

Middle East Digital Surge: AI, E-commerce, and Social Media Trends You Need

Internet Culture · Answer Key · 15 Questions

1. Which social media platform is identified as the most popular in several Arab countries, including the UAE and Saudi Arabia, for 2025?

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

2. What is a major trend driving digital transformation and technology investments in the Middle East by 2025, particularly in sectors like government, healthcare, and banking?

- A) Increased reliance on traditional media
- B) AI and Machine Learning**
- C) Decreased internet penetration
- D) A decline in e-commerce

3. Which Middle Eastern countries are emerging as top contributors to online sales by gross merchandise value (GMV) in the booming e-commerce sector of 2024?

- A) Egypt, Morocco, and Algeria
- B) Saudi Arabia, the UAE, and Kuwait**
- C) Jordan, Tunisia, and Iraq
- D) Bahrain, Oman, and Qatar

4. According to projections for 2025, what is a significant trend expected to reshape the Middle East e-commerce landscape, driven by increased social media usage?

- A) A decrease in online marketplaces
- B) The rise of social commerce**
- C) A shift away from mobile shopping
- D) Reduced importance of logistics and delivery

5. Which country has launched the 'Creators HQ' initiative, funded by a Content Creators Support Fund, to foster innovation in its digital content sector and attract global digital talent?

- A) Saudi Arabia
- B) Qatar
- C) United Arab Emirates**
- D) Bahrain

6. What type of cyber-incidents are most frequently driven by financial gain in the Middle East and Africa region during the first half of 2025?

- A) Espionage attacks
- B) Data breaches for intelligence gathering
- C) Ransomware and extortion**
- D) Denial-of-service attacks

7. In the UAE's social media landscape for 2025, which messaging app leads in usage percentage?

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

8. What is a key area of investment and transformation for AI in the Middle East by 2025, according to government strategies focused on economic diversification?

- A) Renewable energy only
- B) Energy, Healthcare, Education, and Government services**
- C) Traditional manufacturing
- D) Agricultural technology

9. Which product category has emerged as the fastest-growing in the Middle East's e-commerce market, with orders skyrocketing by 32%?

- A) Fashion
- B) Electronics
- C) Online gaming**
- D) Home goods

10. What is a significant trend for future gaming in the Middle East, with potential to make games more immersive and realistic?

- A) A return to physical board games
- B) Increased focus on single-player offline games
- C) Virtual Reality (VR) and Augmented Reality (AR) technologies**
- D) A complete ban on online gaming

11. Saudi Arabia's Vision 2030 heavily emphasizes the role of which two key areas for its economic transformation?

- A) Oil production and tourism
- B) Data and Artificial Intelligence (AI)**
- C) Real estate and construction
- D) Textile manufacturing and agriculture

12. What is the projected value of the Middle East social commerce market by 2025?

A) USD 10 billion

B) USD 25 billion

C) USD 35.78 billion

D) USD 50 billion

13. In the first half of 2025, which countries ranked high globally for the frequency of customers impacted by cyber activity, with financially-motivated threats driving attacks?

A) Turkey and Kenya

B) UAE and Saudi Arabia

C) Jordan and Egypt

D) Qatar and Bahrain

14. Which country is leading with ethical AI standards to mitigate Generative AI risks as part of its tech boom in 2024?

A) Saudi Arabia

B) Qatar

C) United Arab Emirates

D) Oman

15. What percentage of the Middle East workforce is using AI tools at work, according to a PwC survey in late 2025, surpassing the global average?

A) 50 percent

B) 60 percent

C) 75 percent

D) 90 percent