

The history of **Quiz**



Easy Quizy

What is a "Quiz game"?

Originally, the **quiz-game** is the English word "quiz". Indeed, one of the meanings of this term is a competition, during which participants answer the questions set to them and earn points for correct answers.

Quiz is a team competition for logic and ingenuity, which takes place in a bar or restaurant. Most of all, the quiz is similar to such well-known programs as "What? Where? When?" or "Brain Ring".

Each organizer comes up with his own unusual format of tasks, questions are presented in an interesting and understandable way for everyone. Tasks can be musical, in pictures or even videos.



Such a game is held not only for entertainment, but also for educational purposes, so that a person can check their level of knowledge in a certain topic. A team quiz is usually held, but a solo quiz is also not uncommon.

The rules in it are as follows: the winner in such a competition is the team or the player whose correct answers will be more than the opponents, or after reaching a certain number of points.





The history of the appearance of quizzes



Intellectual games are similar to sports, but with one important difference: if athletes need physical abilities to win, then intellectuals will need a high level of erudition.

In Kazakhstan and, in particular, in Karaganda, the game "Quiz, please!" became very popular, in which participants had to not only answer serious questions to test intelligence, but also take funny or topical surveys together with friends. However, its creators were not the first to come up with this format.



In fact, the genre of pub quizzes has existed in many countries for quite a long time.

According to one version, back in the 70s it was invented by two Britons Sharon Barnes and Tom Porter, who, so to speak, managed to combine business with pleasure: intellectual battles and the use of beer beloved by the British. The game brought together 32 quiz teams and three leagues in Northern England. After home success, they traveled around the country for the next few years, introducing a new game in different parts of the country. In a short time, 10,000 teams were already playing quiz, after which major television companies began to create the same games in the format of talk shows.

The results of such a "test" are nothing more than an attraction, and they do not carry any deep meaning.





Example of a quiz element



The same can be said about "educational" quizzes." For example, you will be asked to test your knowledge in the topic of your favorite book, game or movie — you will agree that this knowledge is unlikely to be useful to you outside the entertainment sphere, but during the test it will be interesting to find out your level of awareness in the topic you are interested in.



In marketing, a quiz is a survey mechanic that allows a business to get to know its **target audience** better, stimulate sales or simply attract attention. To increase engagement, quiz marketing is actively used in social networks, as well as on commercial websites.