



PUNALOGY

A meme generator

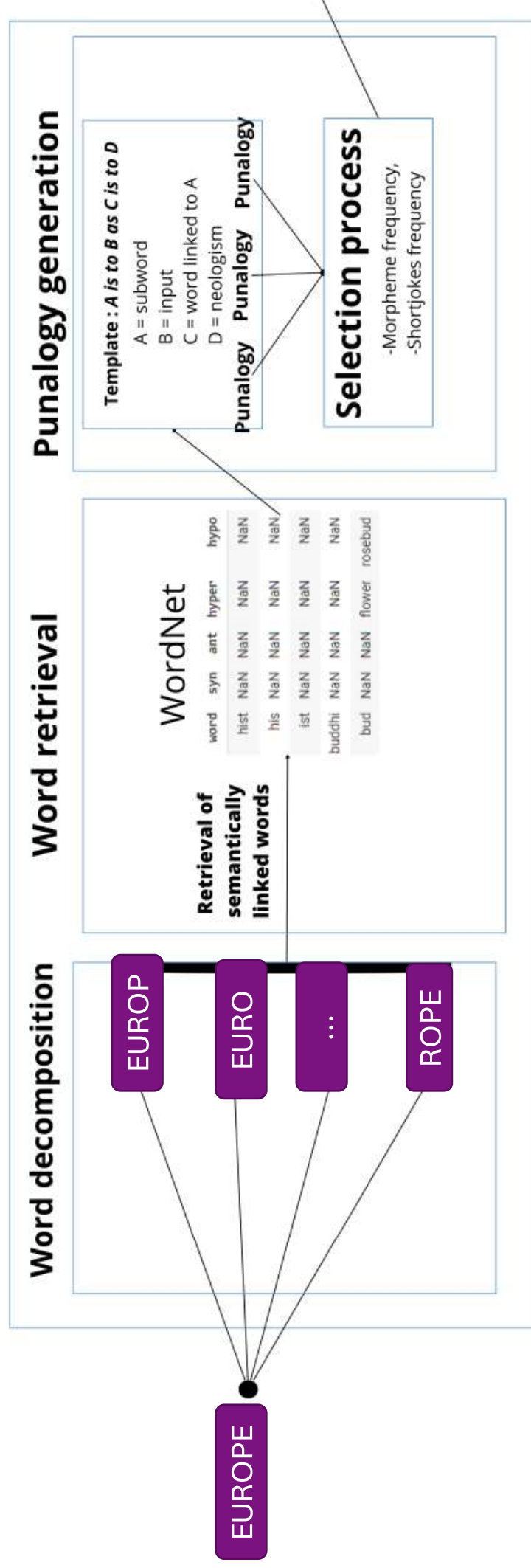
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Louis Berrane,
Maeva Sillaire,
Abir Lettifi

