



INTERNATIONAL INSTITUTE OF
INFORMATION TECHNOLOGY

H Y D E R A B A D

Impact of Memes in Society

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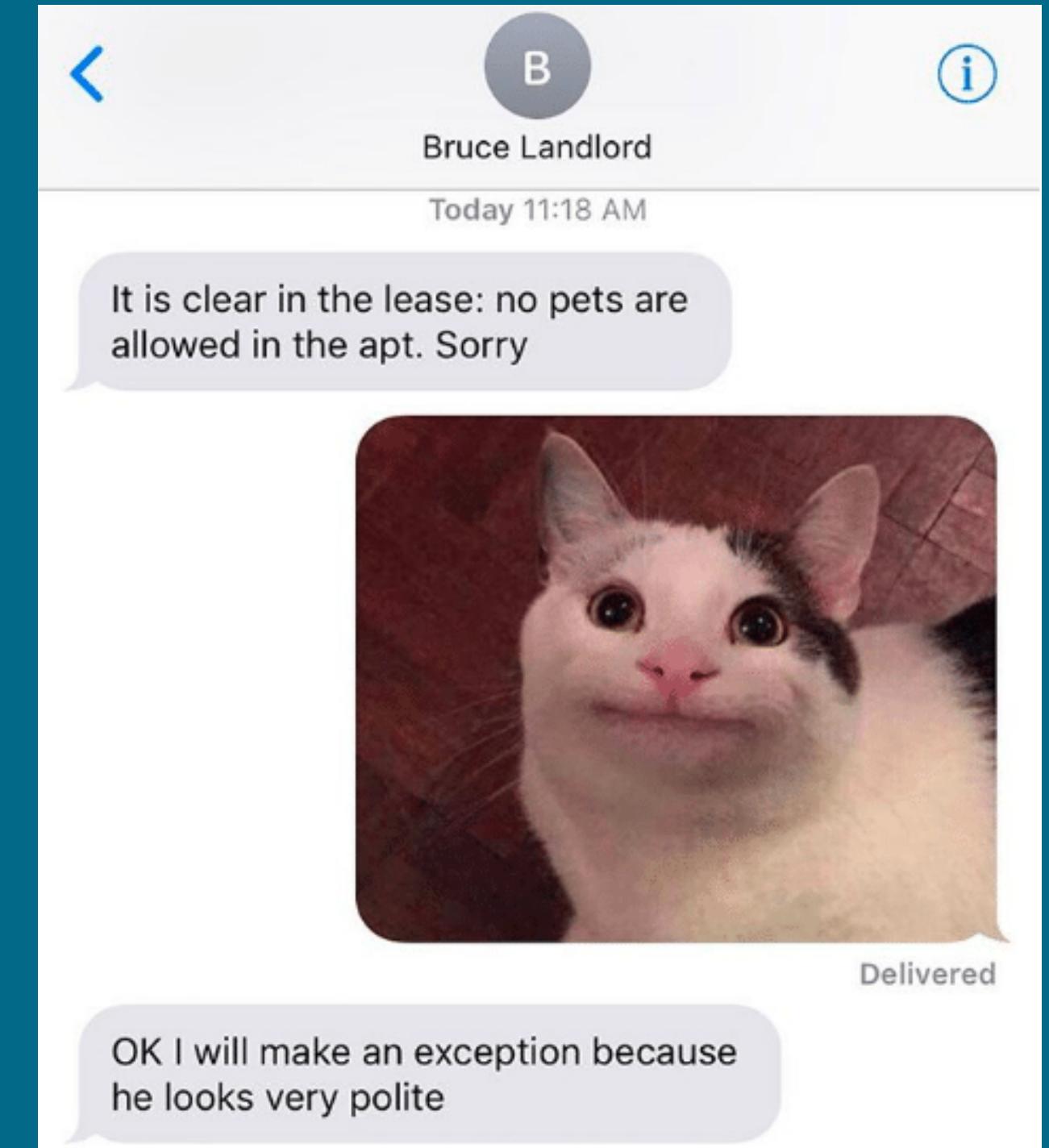
Introduction



Ah shit, here we go again.

Motivation

- POLITENESS FACTOR IN MEMES
- EASY TO CIRCULATE
- Does Impact?





- NO ILLEGAL FACTOR
- POLITICAL IMPACT OF MEMES IN THE PRESENT DAY
 - SOME GOVERNMENTS BANNED MEMES

Our Categorization of memes

1. Political memes:
2. Social memes:
3. Advertising memes:
4. Awareness Memes:
5. Student Help:
6. General Relatable:
7. Personal Relatable:



