

Natalie M. Underberg-Goode, Ph.D.

Professor and Associate Director
Games and Interactive Media
Nicholson School of Communication and Media
University of Central Florida
Natalie.Underberg-Goode@ucf.edu

EDUCATION

University of California, Berkeley: B.A., Anthropology (social/cultural); 5/96
Graduated with high honors in the major; with highest distinction in general scholarship

Indiana University, Bloomington: M.A., Folklore; 4/98

Indiana University, Bloomington: Ph.D. Folklore; 4/02; Minor in Literary Theory
Dissertation: *Holy Listening: Narrative, Identity, and Tradition among Benedictine Sisters*
(Sandra Dolby, advisory)

APPOINTMENTS

Associate Director, Games and Interactive Media (2024-present)

Responsibilities include serving as chief supporter and facilitator of department's faculty and staff; encouraging faculty governance, consensus building, and cultural competence; establishing goals and a plan for the department to align with the UCF Strategic Plan; overseeing and managing department budgets and the allocation of resources in a transparent manner; managing and overseeing curricular offerings process and the management of course scheduling; meeting and consult regularly with the faculty in the administration of the department; coordinating and submitting annual assessment reports for the department meeting established timelines; attending relevant meetings with the director and other campus administrators and committees; and promoting the department through the preparation and submission of an annual report and other outlets.

Assistant Director, Department of Games and Interactive Media (2019-present; interim status AY 2019-2020)

Responsibilities include serving as chief supporter and facilitator of department's faculty and staff; encouraging faculty governance, consensus building, and cultural competence; establishing goals and a plan for the department to align with the UCF Strategic Plan; overseeing and managing department budgets and the allocation of resources in a transparent manner; managing and overseeing curricular offerings process and the management of course scheduling; meeting and consult regularly with the faculty in the administration of the department;

coordinating and submitting annual assessment reports for the department meeting established timelines; attending relevant meetings with the director and other campus administrators and committees; and promoting the department through the preparation and submission of an annual report and other outlets.

Faculty Member, UCF Learning Sciences Cluster (2017-present)

Graduate Program Coordinator, Digital Media M.A. (2016-present) and Emerging Media M.F.A.—Digital Media (now Animation) track (2016-2018)

Responsibilities include advising graduate students; coordinating student orientation and mid- and end-of-semester critiques; administering comprehensive exam; answering queries about program; maintaining and updating catalog and handbook; curriculum oversight and recruiting. Accomplishments include more than doubling applications the first year after I took over as coordinator; leading a significant revision of the MA curriculum; forming the program's first-ever industry advisory board; implementing a formal mentoring program; working with Texts & Technology Ph.D. program to develop an accelerated M.A.-Ph.D. program; facilitating an internships and professionalization workshop for graduate students; and setting up an Internship and Professionalization Webcourse for graduate students.

Digital Media B.A.—Games Coordinator (2018-2019)

Responsibilities include: curriculum oversight; addressing student concerns; contributing to the program's Princeton Review program ranking survey (the ranking jumped over 20 points that year).

Professor of Digital Media and Folklore (2020-present)

Fulbright Specialist Roster appointee (2018-present)

Member, UCF Center for Latinx Women Faculty (2024-present)

Founder and Coordinator, Participatory Research and Design Network (2016-2024)

Core Faculty, Texts and Technology Ph.D. Program (2014-2023)

International Invited Professor, Visual Anthropology M.A. Program, Pontifical Catholic University of Peru (2012)

Affiliate Faculty, UCF Latin American Studies Program (2011-2024)

Associate Professor of Digital Media and Folklore (2010-2020)

Affiliate Faculty, UCF CREATE (2010-2024)

Director, UCF Digital Ethnography Lab (2007-2024)

Graduate Program Coordinator, School of Film and Digital Media (2005-2006)

Assistant Professor of Digital Media and Folklore (2004-2010)

Program Coordinator, UCF Cultural Heritage Alliance (2003-2007)

Assistant Professor of Film and Folklore (2003-2004)

Visiting Assistant Professor of Folklore (2002-2003)

RESEARCH INTERESTS

- Digital folklore
- Digital ethnography
- Digital storytelling
- Visual anthropology
- Participatory digital design methods
- Latin American folklore and cultural heritage
- Cultural heritage tourism
- Peru and Latin Americans in U.S.

HONORS AND AWARDS

2023 NSCM Outstanding Contribution to Inclusive Culture award

2020 Inductee, UCF Scroll & Quill Society

2015 Outstanding Paper, 2015 Emerald Literati Network Awards for Excellence, for article “Cultural Heritage Tourism on Peru’s North Coast” (selected by the editors of *Worldwide Hospitality and Tourism Themes*).

2007 Dorothy Howard Award, Second Place (for leadership and excellence in Folklore & Education for the Folkvine.org project; co-recipient)

Phi Beta Kappa (inducted 1996)

GRANTS (P.I. unless otherwise noted)

Research Grants

External

2018 The Strong Research Fellowship, \$1,000 (awarded three times per year by The Strong Museum of Play in Rochester, NY)

2015-2016 “Advanced Challenges in Theory and Practice in 3D Modeling of Cultural

Heritage Sites,” National Endowment for the Humanities Advanced Topics in the Digital Humanities Summer Institute, \$2,375 (one of 20 participants selected internationally)

- 2008-2009 “Puerto Ricans in Central Florida from 1940s to 1980s: A History.” Florida Humanities Council grant, \$22,236 (co-PI).
- 2008 “Andean Worlds,” National Endowment for the Humanities Summer Institute grant, \$3,600 (one of 24 participants selected throughout U.S.).
- 2006-2007 “Folkvine.org: Florida’s Arts and Artists on the Web, Year III,” Florida Humanities Council grant, \$24,931.
- 2006-2007 “Folkvine.org Elementary School Curriculum,” Florida Division of Cultural Affairs grant, \$9,464 (co-PI)
- 2006-2007 “Folkvine.org High School Curriculum,” Florida Division of Cultural Affairs grant, \$5,595 (co-PI).
- 2004-2005 “Florida Folk Arts Project,” Florida Department of State grant, \$9,200 (co-PI).

Internal

- 2020 Parramore-Callahan Neighborhood Project, UCF DIRI Phase I grant, \$7,000
- 2020 Parramore-Callahan Neighborhood Project, UCF DIRI Phase II grant, \$10,000
- 2014 Research Incentive Seed Funding Grant, UCF College of Arts and Humanities, \$6,689.
- 2014 Summer Research Development Program, UCF College of Arts and Humanities, \$2,500.
- 2011 Sabbatical Award to conduct research and teaching in Peru (9 months at ¾ salary).
- 2008 “Proposal to Fund Website Design and Development (Phase II) PeruVine/PeruDigital,” UCF Center for Humanities and Digital Research, \$1,000.
- 2008 “Support for PeruVine/PeruDigital,” UCF Center for Humanities and Digital Research, \$3,000.
- 2008 “Flora Zarate and the Art of the Andean Arpillera.” UCF Center for the Humanities and Digital Research grant, \$750.
- 2007-2008 “The Digital Humanities Exchange: A Multimedia Trading Post for Game-

Based Learning in the Humanities.” College of Arts and Humanities
Interdisciplinary Research grant, \$13,500 (co-PI).

- 2006-2007 “Building Usable Games for the Humanities: Engaging Identity, Culture, and Community in Virtual Worlds,” College of Arts and Humanities Interdisciplinary Research grant, \$12,000 (co-PI).
- 2005-2006 “A Folktales and Motifs Educational Computer Game,” UCF In-House Research grant, PI, \$7,500.
- 2004-2005 “Virtual and Reciprocal Ethnography on the Internet,” UCF In-House Research grant, PI, \$7,500.
- 2004-2005 “Catholic Nuns, Christian Clowns and the Call,” UCF Women’s Research Center Award in the Arts and Humanities, PI, \$1,000.

