

# Animemes: Anime Memes and You

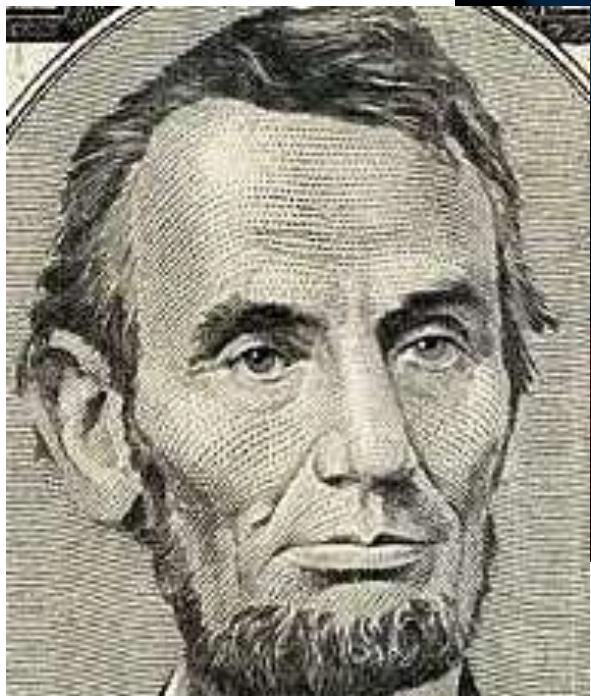
<http://memes.moe/>



# But First Off

- Thanks for coming!
- Please follow me on twitter
- <https://twitter.com/removeanime>

# What is a meme?



Man has always feared the darkness,  
carving away at it with fire.



# Richard Dawkins

*The meme for blind faith secures its own perpetuation by the simple unconscious expedient of discouraging rational inquiry.*



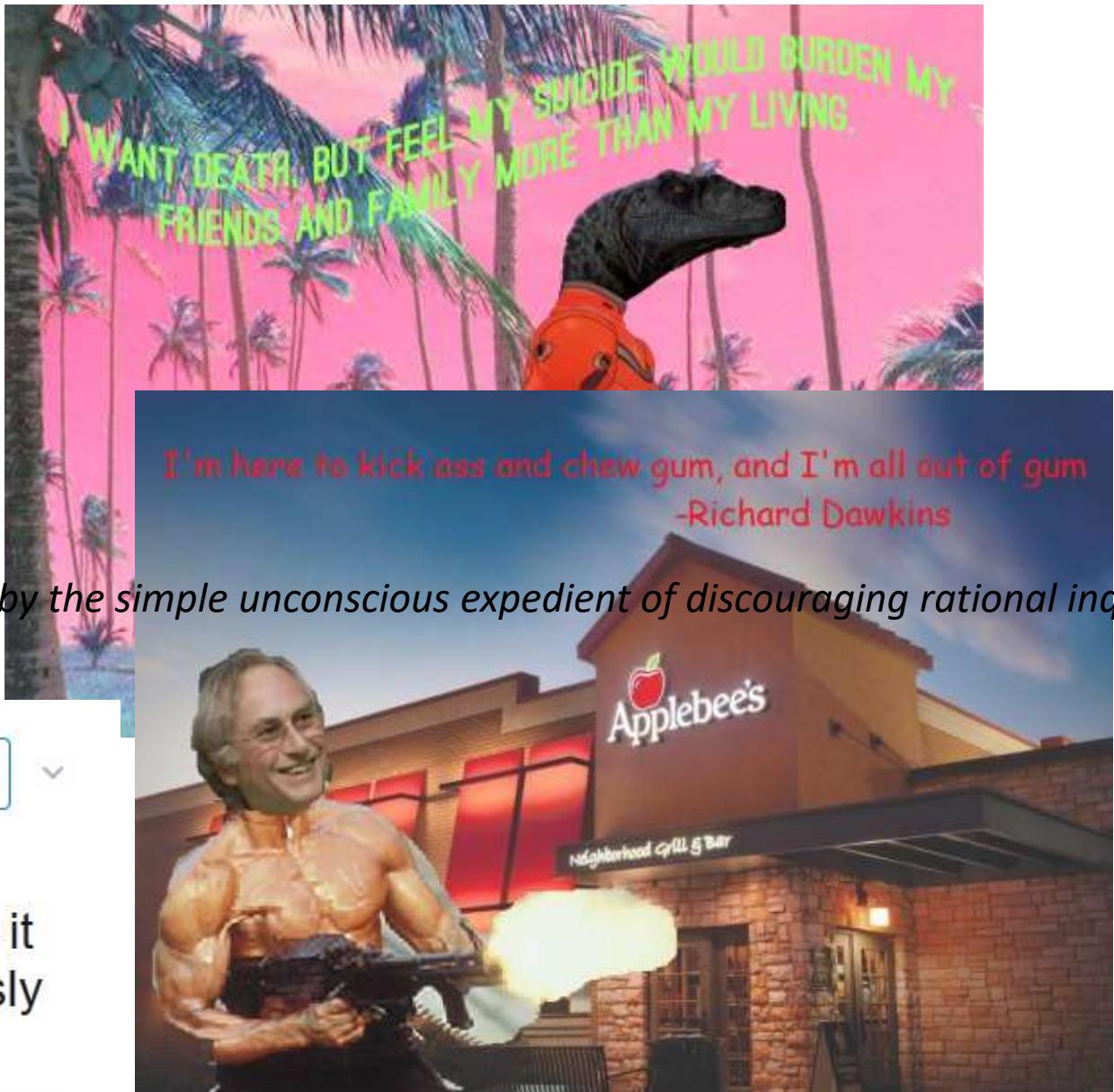
Richard Dawkins

@RichardDawkins

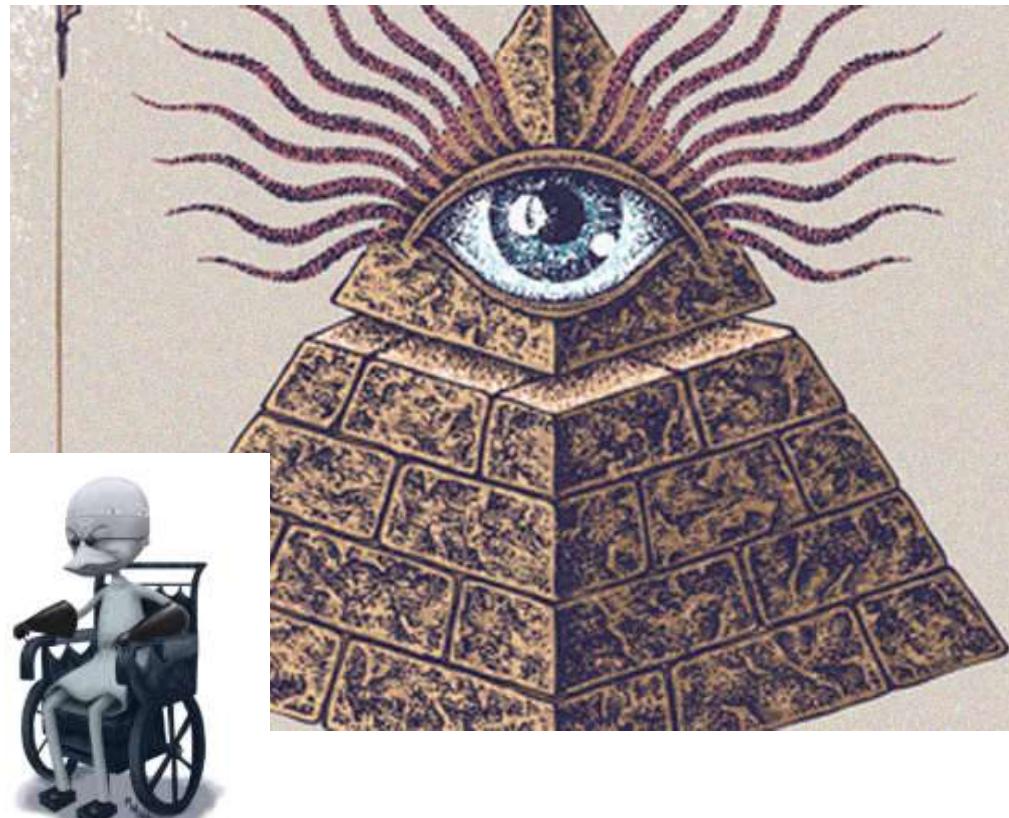
Follow

No, all religions are NOT equally violent.  
Some have never been violent, some gave it up centuries ago. One religion conspicuously didn't.

