



OLD DOMINION
UNIVERSITY

Origins of a Meme

Justin Whitlock

20 March 19



If you haven't seen it...

LuxTempo @luxtempo · 30 Nov 2018

Replying to @Alysson

But, but, but, **the flat earth society has members all AROUND THE GLOBE!!!**

The Flat Earth Society
20 hrs ·

The Flat Earth Society has members all around the globe.

4.9K 32 Comments 386 Shares

Like Comment Share Top C

Write a comment...

Physics-Astronomy.com Say that again, but slowly

Like · Reply · 1,986 · 20 hrs

3 3 8

<https://web.archive.org/web/20190320150855/https://twitter.com/luxtempo/status/1068654270919004161>



Different version, obviously faked; Tweeterino.com

Join the discussion [BECOME A REDDITOR](#) x

Posted by u/Shaner921 9 months ago edit

83 All around the globe you say.

 **Flat Earth Society** 
@FlatEarthOrg

Follow ▼

The flat Earth Society has members all around the globe. Join now!

4:43 AM - 12 Feb 2018

30 Retweets 89 Likes 

 26  30  89 

 7 Comments  Share  Save

created @ tweeterino.com 93% Upvoted

https://web.archive.org/web/20190320182032/https://www.reddit.com/r/FlatEarthMemes/comments/8qhmit/all_around_the_globe_you_say/



Facebook Search returns only 7 posts with “globe”

Facebook search results for "globe":

Filter Results

SORT BY
 Top Posts
 Most Recent

POSTS FROM
 Anyone
 You
 Your Friends
 Your Groups and Pages
 Public
 The Flat Earth Society
[+ Choose a Source...](#)

POST TYPE
 All Posts
 Posts You've Seen

Posts

The Flat Earth Society
September 11, 2018 at 12:31 PM ·

A new study shows people believe in incorrect beliefs, such as the **globe**, due to positive and incorrect feedback they over-value from their... [See More](#)

Here's how people start believing the Earth is flat, according to science
metro.co.uk