Teaching Grants

- 2024 HSI Faculty Learning Community, UCF Office of Hispanic Serving Institutions Initiatives, to learn about strategies for serving Latinx students
- 2017 UCF Summer Faculty Development Conference, Faculty Center for Teaching and Learning, to develop internship and professionalization Webcourse for students, \$800.
- 2018 The Florida Review Interdisciplinary Project, Lisa Roney (PI), Natalie Underberg-Goode (Digital Media), Keri Watson (Art), Nate Holic (Writing and Rhetoric), and Kate Shults (Film) (co-PIs), UCF QEP program, Fall 2018-Spring 2019, \$8,000.
- 2018 I am UCF Digital Storytelling Project, Elizabeth Horn (PI), Natalie Underberg-Goode, Natasha Jones, Stephanie Wheeler, and Edwanna Andrews (co-PIs), UCF QEP program, Fall 2018-Spring 2019, \$8,000.
- 2017 UCF Quality Enhancement Program grant, co-PI, “The Florida Review (Year 2),” \$3,500.
- 2017 UCF Summer Faculty Development Conference, Faculty Center for Teaching and Learning, to develop multimedia participatory research and design projects, \$800.
- 2016 UCF Quality Enhancement Program grant, co-PI, “I am UCF: Diverse Digital Narratives,” \$10,000.
- 2016 UCF Quality Enhancement Program grant, co-PI, “Florida Review,” \$3,500.
- 2014 UCF Faculty Center for Teaching and Learning faculty seminar,

“STEM/NON-STEM,” \$300.

- 2014 UCF Summer Faculty Development Conference, Center for the Success of Women Faculty Track, “Women and Leadership,” \$800.
- 2013 UCF Summer Faculty Development Conference, Faculty Center for Teaching and Learning, to develop an interdisciplinary digital story class project based on women immigrants’ narratives, \$800.
- 2010 UCF Large Course Innovation Project, Faculty Center for Teaching and Learning, to develop an effective research project group model for large Digital Media classes, \$300.
- 2009 UCF Winter Faculty Development Conference, Faculty Center for Teaching and Learning Track, to develop a SoTL project related to PeruVine/PeruDigital, UCF, \$500.
- 2008 UCF Summer Faculty Development Conference, International Studies Track, to further develop the project “PeruVine/PeruDigital,” UCF, \$1,000.
- 2008 “Undergraduate Teaching Equipment Grant for Documentary Research Lab,” PI, University of Central Florida, \$13,700.
- 2007 UCF Summer Faculty Development Conference, International Studies Track, to develop “PeruVine,” UCF, \$1,000.
- 2006 UCF Winter Faculty Development Conference, Interdisciplinary Studies Track, to revise class on story to include computer game module, UCF, \$500.

Collaboration on Grants

- 2016-2018 Key Personnel, Department of Education grant, Dr. Consuelo Stebbins, PI, \$185,000.
- 2007-2008 Humanities Scholar, Florida Humanities Council grant, Ms. Beth Sindler (Tavares Public Library), PI, \$3,000.
- 2006-2007 Senior Researcher, CAH Interdisciplinary Research grant, Dr. Craig Saper, PI, \$29,000.
- 2005-2006 Humanities Scholar, Florida Humanities Council grant, Ms. Beth Sindler (Tavares Public Library), PI, \$3,000.
- 2004-2006 Folklorist, “Florida’s Cultural Story: Website and Public Talks,” Florida Humanities Council grant, \$23,000.

- 2003-2004 Folklorist, "Support for a Cultural Heritage Center," National Endowment for the Arts grant, co-PI, \$35,000, Kristin Congdon, PI.
- 2002-2003 Folklorist, National Endowment for the Arts grant, Drs. Tina Bucuvalas and Kristin Congdon, PIs, \$23,000.
- 2002-2003 Folklorist, Florida Department of Education grant, Mr. Sterling Van Wagenen and Dr. Kristin Congdon, PIs, \$24,000.

PUBLICATIONS

Peer-reviewed Books

- Underberg-Goode, Natalie M. (2023) *Multiplicity and Cultural Representation in Transmedia Storytelling: Superhero Narratives*. New York: Routledge.
- Underberg, Natalie, & Zorn, Elayne. (2013) *Digital Ethnography: Anthropology, Narrative, and New Media*. Austin, TX: University of Texas Press.

Textbooks

- Underberg-Goode, Natalie M. *The Evolution of Video Games*. Dubuque, IA: Great River Learning, 2018.

Peer-reviewed Journal Special Issues

- Underberg-Goode, Natalie M. (Ed.). (2016) Special issue of *Visual Ethnography* on exploring digital ethnography through embodied perspective, role-playing, and community participation and design. *Visual Ethnography* 5(2).

Peer-reviewed Research Articles

- Underberg-Goode, Natalie M., and Parrish, Jesslyn (2022). Designing Visual Communication to Encourage Conscientious Tourism. *Journal of Tourism and Cultural Change*: 1-15.
- Underberg-Goode, Natalie M. (2020). Participatory Research and Design in the Portal to Peru. *Annals of Anthropological Practice* 43(2).
- Underberg-Goode, Natalie M., Andrews, Edwanna, Burke, Mike, Hill, Amanda, Horn, Elizabeth Brendel, Jones, Natasha, and Wheeler, Stephanie. (2020) I am UCF: Diverse Digital Narratives. *Media Education Research Journal* 9(1): 86-110.
- Underberg-Goode, Natalie M., and Boyd, Alex. (2019). Life/Ways: Self-Expression through Digital and Interactive Storytelling. *Storytelling Self Society* 15(2): 225-245.

- Hill, Amanda, Horn, Brown, James, Horn, Elizabeth Brendel, Sterchele, Alayna, Underberg-Goode, Natalie, and Schippert, Claudia. (2019) Once in My Life: Behind the Scenes of an Intergenerational Theatre Production. *Storytelling Self Society: An Interdisciplinary Journal of Storytelling Studies* 14(2): 233-254.
- Underberg-Goode, Natalie M. (2019). Digital Heritage. *Midwestern Folklore*.
- Underberg-Goode, Natalie M., & Smith, Peter. (2018) Proceso de Lana: Playing Andean Culture through Board Games. *Catalan Journal of Communication & Cultural Studies* 10(2): 161-176.
- Underberg-Goode, Natalie M. (2017) Digital Storytelling for Heritage across Media. *Collections: A Journal for Museum and Archives Professionals* 13(2), 103-114 (national).
- Underberg-Goode, Natalie M., & Hopp, Carolyn. (2016) Investigating Cultural Learning in Digital Environments through PeruDigital. *Visual Ethnography* 5(2), 19-34 (international).
- Underberg-Goode, Natalie M. (2016) Photo Essay: Archaeology and Cultural Tourism on the North Coast of Peru: Images from a Region in Transition. *Visual Ethnography* 5(2), 157-159 (international).
- Underberg-Goode, Natalie M., & Adams, JoAnne. (2014) Multidisciplinary Exploration of Peruvian Culture through Visual Design and Website Development. *Media Education Research Journal* 5(1), 60-72 (international).
- Underberg-Goode, Natalie M. (2014) Cultural Heritage Tourism on Peru's North Coast. *Worldwide Hospitality and Tourism Themes* 6(3), 200-214 (international).
- Underberg, Natalie, & Zorn, Elayne. (2012) Exploring Peruvian Culture Through Multimedia Ethnography. *Visual Anthropology* 26(1), 1-17 (international).
- Underberg, Natalie. (2010) Negotiating Puerto Rican Identity in Central Florida and Online. *CENTRO: The Journal of the Puerto Rican Studies Association* XXII(1), 117-127 (international).
- Underberg, Natalie. (2008) The Turkey Maiden Educational Computer Game. *Folklore* 119, 201-217 (international).
- Underberg, Natalie, & Congdon, Kristin. (2007) Folkvine.org: Ethnographic Storytelling in Folk Art Web Design. *Visual Anthropology Review* 23(2), 151-161 (international).
- McDaniel, Rudy, & Underberg, Natalie. (2007). Exembellishment: Using the eXtensible Markup Language as a Tool for Storytelling Research. *International Digital Media Arts Journal* 4(2), 56-69 (international).

Congdon, Kristin, & Underberg, Natalie. (2006) Religious Inspiration in Ruby C. Williams' Creative Practices: Presentation and Teaching Approaches in Folkvine.org. *Journal of Cultural Research in Art Education* 24, 93-103 (national).

Underberg, Natalie. (2006) Virtual and Reciprocal Ethnography on the Internet: The East Mims Oral History Project Web Site. *Journal of American Folklore* 119(473), 301-311 (international).

Underberg, Natalie. (2001) Sor Juana's Villancicos: Context, Gender, and Genre. *Western Folklore* 60(4), 297-316 (national).

Peer-reviewed Book Chapters

Underberg-Goode, Natalie M. (2016) Conveying Peruvian Intangible Cultural Heritage through Digital Environments. In Michelle Stefano and Peter Davis (Eds.), *The Routledge Companion to Intangible Heritage* (pp. 260-273). London: Routledge.

Underberg-Goode, Natalie M. (2016) Digital Ethnography. In Heidun Friese (Ed.), *Social Practices and Digital Life-Worlds*. Berlin: Springer.

