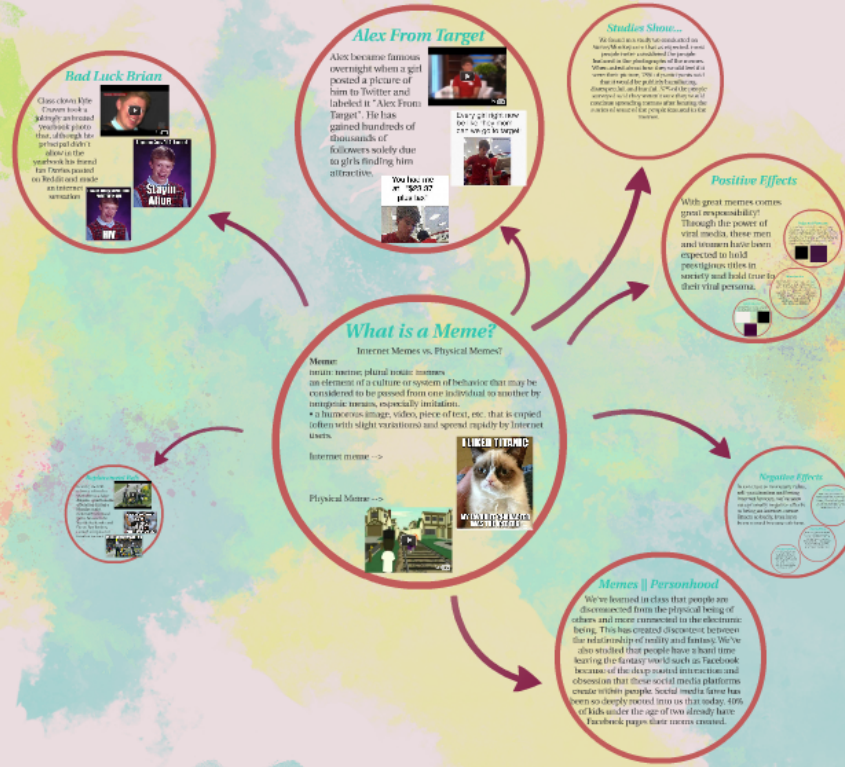


Mememes: All in Good Fun?

Caitlin Dieni, Mason Azose, Russell Morgan



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What is a Meme?

Internet Memes vs. Physical Memes?

Meme:

noun: meme; plural noun: memes

an element of a culture or system of behavior that may be considered to be passed from one individual to another by nongenic means, especially imitation.

- a humorous image, video, piece of text, etc. that is copied (often with slight variations) and spread rapidly by Internet users.

Internet meme -->

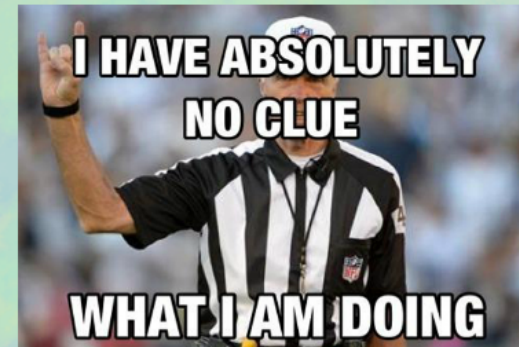


Physical Meme -->



Replacement Refs

In 2012, the NFL referees refused to work due to a labor dispute. Questionable officiating during a Monday night, nationally televised game between the Seattle Seahawks and Green Bay Packers caused an uproar of internet memes.



Bad Luck Brian

Class clown Kyle Craven took a jokingly animated yearbook photo that, although his principal didn't allow in the yearbook his friend Ian Davies posted on Reddit and made an internet sensation



Alex From Target

Alex became famous overnight when a girl posted a picture of him to Twitter and labeled it "Alex From Target". He has gained hundreds of thousands of followers solely due to girls finding him attractive.



Every girl right now be like "hey mom can we go to target"



You had me at "\$23.37 plus tax"



Studies Show...

We found in a study we conducted on SurveyMonkey.com that as expected, most people never considered the people featured in the photographs of the memes. When asked about how they would feel if it were their picture, 78% of participants said that it would be publicly humiliating, disrespectful, and hurtful. 37% of the people surveyed said they weren't sure they would continue spreading memes after hearing the stories of some of the people featured in the memes.

Positive Effects

With great memes comes great responsibility! Through the power of viral media, these men and women have been expected to hold prestigious titles in society and hold true to their viral persona.

Internet Famous

Because of social media like Facebook and Twitter, average people are becoming famous through high volumes of traffic and followers on their personal pages. Pop sensation Justin Bieber was able to take advantage of the modern day technological society through the use of Youtube. Because of this platform being provided Bieber was able to be found and turned from a 15 year old Canadian into a worldwide sensation.



Monetization

Bad Luck Brian was able to earn over \$20,000 just because of his internet meme. Today, Bad Luck Brian is able to earn money through personal appearances, tabling events and more. On other platforms such as Youtube and Twitter, you can get money by earning a certain number of subscribers and followers.

