

Scott Rettberg
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Education

Ph.D. in English, University of Cincinnati, 2003. Scholarly emphases in Electronic Literature, Creative Writing (Fiction), 20th Century American Fiction, 20th Century American Drama, and 20th Century Irish Literature, Dissertation: "Destination Unknown: Experiments in the Network Novel."

M.A. in English, specialty in Fiction Writing, Illinois State University, 1995. MA Thesis: "Unfinished Paintings."

B.A. in English and Philosophy, Coe College, 1992. Honors Thesis: "Brief Candles and Spit."

Teaching Experience

2006-2007

Associate Professor of Humanistic Informatics, The University of Bergen
Courses Taught at UiB:

- HUIN 105: Web Design and Web Aesthetics
- HUIN 204: Digital Media and Digital Cultures
- HUIN 303: Digital Media Aesthetics

2002-2006

Assistant Professor of New Media Studies, Literature Program, The Richard Stockton College of New Jersey.

Courses Taught at Stockton:

- LITT 2136: Introduction to New Media Studies
- LITT 3224: Hypertext
- LITT 3250: Multimedia Production
- LITT 3251: Internet Writing & Society
- LITT 1101: Literary Methodologies
- LITT 4610: Senior Seminar in Postmodernism
- GAH 2182: From Books to Movies
- GAH 2193: Madness and Creativity
- GAH 2183: Art, Games, and Narrative

1997

Lecturer, American Literature, The University of Cincinnati.
Lecturer, Studies in Drama, Xavier University.

1995-96

Instructor, Fiction Writing, English 211, The University of Cincinnati.

Instructor, Freshman English 101, 102, 103, University of Cincinnati.

1993-95

Instructor, Creative Writing, English 247, Illinois State University.
Instructor, Composition, Illinois State University.

1991-92

Tutor, English and Philosophy, Coe College Educational Support Program.

Publications

- “Narrative and Digital Media.” With Jill Walker. Book chapter *Options for Teaching Narrative Theory*. David Herman, ed. Modern Language Association of America, forthcoming 2008.
- “All Together Now: Collective Narrative and Collective Knowledge Communities in Context.” Book chapter in *New Narratives: Theory and Practice*. Ruth Page and Brown Thomas, eds. University of Nebraska Press, forthcoming 2008.
- “Corporate Ideology in World of Warcraft.” Book chapter in *World(s) of Warcraft, a Critical Anthology of World of Warcraft Studies*. Hilde Corneliussen and Jill Walker, eds. Cambridge: MIT Press, forthcoming 2008.
- “Introduction: Place and Space in New Media Writing.” *The Iowa Review Web* (July 2006).
<http://www.uiowa.edu/-iareview/mainpages/new/july06/july06_txt.html>
- “Written on the Body: An Interview with Shelley Jackson.” *The Iowa Review Web* (July 2006).
<<http://www.uiowa.edu/-iareview/mainpages/new/july06/jackson.html>>
- “Avant-Gaming: An Interview with Jane McGonigal.” *The Iowa Review Web* (July 2006).
<<http://www.uiowa.edu/-iareview/mainpages/new/july06/mcgonigal.html>>
- “All Together Now: Collective Knowledge, Collective Narratives, and Architectures of Participation.” *Digital Experience: Design, Aesthetics, Practice: Proceedings of the 2005 DAC Conference*. IT University of Copenhagen: 2005. 99-109.
- “*First Person*, Games, and the Place of Electronic Literature.” Essay review of *First Person*, Pat Harrigan and Noah Wardrip-Fruin, eds. *Electronic Book Review* (Fall 2005).
- “Implementation.” Documentation of the sticker novel *Notre Dame Review* 19 (Winter 2005) 119-120 and online at
<www.nd.edu/-ndr/issues/ndr19/contents19.html>
- “Cavewriting.” With Jill Walker, an interview of Noah Wardrip-Fruin, Josh Carroll, and Robert Coover. *The Iowa Review Web* 6:2 (June 2004).
<<http://www.uiowa.edu/-iareview/tirweb/feature/cave/index.html>>
- “Games/gaming/simulation in a new media (literature) classroom.” *On the Horizon* 12:1 (2004): 31-35.

