

Use of Memes: Comparison Between Japan and America

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Outline

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Significance of the Study

Quenton

- Different types of social media & user generated content in Japan
- Cultural associations & sense of comedy
- Why things become popular in social media

Heather

- Development of memes
- Interest in design differences between Japan & America
- How interesting designs in Japan translate into meme culture

We want to find the differences in meme culture between Japan & America in order to discover how 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?



Literature Review: Definition of a Meme

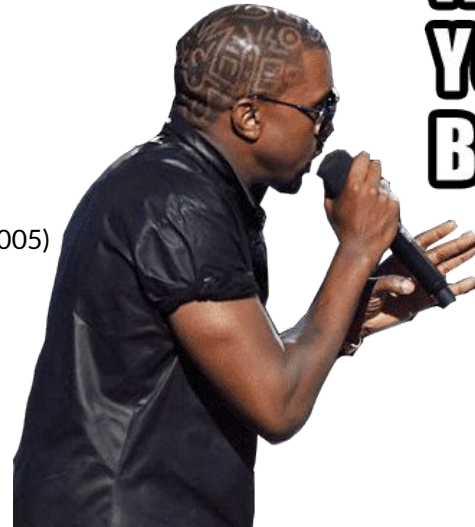
Mimema = Ancient Greek, “something imitated” (Börzsei, 2013)

Internet Meme = the posting, sharing, and remixing digital content to communicate jokes, emotions, & opinions (Rosa-Carrillo, 2015)

1. **High fidelity static memes** = replicated with very little variation
2. **Remixed memes** = replicated via evolution, adaptation, transformation of original (Knobel, 2005)

Image macro = most widely used meme (Börzsei, 2013)

An image with superimposed text, witty message, or catchphrase (Rosa, 2015)



**IMMA LET
YOU FINISH
BUT...**

Literature Review: Examples of Memes

Successful memes = ‘meta-memes’ (aka memeplexes); memes that construct the overall belief system & fall within a currently acceptable set of norms, standards, beliefs, or practice for a given context (Waddock, 2015)

Case Study: “Qi Attack” aka “Makankosappo” aka “Hadokening” (Know Your Meme, 2016)



Based on the invisible qi-force attack used by characters in the game *Street Fighter* and anime *Dragonball Z*.

Began in Japan, but became an international internet meme.

Case Study

“Qi Attack” Meme



Original Photo (posted on Twitter Japan)



Gamer Version



Star Wars Version



Western Adaptation



Music Version

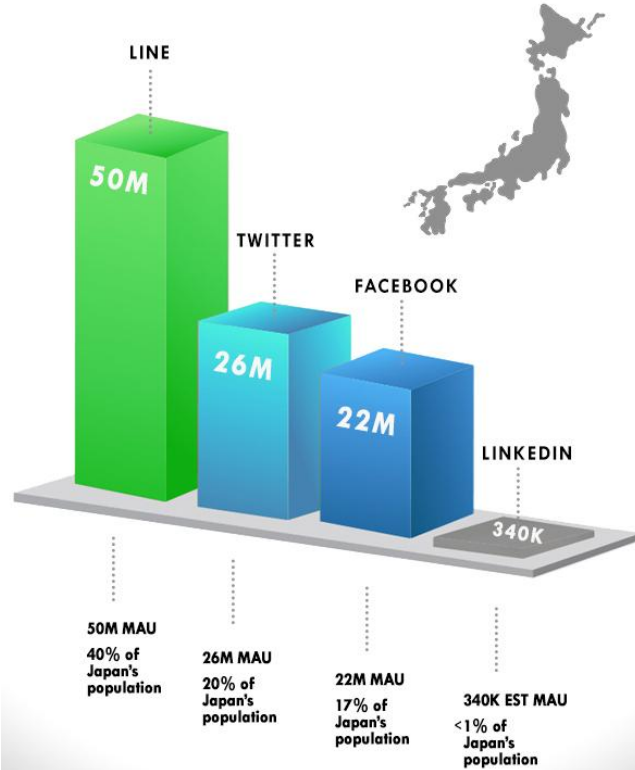
Literature Review: History of Memes

1980s	First meme = emoticon (Börzsei, 2013) Use of word “meme” to describe units of cultural evolution (Dawkins, 1989)
1990s	Photoshop makes creation of memes easier (Börzsei, 2013)
2000s	Increased use of Internet = increased number of memes (Börzsei, 2013)
2006	Emergence of LOLCats & Advice Animal memes (Börzsei, 2013)
2009	“Meme” emerges in mainstream (Rosa-Carrillo, 2015)
2012	Websites dedicated to cataloging Memes arise (Börzsei, 2013)

Literature Review: Memes & Social Media

Japan (Apex, 2015)

1. LINE = 40%
2. Twitter = 20%
3. Facebook = 17%



“Japan” Memes
= 627

“America” Memes
= 472

Total Memes
= 14,678

America (Statista, 2016)

1. Facebook = 42.4%
2. Youtube = 24.3%
3. Reddit = 5.4%

Research Method

Respondents

- Total: 60 University Students (ages 17-27)
 - 30 Japanese
 - 15 Male
 - 15 Female
 - 30 American
 - 15 Male
 - 15 Female

Survey

- Google Forms survey
 - Easy to distribute on web
 - Easy to create graphs
- Administered in both English & Japanese
- Maximum 20 questions
- English Questions Document

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Questions?