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Web Genre Analysis

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Buzzfeed Quizzes

The web genre that I decided to choose for my final mini project is, BuzzFeed. The reason why I chose BuzzFeed is because this is an entertaining platform that allows many individuals to gain knowledge from current news along with enjoying entertaining content. BuzzFeed was founded by Jonah Peretti and John Seward Johnson III in 2006, and is used by millions of people all over the world. There is a lot of content provided by BuzzFeed such as quizzes, videos, news, shopping, tv & movies, and food video/recipes. These multiple available contents is what makes BuzzFeed an entertaining platform for everybody worldwide.

The content that I chose to write about for this project is their quizzes. The quizzes on BuzzFeed vary from, trivia, love, zodiac, food, etc. These quizzes are designed to provide entertainment to any audience, along with allowing individuals to get to know more about themselves. When going on to buzzfeed some may think that these quizzes aren't accurate whatsoever, which in reality not all of them are accurate, but individuals may be surprised at how accurate the majority of their quizzes can be. Some examples of buzzfeed quizzes that I have taken myself that caught me by surprise was a quiz that determined whether you like Elsa or Rapunzel more. This quiz shocked me because the results were Elsa, which is definitely true and it amazed me as to how this quiz got the right results. If you're interested in taking this quiz yourself or interested in testing out how accurate buzzfeed quizzes are attached is the link, (<https://www.buzzfeed.com/nityaaggarwal/we-know-if-youre-more-like-rapunzel-from-tangled-2d8k0dv6j>). Another example is a quiz that I took about guessing my zodiac sign based on the type of food that I eat in a day. This quiz is an example that not every quiz on buzzfeed is accurate because the result I got was Capricorn, and that is wrong because I'm a Sagittarius. If you're interested in taking this quiz yourself or interested in testing out how accurate buzzfeed

quizzes are attached is the link,

(<https://www.buzzfeed.com/magicnarwhal05/the-food-you-choose-will-tell-me-your-zodiac-sign-9ebyhqecwc>). Something that I analyzed about the quizzes on BuzzFeed is that the majority of them are very short and simple, and include more pictures instead of actual text.

Buzzfeed allows anyone to create quizzes of their own, and publish it onto their platform which allows anyone to participate and take your quiz. In order to create a BuzzFeed quiz there are a couple of steps to follow, but they are super easy and entertaining. The first step into creating a buzzfeed quiz is by creating a buzzfeed account. After creating an account this gives you access to the second step which is to log into your account and open the personality builder quiz. The personality quiz builder is where you will be creating your own quiz, you can start creating your own quiz by entering your results first and then your questions. It is important to enter the results first before entering the questions because it makes the process of creating questions easier, since you already have a result to fit into. When entering the questions you can either choose to write them out in text or use images instead. After entering the results and questions it's up to you whether to edit your quiz and make it pop out more by adding pictures, editing the color of your quiz, or whether to publish it. Once you hit the "get ready for publishing" button your quiz is now public and available for anyone to take. After all of this is done you can create as many quizzes as you want.

Here is an example of a buzzfeed quiz I created on my own guessing an individual's relationship status based on things that they either love or hate:

<https://www.buzzfeed.com/kiararod14/do-you-love-it-or-hate-it-ane3q9adtc>