RETWEETS LIKES  
6,613 4,799



# Department of Defense and Military Memetics



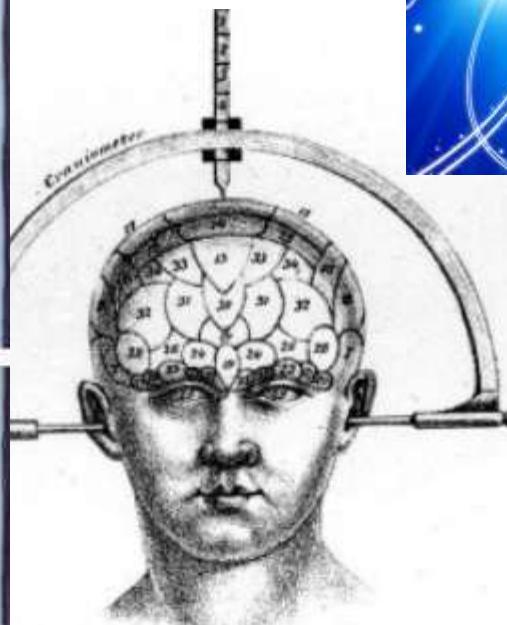
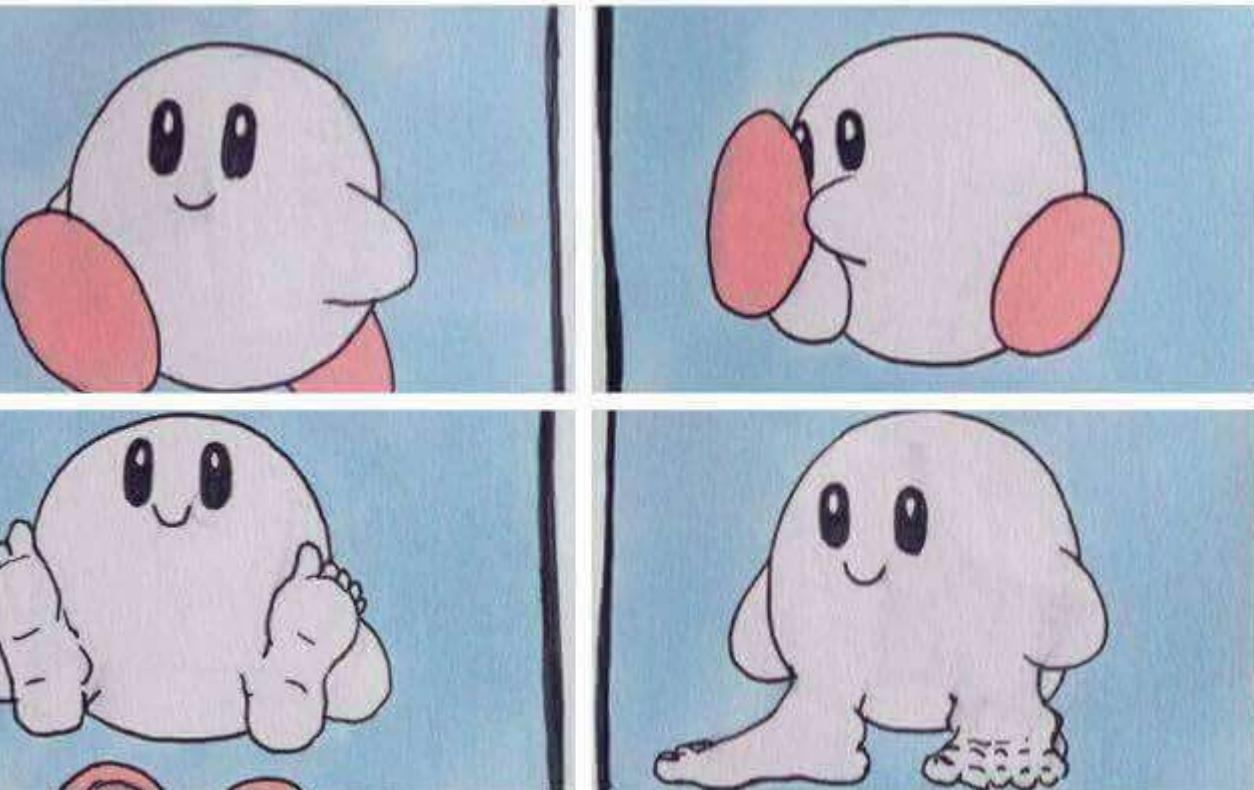
- <https://www.robotictechnologyinc.com/images/upload/file/Presentation%20Military%20Memetics%20Tutorial%202013%20Dec%2011.pdf>
- <https://www.robotictechnologyinc.com/images/upload/file/Memetics%20Compendium%205%20February%2009.pdf>

