

North America's Digital Pulse: Viral Trends, AI's Rise & Shifting Internet Culture

Internet Culture · Answer Key · 8 Questions

1. In 2026, which social media platform is increasingly being used by younger users as a primary search engine, often skipping traditional search engines like Google?

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

2. What type of video content is dominating Instagram Reels in 2026, moving away from viral dances towards more narrative-driven formats?

- A) Educational storytelling and micro-drama**
- B) Music video parodies
- C) Live cooking demonstrations
- D) Travel vlogs

3. Which of the following is a significant trend in North American influencer marketing for 2026, shifting focus from large followings to smaller, more engaged audiences?

- A) Partnerships with niche creators and creator ecosystems**
- B) Reliance solely on mega-influencers with millions of followers
- C) Automated influencer campaigns with no human oversight
- D) Focus on celebrity endorsements over everyday creators

4. How is AI primarily being integrated into social media content creation and management workflows in 2026?

- A) Automating customer service via DMs and assisting with content ideation**
- B) Completely replacing human content creators
- C) Generating all social media captions and ad copy
- D) Analyzing user sentiment for every single post

5. In the context of North American internet culture in 2026, what does the term 'rizz' refer to?

- A) Charisma or natural charm**
- B) A type of dance challenge
- C) A new meme format
- D) A cryptocurrency term

6. Which of these content formats is gaining significant traction on Instagram in 2026 for building narratives and educational content, allowing up to 20 photos or videos?

A) Longer carousels

- B) Single image posts
- C) Short, unedited video clips
- D) Live audio-only sessions

7. According to emerging trends for 2026, what is a key characteristic of successful content from brands and creators on platforms like TikTok and Instagram, moving away from older strategies?

A) Authenticity and 'real' content over polished perfection

- B) Overly produced, cinematic advertisements
- C) Strictly formal and corporate messaging
- D) Content solely focused on promoting products

8. In Mexico's YouTube landscape in 2026, what types of content are notably popular and continue to grow?

A) Reality shows and creator-led sports competitions

- B) Documentaries about historical events
- C) Tutorials for traditional crafts
- D) Classical music performances