



# *MEMECRAFT: NARRATIVE DYNAMICS IN CRYPTO*

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# What are memes?



**meme**, unit of cultural information spread by

imitation. The term *meme* (from the Greek *mimēma*, meaning “imitated”) was introduced in 1976 by British evolutionary biologist [Richard Dawkins](#) in his work [The Selfish Gene](#).

Dawkins conceived of memes as the cultural parallel to biological genes and considered them, in a manner similar to “selfish” genes, as being in control of their own reproduction and thus serving their own ends. Understood in those terms, memes carry information, are replicated, and are transmitted from one person to another, and they have the ability to evolve, mutating at random and undergoing natural selection, with or without impacts on human fitness (reproduction and survival). The concept of the meme, however, remains largely theoretical. It is also controversial, given the notion of selfishness and the application of the concept to the evolution of cultures, which formed the basis for the field of memetics.



# Memes are bundles



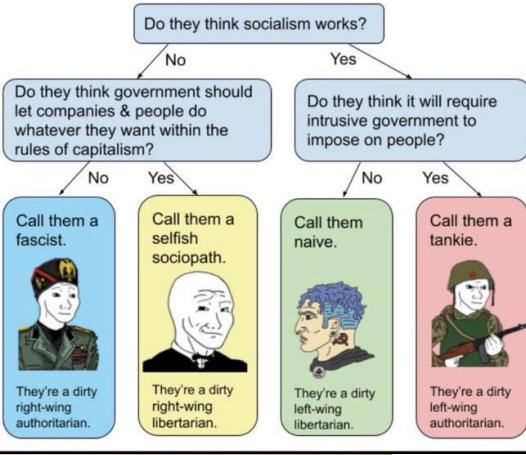
Me



I trade meme coins full time



I'M IN IT FOR THE TECHNOLOGY



who need they aristocrussy ate?



# Jetztzeit

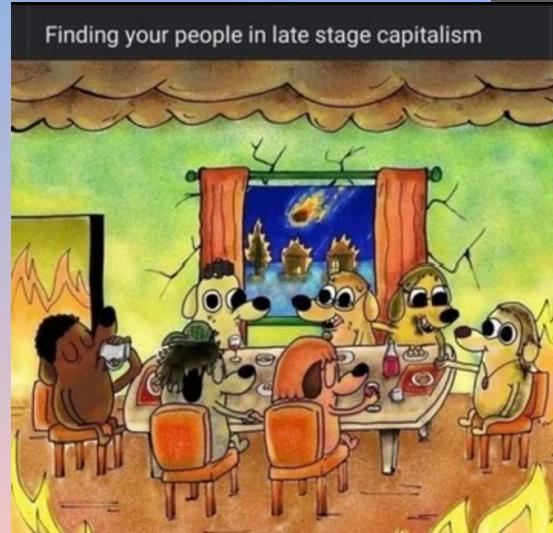
*"Now-time, in which the past and present are drawn into a messianic relation"*

Walter Benjamin, *Theses on the Philosophy of History* (1940)

**They be like how you know everybody?**



**Shit, we all witnessed the horrors together.**



- collective memory
- intersubjective shared experience
- frame for sense-making

# *Erfahrung*

tacit knowledge, lived experience, wisdom and knowledge gained through meaningful engagement with the world, "signal"

# *Erlebnis*

surface-level understanding, overstimulating flow of information without fully processing it, observation or participation without depth/intention, "noise"



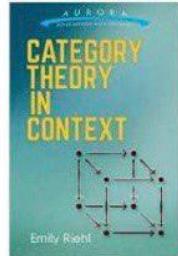
# Categorical Example - "Starter Packs"

## category theory student starter pack



Kerodon

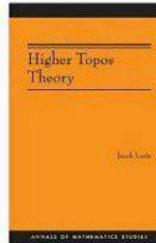
"\_\_\_\_ is just \_\_\_\_"



