



TIME: 70 minutes

EXAM CODE: PV-000000

This test measures your ability to comprehend written materials.

DIRECTIONS:

Read the passage carefully and, for each question, choose the one best answer (A, B, C or D) based on what is stated in the passage or on what can be inferred from the passage. Then mark the letter on your answer sheet that matches the letter of the answer that you have selected. (5 points each correct answer)

Why do You Resist Digital Resurrection? Exploring the Barriers Affecting Consumer Resistance to Digital Resurrection Technology

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- 1 Rapid advancements in digital technologies and the expansion of application scenarios have brought new developments, among which the concept of *digital resurrection* is gaining remarkable attention. **(A)** Once confined to science-fiction, it is now emerging as a real phenomenon in China. **(B)** In 2024, the *Southern Metropolis Daily* reported that musician Bao Xiaobo successfully recreated a “digital daughter” capable of singing, dancing, and conversing in his late child’s voice and accent. This event placed digital resurrection firmly in the public eye. **(C)**
- 2 Digital resurrection refers to recreating a person’s pre-life data—such as images, social interactions, and written information—through artificial intelligence and deep learning models that simulate a high degree of resemblance to the real individual’s speech, behavior, and expressions. **(D)** These AI-generated entities may appear as virtual avatars or be embodied in humanoid robots equipped with speech, vision, and tactile sensors. The technology offers the promise of *digital immortality*, enabling people to reconnect emotionally with deceased loved ones and preserve cultural memories. Yet, despite its potential, the technology raises profound ethical, moral, and privacy concerns, and public acceptance remains limited. Understanding why consumers resist such innovations is essential, as resistance often undermines the success and diffusion of new technologies.
- 3 Existing research on digital resurrection primarily focuses on technical feasibility and social implications or examines ethical and legal challenges. While a few studies have explored public attitudes toward posthumous digital communication, little attention has been given to the factors driving *consumer resistance*. Prior investigations have surveyed bereaved individuals’ willingness to maintain digital ties with the deceased or examined emotional and cognitive aspects of technology adoption, yet they have not explained why resistance persists. This study aims to fill that gap by identifying and analyzing the barriers influencing consumer resistance to digital resurrection technologies.
- 4 To frame this investigation, we adopt innovation resistance theory, a model that explains why consumers reject or delay adopting new technologies. It distinguishes between *functional barriers*—such as performance or usage concerns—and *psychological barriers*, including perceived risks and incompatibility with existing values. However, social dynamics also play a critical role in shaping technology acceptance. *Social norms* reflect the extent to which individuals feel pressure to conform to collective expectations of what is appropriate or acceptable. Therefore, we extend the theory by introducing a third category, the *social barrier*, to capture the influence of normative pressures on consumer resistance.
- 5 Another important factor in consumer decision-making is familiarity. Individuals who are more knowledgeable or experienced with a technology tend to perceive it as less risky and more acceptable. Familiarity can moderate how strongly functional or psychological barriers affect resistance. In the context of digital resurrection, people’s comfort with artificial intelligence and digital afterlife technologies may shape their openness or aversion to the idea.
- 6 Equally significant is intimacy with the deceased, which may influence emotional reactions and willingness to engage with digital resurrection. Intimacy represents the closeness and emotional connection between individuals and their lost loved ones, which can alter how people evaluate the idea of bringing someone back in digital form. For some, it may provide solace; for others, it may intensify grief or feel ethically uncomfortable. Thus, intimacy with the deceased serves as another moderating variable that shapes consumers’ attitudes and resistance levels.

7 The research makes three main contributions. First, it offers one of the earliest empirical examinations of consumer resistance to digital resurrection, enriching existing discussions of this emerging technology. Second, by extending innovation resistance theory to include social barriers, it broadens the theoretical framework and applies it to a novel technological domain. Third, by examining how familiarity and intimacy moderate resistance, the study reveals under what conditions consumers are more or less likely to reject digital resurrection. Overall, the findings aim to guide technology developers and policymakers in addressing consumer concerns, reducing resistance, and fostering responsible innovation in the field of digital resurrection.

Adapted from <https://www.sciencedirect.com/science/article/abs/pii/S0736585325000644>

