

Never Gonna Give You Up

The Rickroll: past, present, future

UDLS
November 13, 2020
James Yoo



**“Never Gonna Give You Up”
Rick Astley
July 27, 1987**

Who is this Handsome Man?

- **Richard Paul Astley (b. 1966)**
 - Lancashire, UK
- **Age 10** – start of musical career
 - Member of church choir
- **Age 15** – fall from grace
 - addiction to helium for singing becomes public knowledge*
- **'82 - '86** – pre-fame
 - driver for his father's business
 - drummer for Beatles cover bands



Perhaps Astley's most famous ancestor
— Jesus Christ



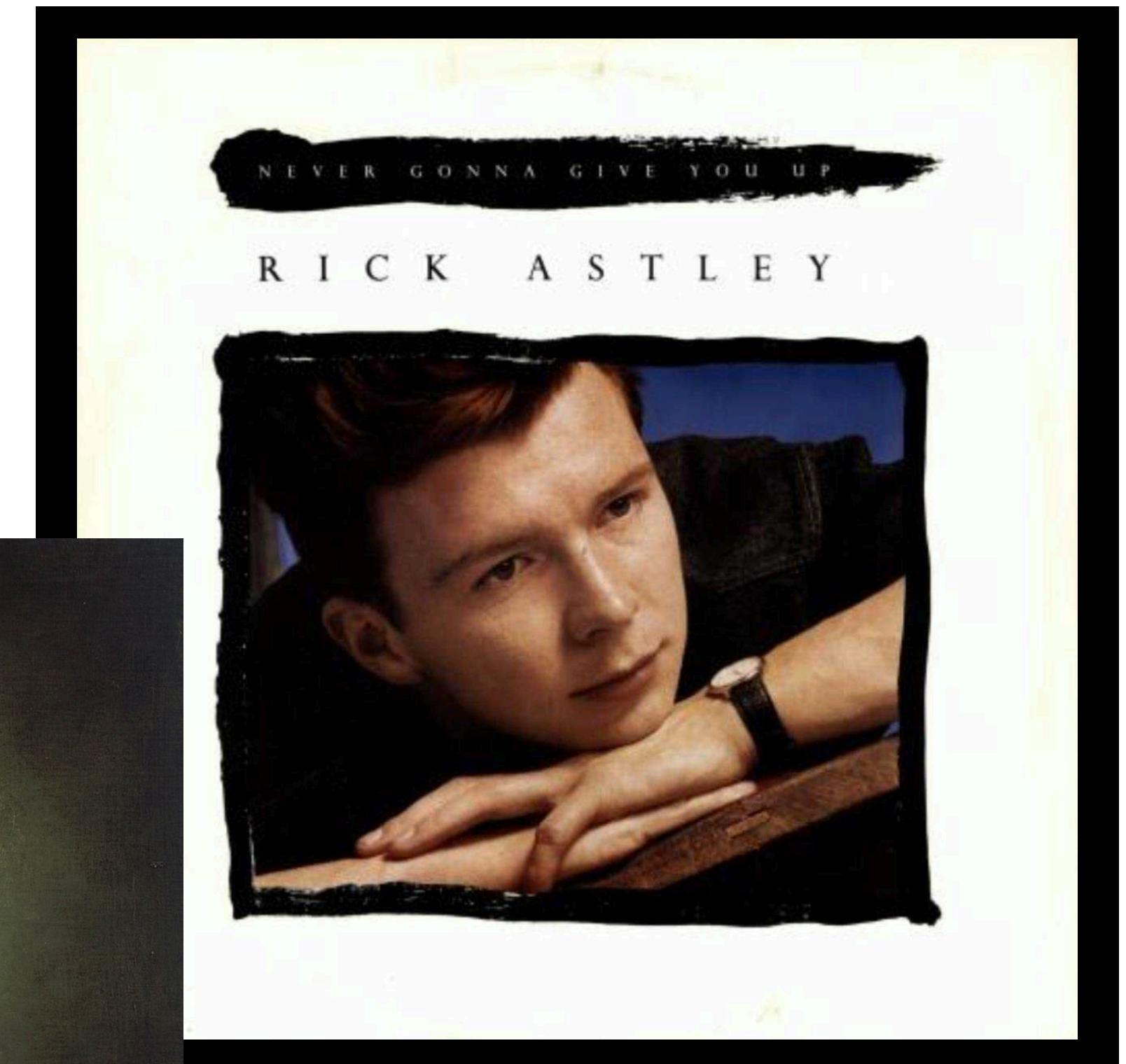
Rick Astley, 2020 (colourized)

