

Meme Theory

me then:



me now:



The science of a viral content!



Book: 'The Selfish Gene'

[Richard Dawkins]

Which of the following is a MEME?



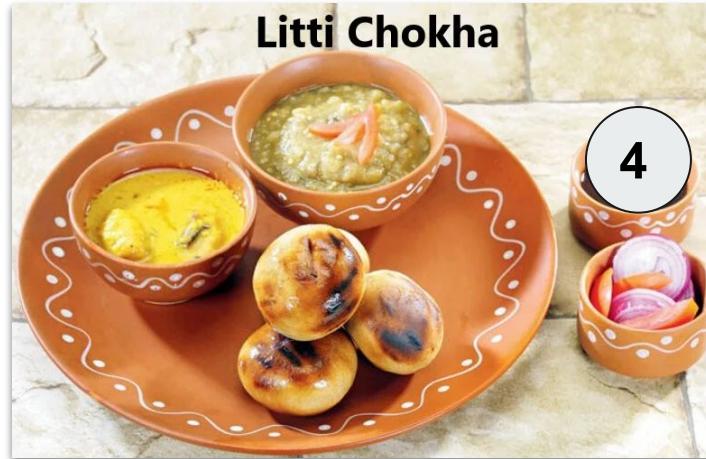
1



2



3



4



1



2



3



4

More pics please!!!

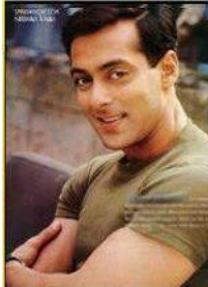
Me: Searching in Google why
Google is down.

Google:



Evolution of Engineering Students :

[facebook.com/FunnyAndAmazingStuff](https://www.facebook.com/FunnyAndAmazingStuff)



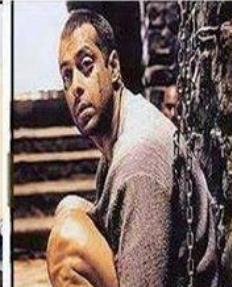
First Year



Second Year



Third Year



Final Year

When I solve a mathematical problem on the board and I'm returning to my seat



More pics please!!!

jugaad

NOUN

[mass noun]

indian

A flexible approach to problem-solving that uses limited resources in an innovative way.



More pics please!!!



3



More pics please!!!



me then:



me now:



I WANT TO
BE AN ENGINEER

WHAT AM I DOING

Quick Recap

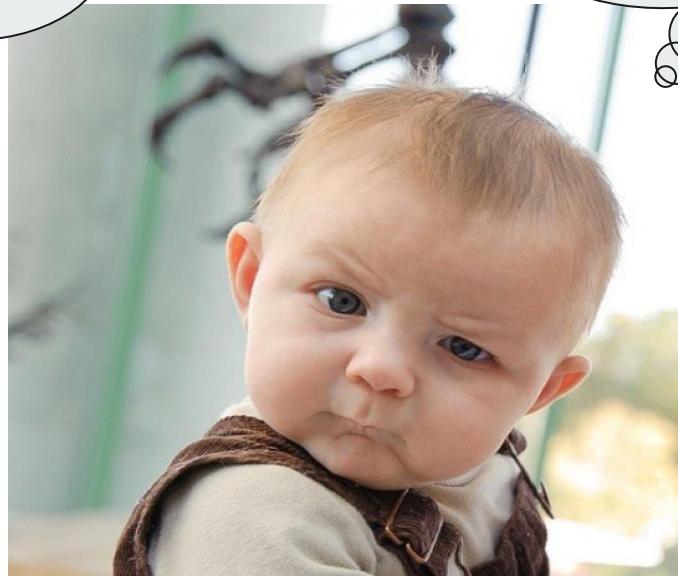


- Some pictures are amusing: the captioned images.
- Some pictures are about innovative ideas: the Jugaad technology.
- Some pictures are about imitation: Pushpa // Posing near Taj Mahal
- Some pictures are about popular regional and global food items.



*But, what about
book review session?*

*You can't trick me with
candies (memes).*

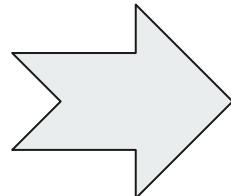


Golu: My childhood friend.

Let's fix the goal post



1. Why are people? 1
2. The replicators 12
3. Immortal coils 21
4. The gene machine 46
5. Aggression: stability and the selfish machine
66
6. Genesmanship 88
7. Family planning 109
8. Battle of the generations 123
9. Battle of the sexes 140
10. You scratch my back, I'll ride on yours 166
11. Memes: the new replicators 189
12. Nice guys finish first 202
13. The long reach of the gene 234



4

Awesome ideas

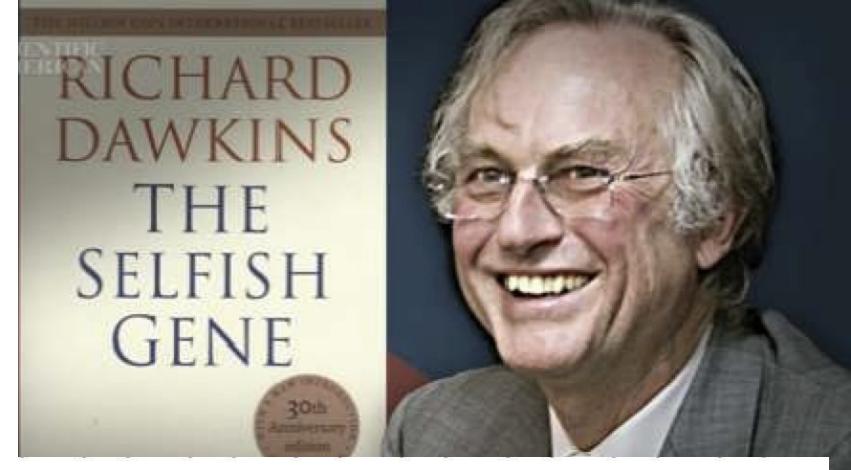
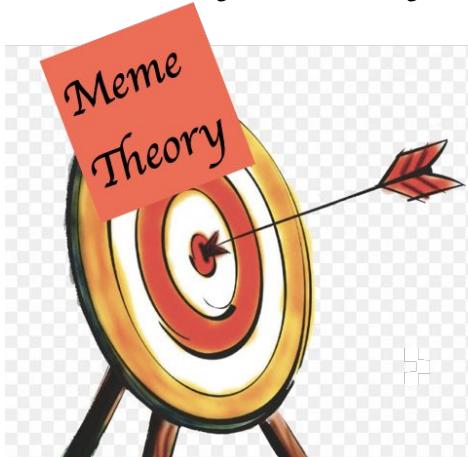


1

Spectacular idea

The 4 awesome ideas

- Meme theory: Why Opendoor* behaves as a living being???
- Replicators: Having 100 childs or 100 followers/fans???
- Altruism: an innovative version of selfishness!!!
- Homeopathy**: Why it works even though it's inaccurate???

