

# BRICS Digital Culture Shifts: AI, Short Video, and E-Commerce Dominate 2026

BRICS Digital Culture · Answer Key · 18 Questions

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**1. In China, what trend is seeing brands develop proprietary virtual characters to host live streams and interact with customers by 2026?**

- A) Virtual Influencers and AI-driven Digital Avatars**
- B) AI-powered Chatbots for Customer Service
- C) 3D Holographic Advertisements
- D) Augmented Reality Brand Mascots

**2. Which of the following is identified as a dominant short-form video trend across BRICS nations in 2026, focusing on authenticity and relatability?**

- A) User-Generated Content (UGC)**
- B) Highly Produced Brand Documentaries
- C) Animated Explainer Videos
- D) Live-Action Sitcoms

**3. In India, which platform is being transformed from a messaging app into a commerce platform, with a massive user base driving conversational commerce?**

- A) WhatsApp**
- B) Telegram
- C) Signal
- D) WeChat

**4. Which BRICS nation is seeing a viral trend on social media platforms like TikTok, where netizens are playfully embracing lifestyle habits rooted in traditional Chinese wisdom?**

- A) China**
- B) Brazil
- C) Russia
- D) South Africa

**5. According to projections, by 2026, which type of AI is expected to move beyond experimentation and become central to business operations in China?**

- A) Generative AI**
- B) Predictive AI
- C) Robotic Process Automation
- D) Natural Language Processing

**6. In Russia, what percentage of mobile connections were considered 'broadband' (connecting via 3G, 4G, or 5G) by late 2025?**

- A) 96.6%**
- B) 85.2%
- C) 70.1%
- D) 99.5%

**7. Which trend is significantly shaping South Africa's digital video advertising market in 2026, with trusted editorial brands becoming key for advertisers?**

- A) Contextual video advertising**
- B) Viral, entertainment-first video
- C) Algorithmically driven content
- D) Short-form meme-based ads

**8. The BRICS e-commerce retail market was valued at \$3,291.6 billion in 2025 and is projected to grow significantly, with which country leading the market?**

- A) China**
- B) India
- C) Brazil
- D) Russia

**9. In Brazil, a recent social media craze involves exclusively whistling-only WhatsApp groups, with some popular performances gaining hundreds of thousands of views on which platform?**

- A) TikTok**
- B) Instagram
- C) Facebook
- D) YouTube

**10. Which BRICS nation is seeing a surge in interest from a younger generation fascinated by its culture and lifestyle, viewing it as an alternative to a perceived unstable West?**

- A) China**
- B) India
- C) Russia
- D) Brazil

**11. By 2026, what is becoming the dominant content format on social media in India, leading to high engagement rates for brands?**

**A) Short-form video content**

- B) Long-form written articles
- C) Audio-only podcasts
- D) Interactive quizzes

**12. In the BRICS e-commerce logistics market, which country is identified as dominating the market and acting as the central growth engine due to continuous innovation and investment?**

**A) China**

- B) India
- C) Brazil
- D) South Africa

**13. What trend is identified as moving away from 'Mega-KOLs' in China's social media landscape by 2026, emphasizing authenticity and relatable peers?**

**A) Trust 2.0: From Celebrity Reach to Community Credibility**

- B) AI-Driven Hyper-Personalization
- C) The Mini-Program Supremacy
- D) The Death of Friction

**14. As of late 2025, what was the approximate percentage of South Africa's total population that used the internet?**

**A) 79.6%**

- B) 55.2%
- C) 64.8%
- D) 87.3%

**15. Which emerging trend in India's digital marketing for 2026 emphasizes hyper-local vernacular content at scale?**

**A) The future isn't one Hindi translation of your English content.**

- B) Focusing solely on English content for wider reach.
- C) Using only global influencer collaborations.
- D) Translating all content into the top 5 most spoken languages.

**16. In the context of BRICS AI development, which of the following is NOT identified as a priority area for international cooperation?**

**A) Development of quantum computing algorithms**

- B) Joint development of generative AI models and products
- C) Shared computing resources and databases
- D) Creation of a regulatory framework

**17. The 'Brasilcore' trend, cited as a defining global movement for 2026, incorporates Brazilian colors and techniques into what areas?**

- A) Fashion, furniture, and cultural identity**
- B) Technology, finance, and sports
- C) Healthcare, education, and environmental policy
- D) Agriculture, mining, and infrastructure

**18. In Russia, as of October 2025, approximately what percentage of the total population were active social media users?**

- A) 73.7%**
- B) 58.4%
- C) 4.6%
- D) 66.7 million (not a percentage)