

Oceania & Pacific Digital Trends: AI, E-commerce, and Shifting Social Media L

Digital Culture · Answer Key · 16 Questions

1. In Papua New Guinea, what is identified as a primary challenge for businesses in adopting new digital services and global tech, despite rapid modernization?

- A) Lack of government funding for tech adoption
- B) Insufficient consumer demand for digital services
- C) Cybersecurity defenses not keeping pace with technological adoption**
- D) Limited availability of skilled IT professionals in rural areas

2. According to recent reports, what is a key trend in influencer marketing for 2026, particularly impacting campaigns involving smaller budgets and content repurposing?

- A) A singular focus on TikTok for all campaigns
- B) A move towards platform-agnostic User Generated Content (UGC) strategies**
- C) A significant increase in high-budget, single-platform collaborations
- D) A decline in the effectiveness of short-form video content

3. In Fiji, how is Artificial Intelligence being prioritized within the national development framework for 2024-2029?

- A) As a secondary focus, with infrastructure development taking precedence
- B) As a pillar of its National Development Plan**
- C) Primarily for application in the tourism sector only
- D) As a tool for environmental monitoring exclusively

4. Which Pacific nation is noted for its emerging role as a regional leader in AI, integrating it as a pillar in its National Development Plan?

- A) Papua New Guinea
- B) Vanuatu
- C) Fiji**
- D) Solomon Islands

5. What is a significant barrier identified for e-commerce growth in the Solomon Islands, particularly affecting rural populations?

- A) High cost of internet access in urban centers
- B) Lack of consumer interest in online shopping
- C) Fragmented logistics, absent delivery infrastructure, and limited payment options**
- D) Over-reliance on traditional retail with no digital alternatives

6. In the context of Artificial Intelligence, what is a primary concern for Pacific Island nations regarding external AI solutions?

- A) That the solutions will be too expensive for local markets
- B) That the solutions may not meet their unique needs and contexts**
- C) That foreign AI developers will hoard technological advancements
- D) That AI will lead to a loss of traditional cultural practices

7. What key trend in Australian gaming industry projections for the near future is highlighted, indicating a maturing market?

- A) A complete shift away from console gaming towards mobile-only
- B) A decline in government support and funding for game development
- C) An increasing number of studios being around for a substantial period, alongside new startups**
- D) A focus solely on producing AAA blockbuster titles for a niche audience

8. What is a critical aspect of the 'Ol'au Palau' initiative, designed to promote sustainable tourism in Palau?

- A) Rewarding travelers based solely on the amount of money they spend
- B) Offering discounts on luxury accommodations for all visitors
- C) Rewarding visitors with unique experiences for protecting and preserving Palau**
- D) Mandating participation in large-scale commercial tourism projects

9. As of late 2025, what percentage of Kiribati's total population did Facebook's advertising reach represent, according to Meta's data?

- A) Approximately 25%
- B) Approximately 46%**
- C) Approximately 65%
- D) Approximately 75%

10. In New Zealand's media landscape, which platform has shown a significant growth trajectory between 2016 and 2020, surpassing others in audience increase?

- A) TVNZ OnDemand
- B) Spotify
- C) Netflix**
- D) YouTube

11. What is a primary concern for Papua New Guinea's cybersecurity experts regarding the nation's rapid digitization?

- A) The cost of implementing advanced cybersecurity measures
- B) The increasing reliance on third-party security providers
- C) The lack of available cybersecurity talent in the private sector
- D) The widening gap between technological adoption and the country's ability to protect itself**

12. Which Solomon Islands e-commerce platform, launched in late 2025, aims to address barriers like fragmented logistics and limited payment options by integrating mobile money and local partnerships?

- A) SolomonShops
- B) Toro**
- C) PacificMarket
- D) DigiTrade SI

13. For the Federated States of Micronesia, what is identified as a growing trend in influencer marketing that leverages local voices and authentic community connections?

- A) A focus on large, international mega-influencers
- B) The emergence of expertise-driven niches commanding higher rates
- C) A nascent stage characterized by authentic community connections and highly trusted local voices**
- D) A complete shift to platform-agnostic influencer collaborations

14. What initiative is the National University of Vanuatu (NUV) leading with support from the EU and OEACP to enhance digital education?

- A) A fully integrated VR learning environment
- B) The Digital REsponse Connecting CiTizens (DIRECCT) program**
- C) A blockchain-based system for academic record verification
- D) A global partnership for open-source textbook development

15. In the Australian gaming industry, what statistic highlights the maturity and stability of established studios?

- A) Nearly 50% of studios have been in operation for around six years**
- B) The majority of revenue is generated from domestic sales
- C) There's a significant decline in the number of new studio startups
- D) The average age of studio founders is below 25

16. What is a key characteristic of the 'Pristine Paradise Palau' mobile app, launched in June 2020, intended to serve as a guide for tourists and locals?

A) It focuses exclusively on booking accommodations and flights

B) It offers real-time augmented reality experiences of tourist sites

C) It provides comprehensive information on places to explore, stay, eat, and current activities

D) It is primarily a social networking platform for visitors