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
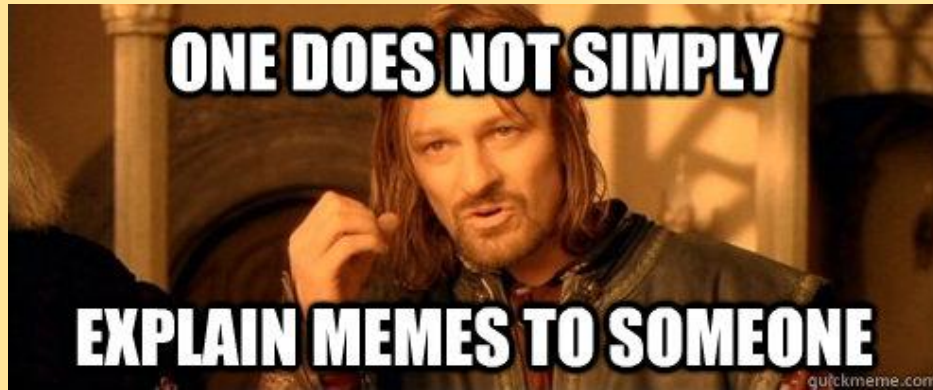
Definition of a Meme

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

(Börzsei, 2013)

Pronunciation = /miːm/

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:
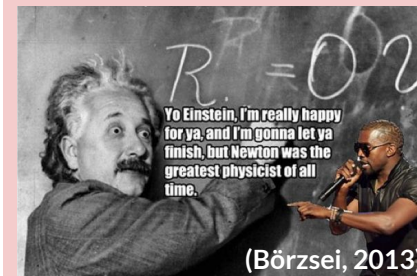
Unique phrasing	Personal photos	Famous images	Events in news

original

meme sample

CATS : ALL YOUR BASE ARE BELONG TO US.

ALL YOUR BOX

ARE BELONG TO US

Yo Einstein, I'm really happy for ya, and I'm gonna let ya finish, but Newton was the greatest physicist of all time.

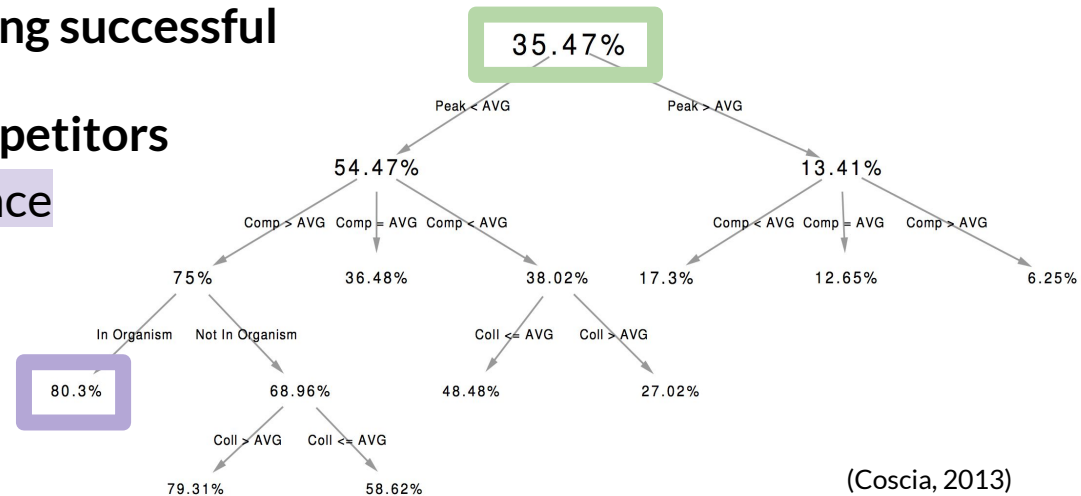(Börzsei, 2013)

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**

```
                              35.47%
                    Peak < AVG        Peak > AVG
                54.47%                        13.41%
     Comp > AVG  Comp = AVG  Comp < AVG    Comp < AVG  Comp = AVG  Comp > AVG
     75%        36.48%      38.02%        17.3%       12.65%      6.25%
  In Organism  Not In Organism      Coll <= AVG  Coll > AVG
  80.3%      68.96%              48.48%       27.02%
        Coll > AVG  Coll <= AVG
        79.31%      58.62%
```

(Coscia, 2013)

Meme Examples: Main Types

Two main types of memes:

High-fidelity static memes

Remixed memes

Replicated with very
little variation

Replicated via evolution, adaptation,
& transformation of original

(Knobel, 2005)

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)

WELL MEME'D

OLD SPORT

more examples

倍返しだ！ やられたら

お題 by シモン photo by シモン

ライス頼んだはずなのに半ラ
イスがきた

Noticed your driveway was full

All good, found a spot

the rainbow

i tastes it

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.*

Gamer Version

Original Photo (Twitter)

Western Adaptation

Star Wars Version

Music Version

(Know Your Meme, 2016)

