

# **MEMETIC NANOFAME**

## A CASE STUDY

Lilly Chin

MIT HSSP

# OVERVIEW

1. History of Memes
2. Case Study and Lessons
3. Skill for Comparative Media Studies
4. Q&A

# **HISTORY OF MEMES**

**WHEN I SAY MEMES, WHAT DO YOU THINK OF?**

# INTERNET MEMES: AN OVERVIEW

## • Viral Videos

- Flash animation (late 1990s – early 2000s) – Badger Badger Badger (2003)
- Epic Fail / awkward viral videos (early 2000s) - Star Wars Kid (2002)
- Technical memes (late 2010s) - The Bee Movie but every time they say bee, it gets faster (2016)

## • Static Images

- Image Macros (mid 2000s) - Advice Dog, Courage Wolf, lolcats, Success Kid
- Reaction images and GIFs (early 2000s – now) – lolwut (2006), Arthur Fist (2016),

## • Snowclones

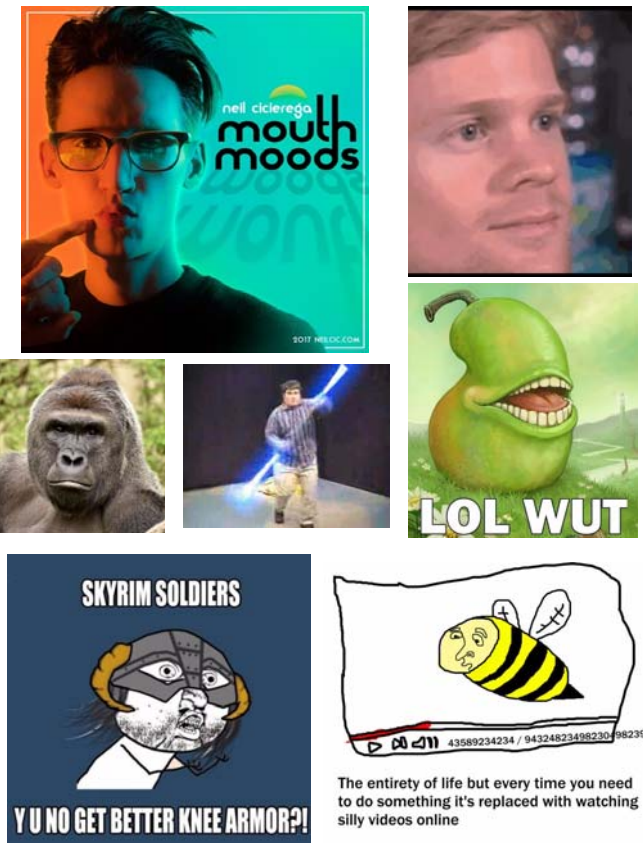
- Gaming Culture (late 1990s – mid 2000s) - “This is Sparta” (2006), “Arrow to the Knee” (2012)

## • Content Creators

- Neil Cicierega (2001 – now) – Potter Puppet Pals (2006), Mouth Moods (2016)
- Toby Fox (2008 – now) – MS Paint Adventures (2009), Undertale (2015)

## • Weird but Cool

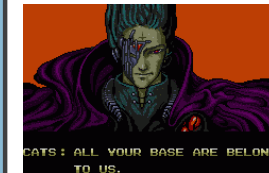
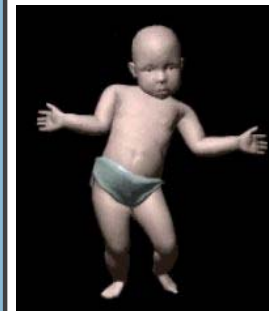
- Peanut Butter Jelly Time (2002), Nyan Cat (2011), Harambe (2016)



**HOW DID WE GET HERE?**

# WHAT IS A MEME?

- **1976 – Dawkins: “ideas that spread btwn. people”**
  - Genes, but for culture
  - Evolves, mutates randomly, and spreads virally via imitation
- **1994 – Godwin applies this concept to Usenet**
  - Godwin’s Law – “Stop comparing things to Nazis”
- **Late 1990s – Internet communities develop**
  - Newgrounds (1995), Homestar Runner (1996), Albino Blacksheep (1999), Something Awful (1999)
  - Dancing Baby, Hamsterdance, “All Your Base”
  - (2013 – Dawkins: “hijacking of the original idea”)



# HOW DID MEMES EVOLVE?

- **Early 2000s – more internet communities created**
  - 4chan ('03), FB ('04), Reddit, Youtube ('05), Twitter ('06), Tumblr ('07)
  - Image Macros / LOLCats (2005), Rickrolling (2007), Rage Comics (2008)
- **2008 – 2012 - ROFLCon is held**
  - (2008) “Before the LOL” – continuation of playing with new tech.
  - (2010) “Mainstreaming the Web”- Cheezburger, moot, Know Your Meme
  - (2012) “From Microfame to Nanofame” – Double Rainbow, ‘Huh’ Guy
- **Mid 2010s – Mainstream Memes – and Retaliation**
  - Doge, Harlem Shake ('13), “Xerox-ification of Memes” ('15)
  - 2016 – Pepe as Alt-Right symbol, Technical Memes (X but everytime Y, Z)





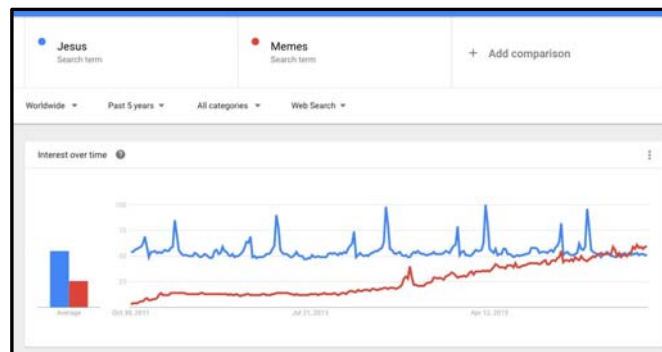
**WHO ENJOYS MEMES?**

**WHO IS ALLOWED TO ENJOY MEMES?**

# WHO IS ALLOWED TO ENJOY MEMES?

- **Everyone on the Internet?**

- Rapid social media sharing
- Implications of original definition of “meme”
- Commercialization vs. organic creation?
- “It’s Popular, Now It Sucks”

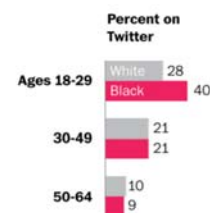


**You didn't make the Harlem Shake go viral—corporations did**



# WHO IS ALLOWED TO ENJOY MEMES?

- **University Memes for Adjective Teens**
  - Harvard controversy
- **Black Twitter**
  - #BlackLivesMatter
  - Segregation or Celebration?
- **r/The\_Donald**
  - “Meme magic” and “fake news”

