**Vinayak Nair’s Transcription of Troi Hine’s interview**

**The Interviewer will be labelled as Hines. The interviewee will be called interviewee.**

Hines – Alright (pause) What memes do you find more relatable?

Interviewee – More relatable? Ah, so I’m gonna go ahead and go with the “Vegeta over 9000” from *Dragon Ball Z.*Classic. Classic. And then also the Rick Roll, ‘cause I feel like that one makes you feel like you have the ability to dance, although you cannot. (invested)

Hines – Alright.

Interviewee – I have personal experience, I’m not too shabby on my feet, you know. I could do better. But when I do get Rick Rolled, I Rick Roll with him. (serious)

Hines – OK.

Interviewee – I am there. I am there. (happy)

Hines – I’m so done, alright. Would you prefer GIF/video, or an image?

Interviewee – Alright, so, videos because that’s what I grew up with, again, referencing the Rick Roll and the Vegeta over 9000, ‘cause back in the day, that’s what it was, I mean, you would see it on YouTube, they make like the YouTube POOPs out of it, and whatnot, and that's what I grew up with, YouTube videos.

Hines: Define "Back in the day" for me really quick.

Interviewee: Back in the day. (laughing) Alright, so back in the day its easily over 10 years at this point. so, I think YouTube came out, what, '04, '05? Somewhere along those lines? And I'm talking of seeing these videos, like, definitely 2005, 2005 - 2006, 2007, all the way to 2008. So that's what I'm talking, it is definitely back in the day, it's more than a decade at this point.

Hines: OK (interested), Alright. Tell us about a time you related to a meme.

Interviewee: When I related to one? OK, so, there was this one time I was pretty angry, I do not remember what I was angry about, but I do remember I was wanting to imitate Vegeta, in that ever so iconic "over 9000". Alright, so I had a lightbulb and i decided I (imitating the sound of broken glass) just crack in two. And I believe I believe I even screamed the whole "over 9000" (repeats breaking glass and imitating himself) Don't do it at home, you're gonna get so much glass, couple of cuts here.

Hines: Did you end up having to go to the hospital?

Interviewee: Nah.(serious)

Hines: No? (incredulous)

Interviewee: Too strong for that. (laughing)

Hines: Too strong, okay, what did your parents do, then? (laughing)

Interviewee: What did we do? I think I just bandaged it up and, that was it. It wasn’t as bad, like, as I thought. It was just a big old..

Hines: Scratch?

Interviewee: It was more like a big papercut, if anything.

Hines: Oh my god. (incredulous)

Interviewee: Could have been worse.

Hines: Yeah, just wondering why didn't your parents get mad, but I guess if it was only like a little papercut then it's fine.

Interviewee: Yeah, it was just so long, I can’t remember all the little details. It wasn’t too bad, I mean, I’m here, my hand works.

Hines: OK. I guess as long as your hand works, it's fine.

Interviewee: My hand's good. (laughing)

Hines: OK, how would you define a meme?

Interviewee: If I'm defining a meme to a newcomer on the scene, I would tell them 'hey, it’s

just like a, inside joke, it will come from pop culture, more than likely. With a combination of other things, you know? Yeah, just it comes from pop culture, it’s a joke, it’s supposed to be funny, and in a way, a lot of them now - especially the newer memes nowadays – they’re more relatable to everyday life. Yeah, and nostalgia. (serious)

Hines: Ok, Ok, alright, I got you. Why do you feel like a meme, or memes, are an appropriate way to express your emotions?

Interviewee: (confused) Inappropriate?

Hines: No, an appropriate way to express emotion.

Interviewee: Oh, an appropriate way, Ok, I mean, I’m pretty sure there’s some that are out there that are all lovey dovey and whatnot, something or other, like, 'oh hey bae' and then you just send them a gift, a video, an image or something, and you hope and pray that they know what it means. (laughing)

Hines: Yeah? (questioning)

Interviewee: But if you send them a jokey one, and it’s not up for the occasion, yeah, nah, it’s not gonna go good, trust me. Been there, done that, sometimes people don't know what your referencing and they just see the little cartoon, with some funny dialogue, and be like 'what is this, what does this mean?'