01. According to paragraph 1, what event drew public attention to digital resurrection?
- (A) A government project promoting AI-based memorials in China.
 - (B) A scientific conference on posthumous virtual communication.
 - (C) A report about an artist recreating his late daughter digitally.
 - (D) A company releasing the first global resurrection software.
02. There are four locations in paragraphs 1 and 2 marked (A), (B), (C), and (D). Where would the following sentence best fit?
- “These advances may transform how humans preserve memories and process grief.”*
03. The word *its* in “Yet, despite its potential, the technology raises profound ethical, moral, and privacy concerns” refers to
- (A) digital resurrection technology.
 - (B) cultural memory preservation.
 - (C) human likeness and speech.
 - (D) emotional attachment to AI.
04. What can be inferred from paragraph 2 about public acceptance of digital resurrection?
- (A) Many people are uneasy about its ethical implications.
 - (B) Society has already embraced it as a cultural norm.
 - (C) Most people now rely on it for emotional comfort.
 - (D) Legal systems have fully adapted to its use.
05. Which of the following best expresses the meaning of the sentence
- “Understanding why consumers resist such innovations is essential, as resistance often undermines the success and diffusion of new technologies.”*
- (A) Knowing the reasons for rejection helps innovation succeed.
 - (B) Resistance does not matter to technological expansion.
 - (C) Rejection usually has no impact on public approval.
 - (D) New ideas spread naturally without public support.
06. Why does the author mention “digital immortality” in paragraph 2?
- (A) To describe how immortality conflicts with cultural values.
 - (B) To highlight the emotional promise of recreating the dead.
 - (C) To question the limits of human technological progress.
 - (D) To stress the moral cost of digital reconstruction.
07. What can be inferred from paragraph 3 about prior research?
- (A) It focused mainly on market value and design.
 - (B) It ignored both ethics and emotional responses.
 - (C) It neglected the psychological reasons for resistance.
 - (D) It centered mostly on consumer motivations to adopt.
08. What is the author’s purpose in paragraph 3?
- (A) To discuss the financial risks of AI applications.
 - (B) To present methods for developing digital avatars.
 - (C) To criticize the emotional appeal of new technology.
 - (D) To show the lack of studies on consumer resistance.

09. According to paragraph 3, earlier studies on digital resurrection mainly addressed
- (A) personal grief and memory retention practices.
 - (B) software design and marketing of digital tools.
 - (C) market growth and pricing for virtual platforms.
 - (D) technical and ethical issues, not consumer resistance.
10. The word *they* in “*yet they have not explained why resistance persists.*” refers to
- (A) emotional and cognitive aspects.
 - (B) bereaved individuals.
 - (C) prior investigations.
 - (D) digital ties.
11. Why does the author introduce innovation resistance theory in paragraph 4?
- (A) To contrast traditional theories with ethical models.
 - (B) To question whether resistance is necessary or harmful.
 - (C) To summarize the psychological benefits of innovation.
 - (D) To explain a framework for studying rejection of new ideas.
12. In paragraph 4, the pronoun *It* in “*It distinguishes between functional barriers and psychological barriers.*” refers to
- (A) innovation resistance theory.
 - (B) the act of technology adoption.
 - (C) the concept of social dynamics.
 - (D) public acceptance of digital tools.
13. Why does the author describe *social norms*?
- (A) To argue that emotion outweighs reason in technology use.
 - (B) To show that human choice depends on group expectations.
 - (C) To contrast collective and individual acceptance patterns.
 - (D) To prove that social influence shapes private thought.
14. Which sentence best restates the main idea of paragraph 5?
- (A) People rely on logic more than feeling when using AI.
 - (B) Most users fear technologies they do not fully understand.
 - (C) Experience always leads consumers to accept digital tools.
 - (D) Familiarity helps people see new technologies as less risky.
15. Which of the following best expresses the meaning of the sentence:
“*Familiarity can moderate how strongly functional or psychological barriers affect resistance.*”
- (A) Awareness always ensures full acceptance of new ideas.
 - (B) Barriers disappear once people use a product often.
 - (C) Knowledge has little impact on how people respond.
 - (D) Knowing a product well can reduce people’s resistance.
16. Why does the author emphasize moderating factors like familiarity and intimacy in paragraphs 5 and 6?
- (A) To argue that people rarely think about their relationships with technology.
 - (B) To suggest that personal experience shapes resistance more than theory.
 - (C) To imply that technological progress depends only on emotional ties.
 - (D) To question whether these variables affect real-world behavior.
17. Which of the following best paraphrases the main idea of paragraph 7?
- (A) The study expands theory, adds new insights, and aids practice.
 - (B) The research questions existing data without offering proof.
 - (C) It rejects all earlier models of innovation resistance.
 - (D) It focuses only on emotional barriers to adoption.
18. How does the author organize the text?
- (A) By repeating claims without clear connections.
 - (B) By presenting a topic, gap, theory, and results.
 - (C) By listing data chronologically without analysis.
 - (D) By defining terms before offering personal opinion.

19. Which statement best summarizes the passage as a whole?
- (A) It discusses laws that control posthumous data sharing.
 - (B) It supports the widespread use of AI-based resurrection tools.
 - (C) It compares different countries' digital communication systems.
 - (D) It examines how people respond to digital resurrection technology.
20. What is the overall tone of the passage?
- (A) Optimistic and promotional.
 - (B) Emotional and persuasive.
 - (C) Analytical and balanced.
 - (D) Skeptical and dismissive.

END OF EXAM



Why do you resist digital resurrection? Exploring the barriers affecting consumer resistance to digital resurrection technology (PP-170426)

Answers and Analysis

No.	Answer	Paragraph
01	(C)	1
02	(B)	1
03	(A)	2
04	(A)	2
05	(A)	2
06	(B)	2
07	(D)	3
08	(D)	3
09	(D)	3
10	(C)	3
11	(D)	4
12	(A)	4
13	(B)	4
14	(D)	5
15	(D)	5
16	(B)	5 and 6
17	(A)	7
18	(B)	Whole text
19	(D)	Whole text
20	(C)	Whole text