

US Digital Trends 2026: Social Commerce Milestones, Gen Z AI Views, & Streaming

Internet Culture · Answer Key · 5 Questions

1. What is the projected value of the US social commerce market expected to surpass in 2026?

- A) \$50 billion
- B) \$75 billion
- C) \$100 billion**
- D) \$150 billion

2. According to recent surveys, what is the predominant sentiment among Gen Z adults in the US regarding AI-generated content?

- A) Overwhelmingly positive
- B) Generally indifferent
- C) Mostly negative or cautious**
- D) Strongly enthusiastic

3. Which major streaming service increased its Premium Individual plan to \$16 per month in April 2026?

- A) Netflix
- B) Amazon Prime Video
- C) YouTube Premium**
- D) Spotify

4. In late 2025, Instagram announced a significant change to the maximum number of hashtags allowed per post. What was the new limit?

- A) 10 hashtags
- B) 5 hashtags**
- C) 15 hashtags
- D) No limit, but reduced visibility

5. What emerging trend describes younger generations increasingly using social media platforms for product discovery and information, often instead of traditional search engines?

- A) Headless commerce
- B) Agentic AI
- C) Social search optimization**
- D) Phygital identity