General Observation



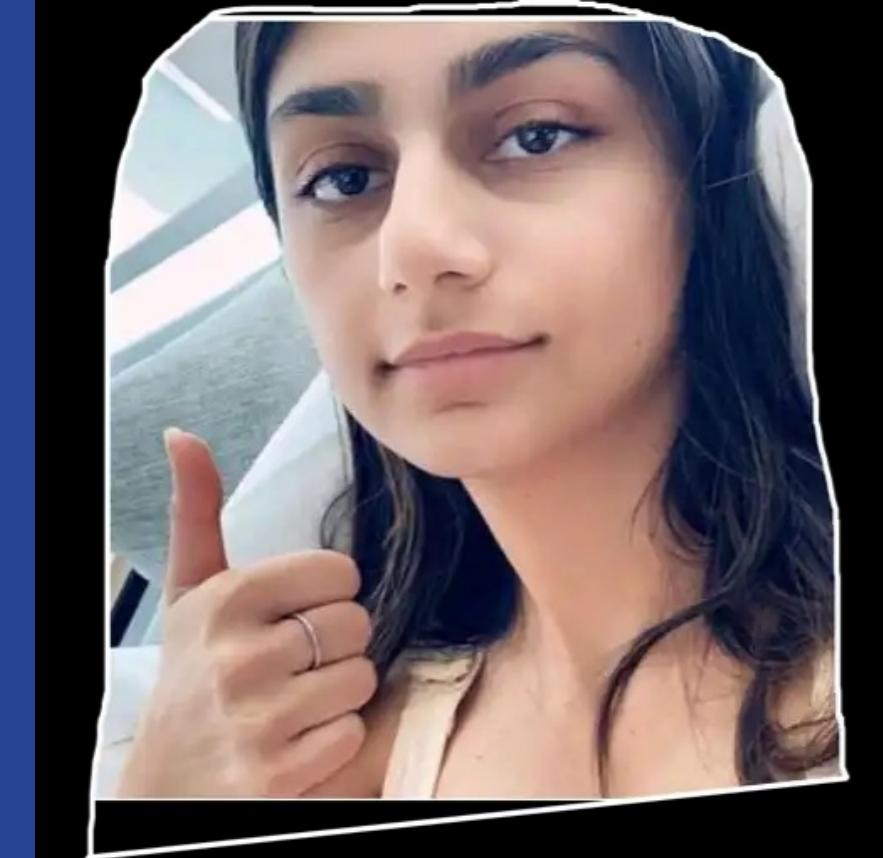
**People care more about others than themselves:
People think meme might be offensive to someone rather than thinking if it is for them**

General Observation



Memes are easily spread and sometimes misunderstood.

