

REBECCA LYLE SKAINS

Llwyn Onn Farm
Llanerch-y-medd
Anglesey LL71 8EL UK

+44(0)7594 866 013 | +1 505 859 3548
r.l.skains@bangor.ac.uk | ls@lyleskains.com
<http://lyleskains.com>

Current Position

Senior Lecturer in Writing (Prose) – Bangor University, UK 7/2016-present

Researching, lecturing, and supervising research students in Creative Writing and Digital Media. Designing and coordinating undergraduate and postgraduate courses in writing for digital media and transmedia narrative. Administrative duties have included Deputy Head of School, Director of Teaching & Learning, Director of Graduate Studies, Senior Tutor, Admissions Tutor, Coordinator of Professional Writing, and Coordinator of the BA Creative & Professional Writing.

Lecturer in Writing (Prose) – Bangor University, UK 4/2011-7/2016

Education & Qualifications

Creative Writing & Digital Media – PhD Bangor University, Wales 2014

Practice-led creative writing research into multimodal digital narratives.
Examiners: Prof. Stuart Moulthrop, Prof. Alice Bell

Senior Fellowship Higher Education Academy 2016

Professional Writing – Master’s (terminal) University of Southern California 2005

Postgraduate Certificate in Teaching in Higher Education Bangor University, Wales 2010

Creative Writing (Fiction, Screenwriting) – B. A. University of New Mexico 2001

Biology, Animal Science – B.S. Texas A&M University 1998

Research Interests

I conduct practice-based research in Creative Writing and Digital Media, specifically in multimodal and multimedia storytelling, digital publishing, using interactive digital narratives for science communication, multi-authored or community-sourced storytelling, the development of storyworld as a primary narrative tool, and the role of mythology in contemporary storytelling. My current projects examine how reading and writing digital fiction can influence attitudes about STEM areas such as climate change and health, as well as the mainstream emergence of digital fiction in commercial spheres such as digital publishing and games. I am also interested in theory-based research exploring the connections between postmodern print fiction and electronic or “born-digital” literature in terms of perspective and narrative structure, how authorship and readership are shifting due to the evolution of these narratives, and in academic and commercial digital publishing strategies.

Teaching

I am a cross-disciplinary instructor, as I work in the areas of Creative Writing, Professional Writing, and Digital Media. As a practitioner as well as a researcher in all of these areas, I am comfortable teaching these subjects in both practical contexts and theory-based contexts. Further, my experience as a writer – professional and creative – allows me to offer a real-world perspective to the material that benefits students interested in careers in the Creative Industries. I emphasize a practice-based research approach to both undergraduate and postgraduate students, wherein the creative endeavor is undertaken to respond and explore a specific research question related to creativity, cognition, bibliotherapy, expressive writing, digital publishing, and/or science communication. I have developed innovative models for teaching Digital and Interactive Writing and Design, including modules on Playable Fiction, Writing Across Media, Transmedia Narratives, and 21st Century Writing and Publishing.

Teaching (cont'd)

Administrative Roles

School of Creative Studies & Media, Bangor University, Bangor, Wales

<i>Director of Teaching & Learning</i>	8/2015-8/2018
<i>Deputy Head of School</i>	8/2015-8/2018
<i>Senior Tutor</i>	1/2017-8/2018
<i>Admissions Officer</i>	8/2016-8/2017
<i>Director of Graduate Studies</i>	11/2013-8/2015
<i>Course Director – Undergraduate & Postgraduate Creative/Professional Writing Programmes</i>	5/2012-8/2019

Supervision

PhD candidates, Bangor University, Bangor, Wales 11/2013-present

Jordan Glendenning	Transmedia Storytelling
Isabel Vincent	Transmedia Storytelling
Eoin Murray	Utopic Signs in Games
Levi Dean	Writing the Television Anti-heroine
Kate Stuart	Writing & Publishing Interactive eBooks
Kristin Lissel	Scandinavian Noir
Paul Rudd	Mobile Writing Practice

Undergraduate & Master's Dissertations, Bangor University, Bangor, Wales 9/2009-present

Examination

PhD Candidates

Meredith Dabek, PhD Digital Narrative, Maynooth University	2020
Christine Wilks, PhD Digital Creative Writing, Bath Spa University	2020
Alison Bown, PhD Digital Creative Writing, Bath Spa University	2020
Lynda Clark, PhD Digital Narrative, Nottingham Trent University	2019
Isamar Carrillo, PhD Digital Media, Bangor University	2019
William Barr, PhD Critical & Creative Writing, Bangor University	1/2018
Siôn Griffiths, PhD Filmmaking, Bangor University	1/2017
Sara Sylvester, PhD Digital Creative Writing, Cardiff University	3/2017

Undergraduate Programmes

BA Creative & Professional Writing, University of Nottingham	2014-2017
--	-----------

Modules in Digital Media

Lecturing and leading practical seminars on digital media: e-publishing, cyber identities, online communities, social networking, digital and hyper-fiction, and games.

