

South Asia's Viral Politics: From AI Elections to Gen Z Uprisings

Politics & Pop Culture · Answer Key · 10 Questions

1. In the 2024 Indian general elections, a significant portion of political campaigning reportedly involved AI-generated content. Approximately how much was reportedly spent on authorized AI-generated content by political parties?

- A) \$5 million
- B) \$15 million
- C) \$50 million**
- D) \$100 million

2. Which South Asian country's recent youth-led protest movements have been characterized by the use of social media, memes, and viral videos, leading to significant political shifts?

- A) Bhutan
- B) Maldives
- C) Bangladesh**
- D) Afghanistan

3. The 'Cockroach Janta Party' (CJP) in India emerged as a satirical online movement. What specific incident or comment inspired its creation?

- A) A controversial statement by a Bollywood actor.
- B) A Supreme Court Justice comparing unemployed youth to 'cockroaches' and 'parasites'.**
- C) A viral TikTok trend mocking politicians.
- D) An AI-generated video campaign by a political party.

4. In Nepal, what specific government action was a catalyst for a significant Gen Z-led protest movement in 2025?

- A) An increase in taxes on social media usage.
- B) A ban on major social media platforms.**
- C) The arrest of prominent social media influencers.
- D) The introduction of strict online content regulations.

5. Which South Asian nation saw its political landscape significantly reshaped in 2024, with social media platforms like Facebook, YouTube, Instagram, and TikTok playing a central role in campaigning and viral content, including a political anthem for the Jamaat-e-Islami party?

- A) Sri Lanka
- B) Pakistan
- C) Bangladesh**
- D) India

6. What is a notable trend observed in recent political discourse in the Maldives, often amplified through social media, which involves criticizing foreign relations and making accusations of selling sovereignty?

- A) The 'Dragon Out' campaign
- B) The 'Tiger In' campaign
- C) The 'India Out' campaign**
- D) The 'Global Partnership' campaign

7. Which South Asian country's 2024 elections were notably influenced by AI, including the creation of parody videos and AI-generated content by major political parties like the INC and BJP?

- A) Nepal
- B) Bhutan
- C) Sri Lanka
- D) India**

8. In the context of Bhutan's digital landscape, who is recognized as a landmark figure for being the first Bhutanese creator to receive a YouTube Silver Creator Award?

- A) Pinda Rika Dorji
- B) Dorji Choden
- C) Yeshi Lhendup**
- D) Sangay Khandu

9. Social media has been instrumental in recent political movements across South Asia. In Sri Lanka, the 2022 mass protest movement that led to the ousting of President Gotabaya Rajapaksa was known by what name?

- A) The Janatha Agitation
- B) The Aragalaya ('Struggle')**
- C) The People's Uprising
- D) The Island's Cry

10. What was a significant concern raised regarding the use of AI in the 2024 Indian elections, particularly in relation to political figures and candidates?

- A) AI's inability to create realistic deepfakes.
- B) The high cost of AI tools making them inaccessible to smaller parties.
- C) The potential for targeted harassment and the creation of unethical deepfakes.**
- D) A lack of interest from political parties in using AI technology.