



Use of Memes: A Comparison Between Japan and America

Quenton Montgomery-Fletcher & Heather O'Connell
Advisors: Dr. Yoshiko Saito-Abbott & Dr. Shigeko Sekine
Capstone Festival Spring 2017

Outline

- Significance of the Study
- Research Questions
- Research Background
 - Definition of a Meme
 - Meme Examples
 - History of Memes
 - Memes & Social Media
- Research Method
- Research Results
- Conclusion
- Bibliography
- Acknowledgements

Significance of the Study

Quenton

- I am interested in Japan's types of social media & user generated content
- I am interested in Japanese cultural associations & sense of comedy
- I am curious about why things become popular in social media

Heather

- I have been interested in development of internet memes for a while
- During study abroad, unique Japanese designs often caught my attention
- As a Japanese and CD major, I am interested in design similarities/differences between Japan & America

We would like to find the differences and similarities in meme culture between Japan & America in order to understand why they became popular.

Research Questions

1. What are the differences in Japanese and American students' perceptions and opinions on memes?
2. What cultural differences influence the variety of memes created in Japan versus America?



Research Background

1. Definition of a Meme
2. Meme Examples
3. History of Memes
4. Memes & Social Media



Definition of a Meme



Origin of Word = Ancient Greek "mīmēma"
Meaning "something imitated"

(Börzsei, 2013)

Pronunciation = /mi:m/

Broad Definition = the posting, sharing, and remixing digital content to communicate jokes, emotions, & opinions

(Rosa-Carrillo, 2015)

Definition of a Meme: Original Materials

Memes are created from:

Unique phrasing



Personal photos



Famous images

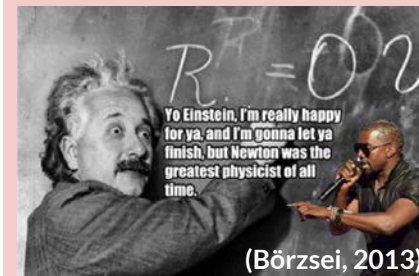


Events in news



original

memesample



Definition of a Meme: Successful Memes

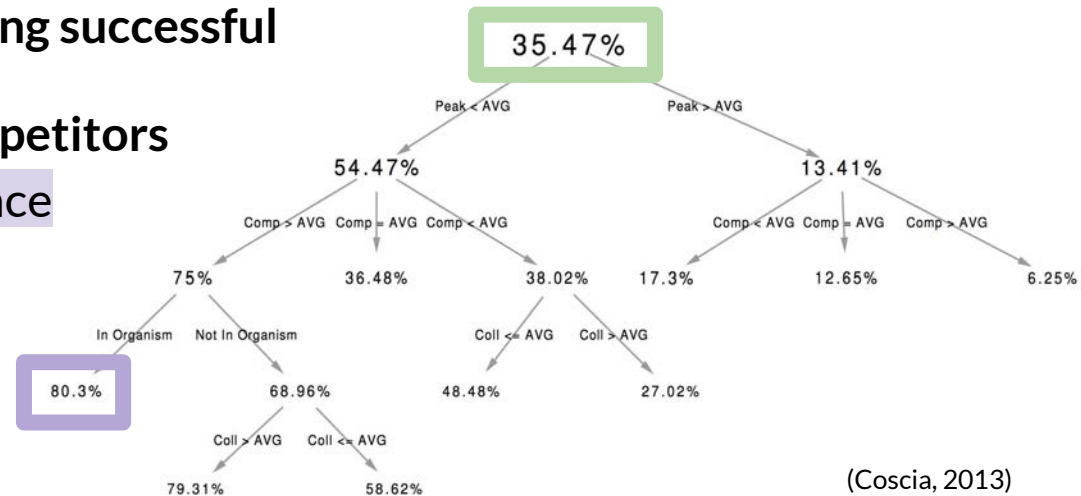
Successful memes = 'meta-memes' (aka memeplexes)

Construct the **overall belief system** & fall within a currently acceptable set of norms, standards, beliefs, or practices for a given context

(Waddock, 2015)

A meme has a **35.47%** chance of being successful

A meme with a **high number of competitors** and a **low peak** has the **highest chance** of being successful



(Coscia, 2013)

Meme Examples: Main Types

Two main types of memes:

High-fidelity static memes

Replicated with very little variation



Remixed memes

Replicated via evolution, adaptation, & transformation of original



Meme Examples: Most Used Type

Most widely used type of meme = image macro (Börzsei, 2013)

Image macro = An image with superimposed text containing a witty message or catchphrase (Rosa-Carrillo, 2015)



more examples

ライス頼んだはずなのに半ライスがきた

お題 by シモン photo by シモン



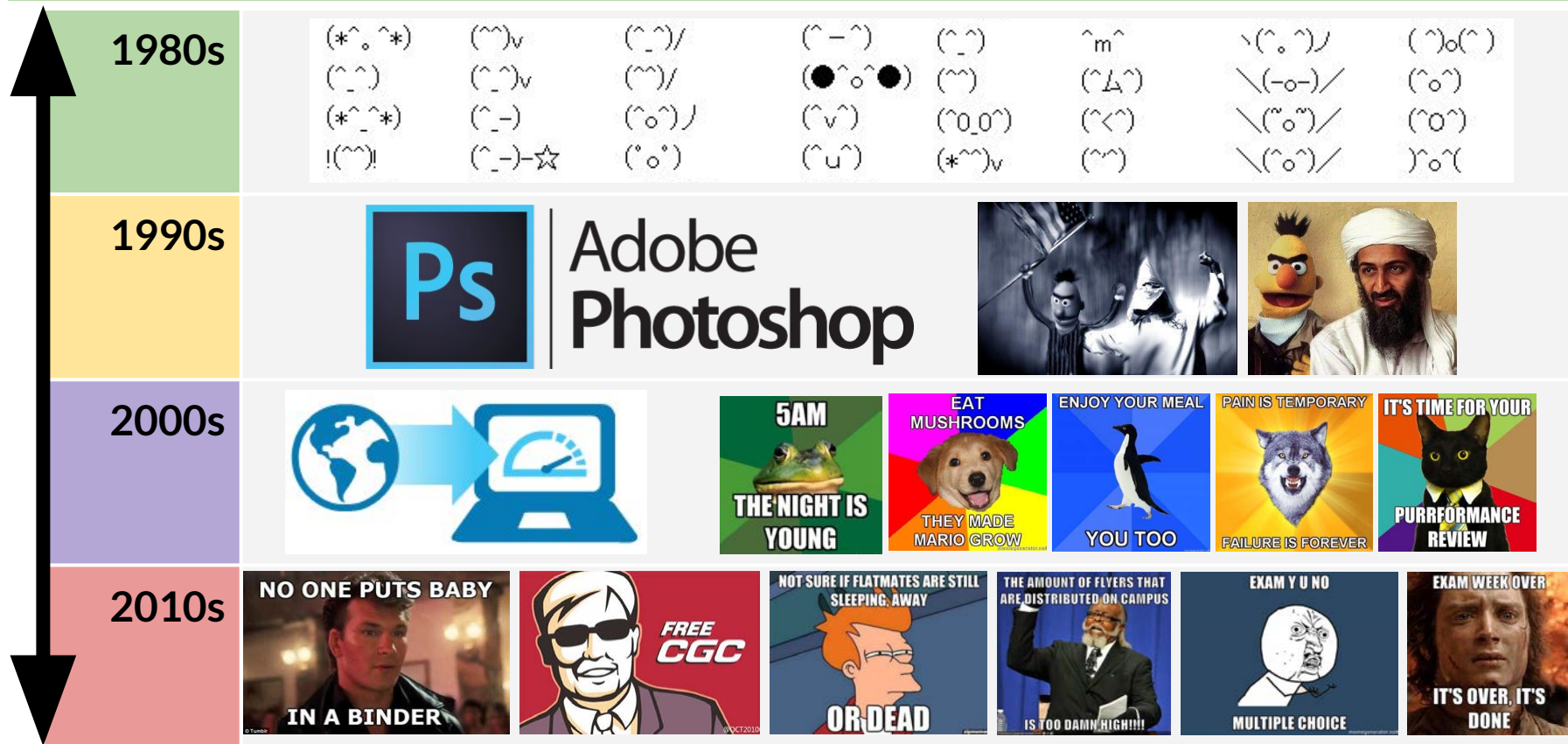
Meme Examples: Evolution

Meme evolution example: “Qi Attack” aka “Hadokening”

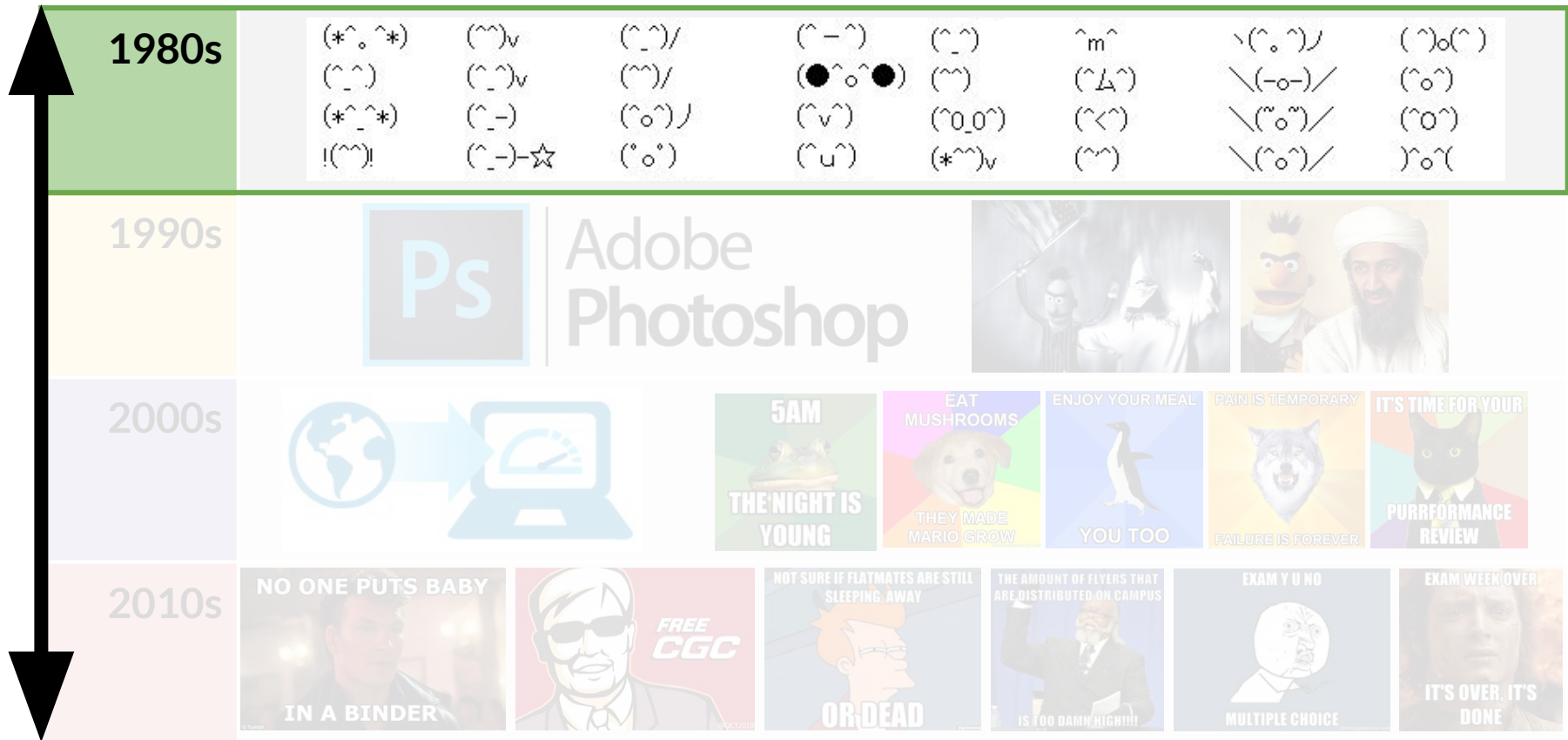
Based on the invisible qi-force attack used by characters in the game *Street Fighter* and anime *Dragonball Z*.