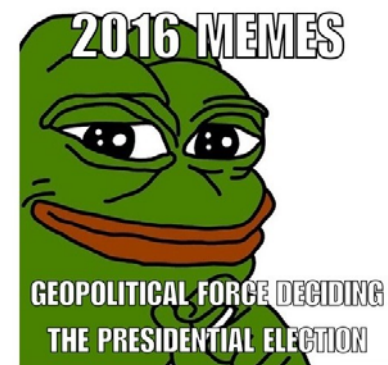


SOURCE: Pew Research Center 2013 poll



## Harvard Rescinds Acceptances for At Least Ten Students for Obscene Memes

By HANNAH NATANSON, CRIMSON STAFF WRITER June 5, 2017



# WHO IS ALLOWED TO ENJOY MEMES?

- **In-group vs. out-group – “normies”**
  - “Each bit of apparent idiocy is an in-group / out-group marker” – Coleman, from NYT
  - Memes drawing from obscure niche subculture / dark humor
    - Gaming, Youtube Poop, YTMND
- **Not new behavior**
  - 4chan as major driver and gatekeeper of memes
  - Use of offensive terms (newf\*\*)
  - Rage Comics with Hot Topic (2010)
- **New level with Pepe (2016)**



# **THE CASE STUDY**

## THE CASE STUDY



<https://www.youtube.com/watch?v=-pLI0zID6UM>

**LESSON #1**  
MAINSTREAM MEDIA IS NOT DEAD



# MAINSTREAM MEDIA IS DYING?

## Hollywood Has a Huge Millennial Problem

2016 is on pace to be the worst year for movies—by tickets bought per U.S. adult—since before the 1920s. What's going on?

