

Animemes: Anime Memes and You

<http://memes.moe/>

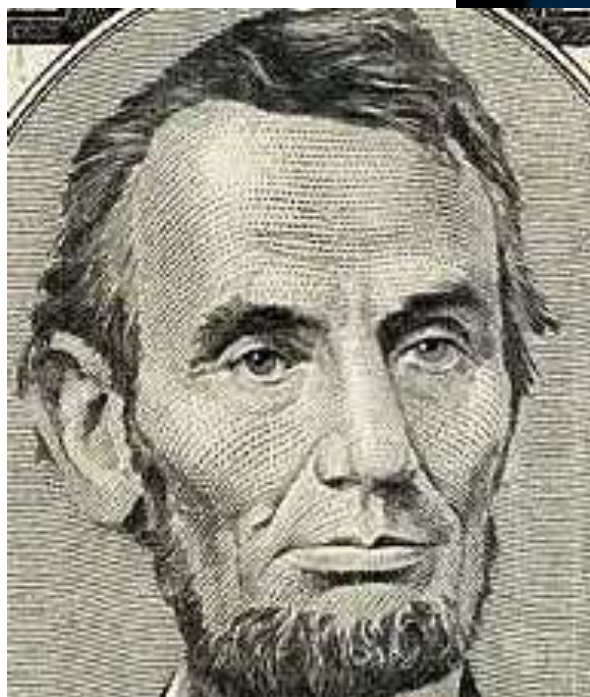


x = independently organized TED event

But First Off

- Thanks for coming!
- Please follow me on twitter
- <https://twitter.com/removeanime>

What is a meme?



Richard Dawkins

The meme for blind faith secures its own perpetuation by the simple unconscious expedient of discouraging rational inquiry.



Richard Dawkins 
@RichardDawkins

 Follow

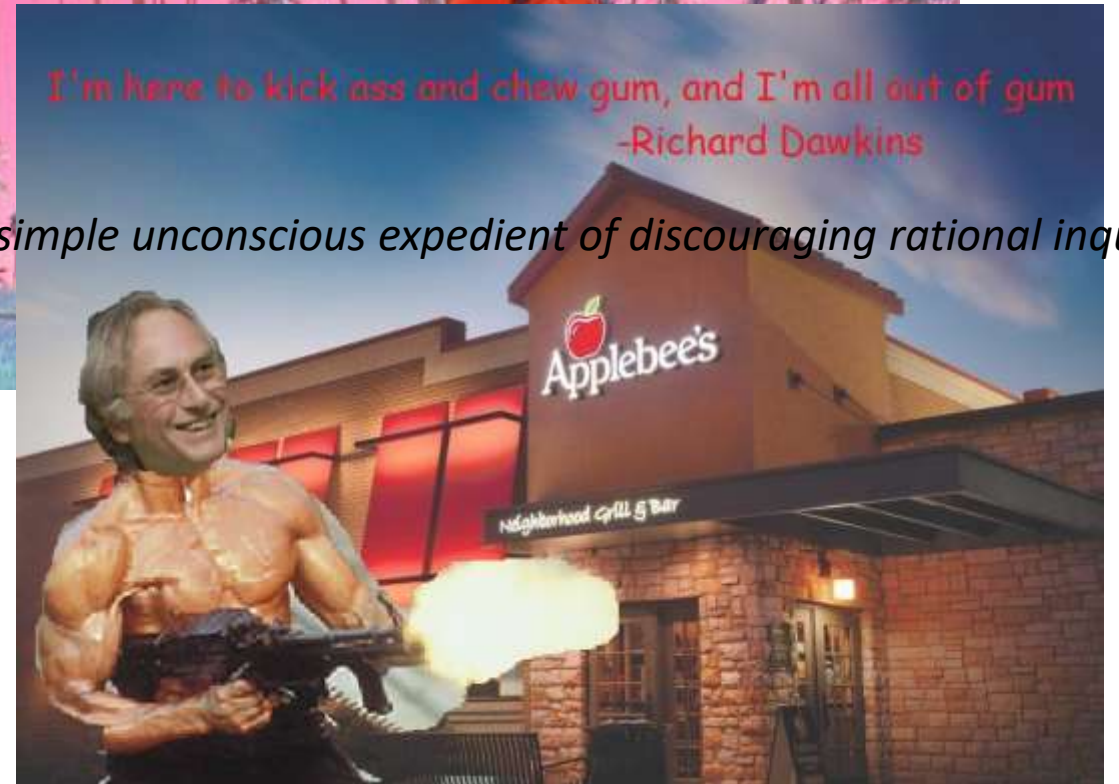
No, all religions are NOT equally violent.
Some have never been violent, some gave it
up centuries ago. One religion conspicuously
didn't.

RETWEETS

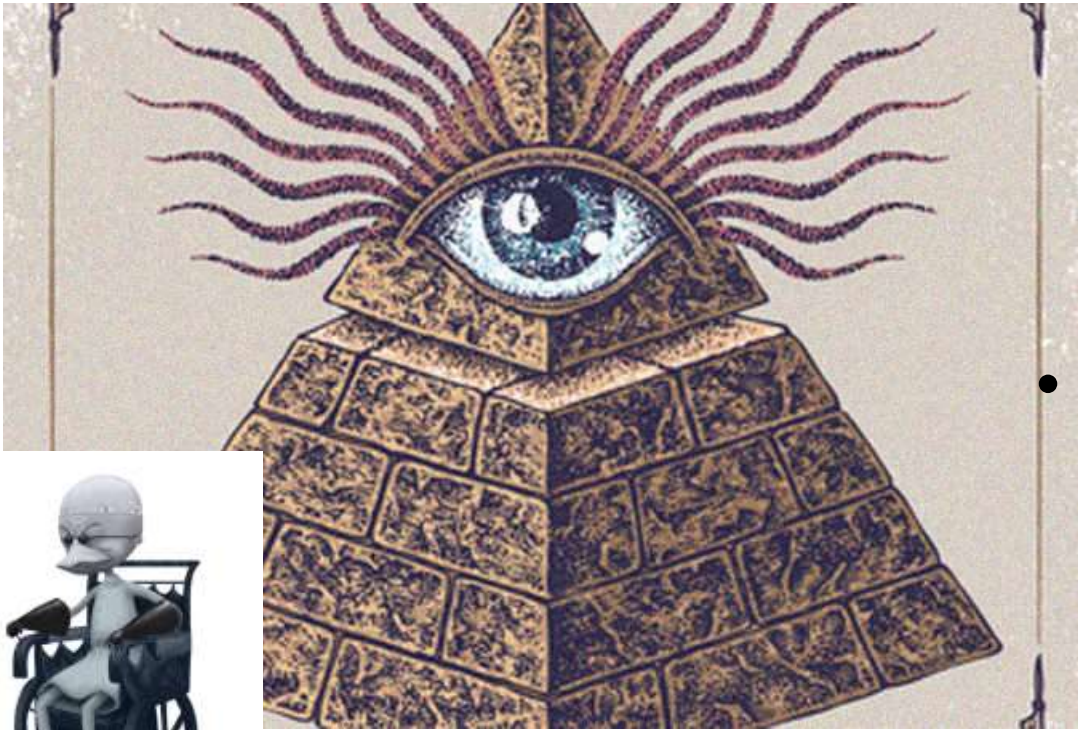
6,613

LIKES

4,799



Department of Defense and Military Memetics



- <https://www.roboticstechnologyinc.com/images/upload/file/Presentation%20Military%20Memetics%20Tutorial%2013%20Dec%2011.pdf>
- <https://www.roboticstechnologyinc.com/images/upload/file/Memetics%20Compendium%205%20February%2009.pdf>

