

Social Media History: A Chronological Journey

Social Media History · Answer Key · 20 Questions

1. Which website is widely considered the first recognizable social media platform, launched in 1997?

- A) SixDegrees.com**
- B) Friendster
- C) MySpace
- D) LiveJournal

2. In what year did Mark Zuckerberg launch 'TheFacebook' exclusively for Harvard students?

- A) 2002
- B) 2004**
- C) 2006
- D) 2008

3. Which platform, acquired by Google in 2006, was a pioneer in video-based social interaction?

- A) Vimeo
- B) Dailymotion
- C) YouTube**
- D) Metacafe

4. What was the original character limit for posts on Twitter when it debuted in 2006?

- A) 120
- B) 140**
- C) 160
- D) 280

5. Which photo-sharing application was acquired by Facebook for approximately \$1 billion in 2012?

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

6. LinkedIn was launched in 2003 with a specific focus on what primary demographic?

- A) Professional networking**
- B) Gaming communities
- C) Music sharing
- D) Academic research

7. Which microblogging platform was founded in 2007 by David Karp and later sold to Yahoo?

- A) WordPress
- B) Blogger
- C) Tumblr**
- D) Medium

8. Before its integration into the Facebook ecosystem, which app popularized the 'Stories' format?

- A) Vine
- B) Snapchat**
- C) Periscope
- D) WhatsApp

9. What was the name of the social networking site launched by Google in 2011 to compete with Facebook?

- A) Google Buzz
- B) Google Plus**
- C) Orkut
- D) Google Wave

10. Which social media platform, known for its short-form looping videos, was shut down by Twitter in 2017?

- A) Byte
- B) Musical.ly
- C) Vine**
- D) Periscope

11. In 2005, what was the first video uploaded to YouTube titled?

- A) Me at the zoo**
- B) My first video
- C) Trip to the museum
- D) Cat playing piano

12. Which social network was created by Tom Anderson and Chris DeWolfe and became the most visited site in the US by 2006?

- A) Friendster
- B) MySpace**
- C) Xanga
- D) Bebo

13. WhatsApp was founded in 2009 by two former employees of which company?

A) Yahoo!

B) Microsoft

C) AOL

D) Apple

14. Which platform was originally launched as a 'digital pinboard' in 2010?

A) Tumblr

B) Pinterest

C) Instagram

D) Behance

15. What major social media company went public with the largest tech IPO in history at the time in 2012?

A) Twitter

B) Facebook

C) LinkedIn

D) Groupon

16. Which platform introduced the 'Hashtag' feature to group conversations in 2007?

A) Facebook

B) Instagram

C) Twitter

D) Flickr

17. Before Facebook became global, what was the primary requirement for users to join in early 2004?

A) An invitation from a member

B) A Harvard University email address

C) A government-issued ID

D) A donation to the foundation

18. Which professional networking site, founded by Reid Hoffman, focused on 'degrees of connection'?

A) Xing

B) LinkedIn

C) Plaxo

D) Ryze

19. Which platform was launched in 2004 by a group of Harvard students as a competitor to the Facebook network?

A) ConnectU

B) Multiply

C) Hi5

D) Tagged

20. The term 'Social Media' gained widespread popularity following the emergence of which 'Web 2.0' era phenomenon?

A) The Dot-com bubble

B) The rise of blogging and user-generated content

C) The introduction of mobile broadband

D) The invention of the smartphone