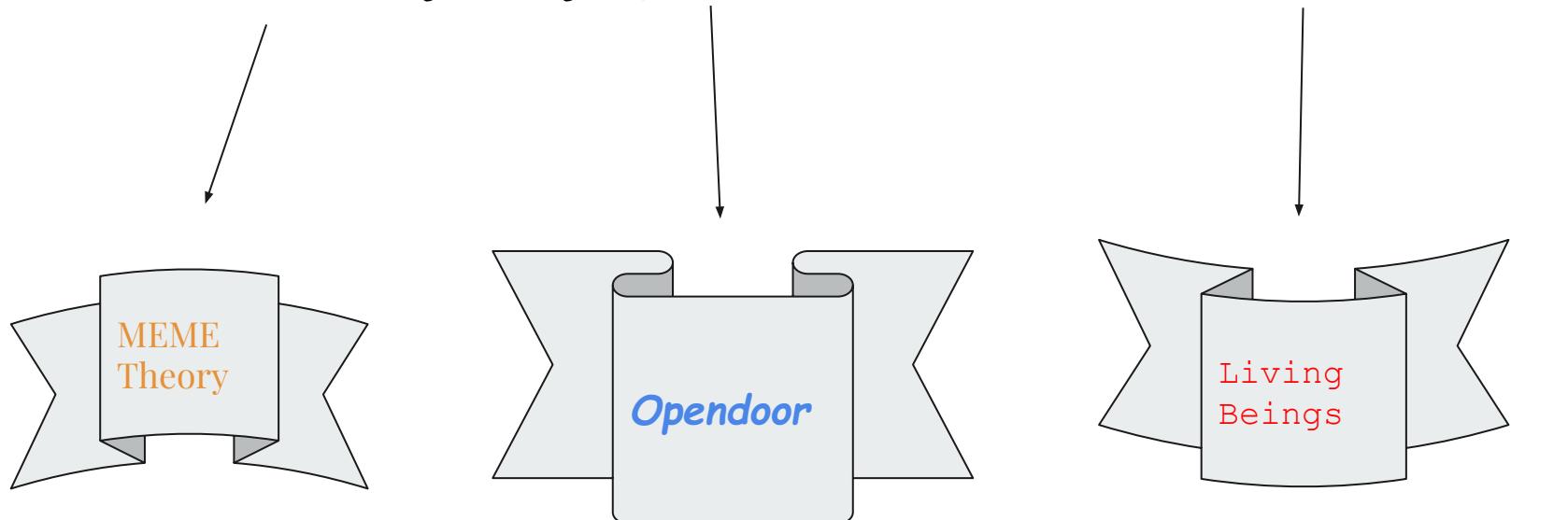


* true for any human driven enterprise.

** in general, true for any placebo driven system.

The 1 Spectacular idea

- Meme theory: Why Opendoor* behaves as a living being???



* true for any human driven enterprise.

me then:



me now:



Back to the memes.



Till now memes means

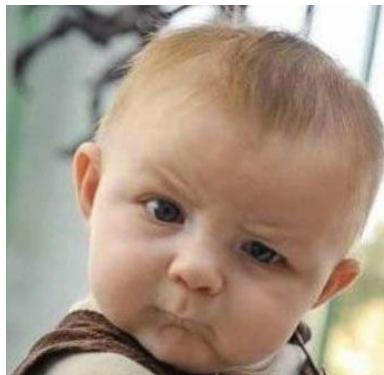
- Some amusing pictures: the captioned images.
- Some innovative **ideas**: the Jugaad technology.
- Some imitation: Pushpa // Posing near Taj Mahal
- Some popular regional and global food items.



Good examples but not a definition.

In science, we need definition.....





Definition!!
What shall be do now?



Shall we search it in some
research paper, journal or
book?



Sorry
Shaktimaan

Wait, child!
Before making advance
search, why not use
make a modest start
by looking into a
dictionary.



Dictionary time

meme noun



Save Word

\ 'mēm \



Definition of *meme*

Pop culture

- 1 : an amusing or interesting item (such as a captioned picture or video) or genre of items that is spread widely online especially through social media
- 2 : an idea, behavior, style, or usage that spreads from person to person within a culture

Scientific one

// Memes (discrete units of knowledge, gossip, jokes and so on) are to culture what genes are to life. Just as biological evolution is driven by the survival of the fittest genes in the gene pool, cultural evolution may be driven by the most successful *memes*.

— Richard Dawkins

Definition-1 VS Definition-2

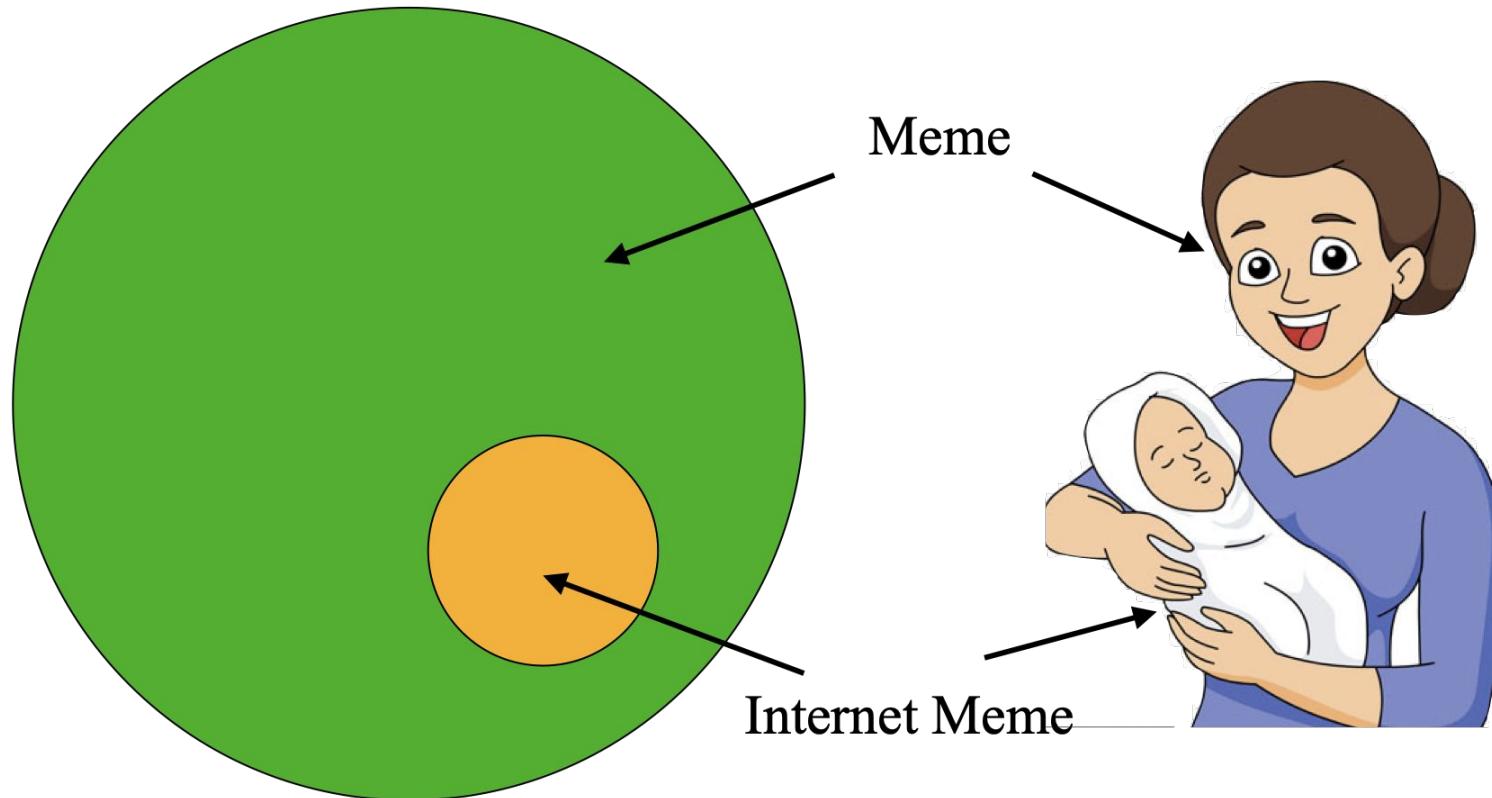
Definition-1: Pop/internet culture uses the word 'Meme' in this way. Also called - "INTERNET MEME".



Definition-2: Scientific community accepts it like this.



