

Social Media History Quiz

Social Media History · Answer Key · 18 Questions

1. Which of the following is widely considered to be one of the earliest social networking sites, launching in 1997?

- A) MySpace
- B) Friendster
- C) Six Degrees**
- D) LinkedIn

2. What was the primary focus of the social networking site Friendster when it launched in 2002?

- A) Professional networking
- B) Sharing photos and videos
- C) Connecting with friends and family**
- D) Discovering music

3. Which platform, launched in 2003, became a dominant force in social networking during the mid-2000s, known for user profiles and customizable pages?

- A) Facebook
- B) Twitter
- C) MySpace**
- D) Bebo

4. What year did Facebook, initially named "Thefacebook", launch?

- A) 2000
- B) 2002
- C) 2004**
- D) 2006

5. Which microblogging platform, launched in 2006, popularized the use of short, character-limited posts?

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

6. What was the original purpose of YouTube when it was founded in 2005?

- A) A platform for live video streaming
- B) A social network for gamers
- C) A video-sharing website**
- D) A tool for professional video editing

7. Which photo and video sharing social network, launched in 2010, rapidly gained popularity due to its mobile-first approach and filters?

- A) Snapchat
- B) Vine
- C) Flickr
- D) Instagram**

8. What was the primary function of the social messaging app WeChat when it was first released in China in 2011?

- A) Sharing short videos
- B) Professional networking
- C) Mobile messaging and social interaction**
- D) Online gaming

9. Which social media platform, launched in 2012, focuses on visual discovery and sharing of images and GIFs, often used for inspiration and mood boards?

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

10. What was the initial name of the app that later became known as Snapchat, when it first launched in 2011?

- A) Picaboo**
- B) Snap
- C) Ghostface
- D) Ephemeral

11. Which short-form video hosting service, launched internationally in 2017 (after merging with Musical.ly in 2018), became a global phenomenon?

- A) YouTube Shorts
- B) Vine
- C) TikTok**
- D) Instagram Reels

12. What was the main innovation of the social network "Six Degrees" when it launched in 1997?

- A) The ability to upload videos
- B) Creating user profiles and a list of friends**
- C) Live video streaming
- D) Hashtag functionality

13. LinkedIn, a professional networking platform, was launched in which year?

- A) 2001
- B) 2003**
- C) 2005
- D) 2007

14. Which social media platform, launched in 2007, initially focused on users sharing their real-time location and status updates?

- A) Foursquare**
- B) Google+
- C) Path
- D) Diaspora

15. What was the primary goal of "Thefacebook" when it was created by Mark Zuckerberg and his colleagues at Harvard?

- A) To connect students at different universities**
- B) To allow anyone to create a blog
- C) To facilitate online dating
- D) To create a global news feed

16. Which social networking service, launched in 2009, allowed users to share short video clips, typically up to six seconds?

- A) TikTok
- B) Vine**
- C) Snapchat
- D) Instagram Stories

17. What significant feature did Twitter introduce in 2007 that became a core element of its communication style?

- A) Retweeting**
- B) Direct messaging
- C) Trending topics
- D) Pinned tweets

18. Which early social networking site, launched in 2006, was known for its user-generated content, including blogs and short-form posts, often with a distinct visual aesthetic?

- A) MySpace
- B) Tumblr**
- C) LiveJournal
- D) Blogger