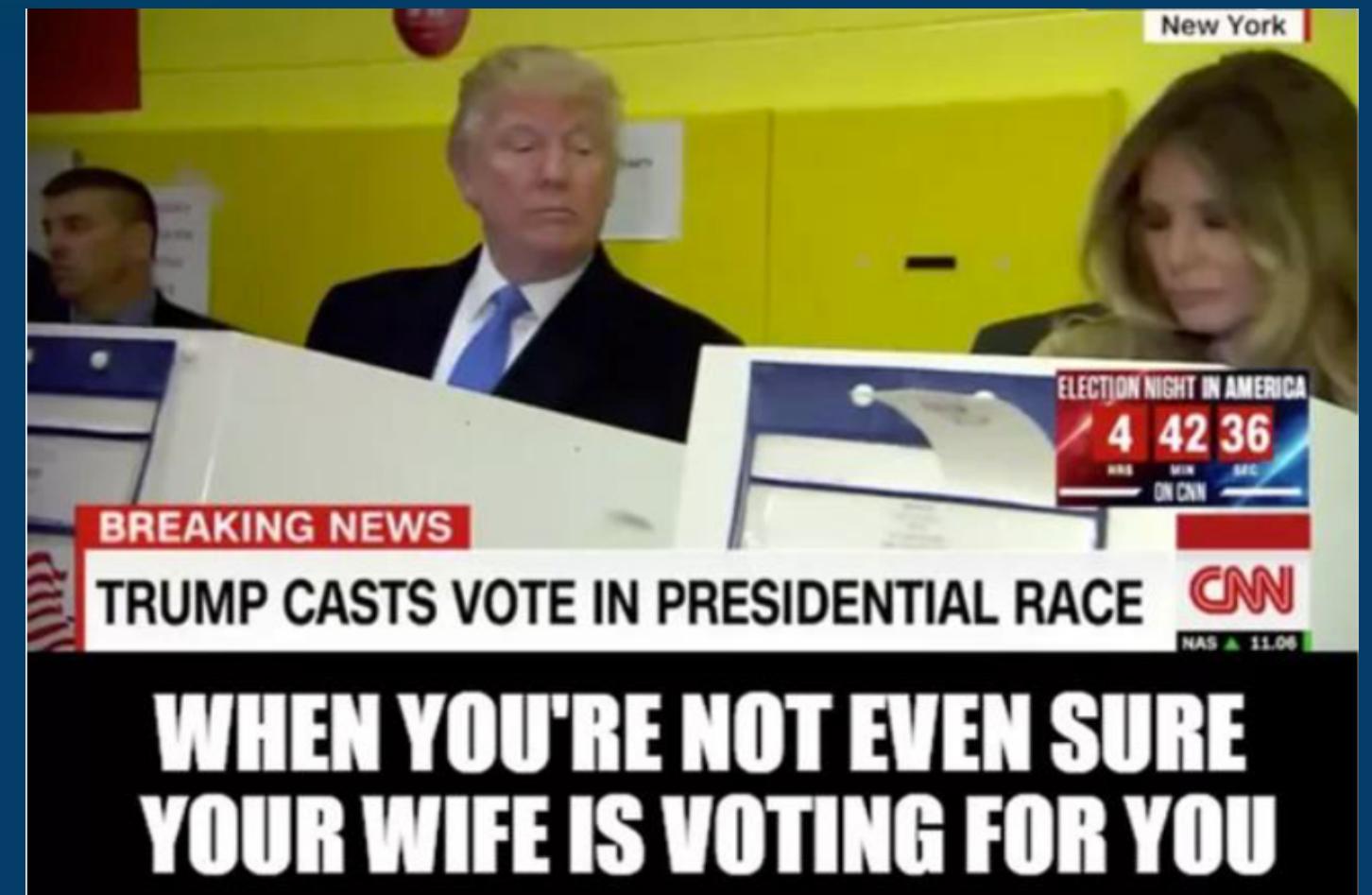
General Observation



**Not everyone can relate to everything in
meme:
A good meme is one in which viewer need not
think much**

Lg

POLITICAL MEMES



The Chinese government when

they subjugate Tibet



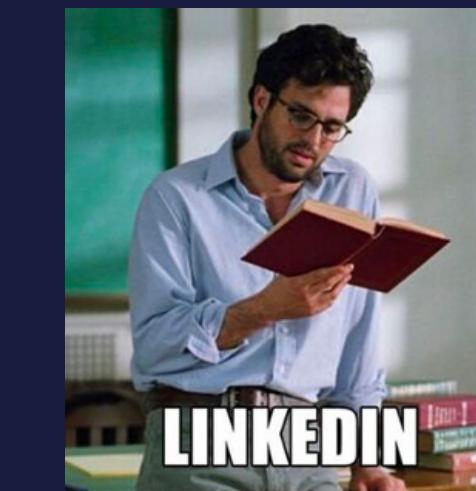
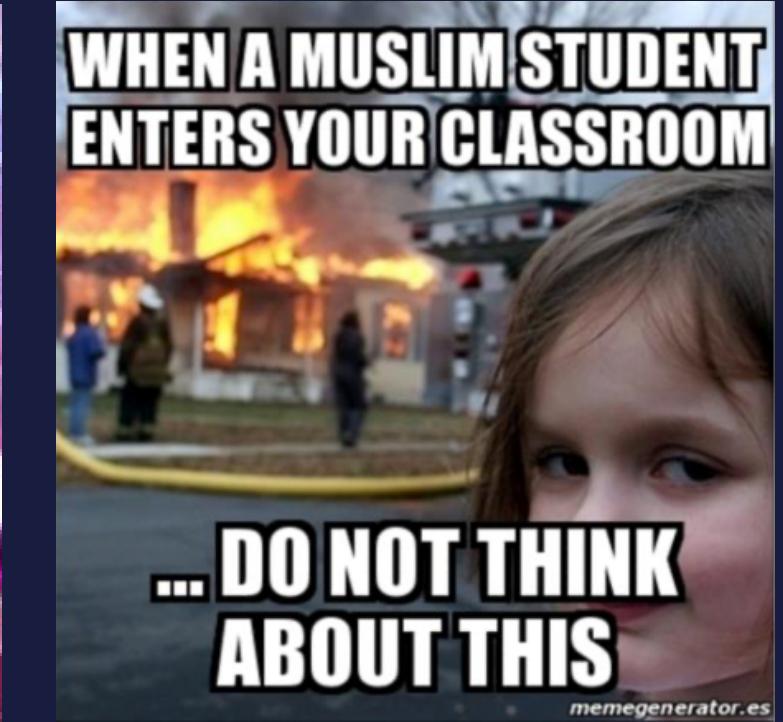
they're given back Hong Kong