**DANGER**

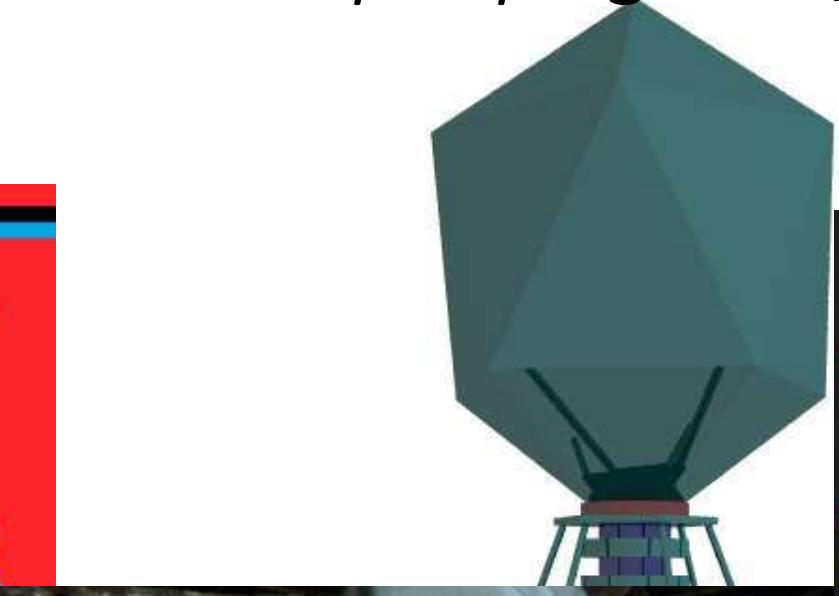


# Properties of memes

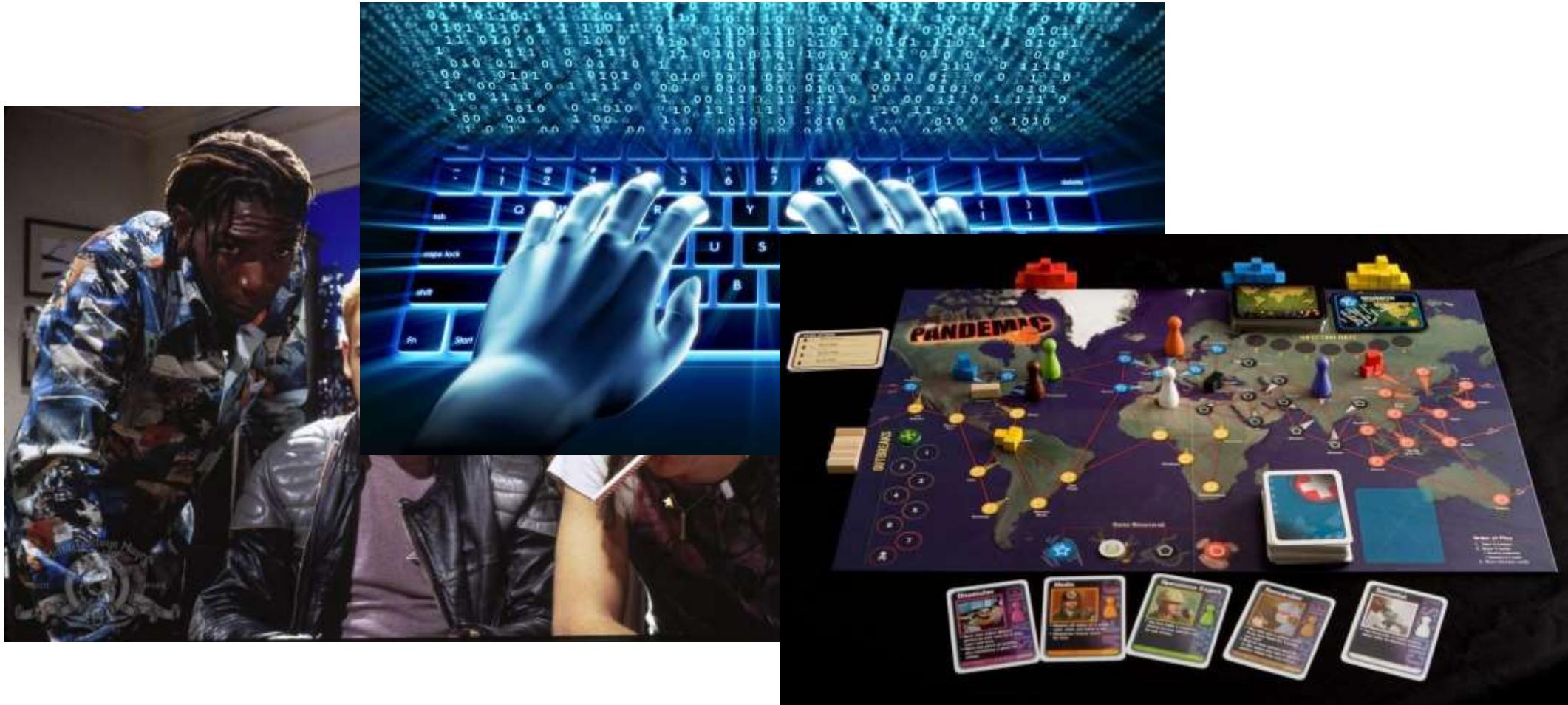
- “Able to replicate using hosts and to influence behavior” - DARPA



*Information which propagates, has impact, and persists*

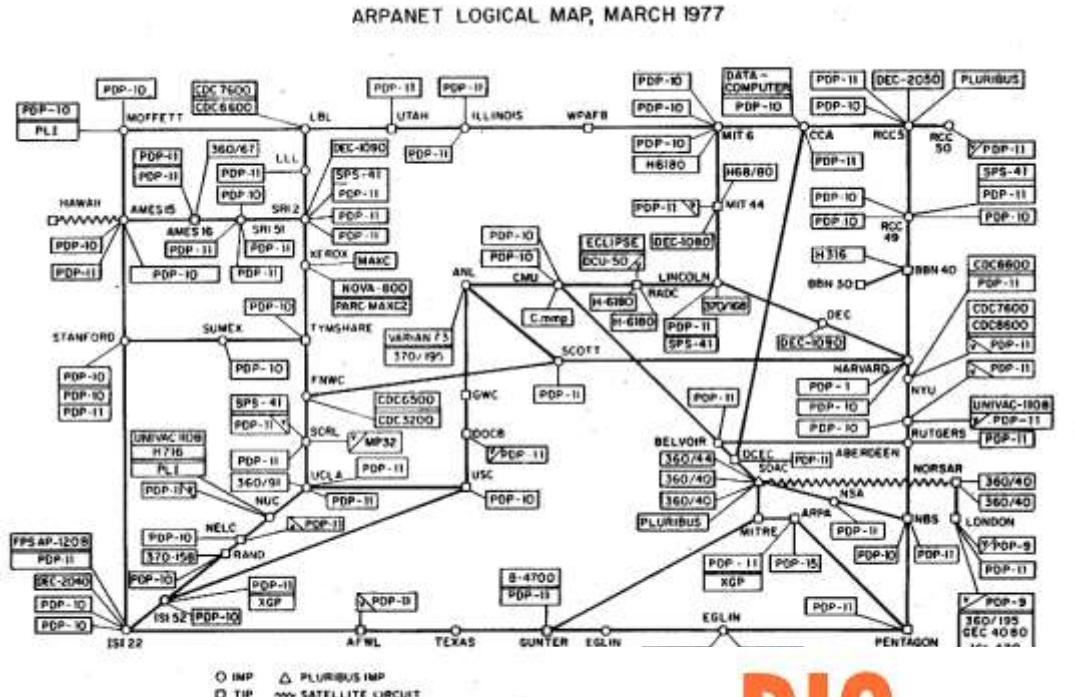


# Meme transmission and proliferation



# The internet

- Arpanet – Advanced Research Projects Agency Network used TCP/IP
  - DARPA – Defense Advanced Research Projects Agency
    - God bless military spending
    - Al Gore – unlike global warming, did not invent the internet



[PLEASE NOTE THAT WHILE THIS MAP SHOWS THE HOST POPULATION INFORMATION OBTAINABLE, NO CLAIM CAN BE MADE FOR ITS ACCURACY. NAMES SHOWN ARE INDIAN NAMES, NOT NECESSARILY HOST NAMES.]