Meme (in general) VS Internet meme



Meme: scientific definition

: an idea, behavior, style, or usage that spreads from person to person within a culture

→ *Keywords* to ponder





Idea is a telecom company based in Mumbai.



Coupon code: mk_420
100% discount for early butterflies



Sorry, wrong number!!!

This is not the idea we are looking for.

Birth of an Idea!!!

How I can transport two kids comfortably on a single cycle.



Myself, NECESSITY. My kid's name is INVENTION





Ideas are result of thought.

Something
propels you to
think.

We use our cognitive skills and experiences to solve it.

The end result of this process is called 'IDEA'.

Meme: scientific definition

: an idea, behavior, style, or usage that spreads from person to person within a culture

→ *Keywords* to ponder

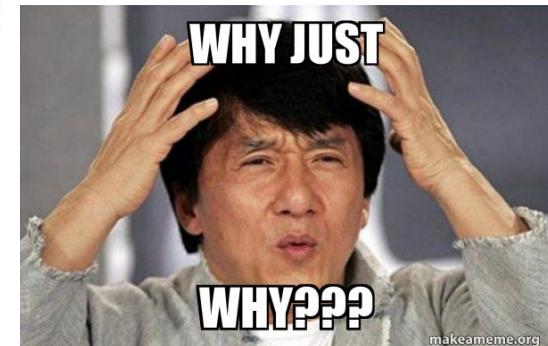


Behaviour

The way in which one acts or conducts oneself, especially towards others.



But why people behave differently???



Meme: scientific definition

: an idea, behavior, style, or usage that spreads from person to person within a culture

→ *Keywords* to ponder

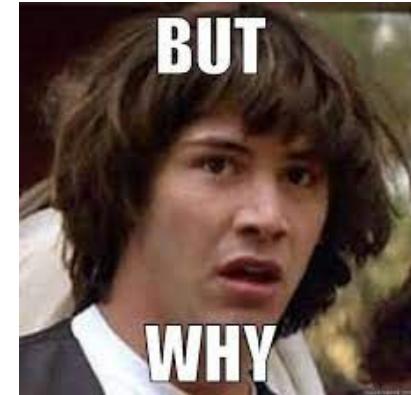


Style

A particular way/manner in which something is done.



But why people have different styles???



Meme: scientific definition

: an idea, behavior, style, or usage that spreads from person to person within a culture

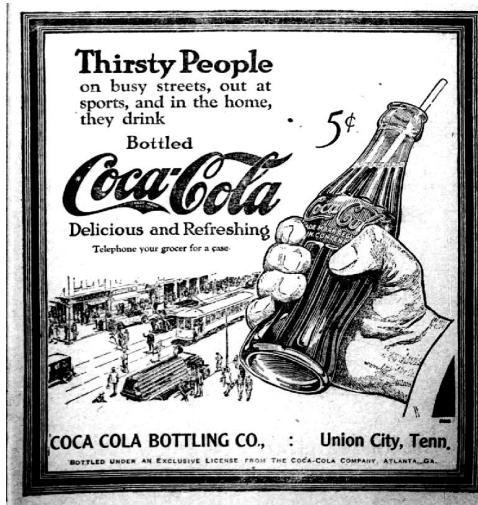
→ *Keywords* to ponder



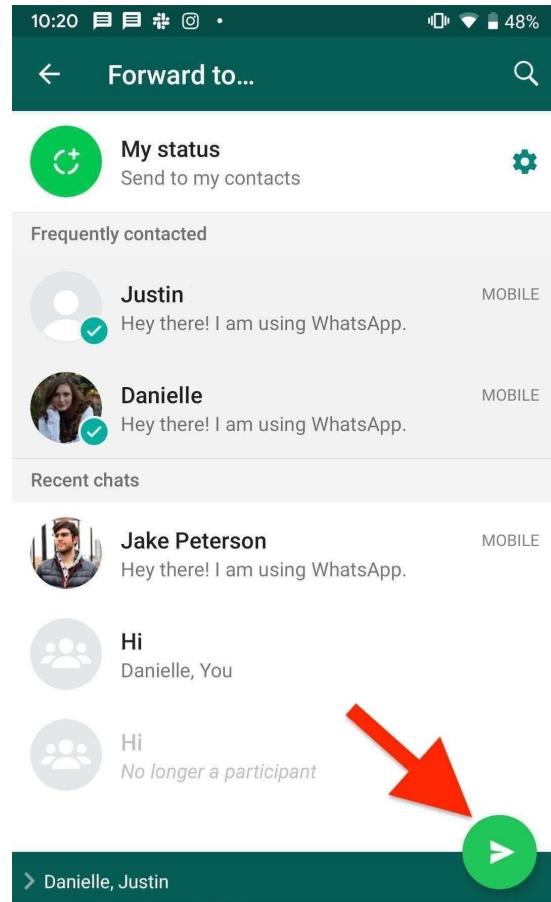
Spread (Wings/Legs of a meme)



Ancient method
(Gossip)

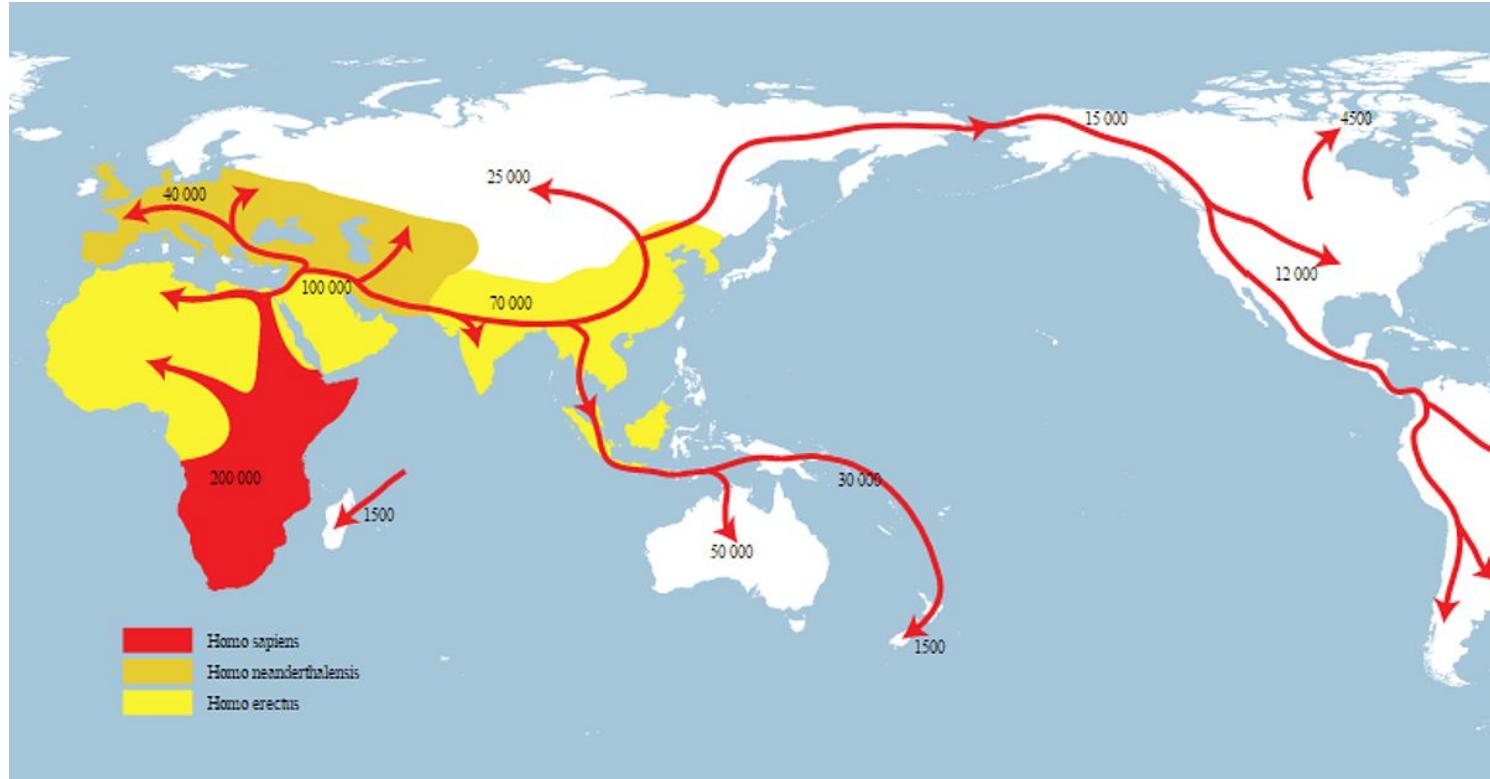


Modern method
(Rise of Ads industries)



Ultra Modern method

Spread (as far as you can...)



