

EU's Digital Frontier: Influencers, AI, and Election Buzz

European Politics · Answer Key · 10 Questions

1. Which EU regulation, set to be fully implemented by May 2025, aims to increase transparency and protect consumers in influencer marketing by requiring clear labeling of paid promotions and disclosure of digitally altered content?

- A) Digital Services Act (DSA)
- B) General Data Protection Regulation (GDPR)
- C) Influencers Law**
- D) Artificial Intelligence Act (AI Act)

2. During the 2024 European Parliament elections, what platform saw significant use by politicians, including figures like Jordan Bardella, to reach younger voters, with some suggesting it became a major instrument for campaigning?

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

3. The European Commission has launched investigations into TikTok concerning potential breaches of the Digital Services Act (DSA). What are some of the key areas of concern in these investigations?

- A) Child safeguarding, data privacy, and algorithmic impact**
- B) Content moderation policies and user-generated content
- C) Copyright infringement and intellectual property
- D) Cross-border data transfer and cloud computing

4. In the context of the 2024 European elections, what trend was observed regarding extremist Eurosceptic voices on social media platforms like Facebook, Instagram, and TikTok?

- A) They became more dominant on these platforms.**
- B) They were largely absent from these platforms.
- C) They focused their efforts exclusively on traditional media.
- D) Their influence significantly decreased due to new regulations.

5. What is the primary goal of the proposed EU Digital Fairness Act (DFA), expected in late 2026, concerning social media influencers?

A) To regulate what creators can promote and how it's presented, addressing harmful practices.

- B) To provide financial subsidies for content creators.
- C) To ban all forms of commercial content on social media.
- D) To establish a universal basic income for social media influencers.

6. What is a key provision of the new EU influencer law, coming into effect in May 2025, regarding specific product categories influencers are banned from promoting?

A) Cosmetic surgery, high-risk financial products, and gambling.

- B) All forms of fast food and sugary drinks.
- C) Political campaign materials and lobbying services.
- D) Live animal trade and exotic pet sales.

7. The European Commission has preliminarily found TikTok in breach of the Digital Services Act (DSA) for its 'addictive design'. Which features are cited as contributing to this?

A) Infinite scroll, autoplay, and personalized recommender systems.

- B) User-generated comment sections and live streaming.
- C) The platform's search engine functionality and trending topics.
- D) The ability to share content across different social media platforms.

8. Which far-right political leaders were highlighted for their use of populist political communication on Instagram during the 2024 European Parliament elections?

A) Giorgia Meloni, Kyriakos Velopoulos, and Marine Le Pen.

- B) Angela Merkel, Emmanuel Macron, and Olaf Scholz.
- C) Ursula von der Leyen, Charles Michel, and Roberta Metsola.
- D) Mark Rutte, Pedro Sánchez, and Justin Trudeau.

9. The European Parliament's campaign video for the 2024 elections, titled "Use Your Vote," achieved a significant reach. How many views did it garner?

A) Over 504 million views.

- B) Over 100 million views.
- C) Over 250 million views.
- D) Over 750 million views.

10. The European Commission has found both Meta and TikTok in breach of the EU's Digital Services Act (DSA) for restricting independent researcher access to platform data. What is a potential consequence if these findings are confirmed?

A) Fines of up to six percent of each company's global turnover.

B) Mandatory acquisition of European companies by Meta and TikTok.

C) A complete ban on Meta and TikTok operations within the EU.

D) Forced partnership with European technology companies.