I find some of this exchange truly depressing. There is a subject of “brave new algebra” and there are myriads of past and present constructions and calculations that depend on having concrete and specific categories with which to actually compute. Many do not use  $(\infty, 1)$ -categories when doing this. To be down-to-earth means that one must use categories that are easier to reason about (e.g. 1) categories to construct things not easily constructed otherwise, and that one can compute things about them (e.g. work of Behren and Lawson). But the locus of computation are not  $(\infty, 1)$ -categorical, and often not even model categorical. People should learn some serious computations, do some themselves, before totally immersing themselves in the formal theory. Note that  $(\infty, 1)$ -categories are in principle intermediate between the point-set level and the homotopy category level. It is easy to translate into  $(\infty, 1)$ -categories from the point-set level, whether from model categories or from something weaker. Then one can work in  $(\infty, 1)$ -categories. But the translation back out to the “old-fashioned” world that some writers seem to imagine expendable leads in homotopy categories. That is fine if that is all that one needs, but one often needs a good deal more. One must be eclectic. Just one old man’s view.



Derived memes for spectral schemes



Top  $\simeq \underline{\infty}\text{Grpd}$

"\_\_\_\_ is just \_\_\_\_,  
which is just an instance  
of \_\_\_\_ in the category of \_\_\_\_"

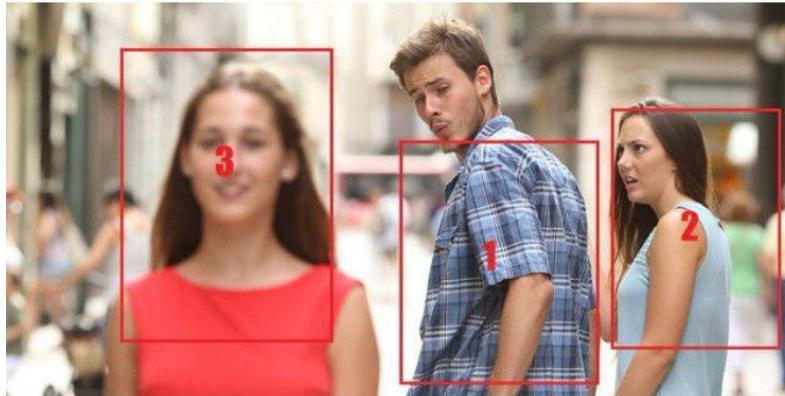


announced Dec 13 11 at 2:00  
Peter May  
24.5k 24.5k × 3 × 76 × 115

$(\infty, 1)$ -categories

@GrothendieckSchemes

# Second (Order) Example



milklightofmoon

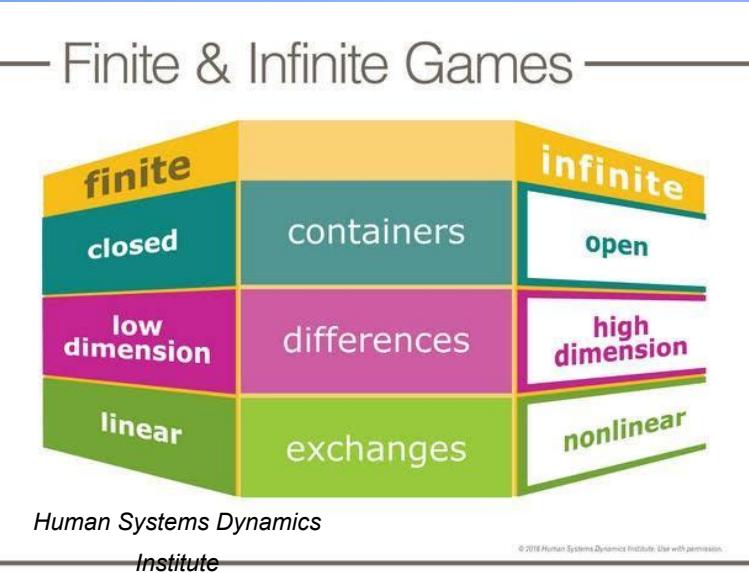
yesterday i realized you could totally use this as  
a tarot spread and i dont even really need to  
explain what each card would represent  
because of how memetic imagery works