Spread of Humans outside Africa

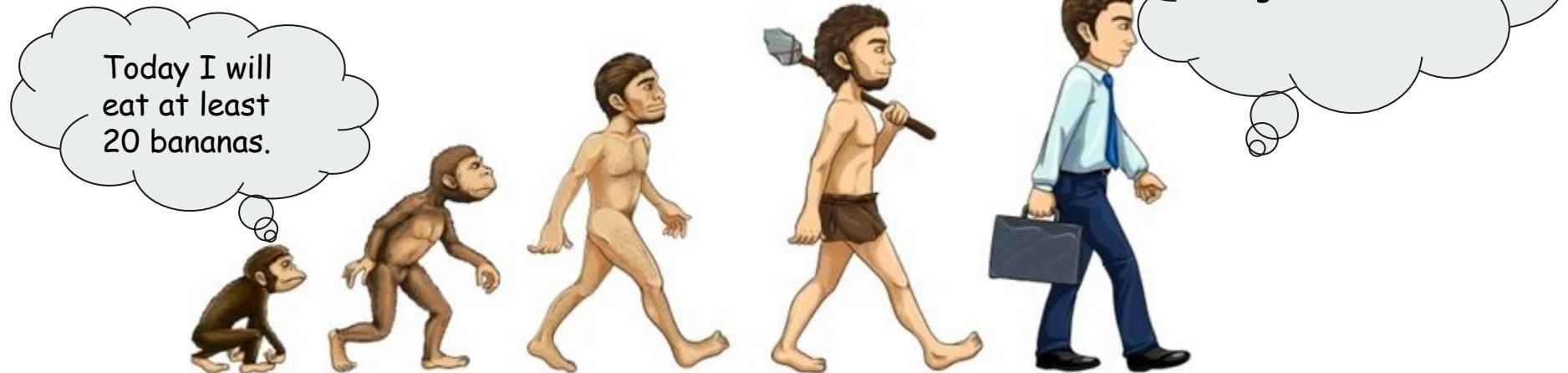
Get Ready!

Someone is coming to answer all the 'why' .



Human*

(Living beings + Culture)



shutterstock.com · 104517485

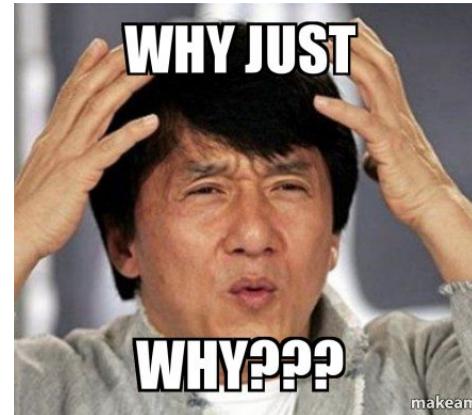
* SAPIEN by Y. N. Harari (2011), any book on Darwinian evolution would be helpful.

Back to the Jungle



Two prime duties of living beings

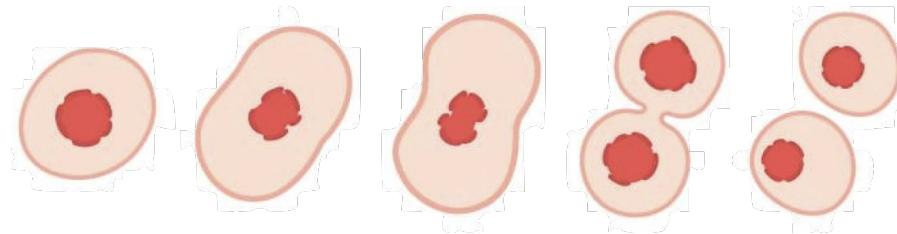
1. Eat (to gain energy)
2. Procreate* (immortality matters!)



* Sexual and asexual mode of reproduction.

Two methods to procreate

1. *Binary Fusion*



Boring way!!

2. $[1 + 1 > 2]$ ^{***}



Magical !!!

*** Sexual reproduction.

Why living beings procreate**?

Billions of years ago, someone on our behalf played a game with nature.

Neo: some special organic molecules.

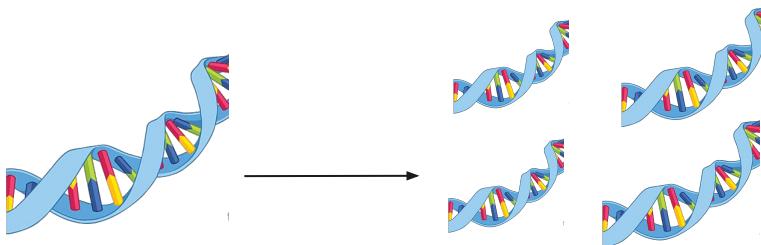
Matrix: Nature/circumstances



Matrix movie analogy

** The answer is a bit combination of science and metaphysics. [Be logically alert!]

What's so special about our Neo



This molecules can creates copy of itself under favourable circumstances utilizing the available resources.

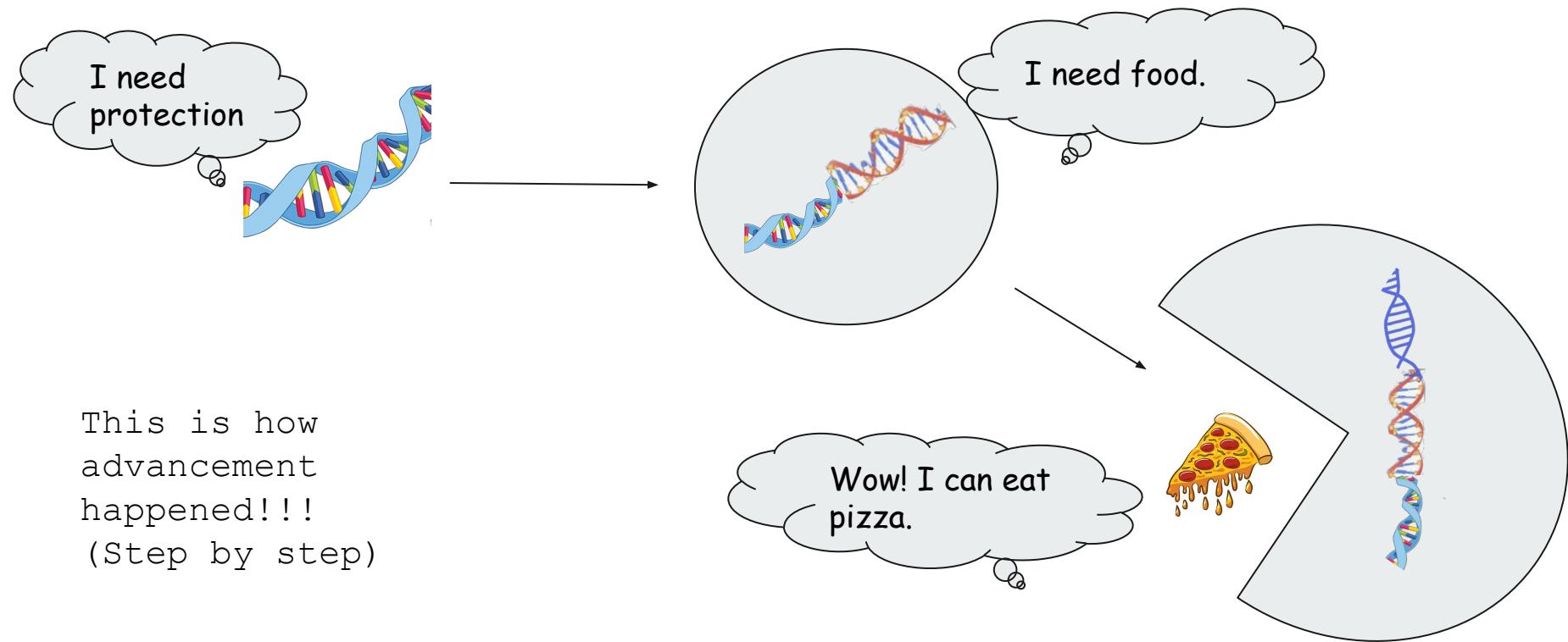
Some of the special molecules are planning to go advance.



