

History of Social Media

Information Technology · Practice Test · 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