History of Memes



History of Memes: 1980s



1980s

(*^.*^*)	(^v)	(^_)/	(^-)	(^_)	^m^	\(^.^)/	(^o(^)
(^_)	(^_)v	(^)/	(●^o^●)	(^)	(^Δ)	\(-o-)/	(^o)
(*^.*^*)	(^_-)	(^o^)/	(^v^)	(^o_0)	(^<)	\(^o^)/	(^o)
!(^)!)	(^_-)-☆	(^o^)	(^u^)	(*^)^v	(^)	\(^o^)/)o^(

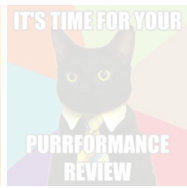
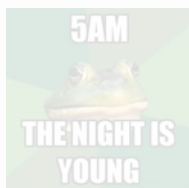
1990s



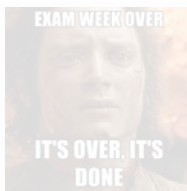
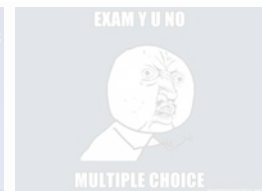
Adobe
Photoshop



2000s



2010s



History of Memes: 1980s

1980s

1982

First meme = emoticons created by Scott Fahlman (Börzsei, 2013)
Entertain as well as convey complex ideas & emotional states

:DD Happy smiley face

+<||-) Knight

:-F Bucktooth vampire

5:-) Elvis Presley

1986

Emoticons first used in Japan by Taishi Wakabayashi & binbou (Suzuki, 2007)

(^ω^) Cheerful

(≥▽≤) Anticipation

(/Д\) Fearful

(¯Д¯) Antipathy

1989

Richard Dawkin's *The Selfish Gene* = first use of the word "meme"

Meme = Units of culture hosted in minds of more than one person and can reproduce itself, therefore jumping from mind to mind

History of Memes: 1990s



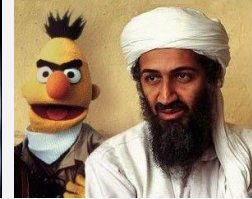
1980s

(*_.**) (m)v (._)/ (.-) (._) ^m^ \(.)/ (.)o(.)
 (._) (._)v (m)/ (o.) (m) (^A) \(-)/ (o)
 (*_.**) (.-) (o.) \ (v) (m_0) (<) \(")/ (o)
 !(m)! (.-)-☆ (o.) (u) (*m)v (m) \(.)/)o(

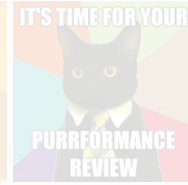
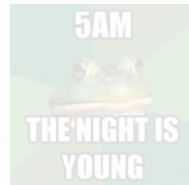
1990s



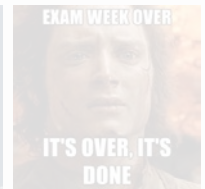
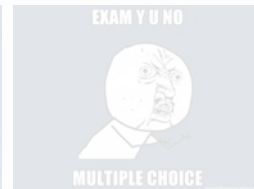
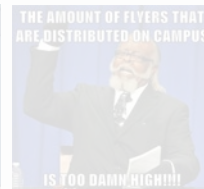
Adobe
Photoshop



2000s



2010s



History of Memes: 1990s

1990s

1990-4

Adobe Photoshop released
Layers make **manipulating images easier**



Adobe
Photoshop

1997

First modern remixed meme = “Bert is Evil” by Dino Ignacio



1998-9

Easily add text to images in Photoshop
“**Save for Web**” **adjusts image size & quality** for Internet use (Börzsei, 2013)

History of Memes: 2000s



1980s

(*_.**) (^^)v (._)/ (.-~) (._) ^m^ \(-.~)/ (.)o(.)
 (._) (._)v (^^)/ (●^o^●) (^^) (△) \(-o-)/ (o)
 (*_.**) (._-) (o)/ (v) (o_oo) (<) \(")/ (o)
 !(^^)! (._)-☆ (o") (u) (*^^)v (^^) \(-.~)/)o(

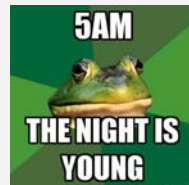
1990s



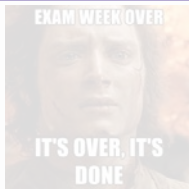
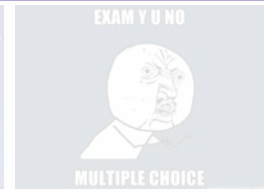
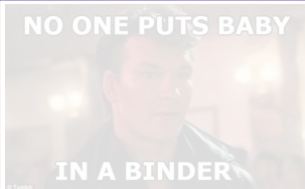
Adobe
Photoshop



2000s



2010s



History of Memes: 2000s

2000s

2000

Improved Photoshop interface = easy for anyone to make a meme
Widespread access to Internet begins (Börzsei, 2013)

2006

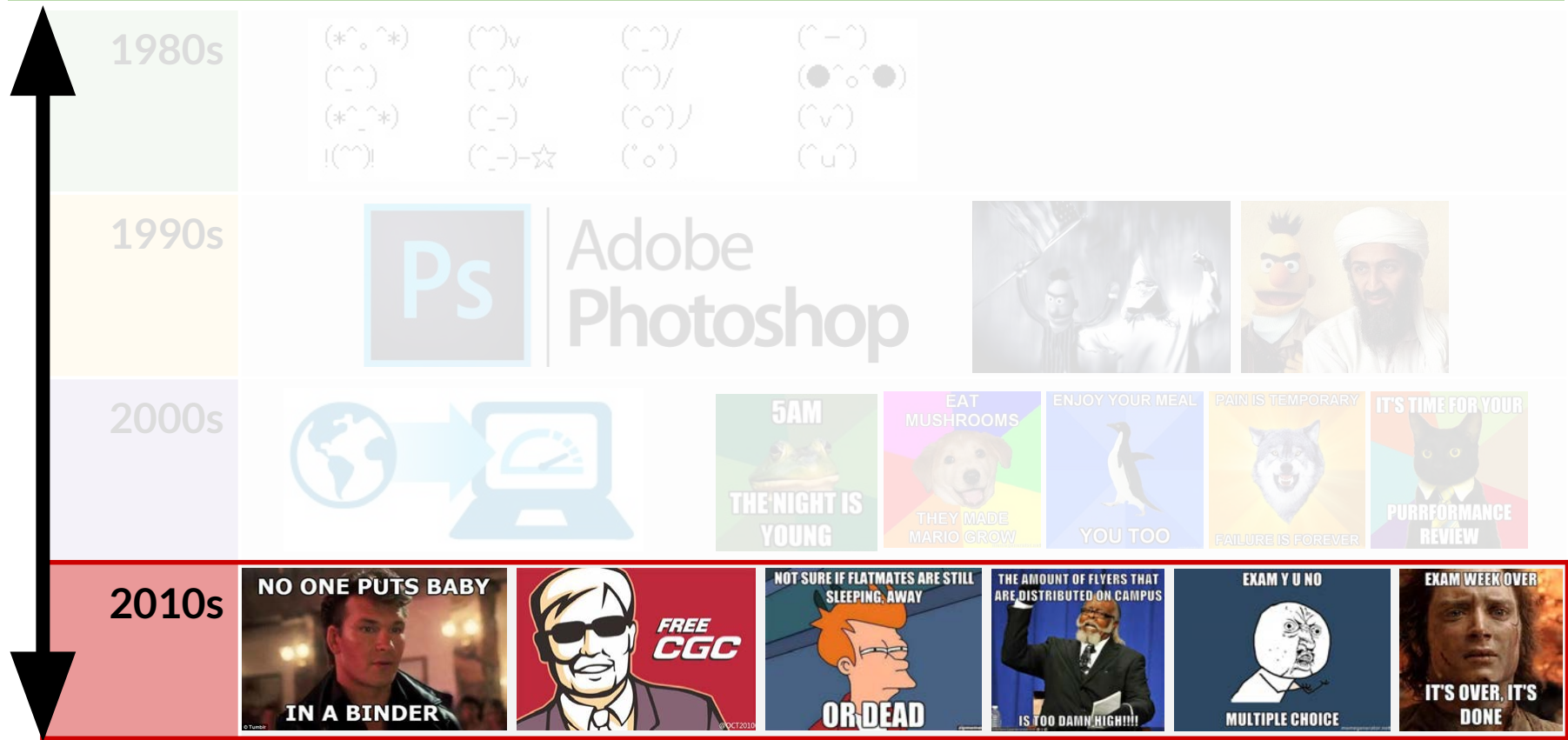
Large number of pet photos leads to animal based memes
(Börzsei, 2013)



2009

Word "meme" emerges in mainstream language (Rosa-Carrillo, 2015)

History of Memes: 2010s



History of Memes: 2010s

2010s

2010

Use of memes to address societal issues:

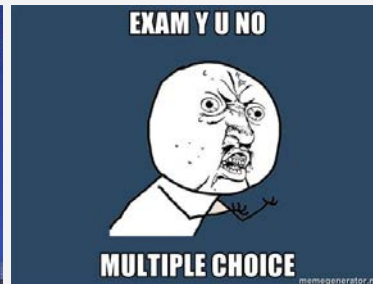
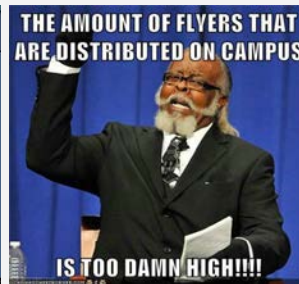
- Express opinions
- Encourage participation
- Stand up for a cause