# Practical Example - HODL

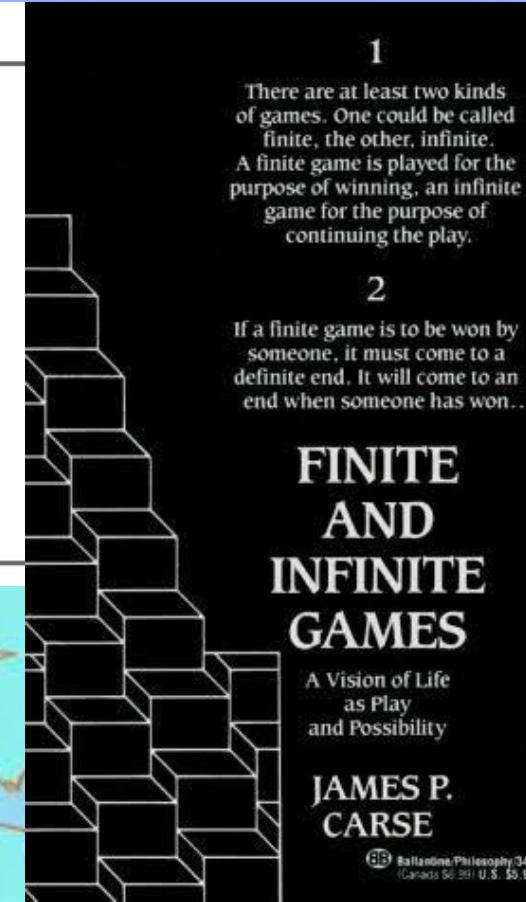
1. You buy crypto and read about hodling
2. The market goes down
3. You don't sell
4. You're reminded that you hodled when the market went down
5. A short feedback loop that reinforces a crypto meme due to volatile markets hooks you into crypto culture



# Example: "Finite & Infinite Games"



Ethereum:  
The Infinite Garden



1

There are at least two kinds of games. One could be called finite, the other, infinite. A finite game is played for the purpose of winning, an infinite game for the purpose of continuing the play.

2

If a finite game is to be won by someone, it must come to a definite end. It will come to an end when someone has won...

**FINITE  
AND  
INFINITE  
GAMES**

A Vision of Life  
as Play  
and Possibility

JAMES P.  
CARSE

Ballantine Philosophy 34  
(Canada \$6.95) U.S. \$10.95

# Infinite "Language Games"

"The speaking of language is part of an activity, or of a form of life.

Review the multiplicity of language-games in the following examples,

and in others:

