

Social Media Milestones

Social Media History · Answer Key · 18 Questions

1. What year is widely considered the birth year of the first recognizable social networking site, Six Degrees?

- A) 1994
- B) 1997**
- C) 2000
- D) 2003

2. Which social networking site, launched in 2004, quickly became a dominant force and was initially exclusive to Harvard students?

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

3. What was the name of the social media platform, launched in 2006, that introduced the concept of 'following' users and character limits?

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

4. In what year did Google launch its social networking service, Google+?

- A) 2008
- B) 2009
- C) 2011**
- D) 2012

5. Which photo and video-sharing social networking service was acquired by Facebook in 2012 for approximately \$1 billion?

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

6. What year saw the launch of the popular short-form video platform TikTok (originally Douyin in China)?

- A) 2014
- B) 2015
- C) 2016**
- D) 2017

7. Which professional networking site was founded in 2002 by Reid Hoffman and others?

- A) Twitter
- B) Facebook
- C) LinkedIn**
- D) Xing

8. In what year did MySpace, once the largest social networking site, begin its significant decline in popularity?

- A) 2005
- B) 2007
- C) 2009**
- D) 2011

9. What was the original name of the platform that eventually became Twitter?

- A) Twttr**
- B) Status
- C) Jaiku
- D) Plurk

10. Which early social media platform, launched in 2003, allowed users to create profiles and connect with friends through blogs and profiles?

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

11. In what year was the messaging app WhatsApp launched?

- A) 2007
- B) 2009**
- C) 2011
- D) 2013

12. What was the initial purpose of the website Friendster, launched in 2002?

- A) Sharing photos
- B) Connecting with friends**
- C) Professional networking
- D) Microblogging

13. Which company acquired the messaging service WhatsApp in 2014 for approximately \$19 billion?

- A) Google
- B) Apple
- C) Microsoft
- D) Facebook**

14. What year did YouTube, the popular video-sharing platform, officially launch?

- A) 2003
- B) 2005**
- C) 2007
- D) 2009

15. Who is one of the co-founders of Facebook, often credited with its initial development?

- A) Jack Dorsey
- B) Mark Zuckerberg**
- C) Steve Jobs
- D) Bill Gates

16. Which social media platform, launched in 2010, focuses on visual discovery and is often used for inspiration and hobbies?

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

17. What was the approximate number of active users Facebook reported by the end of 2010?

- A) 300 million
- B) 500 million
- C) 750 million**
- D) 1 billion

18. In what year did Snapchat introduce its 'Stories' feature, which allows users to share a collection of photos and videos that disappear after 24 hours?

A) 2011

B) 2013

C) 2015

D) 2017