



ENGLISH Capstone Survey (Heather & Quenton)

QUESTIONS

RESPONSES 40

Section 1 of 7



Usage of Memes: Comparison Between Japan and America

This survey is a part of our Japanese Language & Culture B.A. capstone project. We are curious about the differences in internet meme culture between the United States and Japan, so we are surveying university students in both countries.

What gender do you identify as?

This is only used to ensure an equal number of male and female participants are surveyed.

- Male
- Female
- Other...

What is your college academic year?

- Freshman
- Sophomore
- Junior
- Senior
- Other...



- 16 & under
- 17–21
- 22–26
- 27–31
- 32 & over

After section 1 [Continue to next section](#) ▼

Section 2 of 7



What do you know about Internet Memes?

Description (optional)

What is the best definition of an "internet meme"?

- The posting, sharing, and remixing digital content to communicate jokes, emotions, and opinions thereby creating a share
- An idea, behavior, or style that spreads from person to person within a culture.
- Amusing photos and videos that are circulated on social media sites.
- I don't know what an internet meme is.
- Other...

Where did you get your definition of "internet meme"?

- My friends/family taught me
- That's how I perceive internet memes from viewing them over time
- I saw a definition online



How familiar are you with internet memes?

- Very familiar: I can recognize 10+ memes
- Fairly familiar: I can recognize 6-9 memes
- Somewhat familiar: I can recognize 2-5 memes
- Unfamiliar: I can recognize 0-1 memes

How many of these internet memes do you recognize? (Part 1)

Select all of the memes you've seen before.

- Harambe



- Spongegar



- Dat Boi



- Keep Calm and...

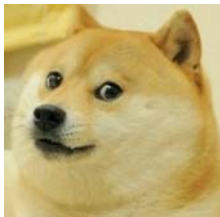




Rick Harrison



Doge



How many of these memes do you recognize? (Part 2)

Select all of the memes you've seen before.

Nyan Cat Meme



Piko-Taro



Don't Worry, I'm Wearing



First one is, American football player, butt naked.



Jojo Posing



Horse Head Mask



Qi Attack



After section 2 Continue to next section



Section 3 of 7



Your experience with Internet Memes

Description (optional)

Where do you see memes most often?



Select all the places you see memes.

- Facebook
- Twitter
- Reddit
- News Programs
- Other...

How often do you see internet memes?

- Multiple times a day
- Once or twice a day
- Multiple times a week
- Once or twice a week
- Once or twice a month
- Never
- Other...

What types of memes do you see most often?

- Animal memes: e.g. LOL Cats, Doge
- Viral media memes: e.g. Gangnam Style, Piko-Taro
- Popular media: e.g. Spongegar, Condescending Wonka
- Recent event memes: e.g. Kanye Interrupts
- Political memes: e.g. Putin 140% Voter Turnout, Trump's Hairstyles
- Other...



Have you ever seen a meme used for...

- Political propoganda
- Product advertisement
- Postcards/greeting cards
- Wall art/decoration
- Clothing (t-shirts, etc.)
- I have not seen
- Other...

How many times have you shared an internet meme?

- More than 20 times
- 11–20 times
- 6–10 times
- 1–5 times
- Never

I would share a meme if it...

- Row 1. Makes me and/or my friends laugh
- Row 2. Has an educational message
- Row 3. Contains critical information everyone should know
- Row 4. Aligns with my ideals
- Row 5. Relates to me on a personal level
- Row 6. Uses a cute image



Column 1. Strongly Agree

Column 2. Agree

Column 3. Neutral

Column 4. Disagree

Column 5. Strongly Disagree

After section 3 Continue to next section

Section 4 of 7



What do you think about Internet Memes?

Description (optional)

What is the overall attraction of internet memes for you?

- Memes are funny and make me laugh
- Memes are clever and make me think
- Memes are a unique way to spread messages
- Memes are related to my interests
- I have no attraction to internet memes
- Other...

What do you think is the purpose of internet memes?

Row 1. To make someone laugh



Row 3. To spread critical information that everyone should know

Row 4. To connect with others' ideals

Row 5. To relate with others on a personal level

Row 6. To spread cute pictures

Row 7. Internet memes have no purpose

Column 1. Strongly Agree

Column 2. Agree

Column 3. Neutral

Column 4. Disagree

Column 5. Strongly Disagree

I like/dislike memes about...

Select either "like" or "dislike" for each type of internet meme.

Row 1. Animals: e.g. LOL Cat, Doge, Socially Awkward Penguin (SAP)

Row 2. Viral media: e.g. Gangnam Style, Nyan Cat, Ermahgerd

Row 3. Famous faces: e.g. Condescending Wonka, Spongegar

Row 4. Events in the news: e.g. Kanye Interrupts

Row 5. Politics: e.g. Putin 140% Voter Turnout

Column 1. Like

Column 2. Neutral

Column 3. Dislike

I like these types of memes because they...



- Have an educational message
- Contain critical information everyone should know
- Align with my ideals
- Relate to me on a personal level
- Use cute and/or interesting images
- Other...

I dislike these types of memes because they...

- Don't make me and/or my friends laugh
- Don't have an educational message
- Don't contain critical information everyone should know
- Don't align with my ideals
- Don't relate to me on a personal level
- Don't use cute and/or interesting images
- Other...

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

- Definitely popular
- Probably popular
- Probably not popular
- Definitely not popular
- I don't know



Section 5 of 7



Why do you think internet memes are popular in Japan?

Description (optional)

I think they're popular because...

- Meme humor is universal and not bound by country and/or culture
- Western media is popular all over the world
- Memes can spread infinitely online e.g. through social media
- Other...

After section 5 Go to section 7 (You made it!) 

Section 6 of 7



Why do you think internet memes are NOT popular in Japan?

Description (optional)

I think they aren't popular because...

- Meme content is country-specific, so it cannot bridge cultural differences
- Memes are in English, not Japanese



Other...After section 6 Continue to next section Section 7 of 7 

You made it!

This is the end of our survey. Thank you for participating! Your responses are essential for our capstone project.

If you're interested in the results from this survey and/or our capstone project, please write your email address below. Your email will not be used to identify your survey answers and will only be used to contact you about the survey and/or capstone results.

Email address

Anything else you want us to know?

What meme made you laugh the most? What's the most memorable meme you've ever seen? Have you ever met someone who'd never heard of a meme before? Was there a question about memes you were expecting that we didn't ask?

Long answer text

