

# Latin America & Caribbean Internet Culture: Top Trends in Social Media, Gaming

Internet Culture · Answer Key · 12 Questions

---

**1. Which messaging app leads in user numbers across Latin America in 2025?**

- A) Facebook
- B) Instagram
- C) WhatsApp**
- D) TikTok

**2. What type of content is driving rapid growth on platforms like Instagram Reels, TikTok, and YouTube Shorts in Latin America?**

- A) Long-form documentaries
- B) Short video clips**
- C) Live news broadcasts
- D) Podcast audio

**3. Which region is experiencing significant growth in mobile gaming with low cost-per-install rates and high player engagement?**

- A) North America
- B) Western Europe
- C) Latin America**
- D) East Asia

**4. What trend is emerging in Latin America's influencer marketing, where consumers prefer authentic recommendations from everyday users over polished endorsements?**

- A) De-influencing**
- B) Sponsored content saturation
- C) Celebrity endorsements
- D) Algorithm manipulation

**5. Which social media platform is experiencing rapid growth among younger audiences in Latin America for trend-driven and relatable content?**

- A) X (formerly Twitter)
- B) LinkedIn
- C) TikTok**
- D) Pinterest

**6. In terms of esports viewership and participation, which Latin American country is notably leading the growth?**

- A) Argentina
- B) Colombia
- C) Mexico
- D) Brazil**

**7. What is the dominant device segment for revenue generation in the Latin America gaming market in 2024?**

- A) Desktop PCs
- B) Gaming Consoles
- C) Mobile Devices**
- D) Tablets

**8. Which genre of music has seen a significant surge in streams across Europe, with artists from Latin America topping charts?**

- A) Salsa
- B) Reggaeton**
- C) Cumbia
- D) Bachata

**9. What trend is observed in Latin America's streaming market regarding device preference for watching videos?**

- A) Smartphones exclusively
- B) Gaming consoles
- C) Connected TVs (CTVs), particularly Smart TVs**
- D) Laptops and Desktops

**10. According to recent reports, what percentage of Latin American consumers prefer reviews from regular users over influencers for purchasing decisions?**

- A) 20%
- B) 77%**
- C) 50%
- D) 10%

**11. What is a key characteristic of successful social media content marketing in Latin America, particularly in Spanish-speaking markets?**

- A) Strictly neutral, universal Spanish
- B) Focus on direct English translations
- C) Hyper-localization with regional slang and cultural nuances**
- D) Emphasis on formal, academic language

**12. Which of these is NOT a primary driver for the rise of iGaming in Latin America in 2025?**

- A) Mobile-first behavior
- B) High digital literacy
- C) Increasing access to alternative payments
- D) Decreasing smartphone penetration**