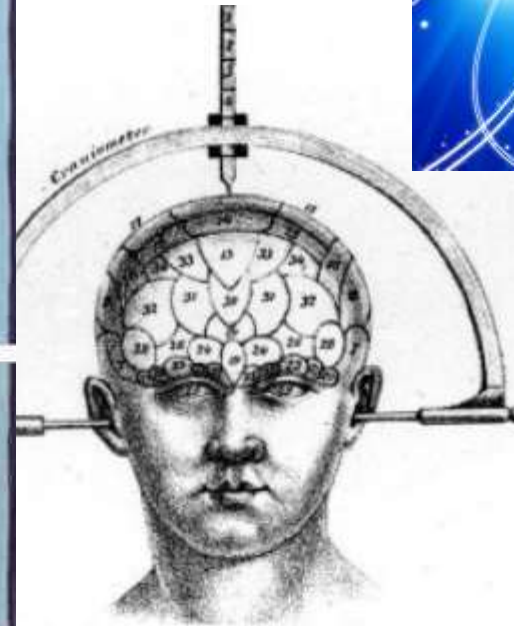
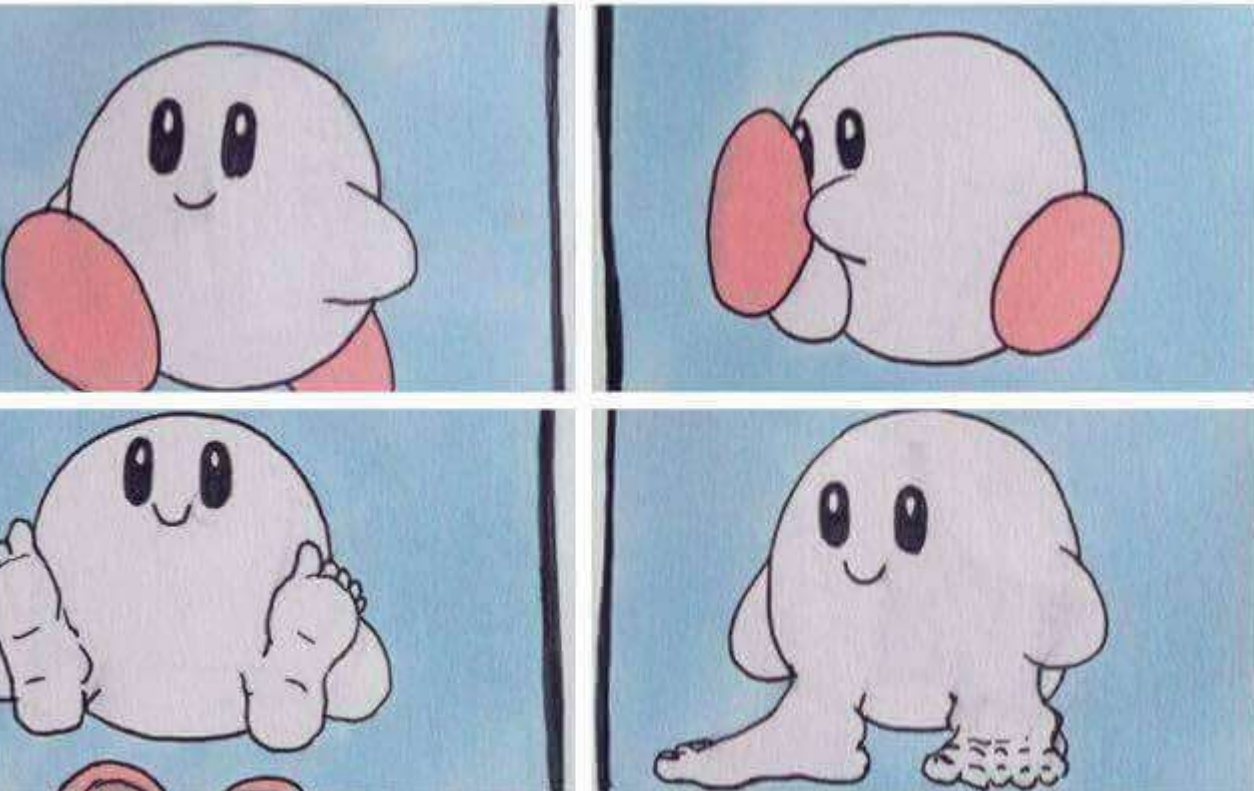


! DANGER

**MEMES
AHEAD**

Properties of memes

- “Able to replicate using hosts and to influence behavior” - DARPA



Information which propagates, has impact, and persists

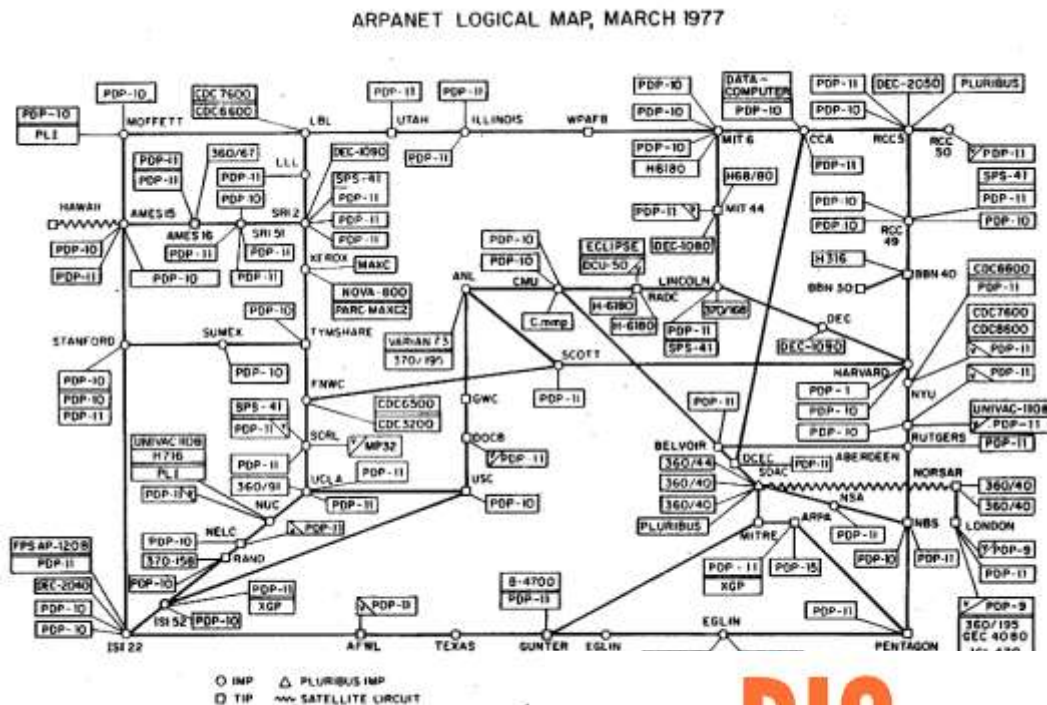


Meme transmission and proliferation



The internet

- Arpanet – **Advanced Research Projects Agency** Network used TCP/IP
- DARPA – Defense **Advanced Research Projects Agency**
 - God bless military spending
 - Al Gore – unlike global warming, did not invent the internet



