

## About

**Behind The Meme** is a [YouTube](#) webseries that explains the origins of and offers analysis on trending memes. Since its launch in August 2016, the series has grown into a popular [meme](#) explainer on the video-sharing platform, garnering over 600,000 subscribers and 50 million channel views within the first six months. Despite its active presence on YouTube, the series has been the target of derision in certain meme communities due to its tone, unoriginal content, and the perception that he kills memes after he reviews them by making them accessible to [normies](#).

## Online History

Behind the Meme's YouTube channel launched on August 12th, 2016.<sup>[1]</sup> The channel is run by Kyle Bryce. On his channel, he lists a California PO Box. His first video was uploaded on August 13th, explaining [Dicks Out For Harambe](#) (shown below).

As of March 8th, 2017, the channel has accrued over 646,000 subscribers. Some of his most popular episodes have acquired over one million views, including his videos for [Cash Me Ousside](#), [The Dab](#), [We Are Number One](#), and [Yee](#).

## Reputation

### Anthony Fantano Parody

On November 12th, 2016, thatistheplan, the meme-explainer channel of [Anthony Fantano](#), released a video on [Rickrolling](#) parodying the style of Behind The Meme. Fantano criticizes Behind the Meme's scripts by reading the entry in broken english. He also says the channel talks down to its audience like its full of 6 year olds and accuses the channel of regurgitating information on [Know Your Meme](#).

The following day, Behind The Meme responded to Fantano's video by posting a video where he addressed some of the criticisms Fantano lobbed and got his mom to [roast](#) him by calling him a geek.

## Criticisms

Though popular, Behind the Meme is despised in certain meme communities. Often, he is accused of being a [normie](#) and [cancer](#) in comments on his videos (ex: shown below).<sup>[2]</sup>



Valentin Gavenda 3 months ago

You're a normie if you watch this Channel

Reply • 117

[View all 35 replies](#) ▾



Monroe Harmon 1 day ago

that's the entire point. he explains memes to clueless people. if you hate it, why are you commenting this?

Reply •



Soniczoom10 2 days ago

Cos i'm behind the guy all the way, Failed OC.

Reply •



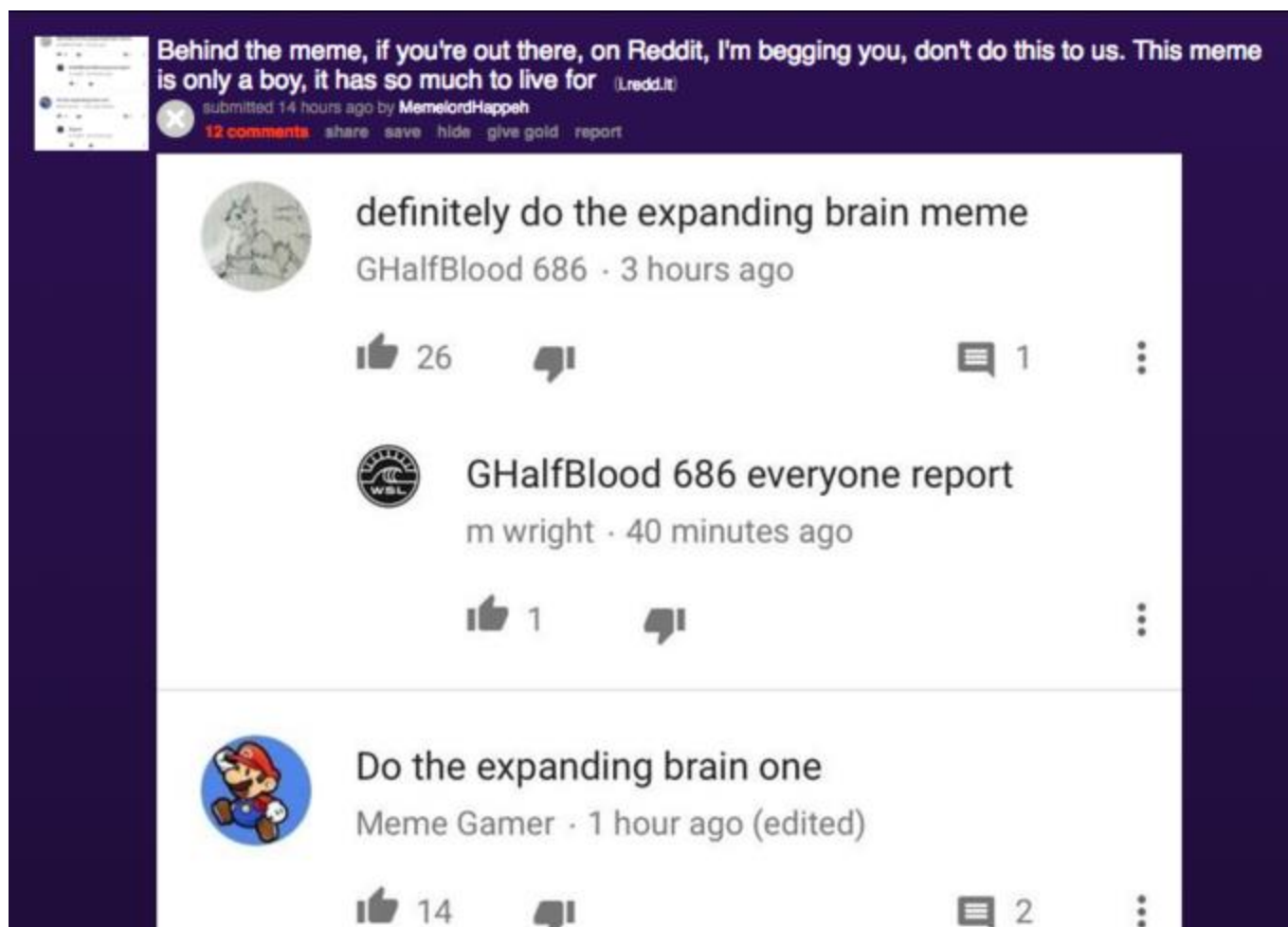
Herobrine1234 3 months ago

Please stop ruining memes. They are not meant to be explained.