History of Memes

History of Memes: 1980s
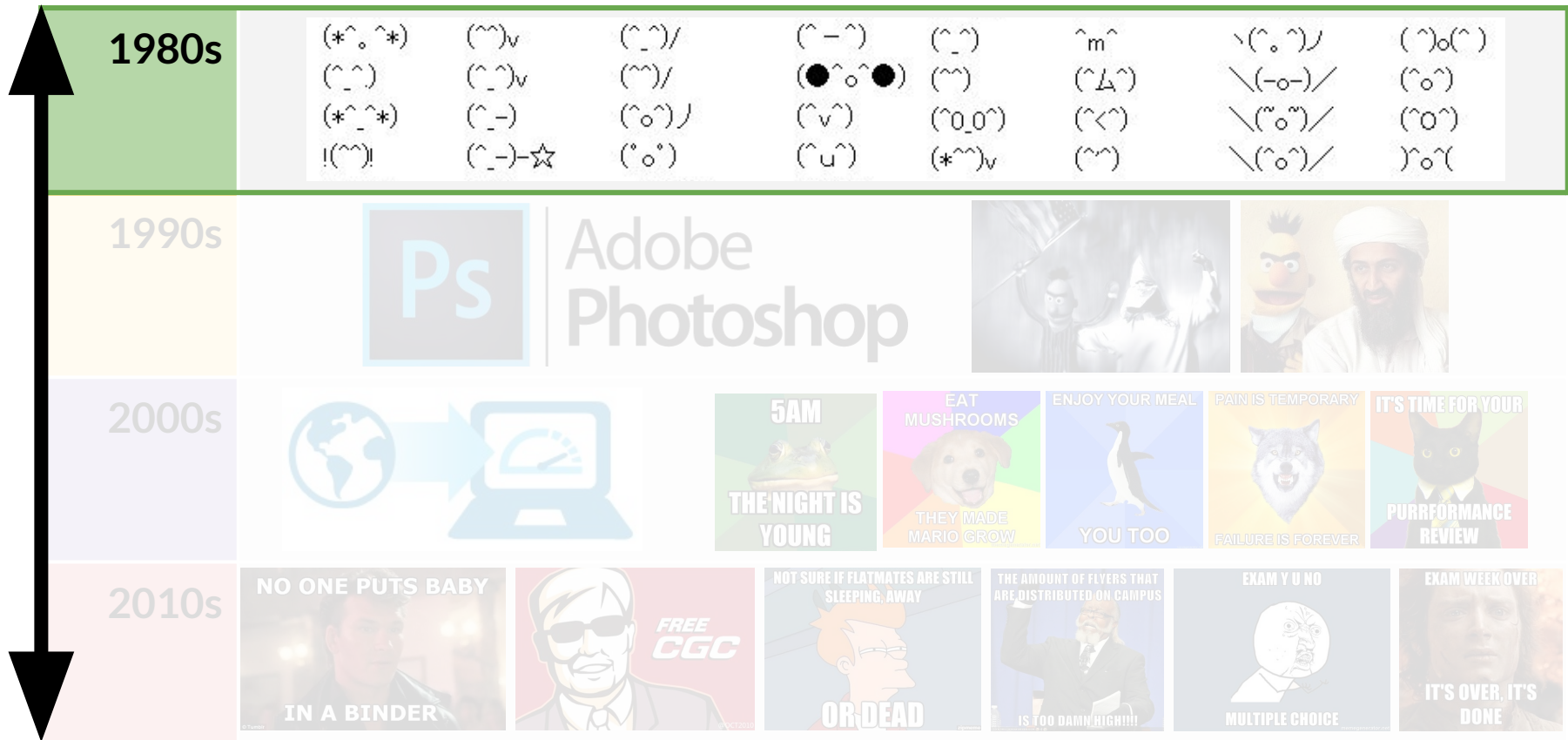
1980s

(*^｡^*)	(^^)v	(^_^)/	(^ – ^)	(^_^)	^m^	`(^_^)´	(^)o(^)
(^_^)	(^_^)v	(^^)/	(●^o^●)	(^^)	(^ム^)	\(-o-)/	(^o^)
(*^_^*)	(^_)	(^o^)/	(^v^)	(^0_0^)	(^<^)	\(^o^)/	(^0^)
!(^^)!	(^_^)-☆	(´o^)	(^u^)	(*^^)v	(^^)	\(^o^)/	)^o^(

1990s

2000s

5AM
THE NIGHT IS YOUNG

EAT MUSHROOMS
THEY MADE MARIO GROW

ENJOY YOUR MEAL
YOU TOO

PAIN IS TEMPORARY
FAILURE IS FOREVER

IT'S TIME FOR YOUR
PURRFORMANCE REVIEW

2010s

NO ONE PUTS BABY
IN A BINDER

FREE CGC

NOT SURE IF FLATMATES ARE STILL SLEEPING, AWAY
OR DEAD

THE AMOUNT OF FLYERS THAT ARE DISTRIBUTED ON CAMPUS
IS TOO DAMN HIGH!!!!

EXAM Y U NO
MULTIPLE CHOICE

EXAM WEEK OVER
IT'S OVER, IT'S DONE
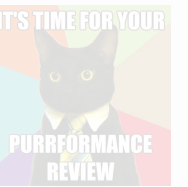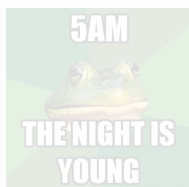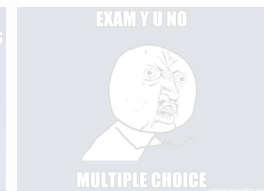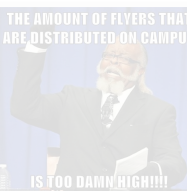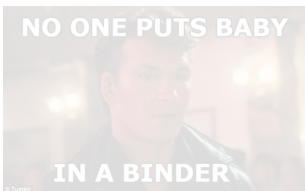
History of Memes: 1980s

1980s

1982   **First meme** = emoticons created by Scott Fahlman (Börzsei, 2013)

Entertain as well as convey complex ideas & emotional states

```
:DD         Happy smiley face       :-F        Bucktooth vampire
+<||-)      Knight                  5:-)       Elvis Presley
```

