

East Asia's Digital Pulse: K-Pop, Gaming, and Viral Trends in 2024-2025

East Asian Internet Culture · Practice Test · 12 Questions

1. Which SM Entertainment girl group is slated for debut in the first quarter of 2025, marking their first girl group debut in five years since aespa?

- A) NCT Wish
- B) Katseye
- C) A new girl group
- D) Meovv

2. In the East Asian games market for 2024, what is the forecast for the market's revenue growth over the next five years?

- A) Rapid growth at a 5% CAGR
- B) Stagnant growth at a 0.4% CAGR
- C) Moderate growth at a 2% CAGR
- D) Decline at a -1% CAGR

3. What is a significant trend in Chinese influencer marketing for 2024, involving computer-generated models?

- A) The rise of physical influencers
- B) The decline of live streaming
- C) The rise of virtual influencers
- D) The increased use of traditional advertising

4. Which K-pop agency is set to debut a new boy band named KickFlip in 2025, their first new boy band in seven years since Stray Kids?

- A) YG Entertainment
- B) JYP Entertainment
- C) SM Entertainment
- D) HYBE

5. What is a key insight from the 2024 Weibo algorithm overhaul, prioritizing verified accounts and long-form content?

- A) Reduced visibility for government and media accounts
- B) Increased reach of unverified rumor accounts
- C) Extended average session duration through enhanced video recommendations
- D) Decreased user engagement on the platform

6. Which K-pop group faced criticism for their live vocals during their Coachella 2024 performance?

- A) NewJeans
- B) LE SSERAFIM
- C) IVE
- D) aespa

7. In China's social media landscape for 2024, which platform is noted for focusing on authentic user experience sharing and a slow-living lifestyle?

- A) Douyin
- B) Weibo
- C) Little Red Book (Xiaohongshu)
- D) Kuaishou

8. What trend is observed in the East Asian games market regarding player behavior and game engagement?

- A) Gamers strongly prefer single-platform experiences.
- B) Cross-platform games lead to higher engagement.
- C) Mobile gaming is declining rapidly in favor of PC.
- D) Console gaming is seeing a resurgence in popularity.

9. What is a notable trend in Chinese social media for 2024, where brands are shifting towards deeper customer connections and relationships?

- A) Focus on aggressive sales tactics
- B) Emphasis on user worship
- C) Shift towards concrete 'brand building' activities
- D) Ignoring customer feedback

10. Which K-pop agency had a public conflict with its former CEO, Min Hee-jin, in April 2024 over accusations of plagiarizing concepts for ILLIT?

- A) SM Entertainment
- B) JYP Entertainment
- C) HYBE
- D) YG Entertainment

11. What is the projected market value for China's video gaming industry in 2024?

- A) US\$20.5 billion
- B) US\$44.8 billion
- C) US\$66.13 billion
- D) US\$95.51 billion

12. What is a significant trend in Taiwanese internet usage in 2024, as indicated by the 2024 Taiwan Internet Report?

- A) Search engines are the primary source of information.
- B) YouTube's use as a primary information source has surged.
- C) News media has become the sole source of information.
- D) Social media platforms are rarely used for information.