Matrix where our Neo resided
(Primordial soup ^{xx})

** Read the chapter-2, 3 and 4 of The Selfish Gene for more rigour.

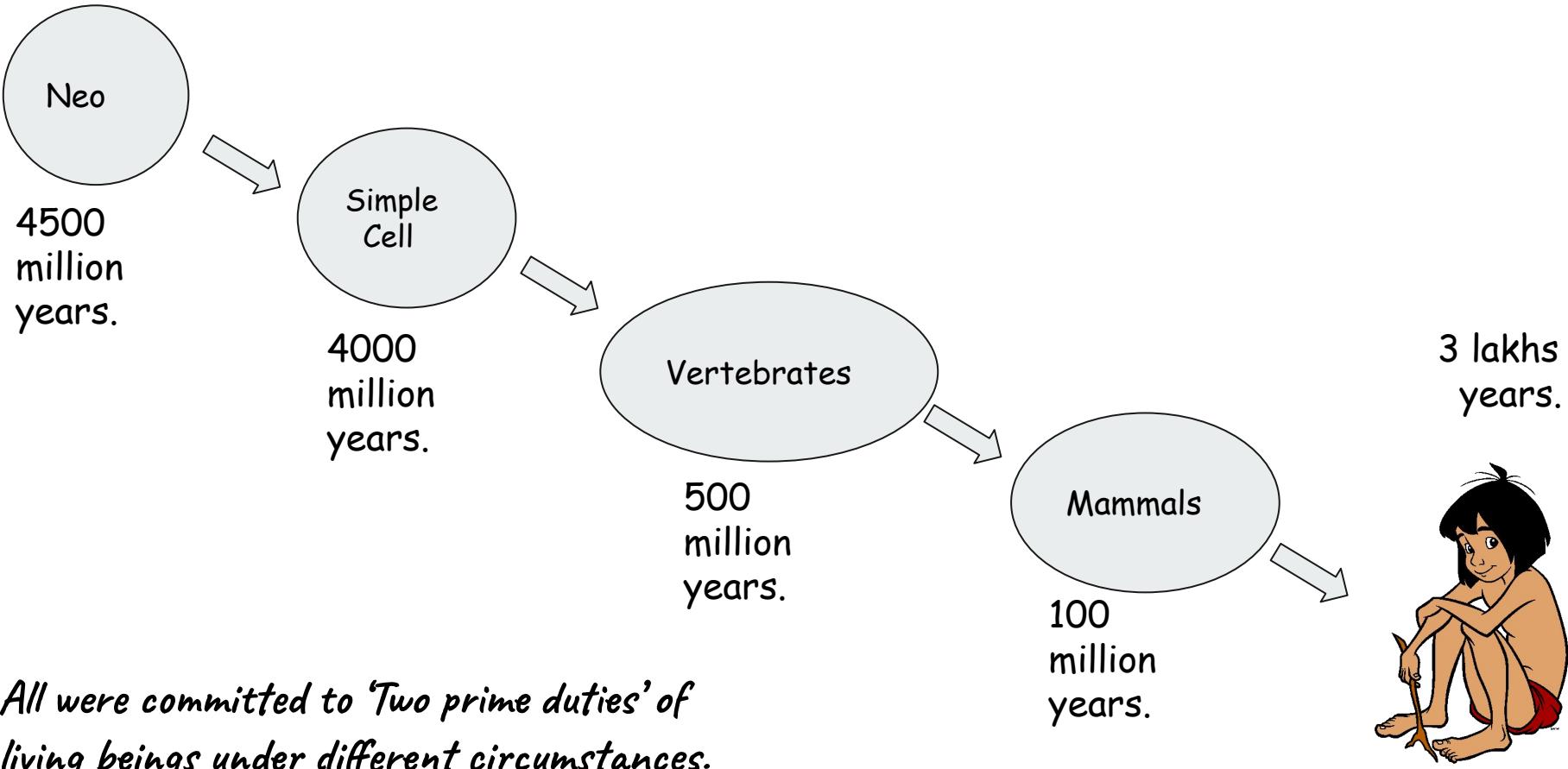
How did Neo become advanced**?



This is how
advancement
happened!!!
(Step by step)

** Molecules not guided by intelligence. They participates in random processes.
Some of the random processes leads to 'apparent intelligence'. [by Gauri]

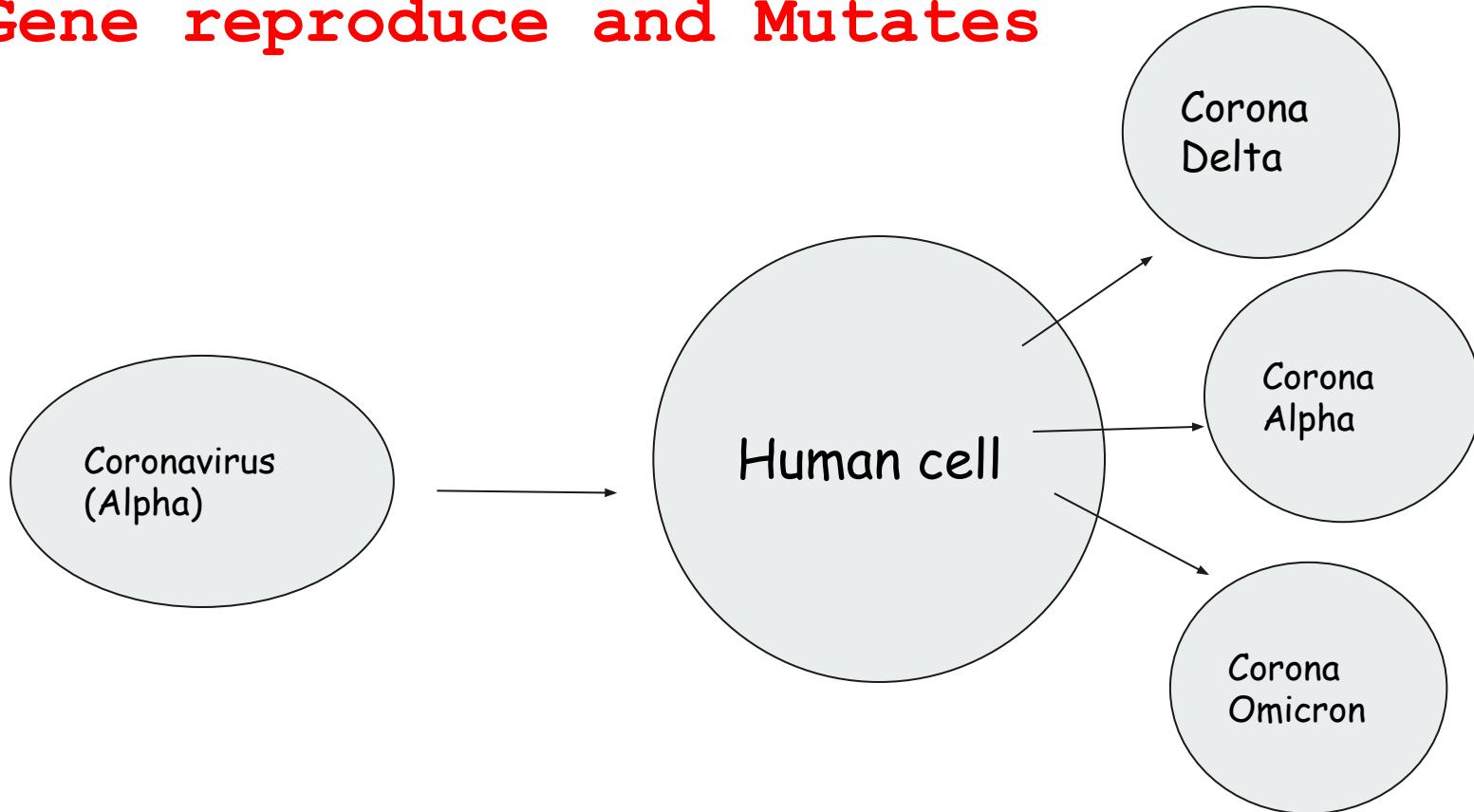
A brief history of Mowgli...