DEREK THOMPSON | JUN 8, 2016 | BUSINESS

## Millennials ditching their TV sets at a record rate

By Claire Atkinson

February 16, 2015 | 9:59pm



Credit: Brendan Lynch illustration

COMMENTARY

## Print Is Dying, Digital Is No Savior: The Long, Ugly Decline Of The Newspaper Business Continues Apace

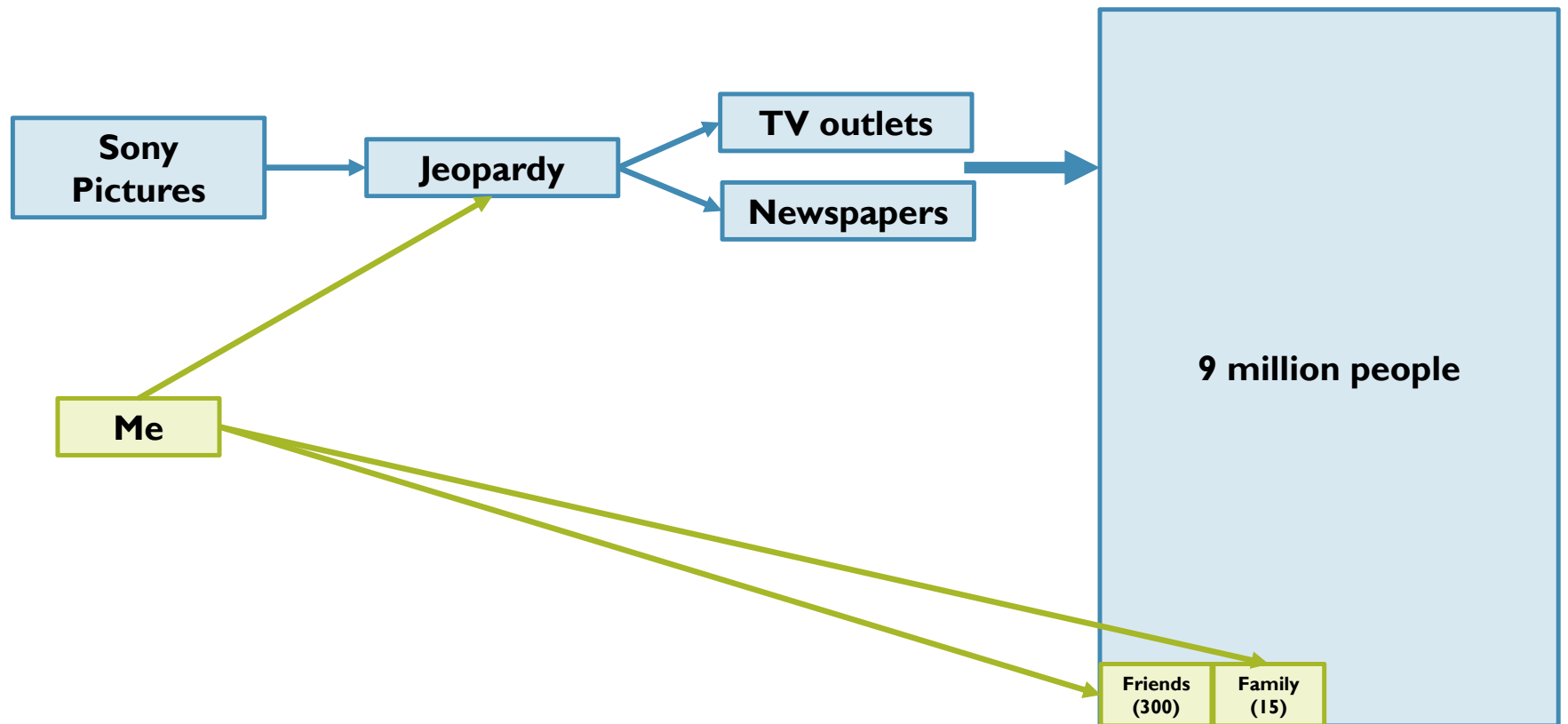
January 26, 2016

# MAINSTREAM MEDIA IS DYING?

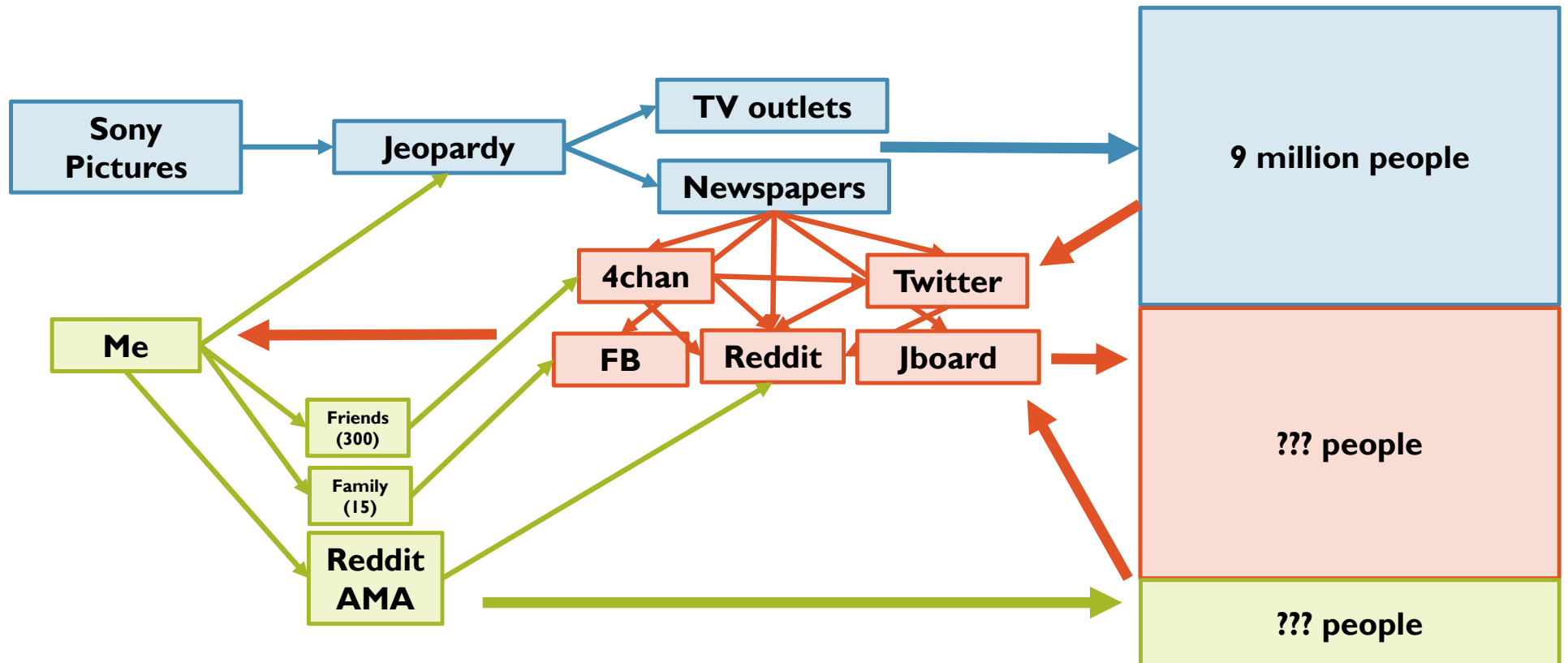
| TOP 10 LIST FOR   |                  | Syndication Network TV - United States | Week of July 10, 2017 |               |  |
|---|------------------|--|-----------------------|---------------|--|
| RANK  | PROGRAM          | ORIG.                                  | RATING                | VIEWERS (000) |  |
| 1   | JUDGE JUDY (AT)  | CBS TV DISTRIBUTION                    | 6.4                   | 9,146         |  |
| 2   | FAMILY FEUD (AT) | 20TH TELEVISION                        | 6.3                   | 9,648         |  |
| 3   | JEOPARDY (AT)    | CBS TV DISTRIBUTION                    | 5.6                   | 8,695         |  |
| Source: Nielsen. Viewing estimates on this page include Live viewing and DVR playback on the Same Day, defined as 3am-3am. Ratings are the percentage of TV homes in the U.S. tuned into television. Please note: Syndication data requires an additional week of processing. |                  |  |                       |               |  |

<http://www.nielsen.com/us/en/top10s.html>

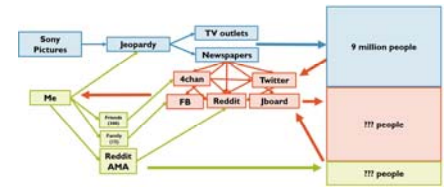
# HOW MEMES FLOW



# HOW MEMES FLOW



# HOW MEMES FLOW



<https://www.youtube.com/watch?v=2t0ENJF3JGw>



CNN entertainment Stars Screen Binge Culture Media



Alex Trebek raps 'Jeopardy!' answers

Alex Trebek showed off his rap skills while reading answers for a "Let's Rap Kids!" category on a recent "Jeopardy!" episode. Source: CNN

<http://www.cnn.com/videos/entertainment/2017/02/21/jeopardy-alex-trebek-raps-orig-vstan.cnn>

Instagram Search Get the app Sign up Log in



lafiare1017 Follow

lafiare1017 I think I need to cohost Jeopardy! 🤔 wow #WhatIsAGiganticRecord!!!!

load more comments

iamcassiuscain Haaaa! we global now @lafiare1017 #blessup #zone6s eastside\_landlord7200 ROYALTY @lafiare1017

jb\_andersson1 Bergs final jepardy @caitlinorchardcook ??

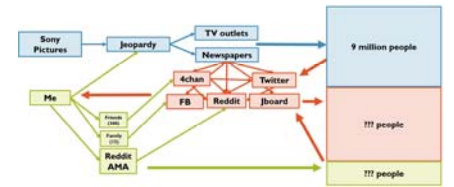
caitlinorchardcook Bergs' a straight up god @jb\_andersson1

highsociety\_k @xaila\_n we made it! 🤔🤔

p\_chappo\_85 From da streets 2 da BIG

<https://www.instagram.com/p/BQwWLezDoaT/?hl=en>

# HOW MEMES FLOW





invites everyone (one last time) to watch his goddaughter [Lilly Chin](#) in the Jeopardy! College Championship finals today (Thursday 2/23) and tomorrow (Friday 2/24).

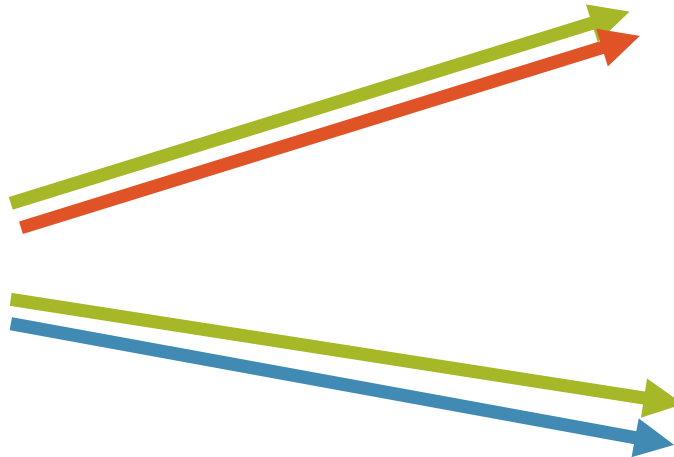
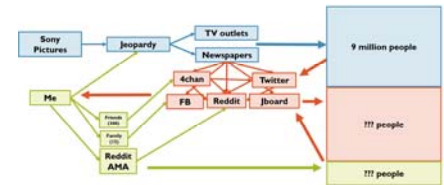
## HOW MEMES FLOWS

“This new kind of participatory conversation [...] complicates the traditional culture industries. When **age-old gatekeepers** intertwine with **new ways of sharing information**, the relationship between collective participation and individual expression becomes ambivalent.”

Ryan Milner - *World Made Meme*



# HOW MEMES FLOW



## Beantown

TAQUERIA STREET SOUL FOOD



**\$20,400**

Jeopardy! College Champion 2017, Lilly Chin

### "The Meme-lord Burrito"

Large Burrito with Rice, Pinto beans, Tinga chicken, Shredded beef, Ground beef, Carnitas, Al pastor, Chorizo, lettuce, cheese, sour cream, jalapeños, fire sauce, guacamole, and crushed chips  
\$10.99

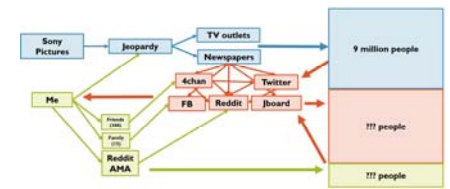
Brought to you by your burrista, Lilly Chin!