nobody complains about Uyghur work camps



Social Memes



Lg

Advertising



Lg

Awareness Memes



STUDENT HELP

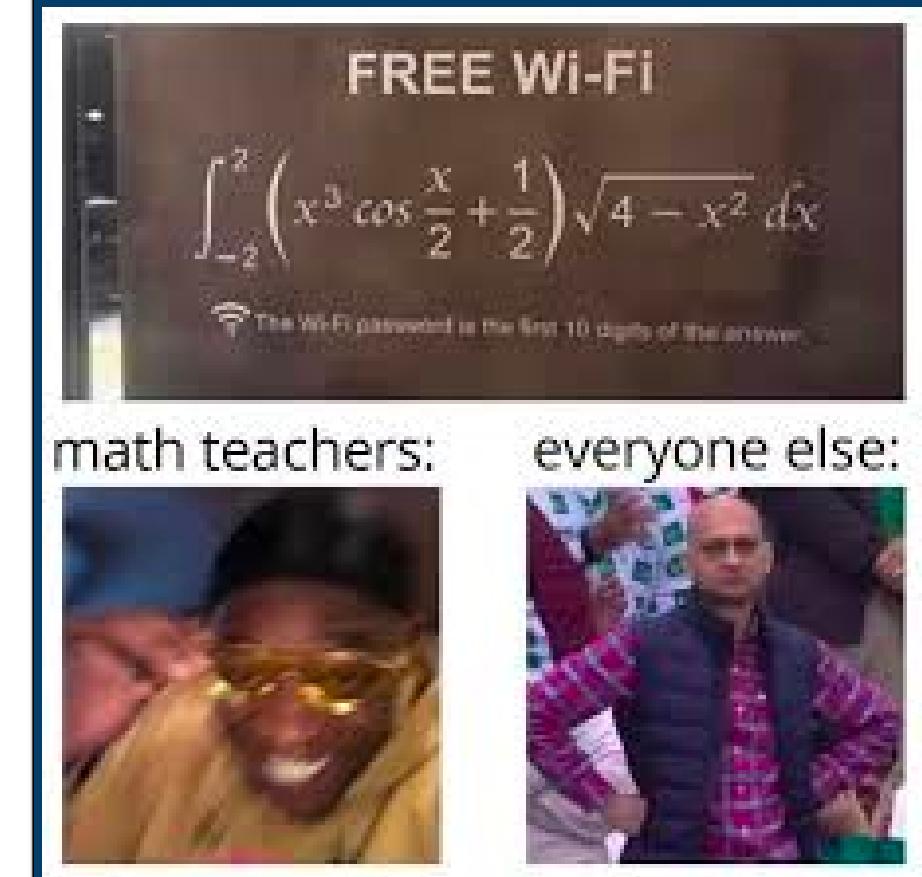


Teacher: Write True or False



When you get to class and realize you had homework

Therapist: So where did your problems begin?



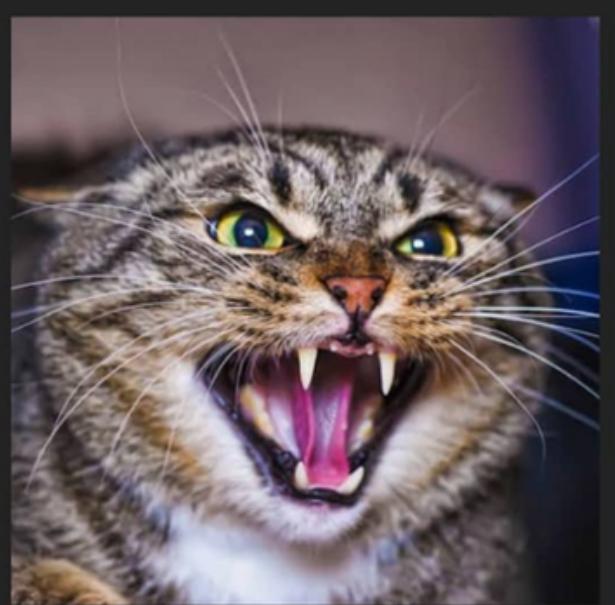
math teachers:



everyone else:



Me when profs don't release grades



Me after profs release grades



Lg

Personal Relatable

Someone - Why do you not proposing your crush

My face



The girl I want



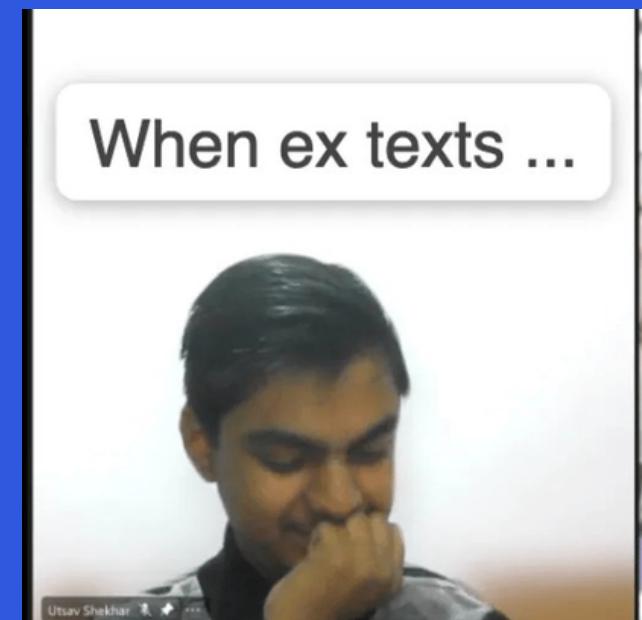
am i finishing my degree or is my degree finishing me



