

South Korea's AI Revolution: From K-Pop to Chip Elite & Metaverse Mania

South Korea Tech · Answer Key · 15 Questions

1. South Korea's AI boom has significantly elevated the prestige of semiconductor industry jobs. Which of the following terms is a portmanteau coined to describe this phenomenon, combining two major chipmakers with a general term for their employees?

- A) AI-Genius
- B) Chip-Star
- C) Samjeon-nix**
- D) Memory-Makers

2. The fusion of AI with South Korea's cultural exports is evident in various sectors. Which of the following is an example of AI being used to create virtual influencers that have gained significant popularity?

- A) Virtual K-Pop Idols
- B) Deepfake Actors
- C) AI-Generated Art
- D) Virtual Influencer Rozy**

3. South Korea's gaming industry is a major global market. Which type of venue, unique to South Korea, has remained popular for social gaming despite widespread high-speed internet access?

- A) Online Arenas
- B) PC Bangs**
- C) Esports Cafes
- D) Gaming Lounges

4. The South Korean government has actively promoted the metaverse. Which of the following government initiatives is aimed at responding to disruptive innovation and emerging technologies in the digital space, including the metaverse?

- A) Digital New Deal 2.0**
- B) Smart City Act
- C) e-Government 2020
- D) Cultural Industry Promotion Law

5. In the context of AI ethics and governance, South Korea recently passed a significant piece of legislation. Which act, established in December 2024, aims to create a comprehensive legal framework for AI, sharing many principles with the EU's AI Act?

- A) The AI Safety Act
- B) The Trustworthy AI Act
- C) The AI Basic Act**
- D) The Intelligent Information Society Act

6. The cultural impact of technology in South Korea is exemplified by platforms that allow direct artist-fan interaction. Which of the following apps is known for enabling South Korean artists to connect with their global audience in real-time?

- A) Naver Band
- B) Weverse**
- C) KakaoStory
- D) KakaoTalk

7. South Korea's approach to smart cities, while technologically advanced, has also highlighted societal divides. The U-city project in Songdo, for instance, faced criticism for its initial focus on infrastructure, leading to disparities between the urban center and its periphery. What was a primary criticism of the earlier 'U-city' project model?

- A) Lack of citizen participation
- B) Overemphasis on social and cultural infrastructure
- C) Hardware-centric approach neglecting resident needs**
- D) Insufficient data integration

8. The rise of AI has led to a shift in career aspirations in South Korea, with semiconductor jobs gaining prestige. Which traditional professions are now being rivaled by semiconductor engineering roles in terms of desirability for top students?

- A) Law and Business
- B) Medicine and Law**
- C) Finance and Academia
- D) Journalism and Engineering

9. South Korea's digital content market is strongly influenced by its entertainment industry. Which of the following is a key driver of this market's growth, with mobile devices accounting for a significant majority of consumption?

- A) Physical media sales
- B) Print publications
- C) Mobile content consumption**
- D) Radio broadcasts

10. In the context of Augmented Reality (AR) adoption, studies comparing South Korea and the U.S. have revealed cultural differences. Despite higher privacy concerns in South Korea, what factor contributes to a strong behavioral intention to use AR technologies like smart glasses?

- A) Lower perceived usefulness
- B) Strict legal restrictions on technology
- C) Emphasis on collectivism and perceived societal benefits**
- D) Limited access to smartphones

11. South Korea's AI Basic Act emphasizes transparency. What is a key requirement for AI operators when providing content that could be mistaken for human-created?

- A) Obtain user consent for all content
- B) Use a specific AI-generated watermark
- C) Provide clear notice that the content is AI-generated**
- D) Submit content for ethical review before release

12. The Korean Wave (Hallyu) has seen a significant global expansion. Which of the following has been a fundamental axis for global adaptations and a significant export growth area for Korean content in recent years?

- A) Traditional literature
- B) Classical music
- C) Webtoons**
- D) Handicrafts

13. South Korea's embrace of the metaverse is partly driven by its strong gaming culture. Which statement best describes the South Korean government's plan regarding the metaverse market and its global ranking?

- A) Aiming to be the 12th largest metaverse market by 2026
- B) Plans to jump to the fifth largest metaverse market by 2026**
- C) Focusing on developing metaverse for education only
- D) Expecting a decline in metaverse market share

14. The concept of 'Pyeonghada' (pleasure, convenience, comfort) is a cultural characteristic driving technology adoption in South Korea. How does this manifest in daily life?

- A) Reduced reliance on public transport
- B) Emphasis on slow-paced living
- C) High adoption of e-commerce, fast delivery, and smart home appliances**
- D) Preference for traditional communication methods

15. South Korea's government has established specific guidelines for AI ethics. What is the fundamental value that underpins these national guidelines for AI ethics?

- A) Technological advancement
- B) Economic growth
- C) Humanity**
- D) National security