2012

Webpages for community-specific memes arise

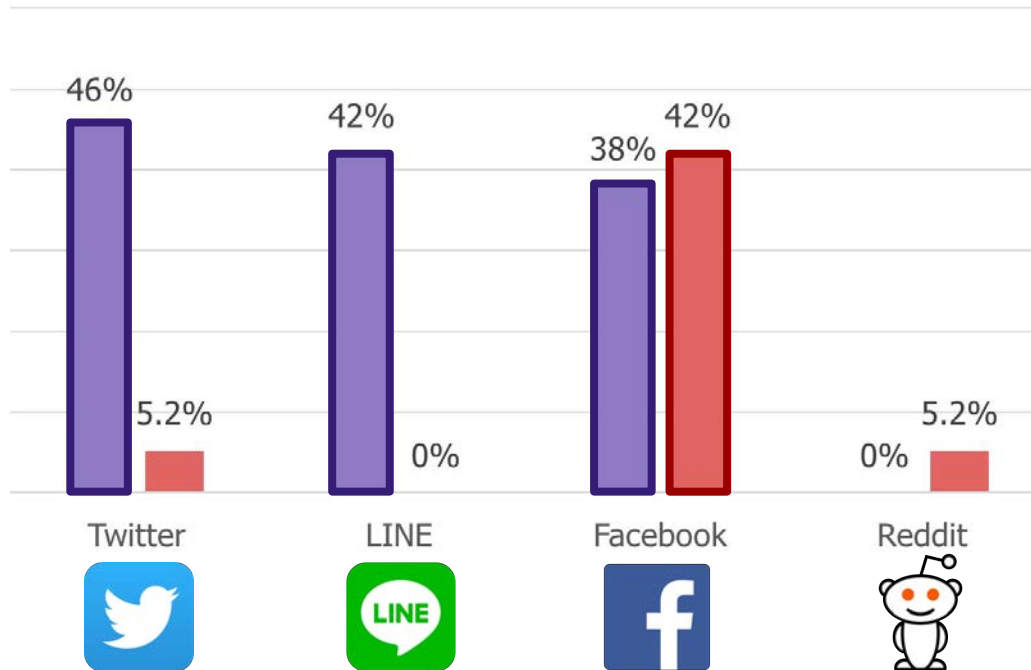
University
Example



Mememes & Social Media

Top 3 Social Media Platforms

■ Japan ■ America



Americans use:

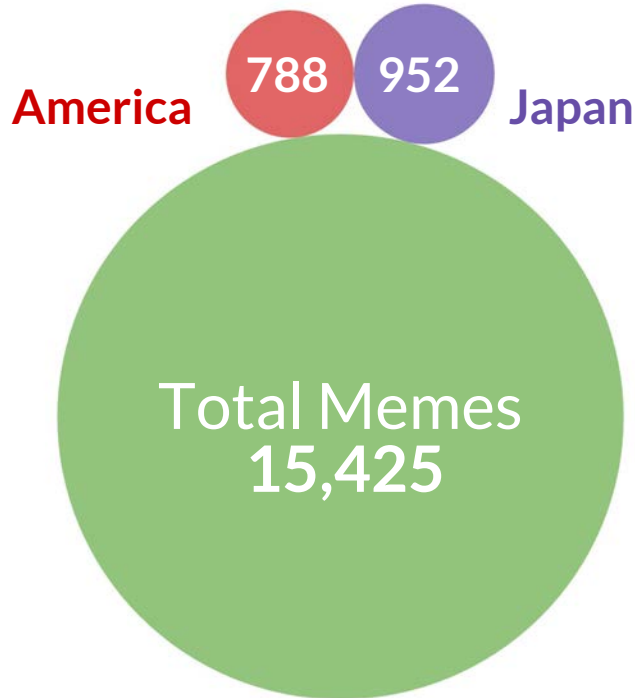
Facebook

Japanese simultaneously use:

Facebook, Twitter, & LINE

Mememes & Social Media (cont.)

Mememes Tagged “Japan” & “America”

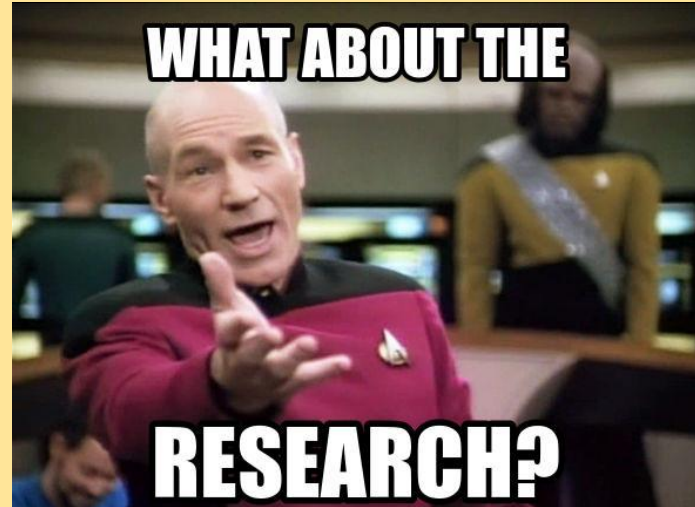


Of 15,425 documented mememes, only a small percentage are acknowledged as “Japan” or “America.”



Where mememes originate is largely unknown.

The Study



Research Method

Respondents

- Total: 80 University Students (ages 17-32+)
 - 40 Japanese
 - 18 Male
 - 22 Female
 - 40 American
 - 18 Male
 - 20 Female
 - 2 Other

Research Instruments

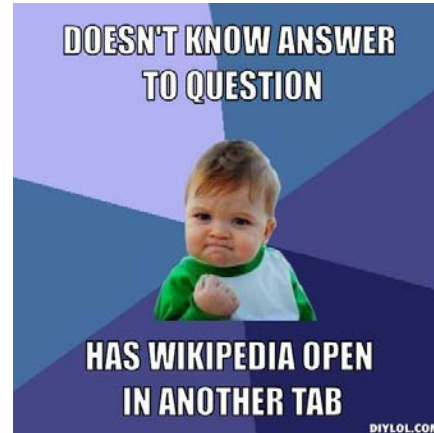
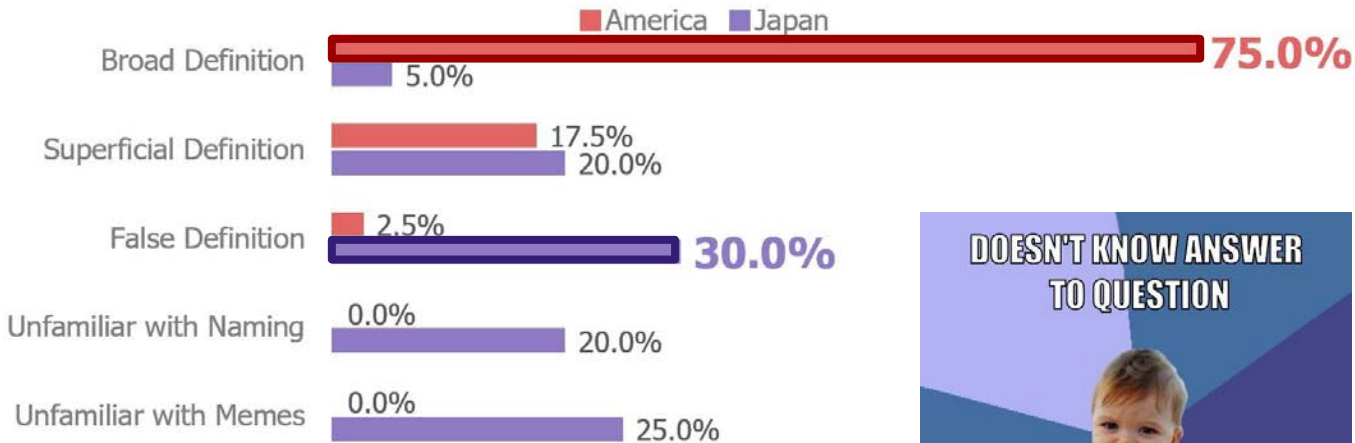
- Google Forms survey
 - [English survey](#)
 - [Japanese Survey](#)
- 23 questions each

Research Question 1 Findings

What are the differences in Japanese and American students' perceptions and opinions on memes?



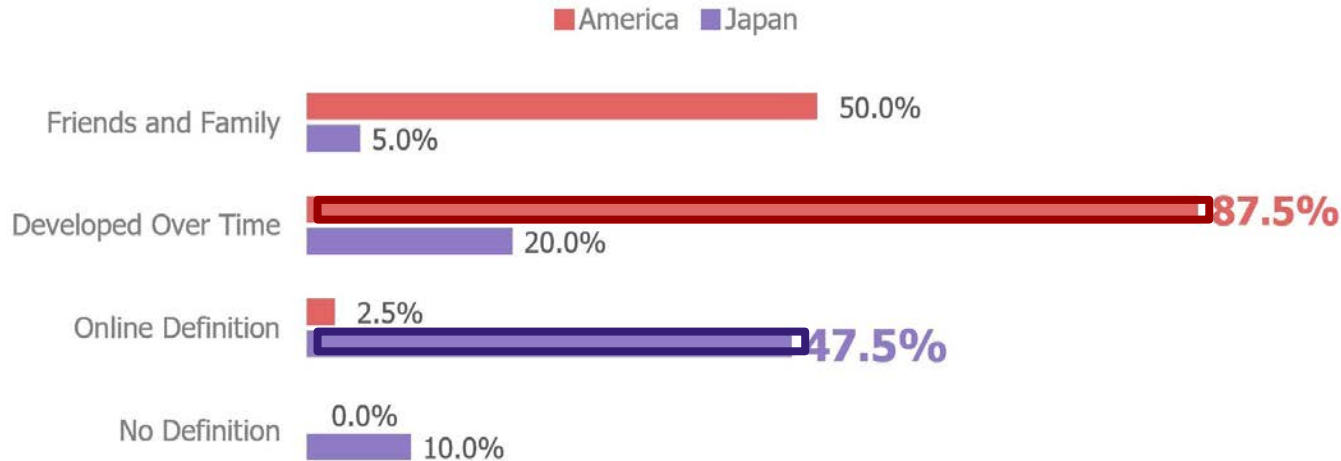
What is the best definition of an “internet meme”?



