



Name: _____ School ID: _____ Department: _____

College (4) Worksheet: AI in Entertainment and Retail

Material: Virtual Idols, AI Cinema, AI Art, AR Shopping

Instructions: Read the questions below and write a short reflection (3-5 sentences) for each.

1. **The "Perfect" Pop Star (Virtual Idols)** The video explains that virtual K-pop idols like ITERNITI and MAVE: never age, never get tired, and never have scandals

- **Question: Do you think a "perfect" virtual idol is better than a human one? Or does the fact that they are not real make it harder for you to connect with them emotionally?**

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2. **Actors vs. Digital Twins (Forever Young)** Actors (SAG-AFTRA) are worried that studios will replace them with AI, while studios say AI is just a tool to "enhance" performance (like de-aging Harrison Ford).

- **Question: If an AI can create a perfect acting performance without a human, would you still watch the movie? Does a movie need a "human soul" to be good?**

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3. **Is AI Art "Real" Art? (A Trained Canvas)** Refik Anadol's AI at the MoMA "dreams" new images by analyzing 200 years of human art.

- **Question: Some people say this is just a machine copying old data. The artist says it is a "collaboration." Do you consider this AI-generated display to be *true* art? Why or why not?**

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4. **The End of Fitting Rooms? (AR Shopping)** Because of COVID-19, apps like Zeekit allow us to try on clothes virtually. The video suggests shopping will become "digital-first." .

- **Question: Would you trust an AR app enough to buy expensive clothes without touching them? Do you miss the experience of going to a real store, or is convenience more important?**

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5. **Relationships with Avatars (Future of Entertainment)** Designers want virtual avatars (like MAVE:) to be like a "singing Siri" that remembers you and talks to you personally.

- **Question: The text calls this "Pandora's box." Do you think it is dangerous for humans to form deep emotional relationships with AI characters that are programmed to like them?**

