

Global Internet Culture Snapshot: AI, Short-Form Video, and Streaming Domination

Internet Culture · Answer Key · 8 Questions

1. In 2026, what has become a standard integration across major social media platforms, moving beyond being just a tool to an infrastructure layer?

- A) Augmented Reality Filters
- B) Artificial Intelligence (AI)**
- C) Virtual Reality Avatars
- D) Blockchain Integration

2. Which content format has matured in 2026 and is no longer solely about random dancing but also includes micro-education and fast storytelling?

- A) Long-form podcasts
- B) Live audio rooms
- C) Short-form video**
- D) Interactive articles

3. As of 2026, what is a significant trend in how social media platforms are being used by users, according to recent reports?

- A) Primarily for long-form written content
- B) As dedicated platforms for professional networking only
- C) As search engines for various queries**
- D) Exclusively for sharing personal photo albums

4. In the evolving landscape of 2026, which industry is experiencing disruption due to AI's ability to generate content, potentially emphasizing human touch and personal storytelling?

- A) Construction
- B) Manufacturing
- C) Marketing, art, and journalism**
- D) Agriculture

5. By November 2024, AI-generated content had surpassed human-written articles on the internet. What percentage of online content did AI account for in 2020?

- A) Approximately 51%
- B) Nearly 2%**
- C) Around 10%
- D) Over 75%

6. What is a key characteristic of the streaming ecosystem in 2026, as highlighted by industry reports?

- A) A significant decrease in ad-supported models
- B) A shift away from direct-to-consumer distribution
- C) Consolidation, rise of ad-supported models, and mobile-first consumption**
- D) A complete reliance on subscription-only services

7. What trend is driving the resurgence of casual and browser gaming in 2026, making it accessible without downloads or payment?

- A) The high cost of console hardware
- B) Decreased internet speeds
- C) Zero friction and quick gaming sessions during breaks**
- D) A decline in mobile device usage

8. In 2026, what is becoming a more prominent strategy for brands on social media, shifting focus from pure virality to what?

- A) Increasing the number of daily posts
- B) Prioritizing resonance and community**
- C) Reducing user interaction
- D) Focusing solely on celebrity endorsements