Giving orders, and obeying them—

Describing the appearance of an object, or giving its measurements

Constructing an object from a description (a drawing)—

Reporting an event—

Speculating about an event—

Forming and testing a hypothesis—

Presenting the results of an experiment in tables and diagrams—

Making up a story; and reading it—

Play-acting—

Singing catches—

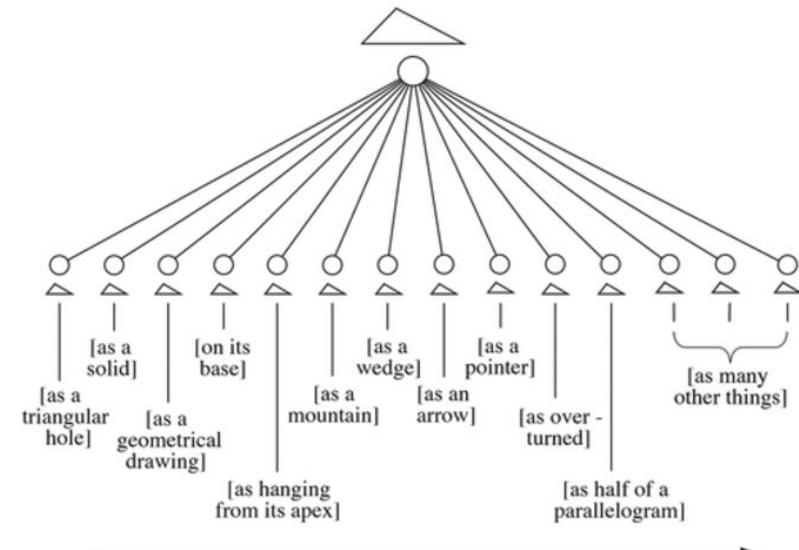
Guessing riddles—

Making a joke; telling it—

Solving a problem in practical arithmetic—

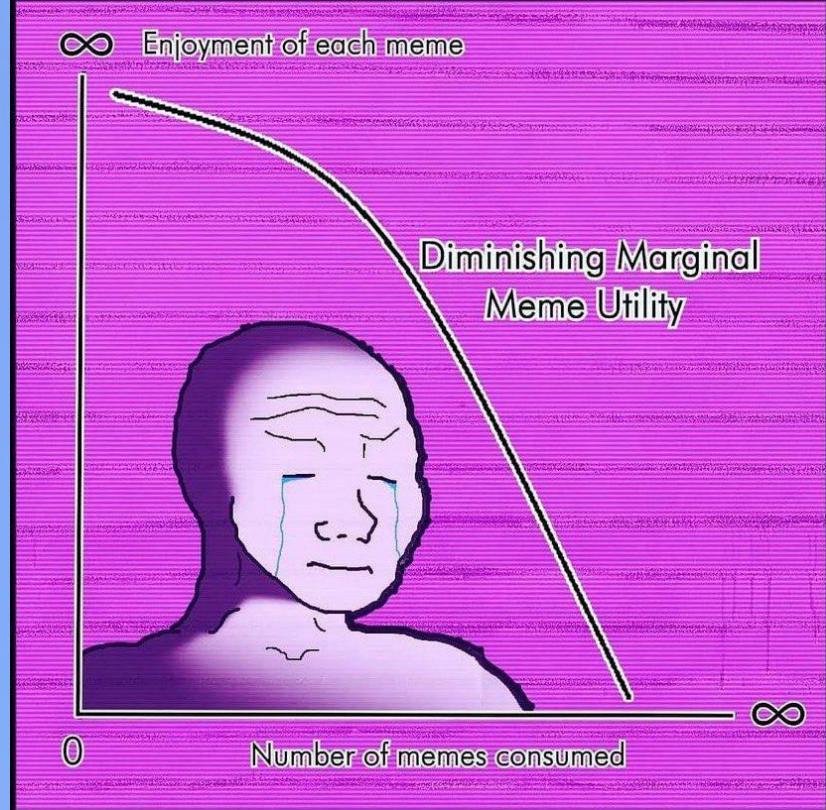
Translating from one language into another—

Asking, thanking, cursing, greeting, praying."



**Figure 2.** The diagram to visualize the multiple contexts (meanings) of Wittgenstein's icon  in Masterman, "Fans and Heads," p.45, reproduced by Tal Unreich.

The rules, constraints & outcomes of language games are continually evolving, in a feedback loop of shaping, & being shaped by, cultural norms & behaviors of their players.



