

WE'RE STILL HERE!

We've said it before, and we'll say it again: We let you down in April. It was a tough month with a lot of stuff happening in the team that has been discussed publicly already. We want to use this issue to show we are still committed to this project. You may notice less team members listed below this month. Moving forward we are going to publish credits of people who worked on the magazine that month. We have a core group of the team still working hard to bring you the meme analysis you didn't ask for, but realized you need. Absence from the list doesn't mean those users left the team, they were just dealing with life this month.

We have big news moving forward! Meme Insider is going to open up a public submission form so ANYONE can write an article about a meme or internet trend and submit it for review! We will pick the top articles each month and publish them here with your name on the article. This is the next step for us because it will pave the way for us to be able to support freelance writers for their contribution to the magazine. Eventually we would like to pay writers if their work gets published, but right now we don't have the budget for that. If you want to support the writers and designer for the articles you continue to enjoy, consider supporting our Patreon! Any donation helps support the writers. Click the Patreon Logo below to go straight to our page.

Don't forget to check out the website <https://memeinsider.co> for more issues and articles!

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Gurbism | creative director
Lexquire | editor in chief
Digitalorange | founder
Cartoonwarp | jr. Exec designer
Desman.Metzger | jr. Exec writer
Garnt | jr. Exec lead dev
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Abgraphics | designer
Borealis023 | designer
Maybealexandral | designer
Deros94 | writer
Elidoesntmosh | writer
Moremelk | writer
Toastmeme69 | writer
Words_of_a_mortal | writer

Thanks again,
The Meme Insider Team



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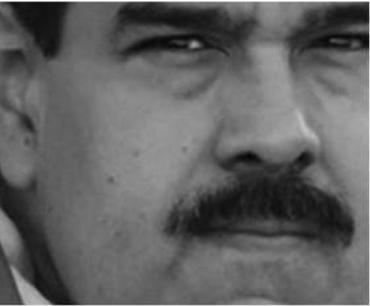
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have an idea?

*write and submit your own article
to be published in Meme Insider!*





8 Must-Use Ways To Improve Your Meme Game This WWII

[/u/Elidoesntmosh](#)



One of the hottest trends this month is international relations and as a real meme expert, you don't only want to just jump on the bandwagon, you want to build an empire based on fear making you the next biggest star and, perhaps, for once your parents will be proud of you.

Regardless of your current location, the World War III talks have probably reached you by now. Brave citizens have emerged across the globe in an attempt to create memes that would cement this historical moment. Humanity is facing the brink of extinction as the

world leaders begin to bull each other with all available means and one can only speculate on what the future holds. Perhaps, the realism will prevail, making Reddit just a useless 6-letter phantom of the past, but maybe our culture will survive by creating an underground resistance center dedicated to the preservation of shitposts in the International Meme Bank. No one may know, but one thing is clear for sure – the market potential is enormous.

Yes, your family and friends may suffer a horrible fate but just imagine the

possibilities for the juicy images, the bloody puns and the loud approval on your latest creation. The shareholder value will be beyond incredible! Just picture yourself smiling at your phone as you get the notifications arriving every second, confirming your popularity as the trendiest discovery of the humor world. Did you get one upvote or like on your latest post? Pathetic. That's rookie numbers, you need to pump them up. This article provides a few edgy ideas for your first meme as the nuclear strikes hit your hometown, they might seem risky, but if SpecialEd

Spongebob made it, anything can. Chaos is a ladder, my friend, as it is famously said in Game of Thrones, so would you dare climb it?

You've already missed the rise and fall of WWII Draft memes, but why not go further? As we are facing the inevitability of Chernobyl 2.0 in your backyard, here are few options available for such a pro-memer as yourself for the optimal return on investment.

1 Flash news memes. If you want your name to be respected in your neighborhood or have not felt human warmth in years then all you have to do is be the first one to report an airstrike or a bomb alert. Standard reaction macros from leading trends are good investments, but don't dismiss the profitability of traditional formats such as Rage Comics and Advice Animals whom'st'ev'd's audience is more susceptible to mongering. No incoming attacks? Inform the public about the possible threat from North Korea or a sinister tweet from your country leader. Go for maximum shock factor, the less information the

better! Create the ultimate effect by uploading a random piece of your town map and circling the elementary school.

2 Picture of a relative. With such a wide range of cousins, aunts and in-laws, you must have a veteran in your family. Make up a terrible war story or just post a photo of them in a uniform. Don't forget to make it black and white. If you truly cannot find anything, use a World War II photo to make fun of the Battlefield games, very efficient as it will yield supporters.

Have fun, get nationalistic and fly your flag. Add a little touch of comradery to the drama. Post a symbol of unification and for a better effect, suggest that everyone uses the symbol on their uniform so you can

distinguish your friend from foe in the satellite meme war.

3 Add a pointless position. Memes lately have been full of questions, like telling your worst childhood memory or your favorite movie line. Take it further - ask everyone whether they have a military base nearby or say that you're worried about the violence against the Native American Tomahawk tribes in Afghanistan. Suggest the trending Who Would Win? Chances are, you will either get support and agreement or people explaining how wrong you are. Controversy is key to a successful post.

