

MARK KRETZSCHMAR

WEBSITE : MARKKRETZ.COM

EDUCATION:

Ph.D. in Texts and Technology

May 2019

University of Central Florida, Orlando, FL

Dissertation Title: Measuring Player Perceptions of Agential Control in Modded and Unmodded Versions of Bethesda's Skyrim: A Qualitative Play Study

Committee: Dr. Bruce Janz, Dr. Hector Postigo, Dr. Anastasia Salter (Co-Chair), Dr. Mel Stanfill (Co-Chair)

M.A. in English

December 2010

University of Wyoming, Laramie, WY

Thesis Title: "The Once and Future Commodity: King Arthur As Educator, Ideal, and Fantasy Indulgence"

Chair: Dr. Susan Aronstein

Bachelor of Arts in English

July 2008

Minor in Biology

University of Wyoming, Laramie, WY

RESEARCH INTERESTS AND TEACHING SUBJECTS:

Games Studies

English Literature

Genre Studies

Popular Culture

Agential Philosophy

Fan Studies

Free Will/Control

User-Generated Content

Marketing

Platform Studies

AWARDS:

Texts and Technology Dissertation Grant

2017

UCF College of Graduate Studies Conference Grant

2017-2018

\$500 for travel to PCA 2017 and Meaningful Play 2018

University of Central Florida Graduate Dean Fellowship

2014-2018

Four-year fellowship worth \$4,000 annually

University of Central Florida Graduate Assistantship

2014-2019

Tuition and a five-year stipend of \$14,500 per year

RESEARCH EXPERIENCE:

Graduate Research Assistant**January 2019–May 2019**

School of Visual Arts and Design, University of Central Florida

- Co-authored “Party Ghosts and Queer Teen Wolves: Monster Prom and Resisting Heteronormativity in Dating Simulators,” which was accepted as a Foundation of Digital Games 2020 proceeding (“Exceptional Paper”).
- Developed a conceptual framework for a manuscript about Bethesda’s role-playing game *Skyrim* (currently under peer review).
- Expanded my research on sandbox game design, video game modifications, neoliberal game markets, and commodification of user agency.

Graduate Research Assistant**Summer 2018–December 2018**

Center for Humanities and Digital Research (CHDR), University of Central Florida

- Proofread, edited, and transcribed official letters and manuscripts attributed to Charles Brockden Brown for UCF’s reputable Charles Brockden Brown electronic archive.
- Coded the Charles Brockden Brown texts into the archive using XML code.
- Updated CHDR’s website, including redesigning web pages and bolstering its Digital Humanities presence.
- Prepared documents and technology to be relocated to the new Trevor Colbourn building.

Graduate Research Assistant**August 2017–February 2018**

Regional Initiative for Collecting the History, Experiences, and Stories of Central Florida (RICHES), University of Central Florida

- Took notes for focus group testing for RICHES Bookbag feature in Mosaic Interface, a feature to store historical search results for future viewing.
 - Researched and evaluated plugins for Omeka and Omeka S exhibitions.
 - Analyzed focus group data from various sources to discover what various community members thought about the Bookbag feature.
 - Analyzed focus group data to discover minor and major changes to the Bookbag feature based on user experience.
 - Assisted Dr. Mel Stanfill’s research and became acclimated with Balsamiq, a mockup software program used to create better websites.
 - Designed an interactive mockup of the Bookbag featured based on requests from focus groups.
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PUBLICATIONS:

Kretzschmar, Mark and Anastasia Salter. "Party Ghosts and Queer Teen Wolves: Monster Prom and Resisting Heteronormativity in Dating Simulators." ("Exceptional Paper") In *Proceedings of the 15th Conference on the Foundation of Digital Games*. ACM: 2020. http://fdg2020.org/conference/proceedings/party_ghosts_and_queer_teen_wolves_monster_prom_and_resisting_heteronormativity_in_dating_simulators.pdf

Kretzschmar, Mark, and Mel Stanfill. "Mods as Lightning Rods: A Typology of Video Game Mods, Intellectual Property, and Social Benefit/Harm" *Social and Legal Studies*, vol. 28, no. 4, 2019, pp. 517-536.

Raffel, Sara and **Mark Kretzschmar**. "Just Modika: Perils of Modding in *Doki Doki Literature Club*." *Meaningful Play Conference*, Oct. 11-13, 2018, East Lansing, Michigan, edited by Rabindra Ratan, Brian Winn, Elizabeth LaPensée, ETC Press, Oct. 16, 2019.

Raffel, Sara, Amanda Hill, **Mark Kretzschmar**, and David Morton. "'Eenie Meenie Miney Mose': Using Experimental Citizen Curating to Engage Visitors with Racial Ephemera." *Florida Studies*: 2018.

