There are a number of research groups around campus, elsewhere in North Carolina and around that world that are working on key problems related to interactive narrative. Here are some of them,

- At NC State University
- The NC State Digital Games Research Center
- The Intellimedia group
- The Mobile Games Laboratory
- The Friday Institute for Educational Innovation

- In North Carolina and the Southeast US
- Michael Youngblood's work at UNC Charlotte
- Tiffany Barnes' work at UNC Charlotte
- Mark Riedl's lab at Georgia Tech

- Nationally and around the world
- Arnav Jhala's lab at UC Santa Cruz
- Michael Mateas' lab at UC Santa Cruz
- Ian Horswill's work at Northwestern University
- USC's Institute for Creative Technologies
- Marc Cavazza's work at the University of Teesside