



# The Internet Memes

# Reasons for our choice ?

It is about computer science !

*(problem, students ?)*

It is controversial

It is fascinating and amusing

*(Why so serious ?)*



**CHALLENGE ACCEPTED**



Internet Meme

<http://memes.org/internet-memes>

By admin - Posted on August 8th, 2007

Christopher 'Moot' Poole Doubles Down on Web Anonymity With Canvas

<http://finance.yahoo.com/news/Christopher-Moot-Poole-atlantic-3306551007.html?x=0>

Gillian Terzis, On Monday March 21, 2011, 8:02 am EDT

With 'LOLcats' Internet Fad, Anyone Can Get In on the Joke

<http://online.wsj.com/article/SB118798557326508182.html>

Aaron Rutkoff, August 2007

Jessi Slaughter

<http://knowyourmeme.com/memes/jessi-slaughter>

Zebrach, May 2010

# Text n° 1

## Internet Meme



Memes.org. August 8th, 2007

TramAnh DO  
Yann SOLIMAN

# Vocabulary

Word	Phonetic	Meaning
Meme	/'mi:m/	Any unit of cultural information that is transmitted verbally or by repeated action from one mind to another
Faddy	/'fæd.i/	liking or disliking particular things, especially food, for no good reason
Trickery	/'trɪk.ər.i/	when you use tricks to deceive or cheat people
Parody	/'per.ə.di/	writing, music which intentionally copies the style of someone famous, making the features or qualities of the original more noticeable in a way that is humorous
Hoax	/hoʊks/	a plan to deceive someone
Slander	/'slæn.də/	a false spoken statement about someone which damages their reputation
Straightforward	/,streɪt'fɔ:rwəd/	easy to understand or simple
Frivolity	/frɪ'vɔ:l.ə.tj/	silly and thoughtless behaviour, or silly and not important things
Trivia	/'trɪv.i.ə/	details or information that are not important

# What is a meme ?

« A **meme** is any unit of cultural information, such as a practice or idea, that is transmitted verbally or by repeated action from one mind to another. »

# What is an Internet meme ?

« An **Internet meme** is a meme, a catchphrase or concept, that spreads from person to person on the Internet. »

- A fad popular phenomenon
- An identifiable content (not like a trend)
- Spread voluntarily

# A typical Internet meme

- A digital file that gets passed from one user to another using whatever transmission (emails, blogs, social networks,...)
- Its content is usually not useful

# Where does a meme come from?

- Vanity sites
- Photo sharing sites
- Video sharing sites

Everything on the Internet where people can share their own creation.

# Hoaxes can become meme

- Many memes are first of all rumors of false story.
- For example a fake sale on eBay created just to amuse people

# Wikipedia memes

- Fake Wikipedia articles to spread a meme

# Marketing

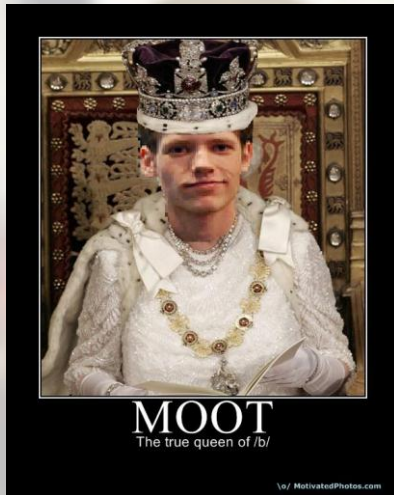
Marketings professionnels use Internet memes as a form of « Virtual Marketing »

It's a way to create an image of trendiness.

For example some films get interest by using memes

# Text n° 2

## Christopher 'Moot' Poole Doubles Down on Web Anonymity with Canvas



The Atlantic . March. 21<sup>th</sup> 2011

**Dimitri Pertin**  
**Romain Vigo-Benia**

# Vocabulary (1/2)

Word	Phonetic	Meaning
Salvo	/'sælvʊʊ/	a simultaneous or successive discharge of artillery, bombs
Overarching	/,oʊvər'ɑrtʃɪŋ/	forming an arch above: great trees with overarching branches.
Hotbed	/'hɒt,bɛd/	a place or environment favoring rapid growth or spread
Thread	/θrɛd/	a series of newsgroup messages dealing with the same subject
Arcane	/ɑr'keɪn/	known or understood by very few
Loiter	/'lɔɪtər/	waste time or dawdle over work
Venture	/'vɛntʃər/	an undertaking involving uncertainty as to the outcome
Bode	/boʊd/	to be an omen of

# Vocabulary (2/2)

Word	Phonetic	Meaning
Dwell	/dwɛl/	to live or stay as a permanent resident
Clout	/klaʊt/	a blow, especially with the hand
Bugbear	/'bʌg, bɛər/	a persistent problem or source of annoyance.

