

Philippines Digital Pulse: Independence Day Online Buzz & Emerging Trends

Philippine Internet Culture · Answer Key · 10 Questions

1. In June 2026, what major national holiday in the Philippines is observed, and how might it influence online discourse and social media trends?

- A) National Heroes Day
- B) Labor Day
- C) Independence Day**
- D) EDSA People Power Revolution Anniversary

2. Based on projected digital trends for 2026 in the Philippines, which social media platform is expected to see significant growth in user engagement, particularly in e-commerce and live-selling, potentially impacting traditional retail platforms like Shopee?

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

3. The Philippine digital landscape in 2026 is characterized by high internet penetration. Approximately what percentage of the total population is projected to be active internet users by the end of 2025, according to recent reports?

- A) 65.5%
- B) 72.8%
- C) 83.8%**
- D) 91.2%

4. Considering the rise of social commerce in the Philippines, which of the following platforms is identified as a dominant force, significantly driving sales growth for MSMEs through its live-selling infrastructure?

- A) Instagram Shopping
- B) Facebook Marketplace
- C) Lazada
- D) TikTok Shop**

5. With the Philippines' consistent ranking as a global leader in daily internet usage, approximately how many hours per day are Filipinos expected to spend online in 2026?

- A) 5 hours and 30 minutes
- B) 6 hours and 42 minutes
- C) 8 hours and 52 minutes**
- D) 10 hours and 15 minutes

6. In the context of online education and EdTech in the Philippines for 2026, which of the following is a key driver for the expansion of digital offerings, especially in rural and underserved communities?

- A) Increased government funding for physical schools
- B) The proliferation of physical libraries
- C) High mobile internet accessibility**
- D) Mandatory in-person training for educators

7. As of late 2025, which social media platform held the largest user base in the Philippines, indicating its continued dominance in the country's digital sphere?

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

8. Reports on the Philippine e-commerce market for 2026 indicate a significant shift in consumer behavior. Which category has seen a steady decline on platforms like Shopee, largely due to the popularity of TikTok Shop's live-selling infrastructure?

- A) Electronics and Appliances
- B) Fashion and Apparel
- C) Beauty and Personal Care**
- D) Health and Wellness

9. Given the increasing integration of generative AI in daily digital habits in the Philippines, what percentage of Filipinos aged 16 and above were reported to use ChatGPT monthly by late 2025, placing the country sixth globally?

- A) 26.5%
- B) 30.2%
- C) 42.4%**
- D) 55.8%

10. In June 2026, with Independence Day being a significant holiday, which online activism trend, as observed in the Philippines, involves using platforms like Roblox for virtual rallies to raise awareness about social and political issues?

- A) Hashtag campaigns on X
- B) Creating viral dance challenges on TikTok
- C) Organizing in-game marches on virtual platforms**
- D) Launching online petitions via email