

For teh lulz

Internet memes and you

oh hai

☞ who are you?

☞ wtf is the internet?

☞ lulz

☞ making your own lulz

☞ learning more about teh lulz

I is me.

Qualified?

Not really...



Obligatory definition

- ❧ “a cultural item that is transmitted by repetition in a manner analogous to the biological transmission of genes.”
- ❧ lolwut
- ❧ Richard Dawkins’ “The Selfish Gene”

Memes

- ❧ Genes transfer biological information
- ❧ ... memes transfer ideas and belief ideas
- ❧ Transferrable from person-to-person (speech, writing, rituals, other imitable practices)
- ❧ Not very funny

Encyclopedia Dramatica

- ☞ “Memes are just inside jokes for people who have no friends”
- ☞ :(
- ☞ Tough but some merit

My definition

- ❧ Internet lulz
- ❧ Usually funny
- ❧ Originates or at least propagates via the intertubes
- ❧ Catchy, imitable, remixable

Things to consider

- ❧ Point of origin
- ❧ Crossover
 - ❧ film, video games, TV, mainstream media, RL
- ❧ Variations on the meme
- ❧ Spread patterns

TEH LULZ

Disclaimer

**I CAN HAS
CHEEZBURGER?**



I made you a cookie...



but I ate it.





Lolcats

- ❧ Origins
 - ❧ Popularized ~ 2007
 - ❧ icanhascheezburger.com (recently funded btw)
 - ❧ can trace back much, much further
- ❧ Image macros
- ❧ Lolspeak



• image macros

= image + text overlayed

lolspeak

- pidgin language of the interwebs
- related to leetspeak, and other grammatically challenged internet languages
- people actually study this (!?)

lolspeak examples

- The -> teh
- Cat -> kitty -> kitteh
- Bucket -> bukkit
- I can have -> I can has
- and so many more



longcat

- is long
- cannot be measured by mortal means
- may have originated from 2chan
- part of the catnorak mythology
 - final battle with antiself

tacgnol





Intermission (j/k)



**YO DAWG I HERD YOU LIKE CARS SO WE PUT A
CAR IN YO CAR SO YOU CAN DRIVE WHILE U DRIVE**

yo dawg / sup dawg

- ❧ Xzibit
 - ❧ Rapper
 - ❧ “Pimp My Ride”
 - ❧ Absurd reality show
 - ❧ Intense Customizations of Cars
 - ❧ Didn’t take kindly to it... at first:
 - ❧ Then acceptance
 - ❧ Even made his own