Underberg-Goode, Natalie M. (2016) Integrating Key Cultural Ideas into Digital Media Projects: Two Classroom-Based Case Studies. In Belinha DeAbreu et al. (Eds.), *The International Handbook of Media Literacy* (pp. 260-273). London: Routledge.

Underberg-Goode, Natalie M. (2015) PeruDigital: Ethnographic Storytelling through Iterative Design. In Aline Gubrium, Krista Harper, and Marty Otanez (Eds.), *Participatory Visual and Digital Methods in Action* (pp. 213-226). Walnut Creek, CA: Left Coast Press.

Underberg, Natalie. (2012) Between Fact and Fiction in Cultural Heritage. In Erik Champion (Ed.), *Game Mod Theory and Practice* (pp. 51-66). ETC (Carnegie Mellon).

Underberg, Natalie (2005). Bargain with Devil. In Jane Garry and Hasan El-Shamy (Eds.), *Archetypes and Motifs in Folklore and Literature: A Handbook* (pp. 303-311). Armonk, NY: M.E. Sharpe.

Underberg, Natalie (2005). Curses. In Jane Garry and Hasan El-Shamy (Eds.), *Archetypes and Motifs in Folklore and Literature: A Handbook* (pp. 312-322). Armonk, NY: M.E. Sharpe.

Underberg, Natalie (2005). Flight (Magic). In Jane Garry and Hasan El-Shamy (Eds.), *Archetypes and Motifs in Folklore and Literature: A Handbook* (pp. 133-138). Armonk, NY: M.E. Sharpe.

Underberg, Natalie (2005). Hero Cycle. In Jane Garry and Hasan El-Shamy (Eds.), *Archetypes and Motifs in Folklore and Literature: A Handbook* (pp. 10-16). Armonk, NY: M.E. Sharpe.

Underberg, Natalie (2005). Soothsayer (Diviner, Oracle). In Jane Garry and Hasan El-Shamy (Eds.), *Archetypes and Motifs in Folklore and Literature: A Handbook* (pp. 147-152). Armonk, NY: M.E. Sharpe.

Peer-Reviewed Position Papers

Underberg-Goode, Natalie (2020) Expanding the Role of the Book Review: New Opportunities in Dialogue and Electronic Media. *Visual Anthropology Review* 36(2): 207-209

Conference Proceedings

Underberg-Goode, N. "Doing Design Ethnography for Digital Heritage". In *AMPS Proceedings Series 35.1: Prague-Heritages: Past and Present--Built and Social*, Jitka Cirklova, ed., 80-89 Prague: Czech Technical University & AMPS, 2024.

Underberg-Goode, Natalie, & Roney, Lisa. Curating Digital Stories for a Literary Magazine: Theoretical and Pedagogical Approaches, International DST Conference: Current Trends in Digital Storytelling: Research & Practices, September 2018, Zakynthos, Greece (international).

Hill, Amanda, & Underberg-Goode, Natalie. Rewind: Unpacking the Media Ecology of Today's University Students, International DST Conference: Current Trends in Digital Storytelling: Research & Practices, September 2018, Zakynthos, Greece (international).

Kim, Si-Jung, & Underberg, Natalie M. PeruDigital: Cultural Storytelling through Digital Ethnography, HCI, and Digital Media, HCI (Human-Computer Interaction) International, July 2011, Orlando, FL (international).

Underberg, Natalie M. Ethnographic Storytelling on the Internet: Folkvine.org and the East Mims Oral History Project Web Site, Bilan du Film Ethnographique seminar, March 2006, Paris, France (international).

Book Chapters

Congdon, Kristin, Underberg, Natalie M., & VanWagenen, Sterling. (2004) Linking Generations through Film and Foodways. In A. LaPorte (Ed.), *Community Connections: Intergenerational Links in Art Education* (pp. 93-103). Reston, VA: National Art Education Association.

Encyclopedia Article

Zorn, Elayne, & Underberg, Natalie M. (2009) Multisensory Immersion in Digital Spaces. *Anthropology News* 50(9), 18-19 (international).

Review Article

Underberg, Natalie M. (2008) Playing Folklorists Online: Teaching about Folk Art through Interactivity. *Cultural Analysis* 7 (pp. R7-10) (international).

Invited Articles

Zorn, Elayne, & Underberg, Natalie M. (2009) Multisensory Immersion in Digital Spaces. *Anthropology News* 50(9), 18-19 (international).

Book Reviews

Underberg, Natalie M. (2016) *Review of Ethnography for the Internet: Embedded, Embodied, and Everyday*. In *Anthropos*.

Underberg, Natalie M. (2015) Review of *Handbook of Ethnography of Virtual Worlds*. In *Journal of the Royal Anthropological Institute*.

Underberg, Natalie M. (2013) Review of *The Florida Folklife Reader*. In *Western Folklore*.

Underberg, Natalie M. (2006) Review of *Just Above the Water: Florida Folk Art*. In *Museum Anthropology Review*.

Underberg, Natalie M. (2001) Review of *International Folkloristics: Classic Contributions by the Founders of Folklore*. In *Journal of Folklore Research*.

Underberg, Natalie M. (2001) Review of *To Be a Worker: Identity and Politics in Peru*. In the *Journal of Folklore Research*.

Underberg, Natalie M. (2001) Review of *The Powers of Genre: Interpreting Haya Oral Literature*. In the *Journal of Folklore Research*.

Underberg, Natalie M. (1997) Review of *The Great Southwest of the Fred Harvey Company and the Santa Fe Railway*. In *Folklore Forum*.

Curricula

Horn, Elizabeth, Jones, Natasha, Underberg-Goode, Natalie, Wheeler, Stephanie, & Andrews, Edwanna. *I am UCF Curriculum*.

Written to accompany the I am UCF digital storytelling project, an interdisciplinary digital storytelling project that brings together Theater, Digital Media, and Writing and Rhetoric to train students to tell diverse digital narratives at UCF.

Eakins, Michael, Hill, Amanda, McSwain, Daniel, Raffel, Sara, Rosalle, Rashaad, Welch, Shelly, & Underberg-Goode, Natalie. *Mobile Storytelling: A Guidebook for Teaching Students How to Tell Community-Based Mobile Stories in the Classroom*.

Written as part of the project “Digital and Mobile Storytelling in Parramore,” UCF CREATE.

Underberg, Natalie M. *The Turkey Maiden Educational Computer Game Curriculum*.

Written to accompany the Turkey Maiden Educational Computer game mod, aimed at 8th graders and matched to Florida Sunshine State Standards.

Underberg, Natalie M., & Adams, JoAnne. *PeruDigital Curriculum*.

Written to outline the project progression in two undergraduate Digital Media courses the instructors used to build up two final projects, completed as part of a Scholarship of Teaching and Learning (SoTL) project.

Underberg, Natalie M. *Puerto Ricans in Central Florida 1940s-1980s: A History Curriculum*.

Written to accompany the Puerto Ricans in Central Florida 1940s-1980s: A History project, this packet adapts ideas from the Digital Storytelling Cookbook (produced by StoryCenter), and applies them to the process of working collaboratively with oral history and cultural heritage project participants to co-produce digital stories.

Underberg, Natalie M. *The Turkey Maiden Educational Computer Game Research Methods and Project Management Curriculum*.

Written for university teachers at the graduate and undergraduate level, with the intention of providing a model of project-based curriculum in research methods and project management.

Exhibit Curation

Exhibit lead curator, “Life/Ways: The Stories We Lived and Imagined.” UCF Celebrates the Arts (2019). Juried digital story and visual novel game exhibit projects by UCF students.

Exhibit co-curator, Puerto Ricans in Central Florida 1940s-1960s: A History (2009). Text panel and digital story exhibit at local Orlando libraries.

Exhibit co-curator, Flora Zarate and the Art of the Andean Arpillera (2008 and 2009). Exhibit at UCF Women’s Research Center.

Media Coverage and Quotations

“AAA Launches Digital Data Management Resources.” Featured in *Anthropology News* (September/October 2016).

“PeruVine.” Featured on WUCF *Arts Connection* show for PeruVine/PeruDigital project (2009).

“Digital Ethnography.” Featured on WUCF *Expressions* TV show for research of the UCF Digital Ethnography Lab (2009).

“La Nueva Meca Boricua.” Featured in *El Nuevo Día* for Puerto Ricans in Central Florida 1940s-1980s: A History Project (2009).

“Bad Economy Moves Mountains of Learning.” Featured in *Metro San Juan* for Puerto Ricans in Central Florida 1940s-1980s: A History project (2009).

