



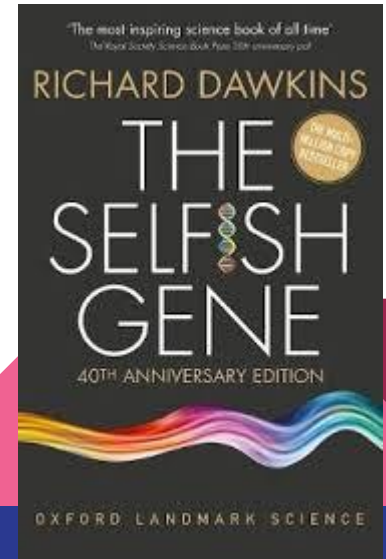
THE AGE OF MEMES

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Origin of Memes

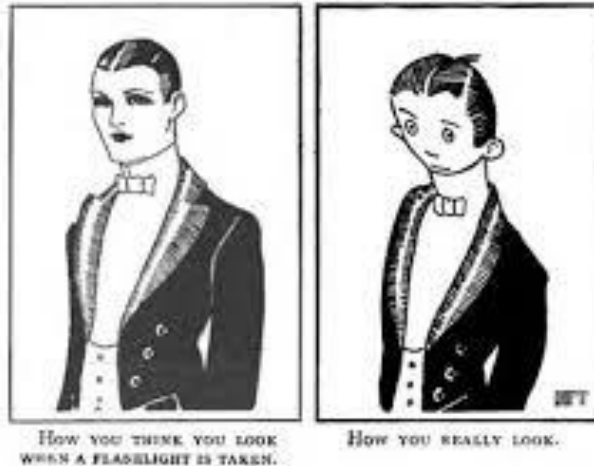
The Word Meme

The word meme originated with Richard Dawkins' 1976 book *The Selfish Gene*. Dawkins cites as inspiration the work of geneticist L. L. Cavalli-Sforza, anthropologist F. T. Cloak and ethologist J. M. Cullen. Dawkins wrote that evolution depended not on the particular chemical basis of genetics, but only on the existence of a self-replicating unit of transmission—in the case of biological evolution, the gene.



Earlier references

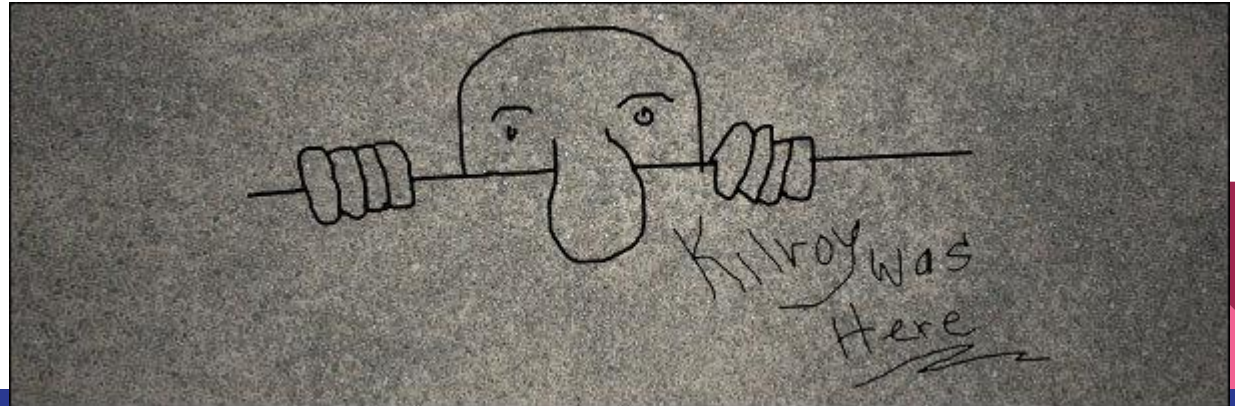
Although Dawkins invented the term meme, he has not claimed that the idea was entirely novel, and there have been other expressions for similar ideas in the past. In 1904, Richard Semon published *Die Mneme* (which appeared in English in 1924 as *The Mneme*). The term *mneme* was also used in Maurice Maeterlinck's *The Life of the White Ant* (1926), with some parallels to Dawkins's concept.