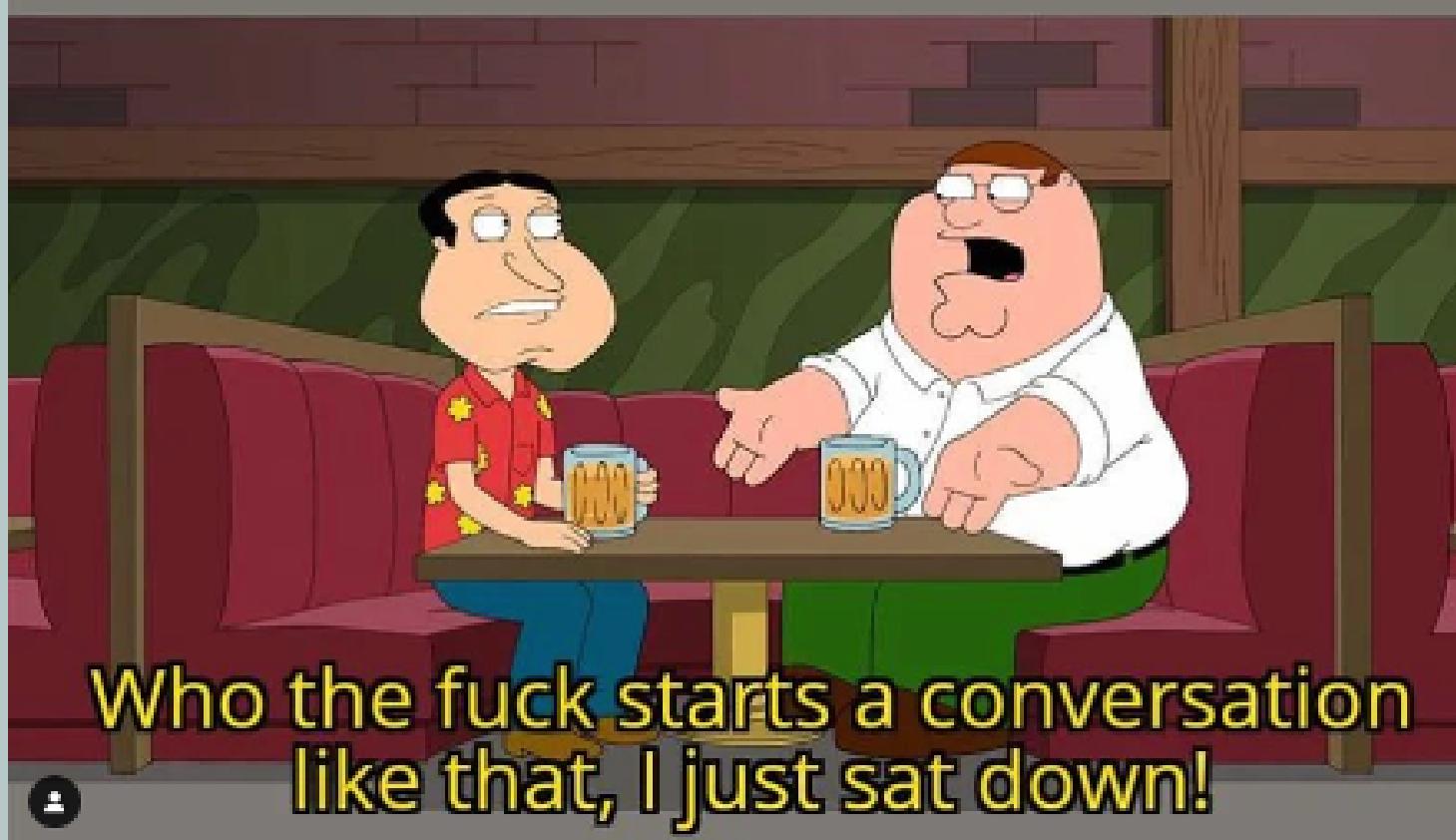
Me advising people on what electives to choose:



When ex texts ...



GENERAL RELATABLE (IIIT H)