“Puertorriqueños transforman Florida.” Featured on Univision TV and Website for Puerto Ricans in Central Florida 1940s-1980s: A History project (2008).

“Project Documents Neglected History of Puerto Ricans.” Featured in *Orlando Sentinel* for Puerto Ricans in Central Florida 1940s-1980s: A History project (2008).

“UCF Researchers Create Exhibit of History from 1940s-80s.” Featured in *Central Florida Future* for Puerto Ricans in Central Florida 1940s-1980s: A History project (2008).

“Natalie Underberg.” Featured on *UCF in Print* TV show for research on folklore and technology (2007).

“Experts: Sea Cow ‘Sirens’ Fuel Mermaid Mythology; Sailors’ Deprivation Sparked Images.” Featured in *Underwater Times.com* for interview about mermaid folklore (2005).

“Subject of Food Fuels Lesson in Understanding.” Featured in *Orlando Sentinel* for Parramore Foodways project (2003).

“Last Stand: Black Vets Aim to Right What Goes Down in History.” Featured in *Orlando Sentinel* for Veterans History Project (2003).

“Talking About Food: Celebrating Heritage in Parramore.” Featured in *WMFE Arts Connection* for Parramore Foodways project (2003).

CONFERENCE PRESENTATIONS (abstracts peer-reviewed unless otherwise noted; * indicates paper I authored or co-authored but did not present in person)

2023 Underberg-Goode, Natalie M. “Counter-Histories and Counter-Mythologies: Intangible Cultural Heritage in Franchise-Based Fan Fiction”. Paper presented at the American Folklore Society conference, Portland, Oregon, November 1-4, 2023 (international).

- 2023 Underberg-Goode, Natalie M. "Doing Design Ethnography for Digital Heritage". Paper presented at the Prague-Heritages: Past and Present—Built and Social conference, Prague, Czech Republic, June 28-30, 2023 (international).
- 2020 Underberg-Goode, Natalie M. "Parramore-Callahan Neighborhood Project." American Folklore Society convention, October 2020 (virtual, international).
- 2019 Underberg-Goode, Natalie, & Bahl, Erin K. "Folklore, Ethnography, and Design." American Folklore Society convention, October 2019, Baltimore, MD (international).
- 2018 Underberg-Goode, Natalie M. "Participatory Research and Design in the Portal to Peru." American Folklore Society convention, October 2018, Buffalo, NY (international).
- 2017 Hawthorne, Timothy, Underberg-Goode, Natalie M., & Emily Johnson. "Participatory Research and Design Network." HASTAC (Humanities, Arts, Science, and Technology Alliance and Collaboratory), November 2017, Orlando, FL (national).
- 2017 Smith, Peter, & Natalie Underberg-Goode. "Role-Playing Reciprocity," DiGRA (Digital Games Research Association), July 2017, Melbourne, Australia (international).
- 2017 Underberg-Goode, Natalie M. "Digital Heritage." Connecting to Heritage Studies in the U.S. convention (co-sponsored by the U.S. chapter of the Association of Critical Heritage Studies), June 2017, Jonesboro, AR (invited by organizers to present at inaugural meeting of the U.S. chapter)(national).
- 2017 Underberg-Goode, Natalie M., & Peter Smith. "Arpilleras and Ayni." CAA (Computer Applications in Archaeology), March 2017, Atlanta, GA (national).
- 2016* Underberg-Goode, Natalie M. "Perspective and Role-Taking in Multimedia and Multisensory Ethnography." American Anthropological Association, November 2016, Minneapolis, MN (international).
- 2016 Underberg-Goode, Natalie M., Norman, Jody (chair), Brand, Ross, & Eric Griffiths. "Panel: Preparation, Preservation, and Presentation: Archives and Folklife Collections." American Folklore Society convention, October 2016, Miami, FL (international).
- 2016 Underberg-Goode, Natalie M. "Virtual Cultural Rehearsal: Addressing Digital Humanities Concerns in the Design of Mixed-Reality Cultural Immersion Projects." NEH Advanced Topics in the Digital Humanities symposium (UCLA), June 2016, Los Angeles, CA (national).
- 2015 Underberg-Goode, Natalie M. "Conveying Intangible Heritage through Digital

- Environments.” American Folklore Society convention, Long Beach, CA, October 14-17, 2015 (international).
- 2014 Underberg-Goode, Natalie M. “PeruDigital: Iterative Design in Cultural Heritage.” American Anthropological Association, Washington, D.C., December 3-7, 2014 (international).
- 2014 Underberg-Goode, Natalie M. (2014) “Ethnographic Storytelling and New Media.” Society for Applied Anthropology Conference, Albuquerque, NM, March 18-22, 2014 (national).
- 2010 “Multidisciplinary Exploration of Peruvian Culture through Visual Design and Website Development” (with Jo Anne Adams, Elayne Zorn, and Norma A. Ledesma). Society for Amazonian and Andean Studies, Gainesville, FL (national).
- 2010 “Digital Experiments, Hypermedia, and Community Participation” (with Joan Saverino, Bert Lyons, and Nichole Saylor). American Anthropological Association, Nashville, TN (international).
- 2009 “PeruVine/PeruDigital: Multisensory Immersion in Digital Spaces” (with Elayne Zorn). American Anthropological Association, Philadelphia, PA (international).
- 2009* “The Digital Humanities Exchange as Networked Digital Archive” (with Mary Tripp and Rudy McDaniel). Conference on the Association for Teachers of Technical Writing, San Francisco, CA (national).
- 2008 “PeruVine/PeruDigital: Collaborative Interpretation in Digital Environments” (with Elayne Zorn). American Anthropological Association, San Francisco, CA (international).
- 2008 “Lilly Carrasquillo: Negotiating Puerto Rican Identity in Central Florida and Online.” Puerto Rican Studies Association, San Juan, PR (international).
- 2008 “From the Coast to the Andes to Cyberspace: The PeruVine/PeruDigital Project” (with Elayne Zorn). Southeast Conference on Amazonian and Andean Studies, Boca Raton, FL (regional; now national).
- 2008* “Designing Usable Games for the Humanities: Five Research Dimensions” (with Rudy McDaniel, Stephen Fiore, Mary Tripp, Karla Kitalong, J. Michael Moshell). Digital Humanities Conference, Oulu, Finland (international).
- 2007 “Playing Public Sector Folklorists Online.” American Folklore Society convention, Quebec, Canada (international).
- 2007 “The Turkey Maiden Educational Computer Game,” Society for Applied Anthropology, Tampa, FL (national).

- 2006 “Cinderella as Computer Game: Folklore Meets Digital Media in the Classroom,” American Folklore Society convention, Milwaukee, WI (national).
- 2006 “Ethnographic Storytelling on the Internet: Folkvine.org and the East Mims Oral History Project Web Site,” Bilan du Film Ethnographique seminar, Paris, France (international).
- 2005 “Folkvine.org: Florida’s Art and Artists on the Web,” Visual Research Conference, Washington, D.C. (national).
- 2005 “I ‘Heard’ It on the Folkvine.org: Considerations of the Story, Out-of-Context,” American Folklore Society convention, Atlanta, GA (national).
- 2004 “Catholic Nuns, Christian Clowns, and the Call,” American Folklore Society convention, Salt Lake City, UT (national).
- 2004 Natalie Underberg (with Tina Nguyen, Martin Zagbo and Helen Figueroa). “Folk Artists of Central Florida.” Florida Folklore Society, Orlando, FL (regional).
- 2003 “Youth Documenting and Exploring Community,” American Folklore Society convention, Albuquerque, NM (national).
- 2003 “Foodways in the Classroom,” Florida Folklore Society convention, Tarpon Springs, FL (regional).

