

INTERNET MEMES

INSTRUCTIONAL FOUNDATIONS & STRATEGIES


Faizan Mujeebuddin
@faizanam
faizanam@gmail.com

GLOBAL WORKFORCE


The confluence of knowledge, skills, and people that together foster innovation and increase productivity on a global scale.



THE COMMUNICATION BARRIER

- Language & Culture
 - Generational
 - Knowledge/Skill Discrepancies
 - Perception/Emotion
 - Medium
 - Physical Barriers
- 

THE COMMUNICATION BARRIER

- Social media has bridged the multilateral communication gap between local and global communities
 - From field reports to direct influence
 - Allows for knowledge transfer across geographies and cultures
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THE LANGUAGE OF SOCIAL MEDIA

- Not English
- Mix of traditional languages, imagery, style, behaviors
- As we begin to use Social Media in the workplace, the division between how social media is used in our personal lives and how it is used in the workplace will crumble
- Expect social media to be... social
- Organizations can't own it completely

WHAT ARE INTERNET MEMES?

Internet memes can be webpages, pictures, videos, hash tags, phrases, or activities

- Items of our culture that represent and proliferate our characteristics and ideas.
- Proliferation occurs through social networking sites, blogs, twitter, content aggregators
- Participatory. Evidence of the shift from consumers to producers.

“A meme is an idea that behaves like a virus that moves through a population, taking hold in each person it infects.”

- Malcolm Gladwell

COGNITIVE SURPLUS



WHAT ARE INTERNET MEMES?

They are current –

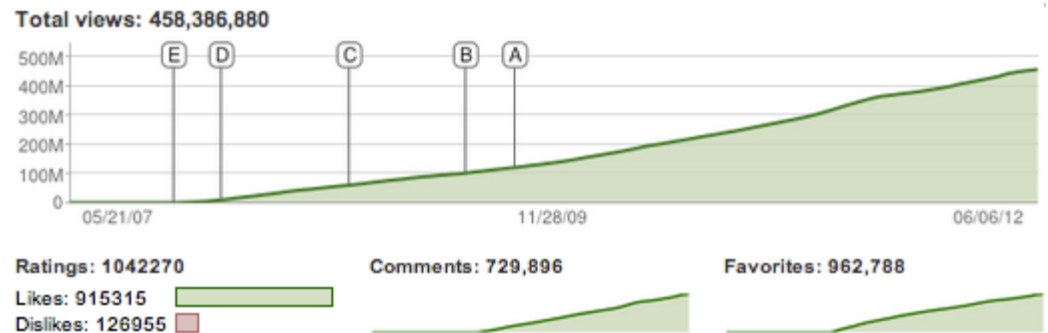
- Internet memes represent what's on people's minds at the moment
- Memes highlight what is significant to people and show where and how they are engaged with others on the Internet
- The downside (also arguably an upside) is that Internet memes have a short lifespan and quickly fade into oblivion



WHAT ARE INTERNET MEMES?

They are popular –

- Almost inherent to something being considered an Internet meme is its extreme popularity.
- Going viral results from the fast pace and collaborative nature of social media



WHAT ARE INTERNET MEMES?

They carry a message –

- Internet memes despite how ridiculous or absurd some may be, all carry a message.
- Message can be as simple as a joke meant for to poke fun at a social issue or more serious like Randy Pausch's Last Lecture.