Before the Social media

"Kilroy was Here"

When you consider how many people spent their time either killing or getting killed during both world wars, it's easy to see how the issue of graffiti would go largely overlooked. Which is why, after the dust settled, people all over the world began to wonder who "Kilroy" was



The Dancing baby

It was a time of baggy pants, flannel and the Goo Goo Dolls. It was 1996. Our nascent exploration into the World Wide Web was about to get super weird with the first ever viral sensation of a baby doing the cha-cha.

We've had nearly two decades to let CGI animation grow up since the first CGI baby cha-cha'd it's way into our heart (or freaked us out, depending on your views about it). But the shared connection we all have with that first dancing baby still remains.

Most 90s kids remember this GIF that spread through the Emails or via MMS

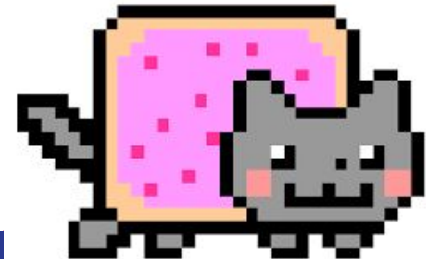


Evolution of Memes

2000- 2005

Before the days of Reddit, 4Chan, YouTube, and other sites well known for spreading and popularizing the images we now collectively call memes, there were only nameless funny images, gifs, and video clips that would be shared via email and other chatting sites that are now extinct. The air-humping stormtrooper, Hamster Song, and Pixel Kitty were only a few to come out of this pre-meme era of the internet.

This era also gave birth to (de)motivational posters, images of tedious situations photoshopped into the format of motivational posters, that would later give way to the later format of top and bottom text that would become standard for later eras of memes. Seeing as the internet itself was relatively new, the simple fact of the meme's existence was enough to justify it. This is to say, there was not yet a standard for memes as being "dank" or "normie" as would be the case in later periods



2006- 2009

But this age of early, unnamed memes would not last. With the growing popularity of youtube in the mid-2000s, people with access to a video camera and a computer were free and able to publish what would later come to be known as viral videos. These videos of kids in back seats high on novocaine, babies biting kid's fingers, and so on spread far and wide and more like them cropped up constantly as YouTube soured in popularity.



2010- 2014

It was in this era of memes booming and busting of meme popularity truly began as well, owing in large part to their rapid rate of sharing on Facebook. At the time when this trend began, Facebook was the unquestioned social media powerhouse of the internet. This made it the perfect place for the “normie” masses of the internet to view a seemingly endless supply of memes.



2015 --

With the ever increasing sharing of memes, trends began to emerge. A single meme, such as the Arthur fist or Dat Boi, will experience a period of pervasiveness and popularity in which a casual internet user will be unable to avoid it followed by an almost immediate decline once it has become stale and unfunny only to be replaced by another. This is the age we currently find ourselves in.

And it is from this era in which memes are so prevalent that it is nearly impossible to imagine the internet without them that we are able to truly understand what it is that we have created. Memes serve as a universal language across the multitudes of communities that spread the whole of the internet. They are a way to poke fun at the world around us and put a twist on nostalgic relics from years or decades earlier. Memes are, essentially, the purest expression of internet culture. And, love them or hate them, they are likely going to be around for quite some time.



Internet Memes

Introduction

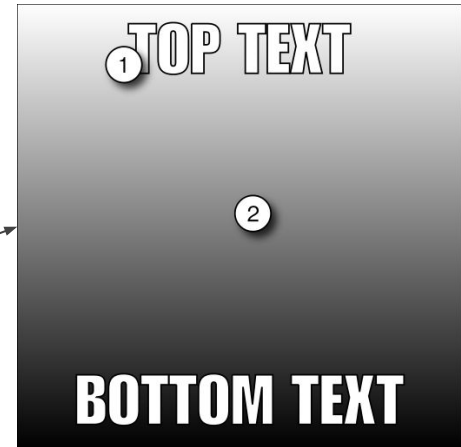
An Internet meme, commonly known as just meme is an activity, concept, catchphrase, or piece of media that spreads, often as mimicry or for humorous purposes, from person to person via the Internet..They may relate to various existing Internet cultures or subcultures, often created or spread on various websites, or by Usenet boards and other such early-Internet communications facilities. Fads and sensations tend to grow rapidly on the Internet because the instant communication facilitates word-of-mouth transmission. Some examples include posting a photo of people lying down in public places (called "planking") and uploading a short video of people dancing to the Harlem Shake.