INVITED TALKS/WORKSHOP PRESENTATIONS/SYMPOSIA PARTICIPATION

- 2023 “Folklife Studies and Maker Culture: An Invitation and Dialogue.” Moderated panel as part of the Florida Folklore Society annual meeting in Orlando, FL (Spring 2023)
- 2022 “Digital Ethnography: Participatory Research and Design in Storytelling about Cultural Heritage.” Invited virtual presentation at the University of Cottbus in Germany (Spring 2022).
- 2022 “Positioning the Cursor: Ethics and Methods of Digital Ethnography.” Invited virtual roundtable with Tom Boellstorff and Daniel Miller at Memorial University, Newfoundland (Spring 2022).
- 2022 “The Stories We Tell: Personal Narratives, Organizational Tales, and Digital Storytelling.” Invited presentation at American Association of University Women--Florida annual meeting (Spring 2022).
- 2022 “Legends & Lore: The World of Mythic Gaming.” Invited talk/workshop at the Orange County Regional History Center as part of their exhibition

- “Giants, Dragons and Unicorns: The World of Mythic Creatures”
(Spring 2022).
- 2019 “Digital Storytelling.” Talk given at the UCF Modern Languages Foro Lingüístico y Cultural seminar (Fall 2019).
- 2017 “El patrimonio cultural y turismo en la costa norte del Perú.” Talk given at the UCF Modern Languages Foro Lingüístico y Cultural seminar (Fall 2017).
- 2015 “Digital Ethnography.” Talk given at the UCF Texts & Technology research colloquium.
- 2013 “Sabbatical Research and Teaching in Peru.” Talk given as the UCF Global Research Forum.
- 2013 “Cultural Heritage Tourism on Peru’s North Coast.” Talk given at the UCF Rosen College research seminar.
- 2012 “The Art and Science of Digital Ethnography.” Talk given at the Café Scientifique lecture series organized in association with Sigma Xi and the Florida Academy of Sciences.
- 2012 “Digital Ethnography.” Presentation given at a joint meeting of faculty from the Pontifical Catholic University of Peru Visual Anthropology M.A. program and Grupo Avatar, an interdisciplinary game design in education group.
- 2008 “Game-Based Learning in the Humanities: The Scholarship of Teaching and Learning (with Video Games!)” (with Rudy McDaniel, Stephen Fiore, Mary Tripp, and Peter Telep). Keynote talk at UCF Scholarship of Teaching and Learning Showcase during UCF Research Week.
- 2008 “Toward a Scholarship of Teaching and Learning for the Digital Humanities” (with Rudy McDaniel, Stephen Fiore, Mary Tripp, and Peter Telep). Presentation for the UCF Center for Humanities and Digital Research Digital Narrative Group Colloquium, Orlando, FL.
- 2008 “Salsa Dance.” Presentation given as part of Florida Humanities Council-funded Tavares Public Library Hispanic Heritage series.
- 2007 “Three Kings Celebration.” Presentation given as part of Florida Humanities Council-funded Tavares Public Library Hispanic Heritage series.
- 2007 “Mariachi Magia.” Presentation given as part of Florida Humanities Council-funded Tavares Public Library Hispanic Heritage series.
- 2007 “Hispanic Folk Life.” Presentation given as part of Florida Humanities Council-funded Tavares Public Library Hispanic Heritage series.
- 2007 “Flamenco Dance.” Presentation given as part of Florida Humanities Council-

funded Tavares Public Library Hispanic Heritage series.

- 2007 “Cuban Dancing.” Presentation given as part of Florida Humanities Council-funded Tavares Public Library Hispanic Heritage series.
- 2006 “Lost Latinos: A View from Florida.” Presentation given as part of the Florida Humanities Council-funded Florida Center for Teachers (FCTL) seminar.
- 2006 “Las Posadas.” Presentation given as part of Florida Humanities Council-funded Tavares Public Library Hispanic Heritage series.
- 2006 “Día de los Muertos Remembrance.” Presentation given as part of Florida Humanities Council-funded Tavares Public Library Hispanic Heritage series.
- 2006 “Hispanic Folk Art.” Presentation given as part of Lake Wales Library event.
- 2006 “Mariachi Angeles.” Presentation given as part of Florida Humanities Council-funded Tavares Public Library Hispanic Heritage series.
- 2006 “Hispanic Culture in Lake County.” Presentation given as part of Florida Humanities Council-funded Tavares Public Library Hispanic Heritage series.
- 2006 “Latin Cooking.” Presentation given as part of Florida Humanities Council-funded Tavares Public Library Hispanic Heritage series.
- 2006 “Lake County Library Festival of Reading.” Presentation given as part of Florida Humanities Council-funded Tavares Public Library Hispanic Heritage series.
- 2005 “The Parramore Foodways Project.” Presentation given as part of the Faculty Center for Teaching and Learning workshop on “Service-Learning in the Arts and Humanities.”
- 2005 “Las Posadas Celebration.” Presentation given as part of Florida Humanities Council-funded Tavares Public Library Hispanic Heritage series.
- 2005 “Día de los Muertos Remembrance.” Presentation given as part of Florida Humanities Council-funded Tavares Public Library Hispanic Heritage series.

MEDIA

Natalie Underberg-Goode, Project Director, Portal to Peru website presenting the work of the Center for Traditional Textiles of Cusco (CTTC) (<https://projects.cah.ucf.edu/portaltoperu>).

Natalie Underberg-Goode, Project Director, collection of five digital stories based on

ethnographic fieldwork on cultural heritage tourism on the North Coast of Peru
(www.perudigital.wordpress.com)

Natalie Underberg-Goode and Si-Jung Kim, Project Directors, Virtual Taller: Interactive Storytelling Tabletop, prototype completed.

Natalie Underberg-Goode, Project Director, PeruDigital, www.perudigital.org.

Natalie Underberg and the Folkvine Team, Folkvine.org, Cultural Heritage Alliance, University of Central Florida, <http://www.folkvine.org>; Folklorist 2004-2006, Project Director 2006-2007.

Natalie Underberg, Project Director, Turkey Maiden Educational Computer Game mod, University of Central Florida.

Natalie Underberg, Project Director, East Mims Oral History Project Web Site, Cultural Heritage Alliance, University of Central Florida, <http://www.heritagealliance.ucf.edu/mims/welcometomims.html>.

ETHNOGRAPHIC FIELD RESEARCH

2014: Orlando, Florida; ethnographic fieldwork in the Parramore neighborhood

2011-2012: North Coast Peru; ethnographic fieldwork (interviews, participant observation) on cultural heritage and tourism

2008: Central Florida; oral histories of Puerto Ricans who settled in Central Florida from the 1940s-1980s

2003-2004: Central Florida; rapid assessment fieldwork to identify and document Latin American, African and African-American, and Asian folk artists and arts

2000: Piura, Peru; ethnographic research including interviews and participant observation of Catholic nuns

1999: Southern Indiana; ethnographic research including interviews and participant observation of Catholic nuns

RESEARCH

2007: Institute of Ethnomusicology, Lima, Peru

1999: Monastery Immaculate Conception, Ferdinand, IN

TEACHING INTERESTS

Digital folklore; digital ethnography; digital storytelling; visual anthropology; collaborative approaches to new media design; Latin American folklore and cultural heritage; cultural heritage tourism; Peru and Latin Americans in U.S.

Classes Taught

International

Anthropology:

ANV 609: Estudios Interactivos para la Investigación Social (required)

This graduate course focuses on approaches to interactive media for social research and was taught in Spanish in the Visual Anthropology M.A. program at the Pontifical Catholic University of Peru-Lima.

At UCF:

Art:

ART 5280: Serial Content (required)

This graduate course covers serial content, story forms, interactive narrative theory and practice for art, digital media, and film, as well as traditional and non-traditional forms of visual and interactive storytelling.

Digital Media:

DIG 3024: Digital Cultures and Narratives (core)

This undergraduate course is designed to equip students with an understanding of major digital culture and narrative theories from an interdisciplinary perspective.

DIG 3043: Evolution of Video Games (elective)

This undergraduate course traces the evolution of video games since the first game in the early 1950s to contemporary games

DIG 3153: Writing for Media (elective)

This undergraduate course is designed to equip students with an understanding of written communication using digital technologies and the World Wide Web.

DIG 3525: Production I (required)

This undergraduate course introduces students to media project planning, organization, and execution as well as group dynamics and provides experience in using software tools for project planning, scheduling, and management.

DIG 3930H: Digital and Spatial Storytelling for Social Change

This is an Honors interdisciplinary seminar, co-taught with Sociology associate professor Timothy Hawthorne. Digital and Spatial Storytelling for Social change introduces students to the field of participatory research with a focus on both digital storytelling and participatory Geographic Information Systems (PGIS) as methodologies for contemporary community-based research.

DIG 4526: Production II (elective)

This undergraduate course involves students in the management and execution of large digital media projects, using structured methods and tools.

DIG 6XXX: Digital Media and Propaganda (elective)

This graduate course explores the role of propaganda in media and society, focusing on digital media.

DIG 6432: Transmedia Story Creation (core)

This graduate course examines the creation and interpretation of varied story forms and processes including oral, hypertext, digital, graphic, film, and computer game storytelling.

DIG 6551: Applied Interactive Story (required)

This graduate course is intended to allow students to gain experience in narrative creation across media through addressing issues including: how to assess the storytelling and community practices of diverse groups and use this research to design and execute a digital media project.

