

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

Internet Culture · Practice Test · 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