

# China's August 2026 Internet Culture: From Gaming Expos to Romantic E-con

China Internet Culture · Answer Key · 12 Questions

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**1. Which major digital entertainment expo, focusing on games and AI, is scheduled to take place in Shanghai from July 31 to August 3, 2026?**

- A) ChinaJoy**
- B) Global Game Summit
- C) Digital Entertainment Expo
- D) Shanghai Gaming Con

**2. What is the primary focus of Alibaba's 8.8 Shopping Festival on Tmall Global, distinct from Singles' Day?**

- A) Increasing awareness of international brands and products**
- B) Offering deep discounts on all product categories
- C) Promoting domestic Chinese brands
- D) Launching new smartphone models

**3. Qixi Festival, also known as Chinese Valentine's Day, is celebrated on the seventh day of the seventh lunar month. In 2026, this corresponds to which Gregorian date?**

- A) August 19**
- B) August 8
- C) September 1
- D) July 31

**4. Which of the following is a significant trend in Chinese social media in 2026, according to recent analyses?**

- A) The rise of AI-generated virtual influencers hosting livestreams**
- B) A decrease in short-form video content
- C) The decline of e-commerce integration on social platforms
- D) Increased user preference for long-form written content

**5. The term '??' (nèi juan), prevalent in Chinese internet culture, refers to which phenomenon?**

- A) Intensified internal competition or the 'rat race'**
- B) A new form of online gaming
- C) A celebration of technological advancement
- D) A protest against censorship

**6. Which upcoming event in August 2026 in Shanghai aims to showcase over 1,000 game titles and explore the latest applications of artificial intelligence?**

**A) ChinaJoy**

- B) The Global AI Forum
- C) Shanghai Digital Expo
- D) World Gaming Summit

**7. What is the significance of the number '520' in Chinese internet culture, particularly around romantic holidays?**

**A) It is used as a digital confession of love, sounding like 'I love you'**

- B) It signifies a day for group travel and outdoor activities
- C) It represents a major discount period for electronics
- D) It is a code for gaming cheat codes

**8. Which e-commerce festival, marking JD.com's anniversary, typically runs from June 1st to June 18th and is considered the second-largest shopping event in China?**

**A) 618 Shopping Festival**

- B) 8.8 Shopping Festival
- C) Singles' Day
- D) Double 12 Festival

**9. What is a key characteristic of the 'Companion Economy' trend observed on Chinese social media in 2026?**

**A) Paid companionship content for various activities like hospital visits or dinners**

- B) The promotion of traditional family values
- C) A focus on extreme sports and adventure
- D) The resurgence of calligraphy and traditional art forms

**10. Which Chinese internet slang term, meaning 'Eternal God' or 'the GOAT', is still widely used in 2026 to describe someone or something as the best?**

**A) YYDS (????)**

- B) XSWL (????)
- C) NSDD (????)
- D) 666 (liù liù liù)

**11. The Qixi Festival in 2026, celebrated on August 19th, is often referred to as:**

**A) Chinese Valentine's Day**

- B) The Dragon Boat Festival
- C) The Mid-Autumn Festival
- D) The Double Ninth Festival

**12. Which technology conference, focusing on AI and running from July 31 to August 3, 2026, will also feature over 1,000 game titles?**

**A) ChinaJoy**

B) Global Summit on Artificial Intelligence and Emerging Technologies

C) International Conference on Technology, Education, and Climate Change

D) National Conference on Advanced research on Science, Engineering and Technology