

Deep Dive into Social Media History

Social Media History · Practice Test · 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) Twtrr
- 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