

This Week's Viral Buzz: AI, Influencers, and Gaming Trends in Latin America &

Internet Culture · Answer Key · 8 Questions

1. Which region in Latin America is seeing a significant surge in AI startups, with a reported \$2.07 billion raised across numerous deals from 2018 to 2024?

- A) The Andean Region (Peru, Ecuador, Bolivia)
- B) Brazil**
- C) The Southern Cone (Argentina, Chile, Uruguay)
- D) Central America

2. What is a prominent trend in social media marketing for May 2026, emphasizing authentic connections and brand storytelling?

- A) Increased use of highly polished, corporate messaging.
- B) A shift towards creator-led brand storytelling over rigid corporate messaging.**
- C) Sole reliance on automated AI-generated content for all brand posts.
- D) A decrease in the importance of short-form video content.

3. In the gaming industry for 2026, what is becoming a standard expectation for players, breaking down barriers between different gaming platforms?

- A) Exclusive platform-specific content
- B) Limited cross-platform play options
- C) Cross-platform play**
- D) Mandatory in-game purchases for all multiplayer games

4. Which Latin American content creator has gained significant traction with over 20 million followers across platforms by posting news and commentary primarily in Spanish?

- A) Feli Paganti
- B) Carlos Eduardo Espina**
- C) Julioprofe
- D) Luisito Comunica

5. What is a notable trend in contemporary digital art in 2026, emerging as a counter-movement to AI-generated imagery?

- A) Emphasis on hyper-realistic, AI-polished perfection.
- B) A focus on 'Naïve Design' and intentional imperfection.**
- C) Exclusively abstract and geometric forms.
- D) Minimalist color palettes with no texture.

6. What type of content is reportedly making waves on Jamaican TikTok in May 2026, characterized by viral dance moves and island vibes?

- A) Educational tutorials on local history
- B) Political commentary and debates
- C) Viral dance challenges and energetic moves**
- D) Cooking demonstrations of traditional dishes

7. Which industry in Latin America is seeing a significant revival in M&A activity, with Brazil being a particular hotspot?

- A) Agriculture Technology
- B) Renewable Energy
- C) Technology**
- D) Mining and Extraction

8. In the realm of social media trends for May 2026, what is being prioritized over follower counts alone to build trust and engagement?

- A) The number of sponsored posts
- B) Community signals and niche group engagement**
- C) The frequency of daily posts
- D) The use of generic, broad appeal content