

**Natalie M. Underberg-Goode, Ph.D.**  
Associate Professor of Digital Media and Folklore  
School of Visual Arts and Design  
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## **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, advisor)

## **APPOINTMENTS**

Graduate Program Coordinator, Emerging Media M.F.A.—Digital

Media Track and Digital Media M.A. (2016-present)

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

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

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

Director, UCF Digital Ethnography Lab (2007-present)

Affiliate Faculty, UCF Latin American, Caribbean, and Latino Studies Program (2011-present)

Affiliate Faculty, UCF Synthetic Reality Lab (2010-present)

Affiliate Faculty, UCF CREATE (Center for Research and Education in Arts, Technology, and Education) (2010-present)

Associated Faculty, UCF Games Research Group (2016-present)

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

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**

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

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 “Andean Worlds,” National Endowment for the Humanities Summer Institute grant, \$3,600 (one of 24 participants selected throughout U.S.).
- 2008-2009 “Puerto Ricans in Central Florida from 1940s to 1980s: A History.” Florida Humanities Council grant, \$22,236 (co-PI).
- 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
- 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  $\frac{3}{4}$  salary) (PI)
- 2008 “Proposal to fund website design and development (Phase II) for ‘PeruVine/PeruDigital,’” UCF Center for Humanities and Digital Research, \$1,000
- 2008 “Proposal to fund website design and development (Phase II) for ‘PeruVine/PeruDigital,’” UCF Center for Humanities and Digital Research, \$500.
- 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.
- 2008-2008 “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

- 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 Faculty Center for Teaching and Learning facultyseminar, “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, FacultyCenter for Teaching and Learning, to develop an interdisciplinary digital storyclass 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

- 2007-2008 Humanities Scholar, Florida Humanities Council grant, Ms. Beth Sindler (Tavares Public Library), PI, \$3,000.
- 2006-2007 Humanities Scholar, Florida Humanities Council grant, Ms. Beth Sindler (Tavares Public Library), PI, \$3,000.
- 2005-2006 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.
- 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, Professor Sterling Van Wagenen and Kristin Congdon, PIs, \$24,000.
- 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.

## PUBLICATIONS

#### Peer-Reviewed Books

- Underberg, N., & Zorn, E. (2013) *Digital Ethnography: Anthropology, Narrative, and New Media*. Austin, TX: University of Texas Press.

## Peer-Reviewed Special Issues of Journals

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

## Peer-Reviewed Research Articles

Underberg-Goode, Natalie M. and Jo Anne Adams. (2014) Multidisciplinary Exploration of Peruvian Culture through Visual Design and Website Development. *Media Education Research Journal* 5(1), 60-72.

Underberg-Goode, N. (2014). Cultural Heritage Tourism on Peru's North Coast. *Worldwide Hospitality and Tourism Themes* v6 (3): pp. 200-214 (international).

Underberg, N., & Zorn, E. (2012). Exploring Peruvian Culture Through Multimedia Ethnography. *Visual Anthropology* v26 (1): 1-17 (international).

Underberg, N. (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, N. (2008). The Turkey Maiden Educational Computer Game. *Folklore* 119, 201-217 (international).

Underberg, N., & Congdon, K. (2007). Folkvine.org: Ethnographic Storytelling in Folk Art Web Design. *Visual Anthropology Review* 23(2), 151-161 (national).

McDaniel, R., & Underberg, N. (2007) . Exembellishment: Using the eXtensible Markup Language as a Tool for Storytelling Research. *International Digital Media Arts Journal* 4(2), 56-69 (international).

