, University of Illinois Urbana-Champaign 2026
- **Amanda Nicole Barton**, REEU Research Student, Brigham Young University 2026
- **Elsbeth Akanzing**, M.S. Student, Food Science, The Pennsylvania State University 2025–2026
- **Morgan Failla**, Ph.D. Student, Food Science, The Pennsylvania State University 2024–2026

Conference Committees

- Program Committee: Society for the Study of Ingestive Behavior 2025–Present

Professional Affiliations

- Society for the Study of Ingestive Behavior
- The Obesity Society

Reviewer

- Appetite
- Food Quality and Preference
- Comprehensive Reviews in Food Science and Food Safety
- Public Health Nutrition
- Pediatric Obesity
- Frontiers in Digital Health (Health Communications and Behavior Change Section)
- Frontiers in Psychology (Movement Science Section)
- IEEE International Conference on Virtual Reality

MEDIA MENTIONS

Selected Mentions

1. Wagner, A. (2026, February 27). Variety: The spice of life or risk factor for overeating? Penn State University. <https://www.psu.edu/news/health-and-human-development/story/variety-spice-life-or-risk-factor-overeating/>

2. Wagner, A. (2023c, November 10). Q&A: Can virtual reality help people eat a healthier diet? Penn State University. <https://www.psu.edu/news/health-and-human-development/story/qa-can-virtual-reality-help-people-eat-healthier-diet/>
3. Wagner, A. (2023b, August 30). Mixed-reality technology may improve research on eating behaviors. Penn State University. <https://www.psu.edu/news/health-and-human-development/story/mixed-reality-technology-may-improve-research-eating-behaviors/>
4. Wagner, A. (2023a, February 13). Advertising on Twitch increases viewer engagement with a brand. Penn State University. <https://www.psu.edu/news/health-and-human-development/story/advertising-twitch-increases-viewer-engagement-brand/>
5. Swayne, M. (2022, August 8). Lessons on nutrition easy to digest in virtual reality spaces. Penn State University. <https://www.psu.edu/news/institute-computational-and-data-sciences/story/lessons-nutrition-easy-digest-virtual-reality/>
6. Bohn, K. (2021, December 14). Live-streaming ads for alcohol, junk food increased during pandemic. Penn State University. <https://www.psu.edu/news/story/live-streaming-ads-alcohol-junk-food-increased-during-pandemic/>