# Christopher « moot » Poole

- 23 year old
- 4chan and Canvas (anonymity)
- Against Facebook & Twitter (identity & « authenticity »)

## 4chan

- Imageboard
- Place where memes come from
- Strong sense of belonging in an online community
- 10 to 12 million visitors a month
- Makes little money (ads for adult services)
- No rule

# Canvas

- .More ambitious imageboard
- .A lot of investors => cultural cash cow
- . Need to be more sensitive with content
- . Anonymous users but need to log in beta (via Facebook)

## The aim of anonymity

- . Liberates users (as content makers)
- . From pressure of creating something hilarious
- . When unsuccessful attempts surface, they tend to disappear
- .No name, no shame
- .It is the content, not the creators, that reigns supreme

## Critics

Internet is a hotbed for anarchy  
transgression of society's moral codes  
casual perpetuation of homophobia and misogyny

-> fixed identities = a necessary regulatory measure

## But

it is anonymity that reveals most about human behavior  
« no need to mask your opinions because there are no  
Consequences »  
an authentic, online culture

# Text n° 3

With 'LOLcats' Internet Fad, Anyone Can  
Get In on the Joke



The Wall Street Journal, Aug. 25<sup>th</sup> 2007

Léna DELMAS  
Alexis FORTIN  
Pierre VIGREUX

# Vocabulary

Word	Phonetic	Meaning
fad	fad	an intense and widely shared enthusiasm for something, esp. one that is short-lived and without basis in the object's qualities
high-strung	hAI strʌŋ	nervous, excitable, agitated, temperamental, sensitive
whim	wɪm	a sudden desire or change of mind, esp. one that is unusual or unexplained
stumble	'stʌmb(ə)l	trip or momentarily lose one's balance; almost fall
purposeful	'pə:pəsʃl	having or showing determination or resolve
sprawl	sprɔt	sit, lie, or fall with one's arms and legs spread out in an ungainly or awkward way
taunt	tɔnt	a remark made in order to anger, wound, or provoke someone
to nail smthg down	neɪl daʊn	identify smthg precisely
dour	'dʊə	relentlessly severe, stern, or gloomy in manner or appearance

# What about the text ?

- How did Mr Nakagawa discover LOLcat
- Launching of a website : become the center of the LOLcat phenomenon
- Very easy to create pictures
- After 9 months, each day :
  - 200,000 different users
  - 0.5 million page views

# What about the text ?

- sprawling gallery
- vote for favorites & comment
- >500 submissions a day
- $\approx$ 12 make the gallery a day
- [Revenues from ads on the site is “more than enough to pay my bills”] said Mr. Nakagawa

# What about LOLcats ?

- History of the LOLcat
- LOLcat  $\subset$  image macro
- “IN UR” comes from gamers
- don't know where LOLcats come from

# What about LOLcats

- Impressive spread
- latest online thing to make people laugh
- simultaneously obscure & accessible
- “This is a very large in-joke, that blurs the old distinction between Net geeks and the normals” said Anil Dash

# What about LOLcats

- Many animals but also many characters, politicians etc...
- Many references but even if we don't get it, it doesn't matter because it's funny to everyone

# Text n° 4

## Jessi Slaughter



Knowyourmeme.com

**Sandy Moliner**  
**Kilian Bernier**  
**Benjamain Villain**

# Jessi Slaughter

- Source : [knowyourmeme.com](http://knowyourmeme.com), a website that lists the memes of the moment
- Author : Terence McDonagh (aka Zebrah, an internet user who likes memes)
- Date : August, 2010

# Vocabulary

Word	Phonetic	Meaning
To retort	/rɪˈtɔːt/	to answer someone quickly in an angry or funny way
To escalate	/ˈes.kə.leɪt/	to make or become greater or more serious
prank	/præŋk/	a trick that is intended to be funny but not to cause harm or damage
To rant	/rænt/	to speak or shout in a loud, uncontrolled or angry way, often saying confused or silly things
alleged	/əˈledʒd/	said or thought by some people to be the stated bad or illegal thing, although you have no proof
To goof	/guːf/	to make a silly mistake
spoof	/spuːf/	a funny and silly piece of writing, music, theatre, etc. that copies the style of an original work
To slap	/slæp/	to hit someone with the flat part of the hand or other flat object
footage	/ˈfʊt.ɪdʒ/	(a piece of) film especially one showing an event

# The beginning of the phenomenon

- Jessi Slaughter, an 11 years old girl
- She has posted videos on Youtube where :
  - she sings
  - talks to her friends
  - talks about her passion for the music band "Band Blood Of The Dancefloor »
  - shows pictures slightly sexy
- July 10, she obtained a microcelebrity :
  - a rumor started on Stickydrama -> a relationship between her and Dahvie Vanity, 25, lead singer of « Blood on the Dance Floor ».

# The 4chan's target

- One video caught the attention of 4chan's regulars where she says :
  - « If you hate me, f\*\*k you »
  - « You're jealous of me, i'm more pretty than you »
  - « I'm perfect »
- Beginning of the trolling on 4chan
  - « she is stupid and ugly »
  - some have found her personal information and have hacked a lot of her accounts
- She continued posting and taunting trolls

# When it becomes too hard to bear

- After insults and death threats she posted a new video with her enraged father
- He delivered phrases that became highly-quoted on 4chan
  - « backtraced », « cyberpolice », « consequences will never be the same »
  - ...
- Jessi had been placed under police protection soon after the video went viral
- A brief appearance on « Good Morning America »

# Debate