"Introduction: New Media Studies." *The American Book Review* 24:3 (March/April 2003): 1 & 5.

"Evangelizing the Everyday Web." Rev. of David Weinberger's *Small Pieces Loosely Joined*. *The American Book Review* 24:3 (March/April 2003): 5 & 8.

"Interesting Times: Preface." *State of the Arts: The Proceedings of the Electronic Literature Organization's 2002 State of the Arts Symposium and 2001 Electronic Literature Awards*. Ed. Scott Rettberg. Los Angeles, CA: 2003. 1-4.

"New Media Literature: A Roundtable Discussion on Aesthetics, Audiences, and Histories." *NC*, Volume 2 (2003): 53-56.

"Start Here> An Interdisciplinary Introduction to Electronic Literature." With Michelle Citron, Kurt Heintz, Niki Nolin, Andrew Stern, Joseph Tabbi, and Rob Wittig. *The Iowa Journal of Cultural Studies* 1:2 (Fall 2002).

"Experiments in Irrational Exuberance: The Present and Future of Electronic Literature or How I Became E-Literate." *Kairos* 7.3 (Fall 2002).
<<http://english.ttu.edu/kairos/7.3/binder2.html?coverweb/rettberg/index.html>>

The Unknown, an Anthology with William Gillespie, Frank Marquardt, and Dirk Stratton. Urbana, IL: Spineless Books, 2002.

"The Pleasure (and Pain) of Link Poetics." *Electronic Book Review* 12 (Jan 2002).
<http://www.electronicbookreview.com/v3/servlet/ebr?command=view_essay&essay_id=rettbergrip>

"Hard_Code Theater." with William Gillespie and Dirk Stratton. Chapter in the *Hard_Code* anthology. Boulder, CO: AltX Press, 2001. 52-81.

"The Benefit of Writing Graffiti With Your Friends or What I'd Like to See." Proceedings of the Cybermountain Colloquium. (Technical Report AUE-CS-99-05) Esbjerg, Denmark: Aalborg University, 1999. Available in print or online.

"American Simulacra: Don DeLillo's Fiction in Light of Postmodernism." *Undercurrent* #7 (Spring 1999).

"Interview with T.C. Boyle." (November 1998).
<<http://www.tcboyle.net/scott.html>>

"The Myth of the American Dream in Three Contemporary Irish Plays by Brian Friel, Thomas Murphy, and Joseph O'Connor." *Texts & Contexts: The Journal of the Comparative Drama Conference*, 1996.

"Her Fist in a Ball." (Fiction). *Hootenanny* #2 (Spring 1995).

Fiction in the *Coe Review* 1993, 1994.

Editorial

2006: Editor, with N. Katherine Hayles, Nick Montfort, and Stephanie Strickland, *The Electronic Literature Collection, Volume One*. An edited CD-ROM and online anthology of selected works of electronic literature

published by The Electronic Literature Organization (2006) and forthcoming from Notre Dame University Press.

2006: Editor, "Reconfiguring Place and Space in New Media Writing," a special issue of *The Iowa Review Web*.

2003: Editor, *State of the Arts: The Proceedings of the 2002 Electronic Literature Organization Symposium*. Book and CD-ROM. Los Angeles: The Electronic Literature Organization, 2003.

2003: Editor, New Media Studies Focus. The *American Book Review* 24:3 (March/April 2003). The focus was also published in the *electronic book review*.

1999: Contributing Editor, *No Time*.

1997-99: Editor, *Authors Review of Books*.

1996-98: Editorial Assistant, *American Drama*.

1995: Graduate Assistant, The Unit for Contemporary Literature.

