

Australia's Digital Shift: Under-16 Social Media Ban, AI in News, and Tech Giants

Internet Culture · Answer Key · 5 Questions

1. What has a recent study found regarding the immediate impact of Australia's social media ban on under-16s concerning their news access?

- A) The majority of banned teenagers are now accessing more news from traditional sources.
- B) Half of the teenagers significantly affected by the ban are seeing less news than before.**
- C) The ban has had no measurable impact on teenagers' news consumption habits.
- D) Teenagers are primarily turning to international news websites for information.

2. According to the 2026 Australian Media Landscape Report, what percentage of journalists now utilize AI tools in their work?

- A) 25%
- B) 37%
- C) 54%**
- D) 70%

3. Australia has proposed a new "News Bargaining Incentive" involving a 2.25% levy on which tech giants' local revenues if they don't negotiate deals to pay news outlets?

- A) Amazon, Netflix, and Spotify
- B) Microsoft, Adobe, and Salesforce
- C) Meta, Google, and TikTok**
- D) X, Pinterest, and Snapchat

4. Which social media platform saw a 179% increase in Australian users between 2024 and 2025, largely for authentic advice and product reviews?

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

5. What content format is highlighted as absolutely dominant and prioritized by platforms for driving massive engagement in Australian digital marketing trends for 2026?

- A) Long-form blog posts
- B) Interactive infographics
- C) Short-form video content**
- D) Podcast series