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Test case #1: AC [0.004s,844.00 KB] (4/4)
Test case #2: AC [0.004s,832.00 KB] (4/4)
Test case #3: AC [0.004s,888.00 KB] (4/4)
Test case #4: AC [0.003s,892.00 KB] (4/4)
Test case #5: AC [0.004s,836.00 KB] (4/4)
Test case #6: AC [0.003s,832.00 KB] (4/4)
Test case #7: AC [0.005s,840.00 KB] (4/4)
Test case #8: AC [0.003s,836.00 KB] (4/4)
Test case #9: AC [0.003s,780.00 KB] (4/4)
Test case #10: AC [0.003s,840.00 KB] (4/4)
Test case #11: AC [0.003s,892.00 KB] (4/4)
Test case #12: AC [0.003s,892.00 KB] (4/4)
Test case #13: AC [0.003s,892.00 KB] (4/4)
Test case #14: AC [0.003s,888.00 KB] (4/4)
Test case #15: AC [0.003s,840.00 KB] (4/4)
Test case #16: AC [0.002s,836.00 KB] (4/4)
Test case #17: AC [0.003s,840.00 KB] (4/4)
Test case #18: AC [0.003s,840.00 KB] (4/4)
Test case #19: AC [0.003s,832.00 KB] (4/4)
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Test case #22: AC [0.004s,832.00 KB] (4/4)
Test case #23: AC [0.003s,844.00 KB] (4/4)
Test case #24: AC [0.003s,836.00 KB] (4/4)
Test case #25: WA [0.004s,836.00 KB] (0/4)
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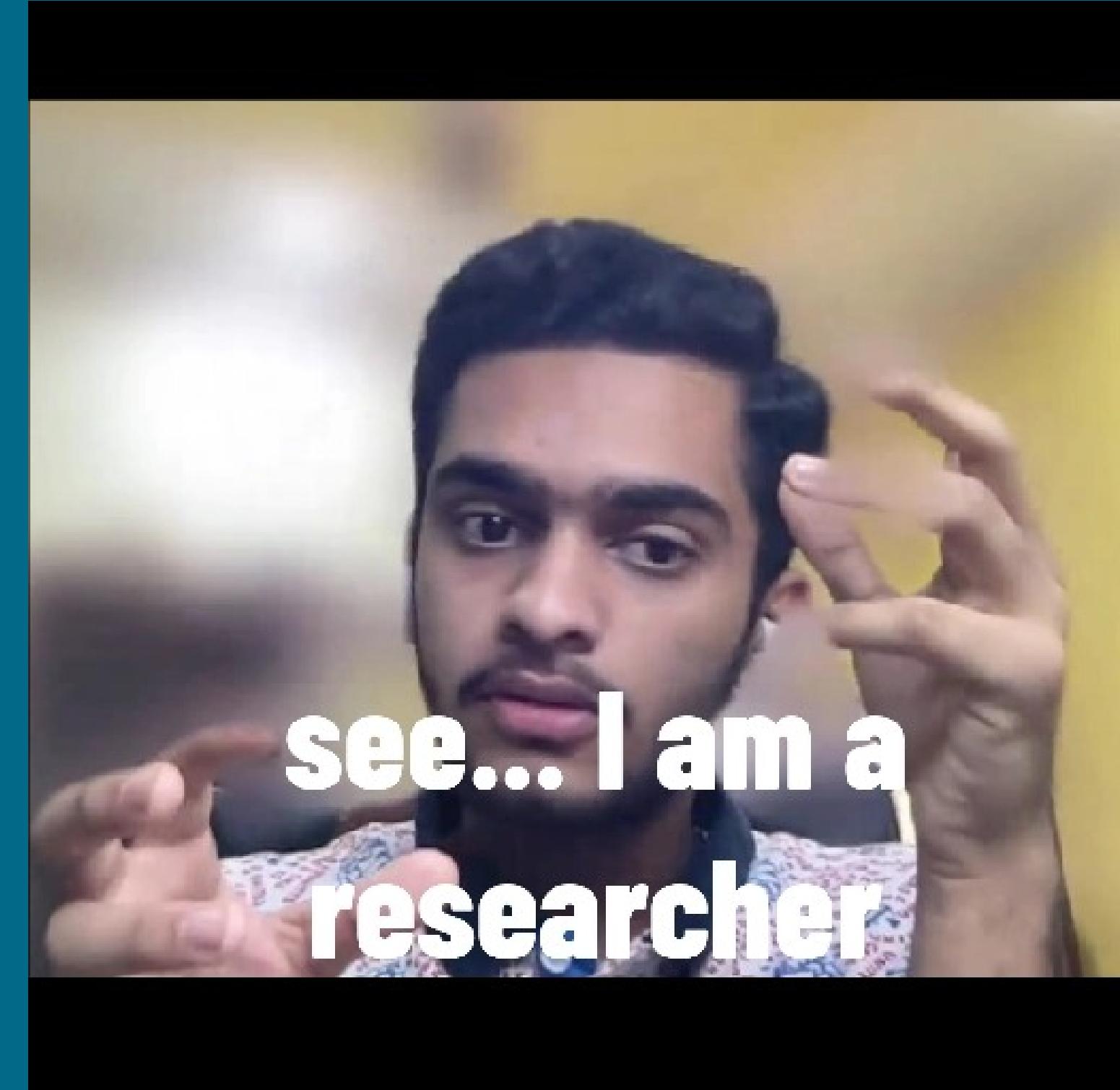
Data Collection

- RESPONSE WAS TAKEN IN GROUPS
 - People might hesitate to present their views, but a crowd is more confident in answering something which might be controversial.
- A SET OF QUESTIONS WERE PRESENTED TO THEM WITH A MEME.
- MULTIPLE CATEGORIES OF MEMES WERE SHOWN
 - So they could answer in a more generalised manner.



Question Set

1. Do they understand the memes?



Question Set

2. Is the Meme Offensive?

(To you, Not to Someone)