Hines: Ah, got you. (understanding) OK, yeah that's true. I agree. What was your first experience with a meme?

Interviewee: My very first experience, again, like I've mentioned in one of my former answers, it was either the "Vegeta over 9000" or the Rick Roll. I believe the "Vegeta over 9000", I knew way before YouTube came along, 'cause I used to watch. It just got overly popular, because of the way he said it, I guess, it kind of caught fire that one year. But yeah, it’s between one of those two.

Hines: How old were you when you experienced it?

Interviewee: I was definitely a minor, early teens I want to say, I wasn’t 13 just yet, I was probably 12, 11. Somewhere along those lines, somewhere along those lines. (remembering) I'm telling you, this is when YouTube started popping. I was probably around 12, 13.

Hines: Were any of your friends into it?

Interviewee: Oh, yeah, especially all of my friends that watched anime with me back in the day. We all knew Dragon Ball Z. We knew the "over 9000" meme. The Rick Roll, that was just everywhere.

Hines: Yeah it was.

Interviewee: One moment that I can really remember that being everywhere was when Super Smash Bros. Brawl was about to come out, and i remember seeing it was the new character trailer, and it ended up being fake, and then you'd get Rick Rolled for the rest of the video. (laughing)

Hines: Yeah, I got Rick Rolled plenty of times It'd be like Naruto fight scene, and I'd be like, okay, cool, and I'd click on it and it would just start playing the song.

Interviewee: (imitates song)

Hines: Exactly. (interviewee continues) That one. It was so annoying.

Interviewee: I love that song, I miss getting Rick Rolled, I'm not gonna lie. (serious)

Hines: No, I don’t. (incredulous)

Interviewee: I do, it's better than the trolls going on now.

Hines: What do you mean? (inquisitive)

Interviewee: Oh, it's terrible these days. (laughing)

Hines: Well, explain. (insistent)

Interviewee: Alright, you want me to explain?

Hines: Yes.

Interviewee: Well, memes can kind of take a negative turn, these days.

Hines: Give me an example

Interviewee: Hold on, I'm thinking of one. There's just so many to reference, but you can even take a SpongeBob one and roll with it negative. like, come on man, that's not the original message.

Hines: Could you define it? What exactly do the memes say that turns it negative? What does it say? Is it like the 'I hate everyone" type thing or?

Interviewee: Yeah, there could be like a little crying boy, and originally the picture could have been meant for completely something else. But then people turn it to 'Oh, I hate this, I hate when people do that, I hate people, I hate my life', you know?

Hines: So, like the Michael Jordan crying face?

Interviewee: Oh, my goodness, yes, that is exhibit A right there. Michael Jordan, MJ the GOAT. Yeah, yeah. Actually, that's a really good one, thanks for bringing that one. I couldn't think of that one.

Hines: They use the crying face -

Interviewee: Yeah, that's highly abused. (serious) If you haven't seen the Hall of Fame speech he did, it's a beautiful speech.

Hines: I didn't even know it came from the Hall of Fame speech.

Interviewee: Yeah! It came from his Hall of Fame speech. I remember because the video was 23 minutes, 23 seconds long, but anyway, they took it from that, and they've just been splattering it, stomping it, stamping it, (hitting table for each phrase, serious), whatever you want to call it, everywhere, like, no, why?

Hines: How does that make you feel? (inquisitive)

Interviewee: I feel like they are disrespecting Michael Jordan, honestly. But hey, I mean, there's no such thing as negative press.

Hines: That's true.

Interviewee: Whatever gets your name out there, some people are like 'who's that?', 'who's this guy?', started googling him, 'Oh, this is Michael Jordan.'

Hines: That's true. 'Cause they don't know the faces, 'cause a lot of. you gotta admit, a lot of the kids coming up now, they don't know who that is necessarily.

Interviewee: Which is wrong, let me go ahead, and ill right here say that is wrong.

Hines: OK.

Interviewee: Yeah, Yeah

Hines: They'd be more like they didn't know LeBron, and then 40 years later they won't know him.