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

## Peer-Reviewed Book Chapters

- Underberg-Goode, N. (forthcoming 2016). Conveying Peruvian Intangible Cultural Heritage through Digital Environments. In M. Stefano and P. Davis (Eds.), *The Routledge Companion to Intangible Heritage*. London: Routledge.
- Underberg-Goode, N. (forthcoming 2016). *Digital Ethnography*. In Heidun Friese (Ed.), *Social Practices and Digital Life-Worlds*. Berlin: Springer.
- Underberg-Goode, N. (forthcoming 2016). Integrating Key Cultural Ideas into Digital Media Projects: Two Classroom-Based Case Studies. In Belinha De Abreu et al. (Eds.), *The International Handbook of Media Literacy*. London: Routledge.
- Underberg-Goode, N. (2015) PeruDigital: Ethnographic Storytelling through Iterative Design. In A. Gubrium, K. Harper, and M. Otanez (Eds.), *Participatory Visual and Digital Methods in Action* (pp. 213-226). Walnut Creek, CA: Left Coast Press.
- Underberg, N. (2012) Between Fact and Fiction in Cultural Heritage. In E. Champion (Ed.), *Game Mod Theory and Practice* (pp. 51-66). ETC (Carnegie Mellon).
- Underberg, N. (2005). Hero Cycle. In J. Garry & H. El-Shamy (Eds.), *Archetypes and Motifs in Folklore and Literature: A Handbook* (pp. 10-16). Armonk, NY: M.E. Sharpe.
- Underberg, N. (2005). Flight (Magic). In J. Garry & H. El-Shamy (Eds.), *Archetypes and Motifs in Folklore and Literature: A Handbook* (pp. 133-138). Armonk, NY: M.E. Sharpe.
- Underberg, N. (2005). Soothsayer (Diviner, Oracle). In J. Garry & H. El-Shamy (Eds.), *Archetypes and Motifs in Folklore and Literature: A Handbook* (pp. 147-152). Armonk, NY: M.E. Sharpe.
- Underberg, N. (2005). Bargain with Devil. In J. Garry & H. El-Shamy (Eds.), *Archetypes and Motifs in Folklore and Literature: A Handbook* (pp. 303-311). Armonk, NY: M.E. Sharpe.
- Underberg, N. (2005). Curses. In J. Garry & H. El-Shamy (Eds.), *Archetypes and Motifs in Folklore and Literature: A Handbook* (pp. 312-322). Armonk, NY: M.E. Sharpe.

## Conference Proceedings

- Kim, J., & Underberg, N. PeruDigital: Cultural Storytelling through Digital Ethnography, HCI, and Digital Media, HCI (Human-Computer Interaction) International, July 2011, Orlando, FL(international).
- Underberg, N. 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, K., Underberg, N., & VanWagenen, S. (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

- Underberg, N. (2006). Peru Folklore. In W. Clements (Ed.), *Encyclopedia of World Folklore* (pp. 199-208). Westport, CT: Greenwood Press.

## Review Article

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

## Invited Articles

- Zorn, E., & Underberg, N. (2009). Multisensory Immersion in Digital Spaces. *Anthropology News* 50(9), 18-19 (international).
- Underberg, N. (1997). Ensuring Vitality Through Diversity: Folkloristics, the Comparative Impulse, and the Appreciation of Culture. *Folklore Forum* 28(2), 103-104 (regional).

## Book Reviews

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



- Underberg, N. (2015). Review of *Handbook of Ethnography of Virtual Worlds*. In *Journal of the Royal Anthropological Institute*.
- Underberg, N. (2013). Review of *The Florida Folklife Reader*. In *Western Folklore*.
- Underberg, N. (2006). Review of *Just Above the Water: Florida Folk Art*. In *Museum Anthropology Review*.
- Underberg, N. (2001). Review of *International Folkloristics: Classic Contributions by the Founders of Folklore*. In *Journal of Folklore Research*.
- Underberg, N. (2001). Review of *To Be A Worker: Identity and Politics in Peru*. In the *Journal of Folklore Research*.
- Underberg, N. (2001). Review of *The Powers of Genre: Interpreting Haya Oral Literature*. In the *Journal of Folklore Research*.
- Underberg, N. (1997). Review of *The Great Southwest of the Fred Harvey Company and the Santa Fe Railway*. In *Folklore Forum*.

## Curricula

Underberg, N. *The Turkey Maiden Educational Computer Game Curriculum*.

Written to accompany the Turkey Maiden Educational Computer Game mod, aimed at 8<sup>th</sup> graders and matched to Florida Sunshine State Standards.

Underberg, N., & Jo Anne Adams. *PeruDigital Curriculum*.

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

Underberg, N. *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 (available from the Center for Digital Storytelling at [www.storycenter.org](http://www.storycenter.org)) and applies them to the process of working collaboratively with oral history and cultural heritage project participants to co-produce digitalstories.

Underberg, N. *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.

Underberg, N. *The Turkey Maiden Educational Computer Game Curriculum*.

Written to accompany the Turkey Maiden Educational Computer Game mod, aimed at 8<sup>th</sup> graders and matched to Florida Sunshine State Standards.

### Media Coverage and Quotations

“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 co-authored but did not present in person)

- 2015 Underberg-Goode, Natalie M. “Conveying Intangible Heritage through Digital Environments.” American Folklore Society Convention, Long Beach, CA, October 14-17, 2015.
- 2014 Underberg-Goode, Natalie M. “PeruDigital: Iterative Design in Cultural Heritage.” American Anthropological Association, Washington, DC, December 3-7, 2014.
- 2014 Underberg-Goode, Natalie M. (2014) “Ethnographic Storytelling and New Media.” Society for Applied Anthropology Conference, Albuquerque, NM, March 18-22, 2014.
- 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 Nicole 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 of 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 a national organization).
- 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 PRESENTATIONS

- 2015 “Digital Ethnography.” Talk given at the UCF Texts and Technology research colloquium.
- 2015 “Digital Storytelling.” Talk given at the FCTL Digital Storytelling Interest Group
- 2013 “Sabbatical Research and Teaching in Peru.” Talk given at 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 North Indian River County Library event.