1992: Senior Editor, 1992 *Coe Review* (Literary Magazine).

1991: Editor, 1991 *Pearl* (Nonfiction Magazine).

1990: Assistant Editor, *Coe Cosmos* (Student Newspaper).

Electronic Writing Projects and Practical New Media Development

2004-2005: *Implementation*

<<http://nickm.com/implementation/>>. With Nick Montfort. *Implementation* is a novel about the peripheral effects of the war on terror, published on 240 stickers. The novel was originally distributed in eight separate installments. Readers of the novel then placed the stickers in public places and sent back digital photographs of the situated stickers. The website includes both the full text of the novel, downloadable as sheets of stickers, and an archive of the photographs.

2005: The 60 Second Story Competition.

<<http://60secondstory.contagiousmedia.org>> An invented form of constrained new media writing and an experiment in contagious media, 60 second stories are short, low bandwidth web narratives. I organized a three-week competition to encourage innovation in the form, and published more than twenty 60 second story submissions. The site was viewed by 11,446 visitors during the Contagious Media Competition.

2005: "Mystery House Remixed Up."

<<http://turbulence.org/Works/mystery/games.php#g12>>. A commissioned modification of "Mystery House" for the "Mystery House Taken Over" Turbulence project developed by Nick Montfort, Dan Shiovitz, and Emily Short.

- 2003-Present: Grand Text Auto
 <[http:// http://grandtextauto.gatech.edu/](http://http://grandtextauto.gatech.edu/)>. One of six regular contributors to *Grand Text Auto*, a well-respected weblog for research into electronic games, narrative, and art. *Grand Text Auto* serves a wide readership, and has been cited by national media outlets including *The New York Times* and *National Public Radio*.
- 2002-2003: *Kind of Blue*
 <<http://tracearchive.ntu.ac.uk/frame/kOb/index.html>>. A serial novel for email. *frAme Journal of Art and Technology*, published by the trAce, August 2003.
- 2002-present *retts.net*
 Personal weblog, scholarly and creative focus.
- 2000-2002: The Electronic Literature Organization
 <<http://www.eliterature.org>>. Conceptualized and oversaw the development of the ELO web site and directory, two of the most utilized web resources in the field of electronic literature.
- 2002: “The Meddlesome Passenger”
 <<http://beehive.temporalimage.com/archive/51arc.html>>. Hypertext fiction. *Beehive* 5.1. (Summer 2002).
- 1998-2001: *The Unknown*
 <<http://www.unknownhypertext.com>>. Designed and with William Gillespie and Dirk Stratton coauthored *The Unknown, a Hypertext Novel*, cowinner of the 1999 trAce/AltX International Hypertext Competition. Judged by novelist Robert Coover, to be “genuinely multisequential and massively rich in story material,” *The Unknown* was reviewed by or featured in a variety of publications including *The New Republic*, *The Chicago Tribune*, *The London Independent*, *The New York Times*, *PC Magazine*, *Le Magazine Littéraire* and *Real Time Australia*.
- 1997-2000: Authors at About.com
 I developed and maintained the authors site at about.com, which featured hundreds of links to author pages and interviews on the World Wide Web. I wrote more than one hundred feature articles for the site over 3 years, including book reviews and interviews with authors including T.C. Boyle and Octavia Butler. The site received 40,000 visits weekly and was featured in publications including *The Chicago Sun-Times* and *Writer's Digest*.
- 1994-96: Books in Chains
 Books in Chains was one of the first online guides to reading resources, author pages, and literary magazines on the World Wide Web. The site received several awards and mentions in national print and online publications including *Yahoo! Internet Life*, *Wired*, and *The Online Educator*.

Honors, Awards, and Grants

- 2004: New Jersey Council for the Humanities grant in support of the “Digital Arts and Electronic Literature Speaker Series” at Richard Stockton College. Series included seven guest speakers in four separate events.
- 2004: Bursary, trAce Incubation Conference, Nottingham Trent University.

