Interactive Interviews

AI-powered chats can be your new storytelling platform.

USC Digital Repository

USC Libraries

USC University of Southern California

Real people. Real interactions.

Interactive Interviews

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INTRODUCTION

BENEFITS

USE CASES

GET STARTED

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 →

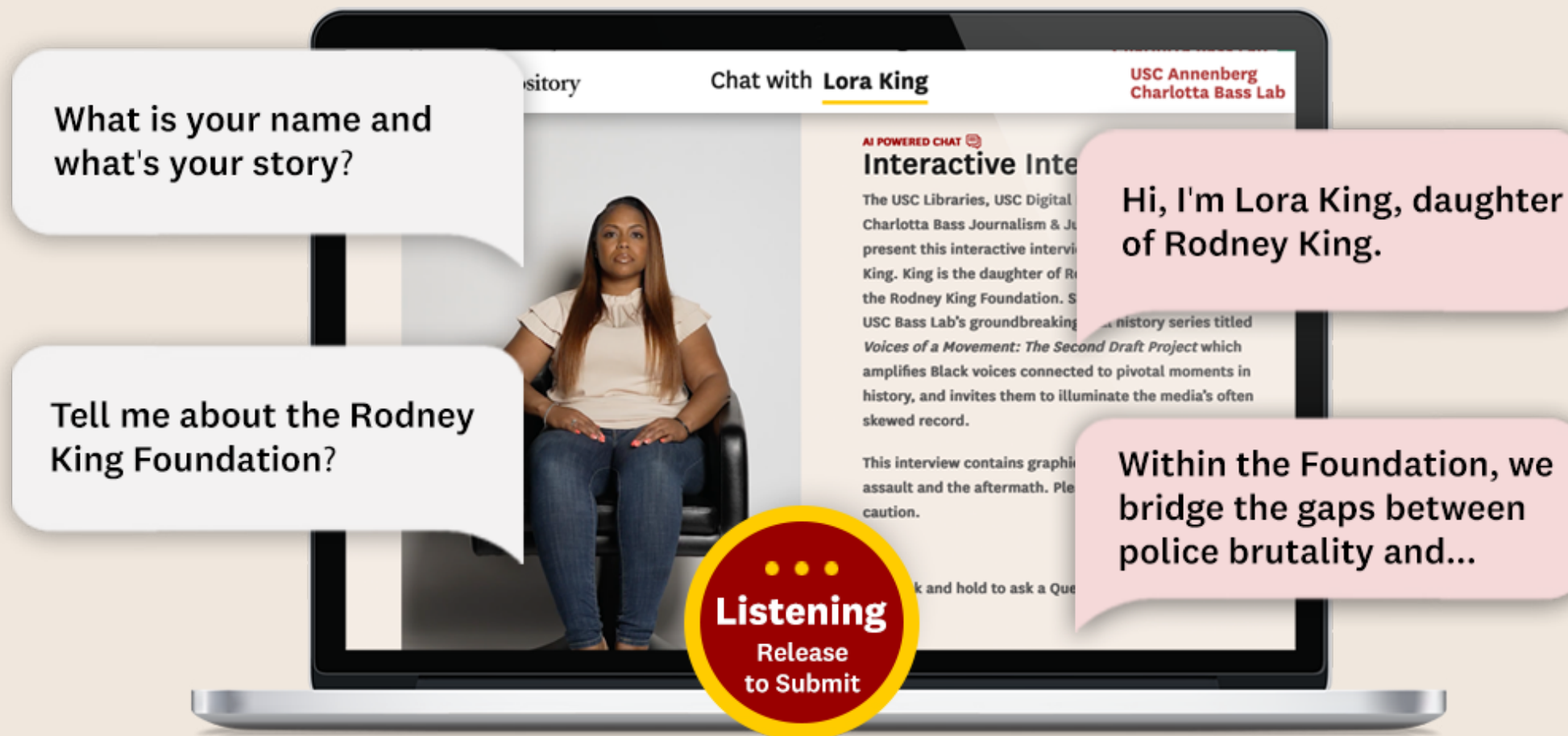## What are Interactive Interviews?

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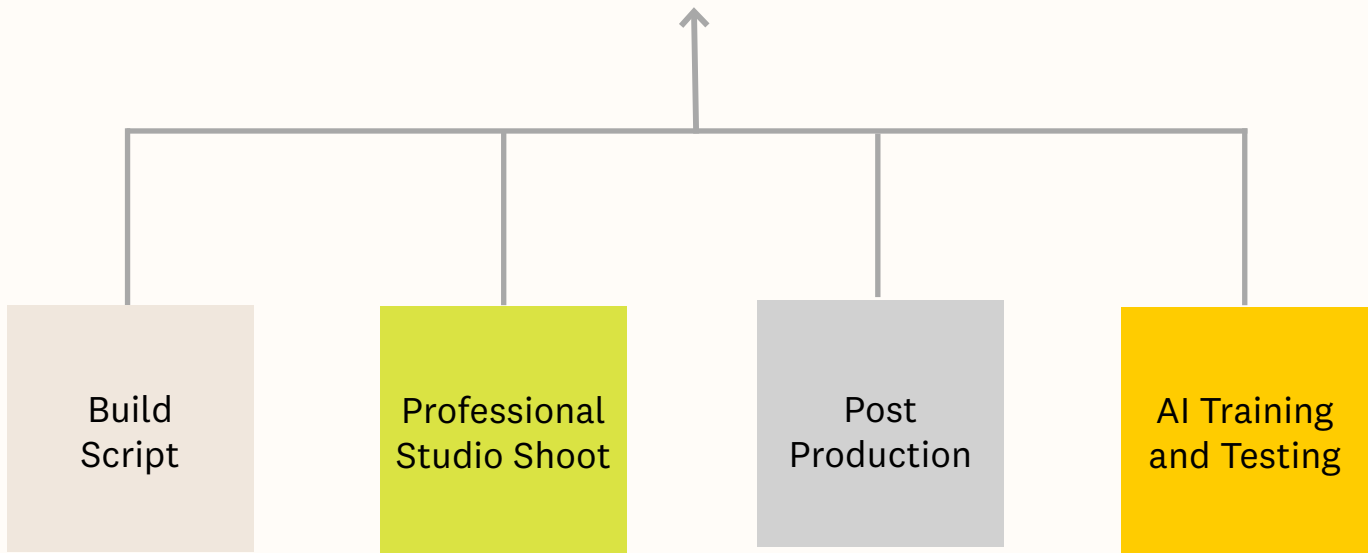
- Q&A Video Questions
- Available 24/7
- Preserve Stories
- Video that Talks Back
- Ask Questions Anytime
- Easy to Use