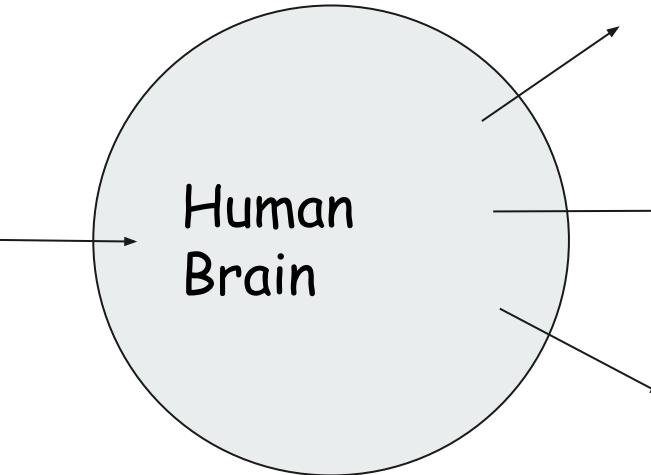
All were committed to 'Two prime duties' of living beings under different circumstances.



Gene reproduce and Mutates



Meme reproduces and Mutates



Why Imitation Game?



My name: *Polistes versicolor*

My Job: Painful sting.

My reputation: No one wants to mess up with me.



My name: *Vaspa orintalis*.

My Job: Can't bite anyone.

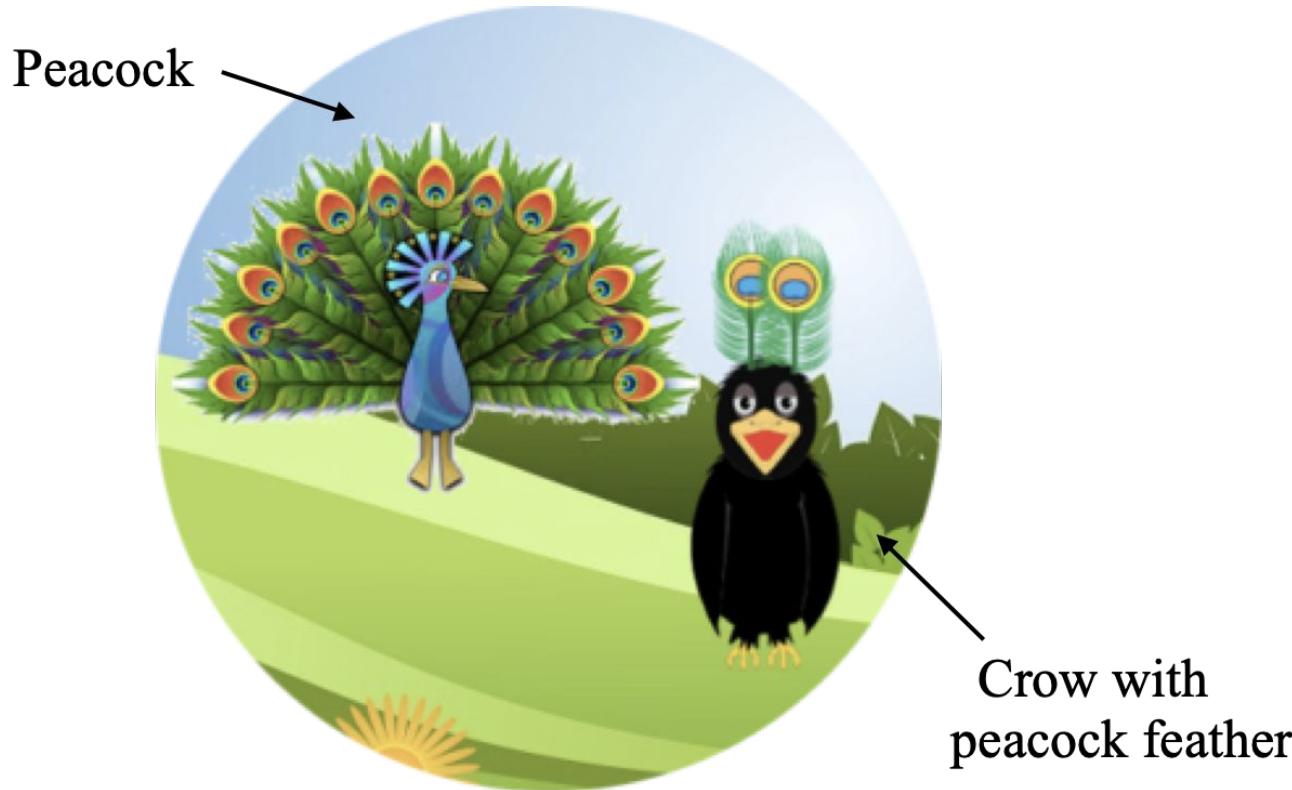
My reputation: I don't know why people fear me!

By mimicking, *Vaspa orintalis* is getting the benefits which is enjoyed by *Polistes versicolor*.

Is it a mimicry or Xerox copy?