All **American students** knew memes & most chose broad definition

Of 55% **Japanese students** who knew, only $\frac{1}{4}$ chose broad definition

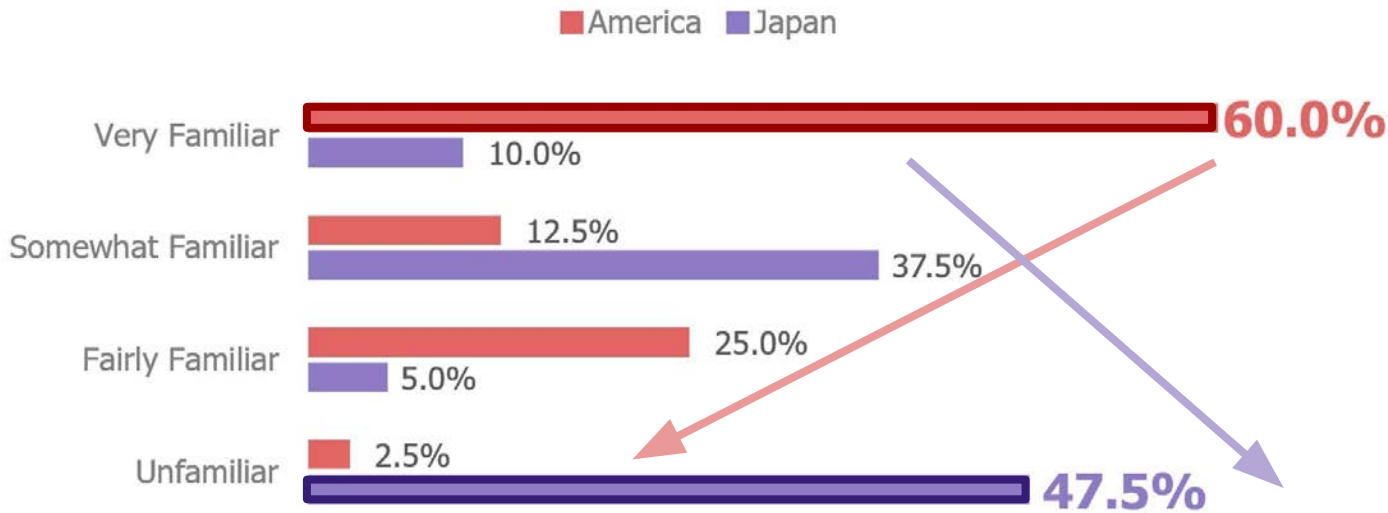
Where did you get your definition of “internet meme”?



Most **American** students developed a definition over time

Nearly half of **Japanese** students saw a definition online

How familiar are you with internet memes?

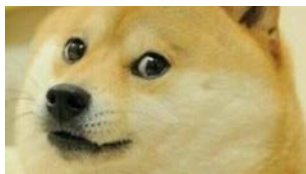


60% of the **American students** answered they are **very familiar**

Nearly half of the **Japanese students** answered **unfamiliar**

How many of these memes do you recognize?

American Memes



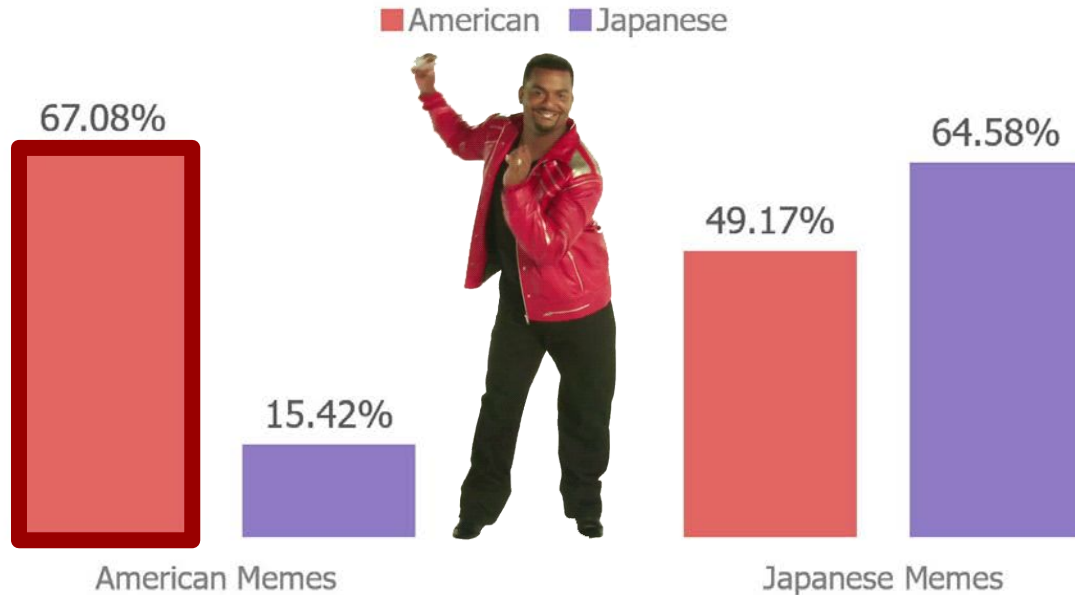
Japanese Memes



First one is, American football player, butt naked.

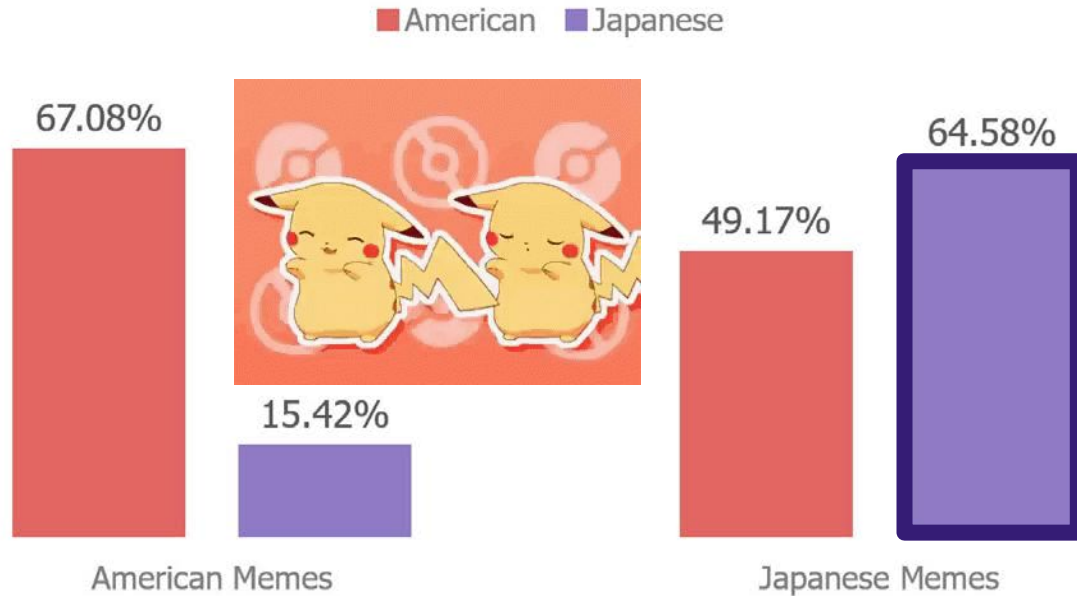


How many of these memes do you recognize?



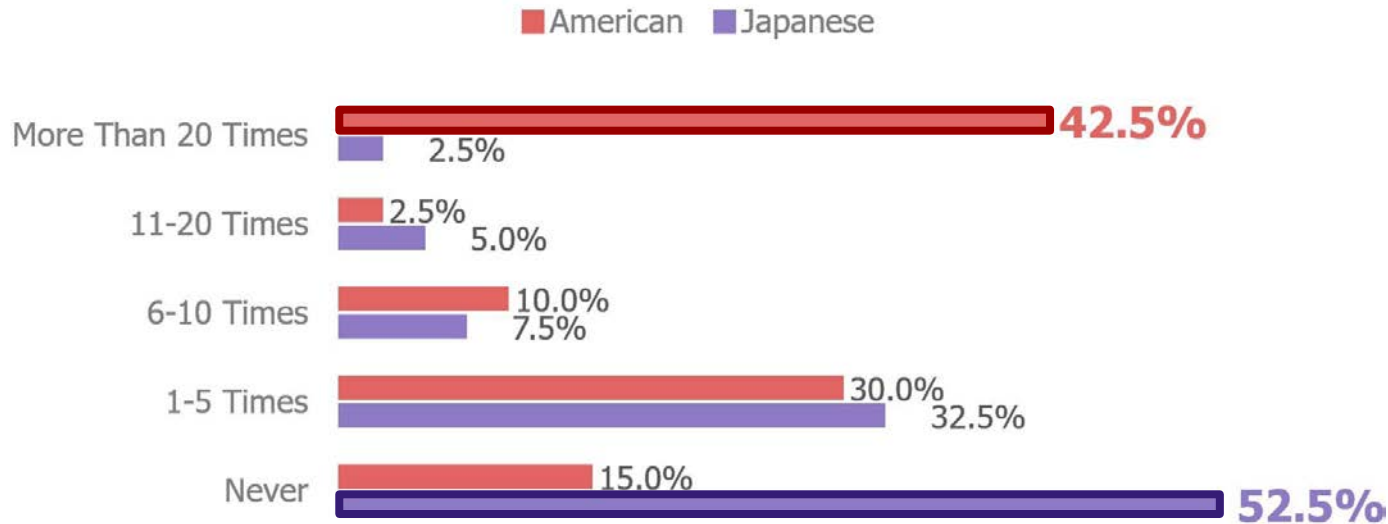
American students recognized memes more frequently with emphasis on **American-based** memes

How many of these memes do you recognize?



Japanese students recognized memes less frequently with emphasis on **Japanese-based** memes

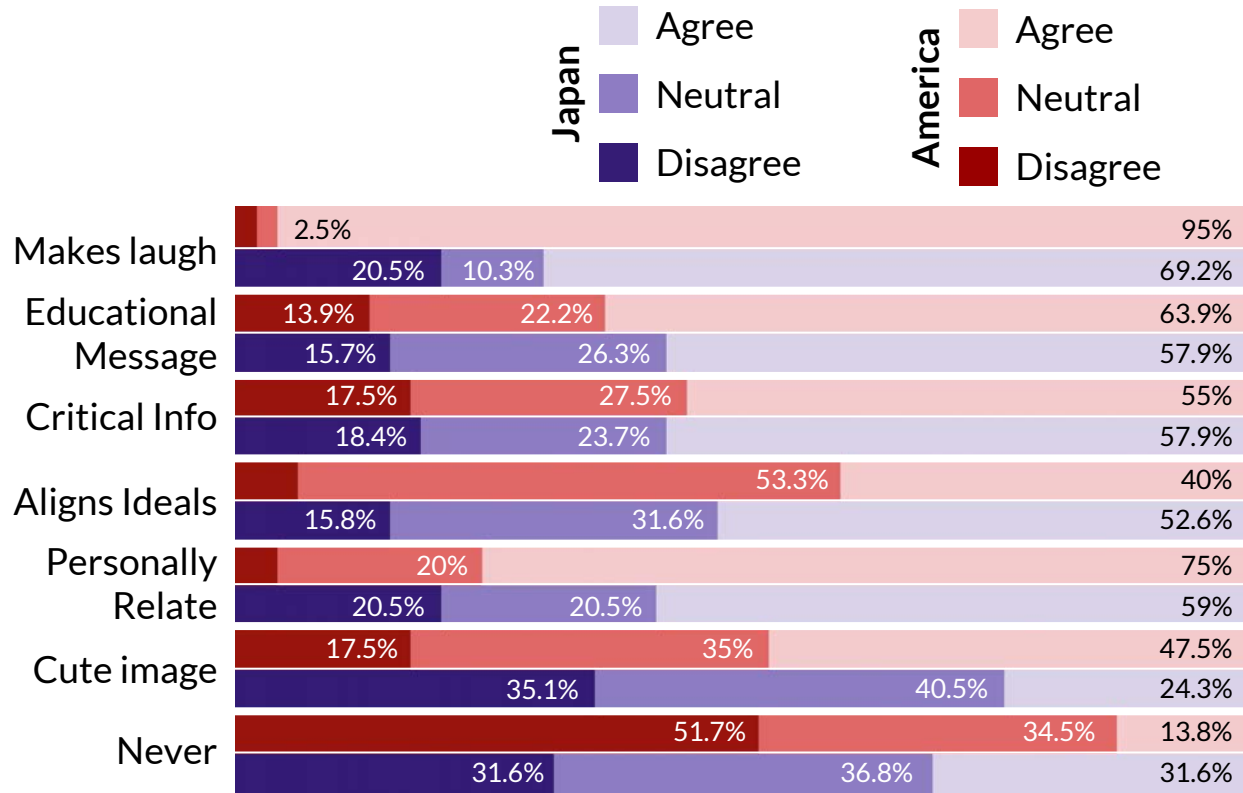
How many times have you shared internet memes?



