

UK Digital Culture Shockwaves: AI, Disinformation, and Shifting Social Media

Internet Culture · Answer Key · 8 Questions

1. In the UK's ongoing efforts to combat online disinformation, what specific type of foreign-backed entity was identified by a Labour MP as actively promoting narratives on Scottish nationalism and London's perceived danger?

- A) Russian state-sponsored bots
- B) Iranian bot farms**
- C) Chinese troll factories
- D) North Korean cyber units

2. What is the projected growth rate (CAGR) for the UK metaverse market between 2025 and 2035, indicating its rapid expansion?

- A) 15.2%
- B) 28.03%
- C) 45.2%**
- D) 60.5%

3. According to recent data, what percentage of UK brands and agencies expect their influencer marketing budgets to increase in the coming year, significantly outpacing the European average?

- A) 51%
- B) 81%**
- C) 65%
- D) 72%

4. The UK's Online Safety Act, enacted in late July 2025, has been criticized for potentially leading to increased censorship. Which specific type of content has X (formerly Twitter) begun hiding from UK timelines behind content warnings, as reported by Al Jazeera?

- A) Political satire
- B) Content related to Israel's actions in Gaza**
- C) Celebrity gossip
- D) User-generated comedy sketches

5. What percentage of UK adults reported using AI tools such as ChatGPT, Copilot, and Gemini in 2026, with a particularly strong uptake among younger demographics?

- A) 31%
- B) 79%
- C) 54%**
- D) 68%

6. In the UK gaming market, what proportion of video game sales in 2023 were accounted for by online sales?

- A) Approximately 55%
- B) Approximately 78%
- C) Approximately 97.5%**
- D) Approximately 89%

7. A significant data breach in May 2026 exposed over 100,000 passport scans and biometric selfies linked to a third-party visa website. What critical concern did this incident renew regarding the UK's digital future?

- A) The rise of deepfake technology
- B) The security risks of digital ID systems**
- C) The proliferation of online gambling
- D) The impact of foreign interference in elections

8. Regarding influencer marketing in the UK, what is the dominant trend in terms of influencer size that brands are prioritizing for engagement and authenticity?

- A) Macro-influencers
- B) Mega-influencers
- C) Micro and nano-influencers**
- D) Celebrity endorsements