DIG 6817: Contemporary Topics in Interactive Media (required)

This contemporary topics course covers digital media research topics including games for health, social impact, and art; folklore in interactive media; data visualizations and informal learning; and extended reality design.

DIG 6825: Research Methods in Digital Media (core)

This graduate course offers an introduction to research methods useful in Film and Digital Media projects.

Film:

FIL 1007: Foundations of Story (core)

This undergraduate course is an analysis of dramatic and cinematic narrative structures, both plot and character, from an historical and cultural perspective.

FIL 2107: Script Analysis (core)

This undergraduate course offers an introduction to script analysis methods, focusing on dramatic creation, character development, and models of screenplay structure.

Fil 3304C: Documentary Vision (elective)

This undergraduate course offers a variety of styles and approaches to documentary work, emphasizing voice, place, and event in the making of short narratives using first-person narration, traditional narratives, and experimental narrative forms.

FIL 3930C: Advanced Documentary (elective)

This undergraduate course covers documentary research skills and their application to documentary filmmaking.

FIL 4932: Documentary Research (elective)

This undergraduate course covers documentary research skills, focusing on ethnographic methodology.

FIL 5810: Transmedia Story Creation (core)

This graduate course examines the creation and interpretation of varied story forms and processes including oral, hypertext, digital, graphic, film, and computer game storytelling.

FIL 5937: Research Methods in Film and Digital Media (core)

This graduate course offers an introduction to research methods useful in Film and Digital Media projects.

Latin American Studies:

LAS 3101: Latin American Popular Culture (core)

This course introduces students to the folklore and digital media of Latin American and Latin American cultural groups with a focus on Mexico, Peru, and Puerto Rico.

Texts & Technology:

DIG 6436: Ethnographic Storytelling and New Media (elective)

This graduate course introduces students to theories and practices related to ethnographic storytelling using new media.

New courses developed or proposed (previously unlisted course descriptions only below):

Digital Media

DIG 3024: Digital Cultures and Narratives (core, undergraduate)

DIG 4XXX: Fundamentals of Storytelling (undergraduate)

This undergraduate course is an introduction to the meaning, function, and structure of story from personal, cultural, and historical perspectives.

DIG 5XXX: Story, Storytelling, and Society (graduate)

This graduate course examines the fundamentals of story and storytelling in society, focusing on traditional narratives including life stories.

Film

FIL 4932: Documentary Research (elective, undergraduate)

Latin American Studies

LAS 3101: Latin American Popular Culture (core, undergraduate)

Texts & Technology

DIG 6436: Ethnographic Storytelling and New Media

Sections of courses developed:

International

ANV 609: Estudios Interactivos para la Investigacion Social (required, graduate)

At UCF

DIG 3024: Digital Cultures and Narratives for Webcourses (core)

DIG 3043: Evolution of Video Games for Webcourses (elective)

DIG 6432: Transmedia Story Creation for Webcourses (core)

DIG 6551: Research Methods for Digital Media for Webcourses (required)

THESIS, DISSERTATION, AND CANDIDACY SUPERVISION

Ph.D. and Ed.D

Chair, Texts & Technology Ph.D. Committee: Jesslyn Parrish, “Seeing the Unseen: Interactive Narratives as a Tool for Understanding Invisible Disabilities” (successfully defended 2022)

Chair, Texts & Technology Ph.D. Committee: Ray Eddy, “Immersion’s Relevance to Enjoyment in Gaming” (successfully defended 2021)

Member, Texts & Technology Ph.D. Committee: Carissa Baker, “Exploring a Three-Dimensional Narrative Medium: The Theme Park as ‘De Sprookjessprokkelaar,’ the Collector and Teller of Stories” (successfully defended 2018)

Member, Texts & Technology Ph.D. Committee: Irene Pynn, “Theater in the Virtual Space” (successfully defended 2017)

Member, Texts & Technology Ph.D. Committee: Patricia Carlton, “From Ashes to Ashe: Memorializing Traumatic Events through Participatory Digital Archives” (successfully defended 2016)

Member, Education Ed.D. Committee: Angela Griner, “Identifying Culturally Responsive Practices of Two Classrooms Serving Haitian and Haitian-American Students: A Qualitative Case Study Analysis” (successfully defended 2011).

Member, Texts & Technology Ph.D. Committee: Heather Eaton, “Women, the Web, and Welsh Rarebit: Postfeminism, Hypertext, and the Rhetoric of Industry Leading Cooking Sites” (2007)

Ph.D. Candidacy

Member, Texts & Technology Ph.D. Dissertation committee: Hanan Hafiz (2022)

Chair, Texts & Technology Ph.D. Dissertation committee: Ray Eddy (2020)

Chair, Texts & Technology Ph.D. Dissertation committee: Jesslyn Parrish (2020-2021)

Member, Texts & Technology Ph.D. Dissertation committee member: Elena Rogalle (2018-present)

Member, Texts & Technology Ph.D. Dissertation committee member: Patricia Carlton (2015-2016)

Member, Texts & Technology Ph.D. Dissertation committee member: Brian Rapp (2015-2016)

Member, Texts & Technology Ph.D. Dissertation committee member: Amanda Hill (2015)

Member, Texts & Technology Ph.D. Dissertation committee member: Elle O’Keefe (2015-2016)

Member, Texts & Technology Ph.D. Dissertation committee member: Carissa Baker (2015-2016)

Member, Texts & Technology Ph.D. Dissertation committee member: Irene Pynn (2014-2016)

M.F.A. and M.A.

Chair, Digital Media M.A. Studio Production Committee: Towela Banda (2024)

Member, Digital Media M.A. Thesis Committee: Iulia Popescu, “A Pilot Study of an Immersive Folktale User Experience” (2023)

Member, Feature Film Production M.F.A. Thesis Committee: Alyssa Barrack, “Reflexivity in Performing Art” (2022)

Member, Digital Media M.A. Studio Production Committee: Angelica Calhoun (2022)

Chair, Digital Media M.A. Studio Production Committee: Danielle Neale (2021)

Member, Digital Media M.A. Studio Production Committee: Marti Allen (2022)

Member, Emerging Media (Digital Media Track) M.F.A. Thesis Committee: Mike Eakins, “Interactive Comics” (2018)

Chair, Emerging Media (Digital Media Track) M.F.A. Thesis Committee: Yao Zhou, “An Augmented Reality App for Teaching Physics Concepts” (2016)

Member, Emerging Media (Film Track) M.F.A. Thesis Committee: Yesenia Lima, “MIAMI” (2014)

Member, Digital Media M.F.A. Thesis Committee: Karen Carlson, “Financial Forest: Habituating Saving through an iPhone App” (2014)

Member, Digital Media M.F.A. Thesis Committee: Shabnam Sabbagh, “Digital Interactive Games for Assessment” (2014)

Member, Digital Media M.F.A. Thesis Committee: Kirstn Kischuk, “Interactivity in Theme Parks: An Exploration of the Applications of Interactive Devices within Narrative Environments” (2008)

Member, Film M.F.A. Thesis Committee: Keith Alan Morris, “Gutter King” (2008)

Member, Hospitality and Tourism M.A. Thesis Committee: Jeannie Hahm, “The Impact of Movies on Destination Images and Travelers’ Decision-Making” (2004)

Honors in the Major (HIM)

Member, Film B.A. Honors Thesis Committee: Nia Davis. “Into the Activism: An Exploration of Gen Z’s Political Participation” (2024).

Member, Computer Science B.A. Honors Thesis Committee: Arianna Davis, “Do-Designing ‘Teenovate’: An Intergenerational Online Safety Design Team” (2020)

Member, Anthropology B.A. Honors Thesis Committee: Richard Skandera, “You Get Rained on Last: A Study of the Cultural Implications of Male Height” (2009)

Member, Film B.A. Honors Thesis Committee: Meagan Arrastia, “Race and Gender in Horror Films” (2005)

STUDENT AWARDS AND PUBLICATIONS

Argo, Bartley, De Armas, Nicholas, Hill, Amanda, Raffel, Sara, and Shelly Welch, “The Way it Used to Be: Exploring Cultural Heritage through the Augmented Reality Story of a Neighborhood Soul Food Restaurant.” *Visual Ethnography* 5(2). Article is based on a project the students did in my class.

Faculty Mentor, Dave Moran, co-winner for Arts and Humanities at the UCF Graduate Research Forum (2010)

M.F.A. Thesis Committee Member, Kirsten Kirshchuk, UCF College of Arts and Humanities Innovative Thesis Award (2009)

OTHER TEACHING-RELATED ACTIVITIES

Presented as part of a panel on “Serving Students in the Margins: Making Immersive

Experiences Accessible to All Students” at the 2024 FCTL summer conference (HSI track).