Never Gonna Give You Up

- **Astley's debut single**
 - released July 27, 1987
 - best selling single of '87 (UK)
 - “Best British Single” ('87 Brit Awards)
- **Chart Topper!**
 - Rose to the top of the chart in **25** countries



Astley's closest historical analogue
— Mozart



Original art for
“Never Gonna Give You Up”

“

His voice was so strong that finding a song for him
that worked was difficult. **In some ways, he was**
actually too good. — Pete Waterman, songwriter/co-producer

“

We shot the video in an old church near
London's Westway. **All the clothes in the**
video are my own. — Rick Astley, 2020

Popular Reactions

Donald J. Trump 
@realDonaldTrump

The song at my SECOND VERY LEGAL inauguration will be "Never Gonna Give You Up" Thank You AMERICA!

 This claim about election fraud is disputed, but the song really does slap

4:55 PM · Nov 10, 2020 · Twitter for Babies

80K Retweets 12.8K Quote Tweets 397.3K Likes

Reply  Like  Share 

Elon Musk 
@elonmusk

The default ringtone for the new Tesla Phone will be Rick Astley's "Never Gonna Give You Up"
No, you can't change it. Yes, you're welcome.

4:20 PM · Nov 13, 2020 · Twitter for iPhone

6.9K Retweets 420K Quote Tweets 69.9K Likes

Reply  Like  Share 

William J. Bowman 
@wilbowma

Things that put a smile on my face

1. Long walks on the beach
2. Type-preserving compilation*
3. Rick Astley's "Never Gonna Give You Up"

3:58 PM · Nov 12, 2020 · Twitter Web App

1 Retweet 71 Likes

Reply  Like  Share 

Ron Garcia 
@rg9119 · 2h
Replying to @wilbowma
Bruh, that song totally slaps!

1 Retweet 14 Likes

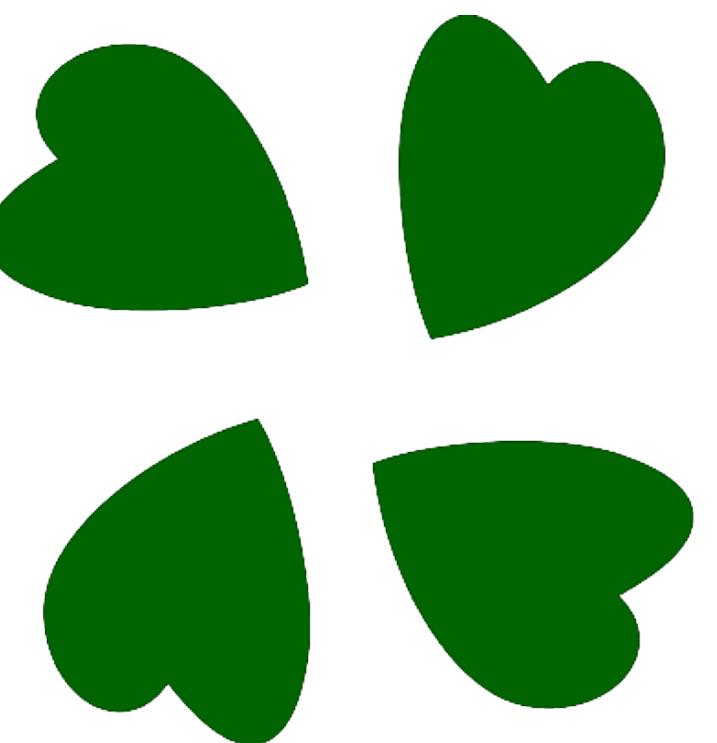
Reply  Like  Share 

*I'm actually not sure if William *actually* likes type-preserving compilation, I do know that he loves a good rickroll!