1K
2.5K Comments 274 Shares

The Flat Earth Society
August 31, 2018 at 11:43 AM ·

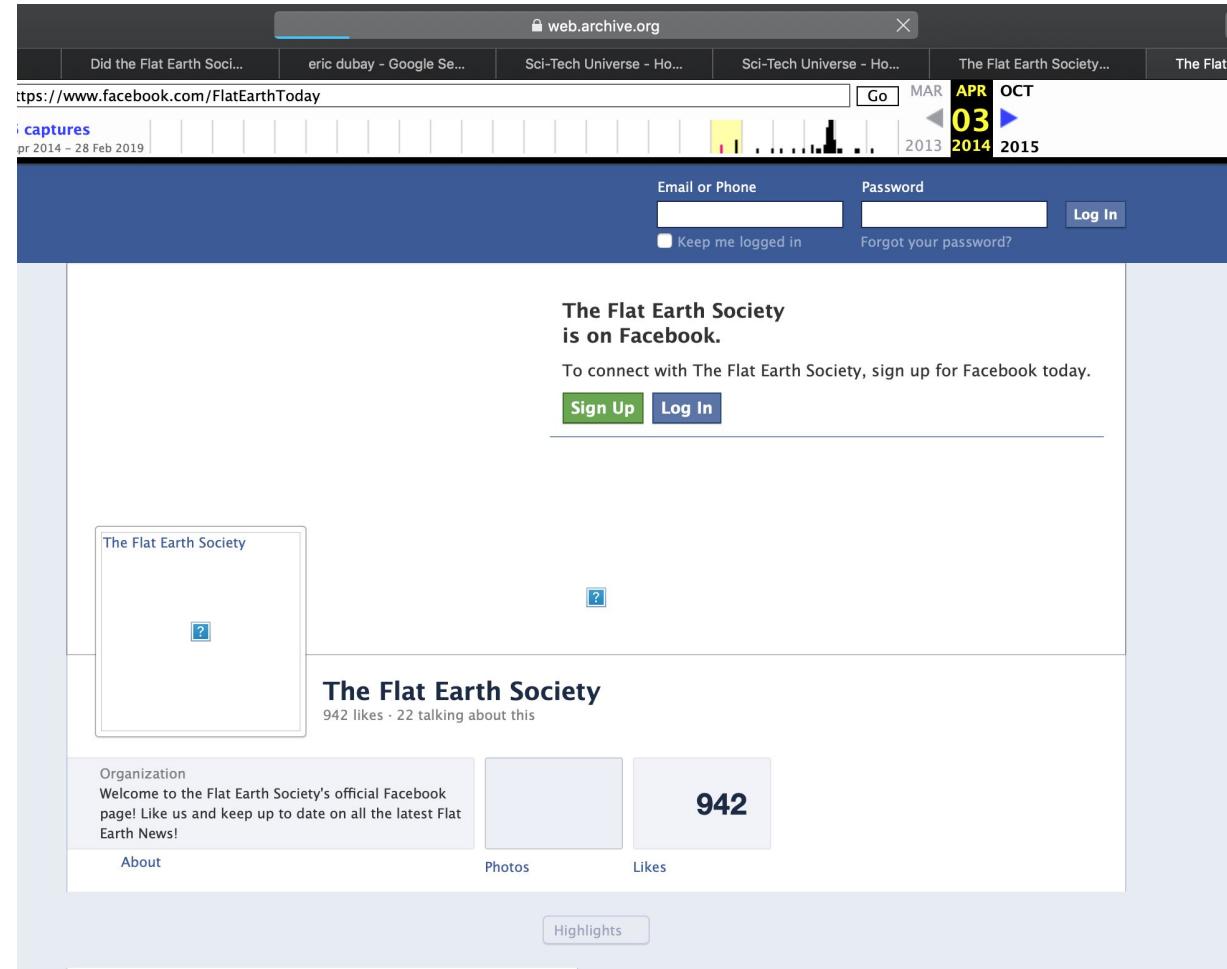
...Zetetic Astronomy.

One Conspiracy Theory at a Time: Flat-Earthers Don't Reject Climate Science
www.livescience.com

657
1K Comments 150 Shares



Facebook in archive is weird; Pages reload over&over



<https://web.archive.org/web/20140403051341/https://www.facebook.com/FlatEarthToday>



Twitter account seems unassociated; different webpage

Social media interface showing two separate pages for the Flat Earth Society.

Twitter Profile (Left):

- Header:** The Flat Earth Society logo featuring a globe with continents and stars.
- Profile Picture:** A circular logo with a globe and stars.
- Statistics:** Tweets: 7,603, Following: 262, Followers: 78.7K, Likes: 911.
- Recent Tweet:** Retweeted by MUGIWARA (@mshekeshke_) - Mar 6: "maybe, just maybe, the flat earth society is on to something..." (with a link to faq.tfes.org).
- Call-to-Action:** A red box highlights the URL faq.tfes.org and the text "Visit us: tfes.org".
- Buttons:** Tweet to and Message buttons.

Facebook Page (Right):

- Header:** The Flat Earth Society logo featuring a globe with continents and stars.
- Page Name:** The Flat Earth Society (@FlatEarthToday).
- Statistics:** Like: 1, Follow: 1, Share: 1, More: 1.
- About Section:** Contains links to Home, About, Photos, and Posts.
- BUSINESS INFO:** Founded in 1884, Mission statement: "The Flat Earth Society is an organisation dedicated to promoting Flat Earth Theory and the Zetetic Method, as serves as a haven for free-thinkers and sceptics across the world."
- CONTACT INFO:** m.me/FlatEarthToday, flatearthtoday@gmail.com, <https://www.theflatearthsociety.org>.
- MORE INFO:** A red box highlights the URL <https://www.theflatearthsociety.org>.

