

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

Internet Culture · Practice Test · 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