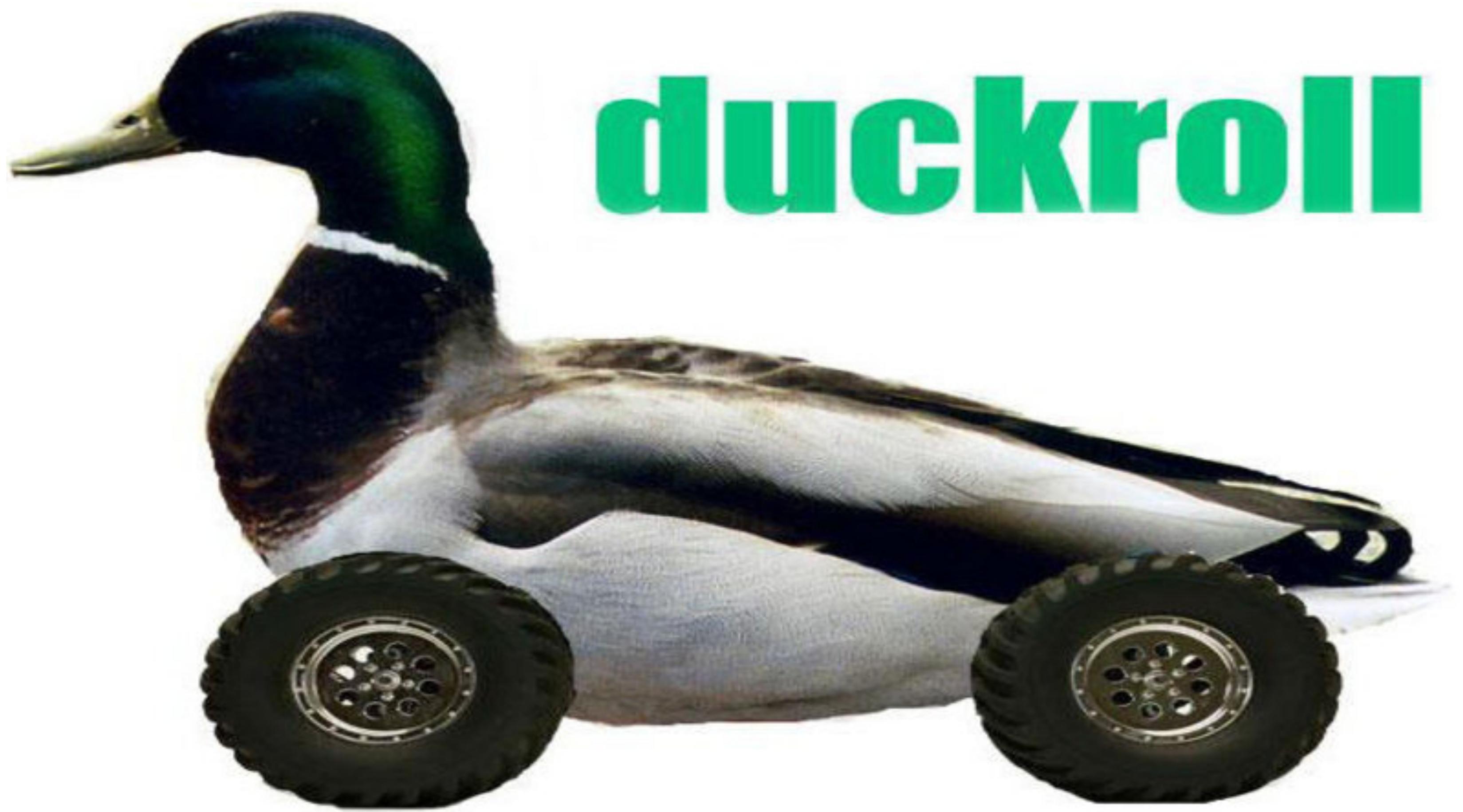
2006

Duckroll: The Proto-Rickroll

- 2006 A.D.
 - 4chan imageboards were the origin of a phenomenon that would become what we know today as “rickrolling”
- egg → duck
 - filter implemented to replace all instances of “egg” with “duck”
 - People thought this was funny, don’t ask don’t ask me why idk, I go on Reddit.



4chan



duckroll



2007

Rickrolling enters the mainstream

- **4chan Strikes Again!**
 - Coinciding with the release of the first trailer for Grand Theft Auto 4, a 4chan user posts a link to “Never Gonna Give You Up” under the guise of it being a link to the trailer



cover art for GTA4

Interest over time

Google Trends

● rickroll



United States. 1/11/07 - 11/12/20. Web Search.