Talk to Lora King →

Click here to try it out

Interactive Interviews

Listening
Release to Submit

Build Script

Professional Studio Shoot

Post Production

AI Training and Testing

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.
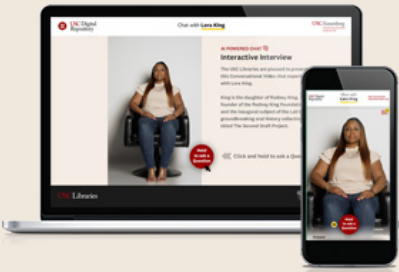
Safe and sound with USC.

Delivery Options - Interactive Interviews Displays

Holographic Display Installation

Dedicated Responsive Website

Large Screen Installation

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

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

The benefits of using conversational AI video chat:
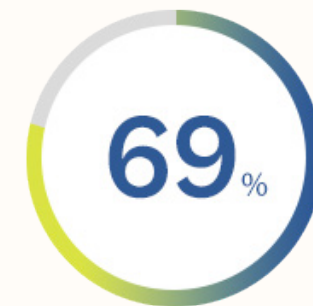
80%

Video is responsible for **80% of internet traffic.** [1]

1.4 billion

1.4 billion online users **use chat bots.** [3]

60 seconds

60 seconds of video is equal to **1.8 million written words** for learning retention. [1]

69%

Users report a **positive customer experience** with conversational AI chats. [2]

✓ 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

✓ Stronger human connections

✓ Capturing stories and making them accessible to anyone, anywhere

✓ Better user experiences

✓ Gestures, speech, and cadence improve stronger connections

✓ Improve knowledge retention with video microlearning

Sources:
1. **Skillshub:** https://elearninginfographics.com/interesting-pieces-research-microlearning
2. **Hyro:** https://www.hyro.ai/post/infographic-the-state-of-conversational-ai-in-2021
3. **Netomi:** https://www.netomi.com/chatbot-statistics

Museum Exhibits

Engaging E-Learning

Social Good

USC Interactive Interviews

Create immersive and memorable museum experieneces using AI-powered chat technology.

Tell your visitors engaging stories with video questions and answers using Interactive Interviews.

Go beyond reading study materials and deliver richer learning through conversational Q&As.

Available 24/7 - ask questions anytime.

Easy integrations with any LMS.

The USC Charlotta Bass Journalism & Justice Lab created this interactive interview experience with Lora King.

King is the daughter of Rodney King and founder of the Rodney King Foundation.

Interactive Interviews
featuring Lora King

USC Annenberg Charlotta Bass Lab

THE CHALLENGE

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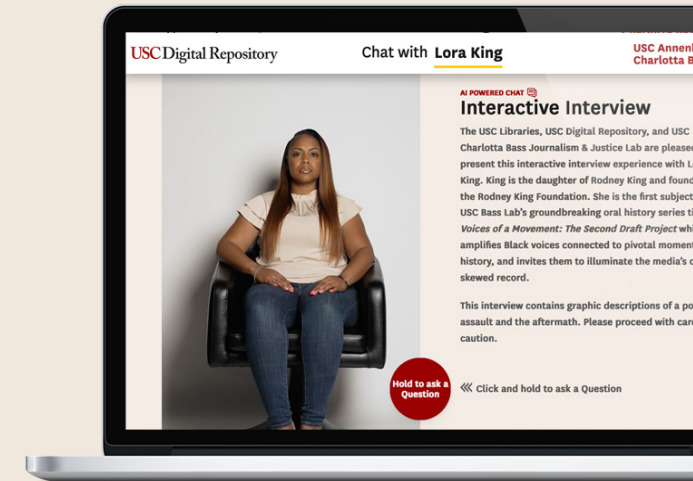
THE SOLUTION

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

Lora King's **Chat Analytics**

250+

Questions answered
on set video shoot

Top questions asked by users:

1. Who are you?

2. What was your father like?

3. What happened to your Dad on March 13th?

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

05:00

ON SET VIDEO SHOOT

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...

Talk to Lora King →
Click here to try it out

Resources

Interested?

Call: 1 213-740-9263

Email: uscdr@usc.edu

Planning Worksheet

Download the PDF