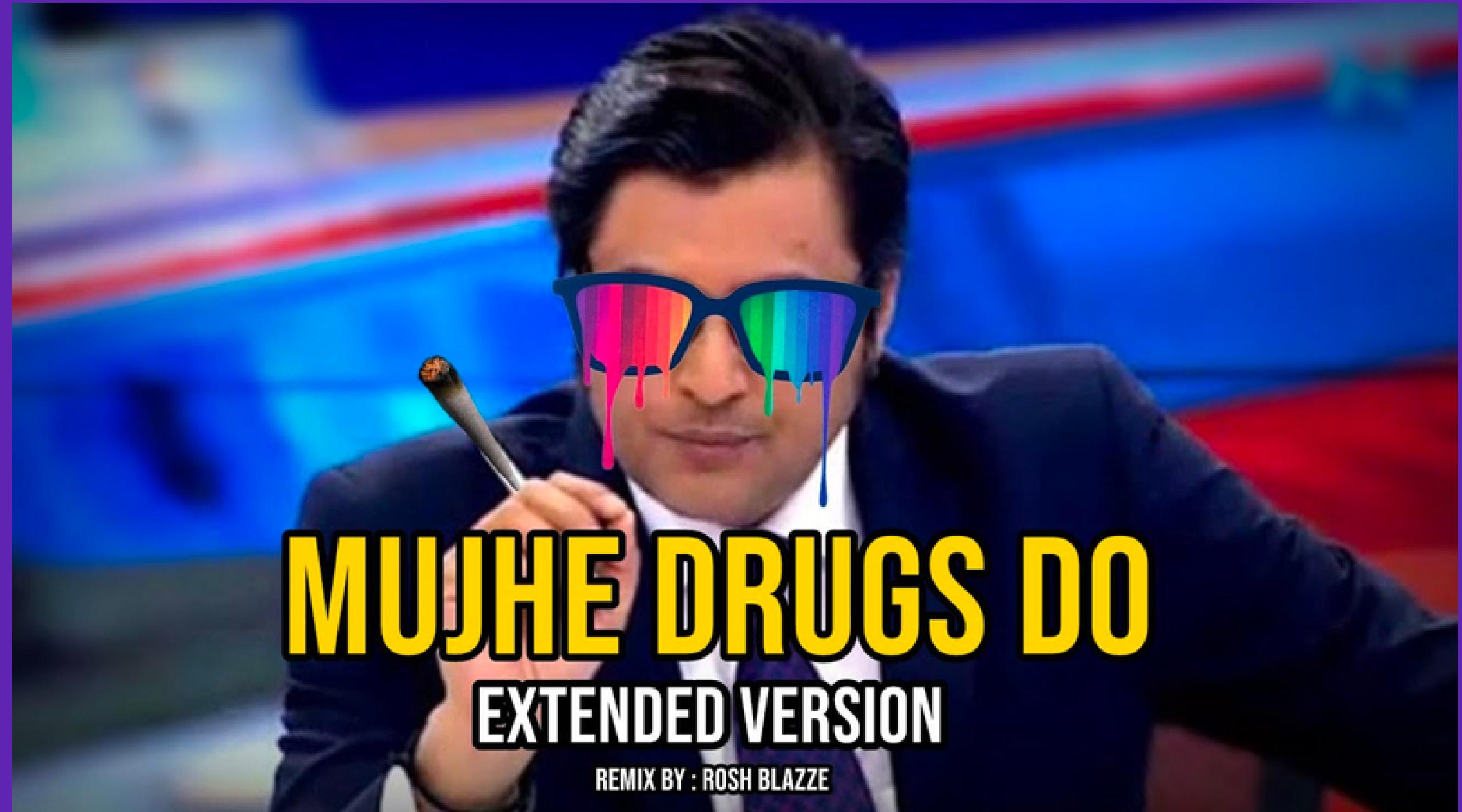
You are offended by the
things I say?

Imagine the stuff
I hold back.



Question Set

3. If not, would it be offensive to display it on national tv or in a magazine?



Question Set

**4. What do you observe in the meme
(what attracts the most)?**



5. Do you feel ,you get influenced by memes?

Question Set



Question Set



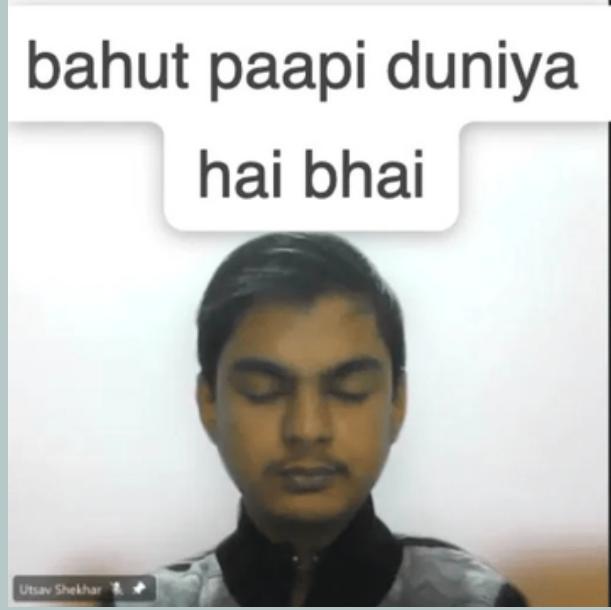
6. Do you feel you consume a lot of memes?



Discussion

1. Memes are both anonymous and extremely popular. **Big corporate players exploit the meme's copyright-free ethos by appropriating texts from the Internet for their campaigning.**
2. The **lack of traceability allows memes to avoid censorship**. On the other hand, we **don't know how trustworthy** the memes are because we don't know who created them.
3. Facebook and Twitter, for example, have algorithms that seek out and endorse the popular. Many online media editors shape their texts and news like memes (Morozov, 2013).
4. Burgess (2008) argues that **memes are immune to manipulation because it is impossible to predict what textual hooks or signifiers make a meme popular**. According to her, any meme that the digital masses endorse, adjust, and distribute in large numbers can be considered authentic.





Discussion

1. A **person of memes is shown without consent**, depriving him or her of the basic right to privacy and control over his/her image and public representation.
2. The **Russian government banned memes** that insult people's real identities in 2016. The Moscow communication watchdog issued a recommendation (literally, a legal reason for a court hearing) that forbids "using photo of a public figure to incorporate a popular internet meme that has nothing to do with the celebrity's personality" (Sampat & Bugorkova, 2015: para 2). Although **the measure may aid in combating unethical memes, it may also significantly reduce the flow of memes that criticise Russian politicians**.
3. Memes are not affiliated with any political party or institution, **they are an empty versatile vehicle that people fill with their ideas and agendas**, an appealing conduit that aids in manipulating discourses and minds.
4. The public uses **memes for self-expression, entertainment, and to contribute to political debates and persuade others**. People use a meme's condensed format to build a convincing argument using simple, expressive means. →

Present Situation of Memes



They have become a staple in popular culture and have been used in various ways. While some people use them as a way to communicate funny ideas or thoughts, others use them to spread political messages.

they are a very efficient way of communicating. A short phrase or image can convey a complex idea quickly and easily. Memes are also highly shareable, which makes them ideal for spreading messages or ideas to a large audience.

a world that is often filled with negativity, memes can be a welcome respite. They can help us to laugh at ourselves and the world around us. Finally, memes have the ability to tap into our emotions.