About 43% of **American students** have shared memes over 20 times.

About 53% **Japanese students** have never shared a meme.

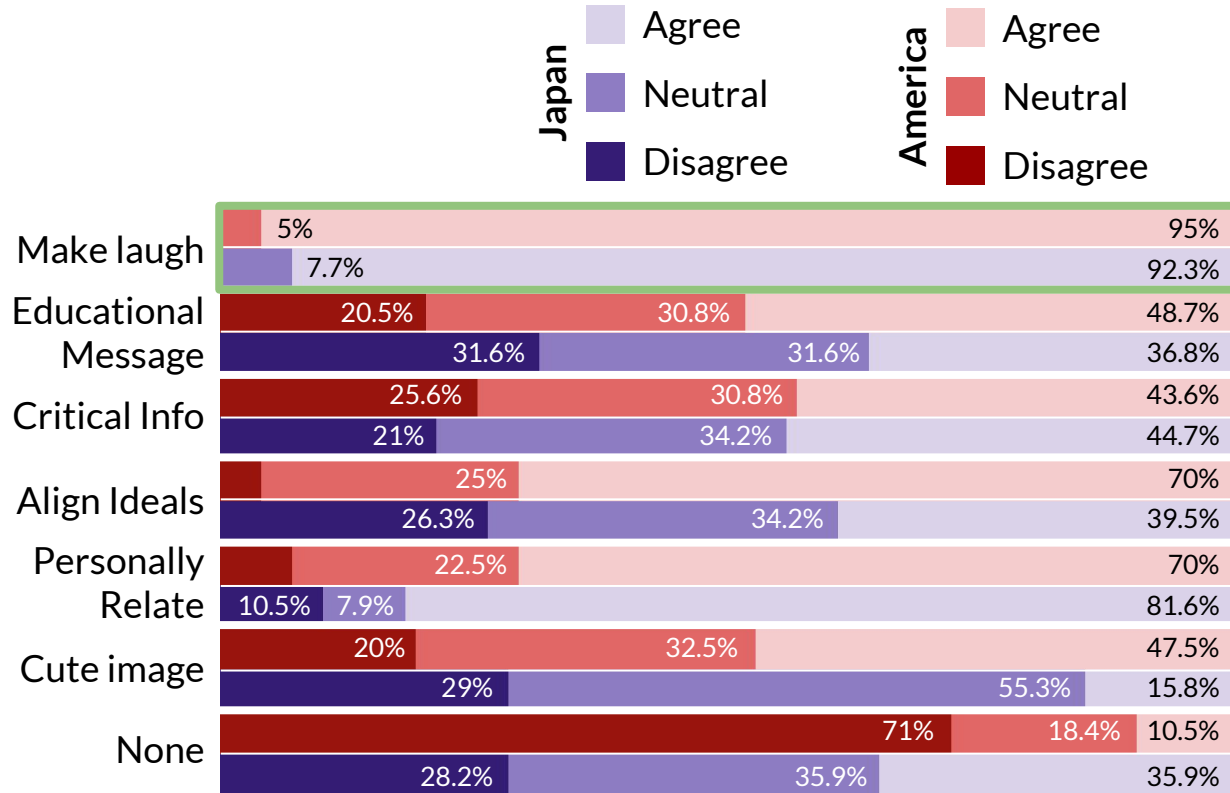
I would share an internet meme if it...



Both Japanese & American students like to share memes that make people laugh most.

American students are generally more willing to share memes.

What do you think is the purpose of internet memes?

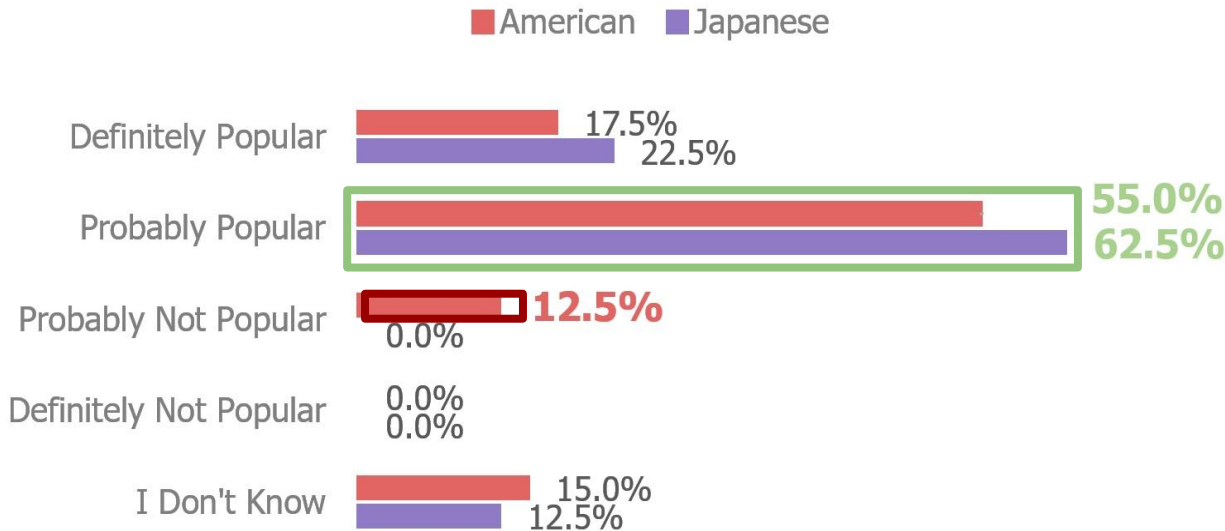


American students think memes have multiple purposes

Both American & Japanese students answered “**Make laugh**” the most

Do you think internet memes are just as popular in Japan/America?

(Americans asked about Japan, Japanese asked about America)



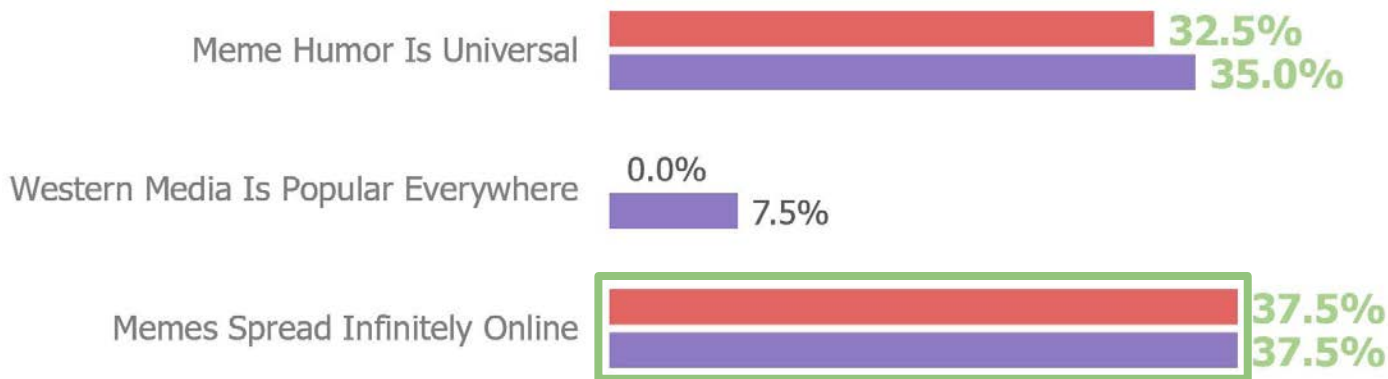
Both Japanese & American students agree—memes are popular.

12% of **American students disagree**—memes are not popular.

Why do you think memes are popular in Japan/America?

(Americans asked about Japan, Japanese asked about America)

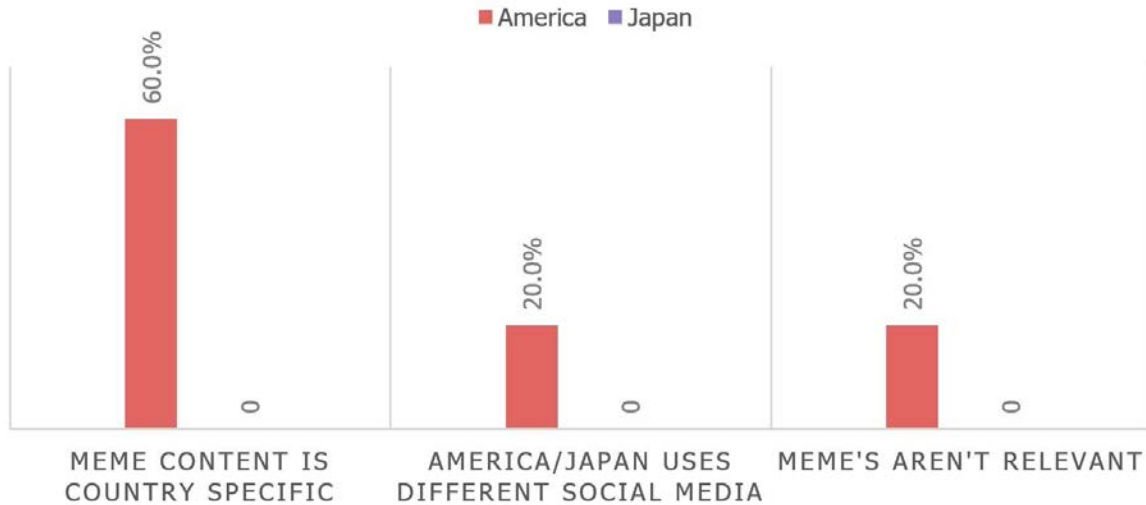
■ American ■ Japanese



Both agree that memes can spread infinitely online & humor is universal.

Why do you think memes aren't as popular in Japan/America?

