

Europe's Digital Pulse: AI Investments, Social Media Shifts & Viral TikTok Trends

Internet Culture · Answer Key · 12 Questions

1. Which European social media alternatives are gaining traction as users seek to move away from platforms like X?

A) Eurosky and W

B) Facebook and Instagram

C) LinkedIn and Xing

D) Snapchat and Pinterest

2. What is a primary concern the European Commission has raised regarding social media platforms and their impact on children and teenagers?

A) Lack of user-generated content

B) Use of addictive design features like endless scrolling

C) Limited video streaming options

D) Insufficient influencer marketing

3. In Italy, a new Human + AI ecosystem called Interconnectd has been launched. What is its core concept?

A) AI exclusively generating content for human consumption

B) Humans and AI collaborating in a social space

C) AI replacing human interaction on social media

D) A platform for AI developers to showcase their work

4. The Dutch government prefers which approach for setting minimum age requirements for social media?

A) National regulations for each member state

B) A coordinated approach across the European Union

C) Voluntary guidelines from social media companies

D) No age restrictions at all

5. Which European budget airline is known for successfully leveraging TikTok trends with humor, particularly using greenscreen filters?

A) Lufthansa

B) Air France

C) Ryanair

D) EasyJet

6. What is a prominent TikTok trend that involves creators layering multiple perfumes and capturing sensory product details?

- A) Core Memory Cinematic Recaps
- B) Eco-Conscious Thrift-Flip 2.0
- C) Scent Stacking & Sensory Vlogging**
- D) Waste-Free Kitchen Challenges

7. The EU Reference Laboratory is supporting investigations into a recent zoonotic spillover event involving which virus?

- A) Ebola
- B) Influenza
- C) Andes hantavirus**
- D) West Nile virus

8. According to a recent analysis, what percentage of European venture funding in 2026 so far has gone into AI-related companies?

- A) Approximately 10%
- B) Approximately 25%
- C) Approximately 50%**
- D) Approximately 75%

9. What is the name of the TikTok trend where users film themselves entering Church of Scientology facilities and trying to run as far inside as possible before being caught?

- A) The Milk Crate Challenge
- B) The Blackout Challenge
- C) Scientology Speedrunning**
- D) The Condom Challenge

10. Which specific type of content is highlighted as being crucial for building trust, discovery, and conversions in the current social media landscape?

- A) Highly polished, promotional videos
- B) Short-form video for hooks and reactions**
- C) AI-generated content with minimal human input
- D) Content focused solely on celebrity endorsements

11. The EU Civic Tech Hackathon, taking place in June 2026, aims to promote innovative digital tools for what purpose?

- A) Enhancing online gaming experiences
- B) Supporting in-person democratic participation**
- C) Developing new social networking platforms
- D) Streamlining e-commerce logistics

12. What significant event in Europe is mentioned as a driver for social media trends, alongside music releases and Pride content, in June 2026?

- A) The start of the European Football Championship
- B) The launch of a new space mission
- C) The World Cup kickoff**
- D) A major international film festival