- 2003: Research and Professional Development Grant, Richard Stockton College.
- 2002: Principal Investigator, \$100,00 grant from the Ford Foundation for the Electronic Literature Organization's State of the Arts Symposium.
- 1999: trAce/AltX International Hypertext Competition, Cowinner.
- 1998-99: Taft Fellowship, University of Cincinnati.
- 1996: Helen Weinberger Playwriting Prize.
- 1994-95: Robert Sutherland Fellowship in Fiction Writing, Illinois State University.
- 1992: Coe College: Magna Cum Laude, College Honors, Phi Beta Kappa, Phi Kappa Phi, Richter Scholar for Exceptional Scholarship in a Senior Honors Thesis, Frederick Eustler Prize in Philosophy.
- 1991: Paul Engle Prize in Creative Writing.

Service and Administrative Experience: National (US)

- 2005-2006: Treasurer, Steering Committee, Electronic Literature Organization.
- 2002-Present: Board of Directors, Electronic Literature Organization.
- 1999-2001: Founder and Executive Director, the Electronic Literature Organization. Benchmark achievements during the three years I served as ELO's Executive Director include the inception of the organization, the launch of the most comprehensive online directory of work in the field of electronic literature, reading events in New York, Chicago, Seattle, Boston and San Francisco, the 2001 Electronic Literature Awards for Fiction and Poetry, and a \$100,000 grant from the Ford Foundation for a symposium on the future of electronic literature held in Los Angeles in 2002. Represented the organization and the field during interviews with a variety of media outlets including the *New York Times*, *the Los Angeles Times*, *the Chicago Tribune*, *New City*, *Realtime Australia*, *PC Magazine*, *Poets and Writers*, *Book Magazine*, *Writer's Market*, Chicago Public Radio, TechTV and others.

Service and Administrative Experience: Richard Stockton College of New Jersey

- 2004-2006: Chair, Information Technology and Media Services committee, Faculty Assembly.
- 2004-06: Member, Faculty Assembly Steering Committee.
- 2004-05: Member, Creative Writer and Americanist Search Committees.
- 2004: Member, President's Technology Committee.
- 2004: Member, Visiting Creative Writing Writer Search Committee.
- 2004-05: Director, "Digital Arts and Electronic Literature Speaker Series," four-event series, including seven speakers.

2004: Advisor, *Stockpot* Literary Magazine.

2003: Information Technology Subcommittee of the Library and Information Technology committee.

2002-2003: Established New Media Reading Series. Visiting speakers in 2002-2003 included Nick Montfort, Shelley Jackson, Jason Nelson, Jill Walker, and Rob Wittig.

Conference Presentations, Readings, and Exhibitions

2007 “Grand Text Auto Digital Art Exhibition.” Exhibition of digital art including *The Unknown* and *Implementation*. Reading, panel, and exhibition. Beall Center for Technology and the Arts, University of California at Irvine, Irvine CA, October-December 2007.

“Dada Redux: Elements of Dadaist Practice in Contemporary Electronic Literature.” Digital Arts and Culture Conference, Perth Australia, September 2007.

“Electronic Literature in the context of the 20th Century Avant-Garde.” Remediating Literature Conference, University of Utrecht, Utrecht, Netherlands, July 2007.

Implementation reading and electronic literature presentation. Nordic Association for English Studies Conference, University of Bergen, May 26, 2007.

“Introduction to the *Electronic Literature Collection*.” *Electronic Literature Collection* UK Launch, Institute for Creative Technologies, DeMontfort University, Leicester, UK. May 18, 2007.

Panel on “Process-Intensive Literature.” Symposium on the Future of Electronic Literature, Maryland Institute for Technology in the Humanities, University Maryland. College Park, MD, May 2007.

“Appropriation and Collaboration in Electronic Literature.” Media in Transition 5 Conference, Massachusetts Institute of Technology, Cambridge, MA, April 2007.