Why Memes Connect Ideas, but Not People

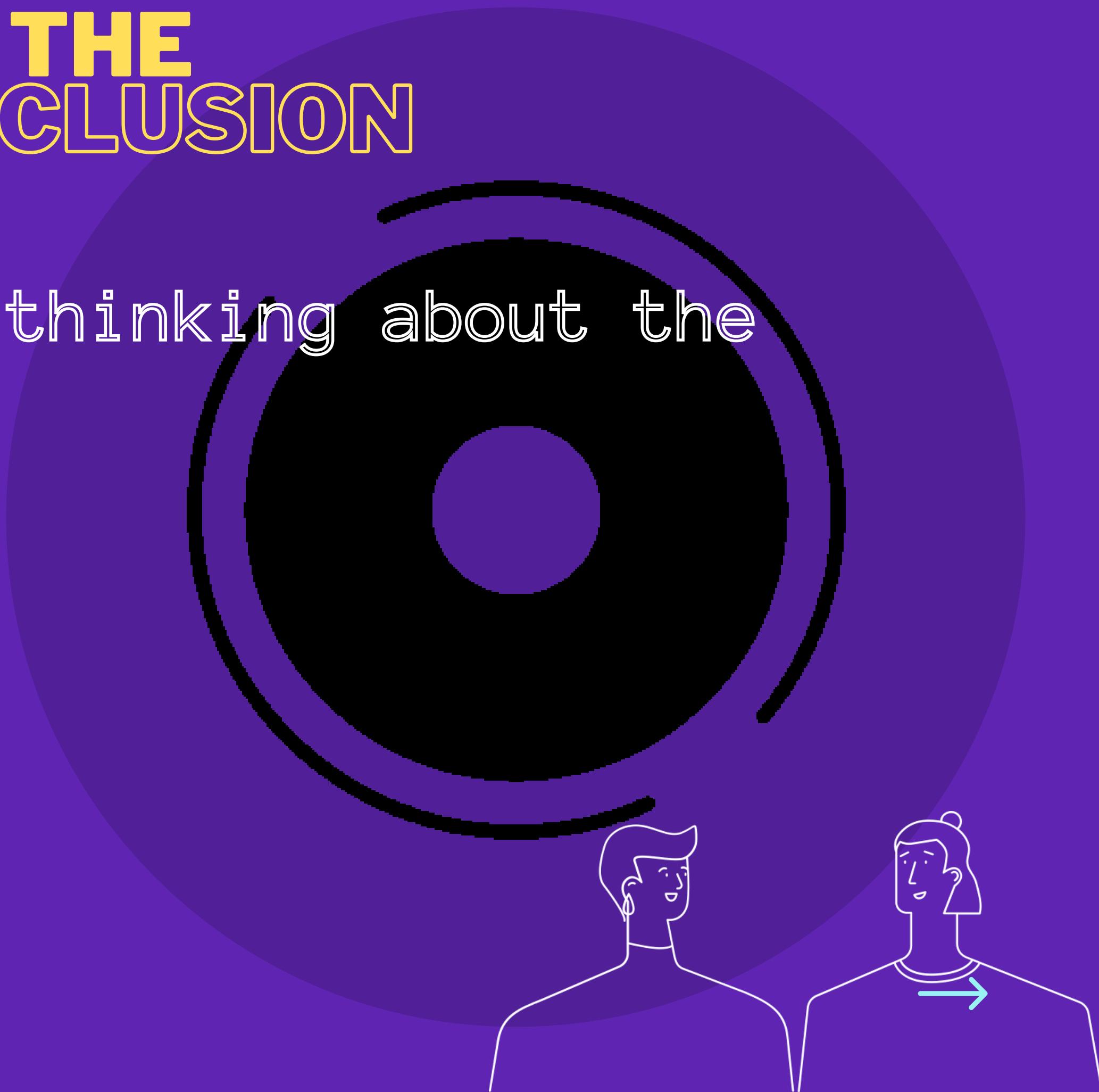
Memes as the Means of Political Communication in the Challenging Media Environments



THE CONCLUSION

Does meme affect your thinking about the concept?

Observations
And
Does it



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- Over the last twenty years, image-based Internet memes have emerged as a unique mode of online communication. This dissertation explores the social implications - both positive and negative -...
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- Just a Joke? - researchgate.net
- Just a Joke? The Social Impact of Internet Memes Charlotte R Holland Glasgow School of Art Interaction Design 19/20 Tutor: Fiona Jardine Word count: 9457
- <https://www.researchgate.net/.../Just-a-Joke-The-Social-Impact-of-Internet-Memes.pdf>
- 5 - PALISOC - Just A Joke | PDF | Mass Media | Social Media
- <https://www.scribd.com/document/558019156/5-PALISOC-Just-A-Joke>



Thank
you

sab moh maya hai...

