

ABOUT QUORA : THE OPINION SHARING PLATFORM

Quora is an American social [question-and-answer website](#) and online [knowledge market](#) headquartered in [Mountain View, California](#). It was founded on June 25, 2009,^[5] and made available to the public on June 21, 2010.^[6] Users can post questions, answer questions, and comment on answers that have been submitted by other users.^[7] As of 2020, the website was visited by 300 **Founding and naming**



[Adam D'Angelo](#) in 2011



[Charlie Cheever](#) in 2009

Quora was co-founded by former [Facebook](#) employees [Adam D'Angelo](#) and [Charlie Cheever](#) in June 2009.^[3] In an answer to the question, "How did Adam D'Angelo and Charlie Cheever come up with the name Quora?" Cheever wrote:

We spent a few hours brainstorming and writing down all the ideas that we could think of. After consulting with friends and eliminating ones we didn't love, we narrowed it down to 5 or 6 finalists, and eventually settled on Quora. The closest competition that [the name] Quora had was Quiver.

2010–2013: Early growth

In March 2010, Quora, Inc. was valued at \$86 million.^[6] Quora first became available to the public on August 11, 2009, and was praised for its interface and for the quality of the answers written by its users, many of whom were recognized as experts in their fields.^[6] Quora's user Parlio acquisition

In March 2016, Quora acquired the online community website Parlio.^[24]

Question details

Users were able to add descriptions to questions. In early December 2015, these were limited to 800 characters, and questions themselves to 150, not affecting existing questions.^[25] In August 2017, question details were discontinued entirely and replaced with an optional source URL input field to provide context, reportedly to encourage users to phrase questions more descriptively. Existing question details were stored in comments under respective questions.^[26]

Advertisement rollouts

In April 2016, Quora began a limited rollout of advertising on the site.^[27] The first ad placement that the company accepted was from [Uber](#). Over the next few years the site began gradually to show more ads, which Vox described in 2019 as "...still relatively sparse."^[3]

Multilingual expansion

In October 2016, Quora launched a [Spanish](#) version of its website to the public;^[28] in early 2017, a beta version of Quora in [French](#) was announced.^[29] In May 2017, beta versions in [German](#) and [Italian](#) were introduced.^[30] In September 2017 a beta version in [Japanese](#) was launched.^[31] In April 2018, Beta versions in [Hindi](#), [Portuguese](#), and [Indonesian](#) were launched.^[32] In September 2018, Quora announced that additional versions in [Bengali](#), [Marathi](#), [Tamil](#), [Telugu](#), [Finnish](#), [Norwegian](#), [Swedish](#), and [Dutch](#) were planned.^[33]

2017 anonymity changes

On 9 February 2017, Quora announced changes to its anonymity feature, detaching anonymous questions and edits from accounts. When asking or answering anonymously, an anonymous edit link is generated, which is then the only channel to edit the question or answer.^[34] Since then, commenting anonymously and toggling one's answer between anonymous and public is no longer possible. These changes went into effect on 20 March 2017. Users were able to request a list of anonymous edit links to their existing anonymous questions and answers until then.^[35]

2017 Series D funding

In April 2017, Quora claimed to have 190 million monthly unique visitors, up from 100 million a year earlier. That same month, Quora was reported to have received [Series D](#) funding with a valuation of \$1.8 billion

base increased quickly, and by late December 2010, the site was seeing spikes of visitors five to ten times its usual load—so much that the website initially had difficulties handling the increased traffic.^[10] Until 2016, Quora did not show ads

because "...ads can often be negative for user experience. Nobody likes [banner ads](#), ads from shady companies, or ads that are irrelevant to their needs".^[3]

In June 2011, Quora redesigned the navigation and usability of its website.^[11] Co-founder Adam D'Angelo compared the redesigned Quora to [Wikipedia](#), and stated that the changes to the website were made on the basis of what had worked and what had not when the website had experienced unprecedented growth six months earlier.^[11] In September 2012, co-founder Charlie Cheever stepped down as co-operator of the company, taking an advisory role.^[12] D'Angelo then retained a high degree of control over the company.^[3]

In January 2013, Quora launched a blogging platform allowing users to post non-answer content.^[13] In March of that same year Quora also established a full-text search of questions and answers on its website,^[14] and extended the feature to mobile devices in late May 2013.^[15] It also announced in May 2013 that usage metrics had tripled relative to the same time in the prior year.^[16] In November 2013, Quora introduced a feature called *Stats* to allow all Quora users to see summary and detailed statistics of how many people had viewed, upvoted, and shared their questions and answers.^{[17][18]} [TechCrunch](#) reported that, although Quora had no immediate plans for monetization, they believed that search ads would likely be their eventual source of revenue

million users a month.^[8]