

The art of BuzzFeed quizzes

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Buzzfeed was founded in 2006, however the buzzfeed quizzes became popular around 2016. Essentially a BuzzFeed quiz consists of catchy titles such as “pick a color and we will determine your love life in 2021” or “pretend to bake a cake and we will tell you if a professional baker would like it”. They also consist of short to the point statements like “Pick a color” which will then lead to (usually) four boxes of colors for you to click on. When you finish the quiz you are given a generated result based on the choices you made earlier on in the quiz, they aren’t accurate results but they are extremely entertaining to take. Usually the quizzes don’t take any longer than five minutes to complete, that is if you are not taking a trivia based quiz.

All types of content are included while making these buzzfeed quizzes, most quizzes are created by the community so you can find a quiz on essentially anything you want to take a quiz on. Any series, tv show, video game, or astrology quizzes can be found. There is no set topic but formatting is usually always the same. A usual buzzfeed quiz has 10 questions, with varied results. Usually there are short statements that are answered by selecting a picture or another short statement. For example “pick a room” which the quiz will then present four different rooms to choose from, usually you will pick the room that you like the most.

I have observed that most of these quizzes are short and most of the time, they require you to choose a color or food choice in order to receive your results. In order to create your own buzzfeed quiz you need to make a buzzfeed account, after that you just need to launch the buzzfeed quiz maker which can be found in a buzzfeed article link. After that it is completely up to you on what the topic of the quiz is and how you format it. Everything is mostly customizable and very easy to navigate.

The purpose of this genre is just for fun, it relieves temporary boredom when you are in class or just at home with nothing to do. I would say that this genre is intended for young adults, between the ages of 15-25. This genre is well suited for its audience since the quizzes don't take long and the community creates quizzes that include interests from people in that age group.

My own buzzfeed quiz:

<https://www.buzzfeed.com/tiffanychanel4f/pick-the-thing-and-we-will-determine-what-animal-1t1ir9c3nw>