

Global Events' Economic Ripple Effect on North American Internet Culture: AI

Internet Culture & Economics · Answer Key · 18 Questions

1. What percentage of U.S. small businesses had integrated AI into their daily operations by mid-2025, according to a survey from Reimagine Main Street?

- A) 25%**
- B) 38%
- C) 51%
- D) 82%

2. As of early 2025, what was the primary driver for the growth of North America's e-commerce market, as highlighted by its increasing adoption of mobile commerce?

- A) Expansion of social commerce features
- B) Increased penetration of smartphones and digital payment transactions**
- C) Government subsidies for online retailers
- D) Reduction in cross-border shipping costs

3. In 2025, what percentage of brands were allocating spend to creators in the influencer marketing space, a decrease from the previous year?

- A) 82%
- B) 76%**
- C) 54%
- D) 41%

4. According to a May 2025 survey by Thryv, what was the year-over-year increase in AI adoption among small businesses in the U.S.?

- A) 15%
- B) 25%
- C) 41%**
- D) 55%

5. By mid-2025, what was the approximate ratio of AI usage between large businesses and small businesses in the U.S., indicating a narrowing gap?

- A) 3:1
- B) 1.8:1
- C) 1.2:1**
- D) 1:1

6. In 2025, what was the projected global market value of social commerce?

- A) \$100 billion
- B) \$1.2 trillion**
- C) \$50 billion
- D) \$787 billion

7. What percentage of U.S. consumers acknowledged unintentionally discovering new products on TikTok, as of early 2025?

- A) 31%
- B) 59%**
- C) 71%
- D) 82%

8. In 2025, the North America decentralized finance (DeFi) market accounted for what share of the overall global market?

- A) 15.5%
- B) 25.0%
- C) 36.5%**
- D) 50.0%

9. According to a 2024 survey, what percentage of U.S. companies attributed a revenue boost associated with digital nomads, ranging from 20% to 40%?

- A) 22%
- B) 42%
- C) 46%**
- D) 54%

10. What was the projected total influencer ad spend in North America for 2025?

- A) \$343.75 million
- B) \$7.24 billion**
- C) \$10.52 billion
- D) \$22.2 billion

11. By January 2025, what was the approximate Total Value Locked (TVL) in Decentralized Finance (DeFi) platforms globally?

- A) \$1 billion
- B) \$10 billion
- C) \$50 billion**
- D) \$180 billion

12. What is the primary reason cited for the projected increase in U.S. digital nomad numbers to 11.2 million in 2025?

- A) Massive influx of Gen Z workers
- B) A decline in return-to-office mandates
- C) Increased company implementation of digital nomad policies**
- D) Lowered cost of international travel

13. Which of the following is a significant challenge for U.S. services and digital trade, as noted by the U.S. Bureau of Economic Analysis?

- A) Excessive government subsidies for domestic tech companies
- B) Limitations on cross-border data flows and data localization requirements**
- C) A decline in the demand for cloud computing services
- D) Reduced international interest in U.S. artificial intelligence research

14. In early 2025, what was the primary economic factor cited for the chaotic foreign exchange market and unpredictable investor sentiment impacting the U.S. dollar?

- A) Increased de-dollarization efforts by BRICS nations
- B) The Federal Reserve's aggressive interest rate hikes
- C) Intensified protectionist trade policies, including tariffs on allies like Canada and Europe**
- D) Ongoing geopolitical conflicts in Asia and the Middle East

15. According to a March 2025 forecast by eMarketer, when was U.S. influencer marketing spending projected to surpass \$10 billion?

- A) 2024
- B) 2025**
- C) 2026
- D) 2027

16. Which North American country's economy is projected to be damaged by U.S. tariffs in 2025, despite temporary fiscal relief?

- A) Mexico
- B) Canada**
- C) United States
- D) All of the above

17. What is a key trend in North American e-commerce as of early 2025, driven by factors like increased computing power and smartphone ubiquity?

- A) A decline in same-day delivery services
- B) Reduced consumer demand for online shopping
- C) E-commerce intensifying its role as a supply chain disruptor**
- D) Increased reliance on traditional brick-and-mortar store models

18. What percentage of U.S. marketers were anticipating budget reductions tied directly to tariffs, as of early 2025?

A) 59%

B) 76%

C) 94%

D) 96%