

Mark Kretzschmar

Website: <https://markkretz.com>

Education

Ph.D., University of Central Florida (May 2019)

Texts & Technology

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

Dissertation Directors: Dr. Anastasia Salter and Dr. Mel Stanfill

Dissertation Committee: Dr. Bruce Janz and Dr. Hector Postigo

M.A., University of Wyoming (December 2010)

English

Thesis: *The Once and Future Commodity: King Arthur as Educator, Ideal, and Fantasy Indulgence*

Thesis Director: Dr. Susan Aronstein

Thesis Committee: Dr. Kent Drummond and Dr. Jason Thompson

B.A., University of Wyoming (August 2008)

English

Minor in Biology

Publications

Peer-Reviewed Publications

Salter, Anastasia, and **Mark Kretzschmar**. "The Elder Scrolls II: Daggerfall." *Fifty Key Video Games*, edited by Bernard Perron et al., Routledge, 2023, pp. 81-87.

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*." *Proceedings of Meaningful Play 2018*, edited by Rabindra Ratan et al., ETC Press, 2018, pp. 332-45.

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. *The History and Allure of Interactive Visual Novels*. Bloomsbury. (Published in 2023.)

Public Scholarship

Trouvé, Pierre. "Séduire Des Monstres, Des Chats ou des Pigeons: L'étonnante Mue Des Jeux Vidéo de Dragage." (Rough Translation: "Seducing Monsters, Cats or Pigeons: The Astonishing Mutation of Dating Video Games"). *Le Monde*: February 14, 2022: https://www.lemonde.fr/pixels/article/2022/02/14/seduire-des-monstres-des-chats-ou-des-pigeons-l-etonnante-mue-des-jeux-video-de-drague_6113667_4408996.html

(Interviewed)

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=IwAR3ir8dT9GXWgMy4kUzQKOFQzP83Iz87O08n5VstAXzgCd6XKD_ENR_P48k

Teaching Experience

Instructor of Record

English Department, University of Wyoming

- Literary Theory (ENGL 3000): Fall 2022. Online.

English Department, University of Central Florida

- Writing for the Technical Profession (ENC 3241): Fall 2021 - Present. Online.

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

- Certified Wyoming Secondary English Education Teaching License: January 2013-Present. (Student-taught, taught, or subbed in grades 6 - 12 classrooms from 2011 - 2014.)

Research Experience

Graduate Research Assistant. School of Visual Arts and Design at the University of Central Florida, Orlando, FL, January 2019 - May 2019.

- Collaborated with Professor Anastasia Salter on publication proposals.
- 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 manuscript proposal for Bethesda Softworks' role-playing game *Skyrim* for the University of Michigan Press' Landmark Video Games series (chapters currently under revision for other *Elder Scrolls* publications).

Graduate Research Assistant. Center for Humanities and Digital Research (CHDR) at the University of Central Florida, Orlando, FL, June 2018 - December 2018.

- Proofread, edited, and transcribed primary source documents attributed to Charles Brockden Brown for UCF's reputable Charles Brockden Brown electronic archive.
- Worked with XML (in particular TEI), curation software such as Omeka, front-end website tools, and other digital tools to post the letters.
- Updated CHDR's website, including redesigning web pages and bolstering its Digital Humanities presence.

Principal Investigator. School of Visual Arts and Design at the University of Central Florida, Orlando, FL, Summer 2018.

- Awarded a dissertation grant to fund and research a qualitative study.
- Designed and managed a qualitative, IRB-approved games studies dissertation titled *Measuring Player Perceptions of Freedom and Control in Modded and Unmodded Versions of Bethesda's Skyrim: A Qualitative Play Study* about game genres and perceptions of control in Bethesda's *Skyrim*.
- Recruited, screened, scheduled, and interviewed 27 participants for qualitative dissertation research (in person and remotely) using interviews and surveys.
- Prepared, transcribed, coded, and analyzed raw data for the completed dissertation.

Graduate Research Assistant. Regional Initiative for Collecting the History, Experiences, and Stories of Central Florida at the University of Central Florida, Orlando, FL, August 2017 - February 2018.

- Organized focus group notes for RICHES' Bookbag feature in Mosaic Interface.
- Analyzed focus group data to synthesize minor and major changes to the Bookbag.
- Researched and evaluated plugins for Omeka and Omeka S exhibitions.
- Assisted Dr. Mel Stanfill's research to improve the Bookbag feature and worked with Balsamiq, a mockup software program used to create websites.

- Designed an interactive mockup of the Bookbag based on requests from focus groups.

Presentations **Conferences**

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 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.

Invited Talks and Guest Lectures

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

October 1, 2018: "Just Modika: Are You Okie Dokie After *Doki*?" Texts & Technology Colloquium. University of Central Florida. Orlando, FL.

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.

February 19, 2016: "The Homoerotic, Transgressive, and Transgendered Male Gaze of *Ultra*

Street Fighter IV.” Fifth Annual UCF English Symposium. University of Central Florida, Orlando, FL.

Awards

Texts & Technology Dissertation Grant	2017
UCF College of Graduate Studies Conference Grant \$500 for travel to PCA 2017 and Meaningful Play 2018	2017-2018
University of Central Florida Graduate Dean Fellowship Four-year fellowship worth \$4,000 annually	2014-2018
University of Central Florida Graduate Assistantship Tuition and a five-year stipend of \$14,500 per year	2014-2019

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

Languages

Japanese: Enrolled in third year studies at the University of Wyoming for Fall 2022.

Professional Affiliations

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

Technology Skills

Archival Technology
TEI: Text Encoding Initiative

Content Management Systems and Web Design

Balsamiq, Canvas, GoDaddy, Omeka, research databases (EBSCO, JSTOR, LexisNexis, Project MUSE, Springer, etc.), WordPress

Presentation Tools

Google Slides, PowerPoint, Prezi

Recording Software

Ableton Live, Audacity, MIDI (Musical Instrument Digital Interface), Pioneer Rekordbox

Social Media and Communications

Discord, Facebook, Google Hangouts, Messenger, Mixcloud, Skype, Twitch, Twitter, YouTube, Zoom

Source Code Editors

Atom, Inkle, Notepad++, Ren'Py, Twine

Video Game Consoles (Owned)

Microsoft (Xbox 360), Nintendo (SNES, DS/3DS, Wii, Switch), Sega (Genesis, Saturn), Sony (PS1, PS2, PS3, PS4, PSP, Vita), Steam

Word Processing and Desktop Publishing Tools

Adobe (Reader, Acrobat, Creative Suite), Google Docs, MacOS, Microsoft Office (Excel, Outlook, PowerPoint, Word), Windows