4 Picture of a mushroom cloud. It does not have to be real, the Internet is full of photos. The importance is in the delivery again aim for the fear factor. Place the image next to their home or show the blast radius of a nuclear explosion on a local map and urge them to reconsider their involvement in WWII. Someone is guaranteed to reply and spread their worry enabling you to receive enough approval from strangers to keep the existential dread at bay.

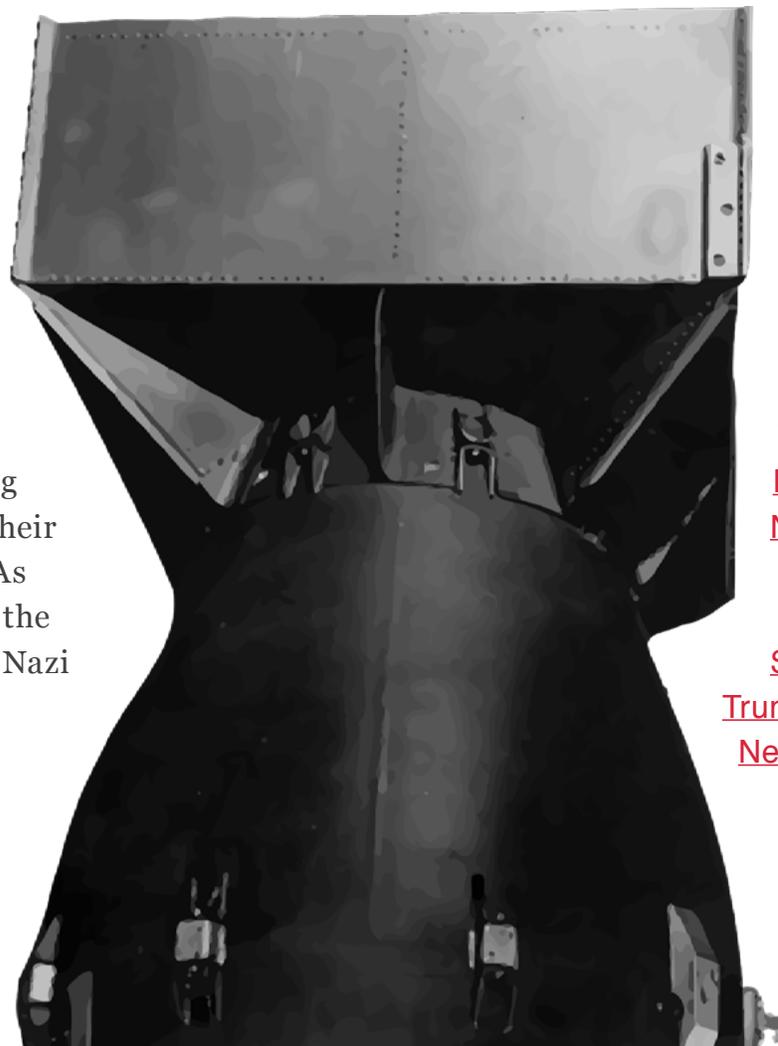
5 Photo of a dictator. If you are a master of photoshop then make a Kim Jong Un face on a rabbit! An alternative for the less fortunate users is finding a Putin or Assad picture and adding some text to it. Don't be afraid to use a pun or two as dictatorship jokes are a stable and safe maneuver. If you're not the creative type, feel free to just pick a negative sounding word to put on top with a few exclamations for a moderate return on normie platforms while retaining ironic value in the dank markets.

6 Countryballs. If politics get too confusing, just refer to stereotypes and draw a few countryballs in Paint. The more countries you mention the better, as some of the Internet users have a tradition of commenting enthusiastically when their country is mentioned. As a bonus, add Poland as the most popular ball with Nazi antagonist to increase value in edgy markets.

7 Make a post urging people to stop making WWII memes. If you made it this far without becoming famous, the last resort is to act annoyed. Remind everyone that World War III memes are based on speculation, they spread by exploiting others' fears and the users' wish to be heard and comforted. Inform them of how moral you are and insist it won't last long. Mention that investing time in this mass hysteria will only allow for short term fame and a deteriorating quality of memes. Act like you're above this trend and are able to

assess the situation neutrally, perhaps add a touch of satire.

With these templates in your hands, you are now ready to take upon the quest of Internet conquest. You must hurry, my friend, for no trend is eternal. This week you might still frighten a few people with the Syria strikes, but as time goes on you will have to work your sources harder to speculate on a Korean or a Russian hype. Play some bets on new players, like China or Australia and note the populist rise in Europe. Good luck!



Did any of these shock you? What do you think?

Similar: [10 Russian Phrases to Beg For Mercy](#)

[21 Professional Techniques to Photograph a Nuclear Attack](#)

[China Tweets a Shady Message to Trump, What Happens Next is Priceless](#)



Themes, Memes, and Dreams

WHY LARGE UNTHEMED
MEME SUBREDDITS ARE
DOOMED TO DIE

/u/ToastMeme

Empires rise, empires fall. The tumultuous first months of 2017 saw two of these empires fall from glory. In this article, I will be using r/me_irl and r/dankmemes as studies in the deaths of these once great meme meccas.