RESEARCH IN PROGRESS:

Kretzschmar, Mark, and Sara Raffel. "*My Senpai is Looking at Me* ❤️": *The History and Allure of Interactive Visual Novels*. Bloomsbury. (Under contract).

Kretzschmar, Mark, and Anastasia Salter. *Skyrim: The Magical Sandbox*. Landmark Video Games, University of Michigan Press. (Peer review September 2020).

Principal Investigator for IRB-approved research at the University of Wyoming's 3D Visualization Center (postponed indefinitely due to Covid-19).

PUBLIC SCHOLARSHIP:

Kretzschmar, Mark, and Mel Stanfill. "Video Game Modifications between IP Theft and Promotion: Recent Developments." *Social and Legal Studies* Blog Post: October 11, 2019: <https://socialandlegalstudies.wordpress.com/2019/10/11/video-game-modifications-between-ip-theft-and-promotion/?fbclid=IwAR3ir8dZT9GXWgMy4kUzQKOFQzP83Iz87008n5VstAXzgCd6XKDENR P48k>.

GUEST LECTURES:

November 9, 2017: Requested by Dr. Mel Stanfill in the School of Visual Arts and Design to present a guest lecture titled "Video Game Mods (and the Very Uncertain Future)." University of Central Florida. Orlando, FL.

February 1, 2017: Requested by Dr. Kathy Hohenleitner in the Department of English to present a guest lecture titled "Your Digital Footprint and You." University of Central Florida. Orlando, FL.

INVITED TALKS:

Kretzschmar, Mark. "Embrace the Hyperreal: A Love Letter to the *Matrix*." Honors College Invited Lecture 2019, 19, September 2019, University of Wyoming, Laramie, Wyoming.

Raffel, Sara and **Mark Kretzschmar**. "Just Modika: Are You Okie Dokie After *Doki Doki*?" Texts and Technology Colloquium 2018, 1 Oct 2018, University of Central Florida, Orlando, FL.

Kretzschmar, Mark. "The Homoerotic, Transgressive, and Transgendered Male Gaze of *Ultra Street Fighter IV*." Fifth Annual UCF English Symposium, 19 February 2016, University of Central Florida, Orlando, FL.

CONFERENCE PRESENTATIONS:

Kretzschmar, Mark and Anastasia Salter. "Party Ghosts and Queer Teen Wolves: Monster Prom and Resisting Heteronormativity in Dating Simulators." Foundation of Digital Games, 15 September 2020, Malta (Virtual).

Raffel, Sara and **Mark Kretzschmar**. "Just Modika: The Perils of Modding in *Doki Doki Literature Club*." *Meaningful Play*, 13 Oct 2018, Michigan State University, East Lansing, MI.

Howard, Taylor, **Mark Kretzschmar**, Eric Murnane, and Sara Raffel. "Roundtable: Defining and Questioning the Terms 'Casual' and 'Hardcore' in Video Games." *HASTAC*, Nov 2017, University of Central Florida, Orlando, FL.

Kretzschmar, Mark, Sara Raffel, and Jay Gentry. "Colonizing the Hyperreal: Alterity in Zombie Apocalypse Narrative." *HASTAC*, Nov 2017, University of Central Florida, Orlando, FL.

Kretzschmar, Mark. "Oedipus Suplex: Greek Theater and the Spectacle of Professional Wrestling." Popular Culture Association/American Cultural Association, April 2017, San Diego, CA.

Kretzschmar, Mark, and Sara Raffel. "The Simulacra of Cultural Trauma: The Eulogizing of Fictional Deaths in *The Walking Dead*." Southwest Popular/American Culture Association Conference, 17 February 2017, Albuquerque, NM.

Raffel, Sara, Amanda Hill, **Mark Kretzschmar**, and David Morton. "Methods of Citizen Curation: A Case Study of the Exhibit *Eenie Meenie Money Mose*." Florida College English Association Conference, 9 October 2015, St. Petersburg, FL.

Gentry, Jay, and **Mark Kretzschmar**. "'You Can't Save Her': Modern Failures of Heroic Action in *The Last of Us*." Southwest Popular Culture Association/American Cultural Association, Feb 2014, Albuquerque, NM.

TEACHING EXPERIENCE:

Instructor of Record

Nicholson School of Communication and Media, University of Central Florida

- Digital Cultures and Narratives (DIG 3024): Fall 2020. Online.

Honors College, University of Wyoming: Visiting Lecturer

- Honors Colloquium II (HP 2020): Spring 2020.
- Honors Colloquium (HP 1151): Fall 2019.
- Honors Colloquium (HP 1020): Fall 2019.

Nicholson School of Communication and Media, University of Central Florida

- Fundamentals of Interactive Design (DIG 2500): Fall 2019. Online.
- Evolution of Video Games (DIG 3043): Spring 2019. Online.

