

# Social Media History Quiz

Social Media History · Practice Test · 18 Questions

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**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