(Americans asked about Japan, Japanese asked about America)



Five **American students** answered

60% because meme content is country-specific

20% each because “Japan uses different social media” & “memes aren't relevant”

No **Japanese students** answered

Summary of Research Question 1 Findings

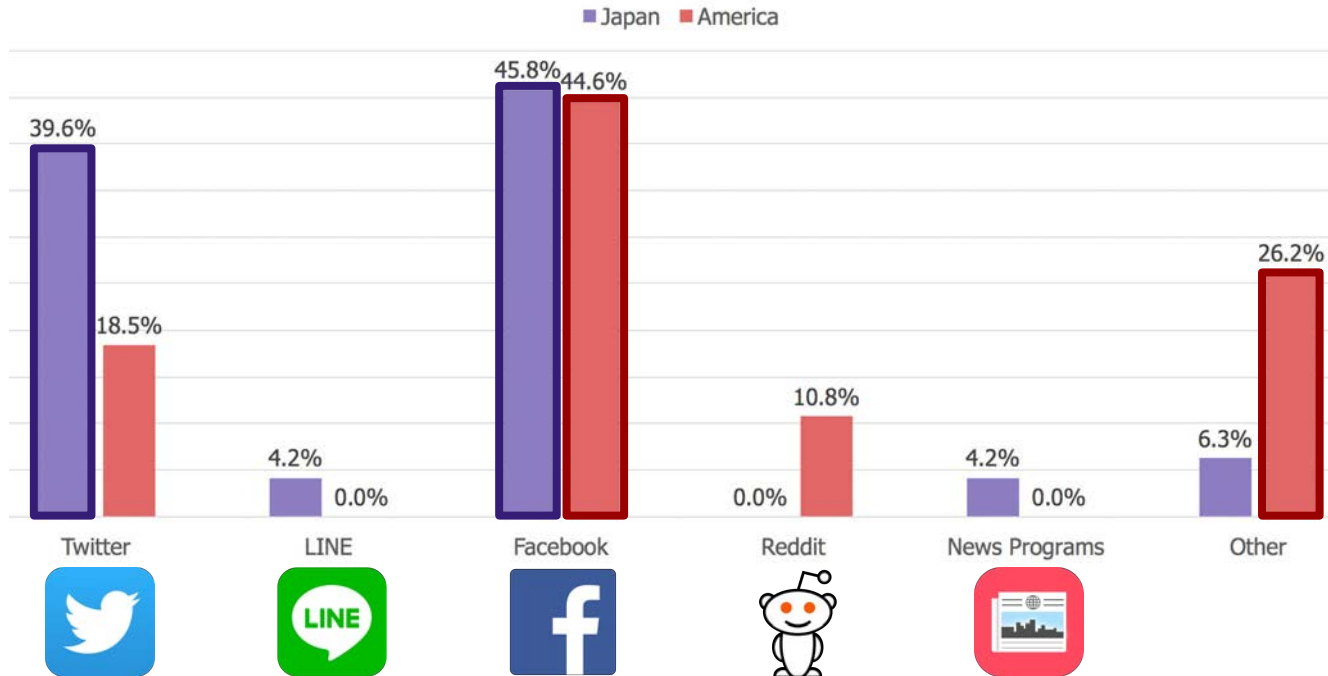
	Japan	America
Chosen Definition	False definition	Broad definition
Definition Development	Saw online	Developed on own over time
Memos Recognized	More familiar with own country's memes	
Willingness to Share	Willing to share memes	
Purpose of Memos	Particular purposes	Various purposes
Why Popular	Memes spread infinitely online	
Why Not Popular	Meme content is country-specific	

Research Question 2 Findings

What cultural differences influence the variety of memes created in Japan versus America?

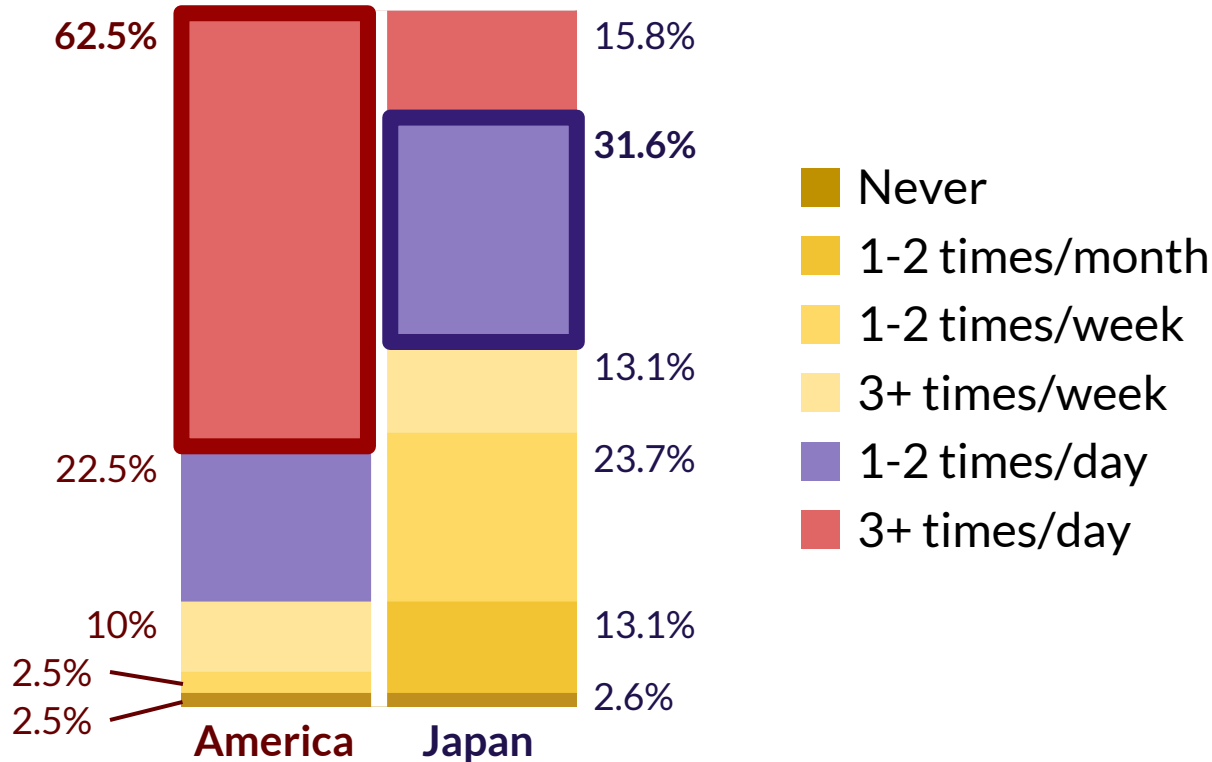


Where do you see internet memes most often?



Both Japanese & American students mainly see memes on **Western-based social media sites** popular around the world

How often do you see internet memes?



American students see memes **more often** than **Japanese**.

Americans replied “3+ times/day” **4 times more** than **Japanese**.

What types of memes do you see most often? What types of memes do you like/dislike?

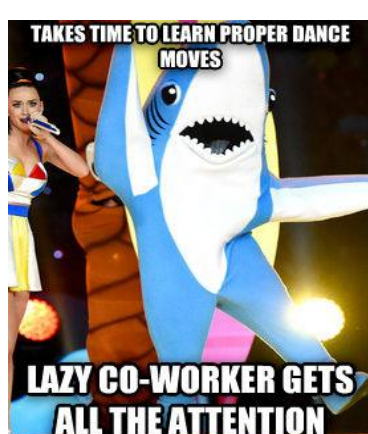
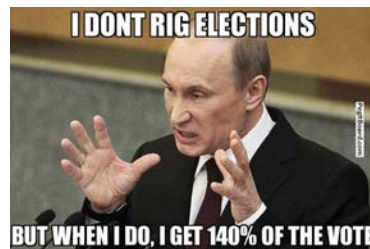
Animals

Viral Media

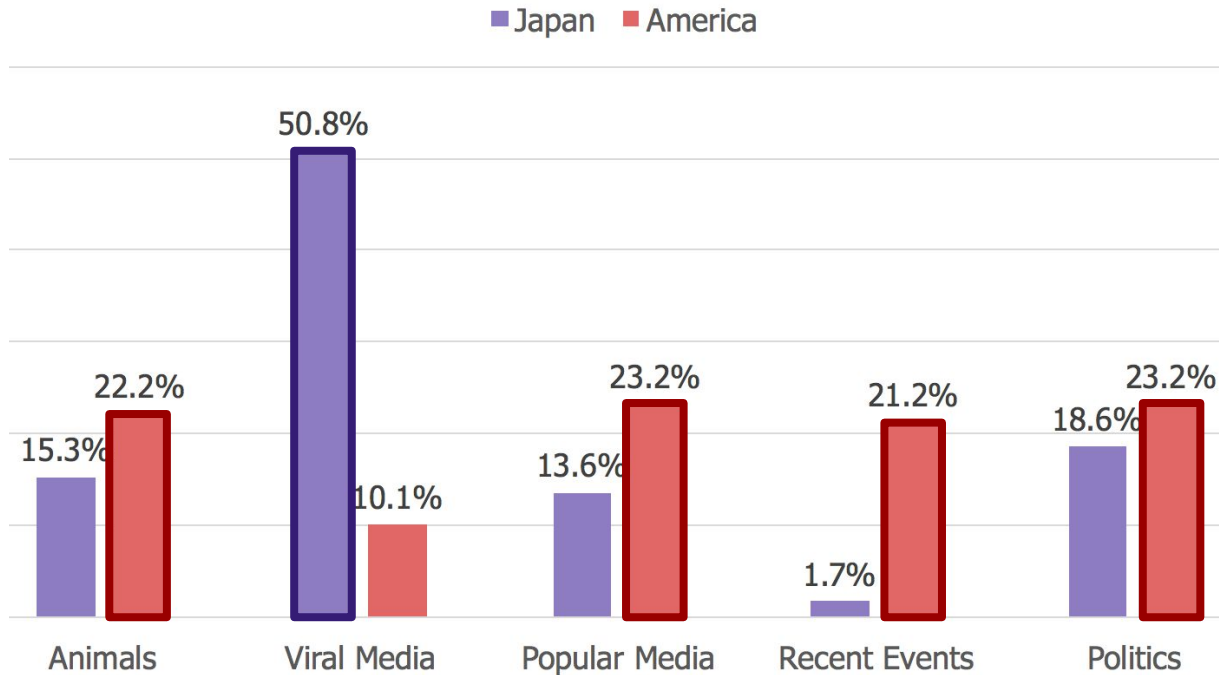
Popular Media

Recent Events

Politics



What types of memes do you see most often?



American students see a **wide variety of memes** at a near even split

Japanese students mostly see **Viral Media** memes

What types of internet memes do you like/dislike?

Japan

America

Like

Dislike

Like

Dislike

Animals

Politics

Animals

Viral Media

Viral Media

Popular Media

Popular Media

Recent Events

Popular Media

Animals

Recent Events

Politics

Politics

Recent Events

Politics

Animals

Recent Events

Viral Media

Viral Media

Popular Media

What types of internet memes do you like/dislike?