“Changing Modes of Reading and Collective Authorship.” Soul of the Reader Seminar and Digital Media Symposium, University of Jyväskylä. Jyväskylä, Finland, April 2007.

2006 “Genre in Electronic Literature in the Context of *the Electronic Literature Collection*, Volume One.” Modern Language Association Conference, Philadelphia, December 2006.

Roundtable discussion on editing electronic literature. Auto-Start Festival, University of Pennsylvania, Kelly Writers’ House, October 2006.

“Collaborative Authorship in Electronic Literature.” Infomedia Seminar on New Media and Access. The University of Bergen, October 2006.

2005 “*Implementation* in Contexts: Viral, Locative, Situationist.” Society for Science, Literature, and the Arts Conference, Chicago, November 2005.

Implementation read at Provflux, The Steel Yard, Providence, RI, May 2005.

Implementation exhibited in CUBE2 Gallery, Providence, RI as part of Provflux, June 2005.

“Crossing Boundaries/Seizing Opportunities” Panel, Brookdale Writer’s Conference, April 2005.

Implementation exhibited in the storefront space at the Slought Foundation, Philadelphia, PA, January 2005.

- 2004** “Ubu meets Gertrude (Towards A Post-textual Avant-garde.)” A public conversation with Johanna Drucker, Christian Bök, Jean-Michel Rabaté, Nick Montfort, and Scott Rettberg. Slought Foundation. Philadelphia, PA, December 2004.

Digital Og Sosial Conference, Bergen, Norway. “Toward a Topology of the Network Novel” and a reading from *Implementation*. November 2004.

Implementation exhibited at FILE (Festival Internacional de Linguagem Eletrônica), Sao Paulo, Brazil, November-December, 2004.

Kelly Writers House, University of Pennsylvania. Hosted “Interactive Fiction Walkthroughs,” a reading of IF with Star Foster, Dan Ravipinto, and Emily Short, October 2004.

trAce Incubation Symposium on Writing and the Internet, Nottingham Trent University, England. Reading of *Kind of Blue*, July 2004.

International Society of Electronic Arts Conference, Helsinki, Finland. Participated in panel discussion on the history of new media writing, August 2004.

&Now Festival of Writing as a Contemporary Conceptual Art, Notre Dame University, South Bend, IN. Reading of *The Unknown*, November 2005.

Kelly Writers House, University of Pennsylvania. Reading from *The Unknown, a Hypertext Novel* and *Implementation* as part of the “Joint Work” event, February 2004.

- 2003** The eXliterature Conference: University of California, Santa Barbara, CA. “Good Vibrations: Writers, Artists, the Works.” Produced reading and introduced readers. Also participated in working group on Preservation, Archiving and Dissemination initiative, April 2003.

ACH/ALLC WebX Conference, The University of Georgia, Athens, GA. “PAD: Preservation, Archiving and Dissemination of Electronic Literature.” Presenter and session chair, June 2003.

- 2002** Computers and Writing Conference, Illinois State University, Normal, IL. Featured Speaker. “Experiments in Irrational Exuberance: The Present and Future of Electronic Literature.” May 2002.

Program Organizer, Electronic Literature Organization State of the Arts Symposium. University of California, Los Angeles. Moderator, Panel on “Archiving Digital Culture.” April 2002.

