

Canadian Internet Culture: Viral Trends, AI Impact, and Digital Consumption in

Internet Culture · Answer Key · 12 Questions

1. Which of the following TikTok trends, as observed in Canada in 2024, directly referenced a diss track by Kendrick Lamar?

- A) The 'Started from the Bottom' dance
- B) Drake's 'Toosie Slide'
- C) 'OVO Dance' moves to Kendrick Lamar's 'Not Like Us'**
- D) The Rema 'Calm Down' Challenge

2. According to a 2025 projection, what is the estimated worth of the online casino market in Canada?

- A) \$2.5 billion USD
- B) \$4.19 billion USD**
- C) \$6.2 billion USD
- D) \$12.4 billion USD

3. What social media platform is noted for seeing a significant increase in usage among Gen Z in Canada between 2023 and 2025, while its usage among other generations declined?

- A) Facebook
- B) YouTube
- C) Instagram
- D) X (formerly Twitter)**

4. In the context of Canadian internet trends for 2025, which of the following generated significant online discourse and search interest, prompting Canadians to understand its meaning?

- A) Labubu**
- B) Dubai chocolate
- C) The 'Chromebook challenge'
- D) Gen Alpha slang '6-7'

5. Which of the following is a notable trend in Canadian esports organizations as of 2025, according to industry reports?

- A) A decline in viewership due to increased competition
- B) A focus on single-game specialization
- C) Increased investment in training facilities and experienced coaches**
- D) A decrease in the diversity of games being played competitively

6. What is the projected compound annual growth rate (CAGR) for the Canadian manga market between 2024 and 2030?

- A) 3%
- B) 17.4%
- C) 20.6%**
- D) 56.9%

7. Which of the following social media platforms has seen a gradual but consistent growth in weekly usage among Canadians, reaching 15% in 2025?

- A) TikTok
- B) X (formerly Twitter)
- C) Reddit**
- D) Facebook

8. In Canada's video entertainment market, what trend is driving expansion and growth, with SVoD revenue up 15% year-on-year in 2024?

- A) A resurgence of traditional cable TV packages
- B) Increased reliance on transactional video-on-demand
- C) The growth of subscription streaming services and content bundling**
- D) A decline in household penetration of streaming services

9. What percentage of Canadian households are estimated to not have a traditional cable, satellite, or telecom-based television subscription at the end of 2025?

- A) 35.6%
- B) 48.5%**
- C) 57%
- D) 72%

10. Which of the following describes a significant trend in Canadian streaming viewership as of 2025, according to Roku's data?

- A) A complete shift away from ad-supported content
- B) Decreased weekly viewing of ad-supported content
- C) Increased weekly viewing of ad-supported content, reaching 10.2 hours**
- D) A significant decline in the reachability of streamers via in-stream ads

11. What is the primary reason cited for Canadians increasingly turning to online sources for health information, according to a 2026 survey?

- A) A widespread distrust of healthcare providers
- B) The vastness and ready availability of online information, coupled with a shortage of healthcare providers**
- C) A preference for AI-generated health advice over human consultation
- D) The consistent accuracy of all online health resources

12. In 2025, what is the projected revenue for the Canadian gaming console market?

A) \$138.9 million

B) \$591.8 million

C) \$2.8 billion

D) \$4.4 billion