Propagation

An Internet meme may stay the same or may evolve over time, by chance or through commentary, imitations, parody, or by incorporating news accounts about itself. Internet memes can evolve and spread extremely rapidly, sometimes reaching worldwide popularity within a few days. Internet memes usually are formed from some social interaction, pop culture reference, or situations people often find themselves in. Their rapid growth and impact has caught the attention of both researchers and industry.

A standard
meme format



Macros(BIG) and temporary memes

- There's a specific style and format of especially popular memes, featuring text over an accompanying image, that have also become synonymous with the word "meme," even if they haven't gone viral or become popular .
- Meme creator apps , allows you to create original or actual works in this style for any purpose you choose.

Dank Memes

- This is the age we currently find ourselves in "Dank" memes
- Dank memes are a subgenre of memes usually involving meme formats but in a different way to image macros.
- Dank memes have been described as "internet in-jokes" that are "so played out that they become funny again" or are "so nonsensic"



Mememes and Politics- The Timeline

Downfall of Congress:

- Memes about Congress, Rahul Gandhi etc.
- AIB releases Major videos in 2013
- AIB Concludes the same in 2014



Popularity of BJP:

- Memes on “Janta maaf nahi karegi Campaign”
- Memes on BJP vs Congress
- Memes on Narendra Modi



Indians Becoming an Internet Phenomena

- ❑ In the age of internet where people are connected throughout the globe it is easy to spread thing
- ❑ There have been a rise of a lot of Internet phenomena that were spread due to the memes
- ❑ People like Priya Prakash, Radhika Apte Rose to fame because of the same reason
- ❑ Youtuber Shahid Alvi became arguably ‘The meme of the year’
- ❑ The travel website Trivago became sensational because of the TV Ad turned meme



Case Study:- The Success Kid

- Success Kid is an Internet meme featuring a baby clenching a fistful of sand with a determined facial expression.
- uploaded to Flickr a photograph of her son Sammy trying to eat sand.
- It began in 2007 and eventually became known as "Success Kid".
- Not just this, He raise about ~\$100,000



Bad effects of Memes

Influence on Perception

Memes are one of the greatest symbols of social media. They're edgy. They're funny. They're easy to iterate on, and every week, a new one pops up.

Unfortunately, the most popular of these memes usually tend to be racist or sexist.

At some point scrolling through our Facebook news feeds or the thousands of memes on the popular social media site 9GAG, you've all seen a racist or sexist meme. While some might argue that these memes are just for humour and not intended to spread hate, they still have a large impact on how the youths today see the world around them



If you scroll through a popular Facebook post or a popular Youtube video at any given time, chances are you will encounter an argument. While these internet arguments might seem harmless, and sometimes even humorous, some are quite disturbing.

When you did all you could to help the children in need and all they did was roast you



ifunny.co



People who became Meme

One of the weirder things that can happen to someone is to become the basis of a meme. A photograph of that person is taken out of context, remade and repurposed into something else, and a novel's worth of captions rewrite who that person is, and what he or she is like.

The Internet has made it easier than ever for ordinary people to become famous, and sometimes it even happens by accident.

They are hit by mean comments public shaming, cyber bullying and even death threats which could be incredibly traumatic affecting their families, career.



Ghyslian Kid



Boy behind 'Star Wars Kid' internet memes breaks silence to tell how taunts made him contemplate suicide

- Ghyslain Raza filmed himself awkwardly fooling around with a pretend Star Wars light sabre in
- Students at his school posted the video online a year later
- Video ended up generating over a billion hits and Raza became a target of cyber bullies
- He lost friends and fell into depression



How Memes Affect Society

In all the crisis of our nation's history, nothing has become more accessible and more widespread than the meme epidemic. It has spread through countless high schools and has affected the way teens think in numerous ways. However, have memes been affecting society in a positive way, or is there something more sinister hiding behind the cat images?



Worst Impacts

The ultimate negative impact of the memes has been the deaths of anyone who participated in said meme. This includes the countless deaths caused by the cinnamon challenge, a challenge that involves ingesting cinnamon, and the chubby bunny challenge, a challenge that involves stuffing your mouth with marshmallows and chanting “chubby bunny.”



It may seem like memes are just cute pictures and nothing else, they could have negative impacts on people and just life in general. One of the most recent cases is that of Tide Pods. In just 2018, there have been 37 cases of people eating detergent pods, with about half of them being intentional.