<https://twitter.com/FlatEarthOrg>

<https://www.facebook.com/pg/FlatEarthToday>



Two images, different commenters, same info

Memento mori
@mokhovik

The Flat Earth Society has members all around the globe

Viewing most recent stories · Back to top stories

The Flat Earth Society
20 hrs ·

The Flat Earth Society has members all around the globe.

4.9K 32 Comments 386 Shares

Like Comment Share Top Comments

Write a comment...

Physics-Astronomy.com Say that again, but slowly
Like · Reply · 1,986 · 20 hrs

11:37 AM

Physics-Astronomy.com Say that ag
Like · Reply · 1,986 · 20 hrs

Jason Kappa
@KappaPotato13

Replies to @ThePluginInTheWal @FlatEarthOrg and 2 others

They have members all around the globe.

Viewing most recent stories · Back to top stories

The Flat Earth Society
20 hrs ·

The Flat Earth Society has members all around the globe.

4.9K 32 Comments 386 Shares

Like Comment Share Top Comments

Write a comment...

Sci-Tech Universe Say that again, but slowly
Like · Reply · 1,986 · 20 hrs

12:52 AM - 5 Mar 2015

Sci-Tech Universe Say that again, buts
Like · Reply · 1,986 · 20 hrs

<https://web.archive.org/web/20190320150121/https://twitter.com/mokhovik/status/1105538317515395073>

<https://web.archive.org/web/20190320150224/https://twitter.com/KappaPotato13/status/1102854478628237312>



Sci-Tech Universe on Facebook

Sci-Tech Universe

Justin | Home | Create | 8 | ? | ▾

Sci-Tech Universe
@SciTechUniversedotcom

Home Posts Videos Photos About Community Info and Ads Create a Page

Like Follow Share ... Watch Video Send Message

Create Post Write a post... Photo/Video Tag Friends Check in ...

Actresses with a passion for science:
ABOUT SCI-TECH UNIVERSE

Posts

Sci-Tech Universe shared a link.

<https://www.facebook.com/SciTechUniversedotcom>



Same logo in the wayback machine in 2017

The screenshot shows a Facebook login screen with the URL <https://www.facebook.com/SciTechUniversedotcom/>. The date is set to November 30, 2017. Below the login form, the Sci-Tech Universe Facebook page is displayed. The page features a blue header with the Facebook logo and a blue sidebar with the Sci-Tech Universe logo. The main content area shows a post from the Sci-Tech Universe page with the text "Your Daily Dose of S" and a like count of 1,986. The bottom of the page shows a "Log In" button and a "Create New Account" button.

<https://web.archive.org/web/20171130233930/https://www.facebook.com/SciTechUniversedotcom/>



Search Sci-Techs posts

flat earth society

All Posts People Photos Videos Marketplace Pages Places Groups

Filter Results

SORT BY

- Top Posts
- Most Recent

POSTS FROM

- Anyone
- You
- Your Friends
- Your Groups and Pages
- Public
- Sci-Tech Universe
- Choose a Source...

POST TYPE

- All Posts
- Posts You've Seen

POSTED IN GROUP

- Any group

5K 870 Comments 3.5K Shares

Sci-Tech Universe March 13, 2018 at 7:00 PM ·

got them good...

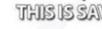
1.5K 123 Comments 397 Shares

Sci-Tech Universe February 10, 2018 at 10:09 AM ·

Sci-Tech Universe shared a link.

The Flat Earth Society Has Revealed That SpaceX's Falcon Heavy Launch Was a Hoax
www.sci-techuniverse.com

797 173 Comments 123 Shares


 THIS IS SAVAGE

<http://bit.ly/2Tgh2tu>



Search on Sci-techs page, shows up in 2018



Unlike Twitter,
individual
facebook posts are
not archivable in
WayBack machine.

<https://www.facebook.com/SciTechUniversedotcom/photos/a.1684536875145778/1983784358554360/?type=3&theater>



Physics astronomy on Facebook

Physics-Astronomy.com

Physics-
Astronomy.com
@physicsdashastronomy

Home

Posts

Videos

Photos

About

Community

Info and Ads

Create a Page

Like Follow Share ...