1986   Emoticons first used in Japan by Taishi Wakabayashi & binbou (Suzuki, 2007)

```
(ˆωˆ)   Cheerful               (ﾉдヽ)    Fearful
(≧▽≦)   Anticipation           (￣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
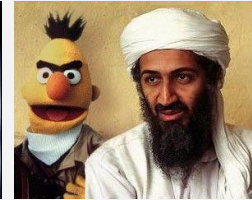
History of Memes: 1990s

1980s

1990s

2000s
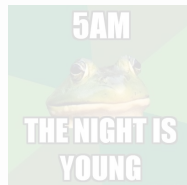
2010s
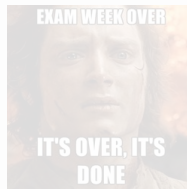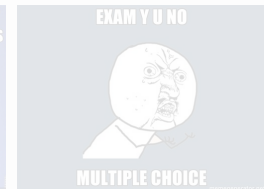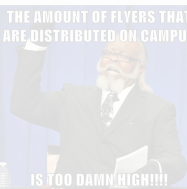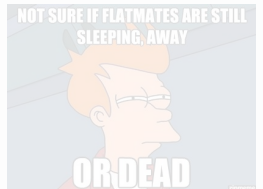
History of Memes: 1990s

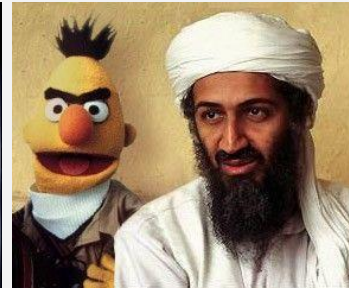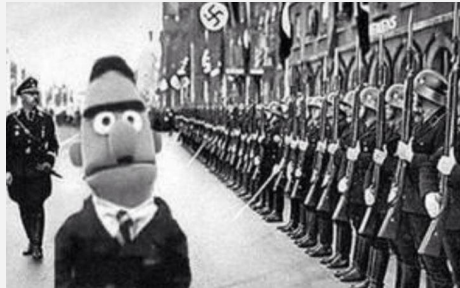|		
1990s		
1990–4	Adobe Photoshop released Layers make manipulating images easier	
1997	**First modern remixed meme** = "Bert is Evil" by Dino Ignacio	
1998–9	Easily add text to images in Photoshop "Save for Web" adjusts image size & quality for Internet use (Börzsei, 2013)	
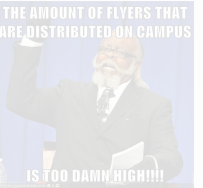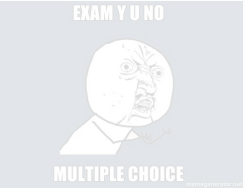
History of Memes: 2000s

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)

EAT MUSHROOMS THEY MADE MARIO GROW

ENJOY YOUR MEAL YOU TOO

PAIN IS TEMPORARY FAILURE IS FOREVER

IT'S TIME FOR YOUR PURRFORMANCE REVIEW

History of Memes: 2010s
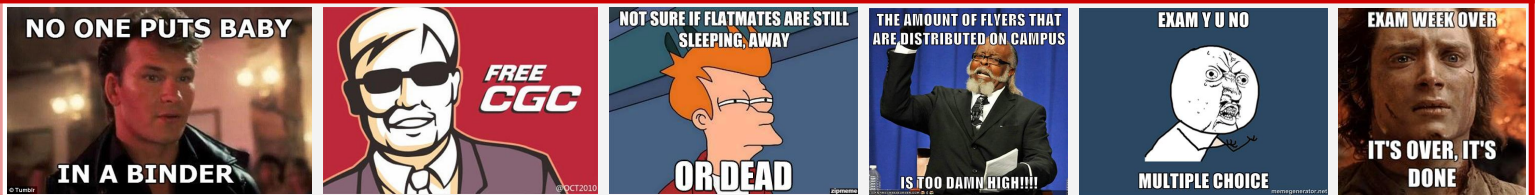
History of Memes: 2010s

2010s

2010 Use of memes to address societal issues:

- Express opinions
- Encourage participation
- Stand up for a cause
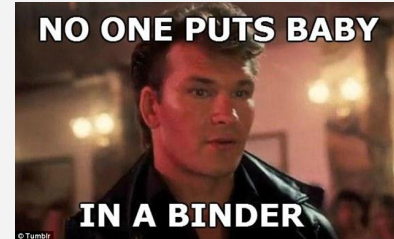
2012 Webpages for community-specific memes arise

University Example

(Börzsei, 2013)
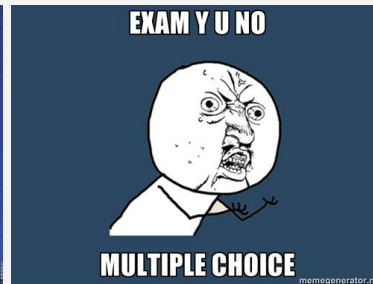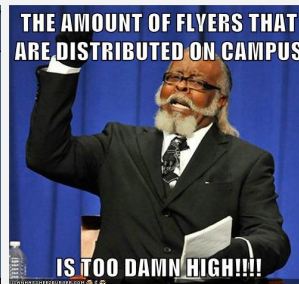
Memes & Social Media

Top 3 Social Media Platforms