2007 - Present day

Macy's Day Parade – 2008



Bipartisan Oregon Legislature – 2010

Obama Administration – 2011

 **White House Archived** 
@ObamaWhiteHouse

@wiggasd Sorry to hear that. Fiscal policy is important, but can be dry sometimes. Here's something more fun:
tinyurl.com/y8ufsnp #WHChat

11:51 AM · Jul 27, 2011 · Twitter Web Client

4.6K Retweets **25** Quote Tweets **1.4K** Likes

UBC – March 2020

Found in Sent - jyoo980@gmail.com Mailbox

 **James Yoo** March 29, 2020 at 8:05 PM
Thanks for the laugh lol 
To: mgelbart@cs.ubc.ca

* [office hours calendar] (<http://www.cs.ubc.ca/~mgelbart/calendar.html>)
+ | [other relevant content] (<https://www.youtube.com/watch?v=dQw4w9WgXcQ>) ; [what just happened?] (<https://en.wikipedia.org/wiki/Rickrolling>) Mike Gelbart, 2 hours ago *

That was a good one.

On a more topical note, I think you might want to share this with the class; pretty interesting article from the LA Times about neural networks

<https://www.latimes.com/tech/the-future-of-neural-nets-1>

 **Mike Gelbart** March 30, 2020 at 7:08 AM
Re: Thanks for the laugh lol
To: James Yoo

That was fast! Just posted it yesterday.

I was obviously highly suspicious so I checked that your URL is actually pointing to LA times, but somehow... Well played!

Mike

[See More from James Yoo](#)

Reddit – March 2020

This is an archived post. You won't be able to vote or comment.

 14 

Is there a hidden leaderboard that professors can access on Canvas? Discussion (self.UBC)

submitted 7 months ago by [AsymptoteCurve](#)

Now that we are more reliant on Canvas more than ever, I'm curious if there is a hidden leaderboard feature where professors can easily tell who posted the most in the Discussion board? Or who spends the most time in the course page? Or who has or has not checked the Announcements, et cetera...?

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all 10 comments

sorted by: [best](#) ▾

 [-] Graduate Studies | Computer Science 104 points 7 months ago*

 You bet. TAs can also access a similar thing.

Here's a link to a screenshot: <https://imgur.com/oIKvfaq>

[permalink](#) [embed](#) [save](#) [edit](#) [disable inbox](#) [replies](#) [delete](#)

Reddit— August 2020

 [-] Graduate Studies | Computer Science 8 points 2 months ago

Hi Mike!

I really enjoyed taking CPSC 330 with you, [this video](#) you shared on neural nets was pretty informative.

I was wondering whether you had any opinions on the state of fairness in AI/ML and whether UBC has plans to address those in content shared in CPSC 330/340/440?

Other than that, see you around!

[permalink](#) [embed](#) [save](#) [edit](#) [disable inbox replies](#) [delete](#) [reply](#)

 [-] **mgelbart** Computer Science | Faculty 8 points 2 months ago

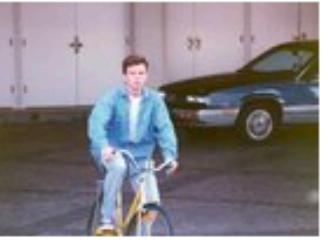
Oh wow lol you totally and utterly got me!! Well done! I guess we can call it even now.

Will get to your other question at some point today/tomorrow but wanted to congratulate you on a job well done. It's not over.

[permalink](#) [embed](#) [save](#) [parent](#) [report](#) [give award](#) [reply](#)

Reddit – June 17, 2020

408k



I've found a few funny memories during lockdown. This is from my 1st tour in 89, backstage in Vegas. [OC](#) (i.redd.it)

submitted 4 months ago by [ReallyRickAstley](#) No stranger to love

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Downvote arrow icon

Play button icon

CC 2 P 4 34 4 12 3 4 2 23 2 4 2 3 94 4 2020 2 5 6 49 F 8 60 11 32 117 S 87 3 2 71 2 75 39 8 33 30 2 82 2 3 4 13 4 7 15 11 9 2 VOTE 7 3 2

I N



 [-] **theMalleableDuck** 131k points 4 months ago 
3 S I 2 N 2 6 E P 25 10 112 14 3 2 18 22 3 281 17 20 124 10 51 88 16 2020 6
13 56 71 59 45 F 35 35 65 91 S 459 27 39 40 43 2 50 35 14 32
14 470 3 18 31 7 112 5 7 9 82 4 50 72

I think I might cry!!! It's actually you.

I met you at a [backstage event](#) when I was 12.

Seriously a big fan. I've seen you in concert five times.

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 [-] **ReallyRickAstley** No stranger to love [S] 92.5k points 4 months ago 


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Questions?