

North American Sports Viral Moments & Pop Culture Mashups: Test Your Knowledge

Sports & Pop Culture · Answer Key · 15 Questions

1. The "Taylor Swift Effect" significantly boosted engagement for which North American professional sports league, with her attendance leading to a dramatic increase in jersey sales for a specific player?

- A) National Hockey League (NHL)
- B) National Football League (NFL)**
- C) Major League Baseball (MLB)
- D) Major League Soccer (MLS)

2. Which viral sports moment in late April 2026 involved a college basketball player, Caleb Wilson of UNC, turning a pickup game into a widely shared highlight reel, including a crossover that dropped a defender?

- A) A last-second buzzer-beater
- B) A gravity-defying dunk
- C) A crossover dribble and subsequent shot**
- D) A bench-clearing brawl

3. The success of Netflix's "Drive to Survive" series has been credited with significantly increasing interest and new fans for which motorsport, particularly in North America?

- A) IndyCar Series
- B) Formula 1 (F1)**
- C) NASCAR
- D) Rallycross

4. What viral moment involving LeBron James in April 2026, after a win against the Houston Rockets, fueled debate about his retirement, where he responded to a question about his physical state with "That's 41"?

- A) A career-high scoring game
- B) A post-game groan about his age**
- C) A controversial referee call
- D) A public spat with a teammate

5. The show 'Heated Rivalry,' a gay hockey drama, has been cited as a unique driver for new fans and has led to significant spikes in ticket sales for which professional league?

- A) NBA
- B) NHL**
- C) MLB
- D) MLS

6. In April 2026, which WNBA star was praised for giving her game shoes to a young fan after a preseason game, a gesture that highlighted her continued connection with fans?

- A) Breanna Stewart
- B) A'ja Wilson
- C) Caitlin Clark**
- D) Candace Parker

7. Which upcoming major North American sporting event in April 2026 is known for drafting top college talent and can significantly shape the future of NFL franchises?

- A) The NBA Draft
- B) The MLB Draft
- C) The NHL Entry Draft
- D) The NFL Draft**

8. The "Taylor Swift Effect" on the NFL reportedly led to a significant increase in viewership among which demographic, previously untapped by the league?

- A) Young boys aged 8-12
- B) Female teenagers aged 12-17**
- C) Older adults aged 65+
- D) College students aged 18-22

9. Which viral moment from the 2024 Olympics involved a French pole vaulter whose manhood inadvertently interfered with an attempt, leading to a failed jump and widespread online discussion?

- A) Anthony Ammirati**
- B) Caeleb Dressel
- C) Simone Biles
- D) Noah Lyles

10. The intersection of sports and pop culture has seen athletes become trendsetters. Which NBA star is noted for his fashion influence, with his clothing line 'Honor the Giff' and collaborations that blur the lines between sports gear and streetwear?

- A) LeBron James
- B) Stephen Curry
- C) Kevin Durant
- D) Russell Westbrook**

11. The viral moment of Caitlin Clark and Raven Johnson courtside in April 2026 was seen by fans as a way to 'destroy' narratives about their relationship, stemming from a previous on-court interaction during March Madness three years prior. What is Raven Johnson's team?

- A) Las Vegas Aces
- B) New York Liberty
- C) Chicago Sky
- D) Indiana Fever**

12. In April 2026, which major golf tournament, held annually in Georgia, is a significant event on the North American sports calendar?

- A) The Players Championship
- B) The Masters Tournament**
- C) The PGA Championship
- D) The U.S. Open

13. The emergence of sports docuseries like Netflix's "Drive to Survive" and "Full Swing" demonstrates how streaming platforms are leveraging pop culture to reach new audiences for which sports?

- A) Formula 1 and Golf**
- B) Tennis and Boxing
- C) Baseball and Hockey
- D) Basketball and Soccer

14. Which viral sports moment in December 2024 involved a college football team, Vanderbilt, upsetting Alabama and then celebrating by throwing the goalposts into which river?

- A) Mississippi River
- B) Hudson River
- C) Cumberland River**
- D) Colorado River

15. The NBA is investing in sports technology by admitting new startups into its 'Launchpad' incubator. Which of the following is NOT among the five startups chosen for the 2026 cohort?

- A) Atlas (brain-sensing wearable technology)
- B) Swish Basket (AI-powered basketball performance platform)
- C) Fanatics (sports merchandise and collectibles)**
- D) Peripheral Labs (spatial intelligence platform)