Formats



Look! Look!
MAKE GIFS AT GIFSOUP.COM



KISS – keep it Simple Stupid



Keep
It
Simple
Stupid



**LOCKHEED MARTIN SCIENTIST:
"THERE ARE ALIENS AND UFOS
AT AREA 51"**

Reduce the size of memes



Give them a pepsi



Fire Chief @onecrazychief · May 2

"threw full cans of Pepsi at officers with one hitting a medic"

[theguardian.com/world/2017/may/...](https://theguardian.com/world/2017/may/2/portland-protesters-throw-pepsi-cans-at-police)

#Pepsi #protest #Portland #Oregon #crime #police



theguardian

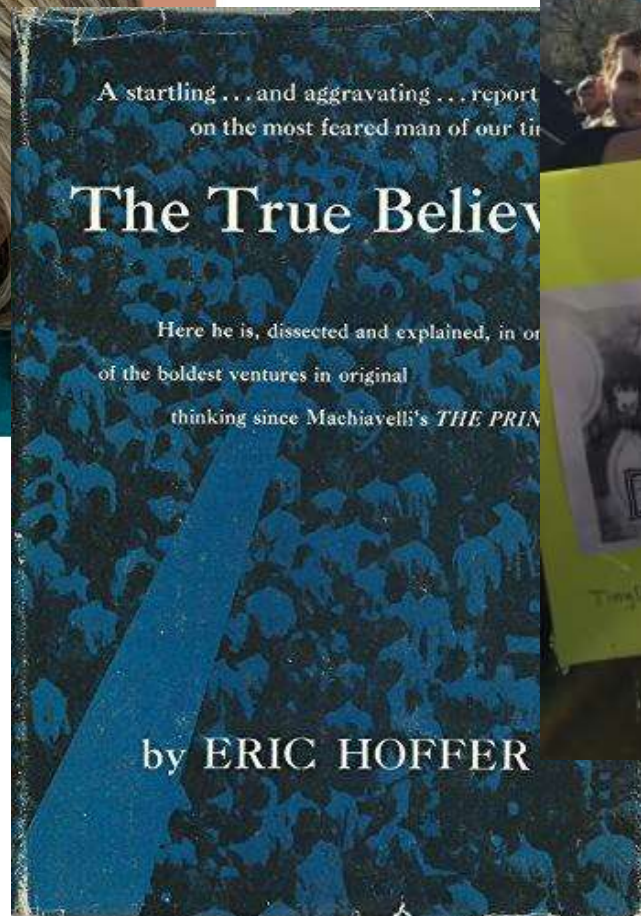
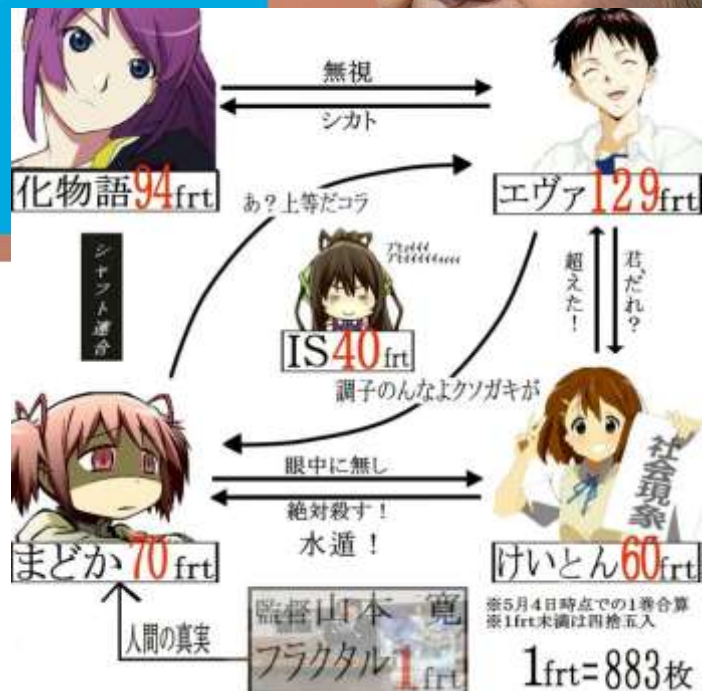
Protesters throw Pepsi cans at police during May Day demonstratio...

Medic hit and demonstration shut down as protesters mock theme of Kendall Jenner advertisement where she handed drink to police officer

theguardian.com

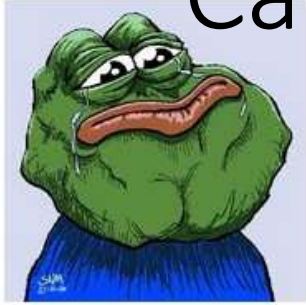
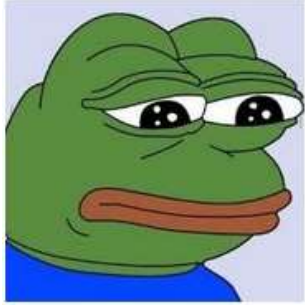
Impact