Failed Mimicry from children's story

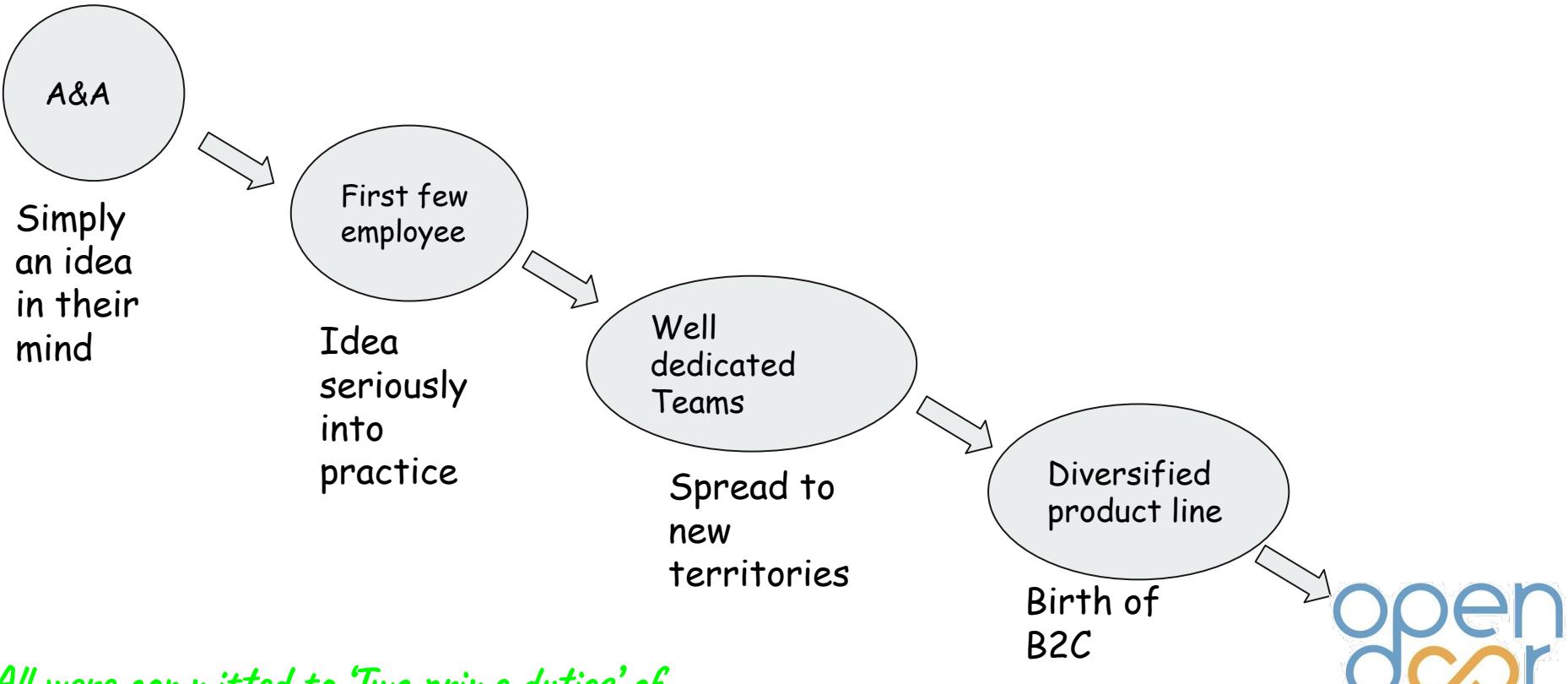


Two prime duties of Meme

1. Keep getting resources for fostering the ideas.
2. Keep harvesting ideas and spread them.

	Gene	Meme
Related to	Living beings	Human society/culture
Can reproduce	Yes, via cells	Yes, IoT and society
Can mutate/change	Yes, during reproduction	Yes, inside Brain
Any threat/obligation	Yes, natural circumstances \\Natural selection	Yes, social circumstances \\Cultural selection

A brief history of OD...



All were committed to 'Two prime duties' of
memes under changing circumstances.



24/06/2022

The 1 Spectacular idea

- Meme theory: Why Opendoor* behaves as a living being???



* true for any human driven enterprise.

Queries from audience.

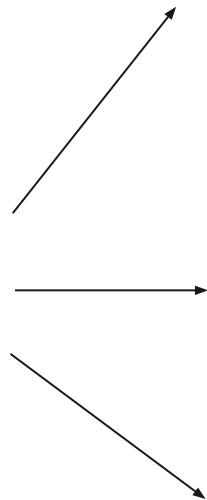
Abhishek: How does Memes mutates?

Shaileendra: Why memes need to change?

*M. Dubey: Can we locate molecular locus of meme. [[like,
Gene → DNA]]*

*Abhishek: How does Memes
mutates?*

Mutation in meme



Shailendra: Why memes need to change?

There is struggle going on between different memes.

Each meme is fighting for our attention and time.

The one that changes to adapt shall prevail.

[[The survival of the fittest (meme) at action]]

M. Dubey: Can we locate molecular locus of meme. [[like, Gene → DNA]]

I don't know the exact answer. Perhaps i need to read some serious research paper or so...

Sponsors



This much for today...

Looking for your comments...

Scratch pad + Appendix

Ideas that have revolutionized humanity.

Discovery of fire

More precise: Control of fire by early humans



Ancient use of fire



Modern** use of fire

**Smoking is injurious to health. (जनहित में जारी |)

Invention of Agriculture

More precise: Domestication of plants and animals



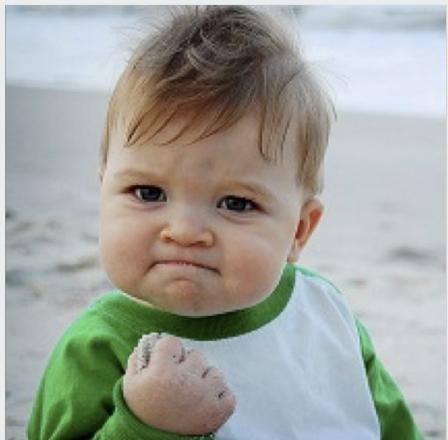
Ancient agricultural practices



Vaccination and Antibiotics

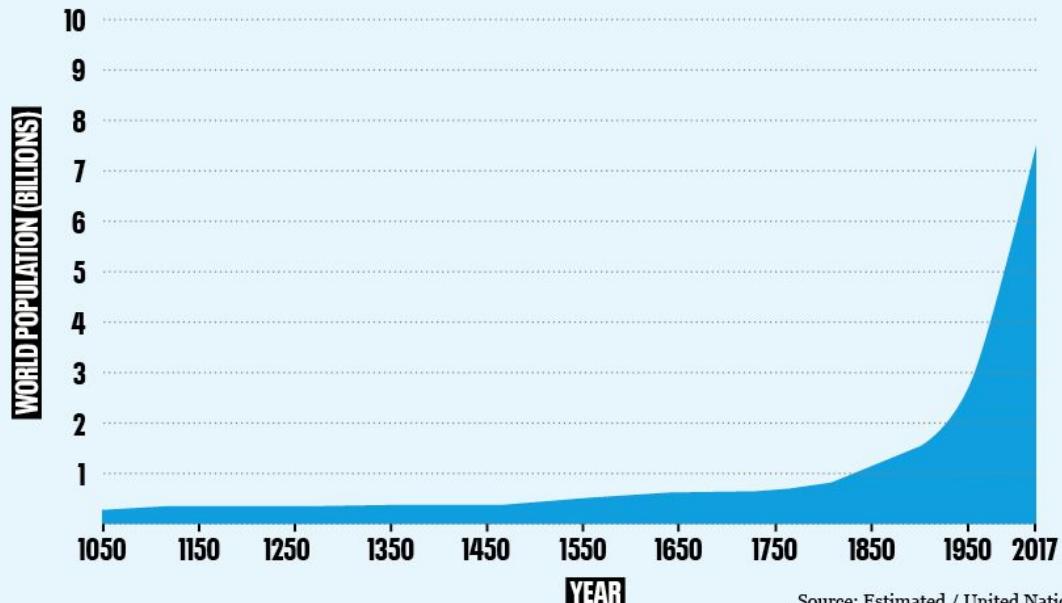
More precise: Modern Medicine and Surgery

Took the vaccine without crying.



Helped me to make a good impression on the nurse.