English Department, University of Central Florida

- English Literature I (ENL 2012): Spring 2017, Spring 2018. Online.
- World Literature II (LIT 2120): Fall 2016, Spring 2017, Fall 2017, Spring 2018. Online.
- Identity Construction Through Video Games (ENG 3612): Fall 2014, Fall 2015, Spring 2016, Fall 2017.

English Department, University of Wyoming

- Introduction to the Arthurian Legend (ENG 2020): Fall 2013.

Graduate Teaching Associate

- World Literature II (LIT 2120): Grader under Dr. Kathleen Hohenleitner. Fall 2014, Spring 2015, Fall 2015, Spring 2016. Online.
- *Harry Potter* and Popular Culture (LIT 3482): Grader under Dr. Tison Pugh. Spring 2015.

Secondary English Instruction

- Current Wyoming Secondary English Education Teaching License: January 2013-Present.

PROFESSIONAL AND RELATED EXPERIENCE:

Research Analyst

2014-2015

Toothzone, Cheyenne, WY

- Worked part-time with the fledging startup company Toothzone International to help promote a greater online presence via website maintenance and suggestions.
- Located, read, evaluated, and shared research that supports the health benefits of xylitol.
- Attended the 2014 Rocky Mountain Dental Convention in Denver, CO to help promote Toothzone's products.
- Helped identify potential clients for Toothzone's lineup of dental products.
- Reviewed and edited a prototype business plan for Toothzone's for greater exposure.

Long-Term Substitute English Teacher for Tim Blum

Spring 2013

University of Wyoming Lab School, Laramie, WY

- Assumed all classroom and administrative responsibilities during Mr. Blum's absence in English, Language Arts, and History courses for 6th, 7th, 8th, and 9th grades.

Substitute Teacher

January 2012–June 2014

Albany County School District 1, Laramie, WY

- Fulfilled short- and long-term substitute teaching assignments for multiple subject areas.
- Observed every level of education in Albany County, including grade school, secondary school, and special education.

Circulation Desk Assistant—University of Wyoming

Summer 2012

University of Wyoming Lab School, Laramie, WY

- Transported and shelved books, assisted customers, inquired on lost or late products, and reorganized the Learning Resource Center, a University of Wyoming auxiliary library.

Long-Term Substitute English Teacher

May 2012–June 2012

University of Wyoming Lab School, Laramie, WY

- Assumed all classroom responsibilities while Mrs. McLaughlin was out of the country, including planning lessons, classroom management, communicating with parents, and arranging time for research-based projects.

Student-Teacher —University of Wyoming**Spring 2012**

University of Wyoming Lab School, Laramie, WY

- Worked with Mrs. Meredith McLaughlin on everyday classroom activities for 6th-9th graders.
- Designed unit and lesson plans to facilitate student learning objectives for both short- and long-term assignments.
- Designed collaborative interdisciplinary geography and history units with history student-teachers also assigned to the UW Lab School.

TECHNOLOGY SKILLS AND EXPERIENCE:

- Microsoft Office and Adobe software, including Excel, FrontPage, Outlook, PowerPoint, Publisher, Word, Reader, Acrobat, and Creative Suite.
- Balsamiq mockup software for more efficient website design.
- Experience with Wix, WordPress, and GoDaddy website templates.
- Career integration of content management systems, including Canvas, Omeka, and WordPress.
- Scholarly understanding of video game studies and game software, such as *RPG Maker*, *Game Maker*, *Ren'Py*, and *Twine*.
- Advanced understanding of social media sites like Facebook, Twitter, and Academia.edu.
- Familiar with web programming databases and languages, including HTML, CSS, XML, PHP, Javascript, and MYSQL.
- Working knowledge of recording and sound software, including Ableton Live, Pioneer Rekordbox, Korg iKaossilator, Moog Model D, and MIDI interfaces.

PROFESSIONAL CERTIFICATIONS AND TRAINING:

UCF's Grantsmanship Certificate

October 2017

ADL 5000

June 2016

Certified to teach online at UCF.

ENG 6813: Teaching Online in Texts and Technology

May 2016

ENG 6947: Internship in Texts and Technology

Dec. 2015

Worked remotely with Dr. Domen Novak from the University of Wyoming to create a literature review for a potential experiment on choice and cognition.

SERVICE:

External Reviewer <i>Storytelling and Identity through Digital Media</i> Special Issue	2020
Reviewer Writing Commons	2018-Present
Member UCF GAIM Research Group	2014-Present
Treasurer Texts and Technology Graduate Student Organization	2016-2017

PROFESSIONAL MEMBERSHIPS:

Society for Cinema and Media Studies	2018-2019
Popular Culture Association	2016-2017
National Council of Teachers of English	2012-2014