Memes are deeply entangled in crypto culture,  
playing an important role in the early proliferation of  
sharing ideas and behavioural expectations

*digital gold*

REKT

*we're early*

Lambo

*not your keys, not your crypto*

diamond/ paper hands

HODL

@LUSHSUX

to the moon



The memes became more sophisticated in Ethereum as programmability has introduced a Cambrian Explosion of crypto financial primitives which elicited in new flows of capital

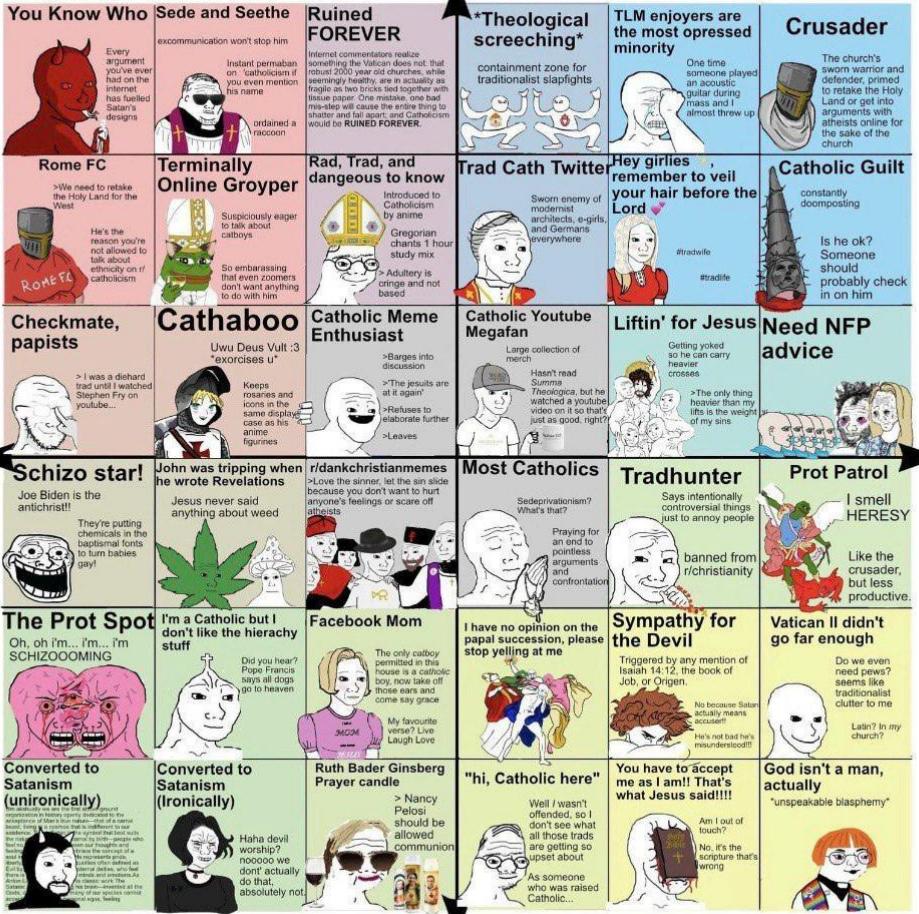


Now these flows of capital are capitalizing on their investments in memes to influence government policy directly



Memes harness  
identity, intersubjectivity &  
ideology to create, reinforce  
& reproduce dynamics of power  
& control