I donated to
Hillary in honor
of anime

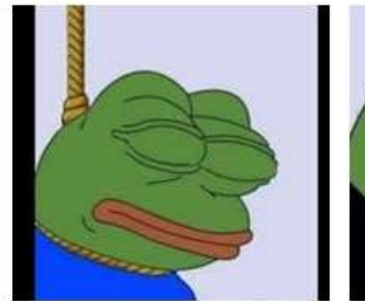


>streaming

Case Study - pepe



Search Interest

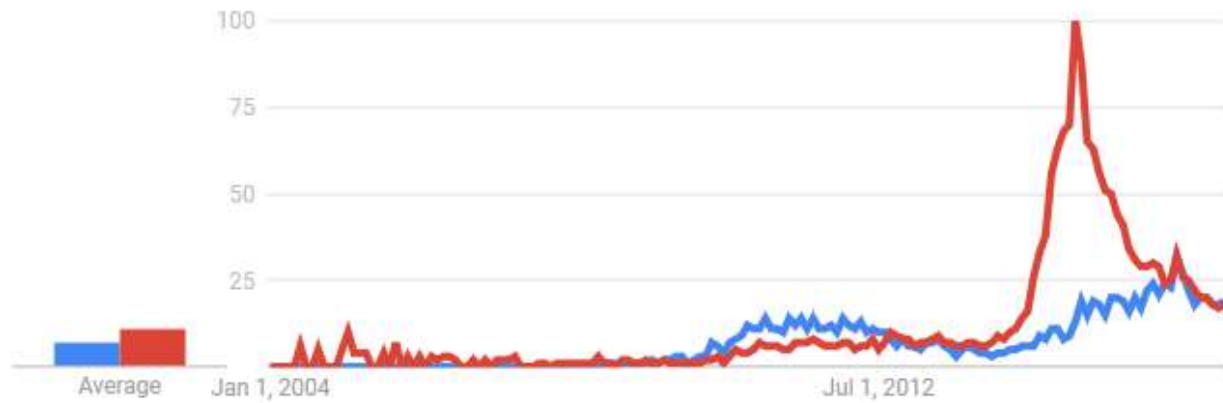


Search for "feels bad man" began in August 2009, while search for "sad frog" did not begin to pick up until February 2010. Both terms have a similar pattern of spikes, but since "feels bad man" is a more general phrase, it is more popular.

Interest over time

Google Trends

● "feels bad man" ● "sad frog"



Worldwide. 2004 - present.



FEELS RATHER UNCOMFORTABLE, MAN



How Pepe the Frog Became a Nazi Trump Supporter and Alt-Right Symbol



4chan's Pepe the Frog meme was wildly popular among 'normies'—until white nationalists decorated him with swastikas and gave him a Trump button.

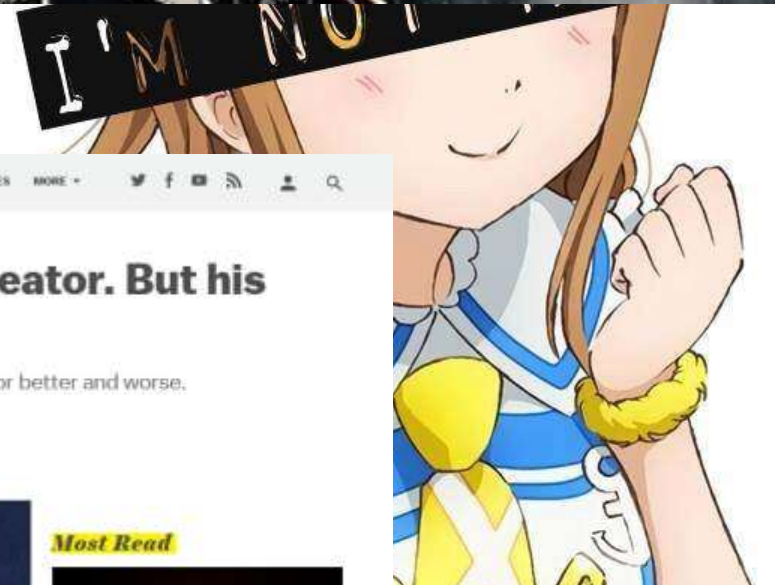
Donald J. Trump @realDonaldTrump · 2h

"@codyave: @drudgereport @BreitbartNews @Writeintrump "You Can't Stump the Trump" youtube.com/watch?v=MKH6PA..."



metal fence at the
Donald Trump

sombrero and
her arms—looked out



“BENEATH THIS MASK THERE IS MORE THAN FLESH.
BENEATH THIS MASK THERE IS AN IDEA,
MR. CREEPY, AND IDEAS ARE BULLETPROOF.”

V FOR VENDETTA





Possibilities of memetic warfare

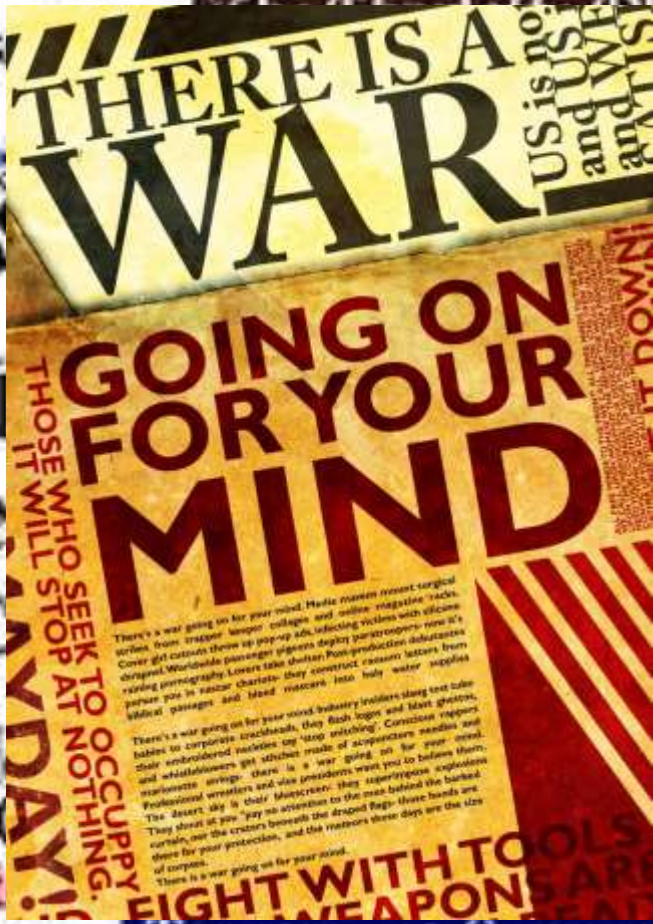
- Social engineering
- mind control
- Psychological warfare
- Marketing
- win popularity contests
- Prevent or mitigate irrational conflicts
- associate negative connotations with brands

(e| [United States presidential election, 2016](#) [edit]

Memetic warfare on the part of [4chan](#) and other websites is widely credited with assisting [Donald Trump](#) in winning the election.^[5]