By Lilly Chin's decree, any MIT student that brings their student ID will get \$2 off of The Meme-lord Burrito.



<http://news.mit.edu/2017/president-rafael-reifs-charge-class-2017-0609>

# HOW MEMES FLOW

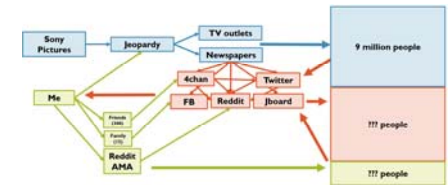


Lolcats ('06),  
Double Rainbow  
(‘10), Deal With It  
(‘10), Doge (‘13)



Sanic ('10), Montage  
Parodies ('11), Doge  
( '13), John Cena ('15),  
Rare Pepe ('15)

# HOW MEMES FLOW



24 DE FEBRERO DE 2017 23:17

Congratulations! Just finished watching. Wanted you to know that my 14 year old twin daughters really enjoyed watching you and LOVED your final answer, "Who is the spidiest memelord?" One of them wants to be an astrophysicist, the other is thinking of chemical engineering. Thank you for showing them that they can still enjoy Marvel, anime, and greek mythology, while pursuing serious studies. They love to see girls win. Congratulations again.

Aceptaste la solicitud de

Thanks for reaching out to me! I really haven't been responding to random people messaging me because of the potential for creepers, but I just wanted to let you know that I really appreciate this note! In high school, I was the only girl on my robotics' build team, so I really know how important it is to find good role models. I'm glad that I could be an inspiration for your daughters and again, thank you for your support!



Congrats on your win, who do you think is the best app programmer at MIT?



Gross ugly skinny Asian suck a [redacted] like a mexicant



I just wanted to say that I spent the whole night telling my parents that you were my girlfriend on jeopardy



Hey congrats on beating that fi [redacted] He was the least spicy memelord I've ever seen

Hi lilly

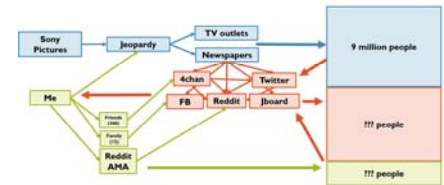


mng zldd to [redacted]  
\$35,000 ? please ! . I promise I will repay you back in a year



mng zldd to [redacted]  
lilly please ! I want to take a course on swift ,iOS developing . I am pretty sure I will repay you in nine months .

# HOW MEMES FLOW



Anonymous Fri 24 Feb 2017 20:25:20 No.79762217 Report

Quoted By: >>79762886

"memes" are mainstream now.  
I'm not even sure what normies mean when they say dumb shit like  
"I love memes"

Anonymous Fri 24 Feb 2017 20:27:05 No.79762256 Report

>>79761873  
She posts on 9gag, sorry:(

Anonymous Sat 25 Feb 2017 01:45:14 No.79769807 Report

Quoted By: >>79769929 >>79769977 >>79770321

<https://www.youtube.com/watch?v=hTVJvT3p50Q>

Skip to 3:15. She's a ledditor. She's so proud of being in on the joke

Anonymous Sat 25 Feb 2017 01:49:23 No.79769872 Report

Quoted By: >>79769925

Fucking normalf on /tv/ falling for waifu bait. She's obviously a disgusting redditor normalf who probably thought the shrek/lazytown memes were the funniest thing in her life.

Anonymous Sat 25 Feb 2017 01:54:18 No.79769977 [Report](#)

>>79769807

If she's a ledditor then she definitely comes to 4chan too. Probably posts on /v/ and /co/. Maybe /k/ a few times because she's part of her school's skeet shooting team. Maybe even /pol/ once or twice if she's feeling particularly edgy.

Would meme with her.

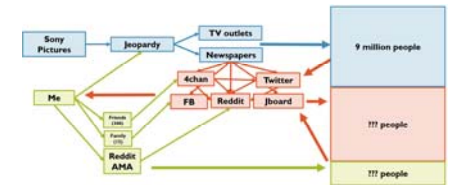
Anonymous Sun 26 Feb 2017 20:50:06 No.79837688 Report

For the record boys reddit has this much memetic firepower currently, 'spiciest memelord' quite doesn't mean she browses chanches

>>79834535

This would definitely tip the scale however

# HOW MEMES FLOW



**Anonymous** Sun 26 Feb 2017 20:12:21 No.79834826 [Report](#)

>>79832618

>ywn be a smart azn engineering student, s posting on national television for money

he/she is living the dream

**LESSON #2**  
YOU DO NOT OWN YOUR IMAGE

# THE SPICIEST DELEGATE

This Sunday: Send MIT to the Democratic State Convention.



**MIT Democrats** to mit-democrats-events ↕

Mar 6

The Massachusetts Democratic Party is full of old people with AOL email addresses. Let's throw some @[mit.edu](mailto:mit.edu)'s into the mix.

The Massachusetts Democratic State Convention on June 3rd is where delegates from around the state vote on the party platform, propose amendments, and mingle with party octogenarians. Issues like MA's actions on minimum wage, free universal pre-K and daycare, climate change, military spending and more will all be on the table.

MIT's little slice of Cambridge gets to send eight delegates—but to go, we need to be elected next **Sunday, March 12**. [Facebook event here.](#)



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This Sunday: Send MIT to the Democratic State Convention.



**MIT Democrats** to mit-democrats-events ↕

Mar 6

The Massachusetts Democratic Party is full of old people with AOL email addresses. Let's throw some @mit.edu's into the mix.

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MIT's little slice of Cambridge gets to send eight delegates—but to go, we need you. [event here.](#)





# THE SPICIEST DELEGATE



[–] 1

34 points 5 months ago

Is that a direct reference to trump?

[permalink](#) [embed](#) [deport](#)



[–] ir

10 points 5 months ago

She already knew she was the winner, so she wagered \$0 kekollars and gave a throwaway answer.

That girl is woke asf

[permalink](#) [embed](#) [parent](#) [deport](#)



[–] Srr

nts 5 months ago

How does everyone know she is a Trump supporter? This was posted on Reddit elsewhere, and there doesn't appear to be anything in the video that suggests she supports Trump.

[permalink](#) [embed](#) [deport](#)



[–] Ci

: 5 months ago

Think about it. You'll get it.

[permalink](#) [embed](#) [parent](#) [deport](#)



F

23 de febrero ·

All three [Jeopardy](#) semi-final contestants today are [Asian](#), [college](#) students from Stanford, Navy and M.I.T. -- How's that for [Trump's](#) melting pot?



D

24 de febrero ·

This year's [Jeopardy](#) College Tournament was an [all Asian](#) affair. Two Chinese kids and an Indian guy. Making America great still.