Positive Impacts

However, not all memes bring up a negative response. In fact, some of them may even make depressed people have a reason to live. An example of this could be the Ice Bucket Challenge. During the year of 2014 when it was most popular, the ice bucket challenge raised over \$100 million dollars for research into ALS.

So ultimately we can conclude by saying that memes affect society in a positive as well as in a negative way.



Marketing using memes



How memes help in marketing????

- The average person reportedly spends nearly two hours on social media every day.
- Among various contents, memes are a common currency for social media and internet culture
- It is Defined as “any fad, joke or memorable piece of content that spreads virally across the web, usually accompanied by a clever caption” – a number of brands are recognising the power of memes as a marketing tool.
- Many of the popular and trendy memes you see today are actually called Macros. A Macro is a variation on a meme where a marketer or any user can insert text to fit their needs.
- On the surface, memes seem like an exciting way to connect with a new audience, enhance the value of your content, and reinvigorate the energy of your brand.

Memes in Business and Marketing

1. Memes are one of the many creative and fun tools marketers can use to reach clients and consumers.
2. Meme is non-offensive, non-discriminatory, and not off-putting to certain people or groups. Also, consider being grammatically correct.
3. No matter what meme you want in business, it's all about audience reaction and effectiveness. Once you have settled on an idea or plan, share your meme and keep on sharing across various social media platform
4. Untill your meme grows on entire audience and tickle them so that they get to see your funny, sarcastic witty creation.
5. Only then time will tell if your meme was a success or not.

Eg: EARLY INTERNET MEMES: Before the days of social media, memes were shared via email, blogs and forums. One of the first memes was the [Dancing baby](#), which was so popular in the 90s, it made a cameo on the TV show *Ally McBeal*



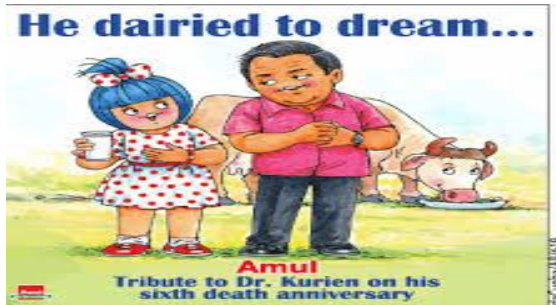
Main Rules for Success in marketing

1. **Know your audience, know your brand** -Taking your brand and your audience carefully before pursuing this strategy.
2. **Don't force it**- Forcing a meme into each of your articles will make it obvious that you're trying to capitalize on a trend, rather than enhancing the content in any meaningful or entertaining way.
3. **Know what you're getting into**-Using memes in a wrong way could instantly disgust your audience
Whom you want to impress
4. **Use memes sparingly**-Even if you have the right brand and the right audience for meme use, it's a good idea to limit the quantity of content in your memes.
5. **Never sacrifice quality or originality**-Finally, never use memes as a substitute for the originality or quality of your content. Memes alone will not help you build a consistent audience; they only serve to enhance the valuable content underneath and around them.



Examples of memes in marketing

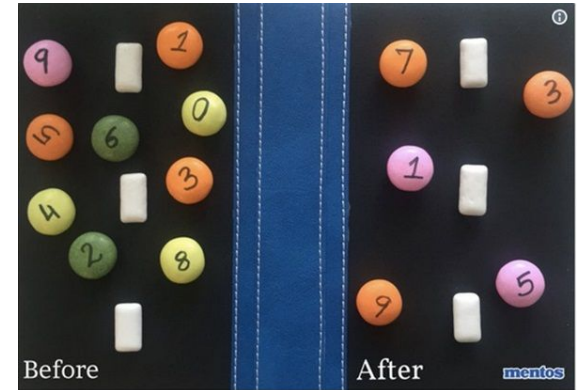
Amul, Mentos India, Micromax and various other brands



Micromax India

Dragons! The Game of Phones is on – will they survive?

[#GoTSeason6](#)



Mentos India
@IndiaMentos

When you don't find traffic jams, every day :D Here's to a Jugaad that #Delhi is experimenting with! #OddEvenSuccess

11:51 AM - Jan 7, 2016

1 3 7

Key takeaways

- Although individual come and go, memes is a trend that is here to stay.
- They're easy to create and even easier to share.
- From a marketer's point of view, they're inexpensive and have the potential to go viral. It can be a hit or miss
- Requires you to research the content, your audience, and your brand.
- When all these elements align, memes can spread your brand message to a broader audience than ever before. *To the moon!*