METHODS

- PUN generator
- MEME generator

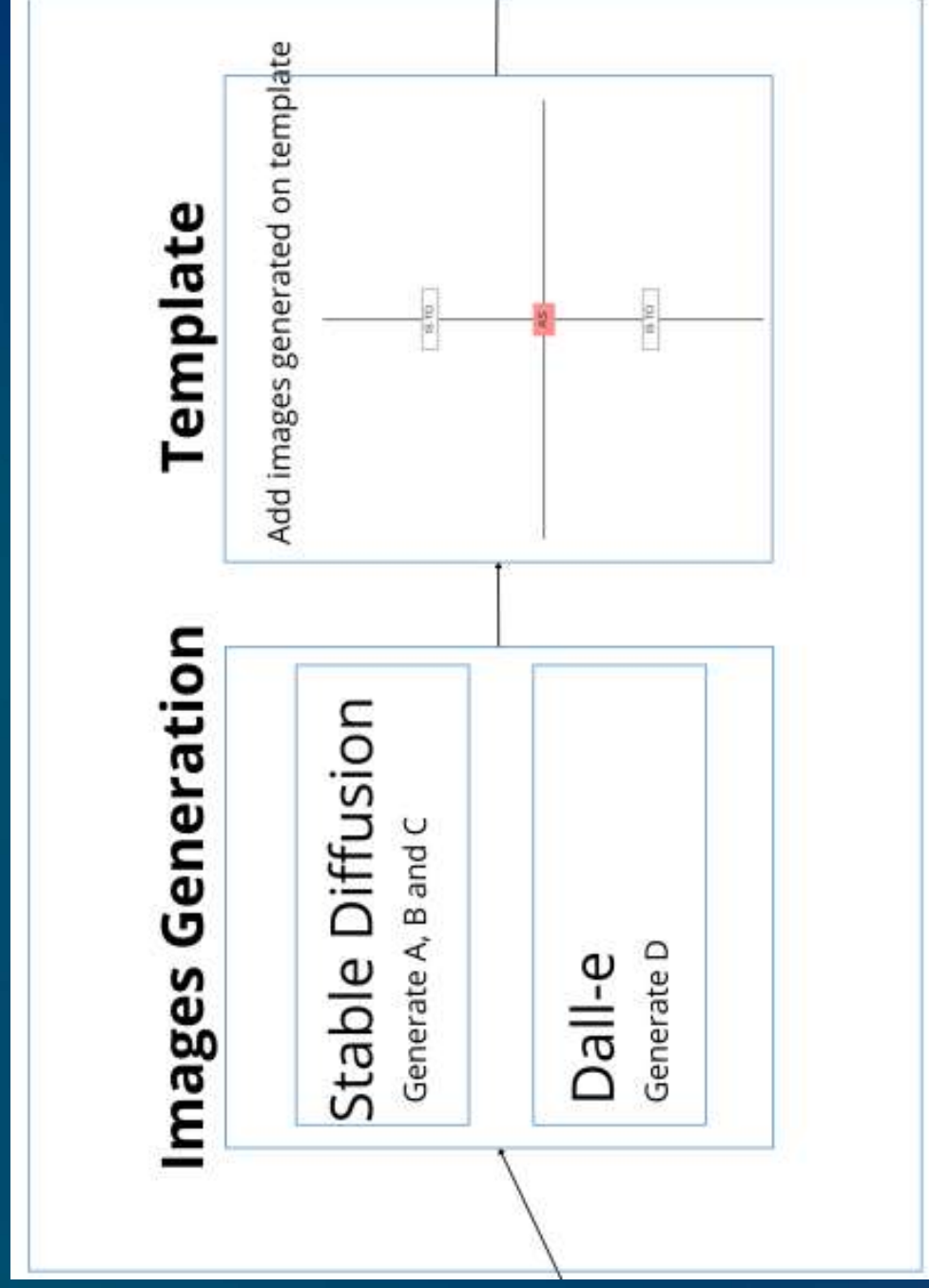
PUN GENERATION APPROACH

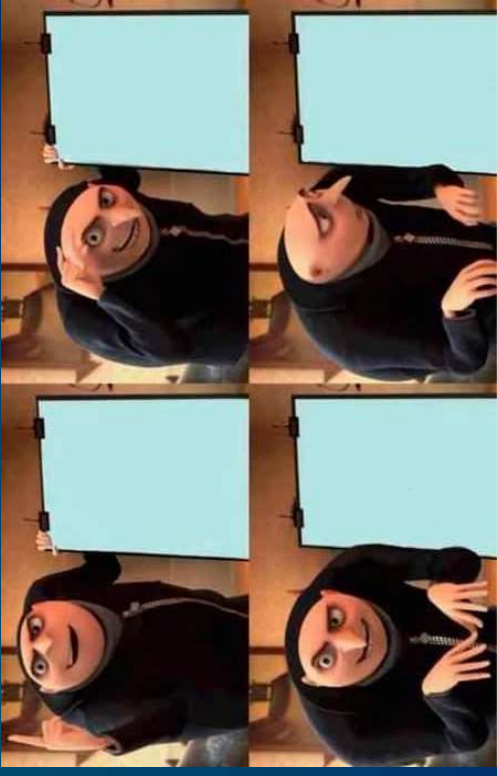
