

Viral 'Scream Challenge' Takes Over South Asia, Influencer Detention Sparks

Internet Culture · Answer Key · 10 Questions

1. What is the name of the recent viral challenge involving screaming into phones for discounts or viral fame, particularly popular in India?

- A) The 'Shout Out' Challenge
- B) The 'Ice Scream' Challenge
- C) The 'Scream Challenge'**
- D) The 'Vocal Burst' Challenge

2. Which delivery app in India launched the viral 'Scream Challenge' as part of an ice cream campaign?

- A) Swiggy
- B) Zomato
- C) Blinkit**
- D) Dunzo

3. Influencer Sachin Awasthi recently reported a harrowing experience involving detention in which two countries?

- A) South Korea and China**
- B) Thailand and Malaysia
- C) Singapore and Indonesia
- D) India and Nepal

4. Which South Asian country's court recently sentenced a man to death for the killing of a teenage TikTok influencer?

- A) India
- B) Bangladesh
- C) Pakistan**
- D) Sri Lanka

5. What type of content, often created by young entrepreneurs from South Asia, is reportedly being used to generate revenue through online ads on platforms like Facebook?

- A) Educational videos about history
- B) Positive news about local communities
- C) Hateful and reactionary memes**
- D) Travel vlogs from exotic locations

6. In India, what type of content has been increasingly favored on social media in April 2026, moving away from highly polished aesthetics?

- A) Short, animated explainer videos
- B) Highly produced musical performances
- C) 'Lo-fi' and authentic content**
- D) Formal news broadcasts

7. As of March 2026, which social media platform held the largest share of social media traffic in India?

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

8. In India, what is a significant trend in digital marketing for 2026, enabling personalized content delivery at scale?

- A) Print advertising automation
- B) AI-powered personalization**
- C) Radio frequency identification
- D) Telemarketing optimization

9. Which of these gaming genres is particularly significant in India, with a 50% participation rate among users?

- A) Esports
- B) Fantasy Sports
- C) Skill-based games like poker and rummy**
- D) Augmented Reality (AR) games

10. What is a major trend in India's OTT market, with platforms increasingly investing in this type of content?

- A) Live sports broadcasting
- B) Short-form educational clips
- C) Original content and web series**
- D) Classic Bollywood movie reruns