■ Japan ■ America

46%	42%	42%	
		38%	
5.2%	0%		5.2%
			0%
Twitter	LINE	Facebook	Reddit
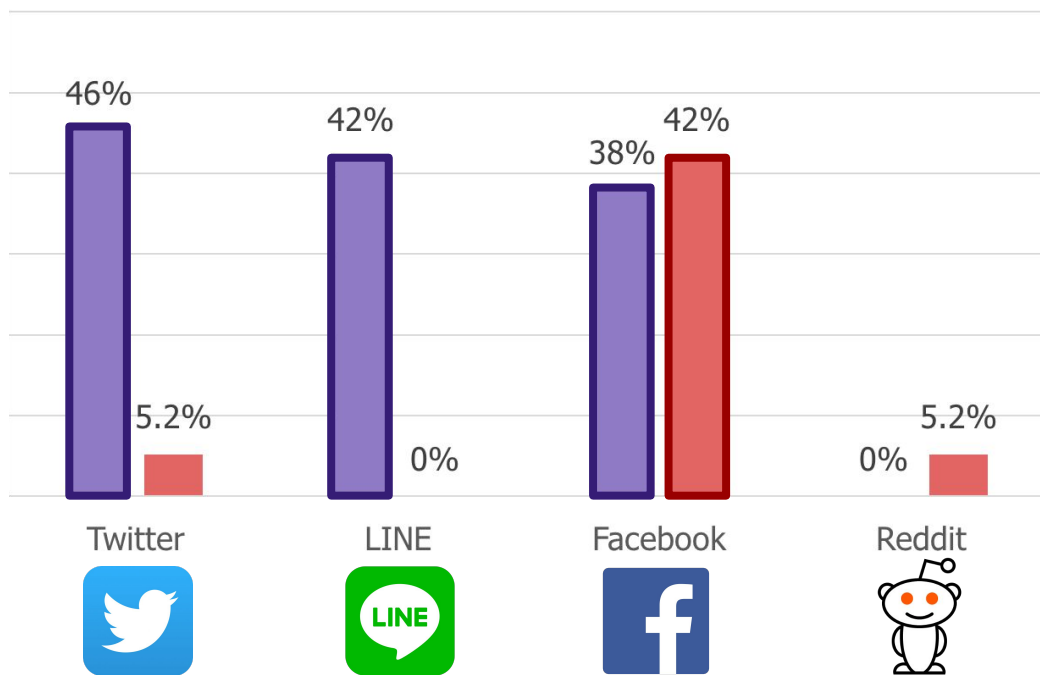
Americans use:

Facebook

Japanese simultaneously use:

Facebook, Twitter, & LINE

(Statista, 2016)

Memes & Social Media (cont.)

Memes Tagged "Japan" & "America"

America **788** **952** Japan

Total Memes
15,425
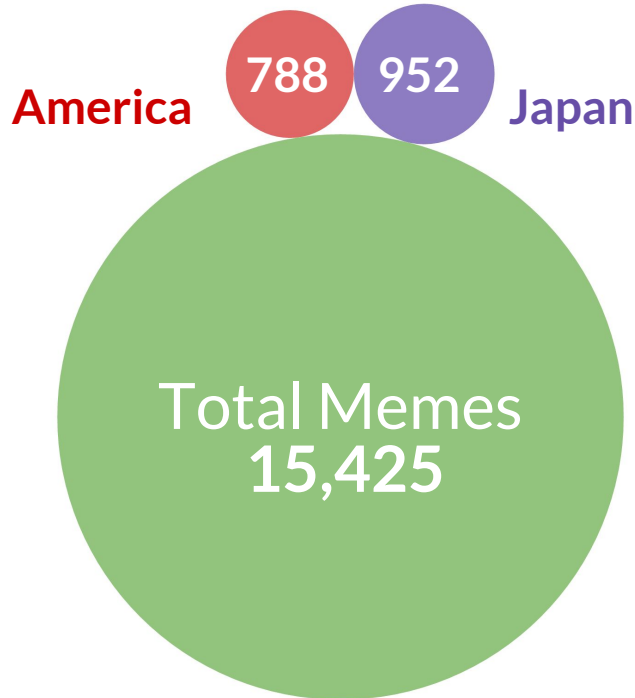
Of 15,425 documented memes, only a small percentage are acknowledged as "Japan" or "America."

↓

**Where memes originate
is largely unknown.**

(Know Your Meme, 2017)

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"?

Broad Definition — America: 75.0%, Japan: 5.0%
Superficial Definition — America: 17.5%, Japan: 20.0%
False Definition — America: 2.5%, Japan: 30.0%
Unfamiliar with Naming — America: 0.0%, Japan: 20.0%
Unfamiliar with Memes — America: 0.0%, Japan: 25.0%

DOESN'T KNOW ANSWER TO QUESTION

HAS WIKIPEDIA OPEN IN ANOTHER TAB

DIYLOL.COM
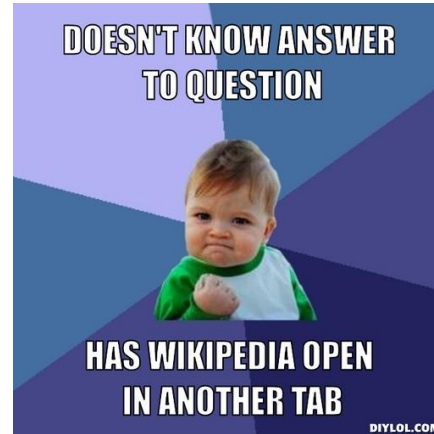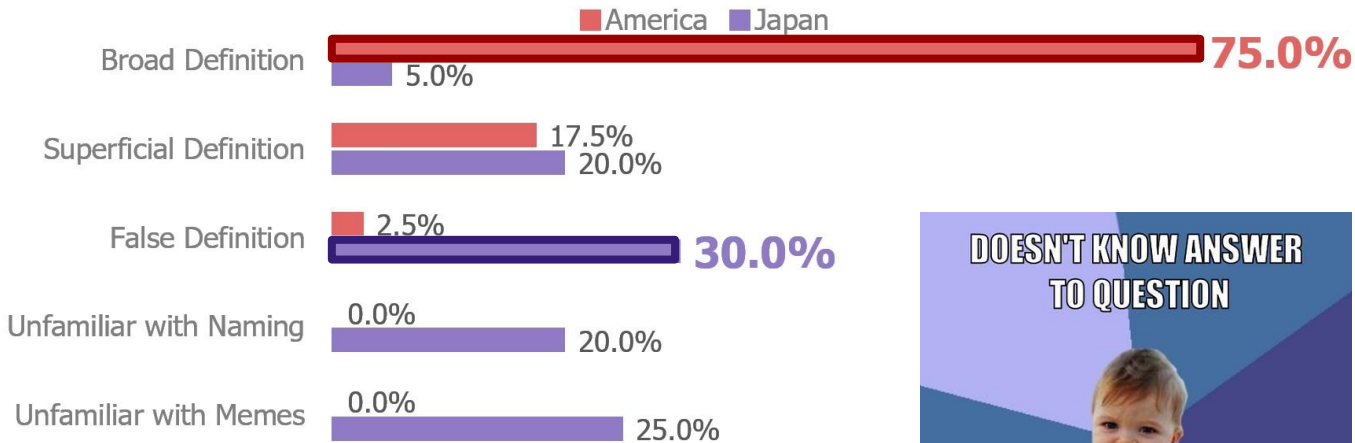
All **American students** knew memes & **most** chose broad definition

Of **55% Japanese students** who knew, **only ¼** chose broad definition

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

■ America   ■ Japan

Source	Value
Friends and Family	America 50.0% / Japan 5.0%
Developed Over Time	America 87.5% / Japan 20.0%
Online Definition	America 2.5% / Japan 47.5%
No Definition	America 0.0% / Japan 10.0%
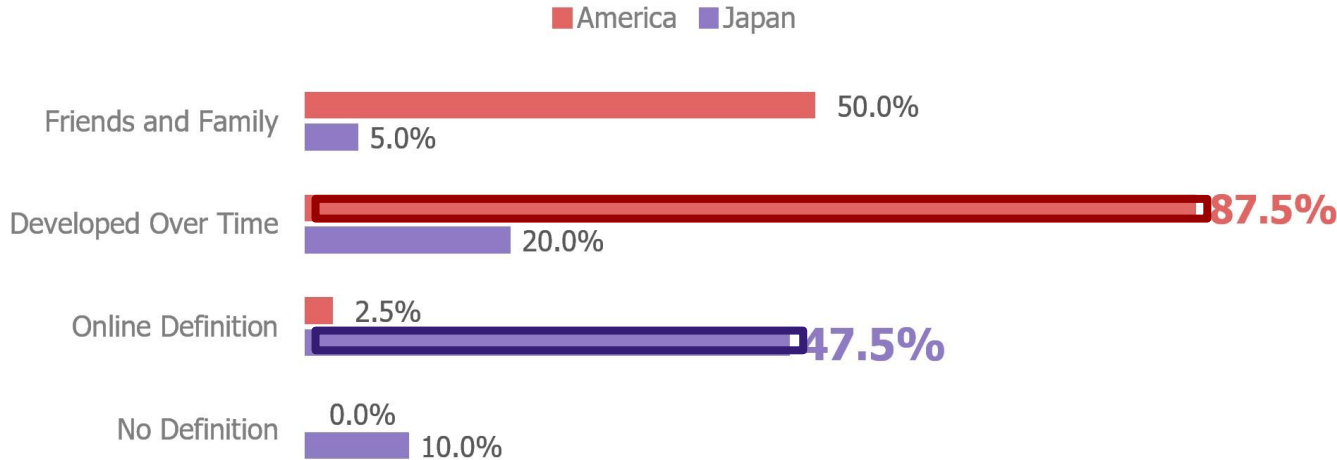
Most **American** students **developed a definition over time**

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

How familiar are you with internet memes?