Interviewee: Stop, no come on, I don't want to talk about that.

Hines: Oh my god, here we go, but I'm saying There's gonna be more who know LeBron than they would to know Michael Jordan.

Interviewee: Yeah, Yeah, it's 'cause he's more modern, he's been around since '03, a lot of people probably get that. (understanding)

Hines: And then forty years from now, they're not gonna know who LeBron is really like that, and they're going to know the next new person.

Interviewee: Right, right, right. (understanding)

Hines: So, it’s just how time goes. So - do you use as a way to communicate?

Interviewee: I very do in fact do. (serious)

Hines: (confusion) Explain.

(laughter)

Interviewee: Came out a little wrong. I do. You know, if, someone's sending me something in the middle of the night, and I wonder how I can spice it up, nowadays on the iPhone, it’s got this thing where you can do the little GIF search, and you can just type in something as simple as, oh, Charles Barkley, come up with any kind of memes with Charles Barkley's face actually with words, whatever, and I say, alright I’m going to send this. Like, oh, what's this, oh, I’m going to move some furniture, sometimes I just use them to spice up your conversations, and especially if you're in GroupMes. As all of college students tend to be at one point or another along their whole entire career.

Hines: Yeah.

Interviewee: Memes are the way to make it funny.

Hines: That's true. What's your favorite meme to use?

Interviewee: My favorite meme? That's tough. I mean, I use the "over 9000", we've been talking about that one too much. (laughter)

Hines: You still use that one, like, currently or do you not use any updated memes? 'cause I have some that I use all the time. (incredulous)

Interviewee: Now that I think about it, I probably haven't used it in a couple months.

Hines: No memes in a couple months?

Interviewee: No, no, I'm talking about the "over 9000"

Hines: Oh

Interviewee: I haven't used that one in a while, but if I had to pick a favorite one, anything with Charles Barkley in it is honestly, that's gold, that's comedy gold. I mean if you watch "Inside the NBA" on TNT, they make their own GIF images on there, so.

Hines: Of Charles Barkley?

Interviewee: Yes, him and Shaq. It's always him and Shaq. Shaquille O'Neal.

Hines: That's because I feel like they don't like each other. (laughing)

Interviewee: That's a whole other conversation. They love each other, their mothers were very good friends. Lot of people don't know, but yeah, I definitely use anything with Shaq, Charles Barkley, I really don't use the crying Jordan that’s a little disrespectful. We could do Shaq on any day.

Hines: OK

Interviewee: We could do Shaq

Hines: Alright.

Interviewee: Shaq is probably my favorite.

Hines: What's one of the main memes you get back? You said you sent memes, what's a meme you get most of the time?

Interviewee: I've been getting somewhere, I don't know, there was a recent one where it's been like "oh, I’m out of excuses, but it’s because of the person I am" I’ve gotten that one a couple times, I just say alright. Another one that I’ve seen pretty often is the (pause, having trouble thinking of recent memes) I don't know, there's not just one in particular, its just so many different ones. A majority of them tend to be in relation to what the conversation was about, if that makes sense.

Hines: Yeah, that makes sense.

Interviewee: but I can’t think of one specific one that's super overused. Other than that one where that Kermit the Frog one came out?

(confusion)

Interviewee: The "but that's none of my business", the one where he's sipping the tea. yeah, he’s sipping the tea or whatever.

Hines: Oh, I thought you were going to talk about the one where you had bad Kermit, it was evil

Kermit, it was good Kermit, and they were having a conversation with each other, and it was different things. I thought you were going to be talking about that one.

Interviewee: Hold on, there was an evil Kermit?

Hines: Yeah, there was an evil Kermit with a hood on, a black hood, and there was good Kermit, and they were having a conversation and that was a meme.

Interviewee: Oh, I've never heard of an evil Kermit. You learn something every day.

Hines: Then you probably didn't see that meme. What's the most popular way you get the memes? Do you get it as, like a GIF, a picture, or a video?

Interviewee: Definitely not video. Not a lot of people do the video, unless you want to see it and hear it, but no, I think the most? I'd probably say GIF.

Hines: OK.

