

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

Internet Culture & Economics · Practice Test · 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%