HUMAN POPULATION GROWTH



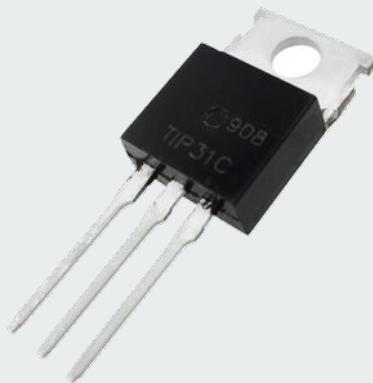
Source: Estimated / United Nations

Invention of Transistor

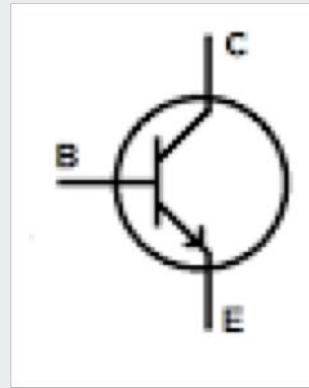
More precise: Rise of Modern technologies



What a normal
person thinks



What an
electrician
thinks



What an EE
guys thinks

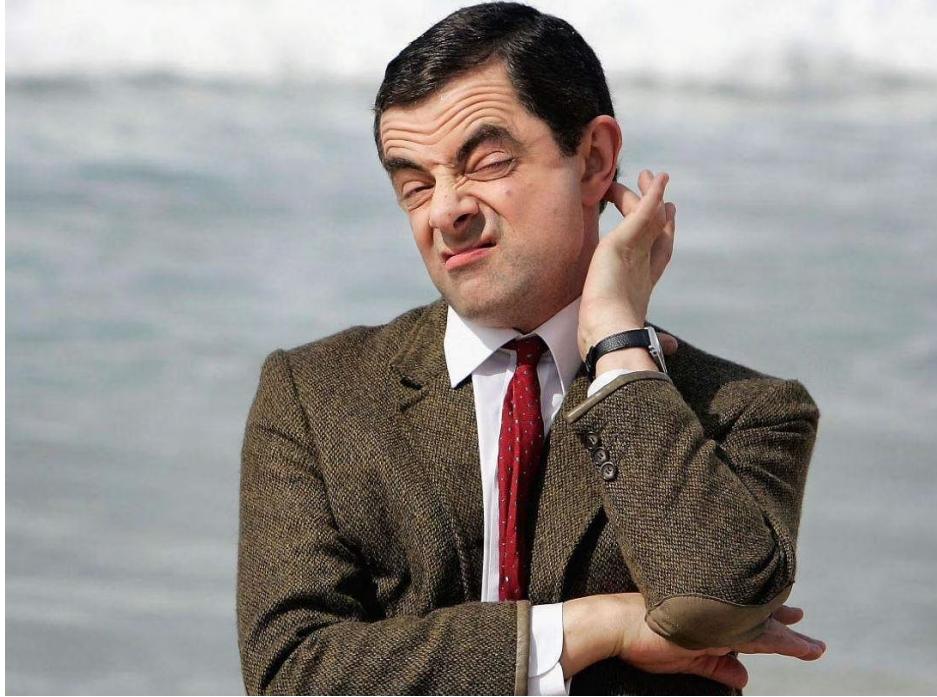
$$\nabla \times \mathbf{E} = -\frac{\partial \mathbf{B}}{\partial t}$$
$$\nabla \times \mathbf{B} = \mu_0 \mathbf{j} + \frac{1}{c^2} \frac{\partial \mathbf{E}}{\partial t}$$

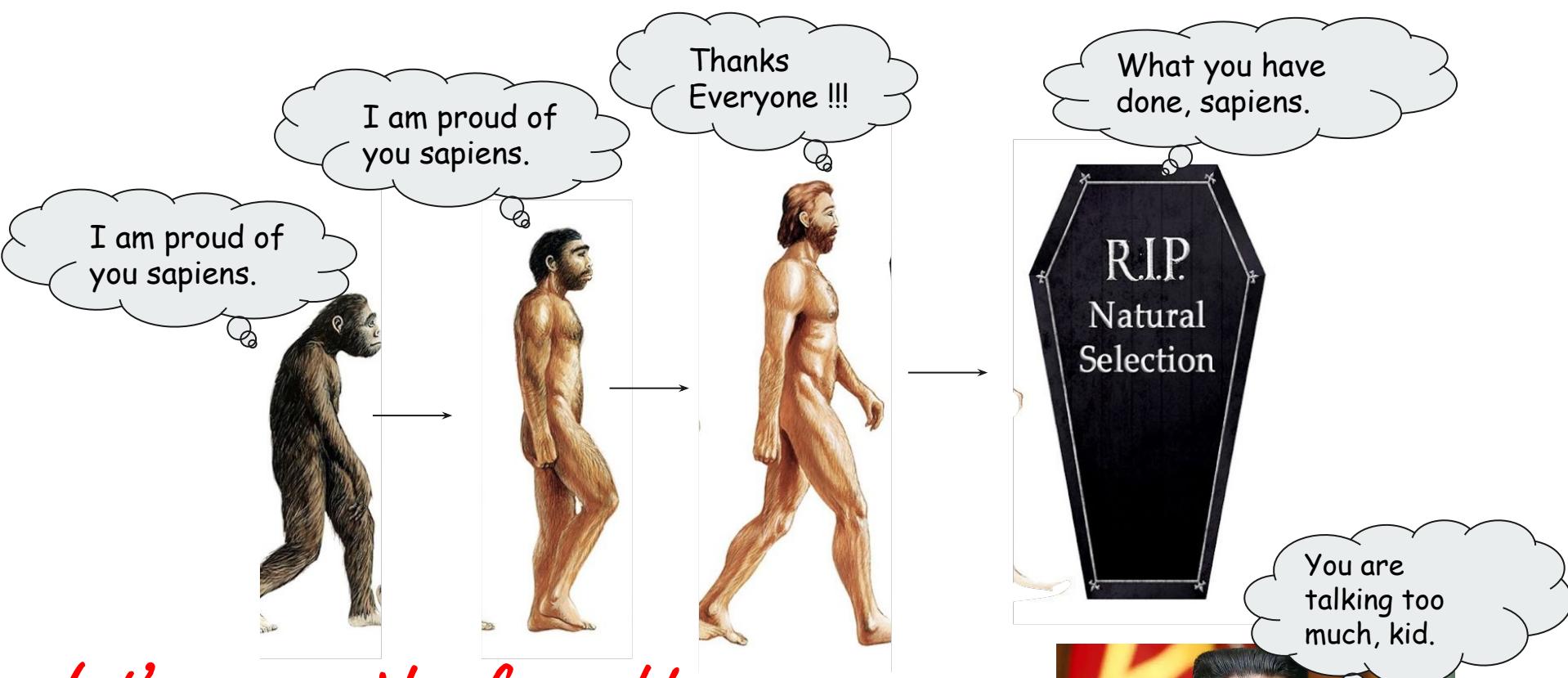
What a
physicist and
mathematician
thinks

Why we laugh???



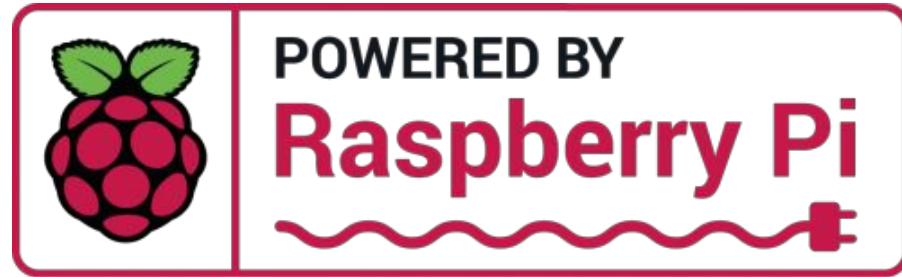
Why we laugh???





Let's use our idea for noble causes.

My sponsors



Contact me...

Email: manishk2020@iitkalumni.org