

Early Days of Social Media

Social Media History · Answer Key · 10 Questions

1. Which of the following is widely considered one of the earliest social networking sites, launched in 1997?

- A) Facebook
- B) MySpace
- C) Six Degrees**
- D) Friendster

2. What was the primary function of early social networking sites like Six Degrees?

- A) Sharing short video clips
- B) Creating blogs
- C) Connecting with existing friends and making new ones online**
- D) Playing multiplayer games

3. Which social media platform, launched in 2004, initially focused on connecting college students?

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

4. What significant feature did Friendster, launched in 2002, introduce to social networking?

- A) The ability to 'poke' friends
- B) A news feed of friends' activities**
- C) Video uploading
- D) Live streaming

5. Before the rise of modern social media, what online platforms were used for communication and community building?

- A) Streaming services
- B) Online encyclopedias
- C) Bulletin Board Systems (BBS) and Usenet groups**
- D) Digital photography apps

6. When was Twitter, known for its 280-character limit, first launched?

- A) 2004
- B) 2006**
- C) 2008
- D) 2010

7. What year did MySpace, once the dominant social networking site, become widely popular?

- A) 2001
- B) 2003
- C) 2005**
- D) 2007

8. Which social media platform, launched in 2010, is primarily known for sharing photos and short videos?

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

9. The concept of a 'profile' on social media, where users can share personal information, was a key feature of early platforms. Which of the following was one of the earliest to popularize this?

- A) Geocities
- B) Blogging platforms
- C) Six Degrees**
- D) Early chat rooms

10. What was the main innovation of the platform 'Friendster' that influenced later social networks?

- A) The introduction of 'likes'
- B) The ability to create groups
- C) Mapping social connections in a network**
- D) Real-time chat features