J

22 de febrero ·

Who needs immigrants? The three finalists in the [Jeopardy](#) College Championship are [all Asian](#) Americans, including a Freshman at the United States Naval Academy.



Vi

► [Christians Against Hate - #ChristiansResist](#)

24 de febrero ·

Watching [Jeopardy](#) tonight, College final. Stanford, MIT, Navy were the schools that were represented.....by two [Asian](#) American students and one Indian-American. We are not a monochromatic country and our future is in our diversity. When will they ever learn.....

# THE SPICIEST DELEGATE



↑  
466  
■

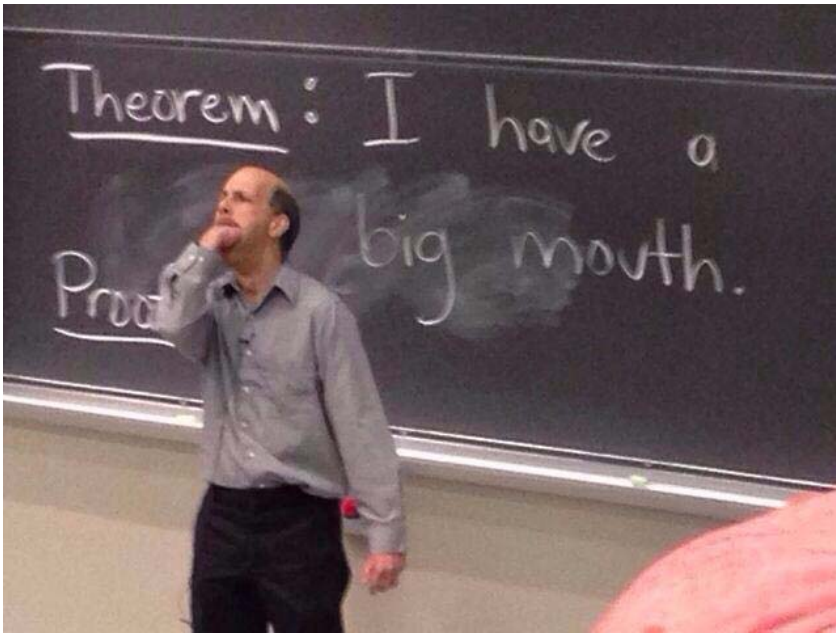
I am Lilly Chin, 2017 College Championship Winner with the question "Who is the spiciest memelord?" AMA  
(self.Jeopardy)

