

[untitled meme machine]

explore the variety of culture
expressed by a single meme

pick a meme

- cheems
- ...more meme formats forthcoming

Transhumanists 2520 A.C.



**I've extended my lifespan
with 200 years. Now I'll be
able to explore the Solar
System some more**

Transhumanists 2020 A.C.



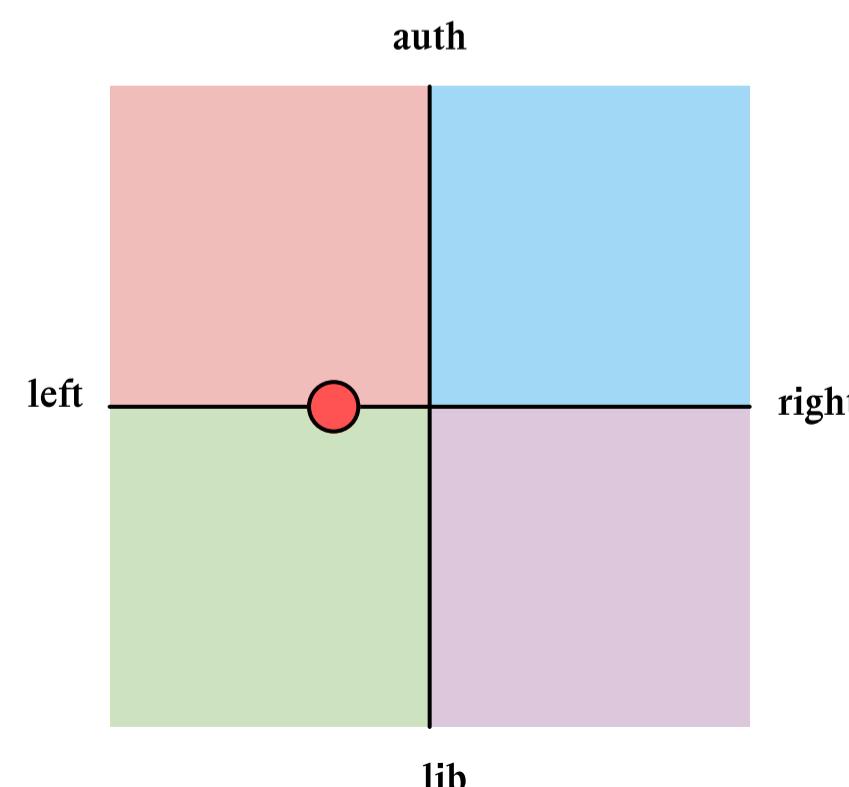
**Robot anime
titties please**

modifying metrics

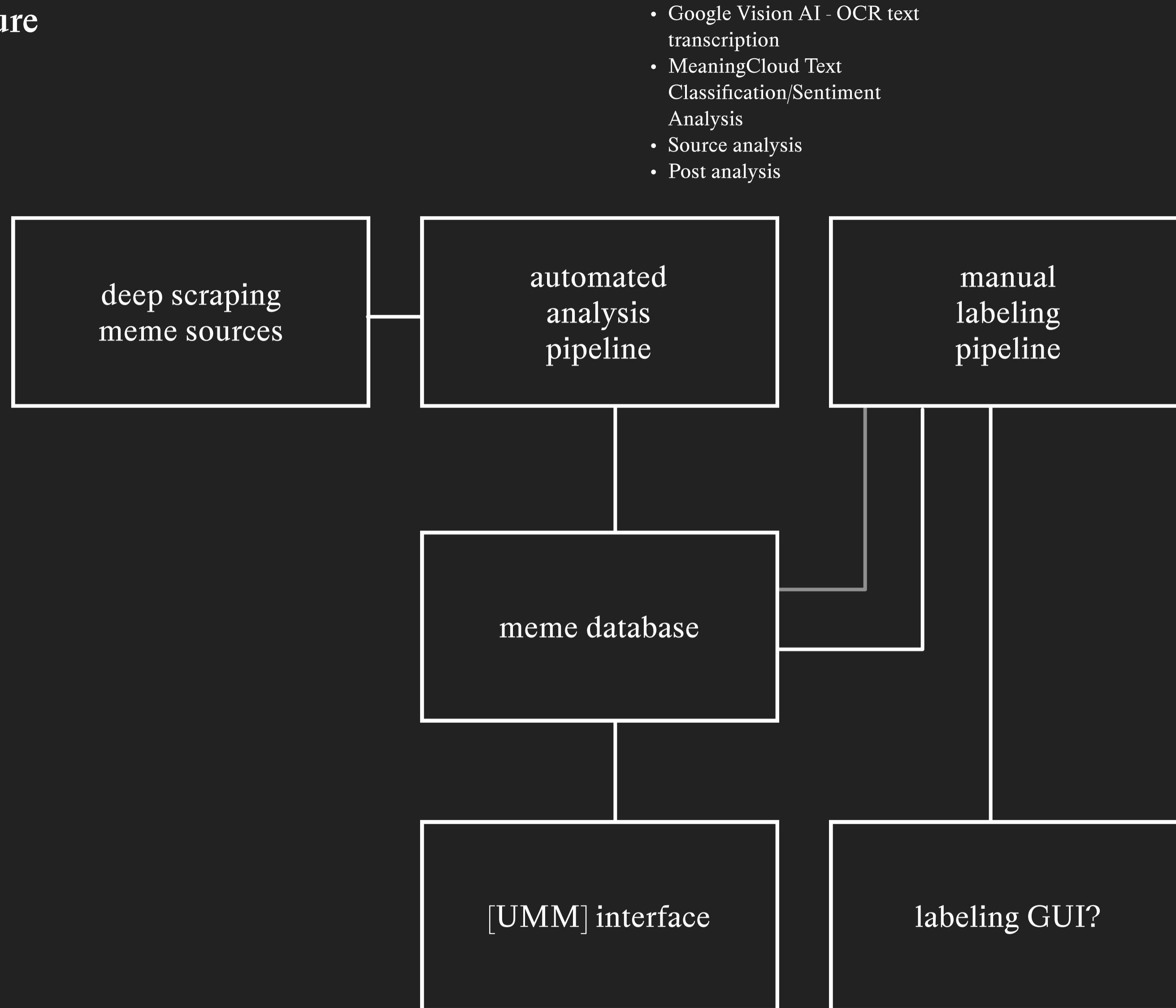
- position on political compass
- basic labels (dank, based, cringe, etc.)
- est. buzz generated by meme
- irony slider
- shitpost slider
- color picker