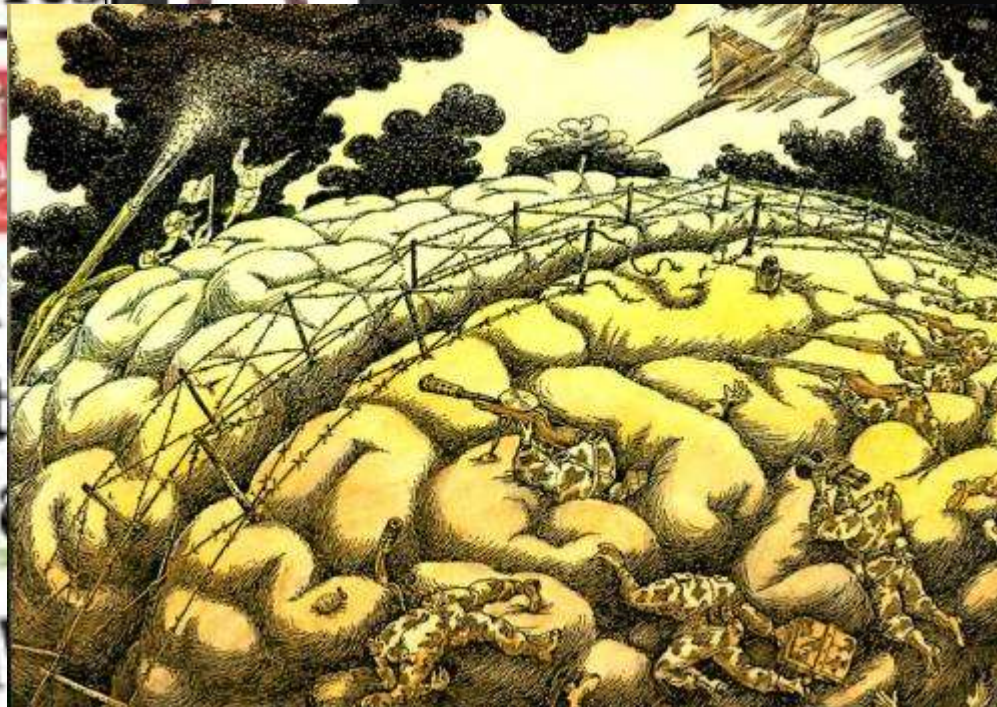


A WAR FOR YOUR MIND!!!!!!



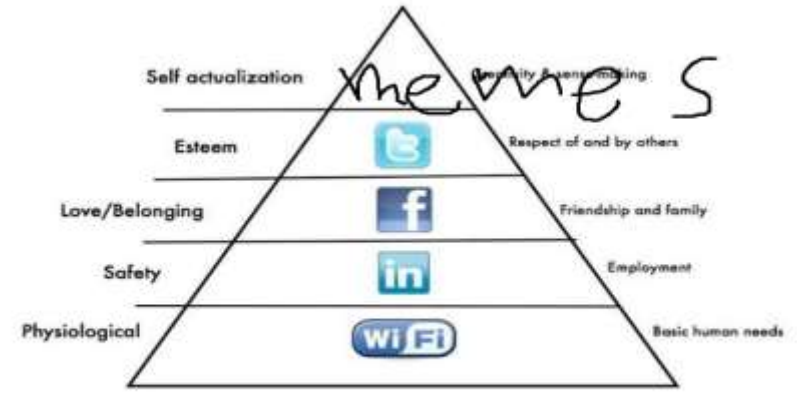
I consider that a man's brain originally is like a little empty attic, and you have to stock it with such furniture as you choose.

Sherlock



cultural warfare

CULTURAL INFORMATION
PRACTICE OR **IDEA** OR CONCEPT
THEORIES PRACTICES HABITS SONGS
NATURAL SELECTION
EXAMPLES MIGHT INCLUDE THOUGHTS IDEAS
CHARLES DARWIN'S IDEAS
SELF-PROPAGATION
SURVIVAL AND COMPETITION IN



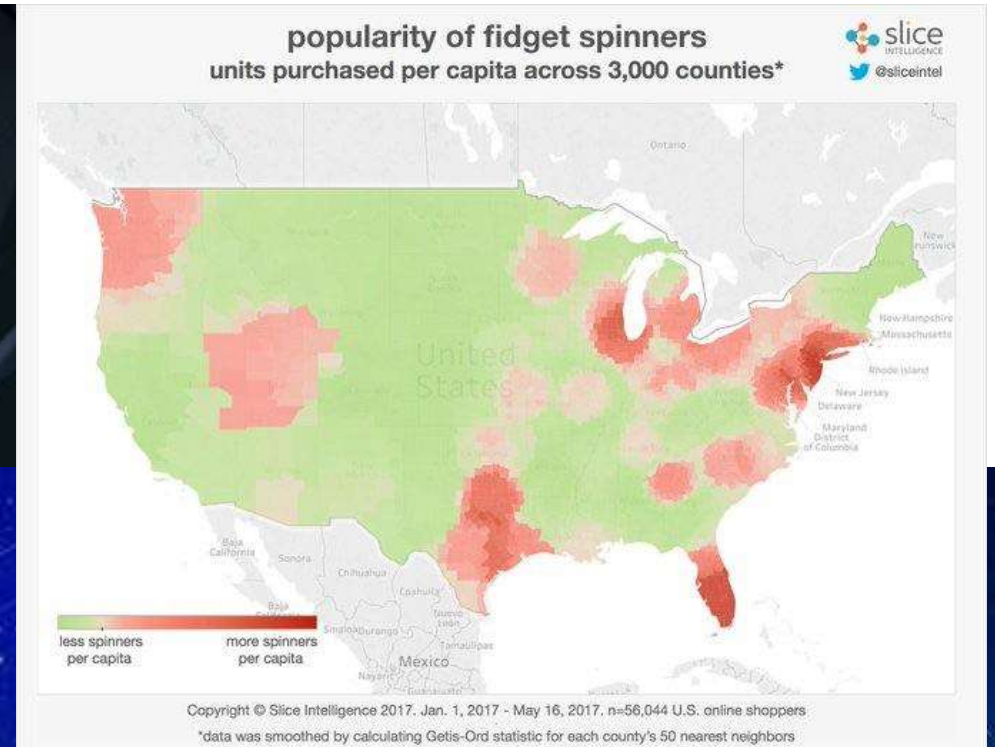
You have achieved victory through the awesome power of your Culture. Your civilization's greatness - the magnificence of its monuments and the power of its artists - have astounded the world! Poets will honor you for as long as beauty brings gladness to a weary heart.

EXIT TO MAIN MENU

Wait! Just... one... more... turn...



Anime memes and fan culture



Fandoms and you

- They're inherently bad

If a movement (e.g., Al Qaeda) wins a chunk of the world, it is not because they know how to stir up discontent or how to infect people with hatred, but because they know how to preach hope

One of the most potent attractions of a mass movement is its offering of a substitute for individual hope

The unemployed are more likely to follow the peddlers of hope than the handers-out of relief

It is usually the newly poor, often from the ruined middle class, who ferment with frustration at the memory of relative affluence and who respond to every rise in mass movement

The chronically unemployed feel degraded, disinherited, and injured by an unjust order of things and will to listen to instigators of mass movements

The poor on the borderline of starvation live purposeful lives desperately struggling for survival; with every meal triumph, they are immune to the appeal of a mass movement

One way to defend oneself against painful or manipulative memes is to construct ... a meme-immunological system; that is, formulate new memes specifically to deflect memetic antigens. However constructing memetic antibodies of this sort is timeconsuming, and like any immunological response it has to be repeated every time the outside agent evolves a counter-response – Liane M Gabora, Professor of Psychology at UBC

Religions are special because they use just about every meme-trick in the book (which is presumably why they last so long and infect so many brains). Think of it this way. The idea of hell is initially useful because the fear of hell reinforces socially desirable behavior. Now add the idea that unbelievers go to hell, and the meme and any companions are well protected. The idea of God is a natural companion meme, assuaging fear and providing (spurious) comfort. The spread of the meme-complex is aided by exhortations to convert others and by tricks such as the celibate priesthood. Celibacy is a disaster for genes, but will help spread memes since a celibate priest has more time to spend promoting his faith.