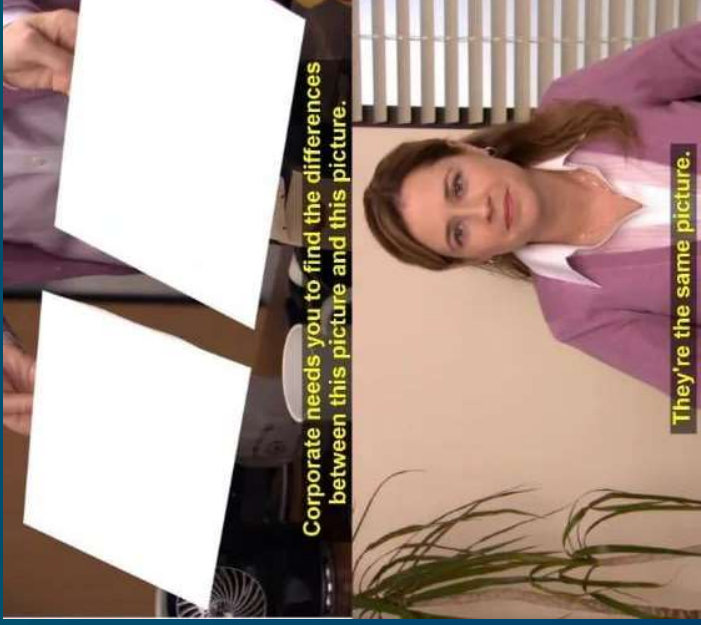
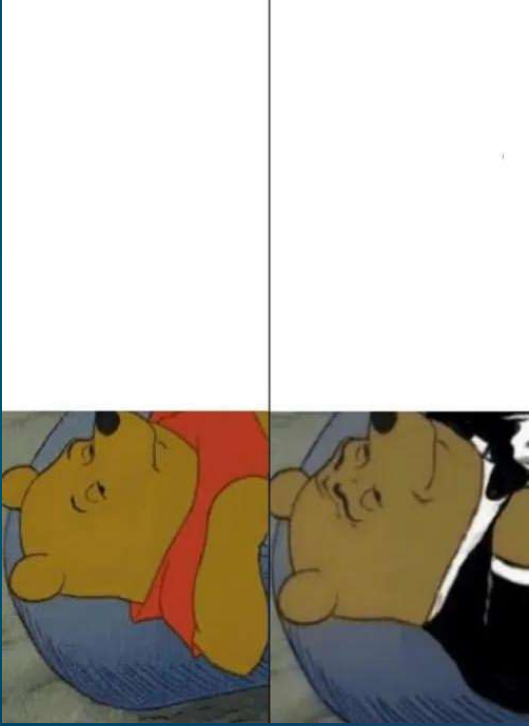
- ”A is to B as C is to D”



