

Nordic Digital Pulse: This Week's Viral Trends, Gaming News, and Social Media

Nordic Internet Culture · Answer Key · 10 Questions

1. Which Nordic country recently implemented a law requiring influencers and advertisers to label retouched photos in commercial content to combat body pressure?

- A) Sweden
- B) Denmark
- C) Norway**
- D) Finland

2. The Finnish Game Awards 2026 gala, celebrating the best Finnish games, is scheduled to take place in which city?

- A) Gothenburg
- B) Helsinki**
- C) Stockholm
- D) Oslo

3. As of May 2026, which social media platform is noted for its trends like 'The Wrong Name Loophole' and 'And Emily... that's all', with specific audios driving these formats?

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

4. According to recent reports, which Nordic country's audiences are particularly known for 'background-checking' influencers and expecting brand values to align with their own, especially regarding sustainability?

- A) Iceland**
- B) Norway
- C) Denmark
- D) Sweden

5. The 'Nordic Game' YouTube channel is highlighted for offering free streams of past event talks. Which of these industry figures has had a session on 'The Philosophy of Games' with over 500,000 views on this channel?

- A) Peter Molyneux
- B) Hideo Kojima**
- C) Josef Fares
- D) Ion Hazzikostas

6. In May 2026, a viral trend on TikTok involves using animal fat, specifically beef tallow, for haircare. What is this trend called?

- A) Scalp Elixir
- B) Tallow Hair**
- C) Fatty Follicles
- D) Beast Balm

7. Which Swedish content creator, known for fitness and strength videos, is a prominent figure on TikTok and YouTube in 2026?

- A) Kevin Bang
- B) Elliot Walldorf
- C) Saga Stenqvist
- D) Hissy**

8. A recent trend in social media marketing across Europe, including the Nordics, emphasizes 'creator-led brand storytelling' over rigid corporate messaging. What is a key value Nordic audiences expect from influencers?

- A) Exclusivity
- B) Constant availability
- C) Authenticity and value alignment**
- D) Aggressive sales tactics

9. In Iceland, a tourism ad campaign humorously spoofed Mark Zuckerberg and Meta's metaverse. What did they name their own version of the metaverse?

- A) IceLandverse
- B) Zuckerverse
- C) Icelandverse**
- D) MetaNordic

10. Which Nordic country has seen a significant increase in online shopping frequency, leading the region, with groceries emerging as a top three online category alongside home electronics?

- A) Norway
- B) Denmark
- C) Finland
- D) Sweden**