Send Message

Create Post

Write a post...

Photo/Video Tag Friends Check in ...

Community See All

Invite your friends to like this Page

1,731,650 people like this

1,968,677 people follow this

LaTisha Whitlock Wimmer and 1 other like this

<https://www.facebook.com/physicsdashastronomy/>



Facebook search turns up 3 posts

globe

Justin

All Marketplace Posts People Photos Videos Pages Places Groups

Filter Results

SORT BY

Top Posts
 Most Recent

POSTS FROM

Anyone
 You
 Your Friends
 Your Groups and Pages
 Public
 Physics-Astronomy.com
 Choose a Source...

POST TYPE

All Posts
 Posts You've Seen

POSTED IN GROUP

Any group
 Your Groups
 Choose a Group...

TAGGED LOCATION

Anywhere

Physics-Astronomy.com
September 25, 2018 at 9:30 PM · ⚙
...Great!!

9.8K 589 Comments 7.6K Shares

Physics-Astronomy.com
February 20, 2018 at 10:20 PM · ⚙

10K 885 Comments 9.8K Shares

Physics-Astronomy.com
July 19, 2018 at 6:20 PM · ⚙

1.8K 97 Comments 673 Shares

<http://bit.ly/2Y9YJda>



First 2 reference a different site

Physics-Astronomy.com
February 20, 2018 · ⚙

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The Flat Earth Society
20 hrs · 🌎

The Flat Earth Society has members all around the globe.

4.9K 32 Comments 386 Shares

Like Comment Share Top Comments

Write a comment...  

Sci-Tech Universe Say that again, but slowly
Like · Reply · 1,986 · 20 hrs

THIS IS SAVAGE

10K 885 Comments 9.8K Shares

Like Comment Share



Physics-Astronomy.com
July 19, 2018 · ⚙

Viewing most recent stories · Back to top stories

The Flat Earth Society
20 hrs · 🌎

The Flat Earth Society has members all around the globe.

4.9K 32 Comments 386 Shares

Like Comment Share Top Comments

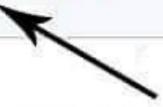
Write a comment...  

Sci-Tech Universe Say that again, but slowly
Like · Reply · 1,986 · 20 hrs

THIS IS SAVAGE

1.8K 97 Comments 673 Shares

Like Comment Share



Physics-Astronomy.com
September 25, 2018 · ⚙

Great!!

The Flat Earth Society
20 hrs · 🌎

The Flat Earth Society has members all around the globe.

4.9K 32 Comments 386 Shares

Like Comment Share Top Comments

Write a comment...  

