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