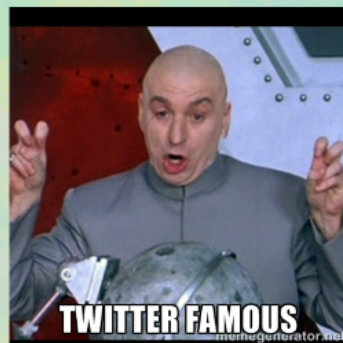
Self-Gratification

In terms of modern society, self-gratification is exceptionally important to us through the form of retweets, likes and favorites.



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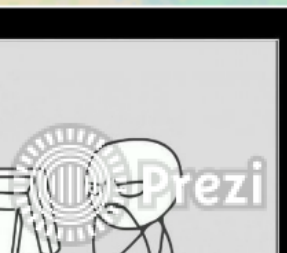
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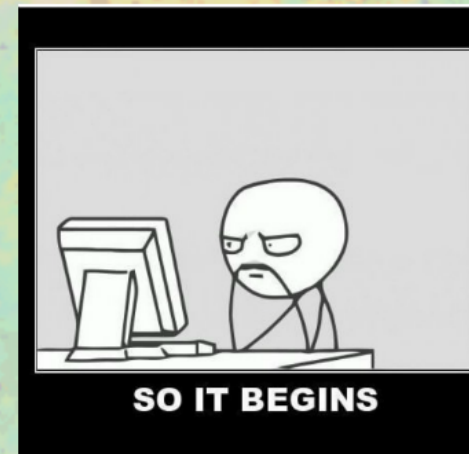
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Negative Effects

In contrast to monetary value, self-gratification and being internet famous, we've seen exceptionally negative effects of being an internet meme. Effects so badly, lives have been ruined because of them.

External Hate

While being internet famous initially sounds fun it often leads to serious crimes such as hate crimes, stalking, and assault. Many people who are famous through Twitter, Instagram, Facebook, Etc. receive death threats every day.

Internal Hate

Replacement Ref Lance Easley has suffered the most out of the three displayed memes. After the "Fail Mary" play, he has since divorced his wife of 28 years after traumatic depression, suicide attempts, eating disorders and multiple trips to rehab centers.

Lost Opportunities

Many times, specifically in the case of Alex from Target, people have lost their jobs due to being a viral sensation. Alex had to almost immediately quit work because of the crowds of girls outside trying to get to him. In other cases, people have lost jobs due to negative publicity and slander.

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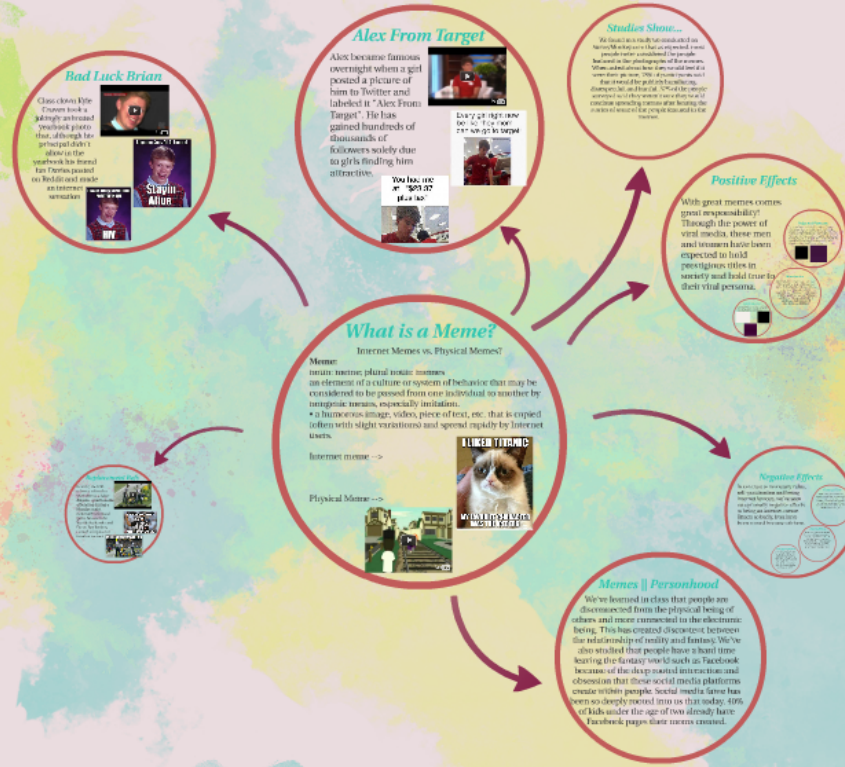
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Mememes || Personhood

We've learned in class that people are disconnected from the physical being of others and more connected to the electronic being. This has created discontent between the relationship of reality and fantasy. We've also studied that people have a hard time leaving the fantasy world such as Facebook because of the deep rooted interaction and obsession that these social media platforms create within people. Social media fame has been so deeply rooted into us that today, 40% of kids under the age of two already have Facebook pages their moms created.





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