Formats



Look! Lc

MAKE GIFS AT GIFSOUP.COM



# KISS – keep it Simple Stupid



Keep  
It  
Simple  
Stupid



# Reduce the size of memes



Give them a pepsi



 **Fire Chief** @onecrazychief · May 2  
"threw full cans of Pepsi at officers with one hitting a medic"

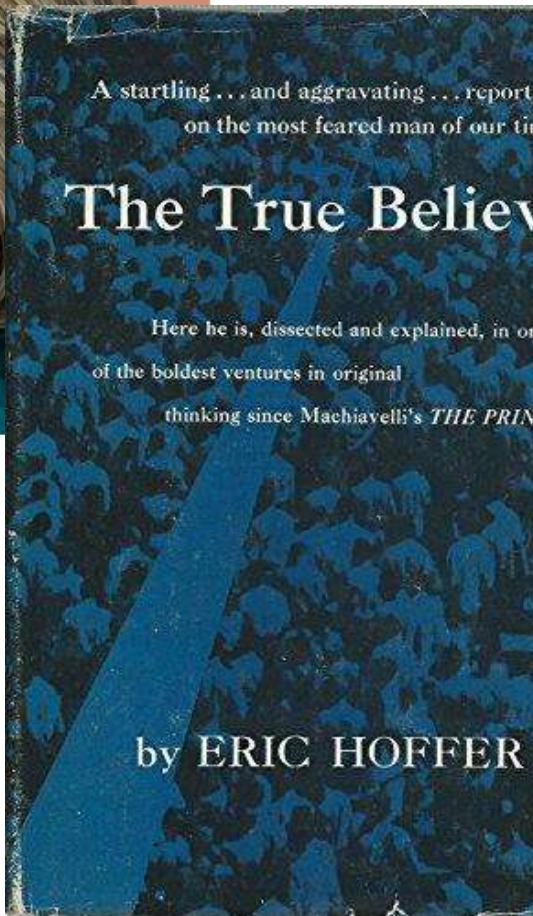
[theguardian.com/world/2017/may...](http://theguardian.com/world/2017/may...)  
#Pepsi #protest #Portland #Oregon #crime #police



**the guardian**

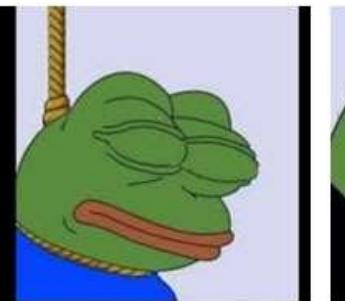
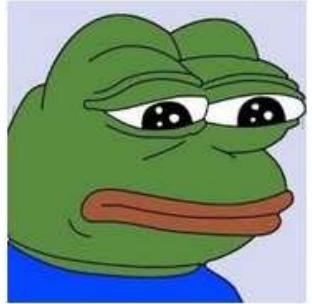
Protesters throw Pepsi cans at police during May Day demonstratio...  
Medic hit and demonstration shut down as protesters mock theme of Kendall Jenner advertisement where she handed drink to police officer  
[theguardian.com](http://theguardian.com)

# Impact



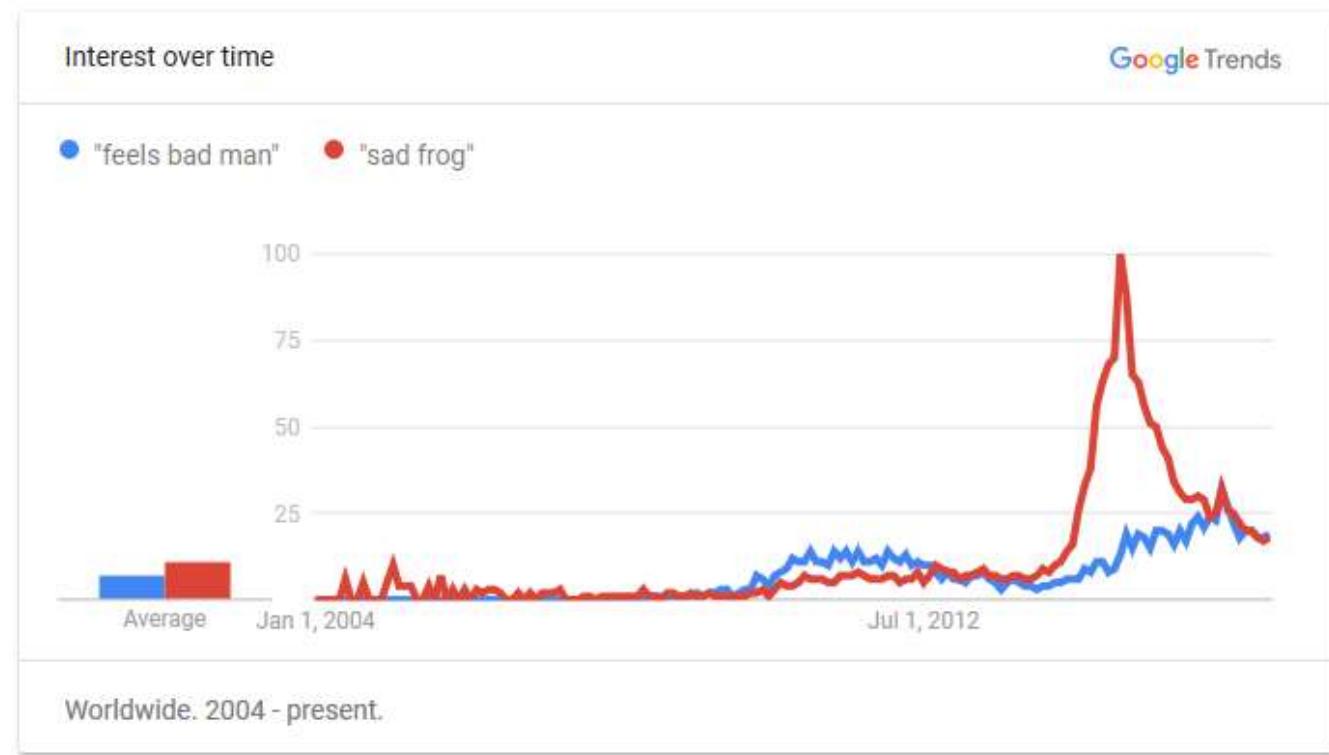
>streaming

# Case Study - pepe



## Search Interest

Search for "feels bad man" began in August 2009, while search for "sad frog" did not begin to pick up until February 2010. Both terms have a similar pattern of spikes, but since "feels bad man" is a more general phrase, it is more popular.



FEELS RATHER UNCOMFORTABLE, MAN

# How Pepe the Frog Became a Nazi Trump Supporter and Alt-Right Symbol

4chan's Pepe the Frog meme was wildly popular among 'normies'—until white nationalists decorated him with swastikas and gave him a Trump button.

Donald J. Trump @realDonaldTrump · 2h

"@codyave: @drudgereport  
 @BreitbartNews @Writeintrump "You  
 Can't Stump the Trump"  
[youtube.com/watch?v=MKH6PA...](https://youtube.com/watch?v=MKH6PA...)"



metal fence at the  
 Donald Trump

s sombrero and  
 her arms—looked out



EXPLAINERS POLITICS & POLICY WORLD CULTURE SCIENCE & HEALTH IDENTITIES MORE

**Pepe the Frog was killed by his creator. But his alt-right legacy lives on.**

ie is an unfortunate testament to the durability of meme culture — for better and worse.  
 told by Aja Romano | @ajaromano | May 9, 2017, 1:00pm EDT