STROLLING THROUGH THE MEMETIC MINE FIELD, By Leon Felkins

- It is obvious, however, that many memes are "planted" in the group by certain individuals for their own reasons. The politicians, the schools, the press, the clergy and others are guilty of sowing a constant stream of memes within the populace and encouraging their growth.
- Can we think without being influenced by memes and genes? While we can't completely eliminate the influence of memes and genes we certainly can diminish their impact. Further, we can adopt the "Scientific Method" which requires that all conclusions be subject to verification. That is, we can keep an open mind for errors in our thinking and try to minimize accepting anything on blind faith.

Young minds are easy to influence



VICE

THE INTERNET

Why the Right Is Dominating YouTube

TV

TOM WHYMAN

Mar 18 2017, 3:18pm



Memetic warfare



Arby's
@Arbys

We have gyros



RETWEETS 14,712 LIKES 23,189

8:00 AM - 19 Apr 2017

1.5K 15K 23K

Sprint

12:28

Tweet

「Freyja Sama」 @Fre
@mahdelnor3 What is
of anime girls



@mahdelnor3 19h
@Freyja_Silver I love a bleach and
attak the titan

～ISISちゃんを描くときのお約束～

The rules to draw ISIS_chan's illustrations.

ISIS chan واعد رسومات
وان تكون بها دعاية مضحكة
ネタにしてもいいもの
The thing that can be joking.



حسنًا!!!
OK!!!

エロ グロ禁止

No Gore

لا، للعنف والقتل

No Porn

لا، للجنس الفاضح

悪いのはISISであって
イスラム教ではありません。

الشيء الذي لا ينبغي المزاح فيه
ネタにはいけないもの
The thing that should not be joking.

Hostages 人質
الرهائن

لا تستخدم
DON'T USE!!!

コーラン
ムハンマド
イスラム教
アッラー
Quran, Muhammad,
Islam, Allah

القرآن الكريم، الرسول محمد، الإسلام، الله

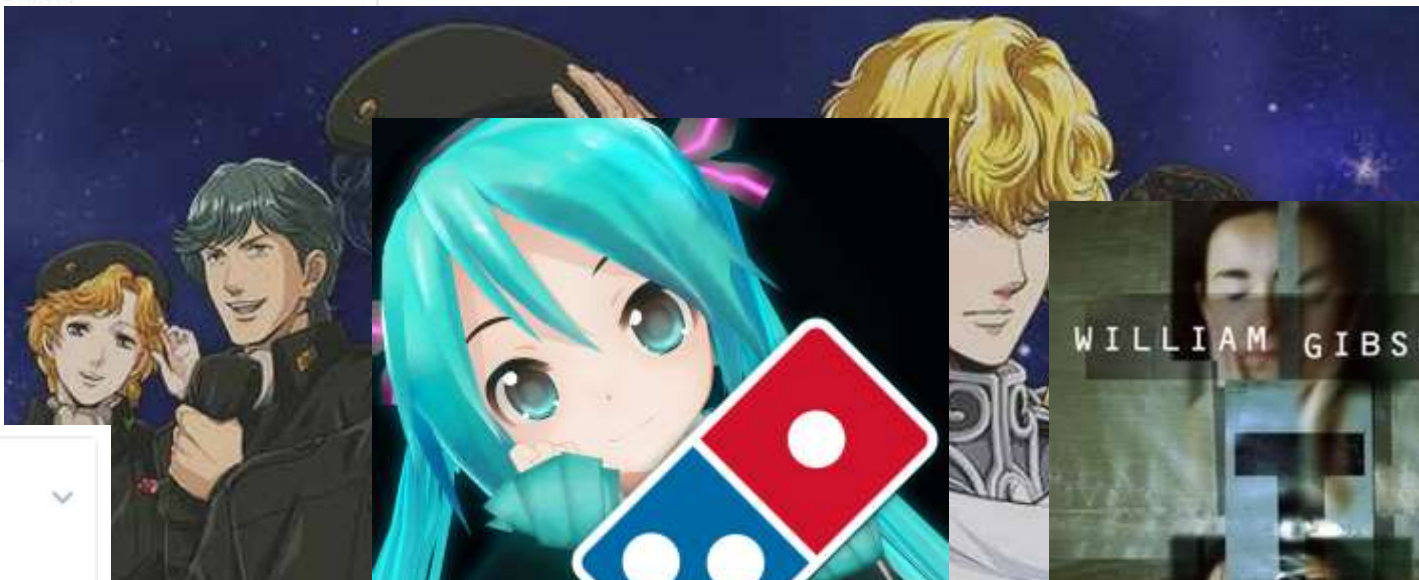
giving up control of your mind



@ER_nut That's a toughie. We love Honoka's spirit - but we also love Hanayo's origami skills. Who's your favorite?

5:18 AM - Apr 30, 2014

4 1 1 1 1



emily nussbaum
@emilynussbaum

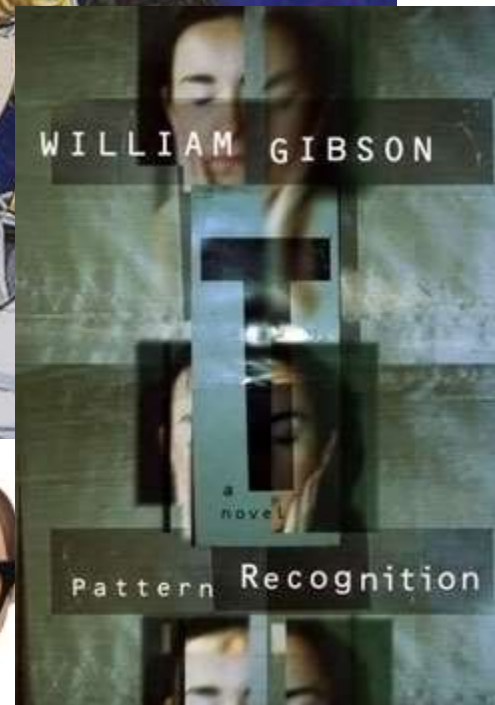
I recommend re-watching all of PARKS AND REC with your children to remind them of all the things we risk losing, including great sitcoms.