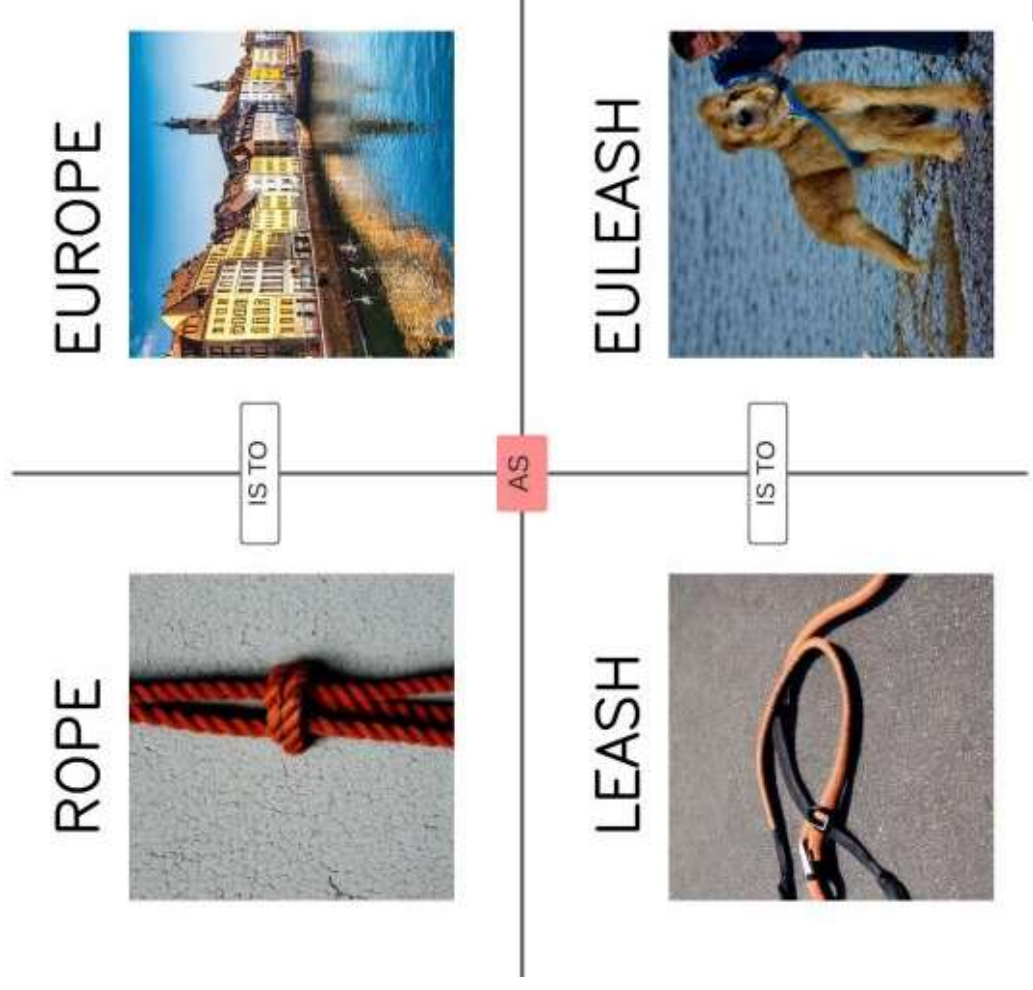
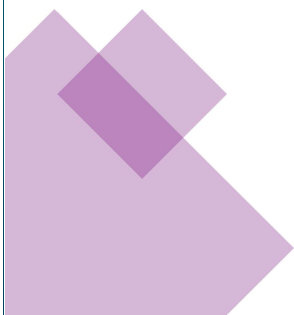
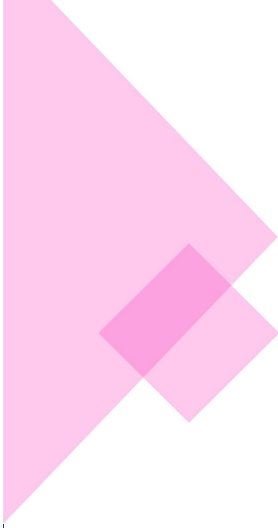
”ROPE is to EUROPE as LEASH is to EULEASH”

MEME GENERATION APPROACH





TEMPLATES



ROPE



ISTO

EUROLEASH



ISTO

LEASH



EUROLEASH



RESULTS

- Humor theory: challenges ?
- Examples of meme

HUMOR THEORIES

HOSTILITY THEORIES

RELEASE THEORIES

INCONGRUITY THEORIES

GTVH

General Theory of Verbal Humor (Attardo, 1991)

