

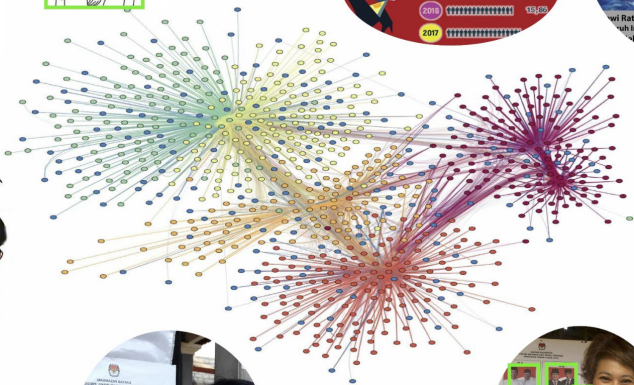
Automatic Discovery of Meme Genres with Diverse Appearances

William Theisen, Joel Brogan, Pamela Bilo Thomas, Daniel Moreira, Pascal Phoa, Tim Weninger, Walter Scheirer
Department of Computer Science and Engineering, University of Notre Dame
{wthaisen, jbrogan4, pthomas4, dhenriq1, pphoa, tweninger, walter.scheirer}@nd.edu

**Remix Meme:
TUMAN**



**Remix Meme:
Widodo Portrait**



**Mimicry Meme:
Dyed Finger**



Highlights

- Discover emerging trends in unsorted social media images.
- New dataset of over 2M images from Indonesian social media during the 2019 presidential election.
- Learning-free, publicly available code base.
- Performance at scale (1M+ images).
- Increased performance over global image descriptors.