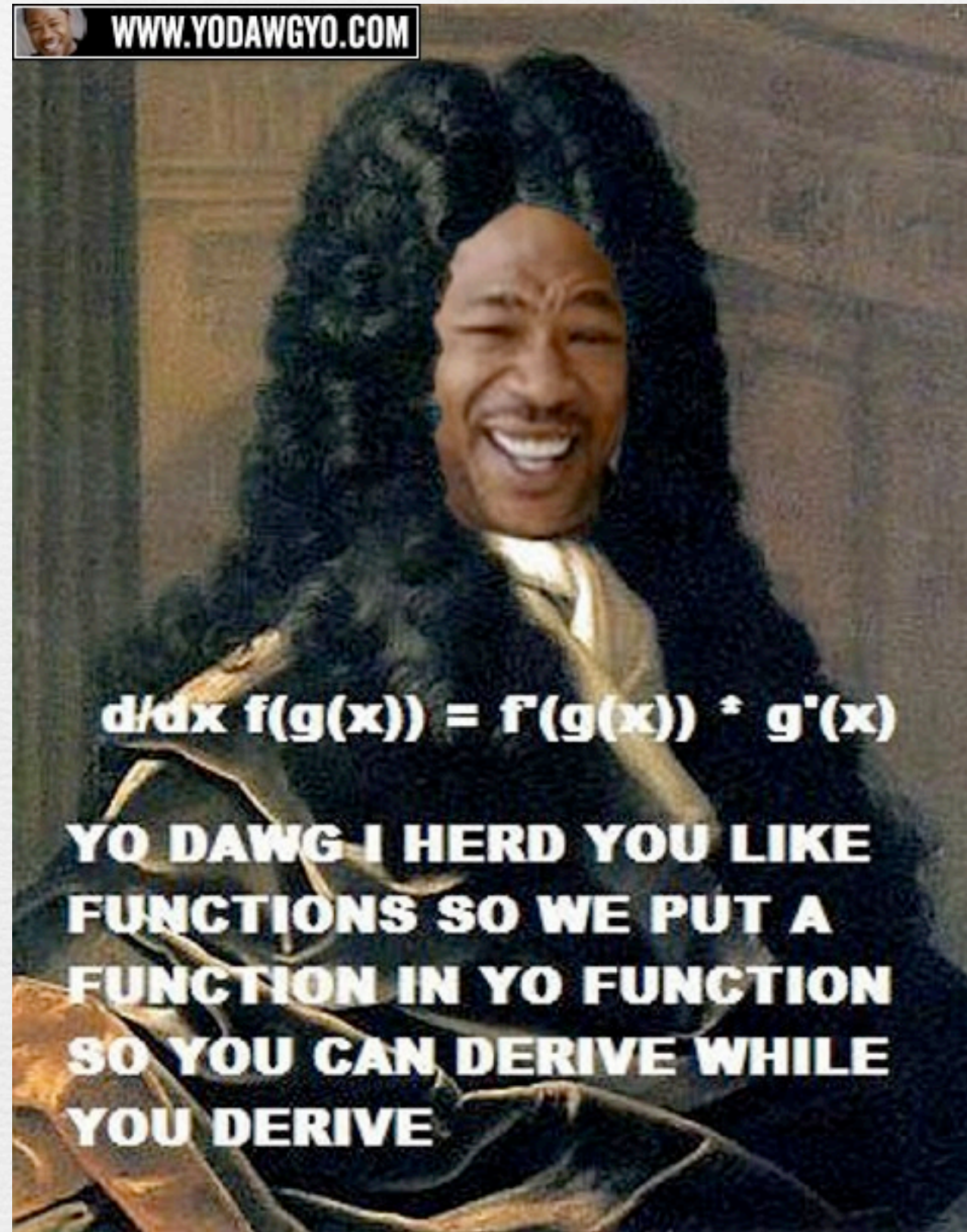
Formula

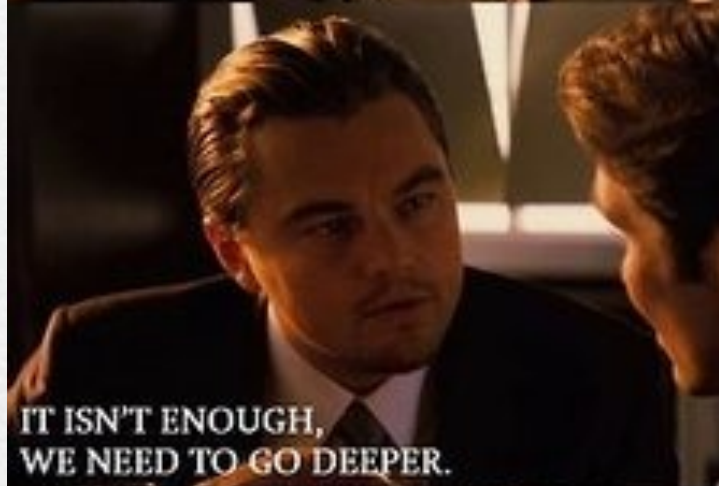
- {yo, sup} dawg i herd you like X so put I put an X in your Y so you can VERB(x) while you VERB(y)
- {yo, sup} dawg i herd you like X so put I put an X in your X so you can VERB(x) while you VERB(x)
- {yo, sup} dawg i herd you like X so put I put an Y in your Z so you can VERB(???) while you VERB











Intermission (not quite)



reaction guys / gaijin 4koma

- ❧ E3, 2003
- ❧ ps2 and xbox were dominating the game market
- ❧ Nintendo needed to come back swinging
- ❧ Their answer was PacMan Versus

IGN's Reaction



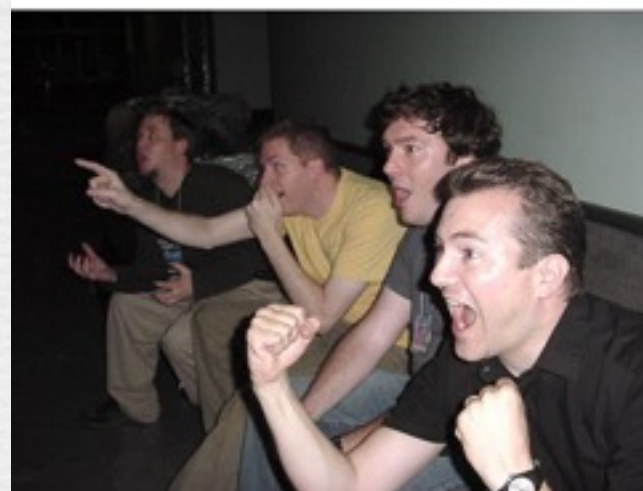
One year later...

- ❧ Rumors of a new Zelda game were running wild
- ❧ The original 4 staged their expected reaction:



Formula

- ❧ something fair or lame
- ❧ disappointment
- ❧ something awesome
- ❧ euphoria



Inverted Formula

- ☞ something awesome
- ☞ euphoria
- ☞ something fair or lame
- ☞ disappointment