Interviewee: Like animated GIF. Yeah, those for sure, because you see something funny on em. That's how earlier this morning, about how Anthony Davis who is currently of the New Orleans Pelicans fame, he's about to get traded because he demanded for it. So now, there's this meme going around of LeBron James, Lonzo Ball, think just those two. the caption is something like the Lakers' locker room are all shook or something like that. (laughing)

Hines: We'll see.

Interviewee: To be continued. (joking/laughing)

Hines: To be continued. (laughing) Do you think meme culture is toxic in any way? Is there another example other than the Jordan crying one that makes you feel that meme culture is toxic? Can it be bullying?

Interviewee: Oh yeah, definitely, it can be considered bullying and it can be toxic, because you can warp these images to whatever message you want to send out there. I'm pretty sure there's a lot of innocent looking ones that have a darker tone to it, if you can really put it in that way. Can't think of an example. I'm sure there's some on those. Pretty sure there's something on games. Those anonymous groups out there on the interwebs, terrorists, I’ve seen some negative ones out there. like a couple things relating to criminals, I’ve seen some of those. Yeah, they can definitely be toxic, especially those ones they use for 'school shooters'. On the surface it looks like a joke, but it’s not, because these guys are foul, they've committed the worst kind of thing that I believe you can do, taking other people's lives.

Hines: Yeah, going to an institution and end up getting shot. Do you know anybody who has been affected/bullied by memes, by any chance? Or anyone that was a meme themselves?

Interviewee: Yeah, me. (laughing)

Hines: Explain that.

Interviewee: I'm pretty sure there's been a couple times on my work group chat where people start sending me stuff, I'm like 'come on man, what are you doing'. All joking aside, not like bullying bullying, but I'm pretty sure it happens out there. I don't know. I know some of the younger generation, I'm pretty sure they utilize some of these memes to attack others. ' you look like this, you're like that' or something. You can insert all kinds of obscenities and whatnot, I'm pretty sure it happens. I don't know if anyone I know has been affected. I will say it has happened. What was the second part of that question?

Hines: Do you feel like its bullying, by chance?

Interviewee: It could be. It’s all a matter of perspective, at the end of the day, it depends on the

person, depends on the context, depends on the message, on how it’s being accepted, how it’s being delivered, there’s just so many factors into this.

Hines: Oh, OK! Do you use memes regularly to cope with emotions?

Interviewee: To cope with emotions. (questioning)

Hines: Yeah, do you use them to convey your emotions. Let’s say you use your favorite meme - the "Vegeta 9000" - have you used it to convey something? For example, I send you a picture of my dog, looking depressed, and I say, "this is how I feel right now" Have you used a meme like that before, or what's the first time you used a meme like that.

Interviewee: I know I’ve made memes, but it wasn't negative, it was funny, when I had Instagram, this is like 6 years ago. I remember I made a meme of Goku. It was the one where he was doing his training on planet Namek, he was laying on a bed all sore, and I thought it was relatable, so I put a caption like 'when you're attempting to wake up after leg day', I got some likes on there, but that meme was stolen later on that week by this younger guy who used to ride the same bus as me. This was in high school. I got mad that he got more likes than me so I quit making memes.

Hines: Why didn't you ask for credit?

Interviewee: (pause) I didn't think of that.

Hines: Oh, OK. (laughing)

Interviewee: I thought it was already a copyrighted image, a lot of these are. The text, and

everything all came from me. Granted, I used the KiK app to make it, but still.

Hines: OK. (laughing)

Interviewee: I don't want to get into the legalities back in the days.

Hines: But you’re okay with it now?

Interviewee: Because I know them now.

Hines: Oh, well, that's true.

Interviewee: I didn't know anything back then, but yeah.

Hines: Why do you think you would rather use memes to state emotions, instead of using words?

Interviewee: Why would I?

Hines: Yeah, would you rather use memes to state your emotions or your words?

Interviewee: I prefer to use words, since you can tell people directly. Even though that can still be twisted around, but memes even more so. Again, like i brought up earlier, you can grab a little animated image, and you can manipulate it to whatever you want it to convey. That can go awry in so many ways. So many ways.

