

Deep Dive into Social Media History

Social Media History · Answer Key · 12 Questions

1. Which early online service, launched in 1978, is often cited as a precursor to modern social networking by allowing users to connect and share information through bulletin boards?

- A) CompuServe
- B) Prodigy
- C) The Source**
- D) Usenet

2. The concept of a 'profile page' as a central feature of user identity on a social platform gained significant traction with the launch of which site in 1997?

- A) Six Degrees**
- B) GeoCities
- C) Classmates.com
- D) Friendster

3. Before the widespread adoption of user-generated video, which platform, launched in 1997, was one of the first to focus on personal home pages and community building around shared interests?

- A) Tripod**
- B) Angelfire
- C) About.com
- D) Blogger

4. The rise of the 'blogosphere' as a social phenomenon was significantly boosted by the launch of which platform in 1999, simplifying the process of online publishing?

- A) LiveJournal
- B) Xanga
- C) Blogger**
- D) WordPress

5. Which social networking site, launched in 2003, was among the first to introduce features like customizable profiles, a news feed, and the concept of 'friends' for connections?

- A) MySpace
- B) Friendster**
- C) LinkedIn
- D) Hi5

6. The term 'social graph,' referring to the mapping of relationships between users on a social network, was popularized by which platform, launched in 2004?

A) Facebook

B) Orkut

C) Friendster

D) MySpace

7. What was the original name of the platform that would eventually become Twitter, launched in 2006?

A) Twitch

B) Twttr

C) Status

D) FriendFeed

8. Which video-sharing platform, acquired by Google in 2006, played a pivotal role in the early development of online video culture and creator communities?

A) Vimeo

B) DailyMotion

C) Metacafe

D) YouTube

9. The concept of 'microblogging,' characterized by short, frequent updates, was largely defined by the success of which platform, launched in 2006?

A) Tumblr

B) Posterous

C) Twitter

D) Plurk

10. Before the dominance of Instagram, which photo-sharing platform, launched in 2004, allowed users to upload images and create online albums, fostering early visual social connections?

A) Flickr

B) Photobucket

C) Picasa

D) Shutterfly

11. The rise of mobile-first social media was significantly influenced by the development of which messaging app, launched in 2009, which later integrated social features?

- A) Signal
- B) Telegram
- C) WhatsApp**
- D) Viber

12. Which professional networking site, launched in 2003, was one of the earliest to focus on career-oriented connections and professional content sharing?

- A) Xing
- B) Viadeo
- C) LinkedIn**
- D) BranchOut