

Canadian Internet Culture in 2024-2025: Viral TikToks, Streaming Shifts, and D

Internet Culture · Practice Test · 18 Questions

1. As of 2024, which Canadian artist's music has been notably featured in viral TikTok dance challenges, including moves like 'OVO Dance' and 'crip walking' to a diss track?

- A) The Weeknd
- B) Justin Bieber
- C) Drake
- D) Shawn Mendes

2. According to reports in late 2024/early 2025, which social media platform has seen a significant increase in weekly usage among Canadian Millennials and Gen Z, with usage among older generations remaining consistent or declining?

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

3. In 2025, what trend is shaping how Canadians stream content, with weekly viewing of ad-supported content increasing significantly and traditional subscription VOD usage slightly declining?

- A) A shift towards exclusive ad-free content
- B) The dominance of live sports streaming
- C) An increasing preference for ad-supported streaming, particularly reality TV
- D) A move back to linear television broadcasts

4. Which of the following viral TikTok trends in Canada for 2024 involved users showcasing the natural beauty of their province, such as forests and mountain views?

- A) Food recipe challenges from Alberta
- B) Driving through British Columbia's landscapes
- C) Dance challenges in Toronto
- D) Humorous skits about Canadian politeness

5. As of early 2025, which social media platform is noted for a gradual but consistent growth in weekly usage among Canadians, reaching 15%?

- A) Instagram
- B) Reddit
- C) TikTok
- D) Snapchat

6. What particular genre of content is a major driver of engagement and subscriptions in Canadian ad-supported streaming environments in 2025, according to Roku's data?

- A) Documentaries
- B) Children's programming
- C) Reality TV
- D) True crime series

7. According to YouTube's 2025 year-end data, which music genre heavily influenced Canadian viewing trends, with multiple tracks from a specific animated film dominating the most-watched music videos and shorts?

- A) Country music
- B) K-pop
- C) Canadian hip-hop
- D) Indie rock

8. In 2024, the TikTok diss track 'Not Like Us' by Kendrick Lamar was associated with what specific dance moves gaining traction in Canada?

- A) The 'Renegade' dance
- B) 'OVO Dance' and 'crip walking'
- C) The 'Toosie Slide'
- D) The 'Calm Down' challenge

9. What is the projected compound annual growth rate (CAGR) for the Canadian live streaming market between 2025 and 2035?

- A) 10.5%
- B) 15.2%
- C) 24.07%
- D) 30.1%

10. Which social media platform has seen its account ownership and usage decline among Canadians, standing out as the lone decliner in a 2025 report?

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

11. What viral toy searching spiked in Canada in 2025, prompting online searches to understand its growing presence on social media feeds?

- A) Squishmallows
- B) Fidget spinners
- C) Labubu
- D) Beyblades

12. 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) Increased investment in training facilities and experienced coaches.
- C) A focus on single-game specialization.
- D) A decrease in the diversity of games being played competitively.

13. In 2025, the Canadian video entertainment market is projected to increase in total consumer spend by what percentage?

- A) 1%
- B) 2%
- C) 3%
- D) 5%

14. What is the primary driver for the increase in ad-supported streaming in Canada, as indicated by data from late 2024 to 2025?

- A) A desire for shorter ad breaks
- B) Rising subscription costs for ad-free services
- C) The introduction of interactive ad formats
- D) A government mandate for more advertising on streaming platforms

15. Which Canadian TikTok influencer, known for her authenticity and focus on fashion, makeup, and personal life, is also the founder of the clothing brand Klassy Network?

- A) Sarah-Jade Bleau
- B) Spencer Barbosa
- C) Francesca Farago
- D) Emily Demian

16. What viral social media challenge, which spread from the US to Canada in 2025, involves damaging school laptops to disrupt classes?

- A) The 'Tide Pod Challenge'
- B) The 'Milk Crate Challenge'
- C) The 'Chromebook Challenge'
- D) The 'Planking Challenge'

17. According to a 2025 report, what percentage of Canadian households are estimated to not have a traditional cable, satellite, or telecom-based television subscription?

- A) 35.5%
- B) 48.5%
- C) 57%
- D) 62%

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

- A) CA\$4.19 billion
- B) CA\$7.88 million
- C) CA\$12.4 billion
- D) CA\$84.49 million