

Southeast Asia's Digital Pulse: Top TikTok Trends, Gaming Dominance & Influ

Internet Culture · Answer Key · 12 Questions

1. Which social media platform has seen explosive growth in Southeast Asia, becoming a dominant force for short-form video content?

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

2. In Southeast Asia's mobile gaming market, which country currently leads in terms of downloads?

- A) Thailand
- B) Singapore
- C) Indonesia**
- D) Vietnam

3. Which of the following is a major trend in Southeast Asia's e-commerce landscape, combining entertainment with shopping?

- A) Virtual Reality Shopping
- B) Livestream Shopping**
- C) Augmented Reality Catalogs
- D) Subscription Box Services

4. What type of influencers are increasingly gaining trust and higher engagement rates in Southeast Asian markets like Singapore and Malaysia?

- A) Mega-influencers
- B) Celebrity Endorsers
- C) Nano and Micro-influencers**
- D) Automated AI Influencers

5. Southeast Asia is often described as a 'mobile-first' region. What does this primarily indicate about internet usage?

- A) Most users primarily access the internet via desktop computers.
- B) Mobile devices are the primary means of accessing the internet.**
- C) Internet access is only available through public Wi-Fi hotspots.
- D) Users prefer browsing the internet on tablets over smartphones.

6. Which Korean cultural phenomenon has significantly influenced consumer behavior and digital marketing in Southeast Asia?

- A) K-dramas
- B) K-beauty

C) K-pop (Korean Pop Culture)

- D) Korean cuisine

7. In the Southeast Asian mobile game market, which genre has seen significant download growth between January and August 2024?

- A) Strategy games

B) Simulation games

- C) Sports games
- D) Puzzle games

8. What is a key characteristic of social commerce growth in Southeast Asia, as seen on platforms like TikTok Shop and Shopee?

- A) Focus on traditional retail partnerships

B) Integration of shopping features within social media platforms

- C) Emphasis on offline advertising campaigns
- D) Reliance solely on desktop web browsing for purchases

9. Which country is noted as a major creative powerhouse in Southeast Asia, leading in content creation and digital economy growth?

- A) Singapore
- B) Thailand
- C) Vietnam

D) Indonesia

10. In Malaysia's influencer marketing landscape, which platform experienced explosive growth from 2023 to 2025, nearly matching Instagram's campaign share?

- A) YouTube
- B) Xiaohongshu

C) TikTok

- D) Facebook

11. What is a notable trend in Southeast Asian influencer marketing, with consumers increasingly trusting creators who share unfiltered thoughts?

- A) Mega-influencers with millions of followers
- B) Celebrities with no online presence

C) Nano and micro-influencers

- D) AI-generated virtual influencers

12. Which of the following is a significant driver of the digital economy and content consumption in Southeast Asia, particularly among younger demographics?

- A) Traditional television broadcasting
- B) Print media and newspapers
- C) High smartphone penetration and social media usage**
- D) Landline telephone networks