- 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 “Los 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, collection of five digital stories based on ethnographic fieldwork on cultural heritage tourism on the North Coast of Peru ([www.perunortedigital.wordpress.com](http://www.perunortedigital.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](http://www.perudigital.org).

Natalie Underberg and Patricia Silver, Project Directors, Puerto Ricans in Central Florida 1940s-1980s: A History, text panel and digital story exhibit.

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 Gamemod, 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

## **ARCHIVAL 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.

Courses taught:

International (graduate):

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

This course focuses on approaches to interactive media for social research and is a required course in the Visual Anthropology M.A. program at the Pontifical Catholic University of Peru (offered in Spanish).

At UCF:

Film courses:

FIL 3930C: Advanced Documentary (elective)

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

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 4932: Documentary Research (elective)

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

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 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.

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.

Digital Media courses:

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 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 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 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 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 6825: Research Methods in Digital Media (required)

This graduate course introduces students to the fundamentals of research design, including qualitative, quantitative, and mixed methods research methods, Institutional Review Board protocols, and research ethics.

Latin American Studies courses (undergraduate):

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.

New courses developed:

Film courses:

FIL 4932: Documentary Research (elective)

Digital Media courses:

DIG 3024: Digital Cultures and Narratives (core)

DIG 4XXX: Fundamentals of Storytelling

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

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

DIG 6XXX: Digital Media and Propaganda (elective)

Latin American Studies courses:

LAS 3101: Latin American Popular Culture (core)

Texts and Technology (doctoral):

DIG 6XXX: Ethnographic Storytelling and New Media

This course explores theory and practice in the creation of new media narratives based on cultural heritage.

Sections of courses developed:

International (graduate):

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

Digital Media courses:

DIG 5810: Transmedia Story Creation for Web CT (core)

DIG 3024: Digital Cultures and Narratives for Web CT (core)

DIG 6551: Applied Interactive Story (required)

## **THESIS AND DISSERTATION SUPERVISION**

Ph.D. and Ed.D

Member, Texts and Technology Ph.D. Committee: Patricia Carlton, “From Ashes to Ashé: Memorializing Traumatic Events through Participatory Digital Archives” (2014)

Member, Texts and Technology Ph.D. Committee: Irene Pynn, “Theater in the Virtual Space” (2014)

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” (2010-present).

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

Member, Texts and Technology Ph.D. Candidacy Committee: Brian Rapp (2015-2016)

Member, Texts and Technology Ph.D. Candidacy Committee: Amanda Hill(2015-present)

Member, Texts and Technology Ph.D. Candidacy Committee: Elle O’Keefe (2015-2016)

Member, Texts and Technology Ph.D. Candidacy Committee: Carissa Baker (2015-present)

Member, Texts and Technology Ph.D. Candidacy Committee: Irene Pynn (2014-2016)

#### M.F.A. and M.A.

Member, Digital Media M.A. Thesis Committee: Michael Eakins (2016-present)

Chair, Emerging Media (Digital Media track) M.F.A. Thesis Committee: Yao Zhou, “AR Physics: Transforming Physics Diagrammatic Representations on Paper into Interactive Simulations” (2014)

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

Member, Film MFA Thesis Committee: Keith Alan Morris, “Gutter King” film (2008)

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

### Honors in the Major (HIM)

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

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

### STUDENT AWARDS

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

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

### OTHER TEACHING-RELATED ACTIVITIES

Participant, FCTL Digital Storytelling Workshop (Spring 2016)

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

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

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

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

Guest presentation in Dr. Carolyn Hopp’s graduate Education class on Peru Digital 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.

Coordinated Digital Media MFA mid-term and final critiques (Spring 2015)

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

Faculty mentor for Antioch University in Leadership and Change student Susan Weidermann (independent study called “Independent Learning Achievement” course) on digital/visual ethnography (2014-2015).

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

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

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

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

Supervised Directed Research for Education doctoral student Angela Griner 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 Educators (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 Susana Molina, resulting in framing text for Piura, Peru section of PeruVine/PeruDigitalwebsite (2008)

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

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

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

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

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

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

Supervised Directed Research for Digital Media graduate student Amy Van Schaik (2007)

Supervised UCF Cultural Heritage Alliance special projects assistant and web designer (2003-2007)

Supervised Directed Reading for three Digital Media graduate students: Adam Lenz, Traci Yeager, and Amy Van Schaik, resulting in Turkey Maiden computer game mod second phase development and research projects based on the game story (2006)

Supervised four Digital Media SST students in digital storytelling project in partnership with anthropology department (2005)

Supervised Digital Media Directed Reading student in digital storytelling project in partnership with anthropology department (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 Wells’Built Museum of African-American History (2004).