# STREISAND EFFECT





# YOUR IMAGE BELONGS TO THE INTERNET



Bjorn Poonen, MIT Professor

<http://imgur.com/EHGWfdI>

When you have to complete a group project but you're the only one working on it

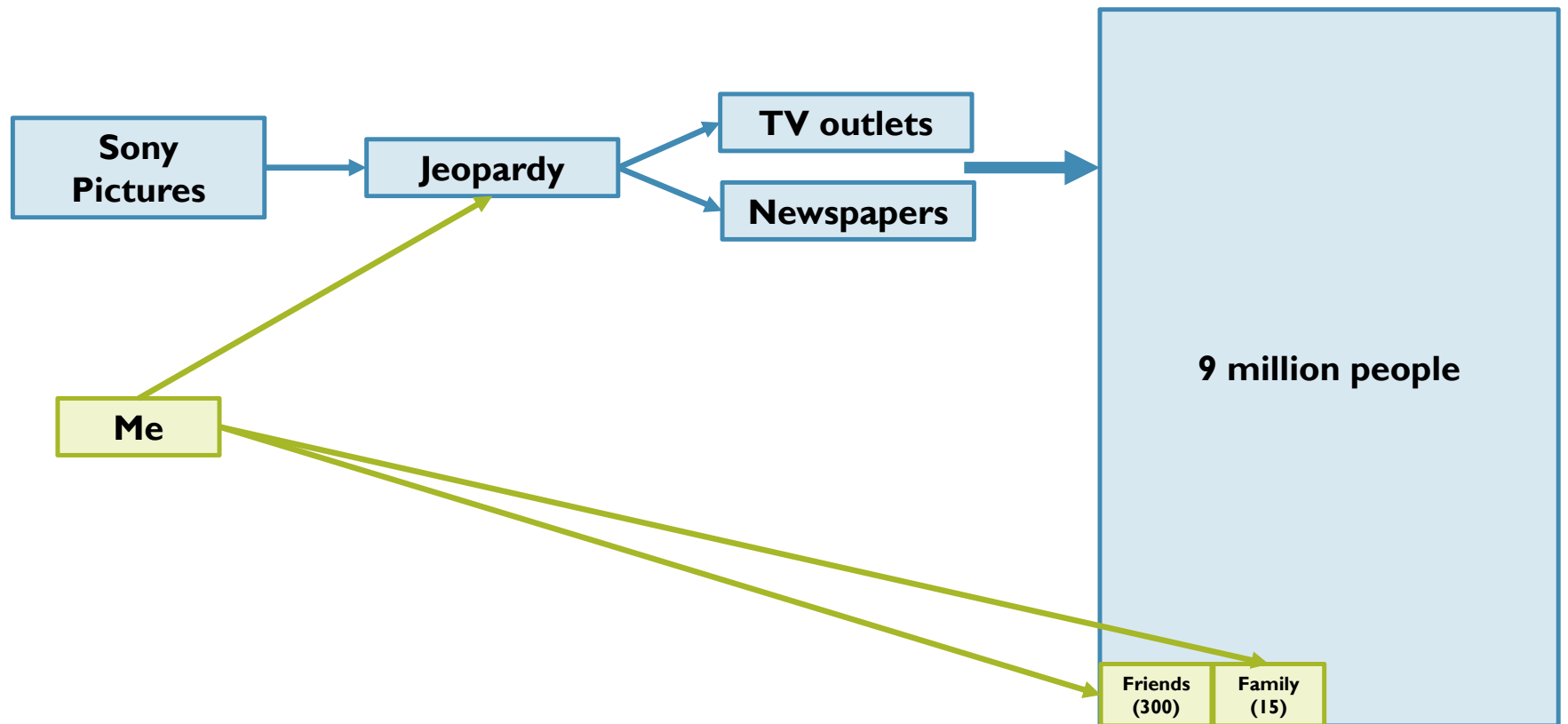


Arató András István, retired electrical engineer

<https://www.youtube.com/watch?v=QHVD7kIkM8>

**LESSON #3**  
FAME IS A TRAP

# HOW MEMES FLOW



# WHAT'S SO APPEALING ABOUT FAME?



Ben Lindbergh [Follow](#)  
Staff Writer, The Ringer  
Feb 24 · 14 min read

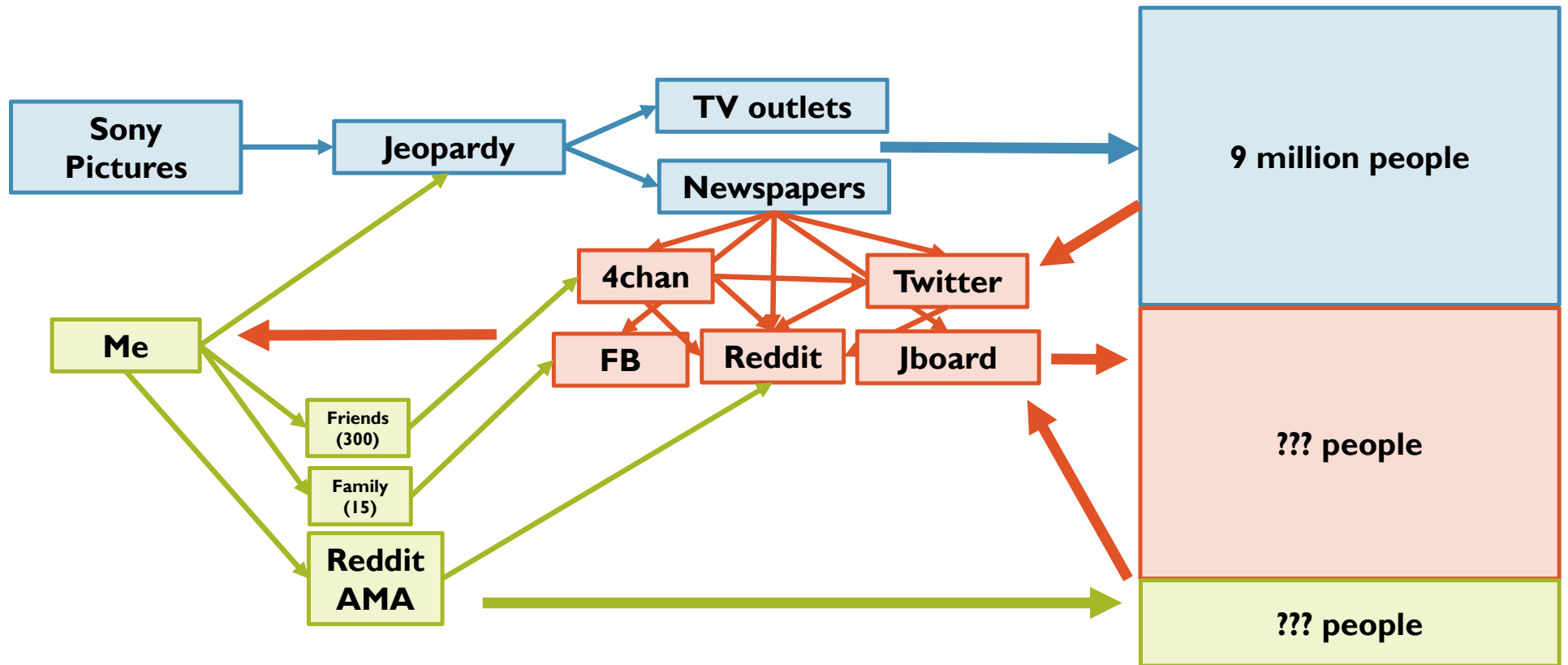
## After the Final Rose With TV's Bachelawyers

Unfailingly attractive attorneys, including the next lead on 'The Bachelorette,' have been a steady source of casting on ABC's romance mills. But why do smart, successful professionals risk their reps to date on TV? And do their careers suffer after the footage airs?



“There is literally nothing to be gained, other than people recognizing you for about six months and having a nice conversation piece at your disposal when things get awkward and you have absolutely nothing better to say to someone,” he says. “Best-case scenario: You don’t totally embarrass yourself”

# HOW MEMES FLOW

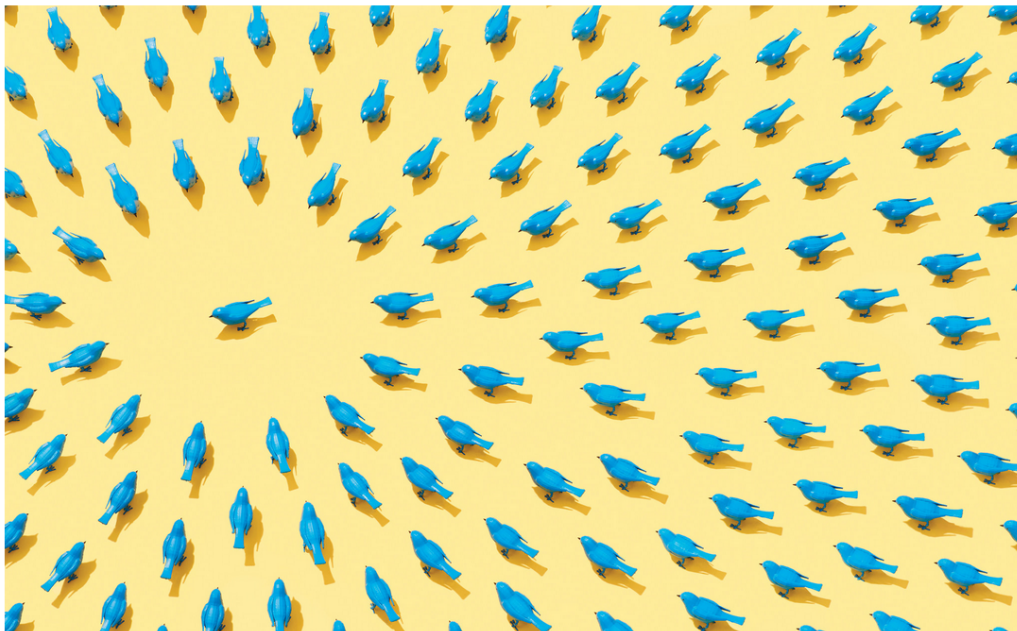




# INFAMY

## How One Stupid Tweet Blew Up Justine Sacco's Life

By JON RONSON FEB. 12, 2015



**Justine Sacco**

@JustineSacco



Follow

Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

2,678  
RETWEETS

1,206  
FAVORITES



10:19 AM - 20 Dec 13 [Location pin](#) from Hillingdon, London

# INFAMY

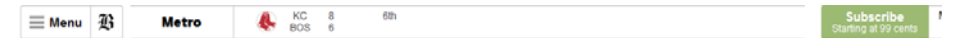
“We have created, to borrow a term from historian Nicolaus Mills, a **“culture of humiliation”** that not only encourages and revels in Schadenfreude but also rewards those who humiliate others”




“We’re **caught in a feedback loop of defame and shame**, one in which we have become both perps and victims. We may not have become a crueller society [...] the Internet has seismically shifted the tone of our interactions.”

Monica Lewinsky - “Shame and Survival”  
for *Vanity Fair*, 2014

```

graph LR
    SP[Sony Pictures] --> J[Jeopardy]
    J --> TO[TV outlets]
    J --> N[Newspapers]
    TO --> P1[9 million people]
    N --> P1
    TO --> C[4chan]
    TO --> T[Twitter]
    TO --> FB[FB]
    TO --> R[Reddit]
    TO --> JB[Jboard]
    N --> C
    N --> T
    N --> FB
    N --> R
    N --> JB
    C --> P2[111 people]
    T --> P2
    FB --> P2
    R --> P2
    JB --> P2
    J --> P3[111 people]
    C --> P3
    T --> P3
    FB --> P3
    R --> P3
    JB --> P3
  
```

[illegible]

 **P** con [Lilly Chin](#).  
23 de febrero ·  

invites everyone (one last time) to watch his goddaughter [Lilly Chin](#) in the Jeopardy! College Championship finals today (Thursday 2/23) and tomorrow (Friday 2/24).