Japan

America

Like

Dislike

Like

Dislike

Animals

Politics

Animals

Viral Media

Both countries like Animal memes

Recent Events

Politics

Politics

Recent Events

Politics

Animals

Recent Events

Viral Media

Viral Media

Popular Media

What types of internet memes do you like/dislike?

Japan

America

Like

Dislike

Like

Dislike

Animals

Politics

Animals

Viral Media

Viral Media

Popular Media

Politics

Recent Events

Viral Media

Viral Media

Popular Media

Viral Media memes are **most disliked** in **America**,
but **least disliked** in **Japan**

Why do you like those types of memes?

Japan

America

Make laugh	Make laugh
Personally relate	Personally relate
Educational message	Educational message
Critical Info	Ideals Align
Ideals Align	Cute Image
Cute Image	Critical Info

Same trend for top 3
in **both countries**

Cute image is least
popular reason in
Japan despite “cute
culture”

Why do you dislike those types of memes?

Japan

America

Don't personally relate

Don't personally relate

Don't align ideals

Don't make laugh

No critical info

Don't align ideals

Don't make laugh

No critical info

No educational message

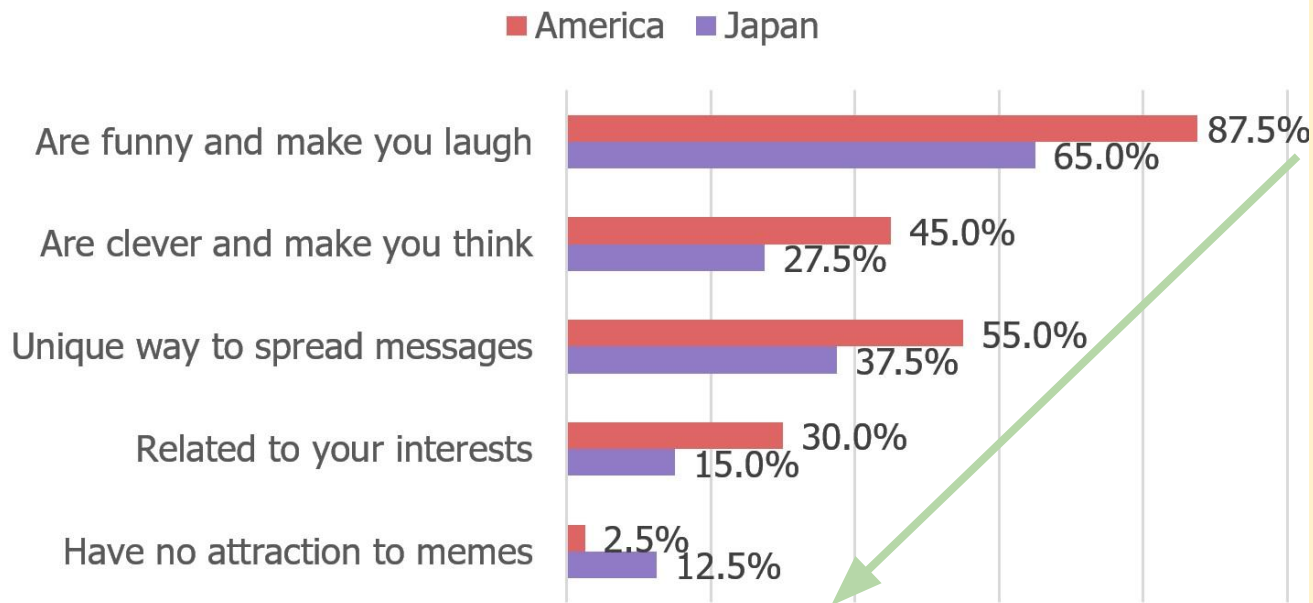
No educational message

No cute image

No cute image

Inability to **relate on a personal level** is foremost reason for dislike

What is the overall attraction of memes for you?



Both countries follow
same trend



Reasons for attraction
are shared between
America & Japan

Summary of Research Question 2

	Japan	America
Social Media	Western-based social media	
Frequency	Not as often	More often
Most Viewed	Mainly Viral Media memes	Wide variety of memes
Most Liked	Animal memes	
Most Disliked	Political memes	Viral Media memes
Reason Like	Make laugh, relate personally, have an educational message	
Reason Dislike	Don't relate personally, don't align with ideals	

Conclusion

- **Japan** is still becoming familiar with memes, while **America** already has a history with internet memes as well as clearly defined likes and dislikes.
- **Both Japanese & American students'** shared reasons for liking memes, but the types of memes they liked varied between countries. **Japanese students** disliked political memes, while **American students** tended to express their own opinions. This may be a reflection of Japan's culture of **consideration toward others** and America's culture of **emphasizing personal opinion**.
- This cultural influence is also reflected in the **contents of shared memes**.
- Memes can instantaneously spread anywhere in the world via the internet, simultaneously **broadening shared world perspectives** and **making similarities more pronounced**. This means that memes may be a gauge that reflects global society.

Limitations & Future Studies

Limitations

- We only surveyed students from a few universities, so data cannot be generalized
- Limited existing research on memes in Japan made collecting research materials difficult

Future Studies

- We would like to know more about origin of memes in Japan
- We would like to research similar image macros such as Japanese stamps and their correlation with memes
- We would like to find out what cultural values influence entertainment preferences

Bibliography 1

- Bauckhage, C. (2011). *Insights into internet memes* [PDF Document]. Retrieved from <http://www.aaai.org/ocs/index.php/ICWSM/ICWSM11/paper/viewFile/2757/3304>
- Blackmore, S. J. (1999). *The meme machine*. Oxford: Oxford University Press.
- Börzsei, L. K. (2013 Feb). *Makes a meme instead: A concise history of internet memes*. Retrieved from <https://www.academia.edu/3649116/>
- Chesterman, A. (1997). *Memes of translation: The spread of ideas in translation theory*. Amsterdam: J. Benjamins.
- Coscia, M. (2013). *Competition and success in the meme pool: A case study on quickmeme.com* [PDF Document]. Retrieved from <http://www.michelecoscia.com/wp-content/uploads/2013/03/icwsm13.pdf>



Bibliography 2

Dongxu, C. (2013 Sep). *日本におけるSNS ベースベンチャー企業の発展戦略*[PDF document]. Retrieved from https://dspace.wul.waseda.ac.jp/dspace/bitstream/2065/39855/1/ShokenShuron_2013_9_Chen3.pdf

Dawkins, R. (1989). *The selfish gene*. Oxford: Oxford University Press.

Harada, M., Takata, Y., Ohta, Y., Hachiya, M., Saki, Y., Piao, W., ... Watanabe, H. (2015). Design of testimony archives with users' activity of information sharing on social media. *The Journal of the Institute of Television Engineers of Japan* 69(2). <http://doi.org/10.3169/itej.69.J66>

Knobel, M., & Lankshear, C. (2005). *Memes and affinities: Cultural replication and literacy replication* [PDF document]. Retrieved from <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.89.5549&rep=rep1&type=pdf>



Bibliography 3

- Know Your Meme. (2016). *Makankosappo / hadokening*. Retrieved from <http://knowyourmeme.com/memes/makankosappo-hadokening>
- Know Your Meme. (2017). *Know your meme: Internet meme database*. Retrieved from <http://knowyourmeme.com>
- Lombard, E. (2014). *The spread of memes and social media: Online persona construction and offline lives in selected examples of film and television*. Retrieved from <http://search.proquest.com/docview/1703998990?accountid=10355>
- Miltner, K. M. (2014). There's no place for lulz on LOLCats: The role of genre, gender, and group identity in the interpretation and enjoyment of an Internet meme. *First Monday*, 19(8). doi:10.5210/fm.v19i8.5391
- Rosa-Carrillo, E. (2015). *On the language of internet memes*. Retrieved from <http://www.academia.edu/15515551>



Bibliography 4

- Santos, E. A. (2012 Jan). Lolcats and Lolspeak: The importance of the internet culture for English professionals. *BELT Journal*, 3(1), 62-76. Retrieved from <http://revistaseletronicas.pucrs.br/ojs/index.php/belt/article/view/10324/8294>
- Schoen, H., Gayo-Avello, D., Metaxas, P. T., Mustafaraj, E., Strohmaier, M., Gloor, P. (2013). The power of prediction with social media. *Internet Research*, 23(5), 528-543. doi: 10.1108/IntR-06-2013-0115
- Shifman, L. (2013). *Memes in digital culture*. Cambridge, MA: MIT Press.
- Statista. (2016a). *Most popular social media sites in the U.S.* Retrieved from <https://www.statista.com/statistics/265773/>
- Statista. (2016b). *Japan: Social network penetration 2016.* Retrieved from <https://www.statista.com/statistics/284440>



Bibliography 5

- Suzuki, K. (2007 Mar). The history of Japanese emoticon. *Meikai Japanese Language Journal*, 12, 91-96. Retrieved from <http://www.urayasu.meikai.ac.jp/japanese/meikainihongo/12/>
- Tanabe, R. (2016). Social media as social stages: Making unlimited copies of information and the performers themselves. *Journal of Applied Sociology*, 58. info:doi/10.14992/00012035
- Waddock, S. (2015). Reflections: Intellectual shamans, sensemaking, and memes in large system change. *Journal of Change Management*, 15(4). <http://dx.doi.org/10.1080/14697017.2015.1031954>



Bibliography—Images 1

- Relatably. (2012). *You Must Be Funny* [digital image]. Retrieved from
<http://www.relatably.com/m/img/funny-internet-memes-2012/Internet-Meme-12.png>
- Kappit. (2014). *What's a Meme?* [digital image]. Retrieved from
http://www.kappit.com/img/uploads/20141021_172030_jpg
- Quickmeme. (n.d.). *Memes Everywhere* [digital image]. Retrieved from
<http://www.quickmeme.com/img/01/014781da1f833de2b41f115a86ac6b53e2e0018f300f4599872ff86e29ad5983.jpg>
- Quickmeme. (n.d.). *One Does Not Simply* [digital image]. Retrieved from
<http://www.quickmeme.com/One-Does-Not-Simply/page/88/>
- College Humor. (2013). *The Internet* [digital image]. Retrieved from
<http://developer.cybozu.co.jp/akky/2013/04/the-internet-memes-illustrated/>
- iFunny. (n.d.). *Meme Pronunciation* [digital image]. Retrieved from
https://img.ifcdn.com/images/aa1237de8d7f6b0325fe86ab32ccdf72233d238b41c783f52d6a386a38204b8d_1.jpg



Bibliography—Images 2

New York Magazine. (2016, Feb 16). *All Your Base Cats* [digital image]. Retrieved from

<https://pixel.nymag.com/imgs/daily/following/2016/02/16/allyourbasecats.w710.h473.jpg>