SCRIPT OPPOSITION

- 1) Script Opposition
- 2) Script Overlap

LOGICAL MECHANISM

Cratylistic Logical Mechanism:
> false logic LM
> belief link between a word's form and it's meaning

SITUATION

What the joke really is about

TARGET

individuals or groups depicted in the spotlight poorly
> empty

NARRATIVE STRATEGY

Genre or structure used

LANGUAGE

Linguistic choices

SCRIPT OPPOSITION ➡

LOGICAL MECHANISM ➡

INCONGRUITY RESOLUTION ➡

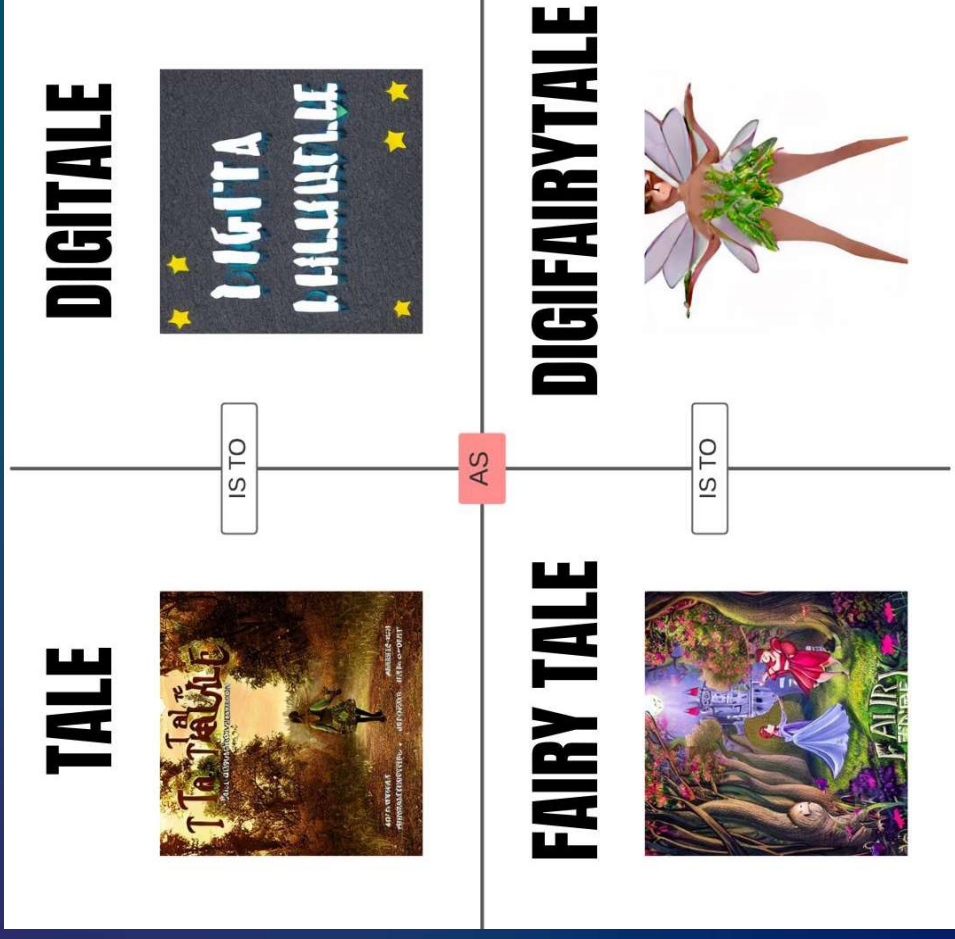


➤ SUBJECTIVITY

- Conflictness,
- Inappropriateness,
- Oppositiveness,
- Abnormal
- Taboo

- Personal
(experience)
- Cultural

SCRIPT OPPOSITION

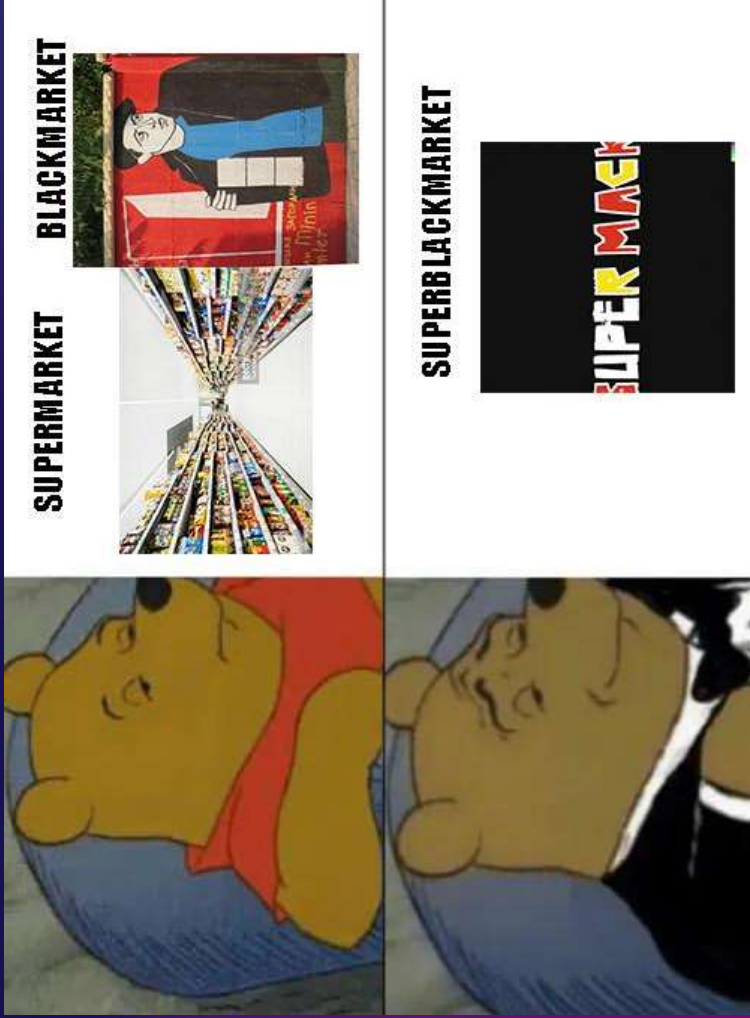




SUPERMARKET



BLACKMARKET



SUPERBLACKMARKET



SECT



RELIGION



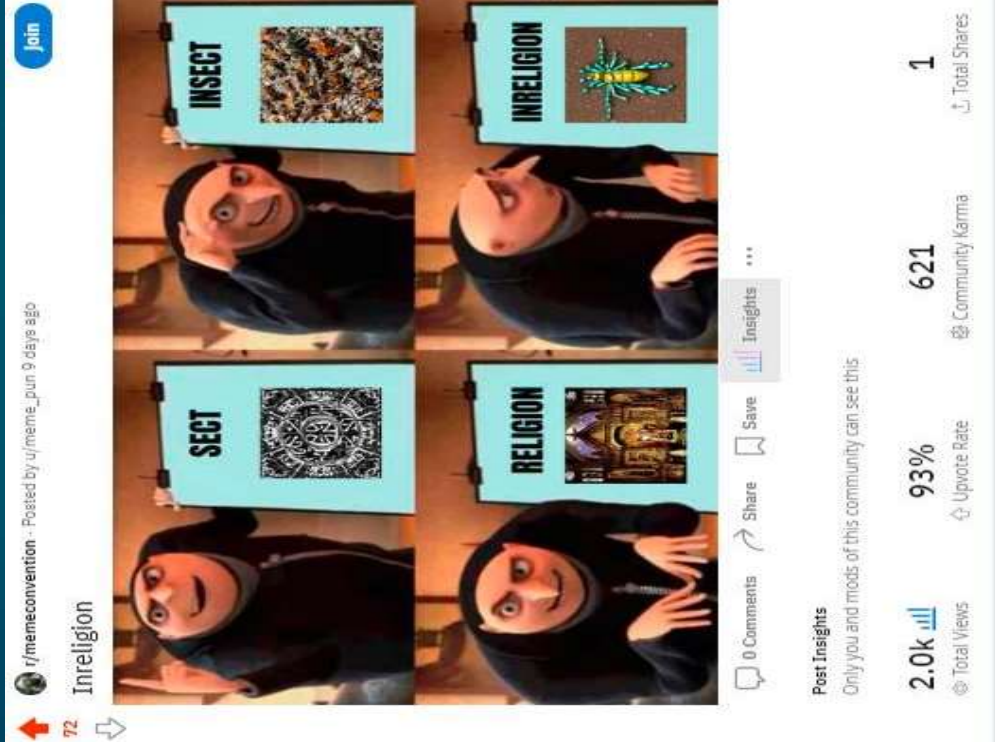
INSECT



INRELIGION

EVALUATION

- RAS
- HE