11/25/16, 12:11 PM

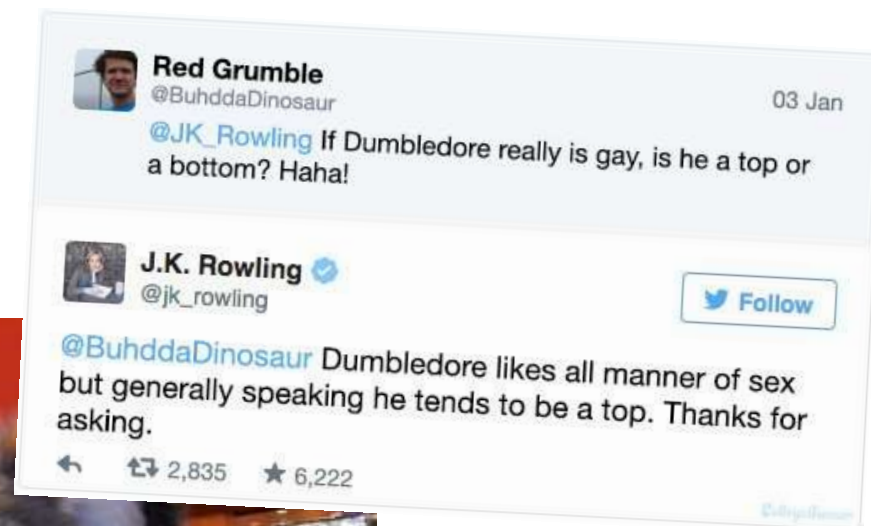
59 RETWEETS 374 LIKES



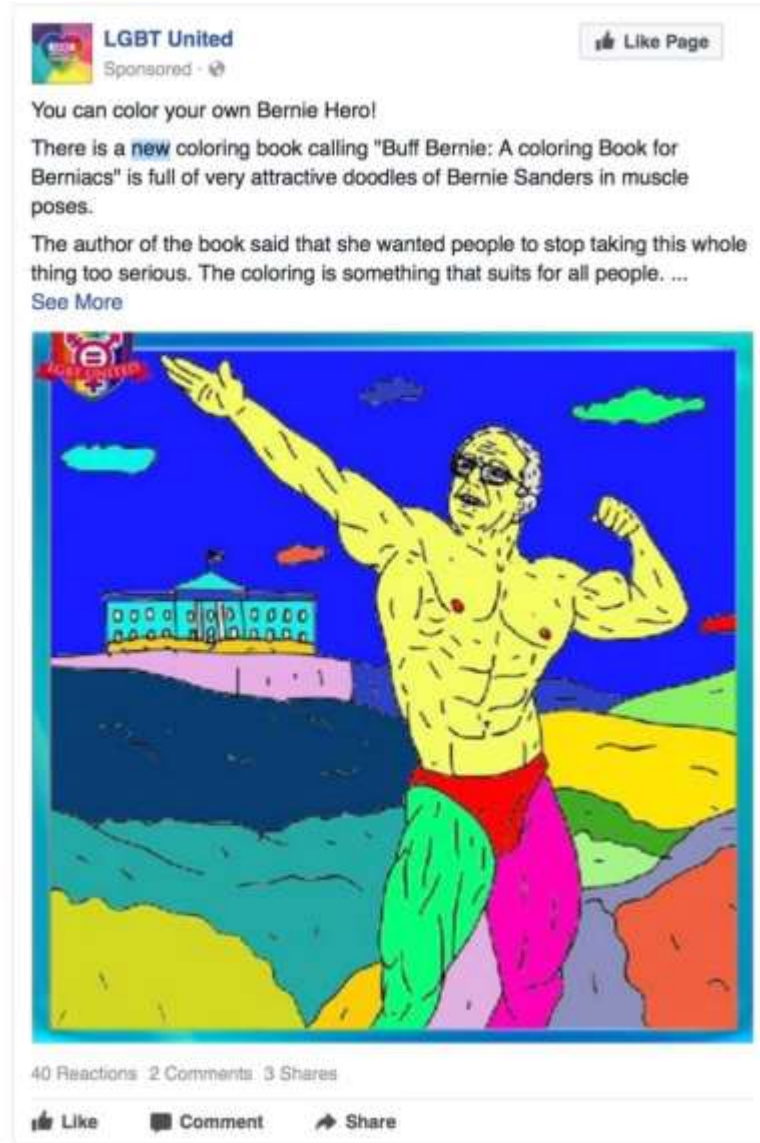
I found this on minion sadposting [satire]



Political meme influencing in pop culture



Extremism through fan communities and memes



MEMETICS AND TRUE BELIEVERS

- Give the powerless a sense of power as well as hope for the future
 - Those who plunge into movements of vast social change feel they possess some irresistible power, whether based on notions of reason and intelligence (e.g., the French revolution), political ideology (e.g., Marxism), religion (e.g., Christianity and Islam), or nationalistic mythology (e.g., Nazism)
 - An effective doctrine, as well as being a source of power, must also claim to be a key to the book of the future; faith in the future is even more important than the instruments of power for driving change





BERNIE SANDERS

WILL MAKE ANIME REAL

Vote for Bernie Sanders 2016

Net Neutrality
#savetheinternet



Earth-Chan

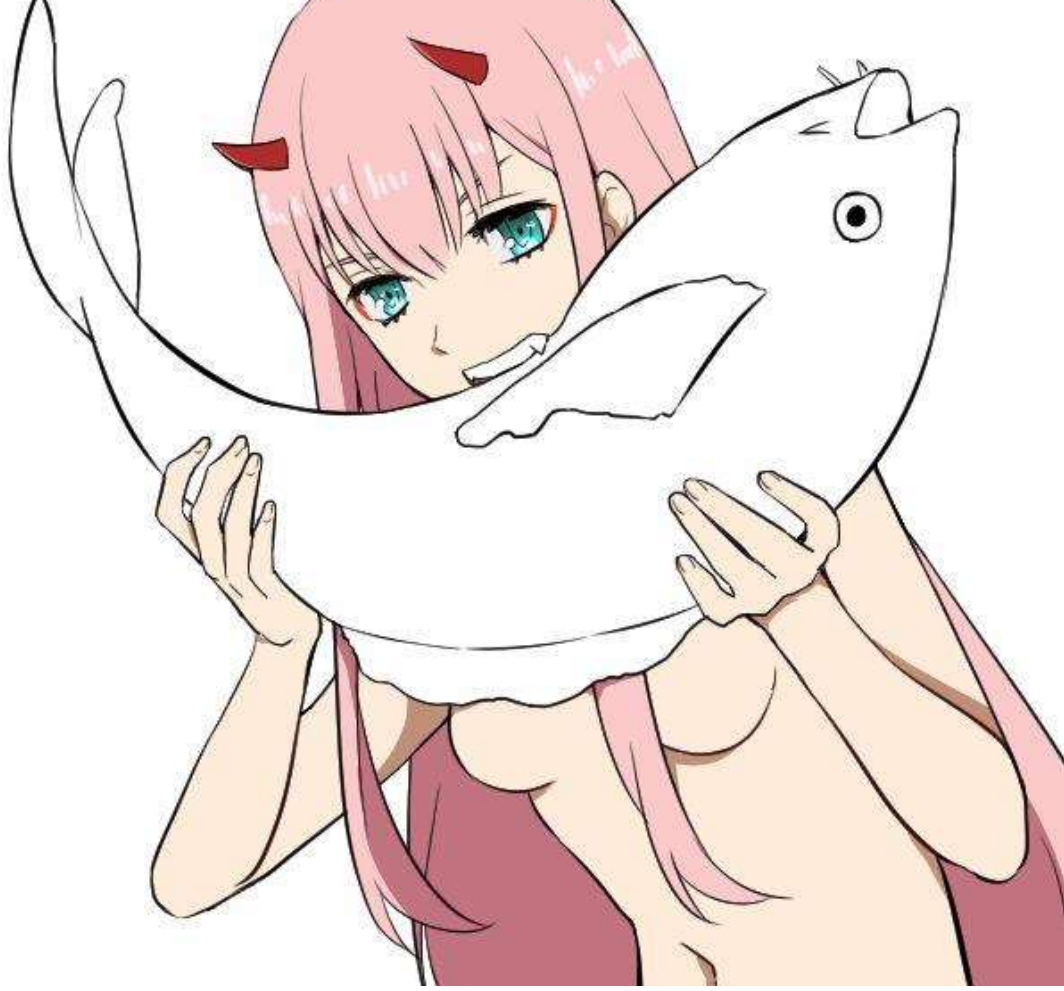
I'M NOT FLAT!!

