

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

China Internet Culture · Practice Test · 12 Questions

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