■America ■Japan

Very Familiar	**60.0%**
	10.0%
Somewhat Familiar	12.5%
	37.5%
Fairly Familiar	25.0%
	5.0%
Unfamiliar	2.5%
	47.5%
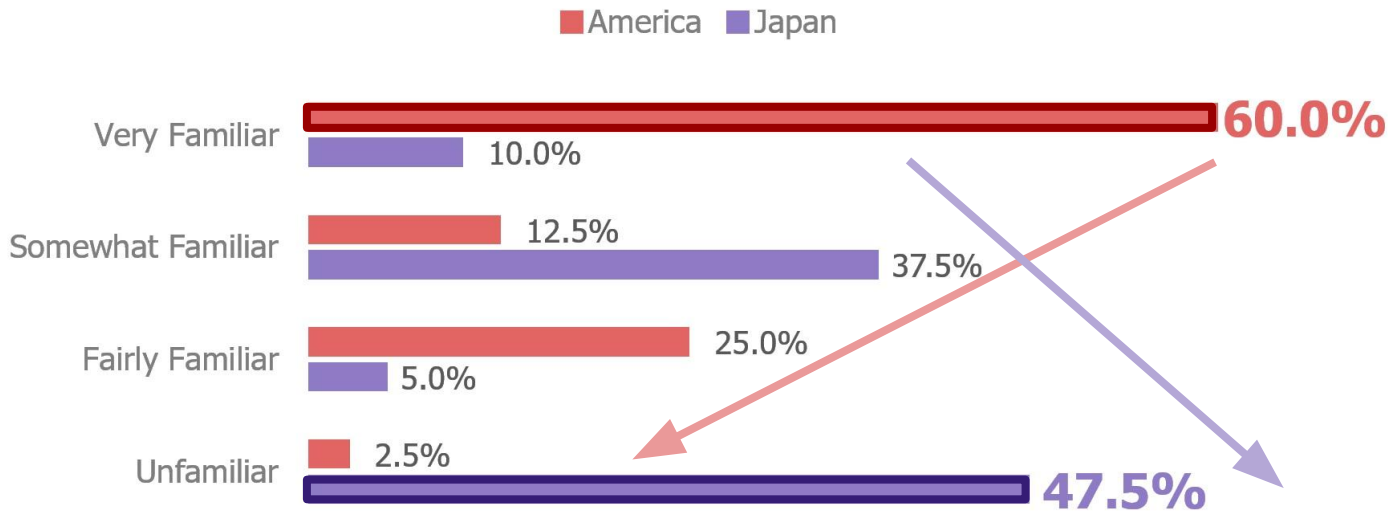
60% of the **American students** answered they are **very familiar**

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

How many of these memes do you recognize?

American Memes

Japanese Memes

How many of these memes do you recognize?

American   Japanese

67.08%

15.42%

American Memes

49.17%

64.58%
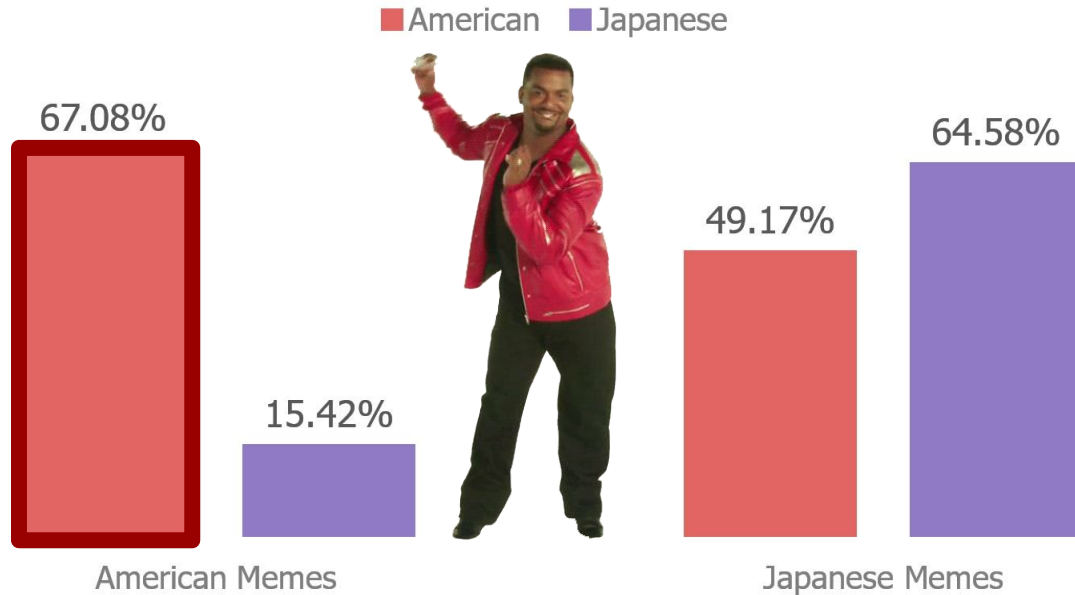
Japanese Memes

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

How many of these memes do you recognize?
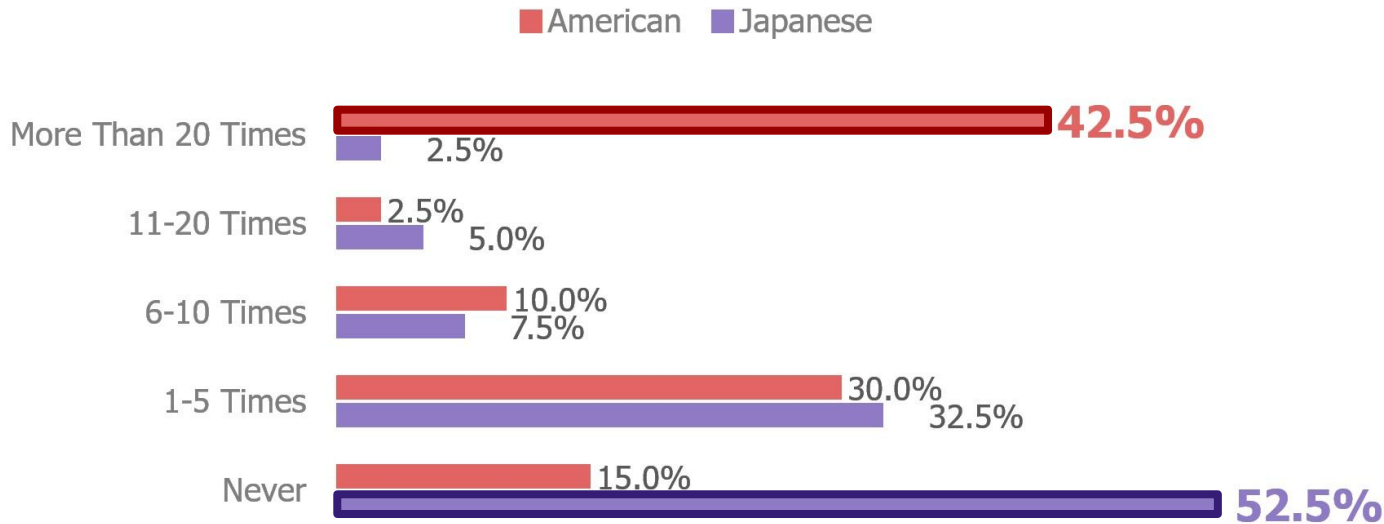
American ■ Japanese ■

67.08%

15.42%

49.17%

64.58%

American Memes

Japanese Memes

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

I would share an internet meme if it...

Japan
- Agree
- Neutral
- Disagree

America
- Agree
- Neutral
- Disagree

Makes laugh
- 2.5% / 95%
- 20.5% / 10.3% / 69.2%

Educational Message
- 13.9% / 22.2% / 63.9%
- 15.7% / 26.3% / 57.9%

Critical Info
- 17.5% / 27.5% / 55%
- 18.4% / 23.7% / 57.9%

Aligns Ideals
- 53.3% / 40%
- 15.8% / 31.6% / 52.6%

Personally Relate
- 20% / 75%
- 20.5% / 20.5% / 59%

Cute image
- 17.5% / 35% / 47.5%
- 35.1% / 40.5% / 24.3%

Never
- 51.7% / 34.5% / 13.8%
- 31.6% / 36.8% / 31.6%
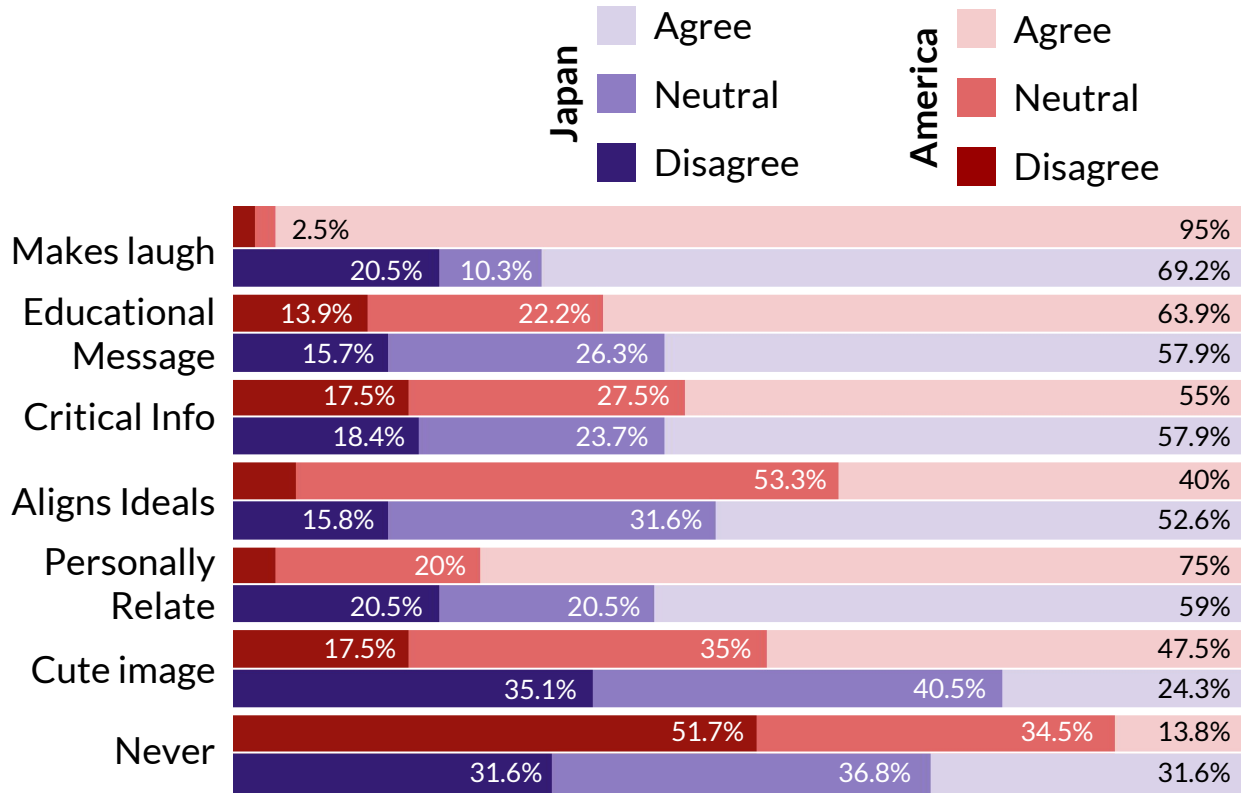
Both Japanese & American students like to share memes that **make people laugh** most.

American students are generally more **willing to share** memes.

What do you think is the purpose of internet memes?

Japan — Agree, Neutral, Disagree
America — Agree, Neutral, Disagree

Make laugh
