

Australia's Digital Pulse: Viral Trends, E-commerce Boom, and AI's Ascent in

Internet Culture · Answer Key · 8 Questions

1. According to recent reports, what percentage of Australian businesses are now selling through social media platforms, indicating a mainstream shift in e-commerce?

- A) 67%**
- B) 50%
- C) 75%
- D) 60%

2. Which age demographic in Australia is reportedly leading the trend in shopping via social channels, with almost half of them engaging in this practice?

- A) Gen Z**
- B) Millennials
- C) Gen X
- D) Baby Boomers

3. What new quantum clock technology developed in Australia has recently been deployed in space, promising enhanced resilience in communications and navigation?

- A) TEMPO**
- B) QuantX
- C) AstroClock
- D) NaviQuantum

4. Which social media platform is highlighted as continuing to be one of the fastest-growing in the Australian market, with a significant increase in users between 2024 and 2025?

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

5. In Australia's digital marketing trends for 2026, what is a key emerging focus that businesses are adopting to connect SEO, paid ads, content, and websites for better customer journey optimization?

- A) Integrated, multi-channel strategies**
- B) Solely SEO-focused approaches
- C) Primarily social media advertising
- D) Print media integration

6. The 2026 Australian social media landscape has seen a notable increase in users turning to which platform for authentic advice, showing a significant percentage increase in users between 2024 and 2025?

- A) Reddit**
- B) Twitter
- C) Pinterest
- D) Tumblr

7. What is a major trend in Australian e-commerce for 2026, with AI expected to influence a significant portion of digital commerce transactions by 2030?

- A) AI-driven product discovery**
- B) Physical retail resurgence
- C) Exclusively cash-based transactions
- D) Print catalog ordering

8. Which upcoming event in Australia in May 2026 is a significant driver for visual content, especially on platforms like Instagram and TikTok, drawing attention not just from its host city but across the country?

- A) Vivid Sydney**
- B) Australian Open
- C) Melbourne Comedy Festival
- D) Gold Coast Marathon