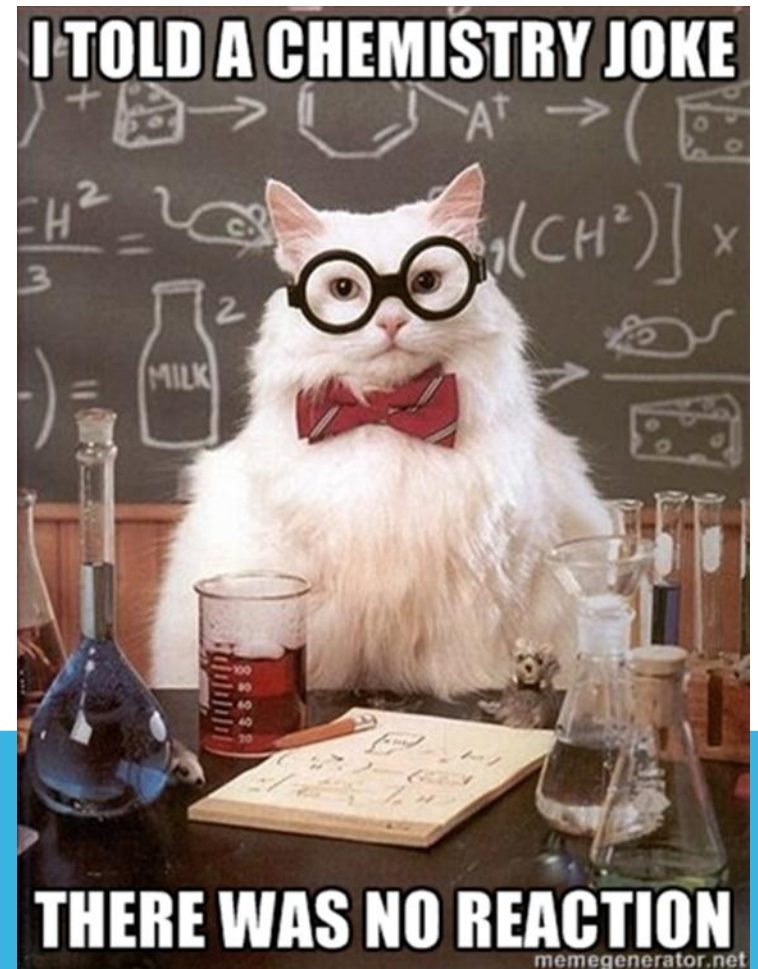
WHERE DO INTERNET MEMES COME FROM?

Originate on:

- 4chan, Reddit, web forums
- Facebook, Tumblr, Twitter

Taken from:

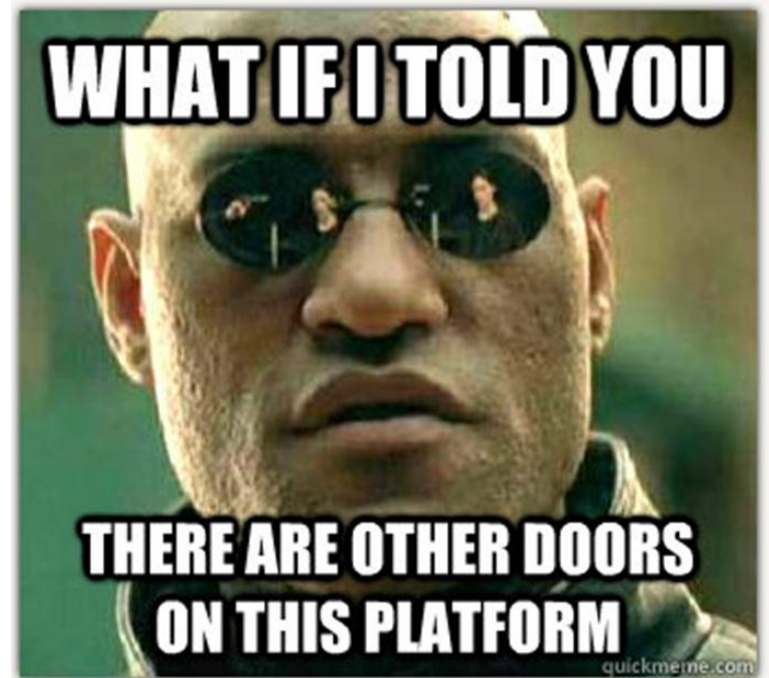
- Pop culture: television, movies, music, games
- Common social situations and interactions
- Marketing ploys



WHAT MAKES INTERNET MEMES POPULAR?

