Chronicles of Social Media

Social Media History · Answer Key · 10 Questions

1. Before it became a social networking giant, what was the primary original function of the platform that eventually rebranded as 'TheFacebook' in 2004?

A) A photo-sharing application
B) A digital directory for Harvard students
C) An instant messaging service for high schools
D) A marketplace for textbook exchanges

2. Which platform is widely recognized by historians as the first 'social media' site, launched in 1997, which allowed users to create profiles and list friends?

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

3. In 2006, Twitter (now X) launched with a character limit of 140. What was the specific technical reason for this original constraint?

A) To match the length of a standard tweetable poem
B) To fit within a single SMS text message segment
C) To reduce server load during the beta phase
D) To mimic the length of a pager transmission

4. Which company acquired Instagram in 2012, marking one of the first major multi-billion dollar social media acquisitions in history?

A) Google
B) Yahoo!
C) Microsoft
D) Facebook

5. What was the name of the first video ever uploaded to YouTube on April 23, 2005?

A) Me at the zoo
B) Evolution of Dance
C) Charlie Bit My Finger
D) YouTube Broadcast Yourself

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6. Before the 'Stories' format became ubiquitous, which platform originally popularized the concept of disappearing photos and messages in 2011?

A) Instagram
B) Snapchat
C) Vine
D) Tumblr

7. In the history of professional networking, which site predates LinkedIn by one year, having launched in 2002?

A) Plaxo
B) Ryze
C) XING
D) Viadeo

8. Vine, the platform famous for its 6-second looping videos, was acquired by Twitter before it even officially launched. In what year did this acquisition take place?

A) 2010
B) 2011
C) 2012
D) 2013

9. What was the original name of the platform that eventually evolved into the professional networking site LinkedIn?

A) SocialNet
B) Friendster Professional
C) Social Circles
D) E-cademy

10. In 2005, which feature did MySpace introduce that allowed users to embed custom code into their profiles, leading to widespread design customization?

A) HTML and CSS injection
B) Java applet integration
C) Flash animation support
D) ActiveX control