

History of Social Media

Information Technology · Answer Key · 25 Questions

1. Which platform is widely considered the first recognizable social media site, launched in 1997?

- A) SixDegrees**
- B) MySpace
- C) Friendster
- D) Facebook

2. In what year was the social media platform Facebook officially launched by Mark Zuckerberg?

- A) 2002
- B) 2004**
- C) 2006
- D) 2008

3. Which microblogging platform, launched in 2006, famously limited posts to 140 characters?

- A) Tumblr
- B) Reddit
- C) Twitter**
- D) Pinterest

4. What was the primary focus of the platform LinkedIn when it was launched in 2003?

- A) Photo sharing
- B) Video streaming
- C) Professional networking**
- D) Online gaming

5. Which video-sharing platform was created in 2005 by three former PayPal employees?

- A) Vimeo
- B) YouTube**
- C) DailyMotion
- D) Twitch

6. MySpace became the most popular social networking site in the world during which year?

- A) 2001
- B) 2003
- C) 2006**
- D) 2010

7. Which platform was originally launched in 2010 as a photo-sharing application exclusively for iOS?

A) Instagram

B) Snapchat

C) TikTok

D) Flickr

8. What feature did Snapchat introduce in 2013 that fundamentally changed how users interacted with temporary content?

A) Live streaming

B) Stories

C) Direct messaging

D) Group video calls

9. Which social media platform, known for its short-form mobile videos, was launched globally in 2018 after merging with Musical.ly?

A) Vine

B) TikTok

C) Triller

D) Lasso

10. Before its integration into YouTube, what was the primary format of content shared on the platform Vine?

A) Six-second looping videos

B) Long-form documentaries

C) Text-based status updates

D) Photo albums

11. Which company acquired Instagram for approximately \$1 billion in 2012?

A) Google

B) Twitter

C) Microsoft

D) Facebook

12. What was the name of the instant messaging service that popularized 'buddy lists' and emojis in the late 1990s?

A) ICQ

B) AOL Instant Messenger

C) MSN Messenger

D) Yahoo! Messenger

13. Which platform was founded in 2005 as a social news aggregation and discussion website?

- A) Digg
- B) Reddit**
- C) StumbleUpon
- D) Slashdot

14. Which platform, launched in 2010, is primarily used for 'pinning' images to virtual boards for inspiration?

- A) Pinterest**
- B) Tumblr
- C) DeviantArt
- D) Behance

15. Which early social media site allowed users to list 'friends' and create profiles before being acquired by News Corp in 2005?

- A) Friendster
- B) Orkut
- C) MySpace**
- D) Bebo

16. Which platform was created by Google in 2011 to compete with Facebook, though it was eventually shut down in 2019?

- A) Google Plus**
- B) Google Buzz
- C) Google Wave
- D) Google Circles

17. Which messaging app, launched in 2009, was later acquired by Meta (Facebook) in 2014?

- A) Telegram
- B) WhatsApp**
- C) Signal
- D) Viber

18. What type of content was Tumblr most famous for hosting between its launch in 2007 and its decline?

- A) Professional resumes
- B) Long-form blogging and reblogging**
- C) Real-time news updates
- D) E-commerce sales

19. Which platform, founded in 2002, was popular for its 'circles' of friends and 'testimonials'?

- A) Friendster**
- B) MySpace
- C) Orkut
- D) Hi5

20. In 2004, what university served as the initial exclusive network for Facebook users?

- A) Stanford
- B) Harvard**
- C) MIT
- D) Yale

21. Which platform introduced the 'hashtag' as a way to categorize and track topics in 2007?

- A) Facebook
- B) Instagram
- C) Twitter**
- D) Google+

22. Which app, released in 2011, introduced the concept of disappearing messages?

- A) WhatsApp
- B) Snapchat**
- C) Telegram
- D) Kik

23. Which platform was bought by Microsoft in 2016 for \$26.2 billion to expand its professional networking reach?

- A) LinkedIn**
- B) GitHub
- C) Slack
- D) Zoom

24. Which popular social platform's name is a portmanteau of 'insta' and 'telegram'?

- A) Instagram**
- B) Instafeed
- C) Telegram
- D) InstaGrammar

25. What social media giant was founded by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams?

A) Facebook

B) Twitter

C) Reddit

D) Pinterest