Gave guest lecture in Staci Zavattaro’s public policy research methods class at UCF on digital storytelling and participatory research (Spring 2024).

Workshop participant, “Re-Visioning the Pitch with *Visual Anthropology Review*”. Participant in workshop presented at the American Anthropological Association meeting in December 2020 to explain the process of making an editorial pitch to new scholars and consult with them about proposals.

Lecture creation for DIG 3175: Design for Accessibility and Engagement. Created four lectures for this class in 2020-2021.

Supervised undergraduate research assistant for Parramore-Callahan Neighborhood Project (funded by DIRI grant) (Spring 2020)

Supervised internship at Disney for graduate student Austin Wentworth (Fall 2019).

Life/Ways Project Workshop (3 day workshop) (funded by UCF QEP grant, Lisa Roney, PI) (Fall 2018)

Supervised one graduate student research assistant for the Life/Ways personal digital and interactive storytelling project (Fall 2018)

Supervised two research assistants for Portal to Peru project (funded by Department of Education grant, Consuelo Stebbins, PI) (Fall 2017-Summer 2018)

Guest Lecture, “Digital Ethnographic Storytelling and Participatory Research and Design,” Social and Behavioral Health (Masters Public Health) course (Dr. Preeti Gadhoke, instructor), April 2018 (guest lecture via Skpye in Dr. Gadhoke’s course at Johns Hopkins University)

Guest lecture on “Introduction to WeVideo for Digital Storytelling,” Elementary Spanish Language and Civilization” (Prof. Maria Redmon, instructor, Spring 2018)

Supervised digital stories curatorial assistant (funded by UCF QEP grant) (Fall 2017)

Guest lecture on “Digital Ethnographic Storytelling” in Dr. Mel Stanfill’s graduate Texts & Technology course (Fall 2017)

Supervised Texts & Technology GTA for DIG 3043: Evolution of Video Games (Fall 2017)

“Digital Ethnography.” Workshop taught at Digital Pedagogy and Scholarship’s Digital and Video Ethnography workshop at Bucknell University in Lewisburg, PA (program, including my travel, hotel, and honorarium, funded by the Andrew W. Mellon Foundation received by Bucknell University) (2017).

“Science of Storytelling Summit.” University of Florida’s (UF) College of Journalism and

Communications, Gainesville, FL (one of 11 international story scholars invited to participate, travel costs paid by UF). (2016)

Organized talk hosted/supported by Center for Humanities and Digital Research, Institute for Simulation and Training and Department of History by Australian digital heritage scholar Erik Champion (Spring 2017)

Guest lecture on “Digital Storytelling” in Dr. Gergana Vitanova’s graduate Modern Languages course (Fall 2017)

Participant, FCTL Digital Storytelling Workshop (Spring 2016)

Supervised Digital Media GTA for DIG 3525: Production I (Spring 2016)

Organized talk hosted/supported by Texts & Technology Ph.D. program by authors Shira Chess and Eric Newsom on their book *Slenderman: The Lure of the Digital Campfire* (Fall 2016).

Member, UCF Faculty Center for Teaching and Learning Digital Storytelling Interest Group (Fall 2015).

Organized guest presentation in my class by Brandon Telg from the storytelling company SelfNarrate in DIG 6551 (Fall 2015).

Guest presentation in Dr. Carolyn Hopp’s graduate Education class on PeruDigital research (Fall 2015)

Supervised graduate research assistant for CAH Seed funding research grant to study cultural learning in interactive environments (Spring-Summer 2015).

Created video tutorial on making mockups using Balsamiq for DIG 3525 class (Spring 2015)

Coordinated Digital Media M.F.A. mid-term and final critiques (2015-2016)

Supervised Independent Study for Texts & Technology Ph.D. student to prepare for Ph.D. candidacy (2015).

Bench-marked current Electronic and Dissertation efforts across the country for report to Texts & Technology faculty (Spring 2015).

Attended seminar, “Understanding Graduate Research Production in the Digital Age: Open Access, Electronic Dissertations, and Public Humanities, Oh My!,” Texts & Technology Ph.D. invited speaker program (Spring 2015).

Participant, Game Design track curriculum revision working session (Spring 2015).

Faculty mentor for Antioch University in Leadership and Change student Susan Weidemann (independent study called “Independent Learning Achievement” course) on digital/visual

ethnography (2014-2015).

Instructor of Record for course as part of reciprocal agreement between UCF and the Universidad Autonoma de la Yucatan (through Latin American Studies) (2015-present)

Member of Advisory Council for Instructional Design and Technology program curriculum innovation initiative (2015-present)

Participant, Global Achievement Academy workshop, “Global UCF” (2014)

Supervised and mentored LEAD Scholar, who learned ethnographic fieldwork content management, Website content creation, and social media design skills as part of his assistantship (2013).

Attended teaching seminar/Webinar as learner entitled: “Effective Design Strategies for Blended Courses” (2012).

Supervised Directed Research for Education doctoral student to teach her about ethnographic methods and digital storytelling, resulting in completed digital story (2010).

Conducted Scholarship of Teaching and Learning (SoTL) research project on Multidisciplinary Exploration of Peruvian Culture through Website Development (2010)

Gave invited lecture on ethnographic methods in Dr. Carolyn Hopp’s graduate class on Diversity for Education (2009).

Supervised a team of nine UCF undergraduate students in creating a pilot Website for PeruVine/PeruDigital Website (2008-2009).

Supervised team of eight UCF graduate and undergraduate students and staff in Florida Humanities Council grant-funded project to create a text panel and digital story exhibit about Puerto Ricans in Central Florida 1940s-1980s (2008-2009).

Supervised Directed Research for International Studies undergraduate student, resulting in framing text for Piura, Peru section on PeruVine/PeruDigital Website (2008).

Coordinated oral history workshop for UCF students and community members (2008).

Resident faculty, Honors Living-Learning community (2007-2008).

Completed IDL class to become certified to teach Web courses (2008)

Coordinated faculty efforts to determine curriculum goals for the story course sequence in the Digital Media curriculum (2007).

Coordinated Honors Film series on “The Folklore of the X-Files” (2007)

Supervised Directed Research for Digital Media graduate student (2007)

Supervised team of eight Digital Media students and UCF staff in educational computer game project (2006-2007)

Supervised Directed Reading for three Digital Media graduate students, resulting in Turkey Maiden computer game mod second phase development and research projects based on the game story (2006).

Supervised Digital Media Directed Reading student in digital storytelling project in partnership with Anthropology department (2005)

Created exhibit at UCF library about East Mims Oral History Project Website for Black History Month (2005)

Coordinated faculty efforts to determine curriculum goals for the Film Division Screenwriting Sequence beginning with Foundations of Story through Feature Writing (2004).

Coordinated screening of student documentaries about Parramore completed in FIL 3930C at the Well'Built Museum of African-American History (2004).

Supervised two Florida Folklore Society Graduate Research Assistants, who assisted in organizing Annual Meeting, producing quarterly newsletter, creating and maintaining Website, archiving historical materials at UCF Library, and organizing and updating membership information (2003-2005).

Supervised two Digital Media Senior Project students, who created two original animated sequences on the East Mims Oral History Project Website (2004).

