

China's Digital Pulse: Livestreaming Boom, AI Advancements, and Viral Slang

China Internet Culture · Answer Key · 10 Questions

1. Which social media platform in China has seen a significant increase in user engagement due to its integration of short videos, livestreaming, and e-commerce features, often described as China's TikTok?

- A) WeChat
- B) Sina Weibo
- C) Douyin (Chinese TikTok)**
- D) Xiaohongshu (Little Red Book)

2. What percentage of China's total population used social media in early 2025, according to DataReportal?

- A) Approximately 70.5%
- B) Approximately 80.4%
- C) Approximately 76.5%**
- D) Approximately 85.0%

3. Livestreaming e-commerce in China experienced a significant growth rate of approximately 500% in 2024. What percentage of incremental growth in the e-commerce sector did livestreaming e-commerce account for in 2024, according to the Chinese Academy of Social Sciences?

- A) Approximately 50%
- B) Approximately 80%**
- C) Approximately 65%
- D) Approximately 70%

4. Which of the following is NOT a popular new Chinese internet slang term from the first half of 2024?

- A) ?? (Shàng'àn) - Get ashore
- B) ?? (Yīng kòng) - Hard Control
- C) ?? (Tou gan) - Stolen feeling
- D) YYDS (Yongyuan de shén) - GOAT**

5. As of June 2025, what was China's internet penetration rate?

- A) 78.0%
- B) 79.7%**
- C) 81.2%
- D) 75.5%

6. Which platform is described as a 'super app' in China, integrating messaging, social networking, mobile payments, and mini-programs, making it essential for daily life and business engagement?

- A) Douyin
- B) Xiaohongshu
- C) Sina Weibo

D) WeChat

7. In 2025, what trend saw AI applications expanding rapidly into consumer services, education, and industrial automation, becoming a key engine for China's digital and intelligent transformation?

- A) The rise of AI agents
- B) Generative AI integration**
- C) AI-driven personalization in marketing
- D) The development of AI chips

8. Which Chinese platform, known for its ACGN (Anime, Comics, and Games) community, has seen its average user age increase slightly to 26 in 2025, while still retaining its youthful DNA?

- A) Douyin
- B) WeChat

C) Bilibili

- D) Sina Weibo

9. What term describes the lifestyle choice of having coffee in the morning and alcohol in the evening, which gained traction in China in 2024?

- A) ?C?A (zao C wan A)**
- B) ???? (fa feng wen xue)
- C) ?? (ban wei)
- D) City?city (city bu city)

10. Which of the following is a key factor driving the dominance of live commerce in China, according to research?

- A) The separation of content discovery, payment, and logistics
- B) The integration of content discovery, payment, and logistics into a single environment**
- C) A strong reliance on third-party logistics providers
- D) The primary use of desktop computers for transactions