WEBSITE SHARE

Most Read





# Possibilities of memetic warfare



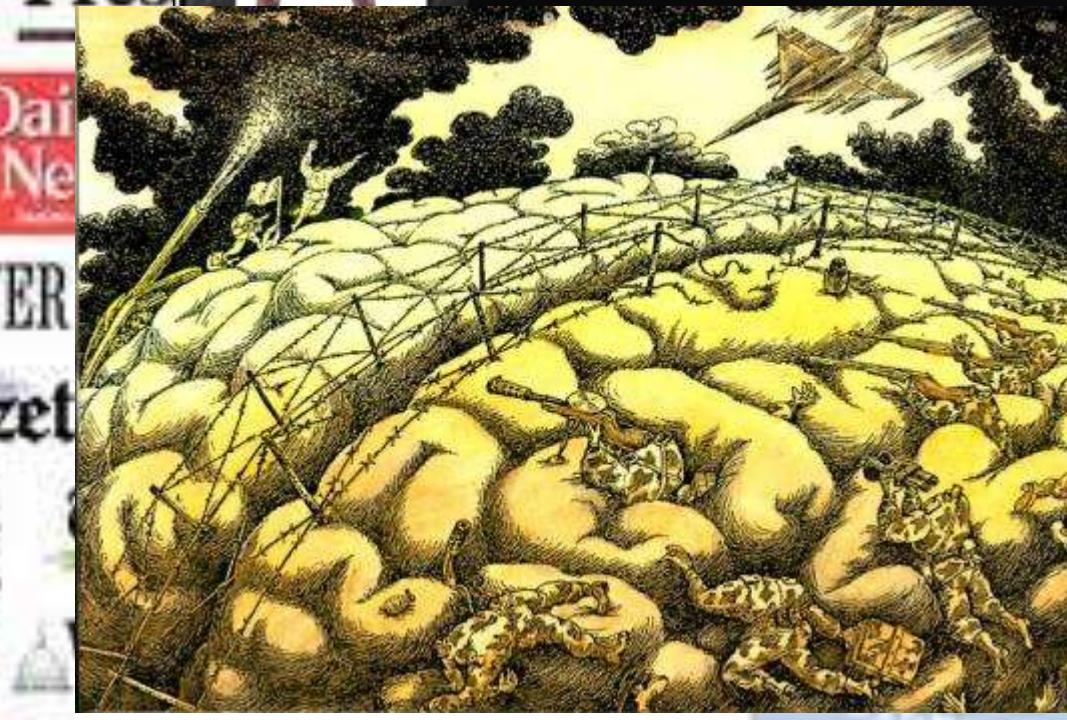
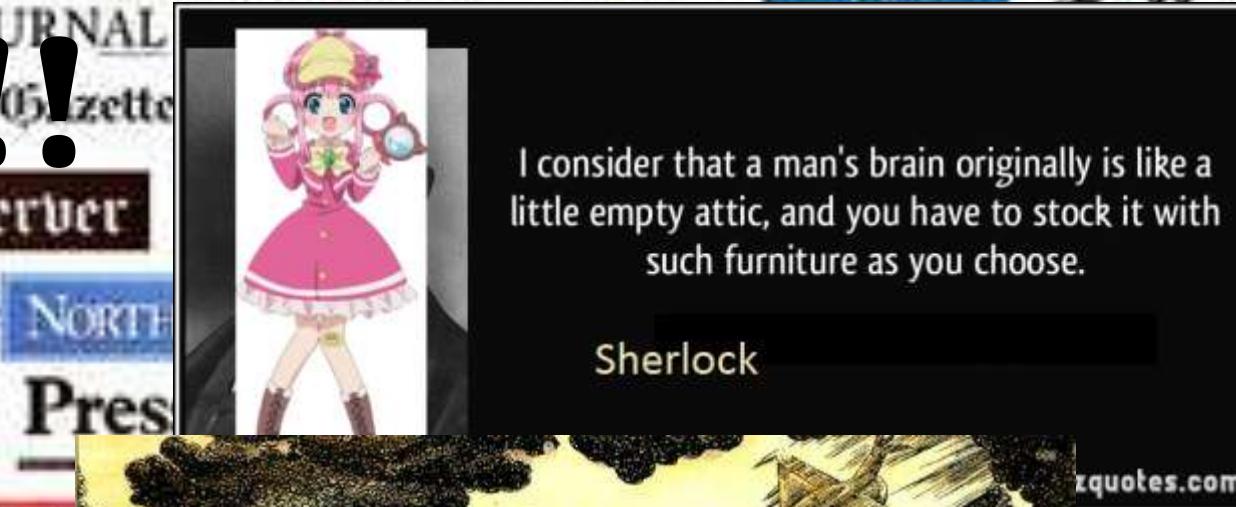
- Social engineering
- mind control
- Psychological warfare
- Marketing
- win popularity contests

(e) [United States presidential election, 2016](#) [ edit ]

Memetic warfare on the part of [4chan](#) and other websites is widely credited with assisting Donald Trump in winning the election.<sup>[5]</sup>



# A WAR FOR YOUR MIND!!!!



ALBUQUERQUE JOURNAL

COURIER TIMES

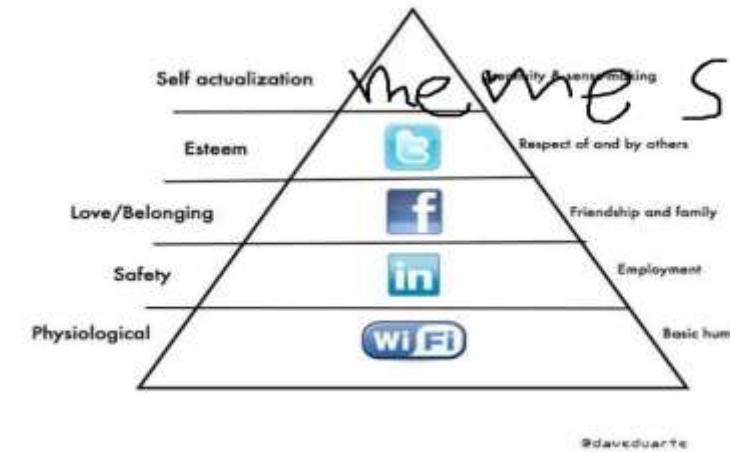
# cultural warfare

**CULTURAL INFORMATION**  
PRACTICE OR **IDEA** OR CONCEPT  
THEORIES PRACTICES HABITS SONGS  
**NATURAL SELECTION**  
EXAMPLES MIGHT INCLUDE THOUGHTS IDEAS  
**CHARLES DARWIN'S IDEAS**  
**SELF-PROPAGATION**  
SURVIVAL AND COMPETITION IN