STRAYED SHEEP



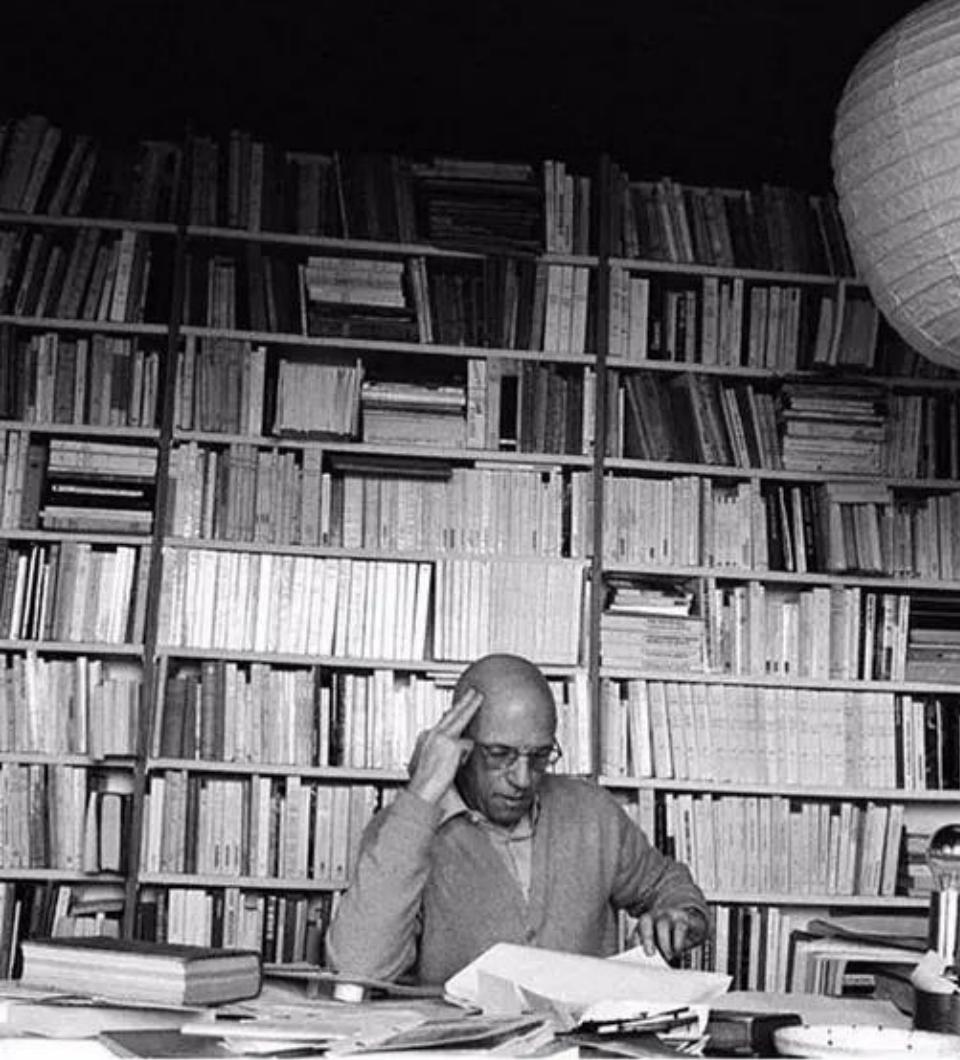
PROGRESSIVE

PRACTICING

"in every society, the creation of discourse is controlled, chosen, organized and redistributed by a certain number program at the same time, its role are to eliminate the power and danger of discourse, control occasional events, avoid heavy and terrible materiality"