Reply • 94

[View all 26 replies](#) ▾

The channel is particularly loathed on meme-focused [subreddits](#) such as [/r/dankmemes](#) and [/r/MemeEconomy](#). For example, on March 8th, 2017, an image of a Behind The Meme comments section asking the channel to review [Expanding Brain](#) caused a stir in both subreddits. In [/r/dankmemes](#), the screenshot was posted with the title, "Behind the meme, if you're out there, on Reddit, I'm begging you, don't do this to us. This meme is only a boy, it has so much to live for" (shown below).<sup>[3]</sup>



On /r/MemeEconomy, the subreddit responds to Behind the Meme actions by crying "Sell!" whenever he reviews or is encouraged to review a meme.<sup>[4]</sup>

#### Zenzi

On February 19th, 2017, an anonymous [4chan](#) user took to /r9k/ to complain about Behind the Meme and ask how 4chan could take it down. In response, another user suggested that in every video, 4chan commenters demand he cover "Zenzi," a meme that doesn't exist, and downvote every video in which he doesn't cover Zenzi, which they thought would result in Behind The Meme getting frustrated and quitting (screenshot shown below). It appears the original thread has been deleted, though a similar thread has been archived.



**Cat In The Hat**

What Is The Cat In The Hat But Meme? A look at the fake history memes  
by Behind The Meme! 2,599 views · 5 minutes ago

**Anonymous** 02/19/17(Sun)19:02:46 No.722963975 >>722964271 >>722964279

'Behind The Meme' is the worst thing to happen to youtube. the faggot who owns it seems to be hellbent on exposing as many niche or spicy memes to normies as possible.

this channel fucking ruins memes.

how do we stop it?

**Anonymous** 02/19/17(Sun)19:18:42 No.722965135 >>722965392 >>722965444 >>722965522 >>722965615

how about every video we recommend that he covers 'zenzi'. just that, no extra details. I have no fucking idea what comes up when you google zenzi, just made it up right now.

every video that isn't about zenzi is disliked bombed to the ground

if we keep recommending it, he'll cave in and will do the video, piecing together whatever the hell he can from across the internet. it's bound to be hilarious. this video we flood with likes

however, we don't stop recommending zenzi. every comment section will have pages upon pages of "please make a video on zenzi". he won't be able to find any legitimate recommendations and abandons the channel.

100% guaranteed to work

**Anonymous** 02/19/17(Sun)19:25:17 No.722965615 File: [1470011482573.png](#) (150 KB, 329x370)



>>722965135  
>zenzi works  
>actual BTM fans start getting absolutely insane  
>everyone starts unsubscribing  
>BTM realises his mistake and starts making actual meme videos again  
>but it's far too late

Behind The Meme quickly discovered what was going on and thwarted the attempted 4chan raid by creating an explainer video for Zenzi the same day as the raid. The video turned into less of an explainer

and more of an extended riff on the [elitism of some meme communities](#). Behind The Meme's quick and accurate response to Zenzi resulted in the Zenzi raid being deemed a failure.

## Plagiarism Accusations

Behind the Meme has been accused in the past for allegedly plagiarizing Know Your Meme. In Anthony Fantano's parody of Behind the Meme, he sarcastically says "This is the part where I regurgitate information I found on Know Your Meme, but you're so stupid, you think I researched it." The channel's tendency to steal Know Your Meme information has been a noticeable trend for its followers. For example, in his episode for [What in Tarnation](#), he says:[\[6\]](#)

"What in Tarnation?" is an older saying that is often associated with the Southern states of America.

The ["About" section for the Know Your Meme](#) entry for the meme reads:

"What in Tarnation?" is a rhetorical question meaning "what in damnation?", which is often associated with Americans living in the Southern United States expressing incredulous bewilderment.

## Doxxing

On June 3rd, 2017, Behind The Meme uploaded a "Draw My Life" episode to his channel in which he admitted his name was Kyle Bryce (shown below). On August 4th, 2017, he uploaded a since-deleted video explaining [Crash Bandicoot Woah](#). This led to him being [doxxed](#).

On August 5th, 2017, Bryce was doxxed by user Jaxon Richardson of Hollaforums, who posted links to Bryce's social media profiles and his address. A thread was posted to [/r/OutOftheLoop](#)[\[7\]](#) about the doxxing the next day. This led to increased criticism of the channel and another wave of harsh criticism, particularly on [/r/memeeconomy](#) and 4chan, though it is currently unclear the extent to which the doxxing has affected Bryce's personal life.



# Search Interest

## External References

[1] YouTube – [About Behind The Meme](#)

[2] YouTube – [Behind the Meme Discussion](#)

[3] Reddit – [/r/dankmemes post](#)

[4] Reddit – [/r/memeeconomy behind the meme search](#)

[5] Twitter – [@BehindTheMeme](#)

[6] YouTube – [Behind the Meme](#)

[7] /r/OutOfTheLoop – "https://www.reddit.com/r/OutOfTheLoop/comments/6s0lab/did\_behind\_the\_meme\_get\_doxed