**LESSON #4**  
THE MEDIUM IS THE MESSAGE

## WHY IS THE INTERNET LIKE THIS?

“People get hung up on **whether [memes and internet culture] are good or not**; that’s not really important. The best corollary is **just regular popular culture**. Is pop culture good? That’s debatable. But there’s a whole subset of people for whom the Internet is their pop culture.”

Diana Kimball, ROFLCon organizer for NYTimes, 2010, “When Funny Goes Viral”

# THE MEDIUM IS THE MESSAGE

- **Marshall McLuhan – *Understanding Media* (1964)**

- Any message that you send is intertwined with the medium it is sent in itself
- A lightbulb is a “medium without content”
  - Creates environment and spaces by its presence
- Often forget the structure of the medium when considering the content

- **Especially important when consider “remix culture” (Lessig 2008)**

- The structure which you’re working with leads you to remix in certain ways
- Internet memes AND original memes

# THE MEDIUM IS THE MESSAGE

[-] molzarg 5 points 8 hours ago

Did not realize Lilly was a girl until Alex said "she played brilliantly today" :( is that mean?

permalink embed

[-] TealOcelot 4 points 8 hours ago

It's not mean. I think she looks like a woman, but her voice is more masculine, which is an interesting combination. Regardless, she played a killer game.

permalink embed parent

[-] tapakip 1 point 8 hours ago

Funny, I thought she looked more like a man, but had a female voice. Either way, when I saw she was from MIT, I assumed she would win.

permalink embed parent

[-] beerisgood24 1 point 8 hours ago

Same here, the whole time I was thinking Lilly is a weird name for a guy.

permalink embed parent

Hi lilly

m mng zldd to  
\$35,000 ? please ! . I promise I will repay you back in a year

m mng zldd to  
lilly please ! I want to take a course on swift ,iOS developing . I am pretty sure I will repay you in nine months .

Re: Monday, February 13, 2017 Game Recap & Discussion [SPOILERS]

by IronHeck • Tue Feb 14, 2017 9:19 pm

66

IronHeck  
Watches Jeopardy! Way Too Much  
Posts: 1011  
Joined: Fri May 13, 2016 12:26 am

A very well-played game from a trivia knowledge perspective. If this a sign of the caliber of play for the rest of the quarterfinals, we're in for a much tougher, more exciting college tournament than the last one.

I was rooting hard for Netanel, who displayed strong knowledge, but likely cost himself precious milliseconds on the buzzer by holding it up and off the table, instead resting it on the table like Lilly did. Also, while it's great that he mashed, he shouldn't have shook the buzzer up and down, which was more unnecessary motion.

Lilly was extremely fast in figuring things out, judging by the speed of her DD and FJ responses. Amusingly, despite being a MIT senior and DD hunting throughout, she made questionable wagering choices. While nowhere near as bad as doing so in a regular game because of the wild-card slots, I still dislike betting only \$1200 on a first board DD with \$3200 in hand. At that point she should have simply been focused on getting as high a score as possible.

Her second DD wager was fine, but I don't like betting \$4399 on FJ. In the event of a wrong answer, she is still at some risk of missing out on a wild-card slot. Not a big one, maybe 20%, but why gamble there at all? Betting \$0 was a virtually guaranteed entry into the next round.

LT: Osbourne, Alfred the Great Gatsby

FJ: I'm terrible on the Bible, and went with the obviously wrong Exodus.

Re: Monday, February 13, 2017 Game Recap & Discussion [SPOILERS]


by flordagator • Tue Feb 14, 2017 9:26 pm

66

flordagator  
Watches Jeopardy! Way Too Much  
Posts: 411  
Joined: Sat Mar 16, 2013 3:39 am

I'm not sure how fair those religion questions are in a tournament setting. Wasn't there also a tournament in which there was a FJ about The Book of Mormon (not the musical)?

My philosophy: We watch for the game. Players who get in the way of the game intrude, whether they're arrogant or adlib or cackle or fidget or make noise or are rude to AT. We want those who just play the game and don't make it about themselves to win.





Congrats on your win, who do you think is the best app programmer at MIT?



Hey congrats on beating that f. He was the least spicy memelord I've ever seen



Gross ugly skinny Asian suck a like a mexicant

# THE MEDIUM IS THE MESSAGE

 \$20,400  
1MiB, 3264x2448, File Feb 24, 7 56 55 PM.jpg  
[View Same](#) [Google](#) [iqdb](#) [SauceNAO](#) [Download](#)

**Anonymous** Fri 24 Feb 2017 19:57:43 No.79761437  
Quoted By: >>79761625 >>79761854 >>79761928 >>797619  
>>79763864 >>79765791 >>79768880 >>79769282 >>79770  
Are you proud of her, /tw/?

**Anonymous** Fri 24 Feb 2017 20:04:24 No.79761625  
>>79761437  
"her"

**Anonymous** Fri 24 Feb 2017 20:12:52 No.79761854  
>>79761437  
No

**Anonymous** Fri 24 Feb 2017 20:13:30 No.79761873 [Report](#)  
Quoted By: >>79761955 >>79762256 >>79765443 >>79765495 >>79769941  
You just know she posts here


**Anonymous** Fri 24 Feb 2017 20:15:21 No.79761928 [Report](#)  
>>79761437  
came on /tw/ just to see if anyone saw this

**Anonymous** Fri 24 Feb 2017 20:16:19 No.79761955 [Report](#)  
>>79761873  
YOU JUST KNOW

**Anonymous** Fri 24 Feb 2017 20:17:25 No.79761989 [Report](#)  
Quoted By: >>79762067  
>>79761437  
link?

**Anonymous** Fri 24 Feb 2017 20:17:36 No.79761993 [Report](#)  
Quoted By: >>79762099  
my gf  
hands off

**Anonymous** Fri 24 Feb 2017 20:20:06 No.79762067 [Report](#)  
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Search it on YT

2598  
 \$20,400  
Lilly Chin (i.redd.it/uploads.com)  
submitted 5 months ago by Unorthodox1337  
265 comments [share](#) [report](#)

[\[-\] rip\\_in\\_pepperinos](#) 5 months ago 🍌x2 (141 children)

[\[-\] Spankerss](#) 5 months ago  
Is this real?  
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[\[-\] mtandy89](#) 5 months ago  
Completely. Just watched on the east coast.  
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[\[-\] PM\\_me\\_dem\\_ti\\_tays](#) 5 months ago  
Completely. Just watched on the west coast.  
[permalink](#) [embed](#) [parent](#) [report](#)

