

Social Media Milestones in Western Europe

Social Media History · Answer Key · 15 Questions

1. Which early precursor to social networking, launched in 1997, allowed users to create profiles and list friends, gaining traction among early internet users in Europe?

- A) Geocities
- B) Six Degrees**
- C) Classmates.com
- D) Friendster

2. The first widespread social networking service to gain significant popularity in the UK and parts of Western Europe, launched in 2002, was primarily known for its connection to university students.

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

3. In the early 2000s, which European country was among the first to see a significant adoption of online forums and early social communities, laying groundwork for later platforms?

- A) Spain
- B) Sweden
- C) Germany**
- D) Portugal

4. Which platform, launched in 2003, became immensely popular across Western Europe for its customizable profiles and music integration, rivaling early MySpace in some regions?

- A) Friendster
- B) Hi5
- C) Orkut
- D) Bebo**

5. The microblogging service Twitter, launched in 2006, saw rapid adoption in Western European countries due to its real-time updates and use during major events. Which of these countries was an early adopter?

A) Greece

B) Ireland

C) Netherlands

D) Poland

6. Before Facebook's dominance, which social networking site, popular in the UK and Ireland, focused on user-generated content and personal blogs?

A) Habbo

B) Bebo

C) Tuenti

D) Xing

7. Which social networking site, founded in Germany in 2003, was specifically designed for professional networking and gained significant traction in the German-speaking countries of Europe before LinkedIn's global rise?

A) Viadeo

B) Xing

C) Plaxo

D) Kao

8. The launch of Facebook in 2004 significantly impacted the social media landscape globally, including Western Europe. Which of the following was NOT an initial target country for Facebook's expansion outside the US in its early years?

A) United Kingdom

B) France

C) Italy

D) Norway

9. In 2007, a significant social media phenomenon in France involved the widespread use of a platform known for user-generated content and photo sharing, contributing to the early growth of visual social media. What was this platform?

A) Flickr

B) Fotolog

C) Skyrock

D) Tumblr

10. Which photo-sharing social media platform, acquired by Facebook in 2012, saw rapid growth in European cities as mobile photography became more prevalent?

- A) Pinterest
- B) Snapchat
- C) Instagram**
- D) 500px

11. During the late 2000s and early 2010s, which messaging and social media app, originating in the UK, gained a substantial user base across Europe for its mobile-first approach and ephemeral content?

- A) WhatsApp
- B) Telegram
- C) Snapchat**
- D) Viber

12. The rise of video-sharing platforms like YouTube in the mid-2000s led to the emergence of European content creators. Which Western European country was among the first to consistently produce popular YouTube channels?

- A) Belgium
- B) Switzerland
- C) Denmark**
- D) Austria

13. Which social media platform, launched in 2009, became popular in several European countries for its focus on visual discovery and curated collections of images, influencing online shopping trends?

- A) Dribbble
- B) Behance
- C) Pinterest**
- D) We Heart It

14. In the context of early European online communities, the concept of 'Web 2.0' encouraged user participation. Which of these technologies was crucial for the development of dynamic and interactive social media experiences?

- A) Dial-up modems
- B) Cascading Style Sheets (CSS)
- C) Adobe Flash**
- D) ARPANET

15. The GDPR (General Data Protection Regulation) implemented in 2018 by the European Union had a significant impact on how social media platforms operate in Western Europe regarding user data. What was the primary goal of GDPR?

- A) To encourage data sharing for research
- B) To standardize advertising metrics
- C) To protect user privacy and control data**
- D) To mandate multilingual content creation