Bangor University, Bangor, Wales 1/2009-present

E-Publishing	Postgraduate & 3rd year
Advanced Hypermedia Production	3rd year
Transmedia Narrative	2nd & 3rd year
Playable Fiction	2nd & 3rd year
21st Century Writing & Publishing	2nd & 3rd year
Developing New Media	1st & 2nd year
Writing Across Media	1st year
Introduction to New Media	1st year

Teaching (cont'd)

Modules in Creative Writing

Teaching a combination of workshop and critical analysis, embedding the creative writing practice in narrative theory, helping writers to structure fiction and poetry, and to evaluate their own work with an eye toward improvement.

Bangor University, Bangor, Wales

1/2008-present

Creative Writing: Prose	Postgraduate, 1 st , 2 nd , 3 rd year
Writing for Digital Media	Postgraduate, 1 st , 2 nd , 3 rd year
Media, Culture, & Creativity Theory	Postgraduate
Research Methods/Design	Postgraduate
Writing for Performance	3 rd year
Transmedia Creative Writing	1 st , 2 nd , 3 rd year
Genre Fiction: Theory & Craft	2 nd & 3 rd year
21 st Century Writing & Publishing	2 nd & 3 rd year
Writing for Children	2 nd year
Poetry & Performance	1 st year

Open University, UK

9/2008-2/2012

Creative Writing: Prose	1 st year
-------------------------	----------------------

University of New Mexico, Albuquerque, NM, USA

6/2006-5/2007

Creative Writing: Prose	1 st year
-------------------------	----------------------

Modules in Technical Communication and Writing

Taught students to communicate effectively in both print and electronic media. Topics included grant proposals, project management, reports, CVs, and presentations.

Bangor University, Bangor, Wales

9/2008-12/2009

Workplace Writing	1 st year
-------------------	----------------------

University of New Mexico, Albuquerque, NM, USA

8/2006-5/2007

Technical Communication	2 nd year
-------------------------	----------------------

Professional Experience

Associate Lecturer – *Open University, UK*

9/2008-2/2012

Led online introductory course in Creative Writing.

Graduate Teaching Assistant – *Bangor University, Bangor, Wales, UK*

9/2009-4/2011

Coordinated and led modules, as well as supervising MA and 3rd year dissertations, in the School of Creative Studies & Media in Professional & Creative Writing and Digital Media.

Technical Editor/Writer – *H&P, Inc., Albuquerque, NM, USA*

8/2005-11/2007

Edited safety basis documents for nuclear facilities, managed all official documents, coordinated multiple projects, and participated in Department of Energy reviews.

Proposal Coordinator – *Karl Storz Endoscopy, Los Angeles, CA, USA*

4/2004-12/2005

Created bid proposals for nationwide sales force. Wrote proposals, marketing material and business plans; composed sales presentations; coordinated projects, and researched company products.

Advertising Coordinator – *Boardwalk Realty, Los Angeles, CA, USA*

6/2003-4/2004

Composed advertising copy, press releases, web content, agent biographies, company newsletters and company business forms. Edited and proofread all written content.

Administrative Assistant – *Stan Winston Studio, Los Angeles, CA, USA*

11/2001-6/2003

Composed company web content, artists' biographies and public relations releases. Provided screenplay coverage, edited and proofread all published copy.

Writing & Research

Academic Publications – Books

- Skains, R.L., Rudd, J., Casaliggi, C., Hayhurst, E., Horry, R., and Woodward, K. In preparation. *Choose Your Own Digital Future: Using Interactive Digital Narratives for Science & Health Communication*. Contracted with Emerald Publishing.
- Skains, R.L. In preparation. *Neverending Stories: The Popular Emergence of Digital Fiction*. Proposed to Bloomsbury.
- Skains, R.L. 2019. *Digital Authorship: Publishing in an Attention Economy*. Cambridge: Cambridge University Press.