- Humor
- Shock value
- Shared experience
- Social nature

Morpheus on the metro...



HOW ARE INTERNET MEMES USED

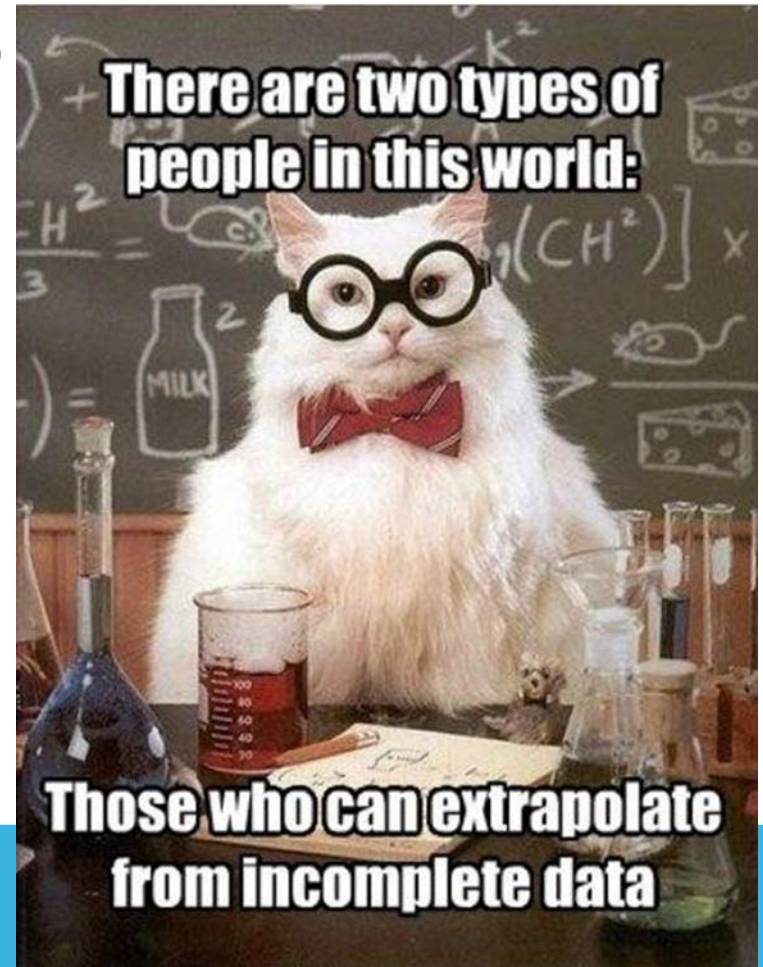
Commercial applications

- Guerilla marketing
- Generating buzz
- SEO



THINKING ABOUT LEARNING

- Construct schema, give us context, help us to understand the world around us.
- Shape the way we think – peer pressure/group think; even on the internet we don't want to be different
- Influence behavior – the way we act, the way we respond to stimuli



