

UK Internet Culture Shockwaves: AI, Child Safety Laws, and Viral Misinformation

Internet Culture · Answer Key · 12 Questions

1. In July 2026, the UK government announced plans to ban social media access for individuals under what age, mirroring Australia's model?

- A) Under 13
- B) Under 15
- C) Under 16**
- D) Under 18

2. Which social media platform's ad audience has shown the most significant growth in the UK in early 2026, according to recent reports?

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

3. Ofcom, the UK's tech regulator, has ordered social media companies to implement 'crisis protocols' to prevent the viral spread of what type of content, particularly in response to incidents like the 2024 summer riots?

- A) Political propaganda
- B) Celebrity gossip
- C) Illegal and harmful content**
- D) Misleading advertising

4. Recent reports indicate that the UK government is considering a 'digital curfew' and 'breaks in infinite scrolling' for which age group, in addition to social media bans?

- A) Under 16s
- B) 16 and 17-year-olds**
- C) Adults aged 18-25
- D) All internet users

5. A recent report highlighted that social media groups in the UK are a significant source of misinformation, with approximately what fraction of local Facebook groups and X searches featuring misinformation?

- A) One in ten
- B) One in five
- C) Two in five**
- D) One in three

6. Which AI tool has seen significant adoption in the UK, with over half of UK adults and eight out of ten 16- to 24-year-olds reportedly using it?

- A) Midjourney
- B) ChatGPT**
- C) DALL-E 2
- D) Stable Diffusion

7. In a move to protect children, UK regulators (ICO and Ofcom) have demanded that major social media platforms integrate what type of tools into their sites by April 2026?

- A) Content moderation bots
- B) Age assurance protocols**
- C) Anonymous user blocking
- D) Location-based filters

8. The UK government has proposed mandatory changes to social media algorithms, aiming to make content from specific providers more prominent. Which type of providers are central to this proposal?

- A) Independent news publishers
- B) International news outlets
- C) Public service media (PSM) providers**
- D) User-generated content creators

9. What fashion and lifestyle aesthetic, inspired by a Charli XCX vibe, became a significant cultural moment in July 2024, focusing on carefree energy and playful defiance?

- A) Cottagecore
- B) Old Money
- C) Brat Summer**
- D) Quiet Luxury

10. According to recent data, what percentage of UK consumers now use social platforms for daily search, with Gen Z particularly favouring them over traditional search engines?

- A) 21%
- B) 32%
- C) 43%**
- D) 55%

11. Which specific functionality is being restricted by default for 16 and 17-year-olds on other online services, in addition to the social media ban for under-16s?

- A) Direct messaging
- B) Livestreaming and stranger communication**
- C) Access to news content
- D) Video uploading

12. Recent government announcements in June 2026 indicated a plan to require operating system providers to implement built-in features to detect and block what type of images for children across all device apps and services?

- A) Violent imagery
- B) Hate speech content
- C) Nude images**
- D) Copyrighted material