Sci-Tech Universe Say that again, but slowly
Like · Reply · 1,986 · 20 hrs

Physics-Astronomy.com Say that again, but slowly
Like · Reply · 1,986 · 20 hrs

THIS IS SAVAGE

9.8K 589 Comments 7.6K Shares

Like Comment Share



<http://bit.ly/2uhnm9V>

<http://bit.ly/2Ofr50Z>

<http://bit.ly/2CwzFUu>



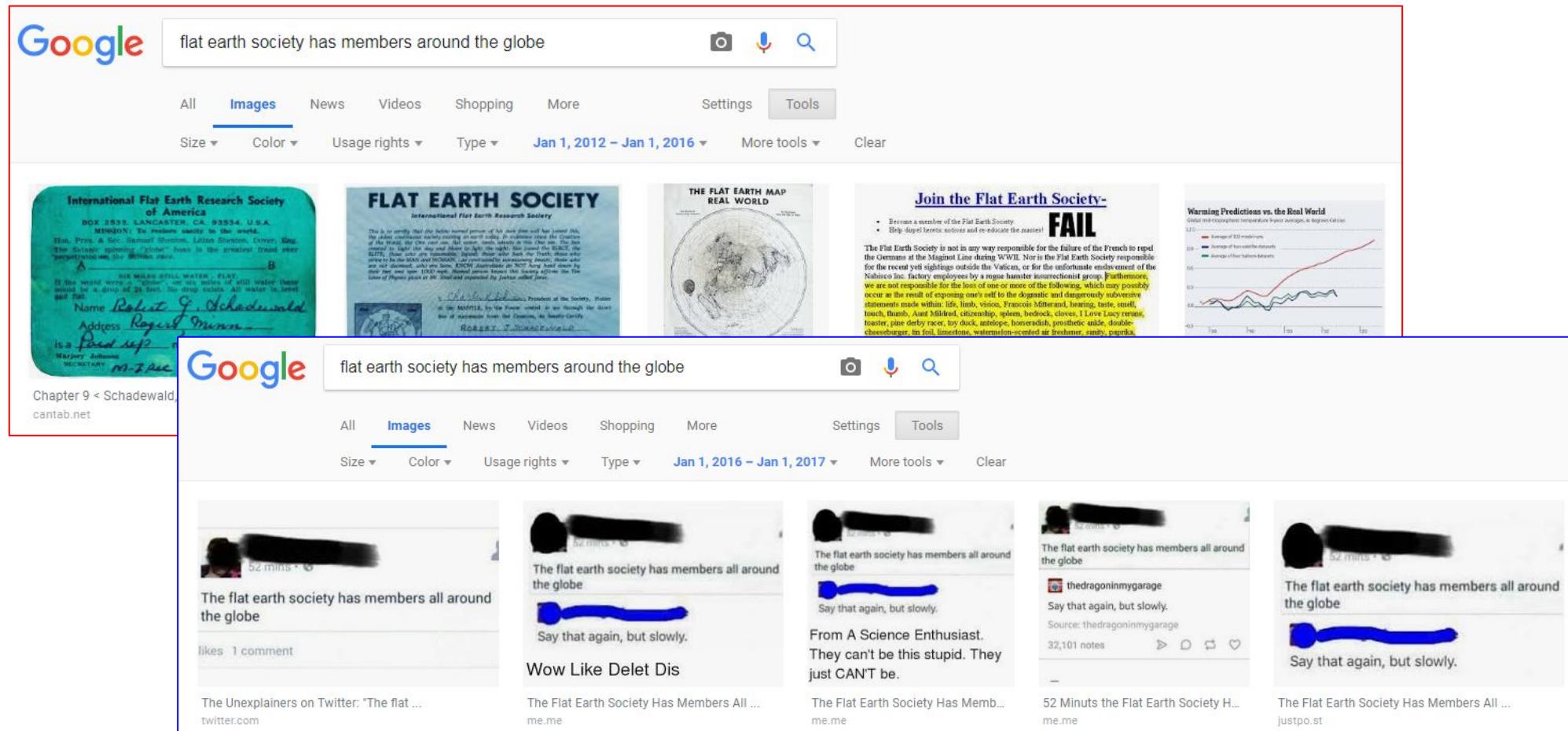
Flat Earth Society Meme doesn't show up until May 17

The image shows two side-by-side Google search results for the query "flat earth society has members all around the globe".

Top Screenshot (Left): The search results are filtered by date from "Apr 1, 2017 – May 1, 2017". It displays four image results, each showing a blacked-out video thumbnail with the caption "The flat earth society has members all around the globe". Below these, there are several text-based results. One result from "thedragoninmygarage" includes a screenshot of a post on Me.ME where a user says "Say that again, but slowly." Another result from "Mlins Flat Earth Society" also links to a Me.ME post.

Bottom Screenshot (Right): The search results are filtered by date from "May 1, 2017 – Jun 1, 2017". It displays four image results, each showing a blacked-out video thumbnail with the caption "The flat earth society has members all around the globe". Below these, there are several text-based results. One result from "Physics-Astronomy.com" includes a screenshot of a post on Me.ME where a user says "Say that again, but slowly." A large arrow points to this specific post. Another result from "skeptics.stackexchange.com" includes a screenshot of a post on Me.ME where a user says "THIS IS SAVAGE".