SERVICE TO THE UNIVERSITY

University-wide Committees

Chair, Faculty Senate Research Council (2020-2021)

Member, Faculty Senate Research Council (2021-2022)

Member, UCF-EA Collaboration Task Force (2021-2022)

Member, UCF Downtown Research Committee (Spring 2019)

Member, Interdisciplinary Studies M.A. Program Advisory Board (Fall 2015-present)

Chair, Women's Studies Search Committee (2011)

College Committees

COS Promotion and Tenure Committee (2020-2022)

Admissions sub-committee, Texts & Technology Ph.D. program (Fall 2019-present)

Graduate curriculum committee (Spring 2016 and 2019)

Retirement and marketing sub-committee, Texts & Technology Ph.D. program (2015-present)

Instructor/Lecturer Promotion Committee (2015)

Curriculum sub-committee, Texts & Technology Ph.D. program (2014-2015)

TIP Criteria and Procedures (2013)

Latin American Studies Advisory Board (2012-present)

RIA Selection Committee (2010-2011)

CAH Standards and Procedures Committee for Digital Media (2008)

CAH Undergraduate Curriculum Committee (2007-2011)

CAS Advising Council (2004-2005)

TIP Criteria and Procedures (2003-2004)

Service-Learning Coordinating Committee (2003-2006)

Department/School Committees

Chair, GaIM Assistant Professor search committee (Spring 2023)

Member, NSCM Awards & Recognition committee (Fall 2023-Spring 2024)

Member, NSCM Facilities scheduler search committee (Spring 2020)

Member, NSCM Human resources generalist search committee (Fall 2019-Spring 2020) Chair, GaIM graduate committee (Fall 2018-Fall

2019)

Chair, Instructor/Lecturer Promotion Committee (Fall 2018)

Member, NSCM Undergraduate Curriculum Committee (Fall 2018-present)

Member, NSCM Graduate Curriculum Committee (Fall 2018-present)

Member, Games and Interactive Media (GaIM) Associate Professor Search Committee (Spring-Summer 2019)

Member, Faculty Success Committee, NSCM (Summer 2018)

Chair, Digital Media Assistant Professor Search Committee (2017-2018)

SVAD Strategic Partnership Committee (2017-present)

Instructor/Lecturer promotion guidelines committee (Spring 2016)

Annual Evaluation and Standards Committee (2014-2016)

Chair, Digital Media Associate Professor Search Committee (2014-2015)

Strategic Planning and Operations Committee (2013-2016)

Tenure and Promotion Committee (2011-present)

UCF Celebrates the Arts Committee (2011-2016)

Digital Media Graduate Committee (2009-2011)

Digital Media Assistant Professor Search Committee (2009 and 2010)

Digital Media Undergraduate Curriculum Committee (2007-2008)

Chair, Digital Media Graduate Committee (2005-2006)

Film World Cinema Admissions Committee (2005-2006)

Film World Cinema Student Evaluations Committee (2004-2006)

Film World Cinema Assessment (2004-2006)

Film World Cinema Curriculum (2004-2005)

Institutional Effectiveness Coordinator (2003-2005)

Film Library Committee (2003-2004)

Film Digital Media Committee (2003-2004)

SERVICE TO THE COMMUNITY

Organized Florida Folklore Society Annual Meeting, a hybrid conference via Zoom and at UCF Downtown, featuring panels related to folklife education, folklife documentation, and the relationship between folklife studies and digital maker culture (Spring 2023)

Organized Women in Games and Interactive Media speaker series at UCF (virtual), featuring talks by four dynamic women in the fields of games and interactive media in order to highlight the contributions and wisdom of women in these fields (Spring 2022).

Presented Florida Folk Heritage Award to William Emerson in Tarpon Springs, Florida (Spring 2018)

Spoke at Florida Folk Heritage award ceremony for David Penaflor and Lilly Carrasquillo in Winter Park, Florida (Spring 2018)

Proposal reviewer, UCF Office of Research NEH Summer Stipend awards (2016 and 2017)

Research consultant, Canadian documentary on mermaids and theme parks in U.S. (consulted on mermaid folklore) (2016)

Judge for the UCF Graduate Research Showcase (2009 and 2013)

Participant, Brother to Brother Lunch and Learn program (part of Multicultural and Academic Support Services (2013)

Reviewer, UCF Undergraduate Research Journal (2012)

Co-organizer, UCF Adopt a Family holiday campaign (2012)

Orange County Regional History Center Collections Committee (2005-2006)

Panelist on “The Black and White of It: Let’s Talk!” roundtable discussion on race and communication at the Moore Cultural Center in Mims (2005)

Co-facilitator, “Recycling Objects, Telling Stories” workshop for teachers at the Orlando House of Blues (2005)

Co-facilitator on “Cultural Etiquette” workshop at Summer 2004 Faculty Development

Summer Conference (2004)

Consultant, Citrus Elementary's 2004 Children's Day event (2004)

Discussant for foodways film *Southern Stews: A Taste of the South* at the Folklorists in the South Retreat (2004)

Emceed Folklife Stage at the Florida Folk Festival in White Springs, FL (2004)

Served as consultant for Harry T. Moore Festival of the Arts and Humanities coordinating committee (2003-2004)

Served as consultant for Black Veterans Association in Orlando, an official partner of the national Veterans History Project (2003-2004)

Served as consultant for Brevard County Historical Commission (focusing on African-American regional/occupational history and folklife) (2003-2004)

Organized film fest at 2004 Florida Folklore Society Annual Meeting (2003-2004)

Presenter, 2003 Diversity Week Program at UCF (2003)

Assisted with development of folklife archives in the UCF Library Special Collections department including locating and duplicating numerous sources from Florida State Archives (2003)

Library of Congress Veterans History Project workshop facilitator (2002-2005)

SERVICE TO THE PROFESSION

Service on State, National, and International Professional Organizations

Electronic media featured and reviewed projects editor, *Journal of American Folklore* (2019-2024)

Digital stories and electronic literature curator, *Aquifer: The Florida Review Online* (2017- 2024)

Book reviews and electronic media editor, *Visual Anthropology Review* (2016-2024)

Member, Advisory Group for Research Evaluation, Pontifical Catholic University of Peru (2016-present)

Member, Department of State Florida Folklife Council (2015-present)

President, Florida Folklore Society (2003-2005 and 2022-2023)

Regional representative (Southeast U.S.) for publication: *An Educator's Guide to Interactive Digital Narrative: Syllabi and Resources from Across the World*, Joshua A. Fisher et al., eds. Pittsburgh, PA: Carnegie Mellon University Press (forthcoming).

Member, Anthropology of Tourism Interest Group Conference Task Force, American Anthropological Association (2015-2017)

Member, American Folklore Society 2016 convention local planning committee (2015-2016)

Member, Florida 500 Advisory Board (2013)

Society for Visual Anthropology Mentor (2012-present)

Section co-convener, Folk Narrative Section, American Folklore Society (2007-2009)

Reviews

Journal Article Reviews

Media and Communication (2021)

Human Organization (2021)

MUSICultures (2018)

Qualitative Research (2016)

AlterNative: An International Journal of Indigenous Peoples (2015)

Journal of Transnational American Studies (2015)

Latin American Research Review (2013)

Journal of American Folklore (2010)

Human Organization (journal of the Society for Applied Anthropology) (2010-present)

Book Reviews

Book manuscript reviewer, Oxford University Press (2014)

Book prospectus reviewer, Palgrave MacMillan (2014)

Book manuscript reviewer, Palgrave MacMillan (2014)

Book prospectus reviewer, Focal Press (2013)

Grant Reviews

Proposal reviewer, CHANSE European grant program (2024)

Proposal reviewer, National Endowment for the Humanities Digital Humanities

Advancement grant program (2019)

Proposal reviewer, Pontifical Catholic University of Peru (PUCP) internal research grant program (2016 and 2018)

Proposal reviewer, Swiss National Science Foundation (2014 and 2015)

Film and Media Reviews

Film screener, Society for Visual Anthropology Film and Media Festival (2013-2014)

Tenure and Promotion Case Review

Assistant Professor candidate, University of Denver (2023)

Associate Professor candidate, University of Miami (2023)

Assistant Professor candidate, University of Kansas (2022)

Assistant Professor candidate, American University of Sharjah (2021)

Assistant Professor candidate, University of Central Missouri (2018)

Conference Coordination

International

Organizer, First International Conference on Social Networks (in collaboration with the University of Costa Rica) (2011)

Co-organizer, Society for Amazonian and Andean Studies conference (2010 and 2013)

Regional

Organizer, Florida Folklore Society conference (2003-2005 and 2022-2023)

Consulting for the Profession

Consultant for project, “Bringing Data Management Training into Methods Courses for Anthropology.” American Anthropological Association (AAA)-hosted workshop to develop a set of online modules for AAA Website, Arlington, VA (program, including my travel costs, funded by a National Science Foundation grant received by AAA).

LANGUAGES SPOKEN

Spanish (spoken, written, and reading: fluent)

TECHNICAL SKILLS

Adobe Premiere Pro: Proficient (Completed AGI’s Adobe Premier Pro bootcamp in 2021)

ARIS (Augmented Reality Interactive Storytelling) game creation software: Proficient

TyranoBuilder (visual novel game software): Proficient

PROFESSIONAL MEMBERSHIPS

International and National

HASTAC (2017-present)

Society for Amazonian and Andean Studies (2008-present)

American Anthropological Association (2004-present)

American Folklore Society (1996-present)

DIGRA (Digital Games Research Association) (2017-2018)

CAA (Computer Applications in Archaeology) (2017-2018)

Society for Applied Anthropology (2013-2018)

Regional

Florida Folklore Society (lifetime member)

California Alumni Association (lifetime member)