



FITFIT5125

Research Methods in IT

Week 5

"Interviews and Focus Groups: Planning and conducting an interview

Assessment Template

Task 1.

Topic:

"Explore how the popularity of digital content has changed people's digital entertainment experience."

1.Introduction and Background (2minutes)

Hello, thank you for participating in this interview. Please briefly introduce yourself.

2.Changes in Digital Entertainment (3 minutes)

The availability and convenience of digital content has changed a lot over the past few years. How do you think these changes have affected your digital entertainment experience?

Over the past few years, how have you seen the availability and convenience of digital content change?

How do you believe these changes have affected your digital entertainment experience?

Have you noticed any shifts in the types of digital content you consume?

3.Multi-Device Use (3 minutes)

In today's digital landscape, digital content is available on various devices. Can you describe how you enjoy digital entertainment on different devices (e.g., mobile phones, tablets, TVs)?

How has multi-device use influenced the way you consume digital content and interact with it?

Are there any privacy or security concerns related to using multiple devices for digital

entertainment?

4.Content Selection (3 minutes)

With the vast amount of digital content available, have you found yourself exploring new types of digital entertainment more frequently?

How do you typically choose what digital content to watch or consume?

Do you feel that personalized content recommendations have played a role in shaping your content choices?

5.Social Media and Interactivity (3 minutes)

Social media and interactive elements are integral to digital entertainment today. How do you use social media or interactive features to enhance your entertainment experience?

How has the integration of social media and interactivity changed the way you engage with digital content?

Are there any concerns you have regarding privacy or information manipulation on social media platforms?

6.The Future of Digital Entertainment (3minutes)

In your opinion, how do you foresee the development of digital entertainment in the future?

Are there any emerging trends or technologies in digital entertainment that you find particularly exciting?

How do you think digital entertainment will continue to evolve and impact our lives?

7.Summary and Reflections (2 minutes)

Thank you for sharing your insights. Do you have any final thoughts or reflections you'd like to add regarding the evolving landscape of digital entertainment?