political compass



Architecture



```
150
131  ↘ const analyzeImages = async posts => {
132    ↘   const analyze = async (post) => {
133      const url = post.image_url;
134      const title = post.title;
135      //prepare transcript
136      const [words, image_transcript] = await transcribeImage(url);
137      const transcript = title + "\n" + image_transcript;
138      const gc_sentiment = await GCSentimentAnalysis(transcript)
139      const tone_analysis = await IBMToneAnalysis(transcript)
140      const mc_sentiment = await MCSentimentAnalysis(transcript)
141      const topics = await MCTopicExtraction(transcript)
142      const categories = await MCTextClassification(transcript)
143
144    ↗   const analysis = {
145      words,
146      image_transcript,
147      ...gc_sentiment,
148      ...tone_analysis,
149      ...mc_sentiment,
150      ...topics,
151      categories
152    }
153
154    return { ...post, analysis }
155  }
156
157  let i = 0;
158  const processedPosts = [];
159
160  ↘ const interval = setInterval(async () => {
161    ↗   if (i >= posts.length) {
162      clearInterval(interval)
163      console.log(processedPosts)
164      saveData(processedPosts, "./data/processed-posts.json")
165    }
166    const processedPost = await analyze(posts[i])
167    processedPosts.push(processedPost)
168    i++
169  }, 1000)
170}
```

Meme Analysis

Image Scraping

Modules

- **subreddit-scraper**
(snoowrap wrapper)
Scrapes image content from posts a target subreddit
Can collect trending (hot) posts, newest 100 posts, top posts (of the day/week/month/all time)
Can collect post data (upvotes, no. of comments, awards, image src, author name, etc.), can be modified to collect more data
- **nodeyourmeme wrapper**
Scrape knowyourmeme content with the nodeyourmeme node.js package
- **other modules needed to increase number of sources**

Image Analysis

Modules

- **google vision ai**
ocr text recognition - for transcribing the text of the meme
- **meaningcloud text classification/entity analysis API**
analyzing the text for entities, concepts and topics
-

Meme Taxonomy

<u>column</u>	<u>data source</u>	<u>type/form</u>
meme_name	manual & constant	string
image_id	uuid generation	string(uuid)
image_url	[scraping module]	string image url (png, jpg, gif?)
image_source	[scraping module]	string name of subreddit, twitter acct., etc.
image_platform	[scraping module]	string name of the platform (twitter, reddit, etc.)
post_author	[scraping module]	string post author
post_engage	[scraping module]	string post author
image_transcript	google-vision-ai-ocr	string text found on the meme

image scraping	puppeteer, official reddit API, other platform APIs	filtering for specific memes	manual, with help of GUI
image analysis	Google Cloud VISION AI OCR Text Recognition	digital text analysis	MeaningCloud Text Classification API
platform context analysis	puppeteer, official reddit API	subjective labeling	manual, with help of GUI

source_name	scraping
source_subscribers	platform context analysis
source_content_creator_diversity	platform context analysis
source_avg_upvotes	platform context analysis
source_moderation_level	subjective labeling

image_url	scraping
post_author	platform context analysis
post_num_upvotes	platform context analysis
post_num_comments	platform context analysis
post_num_awards	platform context analysis
post_engagement_ratio	platform context analysis

image_transcript	image analysis
image_color_palette	image analysis
image_word_map	digital text analysis
concept_list	platform context analysis
entity_list	platform context analysis

left_right	subjective labeling
auth_lib	subjective labeling
shitpost_level	subjective labeling
ad_status	platform context analysis
entity_list	platform context analysis