Mark Kretzschmar

**Education**

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

Texts & Technology

Dissertation: *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**

**Books**

**Kretzschmar, Mark**, and Sara Raffel. *The History and Allure of Interactive Visual Novels*.

Bloomsbury, 2023.

**Peer-Reviewed Journal Articles**

**Kretzschmar, Mark**, and Mel Stanfill. “The Politics of Credit in Remix of Japanese Popular Culture: Between ‘an 80’s Japanese Disco Floor’ and ‘This Remix Is Worthy of the Actual Game.’” *International Journal of Cultural Studies*, 0(0), 2024. <https://doi.org/10.1177/13678779231220399>.

**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.

**Proceedings and Book Chapters**

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\_mon](http://fdg2020.org/conference/proceedings/party_ghosts_and_queer_teen_wolves_monster_prom_and_resisting_heteronormativity_in_dating_simulators.pdf) [ster\_prom\_and\_resisting\_heteronormativity\_in\_dating\_simulators.pdf](http://fdg2020.org/conference/proceedings/party_ghosts_and_queer_teen_wolves_monster_prom_and_resisting_heteronormativity_in_dating_simulators.pdf).

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 Review*, 2018.

**Research in Progress**

Raffel, Sara, **Mark Kretzschmar**, and Nicholas Ware. “Like a Porn Star, Like a Cabaret Czar:

Representations of Sexuality in the *Like a Dragon / Yakuza* Video Game Series.”

**Public Scholarship**

Trouvé, Pierre. “Séduire Des Monstres, Des Chats ou des Pigeons: L’étonnante Mue Des Jeux Vidéo de Drague.” (“Seducing Monsters, Cats or Pigeons: The Astonishing Transformation of Dating Video Games”). *Le Monde*: February 14, 2022: [https://www.lemonde.fr/pixels/article/2022/02/14/seduire-des-monstres-des-chats-ou-](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) [des-pigeons-l-etonnante-mue-des-jeux-video-de-drague\_6113667\_4408996.html](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-](https://socialandlegalstudies.wordpress.com/2019/10/11/video-game-modifications-between-ip-theft-and-promotion/?fbclid=IwAR3ir8dZT9GXWgMy4kUzQKOFQzP83Iz87O08n5VstAXzgCd6XKDENR_P48k) [between-ip-theft-and-](https://socialandlegalstudies.wordpress.com/2019/10/11/video-game-modifications-between-ip-theft-and-promotion/?fbclid=IwAR3ir8dZT9GXWgMy4kUzQKOFQzP83Iz87O08n5VstAXzgCd6XKDENR_P48k) [promotion/?fbclid=IwAR3ir8dZT9GXWgMy4kUzQKOFQzP83Iz87O08n5VstAXzgCd6XKD](https://socialandlegalstudies.wordpress.com/2019/10/11/video-game-modifications-between-ip-theft-and-promotion/?fbclid=IwAR3ir8dZT9GXWgMy4kUzQKOFQzP83Iz87O08n5VstAXzgCd6XKDENR_P48k) [ENR\_P48k](https://socialandlegalstudies.wordpress.com/2019/10/11/video-game-modifications-between-ip-theft-and-promotion/?fbclid=IwAR3ir8dZT9GXWgMy4kUzQKOFQzP83Iz87O08n5VstAXzgCd6XKDENR_P48k)

# **Teaching Experience**

**Instructor of Record**

**University of Central Florida**

English Department

* Writing for the Technical Profession (ENC 3241): Fall 2021 – Present. Online.
* Trends in Literary, Cultural, and Textual Studies (ENG 3612): Spring - Summer 2024. Online.
* World Literature II (LIT 2120): Fall 2016, Spring 2017, Fall 2017, Spring 2018. Spring 2024. Online.
* English Literature I (ENL 2012): Spring 2017, Spring 2018. Online.
* Identity Construction Through Video Games (ENG 3612): Fall 2014, Fall 2015, Spring 2016, Fall 2017.

Nicholson School of Communication and Media

* Digital Cultures and Narratives (DIG 3024): Fall 2020. Online.
* Fundamentals of Interactive Design (DIG 2500): Fall 2019. Online.
* Evolution of Video Games (DIG 3043): Spring 2019. Online.

**University of Wyoming**

Department of Modern and Classical Languages

* Japanese Gaming Culture (LANG 4800): Spring 2024. Online.

English Department

* Literary Theory (ENGL 3000): Fall 2022. Online.
* Introduction to the Arthurian Legend (ENG 2020): Fall 2013.

Honors College

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

**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.
* Utilized 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.
* 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**

**International and National Conferences**

Raffel, Sara, **Mark Kretzschmar**, and Nicholas Ware. “Like a Porn Star, Like a Cabaret Czar:

Representations of Sexuality in the *Like a Dragon / Yakuza* Video Game Series.” Replaying Japan: International Conference on Japanese Games, 19 – 20 August 2024, Buffalo, NY.

**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.

**Regional Conferences**

**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**

**June 27, 2022:** Requested by Dr. Anastasia Salter in the Department of English to present guest lecture titled“Week 7: Ludicity and Visual Novels.” LIT 6216: Electronic Literature. University of Central Florida. Orlando, Florida. Online. <https://anastasiasalter.net/Electronic-Literature/syllabus>.

**September 19, 2019**: “Embrace the Hyperreal: A Love Letter to the *Matrix*.” Honors College Colloquium. 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. Kathleen 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** |  |
| **Assistant Chaperone for Faculty-Led Program Trip to Japan***University of Wyoming Education Abroad** *Traveled to and from Japan guiding ten students through Tokyo, Kyoto, Osaka, and other locations.*

**External Reviewer** *Storytelling and Identity through Digital Media* Special Issue for *Storytelling, Self, and Society Journal*  | Summer 2024  2020  |
| **Reviewer***Writing Commons* | 2018-Present |
| **Member***UCF GAIM Research Group* | 2014-Present |
| **Treasurer***Texts and Technology Graduate Student Organization* | 2016-2017 |
| **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, Brightspace, 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 and Researched)**

Microsoft (Xbox 360), Nintendo (SNES, DS/3DS, Wii, Switch), Sega (Genesis, Saturn), Sony (PS1, PS2, PS3, PS4, PS5, PSP, Vita), Steam

**Word Processing and Desktop Publishing Tools**

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