Meme first shows up as a top item in 2016



<https://bit.ly/2Tdr52w>

<https://bit.ly/2TaOFFX>



It's not from Flat Earth Society

The Unexplainers
@theunexplainers

Follow

The flat earth society has members all around the globe

52 mins ·

The flat earth society has members all around the globe

likes 1 comment

1:06 PM - 10 May 2016

1,530 Retweets 1,599 Likes

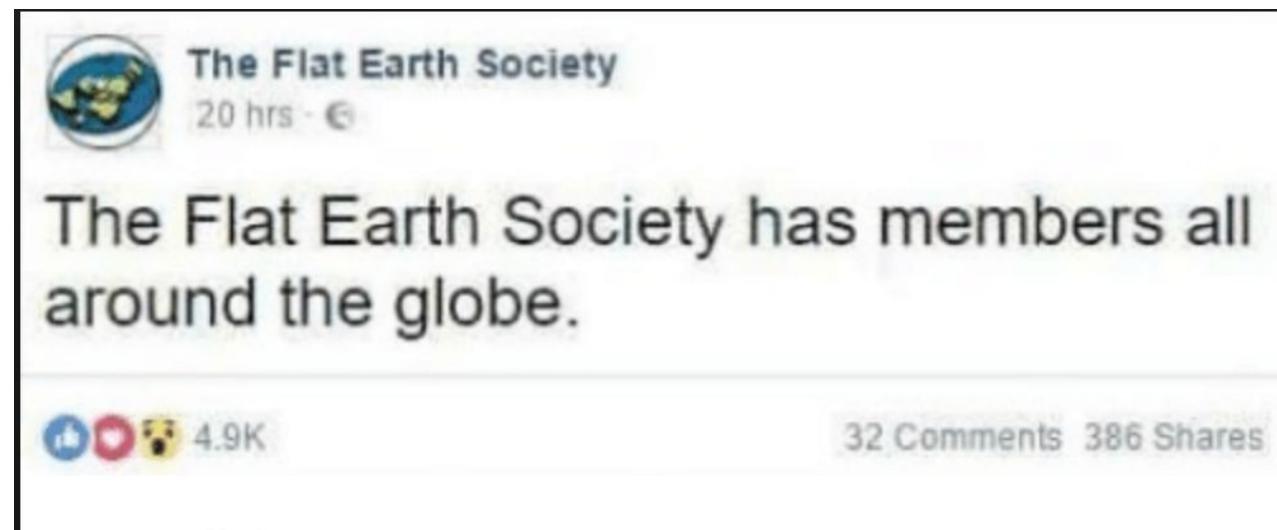
38 1.5K 1.6K

<https://web.archive.org/web/20190320163149/https://twitter.com/theunexplainers/status/730126930192826368>



Facebook changed their likes bar 24 Feb 16

2016	February 24	Product	<p>Facebook releases Facebook Reactions to the general public. The feature allows people to use five additional reactions beyond just the "like" action to convey their reaction to a post. The new reactions are "love", "haha", "wow", "sad", and "anger" (another reaction, "yay", that was used in initial testing of the feature, has been removed).^[229] Although the names differ across languages, the emoticons used are the same across languages. Each user can add at most one reaction to a post.^{[230][231]} An early version of Reactions was released in October 2015 in Ireland and Spain.^{[232][233]}</p>
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https://en.wikipedia.org/wiki/Timeline_of_Facebook



Facebook Search in 2016

say that again but slowly

All Posts People Photos Videos Marketplace Pages Places Groups

Filter Results

POSTS FROM

- Anyone
- You
- Your Friends
- Your Groups and Pages
- Public
- [+ Choose a Source...](#)

POST TYPE

- All Posts
- Posts You've Seen

POSTED IN GROUP

- Any group
- Your Groups
- [+ Choose a Group...](#)

Friendly Atheist

Page · 598K like this · Personal Blog

Feb 25, 2016 · · Say that again, but slowly.



