

A Brief History of Memes

A Journey Through Meme-Time.



What are Memes?:

A meme (/mi:m/) is an idea, behavior, or style that spreads from person to person within a culture—often with the aim of conveying a particular phenomenon, theme, or meaning represented by the meme



The Humble Beginnings

1998-2000: GIFs were the rage.

Limited Options.

2000-2002: First Actual “viral” memes. Just Screenshots without much editing.

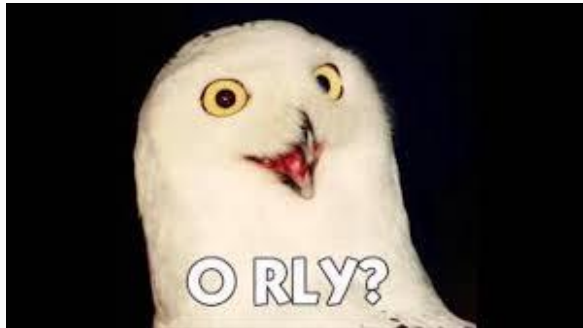
Limited Variance.



2003-2005 : Creativity Sparks

Advent of MS paint.

Edits Became Popular



2006-2009: Exploitable Memes

Base Meme Could be Exploited to Fit the Discussion.

Meme Templates Became Popular

Limited Meme Options, But Much Greater Variance.



2009-2011 : Enter the Normies

Normies: "Normie" refers to people who use popular social media and believes the popular opinion. They don't think for themselves, if something is considered "ok" they'll do it.

When the teacher has explained a question thirteen times to you and you still don't understand it.



~2012 : Formats & Meme Generators

Fill out basic templates.

Easy to use Meme Generators.

More normies started to make memes.

- Normification



2013-2015

Decline of Old Memes.

Due to Normification

Huge number of meme options

Extremely high variance

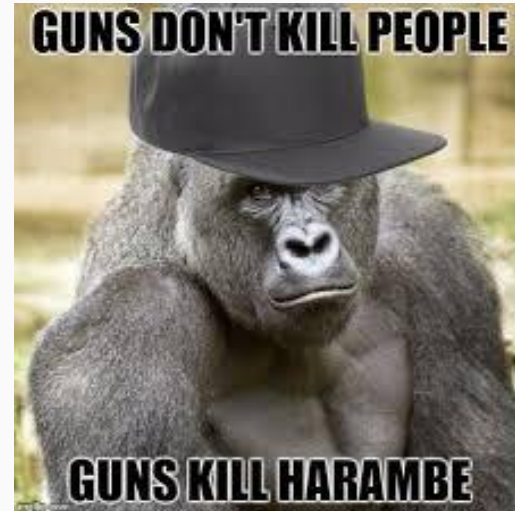
Shortened life-span of memes

2016 : Super-Memes

Harambe & dat boi

Considered “Super-Memes” - Lasted way longer than other memes.

Internet Memes blended with cultural phenomenon. They *were* the cultural phenomenon



2017-present : Meme Explosion

Tons of new meme material, Every week

New memes die out in just a few days/weeks

Mainstream adoption - Normification

Dank Memes - Fighting Normification

2018 MEMES

January 	February 	March 	April 
May 	June 	July 	August 
September	October	November	December

Need to Make More Memes

Mode of creative expression.

Form of art.

Excellent way of utilizing right to free speech

Gets important news and point of views all across the internet, really fast.

Mememes are a part of our lives and also a way of life.

Thank You

