Group 2.

Meme Culture

2017-2019

Assumptions:

A1. Memes try that make something bad into something funny

A2. Memes evolve quickly because more people have access to them

A3. Companies use memes to connect to people

A4. memes are relatable to anybody

A5. Memes are an attempt to combine comedy with real events

Hypothesis:

H1(A5). People come up with memes because they do not want to deal with their real-life situation, so they create a situation where everybody can laugh at their problems with them/ support them by laughing through problems with them

H2(A1). Memes twist/compress tragedy into some comedic format in order to soften the blow of bad things that happen in everyday life because humanity strives to find joy no matter the situation

H3(A4) Memes trigger an emotional response that provoke them to react in a way due to a real-life memory or event in which they were involved. Because of this, we can learn a lot about a person through memes.

H4(A2) Higher meme accessibility, as of late, cause an abundance of the comedic formula, which caused popular memes to be quickly used and abused to the point where the meme is no longer favored by the general public.

Research Questions:

RQ1(H1) Do people come up with memes because can’t deal with their own real-life situation? Do they create a situation for themselves where everybody can laugh at their pain with them and/or support them by laughing at similar problems? What makes the culture this way? Why is it so?

RQ2(H4) What factors, internal and external, decided the life/longevity of a meme?

Interview Questions:

IQ1(RQ2) What memes do you find more relatable?

IQ2(RQ2) What do you prefer? GIF/Video or Image?

IQ3(RQ2) Tell us about a time that you related to a meme.

IQ4(RQ1) How would you define a meme?

IQ5(RQ1) Why do you feel like meme are an appropriate way to express your emotion?

IQ6(RQ2) Your first experience with a meme?

IQ7(RQ2) Do you use memes as a way to communicate?

IQ8(RQ1) Do you think the meme culture is toxic? Bullying.

IQ9(RQ1) Do you regularly use memes to cope with emotions?

IQ10(RQ1) Why do you think you would rather use memes to state emotions instead of using words?