

# Social Media History: A Chronological Journey

Social Media History · Practice Test · 20 Questions

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**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