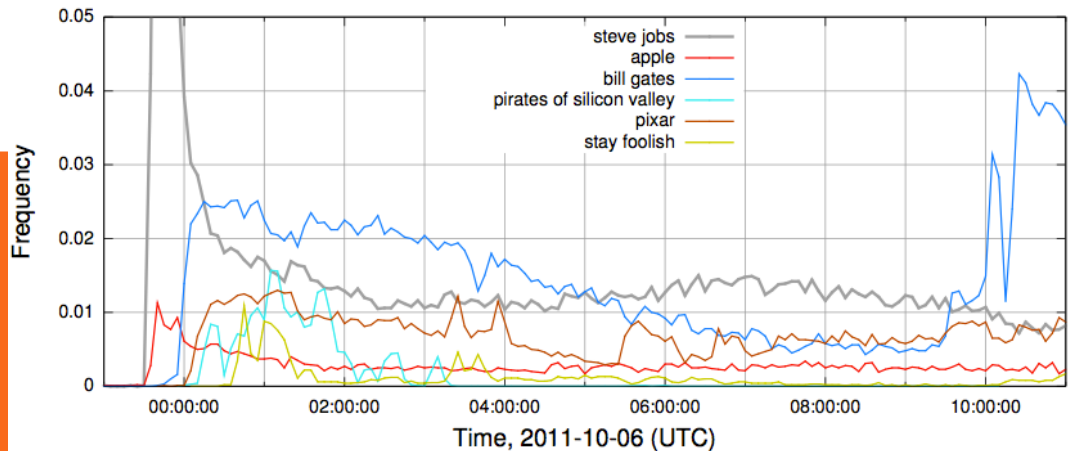
INTERNET MEMES AS EXAMPLES

- Provide examples of the conceptual, factual, or even technical information being learned.
- Provide opportunities for teachable moments
- The rise in popularity of a meme can be a cue for learning opportunities



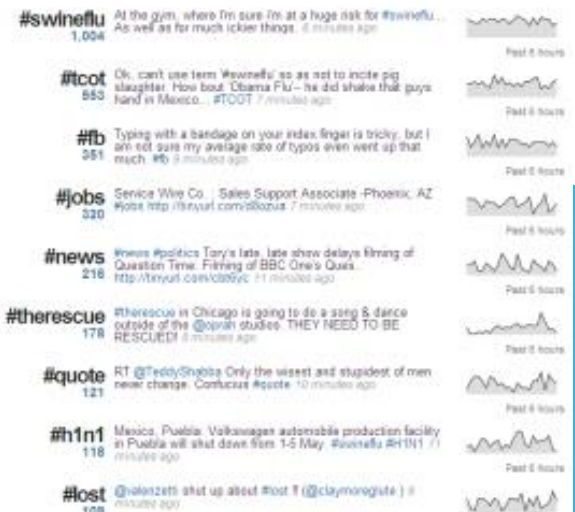
INTERNET MEMES AS RESEARCH TOOLS

- Today's groundbreaking advancements are tomorrow's history lessons
- The social-web and major socio-cultural shifts have made it possible to begin the process of self-analyzing and interpreting ourselves
- Allowing learners to be engaged with history as it happens instead of reading someone's interpretation of it? That's epic.



#hashtags

What's happening right now on twitter



INTERNET MEMES AS CONDITIONING TOOLS

- Different kinds of memes are intended to provoke different reactions.
- Rage comics are intended to elicit rage or fury about something and kitten videos are intended to elicit some sort of warm and fuzzy feeling.
- Exposure to these memes and what's in them can condition how we react to things we see and our attitude towards them.
- By seeing something in a rage comic we begin to think of it as something negative, by seeing something in a kitten video we begin to think of it as something positive.



INTERNET MEMES AS BEHAVIOR TOOLS

- An important driving force of Internet memes is the desire to participate.
- Many Internet memes come in the form of activities that people find a social connection in by doing it and sharing it with others.
 - Planking
 - Cinnamon Challenge
 - 30 Day Challenge



WHAT I DO...

TECH SUPPORT



What my friends think I do



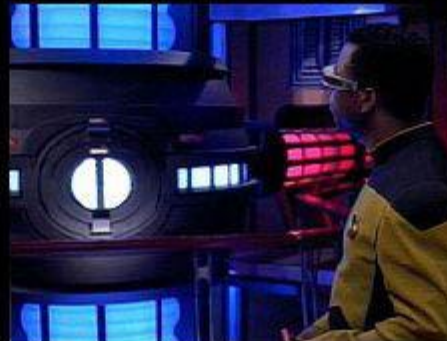
What my mom thinks I do



What society thinks I do



What my boss thinks I do



What I think I do



What I actually do

CONCLUSION

- Deliver a relevant message to a large audience
 - Internet memes have a value beyond entertainment
 - They are part of the language of social media
 - Provide learning opportunities
 - Expand teaching capabilities
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