

Global Internet Culture Buzz: AI, Authenticity, and Viral Memes This Week

Internet Culture · Practice Test · 10 Questions

1. Which AI image generation tool has recently seen a significant update, leading to an explosion of meme content and widespread online engagement?

- A) DALL-E 3
- B) Midjourney V7
- C) Stable Diffusion XL
- D) Grok 3

2. What is a prominent theme in internet culture this week, characterized by a rejection of overly polished or algorithmically perfect content?

- A) Maximalist expression
- B) AI-generated perfection
- C) Algorithmic sameness
- D) Hyper-edited aesthetics

3. Which social media platform is highlighted for its trend velocity and the importance of social search behavior in driving viral content this month?

- A) Instagram
- B) Facebook
- C) TikTok
- D) LinkedIn

4. What is a key shift in brand marketing strategies observed this week, moving away from traditional glossy ads towards more relatable content?

- A) Influencer marketing saturation
- B) Increased use of AI for customer replies
- C) Meme marketing and authentic storytelling
- D) Focus on long-form video content

5. According to recent reports, what is a major concern for brands regarding AI-generated content and customer interactions?

- A) AI generating too much content
- B) Consumers forming negative opinions of AI customer replies
- C) AI struggling with creative content
- D) AI leading to job losses in marketing

6. What emerging trend emphasizes personalization and the value of individuals who can curate desirable aesthetics and "dream lives" online?

- A) The Vibe Economy
- B) The Creator Economy
- C) The Digital Nomad Lifestyle
- D) The AI Art Movement

7. Which trend format involves a transition where an object or movement passes across the lens, cutting to a new scene, often used for before-and-after reveals?

- A) "Plan A, B, C" slideshow
- B) "My Camera Roll Is Getting Full" carousel
- C) "Lens Wipe" transition
- D) "Summer Anthem" lip-sync

8. What is a significant aspect of the "meme marketing" trend, driving engagement and consumer purchasing decisions?

- A) Its high production cost
- B) Its ability to connect with niche groups and create humor
- C) Its reliance on traditional advertising models
- D) Its limited organic engagement rates

9. What is a notable cultural phenomenon that has taken over online spaces this week, with a specific phrase being repeated with significant enthusiasm?

- A) "Kool-Aid Pineapples"
- B) "Dah Bih Gah"
- C) "Smells Like Teen Spirit"
- D) "The Puerto Rico Song"

10. What major global sporting event is currently underway or has recently kicked off, influencing social media trends and content?

- A) The Olympics
- B) The FIFA World Cup
- C) The Rugby World Cup
- D) The Tour de France