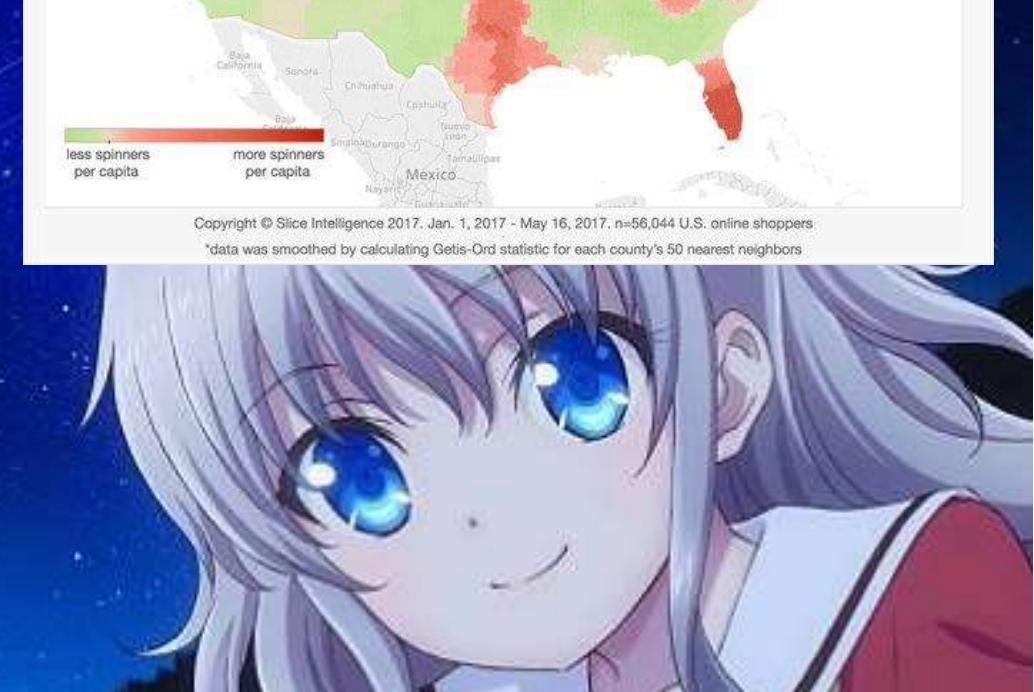
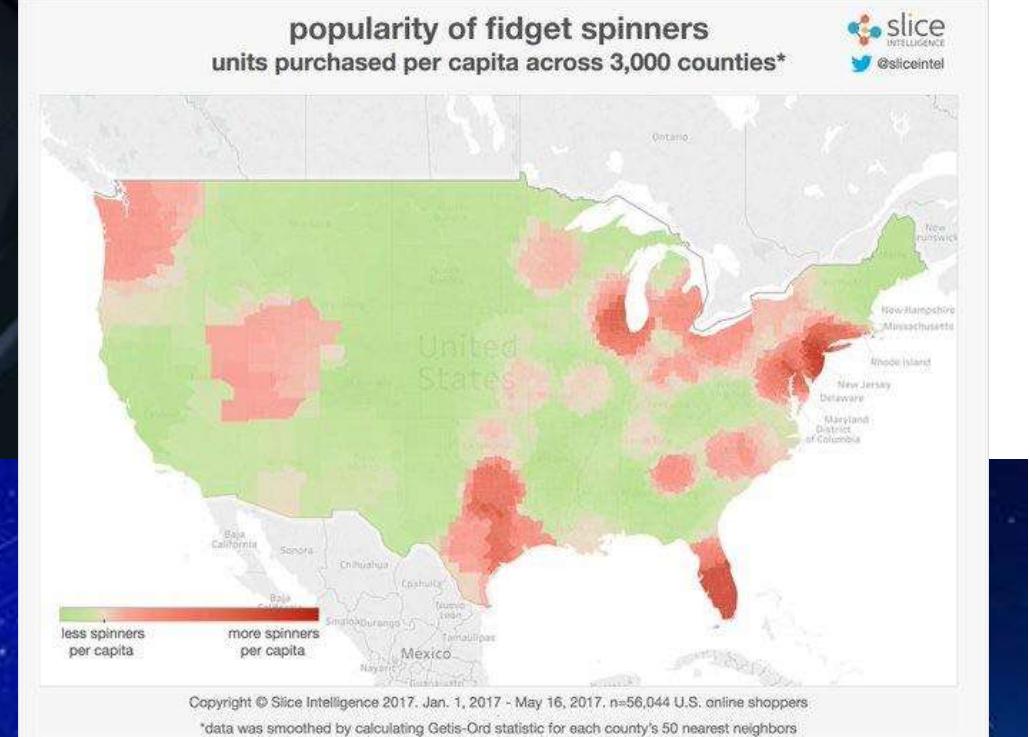


EXIT TO MAIN MENU

Wait! Just... one... more... turn...



# Anime memes and fan culture



# Fandoms and you

- They're inherently bad

If a movement (e.g., Al Qaeda) wins a chunk of the world, it is not because they know how to stir up discontent or how to infect people with hatred, but because they know how to preach hope

One of the most potent attractions of a mass movement is its offering of a substitute for individual hope

The unemployed are more likely to follow the peddlers of hope than the handers-out of relief

One way to defend oneself against painful or manipulative memes is to construct ... a meme-immunological system; that is, formulate new memes specifically to deflect memetic antigens. However constructing memetic antibodies of this sort is timeconsuming, and like any immunological response it has to be repeated every time the outside agent evolves a counter-response - Liane M Gabora, Professor of Psychology at UBC

It is usually the newly poor, often from ruined middle class, who ferment with frustration at the memory of relative affluence and who respond to every rising mass movement

The chronically unemployed feel degraded, disinherited, and injured by an unjust order of things and will to listen to instigators of mass movements

The poor on the borderline of starvation live purposeful lives desperately struggling for survival; with every meal a triumph, they are immune to the appeal of a mass movement

Religions are special because they use just about every meme-trick in the book (which is presumably why they last so long and infect so many brains). Think of it this way. The idea of hell is initially useful because the fear of hell reinforces socially desirable behavior. Now add the idea that unbelievers go to hell, and the meme and any companions are well protected. The idea of God is a natural companion meme, assuaging fear and providing (spurious) comfort. The spread of the meme-complex is aided by exhortations to convert others and by tricks such as the celibate priesthood. Celibacy is a disaster for genes, but will help spread memes since a celibate priest has more time to spend promoting his faith.

## STROLLING THROUGH THE MEMETIC MINE FIELD, By Leon Felkins

- It is obvious, however, that many memes are "planted" in the group by certain individuals for their own reasons. The politicians, the schools, the press, the clergy and others are guilty of sowing a constant stream of memes within the populace and encouraging their growth.
- Can we think without being influenced by memes and genes? While we can't completely eliminate the influence of memes and genes we certainly can diminish their impact. Further, we can adopt the "Scientific Method" which requires that all conclusions be subject to verification. That is, we can keep an open mind for errors in our thinking and try to minimize accepting anything on blind faith.