Hines: Well, tell me some. (interested)

Interviewee: So, let’s say you send someone an image of SpongeBob when he made the sweater of tears for Squidward. One person can be saying they feel sad, and you don't use words to cheer them up, but a meme. They can take it other ways. Maybe he or she wants me to remember that episode. Like giving your coworkers something. You know what I mean. one person can’t take something a different way. That's my example. Another example could be someone not understanding pop culture for whatever reason. Like they could be asking why you are sending a cartoon. Like the Ugandan Knuckles.

Hines: I can’t remember that one, explain it to me.

Interviewee: That one was an animated Knuckles, they made him a little chubby. That was disrespectful too. I like Sonic the Hedgehog and the characters.

Hines: Oh, that's the meme.

Interviewee: Yeah. He's a little chunkier, like chibi version. And he would walk around asking "do you know the way"

Hines: That's funny. I like that meme.

Interviewee: Yeah that one was so random. It was last year, I remember when it came out. I

wondered why it caught on fire. There were YouTube videos and all that.

Hines: what is the most disrespectful meme other than Jordan that you’ve seen and have been offended by?

Interviewee: I’ve got thick skin, so it takes a bit more, more than an animated image to offend me so that's a tough question.

Hines: If you can’t think of one that offended you personally, do you know one that offended somebody else?

Interviewee: There was an episode of "Inside the NBA" on TNT and this was around when Kobe retired, I think 3 years ago, somewhere around then. They were mocking anyone on the set. So, Shaq, Ernie Johnson, Kenny Smith, and Charles Barkley, and they were all making memes based off of Drake's latest album at the time, and so everyone had their own meme made for them. I remember when they got to Shaq, his was "Views from Kobe's shoulders". He stormed off the set, let’s just say. He felt some kind of way about that. Everyone was laughing on the set and it was like an image of Shaq on top of Kobe, like riding him, I don’t remember what finals it was from. sometime between '99 to '01. He literally jumped on Kobe. He was hanging on his shoulders. They were on top of the Staples center. (laughing) I'm pretty sure that was offensive to him.

Hines: Yeah.

Interviewee: Yeah, I mean, sometimes Shaq can be a little big baby. I love him though, he's funny.

Hines: I remember you telling me he was like your favorite one, when you were a kid.

Interviewee: One of them, yeah.

(discussing interviewee's fanhood of Dallas Mavericks)

Hines: Alright, what was the first meme you were ever sent?

Interviewee: I don't even know to be honest with you.

Hines: Maybe not the first one, maybe one you remember, the first memorable one.

Interviewee: Probably the one from 2 fast 2 furious. Rowan Pierce played by Tyrese Gibson.

The meme is him and Paul Walker, rest in peace, and Evan Mendez. It was the one where he

said, 'We hungry' and he starts to chew. That's one I know, me and my friend sent that to each other all the time. Actually, we can go back and answer one of your earlier questions - Which one is one I see a lot, I think is what the question was?

Hines: Yeah.

Interviewee: That one, for sure. 'Cause I send that to a lot of people.

Hines: OK, and they send it back to you then?

Interviewee: Yeah, sometimes too. Sometimes. I guess often viewed and sent by me meme.

Hines: OK, have you ever seen a meme on TV? Playing out on television. You know a meme like 'He needs some milk!'. Have you seen that play out on movie or television, have you seen something like that play out on there?

Interviewee: (laughing) You just stole one.

Hines: Well -

Interviewee: I was gonna say I think I've seen that one a couple times.

Hines: Well, where? It doesn't have to be like that exact situation. You can use that meme, but where have you seen it at?

Interviewee: OK, wait, hold on, pause. So, you're saying that that meme is being used or did something similar to that happen?

Hines: Well, for example, have you ever seen Black Panther?

Interviewee: No.

Hines: Dang, so there was a part where they implemented a meme into the actual movie.

Interviewee: Oh, they did. (serious)

Hines: He was like "WHAT ARE THOOOOSE?"

Interviewee: Spoiler.(joking) But, OK.

