

Viral African Internet Culture: Top Trends, Music, and Creators in 2025

Internet Culture · Answer Key · 15 Questions

1. Which South African music genre, known for its log drum-driven house sound, has seen significant global growth and popularity in 2024 and 2025?

- A) Afrobeats
- B) Amapiano**
- C) Hiplife
- D) Arbantone

2. Which social media platform is considered the most influential in Africa as of 2025, surpassing others in user numbers and business integration?

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

3. Which Nigerian creator became the most-followed TikToker globally by using silent, deadpan reactions to life hacks?

- A) Rico Animations
- B) Omar Shaw
- C) Khaby Lame**
- D) Shallipopi

4. In Kenya, which music genre, characterized by beats from samples of old-school Kenyan hits and elements of Gengetone, gained significant traction in 2024?

- A) Highlife
- B) Soukous
- C) Fuji
- D) Arbantone**

5. Which African country leads in terms of Facebook users as of 2025, with a substantial portion of its population on the platform?

- A) Nigeria
- B) South Africa
- C) Egypt**
- D) Ghana

6. According to 2025 reports, which platform has the highest open rate among social media apps in Africa, making it effective for direct customer engagement?

- A) Facebook
- B) Instagram
- C) TikTok

D) WhatsApp

7. Which South African musical artists, TitoM and Yuppe, have used TikTok to gain global recognition for their music?

- A) Rico Animations
- B) Shallipopi
- C) Omar Shaw

D) TitoM & Yuppe

8. Which of the following African music genres, originating from Nigeria and Ghana, blends highlife, hip-hop, and West African percussion?

- A) Amapiano
- B) Soukous

C) Afrobeats

D) Fuji

9. In 2025, which social media platform has experienced significant growth in Africa, particularly in countries like Egypt, Nigeria, and South Africa, becoming a powerful tool for engaging Gen Z and Millennials?

- A) Facebook
- B) X (Twitter)
- C) Instagram

D) TikTok

10. Which Kenyan tech educator has been recognized on TikTok's 2025 Global Discovery List for simplifying gadget reviews and consumer electronics information?

- A) Fanuel Masamaki
- B) Roy Kanyi**

C) Tosin Samuel
D) Osinachi

11. What is the primary gaming platform dominating the African market, accounting for the vast majority of gamers and revenue?

- A) PC Gaming
- B) Console Gaming

C) Mobile Gaming

D) Cloud Gaming

12. Which Nigerian digital artist is known for using Microsoft Word to create his crypto art, commenting on identity and cultural stereotypes?

- A) Daniel Chidera
- B) Anthony Azekwoh
- C) Osinachi**
- D) Mayowa Alabi

13. According to 2025 data, which social media platform is most used in Africa, often serving as a marketplace and communication tool, with adoption rates above 90% in some countries?

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

14. Which viral toy collectible became a major trend in South Africa in 2025, seen as a status symbol among Gen Z and Millennials?

- A) Funko Pops
- B) Beanie Babies
- C) Labubus**
- D) Action Figures

15. Which Nigerian creator, known as Tspicekitchen, was recognized on TikTok's 2025 Global Discovery List for blending culinary arts with cultural narratives?

- A) Raja'atu Muhammed Ibrahim
- B) Tosin Samuel**
- C) Charity Ekezie
- D) Maryjane Uzodinma