*Michel Foucault, The order of discourse  
(1970)*

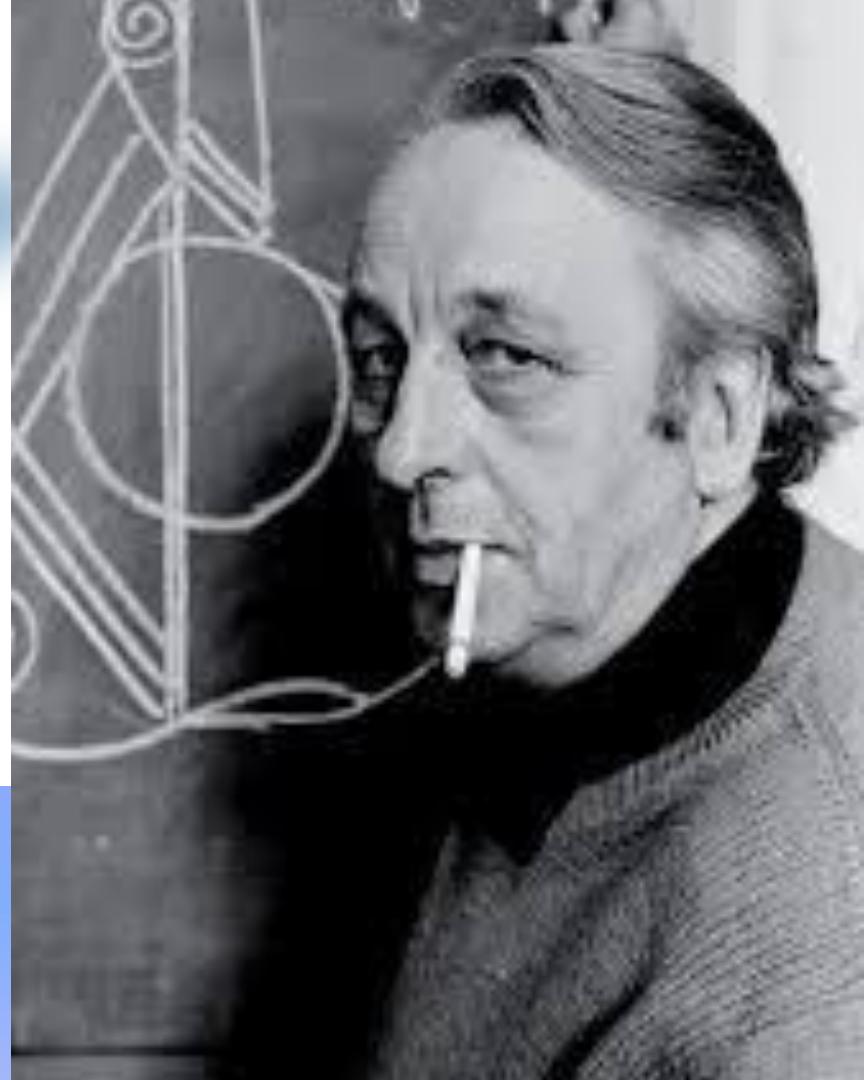
**power-knowledge  
& discursive control**



- Ideological State Apparatuses are multiple, distinct, 'relatively autonomous'
- The unity of the different Ideological State Apparatuses is secured, usually in contradictory forms, by the ruling ideology, the ideology of the ruling class.
- The relations of production in a capitalist social formation, i.e. the relations of exploited to exploiters and exploiters to exploited, are largely reproduced
- All ideology hails or interpellates concrete individuals as concrete subjects , by the functioning of the category of the subject

*Louis Althusser, Ideology and Ideological State Apparatuses (1970)*

# ideological interpellation



# Meme Safely!

- assume information asymmetry
- question what patterns and narrative are being reproduced and why
- define the identity you are assuming as an actor in market and narrative dynamics
- observe relations of exploitation, extraction and contradictions
- construct an intentional, resilient web of trust

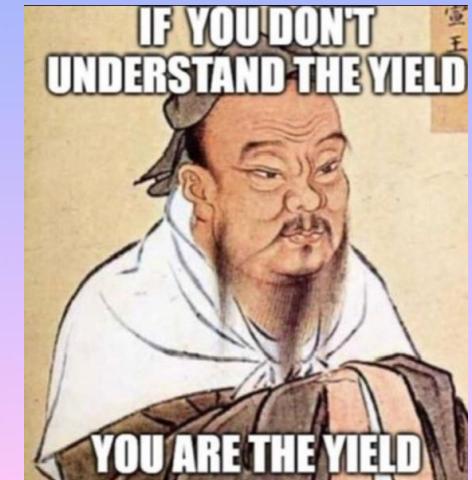
david phelps ✅  
@divine\_economy

the divide between this industry on twitter and in-person is wild

on twitter, everyone is euphoric, energized, excited to onboard billions to their bags

in person, everyone just wants a nap and one month mental health break in the woods

3:38 PM · Nov 14, 2024 · 8,072 Views



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our sci fi Katabasis on Paragraph

