

Social Media History Basics

History · Answer Key · 18 Questions

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

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

2. Which social media platform, launched in 2004, was founded by Mark Zuckerberg?

- A) Instagram
- B) Facebook**
- C) Snapchat
- D) TikTok

3. What type of content was YouTube primarily created for in 2005?

- A) Short text messages
- B) Live television
- C) Sharing videos**
- D) Online games

4. Which platform was launched in 2006 for users to post short updates called 'tweets'?

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

5. In what year was the photo-sharing app Instagram officially launched?

- A) 2010**
- B) 2005
- C) 2015
- D) 2008

6. Which professional networking site was founded in 2002 to help people find jobs?

- A) Tumblr
- B) Flickr
- C) LinkedIn**
- D) WhatsApp

7. What is the name of the popular app launched in 2011 that focuses on disappearing photos and messages?

- A) Vine
- B) Snapchat**
- C) Twitch
- D) Discord

8. Which platform became famous for its 6-second looping videos before it closed in 2017?

- A) Vine**
- B) Myspace
- C) Bebo
- D) Friendster

9. What was the main purpose of the social media site 'MySpace' when it became popular in the mid-2000s?

- A) Selling groceries
- B) Professional networking
- C) Music and personal profiles**
- D) Video editing

10. Which social media app, known for short-form mobile videos, gained massive popularity under its current name in 2018?

- A) TikTok**
- B) Telegram
- C) Signal
- D) WeChat

11. Before modern social media, what was the primary way people shared digital photos online in the early 2000s?

- A) Flickr**
- B) Zoom
- C) Cloud storage
- D) QR codes

12. What feature distinguishes Reddit from many other social media platforms?

- A) It is only for music
- B) It is organized into communities called subreddits**
- C) It only allows photo uploads
- D) It has no text allowed

13. Which platform was purchased by Facebook in 2012 for about 1 billion dollars?

A) Instagram

B) Pinterest

C) Twitter

D) YouTube

14. What is the primary way users interact on the platform 'Pinterest'?

A) Posting long essays

B) Pinning images to virtual boards

C) Live video streaming

D) Coding games

15. Which social media company introduced the 'Stories' feature in 2013?

A) Snapchat

B) Facebook

C) WhatsApp

D) LinkedIn

16. What platform, founded in 2005, is known for hosting live streams of video games and other content?

A) Twitch

B) MySpace

C) Bebo

D) Skype

17. Which company is the parent organization of the messaging app WhatsApp?

A) Meta (formerly Facebook)

B) Google

C) Apple

D) Microsoft

18. What was the original 140-character limit on Twitter intended to match?

A) Email subject lines

B) SMS text message lengths

C) Phone number digits

D) Book page counts