RAS: REDDIT APPRECIATION SCORE

SOCIAL MEDIA

GOAL

DATA

- Create and manage communities
- Specific topics or themes
- Interaction: commenting, upvoting or downvoting
- Gather direct feedback
- To evaluate the generation of our program.
- Number of views
- Number of upvotes
- Number of shares
- Comments

SCORE FORMULA

ISSUES

- $RAS = (\text{share} * \text{upvotes}) / (\text{nbviews}) * 100$
- Communities
- Score optimization
- Generation process



0 1 2 3 4 5

Not funny

Really funny

HE: HUMAN EVALUATION

ONLINE SURVEY

- 3 online questionnaires
- 15 randomly selected memes

INFORMATION

- Age
- Gender
- Familiarity with memes

RATE

- On a scale of 0 to 5
- 0 : not funny
- 5: really funny

FEEDBACK

- Comment section
- Qualitative evaluation

RESPONDENTS

- 70 participants
- Under 32 years old
- 58% 1990/1999
- 27% 2000/2009

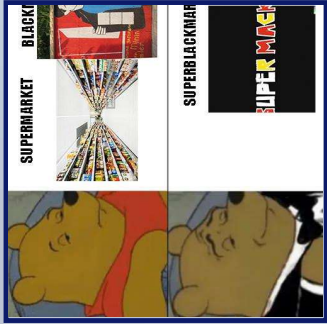
RESULTS



EDSHEERUN

Score HE: 3.85

Score RAS: 1.7



SUPERBLACKMARKET

Score HE: 1.2

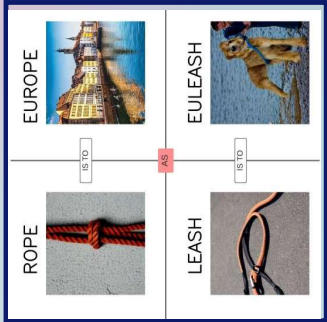
Score RAS: 3.47



INRELIGION

Score HE:2.9

Score RAS: 7



EULEASH

Score HE: 1.06

Score RAS: 0.1

COMMENTS

REFERENCE

"Idk a lot of word puns".



ABSURDITY

"Makes absolutely no sense",
"what does this even mean im so confused",
"Cannot comprehend the meaning",
"very absurd"

SENSE?


"It doesn't make sense! But that kind of makes it funny",
"I don't get it but the randomness is funny lol"

What if



Han Solo + Gandalf

=



Handalf

2 Comments Share Save Insights ...

Post Insights
Only you and mods of this community can see this

FUTURE IMPROVEMENT

MARKETING

REDDIT



SOCIAL
MEDIA



ONLINE
SURVEYS



THANKS FOR YOUR
ATTENTION !

DO YOU HAVE
QUESTION ?