17K  542 Comments 6.8K Shares

A Science Enthusiast

Page · 1M like this · Blogger

Oct 2, 2016 · · (thanks, Antoine!)



34K  2.5K Comments 61K Shares



Earliest appearance on Facebook 25 Feb 16



<https://www.facebook.com/friendlyatheist/photos/a.10152839688055080/10156600581265080/?type=3>



Twitter search results begin 24 Feb 2016

flat earth society has members around the globe

Top Latest People Photos Videos News Broadcasts

Charlie Gelman @CharlieGel · 24 Feb 2016
The flat earth society has members all around the globe

D. Mixon @SATSUMA_HISTORY · 24 Feb 2016
The flat earth society has members all around the globe.

Jake @JakeDPowers · 24 Feb 2016
The flat earth society has members all around the globe @Jmoreno79

stone @ssbmStone · 24 Feb 2016
The flat earth society has members all around the globe

nick @peeetross · 24 Feb 2016
the flat earth society has members all around the globe

Back to top ↑

<http://bit.ly/2WaEjib>



Earliest Tweet on Twitter

The screenshot shows a tweet from a user named 'nick' (@peeetross). The tweet content is: "the flat earth society has members all around the globe". The tweet was posted at 11:18 AM - 24 Feb 2016. It has 1 Like. Below the tweet, there are icons for replying, retweeting, favoriting (with a count of 1), and messaging. At the bottom, there is a reply input field with the placeholder "Tweet your reply".

nick
@peeetross

Follow

the flat earth society has members all around the globe

11:18 AM - 24 Feb 2016

1 Like

Tweet your reply

<https://web.archive.org/web/20190320175244/https://twitter.com/peeetross/status/702573339383095296>



Earliest appearance of screen shot on Twitter 25 Feb 16

Persian Rose @PersianRose1

Follow

52 mins ·

The flat earth society has members all around the globe

likes 1 comment

7:50 PM - 24 Feb 2016

835 Retweets 957 Likes

15 835 957

<https://web.archive.org/web/20190320163806/https://twitter.com/PersianRose1/status/702702085662449664>



8pm 24 Jan 16

B.o.B @boball

The cities in the background are approx. 16miles apart... where is the curve ? please explain this

3,853 8:05 PM - Jan 24, 2016

5,092 people are talking about this

7pm 24 Feb 16

Persian Rose @PersianRose1

The flat earth society has members all around the globe

7:30 PM - 24 Feb 2016

13 March 2018

Sci-Tech Universe @SciTechUniv

The flat earth society has members all around the globe.

7:30 PM - 13 Mar 2018

THIS IS SAVAGE

May 2017

The Flat Earth Society 29 hrs ago

The Flat Earth Society has members all around the globe.

4.5K 32 Comments 386 Shares

Like Comment Share Top ↑

Write a comment...

Physics-Astrology.com Say that again, but slowly

Like Reply 1,968 20 hrs

nick @peaceboss

the flat earth society has members all around the globe

11:18 AM - 24 Feb 2016

1 like

5pm 25 Feb 16

Friendly Atheist February 25, 2016

Say that again, but slowly

The flat earth society has members all around the globe

540 Comments 6.8K Shares

26 Feb 2018

Physics-Astrology.com February 25, 2018

The Flat Earth Society has members all around the globe.

4.5K 32 Comments 108 Shares

Like Comment Share Top ↑

Write a comment...

Sci-Tech Universe Say that again, but slowly

Like Reply 1,088 20 hrs

THIS IS SAVAGE



FES response: where is the evidence?

tortle @ripoffkirby · 19 Nov 2018

Viewing most recent stories · Back to top stories

The Flat Earth Society
20 hrs ·

The Flat Earth Society has members all around the globe.

4.9K 32 Comments 386 Shares

Like Comment Share Top Comments

2 1 64

Flat Earth Society @FlatEarthOrg · 20 Nov 2018

And how likely do you think it is that this is a screenshot of an actual post?
Where's the archive.org link? Such a blunder would surely be backed up!

10 8



Takeaway