Hines: Yes, so have you ever seen that happen before, on television, or on TV, like a mass form

of media, a YouTube video perchance - well actually, that came from a YT video, don't use that.

Interviewee: Man, I'm thinking deep here. Let's see, where have I seen memes implemented into a TV show or a movie? (mumbling)

Hines: We can come back to that question?

Interviewee: Yeah, can we come back to this one? I'm stumped right now.

Hines: OK, so the next question will be, actually... Oh, I had it in my head, now it's gone.

Interviewee: Story of my life. (chuckling)

Hines: I know, right? You just have it, and then... it was a good question, too. Chris is gonna relate to memes of some sort, but... I had it, I should have written it down. Go ahead and go back and try to explain - you said before that you prefer a video meme? So, what's an example of a video meme that you really like personally?

Interviewee: Man, there's so many. For whatever reason the first one just came to mind, it's another basketball - I see a lot of sports ones. I know I do, I know I do. This is when Nick Young, AKA "Swaggy P", thought he drained a 3 pointer and then he celebrates...

Hines: And then it pops out. That was great.

Interviewee: That one is still kinda holds up. Then the other one of him - its not a video but an image. I've seen it in both, image and video, but when he's like, confuse, but smiling.

Hines: Both him and J.R. Smith make me laugh.

Interviewee: Oh, yeah J.R., yeah, the whole blunder with the finals. Oh, yeah.

Hines: They made me laugh, because it was a video, that was like "Swaggy P versus Fruit goot(? unintelligible) with J.R. Smith". I forget what his nickname is, but it was like Swaggy P versus him, and it was both of them doing stupid shots. Just weighing down both teams. It was great. (laughing)

Interviewee: Shoutout to the Cav's and the Lakers. (laughing)

Hines: Yeah, I mean, you already know who's helping them, so - or who was helping them. Who's a strong player, and it was LeBron. Don't want to hear none of your smack.

Interviewee: I was gonna talk about Lakers for a second, 'cause I think the Nick Young one happened when Kobe was still on the team. I think it was.

Hines: That was funny. So, my next question would be - have you ever seen memes in mass use? Have you ever been in a group and everybody says "Deez Nutz"? Have you ever seen...

Interviewee: No. (laughing)

Hines: I remember a time where I was at a movie theater and there was a scene and the girl asked a question like 'what are you doing?' and he's like 'Deez Nutz' and 10 people said it at the same time.

Interviewee: Oh, in the theater?

Hines: Yes, in the theater, so have you ever experienced that, not even that specific meme, but just in general have you ever experienced that?

Interviewee: Like, live, in person?

Hines: Yeah, like live in person. Not even a group it can just be one person.

Interviewee: Yeah, yeah, yeah, actually I have. Actually, the other day, the 'He need some milk'

That one. That one was pretty out there.

Hines: What happened?

Interviewee: I remember me, and my friend were just talking about, 'oh it's when you're sore or something, what do you need, he need some milk'

Hines: (laughing) Back and forth.

Interviewee: Or ' You thirsty, he need some milk' (chuckling) stupidest stuff. Another one, I guess. it was this guy. He was doing a roast battle with his buddy and eventually they made him a video meme where he sounded like a car revving up ' You look like a (imitates car revving up)' That's another one that I know I've used with some friends around. (imitates a car sound)

Hines: You just did it back and forth with each other?

Interviewee: Yeah. That one was a funny one, my friend showed me, I was dying.

Hines: Gotcha.

Interviewee: I was dead.

Hines: You're doing pretty good, that was alright.

(both laughing)

Hines: Alright, so let’s revisit one of these. You said is you related to memes, right, you're into it, you already explained that to me and stuff. So, do you find that other people can use memes as something to relate to, or should they use other forms? To communicate the way, they relate to stuff.

Interviewee: Yeah, yeah, you could. First things come to mind, if you are dating someone, don't use memes, man. Just don’t, that can go wrong in so many ways, trust me. 'Cause she won't get what you are saying or you won’t get what she is wanting to tell you. It gets complicated.

Hines: Yeah, that's true, it could get really weird really quickly, and it could not be fun.