- America: 5% | 95%
- Japan: 7.7% | 92.3%

Educational Message
- America: 20.5% | 30.8% | 48.7%
- Japan: 31.6% | 31.6% | 36.8%

Critical Info
- America: 25.6% | 30.8% | 43.6%
- Japan: 21% | 34.2% | 44.7%

Align Ideals
- America: 25% | 70%
- Japan: 26.3% | 34.2% | 39.5%

Personally Relate
- America: 22.5% | 70%
- Japan: 10.5% | 7.9% | 81.6%

Cute image
- America: 20% | 32.5% | 47.5%
- Japan: 29% | 55.3% | 15.8%

None
- America: 71% | 18.4% | 10.5%
- Japan: 28.2% | 35.9% | 35.9%

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）

■American ■Japanese

Definitely Popular — 17.5% / 22.5%

Probably Popular — 55.0% / 62.5%

Probably Not Popular — 12.5% / 0.0%

Definitely Not Popular — 0.0% / 0.0%

I Don't Know — 15.0% / 12.5%
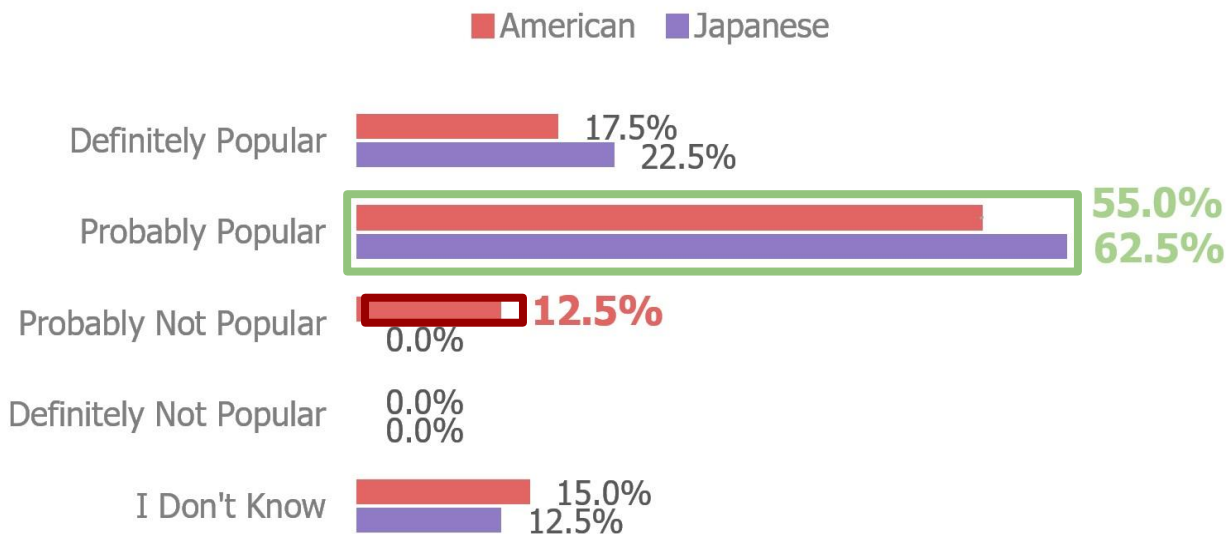
Both Japanese & American students agree—memes are popular.

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

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

(Americans asked about Japan, Japanese asked about America)

■American ■Japanese

Meme Humor Is Universal	American 32.5% / Japanese 35.0%
Western Media Is Popular Everywhere	American 0.0% / Japanese 7.5%
Memes Spread Infinitely Online	American 37.5% / Japanese 37.5%
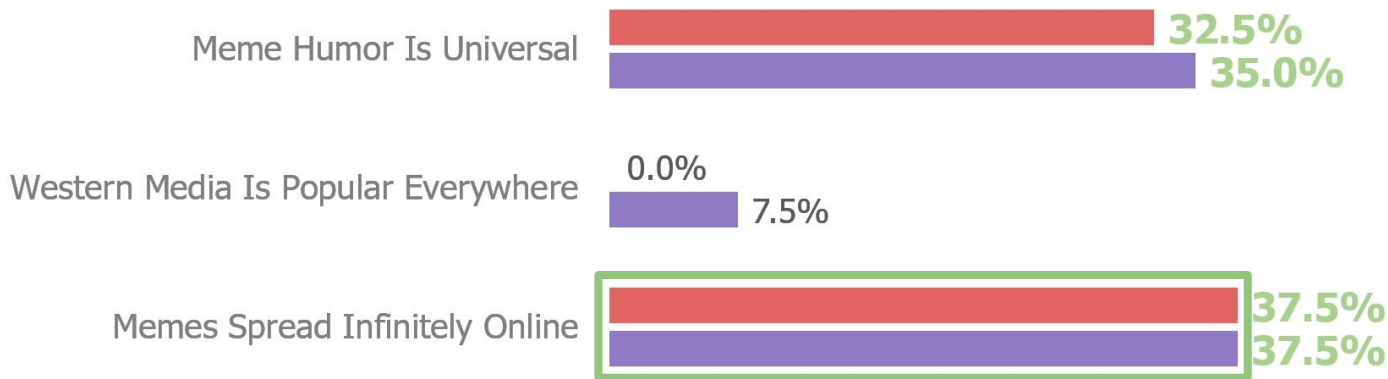
Both agree that memes can **spread infinitely online** & **humor is universal.**

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

(Americans asked about Japan, Japanese asked about America)

America ■ **Japan**

60.0%

MEME CONTENT IS
COUNTRY SPECIFIC

20.0%

AMERICA/JAPAN USES
DIFFERENT SOCIAL MEDIA

20.0%

MEME'S AREN'T RELEVANT
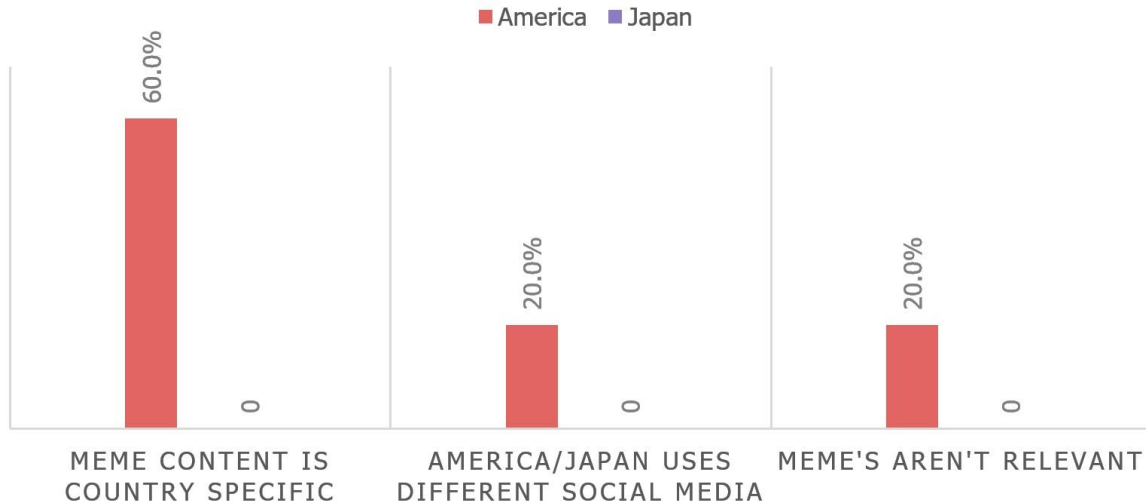
Five American students answered

