

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

Internet Culture · Practice Test · 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