All Your Box [digital image]. (n.d.). Retrieved from

<http://i0.kym-cdn.com/photos/images/newsfeed/000/299/696/803.jpg>

Wikimedia. (n.d.). *Qianzhi Jun Meme Photo* [digital image]. Retrieved from

<https://upload.wikimedia.org/wikipedia/en/8/85/Qianzhijunmemephoto.jpg>

Fat Asian Kid [digital image]. (n.d.). Retrieved from

<http://i3.kym-cdn.com/photos/images/masonry/000/001/105/fatasiankid15.jpg>

Kanyu West Interrupts Taylor Swift [digital image]. (n.d.). Retrieved from

http://i2.kym-cdn.com/entries/icons/original/000/000/937/Screen_shot_2009-09-15_at_8.57.03_AM.png

Blogspot. (n.d.). *Kanye Interrupts Einstein* [digital image]. Retrieved from

<http://2.bp.blogspot.com/-BWBfaZxVjp0/US1uHhCCqQI/AAAAAAAAALI/PMY8jHlrrX0/s1600/Skjermbild e+2013-02-26+kl.+18.22.33.png>



Bibliography—Images 3

Tourist of Death at the Hindenburg [digital image]. (n.d.). Retrieved from

<http://i0.kym-cdn.com/photos/images/facebook/000/005/676/11.jpg>

Tourist of Death at the Kennedy Assassination [digital image]. (n.d.). Retrieved from

<http://i1.kym-cdn.com/photos/images/facebook/000/005/667/2.jpg>

Imgur. (n.d.). *Well Meme'd* [digital image]. Retrieved from <http://i.imgur.com/pg4btu9.jpg>

Tofugu. (2013, Nov 26). *Rice* [digital image]. Retrieved from

<https://files.tofugu.com/articles/japan/2013-11-26-japanese-memes/rice.jpg>

Jokideo. (2014, Jun). *Driveway Was Full* [digital image]. Retrieved from

<http://jokideo.com/wp-content/uploads/meme/2014/06/Driveway-was-full---car-fail-meme.jpg>

Github. (n.d.). *I Tastes the Rainbow* [digital image]. Retrieved from

<https://camo.githubusercontent.com/c546f5fddb8e9e242449b8178ecc77edd0f38e00/687474703a2f2f69332e70686f746f6275636b65742e636f6d2f616c62756d732f7938332f53706163654769726c333930302f4c4f4c4361742d5261696e626f772e6a7067>



Bibliography—Images 4

Makankosappo [digital image]. (n.d.). Retrieved from

http://i3.kym-cdn.com/photos/images/newsfeed/000/659/159/a3f.jpg_large

Western Qi-force Attack [digital image]. (n.d.). Retrieved from

<http://i3.kym-cdn.com/photos/images/original/000/524/201/545.jpg>

Know Your Meme. (n.d.). *Wii Fit Trainer Joins in the Fad* [digital image]. Retrieved from

<http://knowyourmeme.com/photos/592149-makankosappo-hadokening>

Vadering [digital image]. (n.d.). Retrieved from

<http://i3.kym-cdn.com/photos/images/newsfeed/000/524/127/ff8.jpg>

Tuba Attack [digital image]. (n.d.). Retrieved from <https://pbs.twimg.com/media/BH4KE4YCIAELbKK.jpg>

Business Att. (n.d.). *High Speed Internet Access* [digital image]. Retrieved from

<https://www.business.att.com/content/products-sub-category/images/internet-connectivity/high-speed-internet-access-inc01-031714.png>



Bibliography—Images 5

The Night is Young [digital image]. (n.d.). Retrieved from

<http://i1.kym-cdn.com/photos/images/newsfeed/000/198/104/db0.jpg>

Kaomoji [digital image]. (n.d.). Retrieved from <http://charry.cocolog-nifty.com/blog/WS3.gif>

Form Welkin. (n.d.). *Adobe Photoshop Logo* [digital image]. Retrieved from

<http://www.formwelkin.com/photoshop/?lang=en>

Know Your Meme. (n.d.). *Bert is Evil #1,513* [digital image]. Retrieved from

<http://knowyourmeme.com/photos/1513-bert-is-evil>

Infostormer. (2015, Dec 25). *Sesame Street Character Bert Was a High Ranking Member of the German SS in the 1930s* [digital image]. Retrieved from

<http://www.infostormer.com/sesame-street-character-bert-was-a-high-ranking-member-of-the-german-ss-in-the-1930s/>

Know Your Meme. (n.d.). *Bert is Evil #1,516* [digital image]. Retrieved from

<http://knowyourmeme.com/photos/1516-bert-is-evil>



Bibliography—Images 6

Know Your Meme. (n.d.). *Advice Dog* [digital image]. Retrieved from

<http://knowyourmeme.com/memes/advice-dog>

Know Your Meme. (n.d.). *Business Cat #100,094* [digital image]. Retrieved from

<http://knowyourmeme.com/photos/100094-business-cat>

Know Your Meme. (n.d.). *Bert is Evil #1,513* [digital image]. Retrieved from

https://upload.wikimedia.org/wikipedia/commons/thumb/4/41/LINE_logo.svg/500px-LINE_logo.svg.png

Wikimedia. (n.d.). *Facebook Icon* [digital image]. Retrieved from

https://upload.wikimedia.org/wikipedia/commons/thumb/c/c2/F_icon.svg/500px-F_icon.svg.png

Tectn. (2011, Oct). *Twitter Logo* [digital image]. Retrieved from

<http://tectn.org/wp-content/uploads/2011/10/tec-twitter-logo-500x500.png>

Userlogos. (n.d.). *Reddit Alien* [digital image]. Retrieved from

http://www.userlogos.org/files/logos/lepht/reddit_alien.png



Bibliography—Images 7

- Mosio. (2014, Apr). *Picard Research* [digital image]. Retrieved from http://www.mosio.com/wp-content/uploads/2016/04/picard_research.jpg
- Memesuper. (n.d.). *Memes Opinion* [digital image]. Retrieved from https://img.memesuper.com/5d0adfd75eaa4855ce495d046e15f482_memes-opinion-memesuper-opinion-meme_480-320.jpeg
- Hot Tea Hot Books. (2012, Jun). *Success Kid* [digital image]. Retrieved from <https://hotteahotbooks.files.wordpress.com/2012/06/success-kid-meme-generator-doesn-t-know-answer-to-question-has-wikipedia-open-in-another-tab-6ad01e.jpeg>
- Harambe Approves* [digital image]. (n.d.). Retrieved from <http://images.memes.com/meme/1134811>
- Spongegar* [digital image]. (n.d.). Retrieved from <http://i0.kym-cdn.com/photos/images/newsfeed/001/127/907/4d1.jpg>



Bibliography—Images 8

- Bigcommerce. (n.d.). *Keep Calm and Carry On* [digital image]. Retrieved from http://cdn2.bigcommerce.com/server2100/da4a7/products/489/images/119/Keep-Calm-and-Carry-On-Navy-Blue-Poster-Front_69597.1319984235.1280.1280.jpg?c=2
- Quickmeme. (n.d.). *Best I Can Do is Five Bucks* [digital image]. Retrieved from <http://s2.quickmeme.com/img/86/865825e5beb7b76456e07797bb2735450bd604442239e9ab18033a5e1ac10ee7.jpg>
- PBS. (n.d.). *Doge* [digital image]. Retrieved from https://pbs.twimg.com/profile_images/378800000822867536/3f5a00acf72df93528b6bb7cd0a4fd0c.jpg
- Nyan Cat* [digital image]. (n.d.). Retrieved from <http://i0.kym-cdn.com/photos/images/newsfeed/000/114/779/0002.gif?1303045612>
- Spoon Tamago. (2016, Sep). *Piko Taro* [digital image]. Retrieved from <http://www.spoon-tamago.com/wp-content/uploads/2016/09/piko-taro.jpg>



Bibliography—Images 9

Don't Worry I'm Wearing American Football Player [digital image]. (n.d.). Retrieved from

<https://s-media-cache-ak0.pinimg.com/736x/ef/2e/68/ef2e68d6ab7c22016857a47c173a0f11.jpg>

Horse Head Mask Suit Man [digital image]. (n.d.). Retrieved from

<https://s-media-cache-ak0.pinimg.com/736x/51/22/17/5122170323be6d1bdc919395f135ee1a.jpg>

Tumblr. (n.d.). *Dancing Guy* [digital image]. Retrieved from

https://68.media.tumblr.com/2dfc3369827df9b981e111d7fd8fc732/tumblr_mvemcyarmn1rslphyo1_400.gif

Caramelldansen Pikachu [digital image]. (n.d.). Retrieved from

<https://media.tenor.co/images/d879dd7627d2e002e7fd7501576111f9/tenor.gif>

Memegenerator. (n.d.). *You Underestimate the Power* [digital image]. Retrieved from

<https://cdn.meme.am/cache/instances/folder548/500x/75198548.jpg>



Bibliography—Images 10

Memegen. (n.d.). *Japanese Bachelor Frog* [digital image]. Retrieved from <http://m.memegen.com/bw2e9i.jpg>

Japanese Doge [digital image]. (n.d.). Retrieved from

<http://livedoor.blogimg.jp/mankanshoku/imgs/5/1/51855acf.jpg>

Funny Pictures Plus. (2012, Oct). *Gangnam Style Sexy Lady* [digital image]. Retrieved from

<http://funnypicturesplus.com/wp-content/uploads/2012/10/gangnam-style-sexy-lady.jpg>

Nyan Cat Variations [digital image]. (n.d.). Retrieved from

<https://s-media-cache-ak0.pinimg.com/originals/e9/7a/c8/e97ac8ac3e56d5ace7a9283edeec6c61.jpg>

Memegen. (n.d.). *Me To Me* [digital image]. Retrieved from <http://m.memegen.com/jyz10s.jpg>

Jojo Tachi [digital image]. (n.d.). Retrieved from

<http://i1.kym-cdn.com/photos/images/original/000/152/160/jojotachi04.jpg>

Bomgar. (n.d.). *Taylor Swift Meme Kanye Interrupts* [digital image]. Retrieved from

https://www.bomgar.com/assets/images/blog/Taylor_Swift_Meme_kanye_interrupt.png



Bibliography—Images 11

Lazy Coworker Gets All the Attention [digital image]. (n.d.). Retrieved from <http://e.lvme.me/I517kxt.jpg>

Pegitboard. (n.d.). *Putin 140% Voter Turnout* [digital image]. Retrieved from

<http://pegitboard.com/memes/media/created/yr2pvh.jpg>

Who Wore It Better? [digital image]. (n.d.). Retrieved from

<https://s-media-cache-ak0.pinimg.com/736x/f7/32/a8/f732a853fbdb58138c65cea10f113a62.jpg>

Here's To All the Memes [digital image]. (n.d.). Retrieved from

<http://blog.archive.org/wp-content/uploads/2016/10/leo2.png>

The Daily Star. (n.d.). *Batman Smacks Piko Taro* [digital image]. Retrieved from

http://www.thedailystar.net/sites/default/files/feature/images/3_10.jpg

Mr. Bean Ask Me a Question [digital image]. (n.d.). Retrieved from <http://images.memes.com/meme/318059>



Acknowledgements

- Dr. Yoshiko Saito-Abbott
- Dr. Shigeko Sekine
- Survey Respondents
- Parents & Family



Questions?

