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Reflective Essay for Digital Project

My digital project is created based on my second essay, which is about Chinese traditional Kunqu Opera under the digital age. Based on my research, I proposed that Kunqu Opera is facing the low tide and needs to explore digital technology development potential. Therefore, the overall goal of this project is to arouse people's attention in Kunqu Opera protection. With the digital format, this project offers an engaging approach for my audience to learn about Kunqu Opera and its development in integration with digital technology.

In this project, I've divided my target audience into three types. My digital project has been built to meet the specific needs of each type:

1. Kunqu Opera beginners. They may have a general idea of Kunqu Opera and are interested to learn more about it. So, this project aims to help them have a deeper taste in video or audio form such as background music and video links. And sufficient information from other fields is provided to help them explore many other detailed knowledge;

2. Kunqu Opera lovers. They may be interested in exploring Kunqu Opera's recent information and having a place to communicate with people who share their interests. So, a comment section that allows audience to discuss their experiences and perspectives on Kunqu Opera may be useful;

3. People interested in interactive performance. With such interest, they may look for content such as information about interactive Kunqu Opera. And some interactive links or space may arouse their interest.

With the above needs, I chose Twine to present my research in digital format. Both academic knowledge and a general introduction work well in the Twine format. On the one hand, academically, academics might use my comprehensive citations to identify connections across different fields, while younger generations could learn about Kunqu Opera in a formal yet fun way. On the other hand, for general audience, Kunqu Opera beginners can acquire adequate knowledge about Kunqu Opera and related fields of study. And Kunqu Opera lovers can communicate with one another and gain a better knowledge of the future of the opera.

This clearly reflects the value of digital presentation formats in communicating academic research to a wider audience. With the digital format, the audience has fewer restrictions. Visuals, music, and interactive space are commonly used in digital presentations to make them more engaging. Because the visuals and sounds are easier to understand, the audience does not need to pay as close attention as they would if they were seeing a written paper with simply words. Furthermore, the hypertext structure is heavily used in digital presentations. This changes a traditional linear essay into an interactive project in which the audience selects the links that interest them and further investigates the information on their own. With a principal line and many other related branch lines in the digital presentation, the academic research could be connected with overviews in many other fields. This could provide more audience with new insights in Kunqu Opera protection.

However, there are still some drawbacks in my project that deserve further improvement:

1. My digital project contains a relatively large amount of text in total, which burdens those who simply look for low attention needed format of design. This may limit the number of people who can be reached by my research. Thus, more visualization of my research may help to reduce such tiredness in viewing my digital project pages. What's more, this may also be solved in some different digital format. For example, a social media account on a platform with its own word limit or a game design with graphical interface design as the primary focus;

2. Currently I have proposed three types of audience and my digital project includes design for each of them. But in fact, this may scatter the effect of my project on a specific type of audience. In other words, the introduction for Kunqu Opera beginners is not appealing enough to people who are interested in interactive performance. Therefore, a more specific type of audience must be identified in order to grab their attention, which could be more beneficial to the protection of Kunqu Opera. Given the overall goal of arousing people's attention, I feel that targeting Kunqu Opera beginners would be a better choice. So, my digital project may require additional research linked to Kunqu Opera, followed by the creation of an online contest about Kunqu Opera knowledge that the audience could gain from the project.

These are some possible improvements that I think may improve the interactivity and widespread of my digital project, so as to reach a larger audience and contribute to the prosperous revival of Kunqu Opera.

Thanks for professor's suggestions during my writing process and insightful feedbacks. Also special thanks to my peers' presentations and questions that we posed during the Q&A session. Fantastic to have the chance to work on such a digital project!