

Filipino Digital Pulse: Unpacking 2024's Hottest Online Trends & Cultural Shifts

Internet Culture · Answer Key · 12 Questions

1. Which short-form video platform has become the most used app in the Philippines in terms of overall time spent in 2024?

- A) Instagram Reels
- B) YouTube Shorts
- C) TikTok**
- D) Facebook Reels

2. In 2024, what is a significant trend in social media e-commerce in the Philippines, exemplified by features like TikTok's 'yellow basket'?

- A) Increased reliance on external payment gateways
- B) Direct purchasing within social media platforms**
- C) Mandatory use of cryptocurrency for transactions
- D) Shift towards catalog-based sales only

3. Which TikTok challenge, inspired by a song from the 2001 Hindi film 'Asoka', gained significant traction in the Philippines in 2024?

- A) The 'Suspect Challenge'
- B) The 'Very Demure, Very Mindful' trend
- C) The 'San Sanana Challenge'**
- D) The 'We Listen and We Don't Judge' trend

4. Filipino consumers are increasingly turning to which type of influencers for relatability and authenticity in 2024?

- A) Mega-influencers with millions of followers
- B) Celebrity influencers with mainstream fame
- C) Micro-influencers with niche communities**
- D) Anonymous content creators

5. What is a notable trend in Filipino consumer behavior regarding products aligning with environmental values, as of April 2023?

- A) A majority are unwilling to pay more for sustainable products.
- B) Only a small percentage shows interest in sustainability.
- C) Approximately 70% are willing to pay more for products with environmental values.**
- D) Consumers prioritize low prices over sustainability.

6. Which of the following is a dominant social media platform in the Philippines, with 41.1% of users identifying it as their favorite in 2024?

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

7. In 2024, the iGaming industry, also known as 'E-Games', saw significant growth in the Philippines, largely driven by:

- A) A decrease in online casino games
- B) Policy reforms and a reduction in fees for licensed operators**
- C) Increased competition from land-based casinos
- D) A shift away from internet-based bingo

8. What is the most popular product category for online shopping among Filipino consumers in 2024?

- A) Beauty and personal care products
- B) Consumer electronics
- C) Food and beverages
- D) Fashion (clothes, footwear)**

9. According to a 2024 report, what percentage of Filipino consumers are willing to pay more for products that align with environmental values?

- A) 10%
- B) 30%
- C) 70%**
- D) 90%

10. Which of the following TikTok trends in the Philippines mimics police procedures, with participants alternating roles as 'suspect' and 'officer'?

- A) The 'San Sanana Challenge'
- B) The 'Very Demure, Very Mindful' trend
- C) The 'Suspect Challenge'**
- D) The 'We Listen and We Don't Judge' trend

11. In 2024, K-pop content generated high engagement among which social media platform's pages in the Philippines?

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

12. What is a key challenge hindering digital adoption in the Philippines, especially in rural areas, despite increased internet accessibility?

- A) Lack of interest in online services
- B) High cost of smartphones
- C) Tech infrastructure gaps**
- D) Over-regulation by government agencies