**Incels’ meme content analysis codebook (Draft).**

**DA LEGGERE ATTENTAMENTE FINO ALLA FINE.**

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**Descrizione del task:**

Cosa è un meme?

“Memes belong to no one, they are the collective product of Internet interactivity and sites of collective negotiation of values, meanings and norms. Unlike icons, memes are constantly evolving; they are fluid and ambiguous” (Denisova)

As a result, a unique meaning for a meme cannot be encoded once for all.

I meme non sono creati da un singolo e identificabile autore, essi circolano e possono superare le barriere delle comunità chiuse e dei gruppi sociali.

L’annotazione del significato espresso da un meme può essere particolarmente complessa e, in task di annotazione, può comportare un alto grado di disaccordo tra le persone coinvolte – soprattutto nel caso di non esperti. Questo è principlamente dovuto al fatto che un meme, così come ogni espressione linguistica, è incorporato nella società in cui è usato e si diffonde, e dipende dalle circostanze, dalla conoscenza di background e dalle condizioni immediate della comunicazione.

* “A meme does not belong to any specific group or community; it has no inherent political or cultural affiliation except for the promise of entertainment. Memes are empty conduits or layout that anyone can fill with meaning or commentary (Denisova, Meikle & Young, Metahaven)
* “One of the emerging patterns in public conversations that permits users to share their opinion with a large community” (Milner)

1. ***Image style and characteristics***

|  |  |
| --- | --- |
| *Image\_style* | Description/Definition |
| *Photography* | Image is a photograph.  This include also pictures of notorious people from the web. |
| *Infographic\_Map\_Graph* | Image is an infographic, chart, graph or map. |
| *Artwork\_Cartoons* | Image is an artwork or a cartoon, e.g. a painting. |
| *Internet\_Meme* | Image is an internet meme, characterised by its recognisable template. |
| *Sharepost* | Image is a quote or other text-centric image formulated with the intent of being circulated digitally/on social media and conforms to a template, even if that template is limited to a single organisation. |
| *Logo* | Image is a logo, posted unedited, or an edited image where a logo is the primary focus.  This does **not** include a photograph of an organisation's logo plastered on a wall (this would be a photograph). |
| *Poster/Cover* | Image is the cover/poster of a book, a music disc, or any other entertainment product. |
| *Other* | A visual media not captured by the previous values. |

1. ***Topic/Content***

**PLEASE NOTE: THE FOLLOWING CLASSES ARE NOT MUTUALLY EXCLUSIVE, WHICH MEANS THAT THE ANNOTATOR CAN ASSOCIATE MORE THAN 1 CLASS TO THE SAME IMAGE.**

Meaning must be *visually* communicated to qualify for the symbol code.

E.g. a banner stating ‘white lives matter’ would not be coded as a alt\_right symbol.

Further, a symbol or topic must be visible in the image itself to be coded, and not in the text associated.

E.g. if you recognise an organisations sticker but cannot discern its specific visual elements, do not code these non-visible elements using background knowledge.

