

The Evolution of Social Media

Social Media History · Answer Key · 20 Questions

1. Which platform is widely considered the first 'social media' site, launching in 1997 with features like profiles and friend lists?

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

2. In what year did Mark Zuckerberg launch 'TheFacebook' exclusively for Harvard University students?

- A) 2002
- B) 2003
- C) 2004**
- D) 2005

3. What was the original 140-character limit on Twitter based on?

- A) The length of a standard headline
- B) The constraint of SMS protocols**
- C) The average human memory span
- D) The memory limit of early servers

4. Which social media platform, acquired by Google in 2006, was a video-sharing pioneer before YouTube became dominant?

- A) Vimeo
- B) DailyMotion
- C) Google Video**
- D) Metacafe

5. What was the primary function of the social media platform 'Bebo' when it launched in 2005?

- A) Professional networking
- B) Real-time blogging
- C) Social networking and multimedia**
- D) Business data sharing

6. Before its integration into the Meta ecosystem, Instagram was founded in 2010 by Kevin Systrom and which other co-founder?

- A) Mike Krieger**
- B) Jack Dorsey
- C) Evan Spiegel
- D) Ben Silbermann

7. Which site, founded in 2003, is often cited as the first 'professional' social networking platform?

- A) Xing
- B) LinkedIn**
- C) Plaxo
- D) Ryze

8. In 2013, which social media platform introduced the 'Stories' format, which was later adopted by Instagram and Facebook?

- A) Vine
- B) Snapchat**
- C) Tumblr
- D) Periscope

9. What was the first video ever uploaded to YouTube in 2005 titled?

- A) Charlie bit my finger
- B) Me at the zoo**
- C) Hello World
- D) Evolution of Dance

10. Which platform was originally launched as a 'tasting' app called Burbn before pivoting to photo sharing?

- A) Pinterest
- B) Instagram**
- C) VSCO
- D) Flickr

11. The social media platform 'MySpace' reached its peak popularity in which year?

- A) 2005
- B) 2006
- C) 2008**
- D) 2010

12. Which company purchased the professional networking site LinkedIn for approximately \$26.2 billion in 2016?

- A) Salesforce
- B) Microsoft**
- C) Oracle
- D) Amazon

13. Tumblr, a microblogging platform known for its 'reblog' feature, was acquired by which company in 2013?

- A) Yahoo!**
- B) Google
- C) AOL
- D) Twitter

14. Which platform, known for its 6-second looping videos, was shuttered by Twitter in 2017?

- A) Keek
- B) Vine**
- C) MixBit
- D) Tout

15. The social media term 'Hashtag' (#) was first proposed for use on Twitter by which user in 2007?

- A) Chris Messina**
- B) Jack Dorsey
- C) Biz Stone
- D) Evan Williams

16. Reddit was founded in 2005 by Steve Huffman and which other person?

- A) Aaron Swartz
- B) Alexis Ohanian**
- C) Paul Graham
- D) Peter Thiel

17. Which photo-sharing platform, launched in 2010, was known for its 'virtual pinboard' aesthetic?

- A) Tumblr
- B) Pinterest**
- C) We Heart It
- D) Polyvore

18. In 2011, Google launched a social network intended to compete with Facebook; what was it called?

- A) Google+**
- B) Google Buzz
- C) Orkut
- D) Google Friend Connect

19. What was the name of the social networking service launched by Google in 2004 that was particularly popular in Brazil and India?

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

20. Which platform, created in 2002 by Jonathan Abrams, is credited with popularizing the 'social graph' concept?

- A) Friendster**
- B) MySpace
- C) LiveJournal
- D) Xanga