

EU Internet Culture Shifts: AI Regulation, Online Learning Surge, and Creator

EU Internet Culture · Answer Key · 18 Questions

1. What percentage of EU internet users reported engaging in online courses or using online learning materials in 2024, marking an increase from the previous year?

- A) 25%
- B) 33%**
- C) 40%
- D) 18%

2. Which EU country recorded the highest share of internet users engaged in online learning in 2024?

- A) Germany
- B) France
- C) Ireland**
- D) Spain

3. As of September 2024, which social media platform remained the most popular in Europe by market share?

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

4. When is the EU Artificial Intelligence (AI) Act set to take full effect, introducing new regulations for AI-generated content?

- A) August 2025
- B) January 2026
- C) August 2026**
- D) December 2025

5. According to a 2024 survey, what was the most common cultural activity Europeans engaged in online?

- A) Playing online games
- B) Reading online news
- C) Listening to music online
- D) Watching TV or videos online**

6. In 2024, what percentage of EU internet users purchased some kind of cultural goods and services online?

- A) 15%
- B) 21%
- C) 36%**
- D) 50%

7. Which social media platform is noted for dominating youth and creative engagement in Europe as of Q1 2025?

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

8. In 2024, what percentage of internet users in the EU used cloud gaming platforms?

- A) Approximately 25%
- B) Over 60 million users**
- C) Less than 10 million users
- D) Around 10%

9. What share of EU internet users reported listening to or downloading music in 2024?

- A) 79%
- B) 70%
- C) 65%**
- D) 34%

10. As of 2024, what percentage of EU internet users did an online course?

- A) 29%
- B) 18%**
- C) 33%
- D) 40%

11. In 2025, what percentage of young Europeans (aged 16-29) reported engaging in online activism on civic or political issues?

- A) 20.2%
- B) 24.3%**
- C) 31.3%
- D) 49.4%

12. Which country had the highest percentage of internet users engaged in online learning in 2024, at 61%?

- A) Netherlands
- B) Finland
- C) Ireland**
- D) Sweden

13. In 2024, what was the primary device used by Europeans for internet access, with nearly 9 in 10 users connecting via these devices?

- A) Desktop computers
- B) Laptops
- C) Smartphones**
- D) Tablets

14. As of 2024, what percentage of EU internet users used online learning materials?

- A) 18%
- B) 29%**
- C) 33%
- D) 46%

15. Which of these platforms is considered the undisputed leader for B2B marketing and recruitment in Europe?

- A) Instagram
- B) TikTok
- C) YouTube
- D) LinkedIn**

16. In 2024, what was the most popular online cultural activity in the EU, reported by 79% of internet users?

- A) Reading online news
- B) Listening to music
- C) Playing games
- D) Watching TV or videos online**

17. According to the EU AI Act, what is required for AI-generated images, audio, or video that appear to depict real people, places, or events?

- A) They must be removed from public platforms.
- B) They must be clearly labeled as artificially generated.**
- C) They require special user permission to view.
- D) They are exempt from any special labeling requirements.

18. In terms of social media usage in Eastern Europe, which platform is noted as being popular?

A) Instagram

B) VKontakte (VK)

C) Snapchat

D) Telegram