GOOD MORNING..

-COUGH-

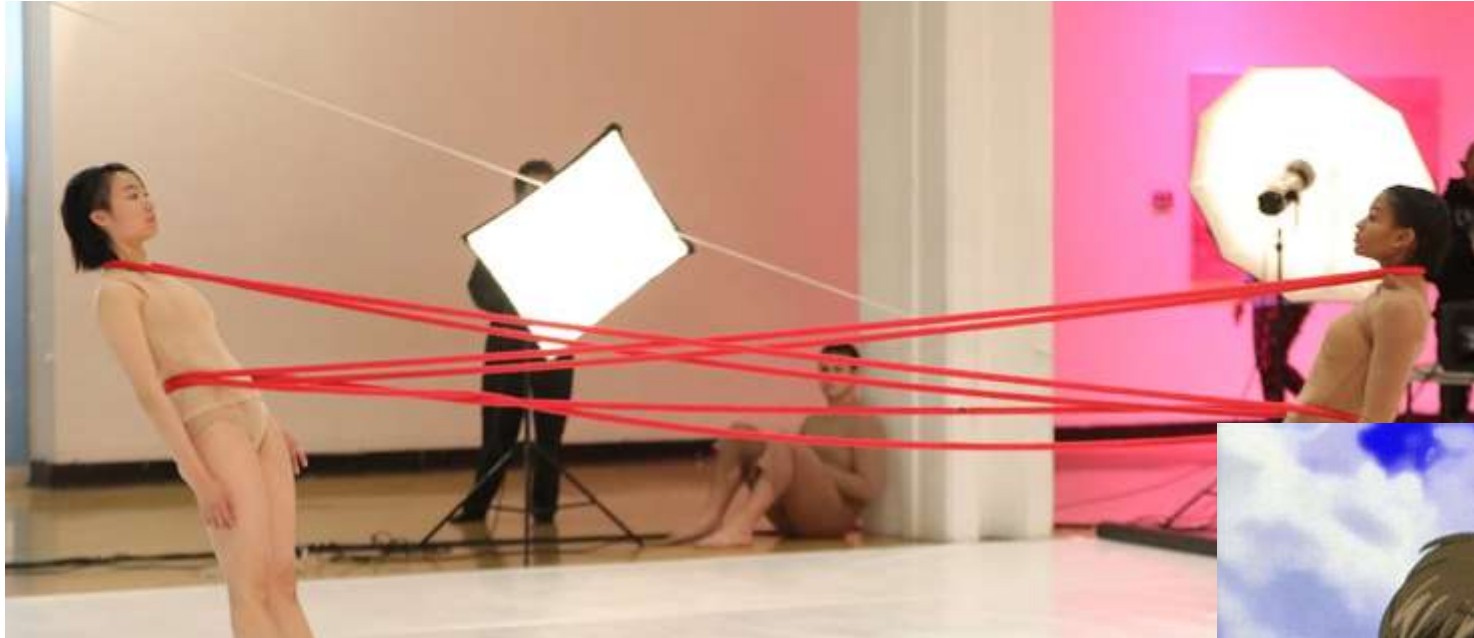
-COUGH-

datweirdowholuvsmilk.deviantart.com



CalArts is bad art





How to protect yourself

- Stop acknowledging meme
- Identify names
 - Groups, companies
- Identify political affiliation
 - Increasing number of political
 - RUSSIA
- Who made this meme? Co
 - Once you start questioning



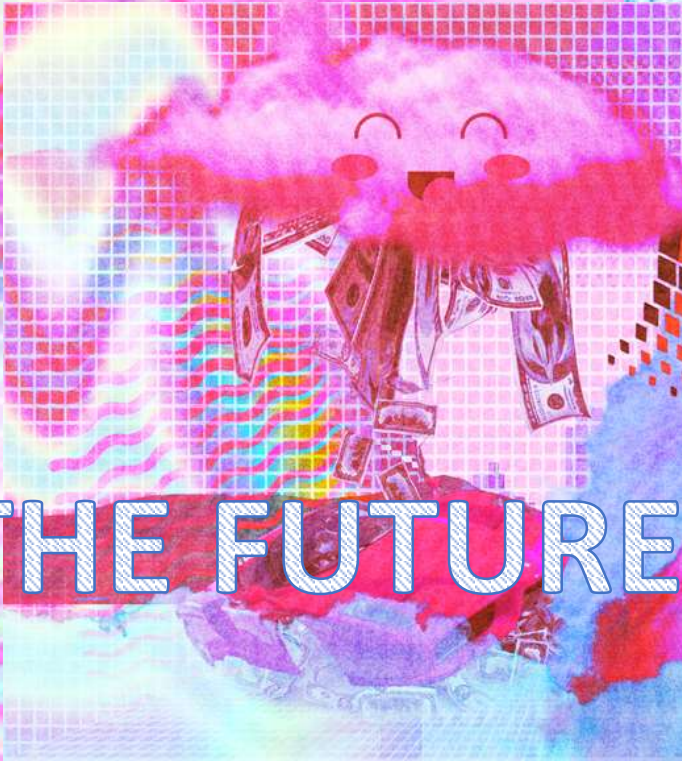
message

Become an influencer



- Memes are good at unifying people who think alike
 - That means they're good at identifying people who don't think like you
 - When you're in a community, you want like-minded thinkers as they're easier to control
 - If you're in charge of a community, use memes as a litmus/loyalty test to eliminate undesirables
- Pop culture meme space in marketing is increasingly crowded
 - People realize that anime nerds will retweet anything
 - Arbys, dominos, kfc, nature valley, marriott
 - Subtle and unofficial, "organic-looking" meme viral marketing works

THE FUTURE OF ANIME AND MEMES





Arby's
@Arbys

关注

Sit boy!



上午9:00 - 2017年10月10日



Questions?