60% because meme content is country-specific

20% each because "Japan uses different social media" & "memes arent' 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**
Memes Recognized	**More familiar with own country's memes**	
Willingness to Share	Willing to share memes	
Purpose of Memes	**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?
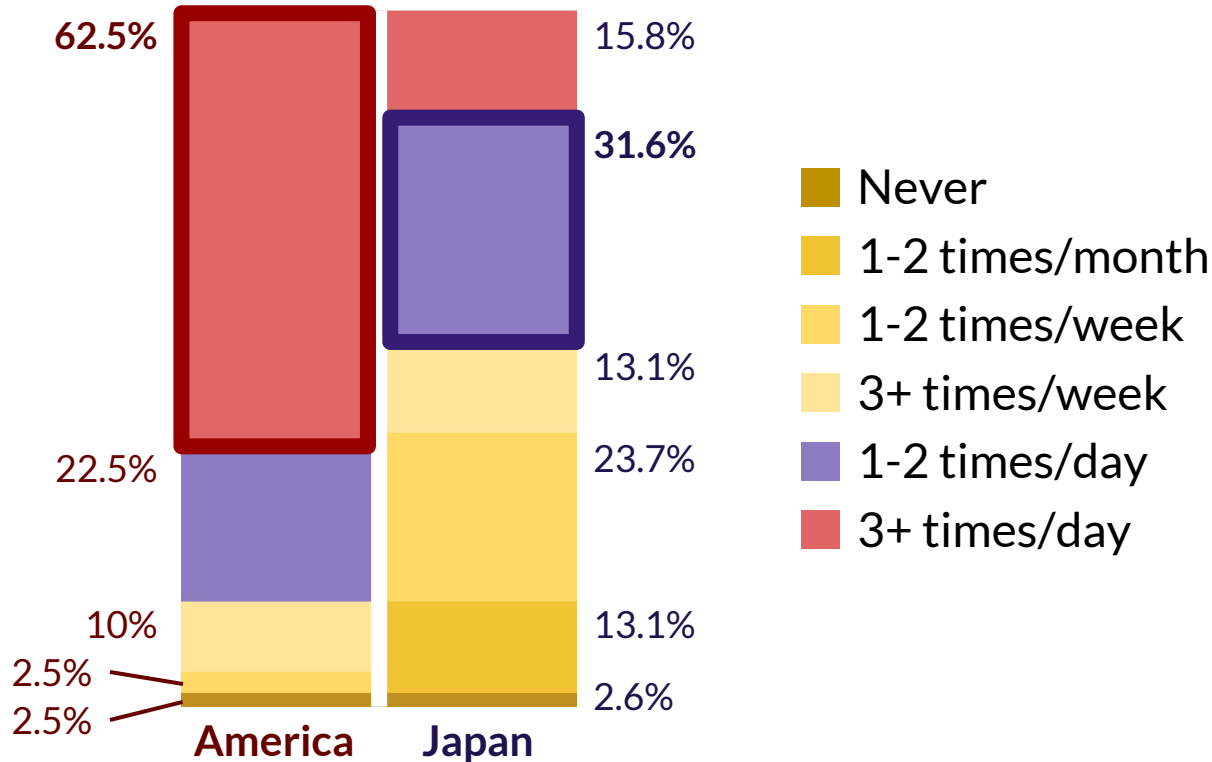
Japan ■ America ■

	Twitter	LINE	Facebook	Reddit	News Programs	Other
Japan	39.6%	4.2%	45.8%	0.0%	4.2%	6.3%
America	18.5%	0.0%	44.6%	10.8%	0.0%	26.2%

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

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 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
			Recent Events
	Both countries like Animal memes		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		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 <u>like</u> 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?

■ America ■ Japan

Are funny and make you laugh
America: 87.5%
Japan: 65.0%

Are clever and make you think
America: 45.0%
Japan: 27.5%

Unique way to spread messages
America: 55.0%
Japan: 37.5%

Related to your interests
America: 30.0%
Japan: 15.0%

Have no attraction to memes
America: 2.5%
Japan: 12.5%
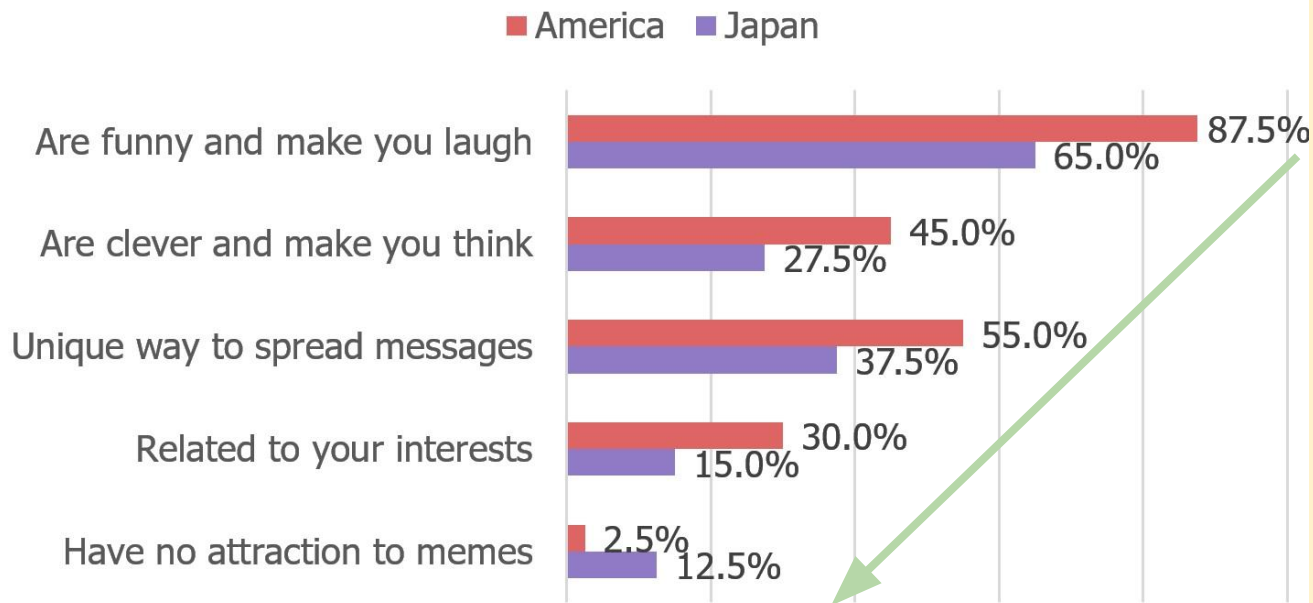
Both countries follow same trend

↓

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

To Be Continued

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

To Be Continued

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

To Be Continued

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

To Be Continued

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