Academic Publications – Articles & Chapters

- Rudd, J.A., Horry, R., and Skains, R.L. Under review. “Enhancing Climate Change Education through Digital Fiction.” *Journal of STEM Outreach*.
- Skains, R.L. In press. “Creative Writing Courses and the Pragmatics of Publishing.” In Baverstock, A., Bradford, R., and Gonzalez, M. (eds.), *Essays on Contemporary Publishing and The Culture of Books*, London: Routledge.
- van der Bom, I., Skains, R.L., Bell, A., and Ensslin, A. In press. “Reading Hyperlinks in Digital Fiction: An Empirical Approach.” In Gibbons, A., et al. (eds.), *Style & Response*.
- Ensslin, A., Bell, A., Skains, R.L., and van der Bom, I. 2019. “Immersion, Digital Fiction, and the Switchboard Metaphor.” *Participations*, 16(1), pp.320-342.
- Skains, R.L. 2019. “Discourse or Gimmick? Digital Marginalia in Online Scholarship.” *Convergence*.
- Skains, R.L. 2019. “Teaching Digital Fiction: Integrating Experimental Writing and Current Technologies.” *Palgrave Communications*, 5. Available at: <https://www.nature.com/articles/s41599-019-0223-z>.
- Skains, R.L. 2019. “The Materiality of the Intangible: Inherently Layered Metaphor in Multimodal Texts.” *Convergence*, 25(1), pp.133-147.
- Skains, R.L. 2018. “Dissonant Fabulation: Subverting Online Genres to Effect Socio-Cognitive Dissonance.” *Textus*, 2, pp.41-57.
- Skains, R.L. 2018. “Creative Practice as Research: Discourse on Methodology.” *Journal of Media Practice*: Special “disrupted” issue, pp.76-91. doi: 10.1080/14682753.2017.1362175.
- Ensslin, A., and Skains, R.L., 2017. “Hypertext: Storyspace to Twine.” In: J. Tabbi, ed., *The Bloomsbury Handbook of Electronic Literature*. London: Bloomsbury, pp.293–307.
- Skains, R.L. 2017. “The Adaptive Process of Multimodal Composition: How Developing Tacit Knowledge of Digital Tools Affects Creative Writing.” *Computers and Composition*, 43, pp.106-117.
- Skains, R.L. 2016. “Putting the Practice into Creative Writing Research: A Practice-based Methodology.” *Journal of Media Practice*. Available at: <http://scalar.usc.edu/works/creative-practice-research>.
- Skains, L., 2016. Creative Commons and Appropriation: Implicit Collaboration in Digital Works. *Publications*, [online] 4(1). Available at: <http://dx.doi.org/10.3390/publications4010007>.
- Ensslin, A., Skains, L., Riley, S., Haran, J., Mackiewicz, A., and Halliwell, E. 2016. “Exploring Digital Fiction as a Tool for Teenage Body Image Bibliotherapy.” *Digital Creativity*, 27(3).
- Skains, R.L. 2015. “The Fragmented Digital Gaze: Effects of Multimodal Composition on Narrative Perspective.” *Qualitative Inquiry*: pp.1-8.
- Chambers, A. and Skains, L. 2015. “*Scott Pilgrim* vs. the Multimodal Mash-up: Film as Participatory Narrative.” *Participations* Vol 12(1): pp.102-116.
- Skains, R.L. 2014. “In the Shadows of Gods: Representations and Treatments of Otherness in the Novels of Neil Gaiman.” In Dunne, A. & O’Brien, G. (Eds), *Good Madness, A Collection of Essays on the Work of Neil Gaiman*. Witney: Interdisciplinary Press.
- Skains, R.L. 2010. “The Shifting Author-Reader Dynamic: Online Novel Communities as a Bridge from Print to Digital Literature.” *Convergence*, Vol 16(1): pp.95-111.
- Skains, L. 2010. “Last Stop Bar & Grill.” *New Writing: The International Journal for the Pedagogy and Practice of Creative Writing*, Vol 7(3): pp.219-225.

Writing & Research (cont'd)

Exhibitions

- “The Futographer’, ‘The Pyxis Memo’, and *Seven Sisters Unmet*” 10-17 July 2019
ELO Media Arts Festival, Cork, Ireland

Fiction Credits

<i>Seven Sisters Unmet</i> (hypernovel)	Wonderbox Publishing	forthcoming
“No World 4 Tomorrow” (Twine game)	You & CO ₂ Project	2019
<i>Normal Deviation</i> (short fiction anthology)	Editor, Contributor; Wonderbox Publishing	2018
“To the After” (short)	<i>Normal Deviation</i>	2018
“The Pyxis Memo” (hypertext/hyperbook)	http://lyleskains.com , all e-book sellers	2017
“The Futographer” (hypertext/hyperbook)	http://lyleskains.com , all e-book sellers	2016
<i>Færwhile</i> (multimodal, digital)	http://lyleskains.com	11/2013
“Drowning Jonathan” (short)	Pegleg Publishing Anthology	2009
“A Queen for a King” (short)	<i>Electric Spec</i>	10/2008
“Wish in One Hand” (short)	<i>Glassfire Magazine</i>	Summer 2008
“Ribbons” (short)	<i>Scribendi</i>	2000