# Young minds are easy to influence



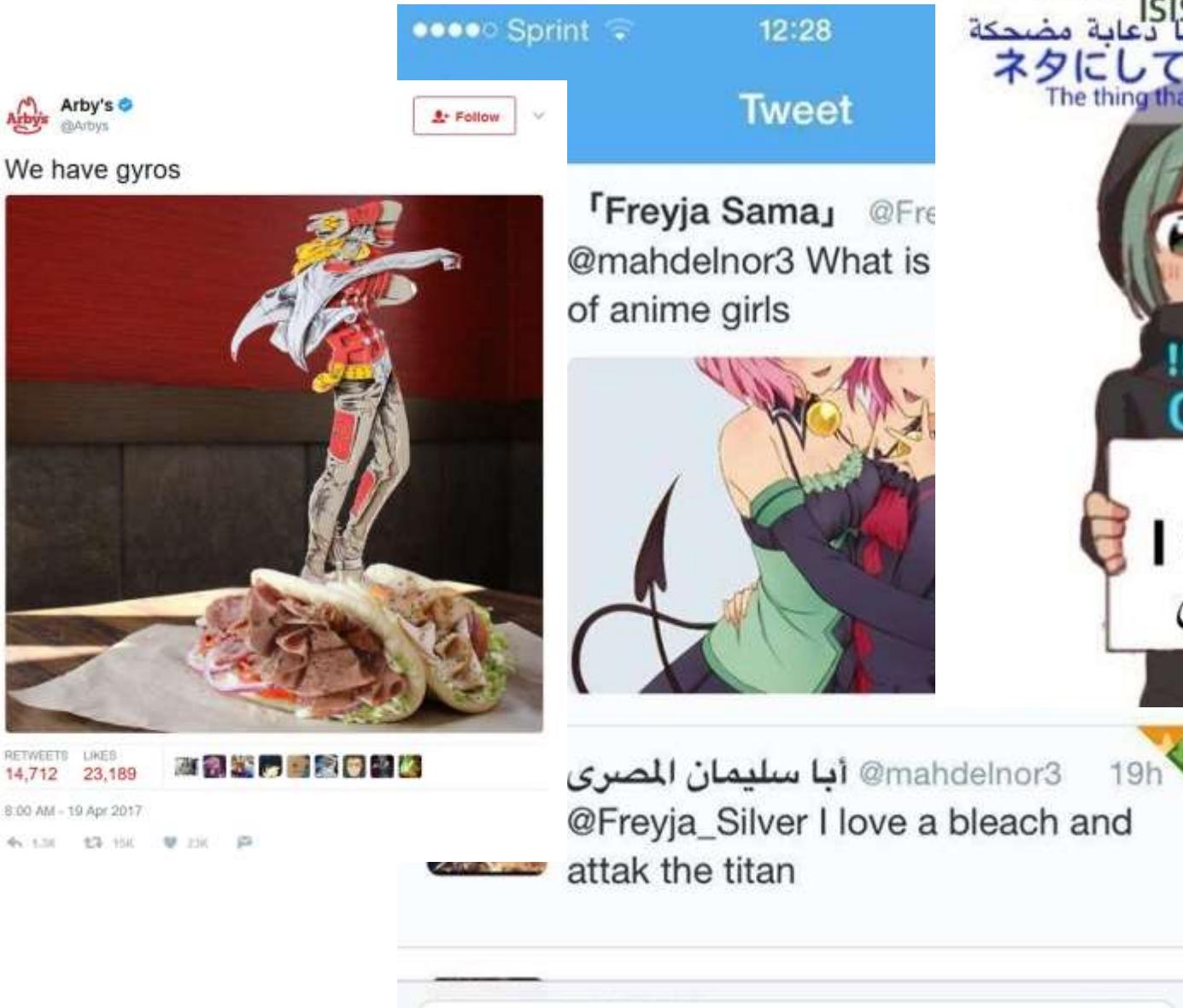
THE INTERNET

## Why the Right Is Dominating YouTube

TW TOM WHYMAN  
Mar 18 2017, 3:16pm



# Memetic warfare



**أبا سليمان المصرى** @mahdelnor3 19h  
@Freyja\_Silver I love a bleach and  
attak the titan

# Getting up control of your mind

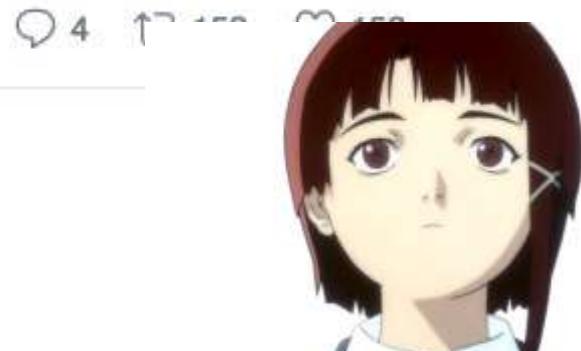


Nature Valley

@NatureValley

@ER\_nut That's a toughie. We love Honoka's spirit - but we also love Hanayo's origami skills. Who's your favorite?

5:18 AM - Apr 30, 2014



emily nussbaum

@emilynussbaum

I recommend re-watching all of PARKS AND REC with your children to remind them of all the things we risk losing, including great sitcoms.

11/25/16, 12:11 PM

59 RETWEETS 374 LIKES

A screenshot of a Twitter profile for "Nature Valley". The profile picture is a green circle with the "NATURE VALLEY" logo. The name "Nature Valley" is followed by a blue checkmark. Below the name is the handle "@NatureValley". A tweet from this account is visible, responding to another user (@ER\_nut) about their favorite character from a show. The tweet includes a timestamp of "5:18 AM - Apr 30, 2014" and some engagement metrics like "4 RETWEETS" and "100 LIKES".



I found this on minion sadposting [satire]

# Political meme influencing in pop culture



A screenshot of a Twitter exchange. The first tweet is from 'Red Grumble' (@BuhddaDinosaur) dated 03 Jan, asking J.K. Rowling if Dumbledore is gay and if he is a top or a bottom. The second tweet is from 'J.K. Rowling' (@jk\_rowling), responding that Dumbledore likes all manner of sex but tends to be a top. The tweet has 2,835 retweets and 6,222 likes. A 'Follow' button is visible on the right.

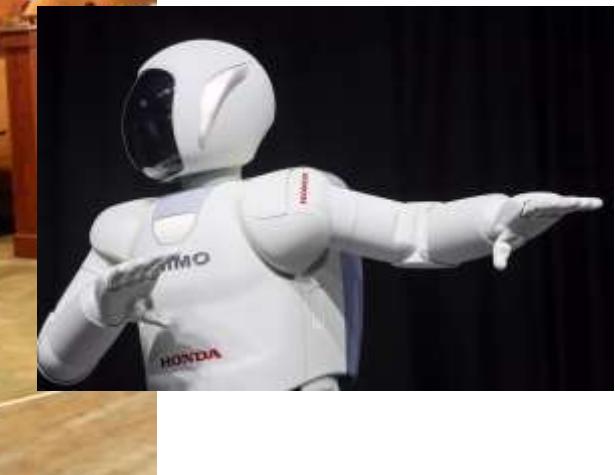
Red Grumble  
@BuhddaDinosaur  
03 Jan

@JK\_Rowling If Dumbledore really is gay, is he a top or a bottom? Haha!

J.K. Rowling  
@jk\_rowling

@BuhddaDinosaur Dumbledore likes all manner of sex but generally speaking he tends to be a top. Thanks for asking.

Follow



# Extremism through fan communities and memes

LGBT United  
Sponsored · 1h

You can color your own Bernie Hero!

There is a new coloring book calling "Buff Bernie: A coloring Book for Berniacs" is full of very attractive doodles of Bernie Sanders in muscle poses.

The author of the book said that she wanted people to stop taking this whole thing too serious. The coloring is something that suits for all people. ... See More

