Interactive Interviews

AI-powered chats can be your new storytelling platform.
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What is the Digital Repository?

The Premiere Institution for Preserving Digital Assets

The USC Digital Repository is a partnership between the USC Libraries, USC Shoah Foundation, and USC Information Technology Services. We are a trusted repository that maintains best-in-class operational practices and technical procedures to ensure that your data is continuously monitored and protected in the long-term.

USC Libraries

The USC Libraries offer preservation and archiving for their own collections, those of the USC Digital Library, and the volumes stored at the USC Digital Repository. The Libraries play a vital role in the Digital Repository’s success through a variety of services, including collection management and curation.

USC Shoah Foundation

Founded by Steven Spielberg, the Shoah Foundation was created to collect testimonies from survivors and witnesses of the Holocaust and currently contains almost 52,000 video testimonies preserved by the Digital Repository.

USC Information Technology Services

USC ITS employs advanced technology and innovation to store and distribute humanities-based content around the world and provide consulting services to the Digital Repository. ITS services have helped make USC a leader in advanced scholarly preservation practices.

“

The idea is to leverage the strengths of all three organizations – to make USC the premiere institution for preserving digital assets.

Sam Gustman
Associate Dean for Technologies at the USC Libraries
CTO of the USC Shoah Foundation

Watch Overview Video

Learn How We Preserve Your Data
What are Interactive Interviews?

AI-powered video chat. Video that talks back.

Using natural language with speech-to-text input, users are able to ask questions, and the AI will match and deliver a previously recorded video answer.

- Q&A Video Questions
- Available 24/7
- Preserve Stories
- Video that Talks Back
- Ask Questions Anytime
- Easy to Use

Talk to Lora King

Click here to try it out
How USC Creates Interactive Interviews

Robust end-to-end VIP professional services:

USC's Digital Repository professional studio can handle all aspects of creating your interactive interviews – from pre-production to script writing, on-set video recording, post-video production, and finally, AI training.

Safe and sound with USC.

Delivery Options - Interactive Interviews Displays

- Holographic Display Installation
- Dedicated Responsive Website
- Large Screen Installation
The benefits of using conversational AI video chat:

- **Available 24/7** - ask questions anytime
- **Repeatable conversations** available for everyone
- **Tell stories the human way** with AI-powered questions & answers
- **Long-lasting and safe** at USC Digital Repository

### Preservation
Digitize, manage, and access all of your rich media and digital assets with USC Digital Repository's robust storage capabilities:

- **Long-Term Storage**
- **High-Speed File Access**
- **Disaster Recovery**
- **Cloud Secure Storage**
- **Digital Asset Management**

### Storytelling
Create stronger human connections by:

- Deeper learning through conversations
- Available 24/7 - ask questions anytime
- A new way to tell stories with video Q&As

Sources:
1. Skillshub: [https://elearninginfographics.com/interesting-pieces-research-microlearning](https://elearninginfographics.com/interesting-pieces-research-microlearning)
Interactive Interviews featuring Lora King

THE CHALLENGE

The USC Annenberg Charlotta Bass Lab wanted to curate and preserve historical Black perspectives and stories for a global audience.

THE SOLUTION

In partnership with the USC Digital Repository, the Bass Lab created a conversational AI of Lora King.

The AI answers questions about Rodney King’s beating, his personality, and even speculates as to what he would think of the world today.

“It brought that sense of humanity to Rodney King. Seeing him in another way that isn’t displayed in the media was definitely really powerful.”

Julia Alexander
USC Freshman Majoring in International Relations
ON SET VIDEO SHOOT

Lora King's Chat Analytics

Top questions asked by users:
1. Who are you?
2. What was your father like?
3. What happened to your Dad on March 13th?

250+ Questions answered on set video shoot

Average time users spent asking Lora King's chat bot questions. 05:00

The anatomy of a conversation with Lora King's AI-powered chat.

Who are you?

My name is Lora King, and I'm the daughter of Rodney King...

Tell me about the Rodney King Foundation.

We bridge the gaps between police brutality, community...

What happened to your dad?

What happened to my father on March 13th, 1992 was he...

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Resources

USC DIGITAL REPOSITORY LINKS
- Video Overview - 02:30
- Chat with Lora King
- Digital Repository Website

PARTNER LINKS
- USC Shoah Foundation Website
- USC Libraries

USE CASE EXAMPLES
- USC Annenberg Charlotta Bass Lab
  Second Draft Project

Interested?
Call: 1 213-740-9263
Email: uscdr@usc.edu

Planning Worksheet
Download the PDF