Stage Play Credits

<i>Big I Comedy Construction Project</i>	KUNM radio broadcast	11/2000
<i>Circle Systems</i> (full-length)	UNM Words Afire Festival Selection	2001
<i>The Last Thing on My Mind</i> (one-act)	UNM Words Afire Festival Selection	2001

Conference Presentations & Invited Talks

“Neverending Stories: Popular Emergence of Digital Fiction” <i>Electronic Literature Organization – Cork, Ireland</i>	July 2019
“The Reader/Player Can Wander: Can the Writer/Designer?” <i>Wandering Games – Bangor, Wales, UK</i>	July 2019
“Not Sold in Stores: The Commercialization Potential of Digital Fiction” <i>Electronic Literature Organization – Montreal, Canada</i>	August 2018
“The Convergent Evolution of Hypertext” <i>Electronic Literature Organization – Porto, Portugal</i>	July 2017
“Creative Hyperlinks: Writerly and readerly effects of links in hypertext fiction” <i>Mix Digital – Bath Spa University</i>	June 2017
“The Practice of Research: A Methodology for Practice-Based Research in the Creative Arts” <i>Invited Talk – University of Sheffield</i>	January 2017
“Gaming the Composition: An Ethnographic Study on Composing Ergodic Fiction” <i>Int'l Society for the Empirical Study of Literature – Chicago</i>	6-9 July 2016
“Play/Perform: Gender Identity in Online Spaces” <i>Invited Talk – University of Sheffield</i>	February 2016
“The Practice of Research: A Methodology for Practice-Based Exploration of Digital Writing” <i>Invited Talk – Bath Spa University</i> <i>Electronic Literature Organization – Bergen, Norway</i>	January 2016 August 2015
“The Catastrophe of Science Fiction Since 1950” <i>Stories about Science – University of Manchester</i>	June 2015
“The Creative Practice Research Manifesto” <i>Beyond Crisis Conference – Durham University</i>	July 2014
“Coding Creativity: Creative Writing in Code Environments” <i>Computer Gaming Across Cultures – New Delhi, India</i>	January 2014
“The Materiality of the Intangible: Literary Metaphor in Multimodal Texts” <i>Electronic Literature Organization – Paris, France</i>	September 2013
“The Fragmented Digital Gaze: Effects of Multimodal Composition on Narrative Perspective” <i>Mix Digital – Bath Spa University</i>	June 2013
“The Material Trace in Electronic Technotext” <i>Material Meanings – University of Kent</i>	September 2012

Writing & Research (cont'd)

Conference Presentations & Invited Talks (cont'd)

“Fluid Texts and Implicit Collaboration in Electronic Technotexts”	<i>Electronic Literature Organization – Morgantown, WV</i>	June 2012
“Scott Pilgrim vs. the Multimodal Mashup: Film as Participatory Narrative” (with Amy Chambers)	<i>Contemporary Screen Narratives – U. of Nottingham</i>	February 2012
“The Medium in the Story: How the Intent to Work in Digital Media Affects the Writer’s Practice”	<i>Great Writing – Imperial College London</i>	June 2011
“The Story in the Medium: Reader Responses to Multimodal Fiction Narratives”	<i>Beyond Adaptation – De Montfort University</i>	January 2011
“Stories as Real Estate: A New Paradigm for Writing and Publishing”	<i>Great Writing – Bangor University</i>	June 2010
“Visualizing the Story from Text to Screen” (co-author Amy C. Chambers)	<i>Cinema & Landscape – Sheffield University</i>	April 2010
“Inside-Out Empty: A Short Story in Transition”	<i>Great Writing – Bangor University</i>	June 2009

Academic Activities and Honours

Honours Awarded

Selected participant – Welsh Crucible	2018
Bangor University Teaching Fellowship	2015
Quarterfinalist – <i>Amazon.com Breakthrough Novel Contest</i>	March 2009
1 st Prize – <i>Beyond Boundaries Conference, Bangor University</i>	January 2009

