

Social Media History: A Global Perspective

Social Media History · Answer Key · 18 Questions

1. Which country is the birthplace of the social networking site 'Orkut', which was highly popular in Brazil and India during the mid-2000s?

A) United States

B) Japan

C) South Korea

D) Germany

2. Before its global dominance, where was the social media platform 'TikTok' originally launched as 'Douyin'?

A) Singapore

B) China

C) Vietnam

D) Taiwan

3. Which Scandinavian country is the home of the professional networking site 'LinkedIn's' global regional headquarters for Europe?

A) Sweden

B) Denmark

C) Norway

D) Finland

4. In which city is the global headquarters of the social media giant 'Meta', formerly known as Facebook, located?

A) Menlo Park

B) San Francisco

C) New York

D) Seattle

5. The social media platform 'Vkontakte' (VK) was established in which major city?

A) Moscow

B) Saint Petersburg

C) Kiev

D) Minsk

6. Which nation is home to 'Line', a popular messaging app that originated following the 2011 Tohoku earthquake?

- A) Japan**
- B) South Korea
- C) Thailand
- D) Indonesia

7. The messaging application 'Telegram' was founded by brothers Pavel and Nikolai Durov, who are originally from which country?

- A) Russia**
- B) Estonia
- C) Latvia
- D) Belarus

8. Which social media platform, known for its disappearing photo messages, was founded at Stanford University in the United States?

- A) Instagram
- B) Snapchat**
- C) Pinterest
- D) Tumblr

9. The platform 'WeChat' (Weixin) is developed by Tencent, a company headquartered in which country?

- A) China**
- B) Singapore
- C) Hong Kong
- D) Malaysia

10. 'Xing', a social networking site popular for professional contacts in German-speaking countries, is headquartered in which city?

- A) Berlin
- B) Vienna
- C) Hamburg**
- D) Zurich

11. Which country hosts the headquarters of 'Spotify', which operates as a social music-sharing platform?

- A) Sweden**
- B) Norway
- C) Denmark
- D) Iceland

12. The mobile messaging app 'KakaoTalk' is the dominant social communication tool in which country?

A) South Korea

- B) Japan
- C) North Korea
- D) Philippines

13. Where was the 'Badoo' social dating network founded in 2006?

A) United Kingdom

- B) Russia
- C) France
- D) Spain

14. The video-sharing platform 'Dailymotion' was founded in 2005 in which European city?

A) Paris

- B) Brussels
- C) Lyon
- D) Geneva

15. Which country is the primary market and home of the 'Zalo' messaging app?

A) Vietnam

- B) Thailand
- C) Laos
- D) Cambodia

16. The social platform 'Hi5' was founded in 2003 and saw significant popularity in which region during its peak?

A) Latin America

- B) Western Europe
- C) Middle East
- D) North Africa

17. Which nation is the founding home of the microblogging service 'Tumblr'?

A) United States

- B) Canada
- C) United Kingdom
- D) Australia

18. The app 'Signal' is operated by a non-profit foundation based in which country?

A) United States

B) Switzerland

C) Iceland

D) Norway