40 Reactions · 2 Comments · 3 Shares

Like · Comment · Share

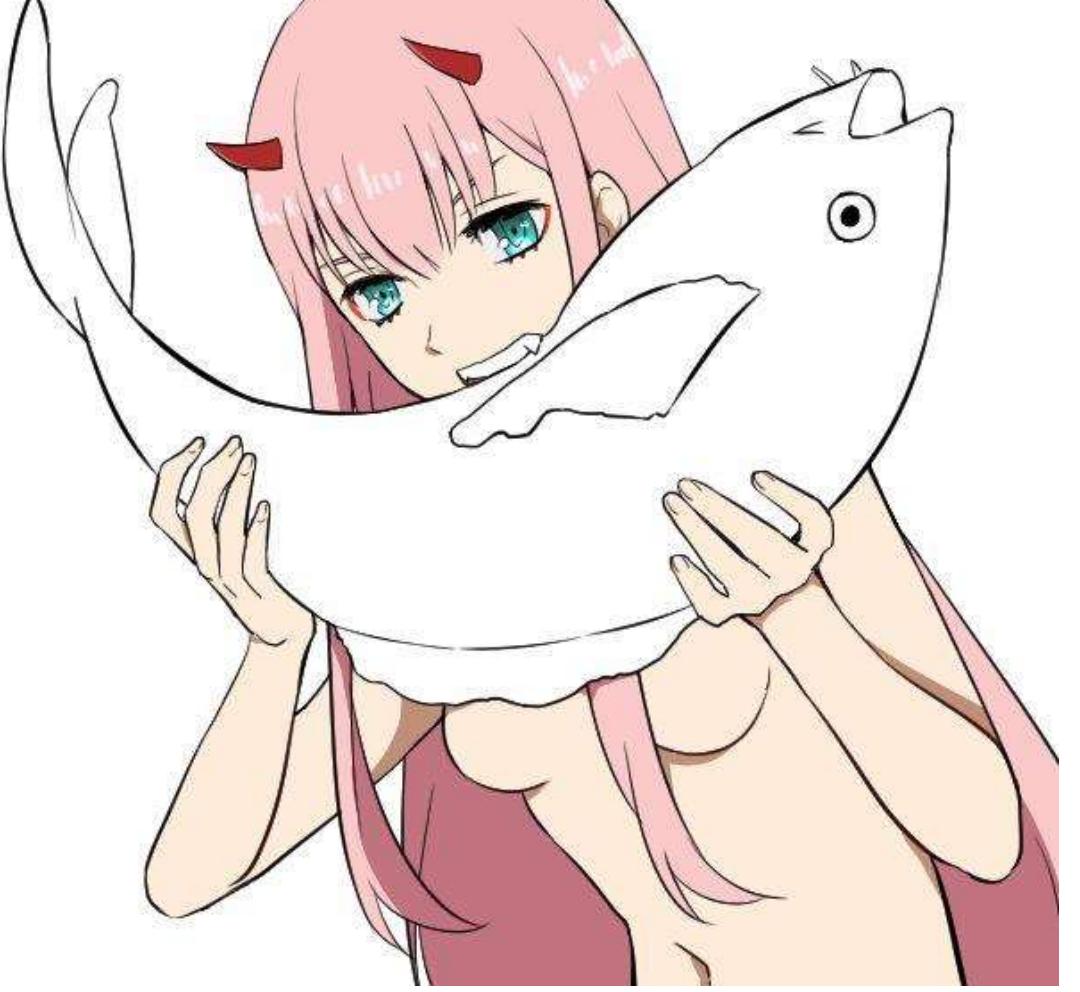


## MEMETICS AND TRUE BELIEVERS

- Give the powerless a sense of power as well as hope for the future
- Those who plunge into movements of vast social change feel they possess some irresistible power, whether based on notions of reason and intelligence (e.g., the French revolution), political ideology (e.g., Marxism), religion (e.g., Christianity and Islam), or nationalistic mythology (e.g., Nazism)
- An effective doctrine, as well as being a source of power, must also claim to be a key to the book of the future; faith in the future is even more important than the instruments of power for driving change







# CalArts is bad art

 **David Hogg** • @davidhogg111 · RT if you wish to enlist in the m... against hate and misinformation the alt-right  
893 3,097 4,078

 **David Hogg** • @davidhogg111 · Bet  
[RALLIES/PROTESTS](#) [OPINION](#) [MEMES](#) [ACTIVISM](#) [NEWS](#)  
Why David Hogg and Leftist Win the "MEME WAR"  
By George Orwell, Jr April 11, 2016  
576 KB JPG

2BEDC772-2AFE-418A-AEEF-15F826A1579E  
OH NO NO NO NO NO NO DOES HE E...  
WHAT HE JUST ASKED FOR





# How to protect yourself

- Stop acknowledging memes
- Identify names
  - Groups, companies
- Identify political affiliation
  - Increasing number of politicians
  - RUSSIA
- Who made this meme? Could it be...
  - Once you start questioning...

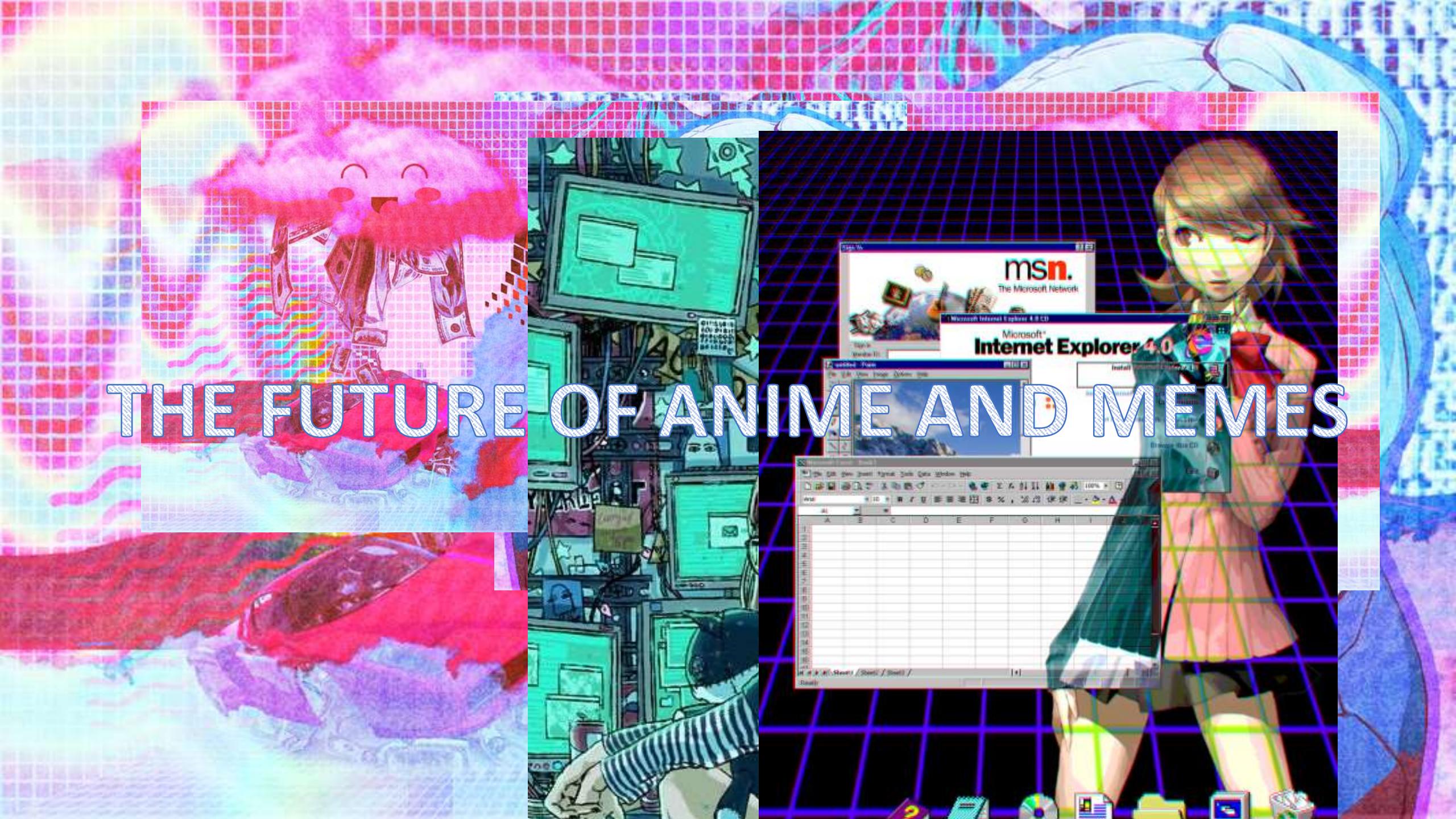


message



# Become an influencer

- Memes are good at unifying people who think alike
  - That means they're good at identifying people who don't think like you
  - When you're in a community, you want like-minded thinkers as they're easier to control
  - If you're in charge of a community, use memes as a litmus/loyalty test to eliminate undesirables
- Pop culture meme space in marketing is increasingly crowded
  - People realize that anime nerds will retweet anything
  - Arbys, dominos, kfc, nature valley, marriott
  - Subtle and unofficial, "organic-looking" meme viral marketing works



# THE FUTURE OF ANIME AND MEMES

Sit boy!



上午9:00 - 2017年10月10日



# Questions?