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

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

Supervised two Digital Media Senior Project students. Created two original animated sequences on the East Mims Oral History Project Web site (2004)

## **SERVICE TO THE UNIVERSITY**

University-wide Committees

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

Chair, Women's Studies Search Committee (2011)

#### College Committees

Graduate curriculum committee (Spring 2016)

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

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

Latin American Studies Advisory Board (2012-present)

Instructor/Lecturer Promotion Committee (2015)

TIP Criteria and Procedures (2013)

RIA Selection Committee (2010-2011)

CAH Undergraduate Curriculum Committee (2007-2011)

CAH Standards and Procedures Committee for Digital Media (2008)

CAS Advising Council (2004-2005)

TIP Criteria and Procedures (2003-2004)

Service-Learning Coordinating (2003-2006)

#### Department Committees

Instructor/Lecturer promotion guidelines committee (Spring 2016)

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

Annual Evaluation and Standards Committee (2014-present)

Strategic Planning and Operations Committee (2013-present)

Tenure and Promotion Committee (2011-present)

UCF Celebrates the Arts Committee (2011-present)



Digital Media Graduate Committee (2009-2011)

Member, Digital Media Assistant Professor Search Committee (2010)

Member, Digital Media Assistant Professor Search Committee (2009)

Digital Media Undergraduate Curriculum Committee (2007-2008)

Chair, Digital Media Graduate Committee (2005-2006)

Coordinator, School of Film and Digital Media graduate program (2005-2006)

Institutional Effectiveness Coordinator (2003-2005)

Film World Cinema Curriculum (2004-2006)

Film World Cinema Admissions Committee (2005-2006)

Film World Cinema Student Evaluations Committee (2004-2006)

Film World Cinema Assessment (2004-2005)

Film Library (2003-2004)

Film Digital Media Committee (2003-2004)

## **SERVICE TO THE COMMUNITY**

Proposal reviewer, UCF Office of Research NEH Summer Stipend awards

Judge for the UCF Graduate Research Showcase (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)

Exhibit co-curator, Flora Zárate and the Art of the Andean Arpillera (with UCF Women's Research Center) (2009)

Judge for the UCF Graduate Research Showcase (2009)

Exhibit co-curator, Flora Zárate and the Art of the Andean Arpillera (with UCF

Women's Research Center) (2008)

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

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

Panelist on "The Black and White of It: Let's Talk!" roundtable discussion of race and communication at 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)

Presenter, 2003 Diversity Week Program at UCF (2003)

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

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

## **SERVICE TO THE PROFESSION**

Service on State, National, and International Professional Organizations

Book reviews co-editor (U.S. and Canada), *Visual Anthropology Review* (2016-present)

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

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

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

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

Member, Florida 500 Advisory Board (2013)

Society for Visual Anthropology Mentor (2012-present)

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

President, Florida Folklore Society (2003-2005)

#### Journal Article Reviews

*AlterNative: An International Journal of Indigenous Peoples* (2015-present)

*Journal of Transnational American Studies* (2015-present)

*Latin American Research Review* (2013-present)

*Journal of American Folklore* (2010-present)

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

#### Book Reviews

Book prospectus reviewer, Focal Press (2013)

Book manuscript reviewer, Oxford University Press (2014)

Book prospectus reviewer, Palgrave MacMillan (2014)

Book manuscript reviewer, Palgrave MacMillan (2014)

#### Grant Reviews

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

### Film Reviews

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

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

### Conference Organization

#### International

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

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

#### Regional

Organizer, Florida Folklore Society conference (2005)

Organizer, Florida Folklore Society Conference (2004)

Organizer, Florida Folklore Society Conference (2003)

#### Research Consultant

Participant, NSF-funded workshop on bringing digital data management into research methods courses organized by the American Anthropological Association (Spring 2016)

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

### **LANGUAGES SPOKEN**

Spanish (spoken, written, and reading: fluent)

**TECHNICAL SKILLS**

Adobe Premiere Pro: Proficient

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

**PROFESSIONAL MEMBERSHIPS**

## International and National

Society for Applied Anthropology (2013-present)

Society for Amazonian and Andean Studies (2008-present)

American Anthropological Association (2004-present)

American Folklore Society (member 1996-present)

## Regional

Florida Folklore Society (lifetime member)

California Alumni Association (lifetime member 1996-present)