Interviewee: Yeah. You can manipulate these images, you know. I prefer saying my words, and decipher that as you will, but if you're sending out memes, and your message isn't caught on, it can go wrong and it’s not the best way. I guess it's the younger generations' more relatable way of stating how you feel. Like 'Oh he feels like that one time SpongeBob did this to Patrick.', You know, something like that.

Hines: Yeah, do you feel like memes are being overused in any way?

Interviewee: See, I don't know, that's a good one, because, I guess there's never a wrong moment not to use memes, but then there's always a good reason to use them too. If they are overused, I mean, that Ugandan Knuckles one was overused so much last year that's what the kids call a 'dead meme'.

Hines: It is, yeah.

Interviewee: So, there's those. I'm pretty sure the Rick Roll, the 'over 9000', my favorite ones,

those are considered dead nowadays.

Hines: Yeah, nobody uses them. (laughing)

Interviewee: I still do, that's what counts.

Hines: well, your age is showing.

(both laughing)

Interviewee: Man.

Hines: Alright, well. I was gonna ask one more question: give me 5 seconds to remember what my question was (laughing)

Interviewee: Well, I'll be here.

Hines: Yes. So, do you think - you said memes culture could be a form of bullying currently. Is there a way to stop it, and as a follow up, do you think memes will be used in a professional sense? - Or is it always gonna be unprofessional, like just using it with your friends? I see companies trying to implement memes all the time, trying to make themselves relatable, so more people buy their products. Do you think this will go anywhere, or is it gonna fall?

Interviewee: Oh, no, no, there's definitely a lot of market potential for memes. Being a business major myself, yeah, whatever is relatable to your target audience? I say for it. So, definitely memes can be used in a positive way to generate not just revenue, but gaining new consumers, customers. or whatever your product or service may be. That can definitely be used to reach a wide audience, especially with the millenial generation, the millenials they're super into, glued to, their cellular devices, they're just scrubbing and scratching along on the screen. So, you can definitely, definitely market and utilize memes, and I've seen it too, especially on Snapchat. They make good use of that. (thinking) Can't think of anything off the top of my head. But yeah, it's a pretty big opportunity, I feel like it shouldn't be but that's just me being classic and saying, just use them with your friends.

Hines: Yeah, well, it can be unprofessional at some points, I was just wondering if it could be used in a professional setting. I'm wondering what you would think a professional meme would say. What would it need to be?

Interviewee: It could be something like you're offering a service as a company - your image could be of one of those funny images, like a non-fatal accident, like 'Oh, you broke this, well we have this', something along those lines. Or it could be something like those memes recently where it's like your manager walks in, and it's a picture of a warehouse, and half of the shelves are destroyed or whatever, you could market some kind of service, like 'Oh, you are in trouble with your warehouse services, you don't want this, you want this.' See, you could twist it around to have a professional utilization. (brainstorming, thinking)

Hines: OK, OK.

Interviewee: I don't see any problem with that, especially nowadays. I mean meme culture is way more open now than what it used to be. Compared to 2006 from what I remember? It was 'What is this, what's going on'.

Hines: That's true.

Interviewee: Like that one time when Oprah she fell for the 'over 9000' meme. I don't know if you remember this one, but I think it was referring to pedophiles - that's one way it can be negative. She was pranked with that, but she did not know. People didn't know memes, and I was like 'Oh, over 9000, that comes from Dragon Ball Z'. So, us Dragon Ball fans, we knew about it, but people like Oprah Winfrey, or news casters at the time, were wondering

what 'over 9000' meant.

Hines: That's funny. (laughing)

Interviewee: Which is no joke, but she fell for it, you know. The prank worked, but nowadays, I don't think it would. Especially someone like Ellen DeGeneres, like she lives and thrives off of these. She came famous off of things that became viral. I don't see her falling for stuff like that.

Hines: No, No.

Interviewee: Definitely not a lot of people would fall for it anymore.

(both laughing)

Interviewee: It's become a more mainstream.

Hines: Yeah, that's true, everyone knows about memes. Alright, I appreciate this interview good sir. I appreciate it.

Interviewee: No problem, anytime, anytime.

(Shaking hands and laughing)