

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.

1. What gender do you identify as?

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

- Male
- Female
- Other: _____

2. What is your college academic year?

Mark only one oval.

- Freshman
- Sophomore
- Junior
- Senior
- Other: _____

3. Select your age group.

Mark only one oval.

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

What do you know about Internet Memes?

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

Mark only one oval.

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

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

Mark only one oval.

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

6. How familiar are you with internet memes?

Mark only one oval.

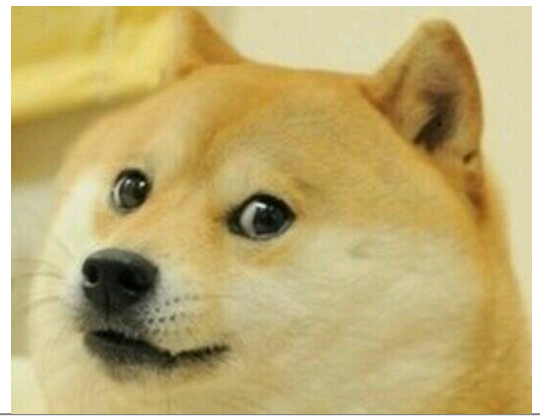
- Very familiar: I can recognize 10+ memes
- Fairly familiar: I can recognize 6-9 memes
- Somewhat familiar: I can recognize 2-5 memes
- Unfamiliar: I can recognize 0-1 memes

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

Select all of the memes you've seen before.
Check all that apply.



Keep Calm and...



Doge



Rick Harrison



Dat Boi



Harambe



Spongegar

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

Select all of the memes you've seen before.
Check all that apply.



Nyan Cat Meme



Piko-Taro



Don't Worry, I'm Wearing



Jojo Posing



Horse Head Mask



Qi Attack

Your experience with Internet Memes

9. Where do you see memes most often?

Select all the places you see memes.
Check all that apply.

- News Programs
- Facebook
- Reddit
- Twitter
- Other: _____

10. How often do you see internet memes?

Mark only one oval.

- 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: _____

11. What types of memes do you see most often?

Check all that apply.

- 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: _____

12. Have you ever seen a meme used for...

Check all that apply.

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

13. How many times have you shared an internet meme?

Mark only one oval.

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

14. I would share a meme if it...

Mark only one oval per row.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Makes me and/or my friends laugh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has an educational message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contains critical information everyone should know	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aligns with my ideals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relates to me on a personal level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uses a cute image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would never share a meme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What do you think about Internet Memes?

15. What is the overall attraction of internet memes for you?

Check all that apply.

- 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: _____

16. What do you think is the purpose of internet memes?

Mark only one oval per row.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
To make someone laugh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To educate ourselves and others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To spread critical information that everyone should know	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To connect with others' ideals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To relate with others on a personal level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To spread cute pictures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet memes have no purpose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. I like/dislike memes about...

Select either "like" or "dislike" for each type of internet meme.
Mark only one oval per row.

	Like	Neutral	Dislike
Viral media: e.g. Gangnam Style, Nyan Cat, Ermahgerd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Politics: e.g. Putin 140% Voter Turnout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Famous faces: e.g. Condescending Wonka, Spongegar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events in the news: e.g. Kanye Interrupts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animals: e.g. LOL Cat, Doge, Socially Awkward Penguin (SAP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. I like these types of memes because they...

Check all that apply.

- Make me and/or my friends laugh
- 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: _____

19. I dislike these types of memes because they...

Check all that apply.

- 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: _____

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

Mark only one oval.

- Definitely popular *Skip to question 21.*
- Probably popular *Skip to question 21.*
- Probably not popular *Skip to question 22.*
- Definitely not popular *Skip to question 22.*
- I don't know *Skip to question 23.*

Skip to question 23.

Why do you think internet memes are popular in Japan?

21. I think they're popular because...

Mark only one oval.

- 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: _____

Skip to question 23.

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

22. I think they aren't popular because...

Mark only one oval.

- Meme content is country-specific, so it cannot bridge cultural differences
- Memes are in English, not Japanese
- Japan uses different types of social media
- Other: _____

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.

23. Email address

24. 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?