Grants

Role	Project	Funder	Amount	Status	Date
Co-I	You and CO ₂ Expansion	Nuffield Foundation	£2-300,000	In preparation	2019
PI	Invisible Producers of Culture	Leverhulme	£3-500,000	In preparation	2019
PI	Infectious Storytelling	Wellcome Trust	£30,000	Under review	2019
PI	You and CO ₂ Network	British Academy	£50,000	Not awarded	2019
PI	Infectious Storytelling	Welsh Crucible	£5500	Awarded	2018
Co-I	You and CO ₂ Pilot	Welsh Crucible	£6000	Awarded	2018
PI	Publishing Digital Fiction	AHRC	£223,503	Not awarded	2018
PI	Hyperbooks	Arts Council England	£15,000	Not awarded	2018
PI	SuperResearchers	Welsh Crucible	£6000	Not awarded	2018
PI	Girls’ STEM Engagement	British Academy	£39,000	Not awarded	2018
PI	Opening Up Digital Fiction	ESRC Impact	£5000	Awarded	2017
PI	Reading Digital Fictions	ESRC Impact	£500	Awarded	2017
PI	Reading Digital Fictions	ESRC Impact	£500	Awarded	2017
Co-I	Secondhand	AHRC	£75,000	Not awarded	2017
Co-I	Reading Digital Fictions	AHRC	£240,000	Awarded	2016
PI	Seven Sisters Unmet	Literature Wales	£2000	Not awarded	2016
PI	The Future of Reading	ESRC Impact	£2000	Awarded	2015
PI	Alice in Llandudno MA	Strategic Insight Programme	£2500	Awarded	2014
Co-I	Stories to Brain Systems	AHRC OWRI	£4,000,000	Not awarded	2014
Co-I	Transformations	AHRC	£39,000	Not awarded	2014
PI	Authoring the Posthuman	British Academy	£10,000	Not awarded	2014
PI	Truth & Lies Conference	AHRC	£2000	Awarded	2009

Academic Activities and Honours (cont'd)

Knowledge Exchange

STEM Ambassador, STEM Learning Ltd.	1/2019-present
<i>Wonderbox</i> Podcast – semi-regular podcast on digital fiction	2018-present
<i>Wonderbox</i> News & Reviews	2016-present
Writing & editing a blog reviewing digital fiction, advising on writing digital fiction.	
<i>Wonderbox</i> Shop	2018-present
Hosting & managing a multi-vendor marketplace publishing, reviewing, & selling digital fiction.	
<i>Workshops</i>	
Anglesey Môtage Writing Festival – Epublishing for Writers	September 2017
The Future of Reading – Writing Digital Stories	July 2016
The Future of Reading – Epublishing for Publishers	June 2016
The Future of Reading – Epublishing for Writers	May 2016
BBC/BECTU, Cardiff – Epublishing for Writers	May 2015
Aberystwyth Summer School – Writing Digital Fiction for Body Image Intervention	July 2014

Reviewing

Grant Proposals

- Bangor-ESRC Impact Acceleration Awards
- Horizon 2020 Marie Skłodowska-Curie Innovative Training Networks

Books & Proposals

- Bloomsbury
- MacMillan
- Routledge

Journal Articles

- | | |
|---|--|
| <i>Continuum</i> | <i>Journal of Comparative Critical Studies</i> |
| <i>Convergence</i> | <i>Journal of Gaming and Virtual Worlds</i> |
| <i>Digital Creativity</i> | <i>Mosaic</i> |
| <i>Digital Literary Studies</i> | <i>Synthesis</i> |
| <i>Graduate Journal of Social Science</i> | |

Committee & Group Activities

Chair – College of Arts, Humanities & Business Research Café	1/2019-present
Chair – <i>School Teaching & Learning Committee, Bangor University</i>	2013-2018
Chair – <i>School Curriculum Development Group, Bangor University</i>	2012-2016
Member – <i>School Research Committee, Bangor University</i>	2012-2015
Founding Member, Chair – <i>Creative Practice Research Group, Bangor University</i>	2013-2015
Participant – <i>Computer Gaming Across Cultures, Bangor University, Jawaharlal Nehru University, and West Virginia University</i>	2014-2015
Member – <i>Creative Studies & Media Research Circle, Bangor University</i>	2008-2012
Member – <i>Digital Economies Cluster, Bangor University</i>	2010-2012
Editor – <i>Electronic Literature Directory</i>	2010-2013
Participant – <i>Collaborative Digital Research in the Humanities</i>	2008-2010
Founding Member – <i>Fish Tank, Bangor University</i>	2008-2010
Committee Member – <i>MeCCSA Conference, Bangor University</i>	July 2009
Committee Chair – <i>Truth and Lies Conference, Bangor University</i>	June 2009

Professional Memberships

- European Narratology Network
- Electronic Literature Organization
- Senior Fellow – The Higher Education Academy
- Media, Communications, and Cultural Studies Association (MeCCSA)
- International Society for the Empirical Study of Literature (IGEL)
- Wales Arts, Health and Wellbeing Network (WAHWN)