

FITFIT5125

Research Methods in IT

Week 6

interview

Assessment Template

Task 2.

1.Introduction and background (2 minutes)

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

Interviewee:Hi, I'm Janice, a postgraduate student at Monash University, currently studying Computer Science. I originally come from India, My family relocated to Melbourne when I was quite young.

2.Changes in Digital Entertainment (3 minutes)

Interviewer: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?

Interviewee:With the widespread adoption of digital media, people's demand for digital entertainment has changed dramatically. Today's consumers are more pursuing personalized and diversified entertainment experiences. They want to be able to access all types of entertainment content anytime, anywhere, from movies and TV shows to short videos and interesting content on social media. Digital media meets this demand, making entertainment content richer and more convenient.

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

Interviewee:Changes in digital entertainment have had profound effects on cultural and social levels. Not only has it changed the way people are entertained, it has shaped new cultural paradigms. The wide availability of digital content has driven greater diversity and innovation among content creators. However, this also raises important questions about intellectual property and digital copyright, which require a more comprehensive legal and ethical framework to address.

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

Interviewee:Changes in digital entertainment have had a significant impact on business. We've seen how digital technology has given rise to new media platforms and business opportunities. As digital entertainment becomes more popular, we are committed to

developing innovative technologies to meet growing demand while ensuring the quality and security of content. For me, changes in digital entertainment mean more opportunities to engage with my fans and audiences. Social media has become an important tool for me to stay connected with them. I am also more interested in the impact of digital media on cultural expression and social change, and how entertainment can be used to spread important messages and values.

3 Multi-device use (3 minutes)

Interviewer: Nowadays, digital content is available on various devices such as mobile phones, tablets and televisions. How do you enjoy digital entertainment on different devices?

Interviewee: Social media platforms have revolutionized the way people engage in digital entertainment. Nowadays, entertainment is no longer a passive consumption, but has become more interactive and social.

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

Interviewee: Users can share their favorite content, interact with friends, and even establish direct connections with idols or creators. This makes digital entertainment more personal and social, enhancing engagement and interactivity.

Interviewer: Are there any privacy or security concerns related to using multiple devices for digital entertainment?

Interviewee: The same multi-device usage provides opportunities for the convergence of personal and social media, but also raises privacy and security concerns. We need to better manage our digital footprint to ensure the security of personal information.

4 Content Selection (3 minutes)

Interviewer: Are you trying new digital entertainment content more frequently as digital content becomes more readily available?

Interviewee: The power of digital media is its ability to personalize recommendations and tailor content. By analyzing users' historical behaviors and preferences, the platform can recommend relevant content to users, thereby providing a more personalized entertainment experience.

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

Interviewee: This customization makes it easier for users to discover new content while also increasing the visibility of content creators. Content selection is one of the cores of digital entertainment platforms. The platform must not only provide diverse content, but also ensure content quality and reliability. AI technology also improves content recommendation and filtering.

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

Interviewee: For me, content selection is about finding inspiration and creativity in entertainment. I often explore various types of content to gain new perspectives and ideas. Content selection is the double-edged sword of digital entertainment. It gives us more freedom, but it also requires us to select and evaluate sources of information more responsibly.

5 Social media and interactivity (3 minutes)

Interviewer: Social media and interactivity have become part of digital entertainment. How can you use social media or interactive elements to enhance your entertainment experience?

Interviewee: Social media plays a big role in enhancing the entertainment experience. I can share my favorite content with friends, discuss plots or games, and participate in online communities and forums to interact with other enthusiasts. This interactivity makes entertainment more social and engaging.

Interviewer: Social media and interactivity play an important role in digital entertainment. They provide users with opportunities to participate and share, but also raise concerns about information manipulation and privacy violations.

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

Interviewee: Social media and interactivity are key features of our product. We encourage users to share their experiences, but also provide privacy controls and security features to protect user data and information.

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

Interviewee: For me, social media and interactivity are key to connecting with fans. I enjoy interacting with them and getting their thoughts and feedback. Social media and interactivity are important for public debate and social engagement, but we also need to be alert to issues of information filtering and fake news.

6 The future of digital entertainment (3 minutes)

Interviewer: How do you think digital entertainment will develop in the future?

Interviewer: I think digital entertainment will be more personalized and immersive in the future. Virtual and augmented reality technologies may become mainstream, allowing us to engage more deeply in entertainment experiences. Additionally, I look forward to the application of artificial intelligence to more accurately recommend content and personalize interactions. Digital media will continue to play a key role in digital entertainment. We can expect more virtual reality and augmented reality entertainment experiences, as well as more intelligent content recommendations and customization. In addition, with the popularization of 5G technology, digital entertainment will become more high-definition, smooth and interactive.

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

Interviewee: New media forms and entertainment content may also emerge to meet changing user needs. Overall, digital media will continue to drive innovation and development in the field of digital entertainment. Digital media plays an active role in cultural inheritance. It provides a global platform to enable various cultures to spread and share more widely. Digital media not only helps promote traditional culture, but also provides new ways and tools for cultural expression. For example, through online video platforms, traditional music, dance and handicrafts can be appreciated and learned by more people, thus protecting these valuable cultural heritages. The future of digital entertainment will be more intelligent and immersive. Virtual and augmented reality technologies will provide more realistic experiences, and artificial intelligence will improve content recommendations and idea generation.

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

Interviewee: I think digital entertainment will be more closely integrated with education and social issues to provide a more in-depth experience. In the future, digital entertainment will be more personalized and seamlessly integrated. We are working on smarter devices and interfaces to meet user needs and integrate digital entertainment into their lives. I'm looking forward to the future of digital entertainment as it will provide me with more creative opportunities. I would like to participate in more virtual performances and interactive projects. The future of digital entertainment requires more ethical and social discussion. We must consider issues of digital decentralization, information quality and cultural expression.

7 Summary and reflections (2 minutes)

Interviewer: Thank you very much for sharing your views. Any final thoughts or reflections you'd like to share?

Interviewee: Yes, the rapid development of digital media brings some challenges. Information overload is a major problem as users may be faced with large amounts of information from multiple sources. At the same time, fake news and online rumors may mislead users and harm the quality of their digital entertainment experience. In addition, privacy issues also require attention, as digital media may collect and misuse users' personal information. Addressing these challenges requires better regulation, user education and technological innovation to ensure the reliability and quality of digital entertainment experiences.

Interviewer: Digital entertainment is a field full of opportunities and challenges, and we need to continue to explore its potential and address ethical and social issues. We will continue to work hard to drive innovation in digital entertainment while focusing on the privacy and security of our users. I believe digital entertainment will continue to bring us endless fun and creativity. High digital entertainment is part of social and cultural changes. We need to find a balance between technological development and ethical principles. Thank you for your answer. See you in the next issue.

Interviewee: See you!