[\[-\] Bigforsumthin](#) 5 months ago  
Out of the loop, what was the question?  
[permalink](#) [embed](#) [parent](#) [report](#)



# THE MEDIUM IS THE MESSAGE



**Stevie's Wonder** @Stevies\_Wonder · 6h  
Not surprising, the **Asian** kid is in the lead on Jeopardy.



**Dr. Grass Nova Perks** @whostheboff · 6h  
Jeopardy is on college week and tonight it's an **Asian** vs a Jew. CLASH OF THE TITANS



**yolo ono** @tiffluu · 6h  
This nerdy a: **Asian** b on jeopardy m.....



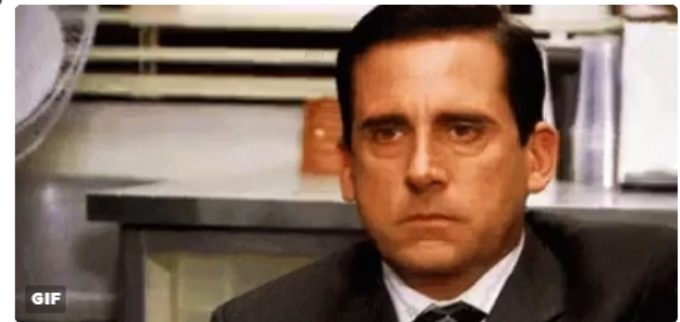
**Elise Workman** @tworkman2 · 6h  
An **Asian**,Hispanic ,Jew all appeared on Jeopardy tonite. What do they have in common: Trump is smarter than they are.



**Adam Wible** @slopchopz · 9h  
This asian chick from m.i.t. is ruining jeopardy.



**Jessie** @Strugasaurasrex · 3h  
When Lily wins Jeopardy.



**Jessie** @Strugasaurasrex · 3h  
Is that podium rigged?



**Jessie** @Strugasaurasrex · 3h  
Well, I didn't know I hated MIT. After tonight's @Jeopardy, I hate MIT.  
[#collegechampionship](#)



# LESSONS

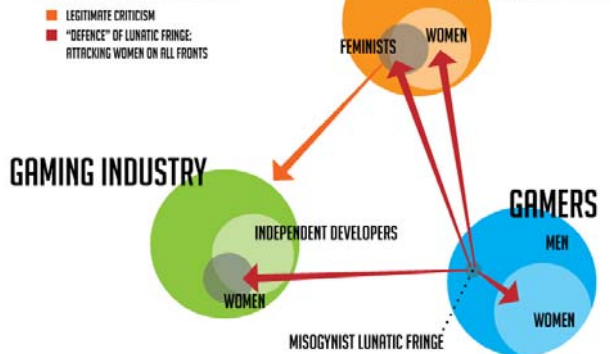
1. Mainstream Media is not Dead
2. You Do Not Own Your Image
3. Fame is a Trap
4. The Medium is the Message

**WHY DOES THIS MATTER?**

## WHY DOES THIS MATTER?

This is our culture and we need to understand what's going on

### "GAMERGATE"



70.7k views 144 comments



### MEMETIC NANOFAME A CASE STUDY

Lily Chin  
MIT HSP

#### THE CASE STUDY



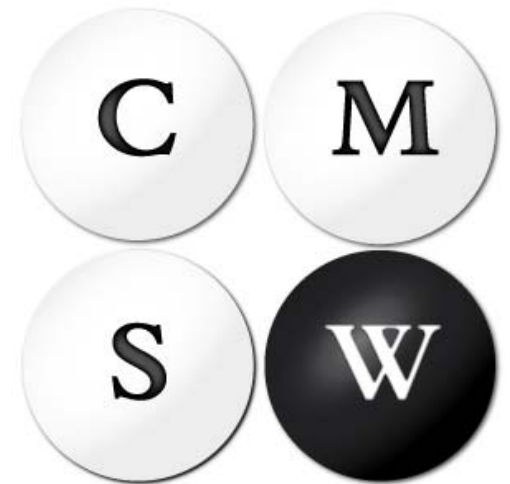
<http://www.youtube.com/watch?v=pL0zID4UM>

# **COMPARATIVE MEDIA STUDIES**

“I CAN STUDY MEMES IN COLLEGE?”

# WHAT IS COMPARATIVE MEDIA STUDIES?

- “critical **analysis**, collaborative **research**, and **design** across a variety of **media**”
  - understanding how media affects people and their communities
- **Analysis**
  - Media Systems - “Credit for Reddit”
- **Research**
  - Network Cultures – “The World Made Meme”
- **Design**
  - Creating Video Games



# MY CMS JOURNEY

- **Popular Culture & Narrative - Children's Lit**

- How 2010 Alice's removal of nonsense turns Alice into a heartless destroyer of non-linear narratives, civilizations, and childhood

- **Introduction to Video Game Theory**

- How Pikmin 2 whitewashes, naturalizes and promotes exploitation – downplaying imperialist ambitions in both the game and in Japan at large

- **Interactive Narrative**

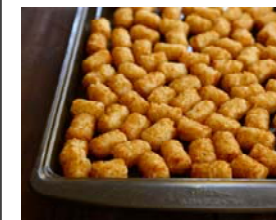
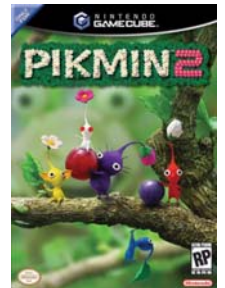
- Created a text adventure about daydreaming in class – and tater-tots?

- **Games and Culture**

- Researched dynamics of different Tetris communities
- Proposing a “research community” framework to better understand speedrunning communities

- **Studies in Film – Color in Film**

- Analyzing the “affective ambivalence” of monochrome in *Blue*, *Tower*, *Vertigo*



## MY CMS JOURNEY

“When I have trouble understanding something – theorizing helps.”

- Eugenie Brinkema

“It’s not enough to just describe a situation. Keep asking yourself ‘Why does this matter?’ What’s at stake?”

- TL Taylor



## WHY DOES THIS MATTER?

**“Most people on the Net, as elsewhere, had never heard of "memes" or "memetics." But now that we're living in an increasingly information-aware culture, it's time for that to change. And it's time for net.dwellers to make a conscious effort to control the kinds of memes they create or circulate.”**

**– Godwin, 1994**

**"Trolls" and the alt-right may have played a prominent role in the 2016 election, but that fact is dependent upon and cannot be untangled from journalistic coverage that amplified their messaging — s\*\*\*post memes very much included.**

**– Phillips, Beyer, Coleman, 2017**

**QUESTIONS?**

## HOW CAN I LEARN MORE?

- **Books**

- *Understanding Media* – Marshall McLuhan
- *This is Why We Can't Have Nice Things: Mapping the Relationship between Online Trolling and Mainstream Culture* – Whitney Phillips
- *The World Made Meme: Public Conversations and Participatory Media* – Ryan Milner
- *Play Between Worlds: Exploring Online Game Culture* – TL Taylor

- **Youtube**

- PBS Idea Channel
- ROFLCon 2012
- KaptainKristian