- Museum of Contemporary Art, Chicago. Organized and participated in a group-curated exhibition of electronic literature, Version 2.0 Digital Commons Festival. March 2002.
- Columbia College of Chicago Story Week. Publishing panel. March 2002.
- 2001** Chicago Humanities Festival. Organized and participated in “Pushing the Boundaries,” a panel discussion of the 2001 Electronic Literature Awards. November 2001.
- Venice Biennale. Exhibited “Power vs. Poetry,” a poem on both sides of two paper towels in the Karenina.IT “Bunker Poetrico” curated by Marco Nereo Rotelli. Summer 2001.
- TextOneZero Conference, Brooklyn, New York. Organized and participated in panel discussion on writing electronic literature. May 2001.
- Digital Arts and Culture Conference, Brown University. Reading of “The Meddlesome Passenger,” a hyperfiction. April 2001.
- 2000** ACM Hypertext Conference, San Antonio, Texas. Reading from *The Unknown, a Hypertext Novel*. May 2000.
- E-Writers Conference, Santa Barbara, California. Keynote Address, “Building a Community for Electronic Literature,” and Hypertext Fiction Writing Workshop. April 2000.
- Ropes Lectures, University of Cincinnati. Panel discussion with Robert Coover and N. Katherine Hayles, and an electronic literature demonstration. March 2000.
- 1999** MLA Conference, Chicago, Illinois. Panel discussion on Electronic Literature with Stuart Moulthrop and Rob Wittig. December 1999.
- Cybermountain Colloquium, Denver, Colorado. Presentation: “Towards a Nonprofit Organization for Electronic Literature.” July 1999.
- Digital Arts and Culture Conference, Georgia Tech University. Reading from *The Unknown, a Hypertext Novel*. October 1999.
- Associated Writing Programs Conference, Albany, NY. Reading from *The Unknown, a Hypertext Novel*. April 1999.
- Technology Platforms for 21st Century Literature Conference, Brown University. Read from *The Unknown, a Hypertext Novel*, participated in roundtable discussion. April 1999.
- 1997** Apocalypse and Millenarism Conference, SUNY Binghamton. Presented “This Freebooter is Made for Walkmen: Evan Dara’s The Lost Scrapbook” as part of the “After the Apocalypse” panel, also chaired the panel. May 1997.
- Staged reading of *Piercing Through* at the University of Cincinnati and at the Aronoff Center for the Performing Arts.
- 1996** Popular Culture Conference (Midwest), Bowling Green State University. Presented “Books in Chains: a Survey of English Studies Resources on the World Wide Web.” November 1996.

Comparative Drama Conference XX, The University of Florida. "The Myth of the American Dream in Three Contemporary Irish Plays by Brian Friel." March 1996.

Invited Guest Lectures

- 2006: University of Bergen, Infomedia seminar, "Crossing Media Boundaries and Genres."
- 2006: Maryland Institute for Technology in the Humanities, University of Maryland, "The Question of Genre in Electronic Literature."
- 2005: University of Bergen, Humanistic Informatics, "Digital Media Aesthetics," series of five lectures on genres of electronic literature.
- 2005: Brown University, seminar in electronic writing, "Network Writing."
- 2005: Coe College, "The Network Novel."
- 2004: University of Bergen, Norway, "Collaborations in Electronic Writing."
- 2002: San Diego State University, "Currents in Electronic Literature."
- 2001: Notre Dame University, "Electronic Publishing."
- 2001: University of Illinois-Chicago, Seminar on Globalization.
- 2000: Coe College, "Creative Electronic Writing."

Referee & Peer Review

- Reviewer, 2007 Digital Arts and Culture Conference, Perth, Australia.
- Referee, MIT Press, 2006.
- Judge, 2006 Interactive Multimedia Art Competition, Columbia College, Chicago.
- Reviewer, 2005 Digital Arts and Culture Conference, Copenhagen, Denmark.
- Referee, *Journal of Digital Information*, 2005.
- Referee, *Leonardo: Journal of the International Society for Arts, Science, and Technology*, 2004.
- Referee, *The Interactive Fiction Theory Book*, Dennis Jerz, ed, 2004.
- Referee, *Style*, 2003.
- Judge, 2002 Independent eBook Awards.
- Director, 2001 Electronic Literature Awards Competition.
- Judge, 2001 Independent eBook Awards.
- First Reader, 1994 & 1995 ISU/FC2 National Novel Contest.

Professional Memberships

Modern Language Association, Electronic Literature Organization, Society for
Science, Literature, and the Arts