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| *Label* | *Description/Definition* | *Examples* |
| *Pornography* | Images include explicit pornography. | People and/or situations that explicitly involve sex, masturbation, male/female genitals, and/or other sexual practices |
| *Feminism* | Image includes media, people, flags or icons related to feminism and feminist muvements. | Feminist suffrage parade, Mary Wollstonecraft, Simone de Beauvoir, Angela Davis, Ni Una Menos movements, Suffragettes movements, etc. |
| *Politics\_Left* | Image includes media, people, flags or icons related to left-wing politics, communism, left-populism, socialism, green-left, Anarchism, Social progressivism and counterculture | i.e., notorious politicians of the present and of the past, and people such as Alexandria Ocasio-Cortez, Bernie Sanders, Greta Thunberg, Che Guevara Karl Marx, image/symbols associated to Communism such as the hammer and sickle |
| *Politics\_Right* | Image includes media, people, flags or icons related to right-wing politics, anti-communism, right-populism, libertarian, and nationalist movements. | i.e., notorious politicians and people such as Donald Trump, Margaret Thatcher, Silvio Berlusconi, Diego Fusaro, Elon Musk, and image/symbols from casa pound, Tea Party Movement, etc. |
| *Alt\_right* | Image includes media related to the “alt-right”. |  |
| *Nazi\_Fascism* | Image includes media related to Nazism and Fascism. |  |
| *PopCult\_Anime\_Manga* | Image includes one or more notorious and prestigious character(s) and products related to the Japanese Cartoon/Comics tradition. |  |
| *PopCult\_Music* | Image includes one or more notorious and prestigious person/people, music disc, or any other visual product related to the global or local music system | i.e, Snoop Dogg, Justin Bieber, Selena Gomez, Gigi D’Alessio, Maneskin, reference to genre such as Metal, Rap, RNB, etc. |
| *PopCult\_Cinema* | Image includes one or more notorious and prestigious person/people, movie poster, or any other visual product related to the global or local cinema system | i.e., famous Hollywood stars, cinema actors (National and International), Directors, movie scenes and fictional characters related to movies (such as the Titanic’s Rose, Jack Sparrow from Pirates of the Caribbean, etc.) |
| *PopCult\_Comics\_Cartoons* | Image includes one or more notorious and prestigious character(s) related to the Western Cartoon/Comics tradition. | i.e., Batman, Superman, Dylan Dog, SpongeBob the SquarePants, etc. |
| *PopCult\_TV\_TVseries* | Image includes one or more notorious and prestigious person/people, poster, or any other visual product related to the global or local TV system | i.e., characters or scenes related to TV series (The Big Bang Theory, Breaking Bad, The Last of Us, etc.). Characters, television producers, talk show host, pundits, related to local TV shows are also included (Maria De Filippi, Oprah Winfrey, Kim Kardashian, etc.) |
| *PopCult\_Influencers* | Image includes one or more influencers from Instagram and TikTok, notorious person/people, format, or any other visual product related to the YouTube and/or Twitch communities | i.e., Me contro Te, FavijTV, Chiara Ferragni, MrBeast, Daddy Yankee, Total Gaming, etc. |
| *Covid\_19* | Image includes media related to the global Covid-19 pandemic. | i.e., explicit reference to vaccination and anti-vaccination, lockdown, public campaigns related to the Covid pandemic, etc. |
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| *Conspiracy\_theory* | Image includes explicit reference to fake news and notorious conspiracy theory | i.e., the QAnon, Princess Diana murder, Moon landing hoax, etc |
| *Animal* | Image depicts animals |  |
| *Person\_women* | Image depicts a person or group of persons that can be associated to the female sex |  |
| *Person\_men* | Image depicts a person or a group of persons that can be associated to the male sex |  |
| *Person\_queer* | A person that cannot be identified by his/her gender, neither as a woman or a man, and/or can be explicitly associated to the LGBTAQ+ community | i.e., trans women/men, gay men/women, androgynous men/women, etc. |
| *Ethnicity* | Image includes media related to negative depiction of non-white ethnicities, immigrants and/or immigration. | i.e,, Black, Asian, Indian, women/men, and or cultural references such as foods. |
| *Red\_pill* | Image includes explicit references to the Matrix pills and/or reference to the Redpill ideology (Incels, PUA, MGTOW culture and symbols) | i.e., the blue/red pill, the chad/stacy, reference to the forums itself, etc.  Note: the reference should be explicit. |
| *Numbers* | Image includes mathematical object used to count, measure and/or label | i.e., integers, rational numbers, roman numerals, etc. |
| *Mainstream\_meme* | Image includes a notorious meme that has been adapted for other purposes | i.e., Willie Wonka “you don’t say”, the Grumpy Cat, Distracted Boyfriend, etc. |
| *Religion* | Image includes media related to Islamophobia and other depictions of Muslims and/or Islam, Christianity, and other religions | Nine-pointed star, wheel of Dharma, the Christian cross, notorious people associated to the Christian Church (the Pope) and other religious organizations |
| *Other* | A visual media not captured by the previous values. |  |

1. ***Pragmatic level: Misogyny and Hate***

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| *Label* | *Description/Definition* | *Examples* |
| *Seduction\_Conquest* | Image explicitly demands to some seduction/manipulation strategy, both perpetrated and suffered. | Examples are reference to psychological theories,suggestions or warnings relating to a person**’**s behavior aimed at obtaining some sexual advantage. |
| *Violence* | Image explicitly demands to some violent action or threats. | Examples are sexual violence, threat of rape, invocation of gang rape, death threats, threats of physical retaliation. |
| *Stereotypes* | Image explicitly demands to some attributes that people think characterize an entire group, based on their gender, class and/or sexual orientation.  Note: could be both positive and negative | Examples are sexism, racism based on presumed characteristics inherent in the culture or ethnicity of belonging, it can also concern forms of ableism and ageism, portraying people as not suitable to carry out an action because they are differently able and/or elderly. |
| *Objectification* | Image explicitly demands to the association between a subject and objects or things. | Examples are dehumanization, sexual objectification, denial of agency and autonomy, ownership, reduction to body, reduction to appearance, silencing (lacking of the capacity of speak) |
| *Body\_Shaming* | The intention of the Image is related to actions or representation of subjects that aim to humiliate or criticise some bodily feature. | Examples of body shaming is wide, and includes, although is not limited to fat shaming, shaming for thinness, height shaming, shaming of hairiness (or lack thereof), body shape, one's muscularity (or lack thereof), shaming of penis size or breast size, shaming of look |
| *Moral\_Shaming* | The intention of the image is to show blame or disgust towards the actions or representations of other subjects, with the aim of humiliating or criticizing them for some behaviour, belief or action. | Examples of moral shaming are: blaming a woman for her clothing, blaming a woman for her sexual conduct, blaming people for their sexual orientation, blaming someone for his/her/their attitude towards his/her/their partner. |