

Southeast Asia's Digital Pulse: Trending Culture, Esports, and Influencer Shift

Internet Culture · Answer Key · 9 Questions

1. Which social media platform has seen explosive growth in Malaysia, significantly increasing its share of influencer marketing campaigns from 8% in 2023 to 44% in 2025?

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

2. What is the name of the recent esports tournament that concluded its Southeast Asia and Oceania Qualifier in late June/early July 2026?

- A) The International 2026
- B) Esports Nations Cup 2026**
- C) MLBB Southeast Asia Cup 2026
- D) Valorant Champions Tour 2026

3. According to a recent report, what type of campaigns continue to be the primary focus for Malaysian brands in influencer marketing, accounting for 70% of total activity?

- A) Performance-driven campaigns
- B) Awareness-driven campaigns**
- C) Brand collaboration campaigns
- D) User-generated content campaigns

4. Which social commerce platform, also known as RedNote or XHS, has gained traction in Malaysia, focusing on review-based lifestyle content?

- A) Shopee
- B) Lazada
- C) Xiaohongshu**
- D) Pinduoduo

5. In Vietnam, which platform is identified as the fastest-growing social media platform, with a 9.9% year-on-year growth rate?

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

6. Magnus Carlsen was the winner of which recent ASEAN E-Sports Chess Cup?

A) 2025

B) 2026

C) 2024

D) 2023

7. Which countries are mentioned as having some of the highest TikTok engagement rates globally, with users spending over 39 minutes per month on the app?

A) Japan, South Korea, and China

B) Indonesia, the Philippines, Malaysia, and Thailand

C) India, Pakistan, and Bangladesh

D) USA, Canada, and Mexico

8. Indonesia has introduced a new rule, PP Tunas, aimed at protecting which demographic in the digital space?

A) Elderly users

B) Young adults

C) Children under 16

D) All internet users

9. In Malaysia's influencer marketing landscape, which tier of influencers saw the highest growth rate in 2025, nearly tripling from 6.85% in 2023 to 19.63%?

A) Macro-influencers

B) Top stars

C) Micro-influencers

D) Nano-influencers