To Be Continued

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/01/014781da1f833de2b41f115a86ac6b53e2e0018f300f4599872ff86e29a
    d5983.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

To Be Continued

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

To Be Continued

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/c546f5fddb8e9e242449b8178ecc77edd0f38e00/687474703a2f2f693
        32e70686f746f6275636b65742e636f6d2f616c62756d732f7938332f53706163654769726c333930302f4c4f4c
        4361742d5261696e626f772e6a7067

To Be Continued

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/productsub-category/images/internet-connectivity/high-speed-i
    nternet-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-germa
    n-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

To Be Continued

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

To Be Continued

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/86/865825e5beb7b76456e07797bb2735450bd604442239e9ab18033a5e1ac
    10ee7.jpg

PBS. (n.d.). *Doge* [digital image]. Retrieved
    fromhttps://pbs.twimg.com/profile_images/378800000822867536/3f5a00acf72df93528b6bb7cd0a4fd0c.jpe
    g

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

To Be Continued

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

To Be Continued

Bibliography—Images 11

Lazy Coworker Gets All the Attention [digital image]. (n.d.). Retrieved from http://e.lvme.me/l517kxt.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

To Be Continued

Acknowledgements

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

HERE'S TO ALL THE MEMES

THAT MAKE US SMILE

Questions?