

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

Internet Culture · Practice Test · 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