Early issues of Meme Insider will reveal excitement at the emergence of a new meme market, *dankmemes*, following the massive success of their Meme of the Year contest, which Robbie Rotten himself acknowledged. Subsequent issues chronicle the fall of me_irl that followed *lordtuts*' betrayal. This singular event has become a symbol of the larger phenomenon it is an instance of: the seemingly premature death of large, unthemed meme subredditsc (LUMS). *Dankmemes*' decline became obvious shortly after the "pedo ban" (see my article in February's issue). It wasn't so much the poor moderating decision as the problem it highlighted: the sub had become entirely dependent on edgy shitposts and recycled

prequelmemes content. It was on a dark day not long after that I myself unsubbed at last. I had enjoyed watching dankmemes climb the ranks through creative OC and a less restrictive platform than *me_irl*. It was *me_irl* without the shitposts and bamboozlement, everybody thought. However, it too soon fell. So what happened, and why will it happen again?

A very specific pattern is demonstrated in the collapse of both *me_irl* and dankmemes. We can extrapolate this to mean that LUMS are like a phoenix, dying only to have a new instance rise from the ashes of the previous instance's death. That it pattern goes something like this:



A MAJOR EVENT OCCURS WHICH BECOMES THE SYMBOL OF THE DECLINE IN QUALITY OF THE SUBREDDIT.

For *me_irl* this is obviously u/lordtuts' betrayal. It created the start of a "10,000 upvotes"/bamboozlement trend and also reduced the community's faith in the legitimacy of its users.

For dankmemes this is slightly less obvious. In my opinion it is the pedo ban, which highlighted the reliance on shitposts, but an argument could be made that it was the P vs. B battle or any other subreddit drama.



THIS EVENT CREATES LOCALIZED TRENDS ABOUT THE EVENT.

Me_irl had bamboozlement memes,

and dankmemes had ironic pedo/"not pedo" memes which only made sense in the context of the ban.

Whatever the trend be, it creates a localization effect. This has two major outcomes. It a) creates reliance on this trend and often causes mass shitposting, and b) turns off new users to coming to the subreddit. The latter is the most important, because it causes the next step in the process.



GROWTH PREVENTION

Since new users are turned off by highly localized trends that they find difficult to contextualize, growth of the subreddit is stopped completely or heavily slowed.

This perpetuates the cycle of localized shitposting, because existing users are more likely to post localized memes, which in turn are more likely to reach the frontpage upon being upvoted by other existing users. In this way, it is very difficult to 'salvage' a subreddit once it has gotten to this stage.



LOSS OF USERS

To moderators and users alike, stage 3 does not seem to be too big a problem. Nobody's really doing the math, and exponential decay is to be expected with anything. This confidence stops any preventative measures being put in place to save

what remains of the community.

However, as circlejerking, infighting, and shitposting continue, veterans are the first to leave. They were there the longest because they produced the creative OC that caused the subreddit's boom, and now they are the first to leave because they are the first to recognize its decline.

Now what began in stage three is starting to become a problem. Instead of just not gaining users, the subreddit is now losing them.



REPOSTING

As veterans leave, less experienced new-but-not-too-new users see the opportunity to post old frontpage content and market it as new. This works until people catch on, at which point an intense crusade is launched to weed out the reposts and the reposters.

This crusade seems only to exacerbate the problem by causing more infighting, spawning more localized trends, and in general contributing to the cycle of downfall.



DEATH AND REBIRTH

The veterans that left in stage 4 are important now. After having left, they have found somewhere else to post their OC.

Users of the original subreddit

will gradually change to this one, leaving the remains of the original in shambles.

This new subreddit gradually becomes popular and starts the whole cycle over again.

It's easy to see how this self-perpetuating "Subreddit Cycle" can happen over and over again. It may seem counterintuitive that it only occurs in unthemed subs, but context is the major differentiating factor here. Themed subreddits start out a step 2: Localization. However, they never progress to step 3 because this localization has already been contextualized. When people visit [me_irl](#), they are expecting to find something they can relate to without a prerequisite. When they visit [r/biomemes](#), they know what they're getting into. The important thing, for a LUMS, is to make sure that the trends don't get too localized as to ward off outsiders—but at that point you're on the first step to becoming themed. More likely, this cycle is inevitable and should be embraced like any other phenomenon in the ever-unpredictable meme economy.



A Fresh Fidget Spin on MayMays

Deros94

Why did fidget spinner memes become a vehicle for Millennial self hate?

Can anyone understand the youth of today? It boggles the mind what generation Z considers normal. For reference generation Z are those born and raised after the year 2002. Dabbing, musical.ly, and now the worst fad, fidget spinners. Nothing looks more stupid than children enjoying themselves with a toy designed for people with stress caused by ADHD, autism or anxiety. Except for how Millennials looked when they played with Beyblades, used Heelies, or when they were trading Silly Bands. No the hate for fidget spinners has to do with forced edginess from a meme economy controlled by young adults.

Now this is not to say the FidSpin were bad quality memes. It's just that the hatred is misplaced. If the hate was fair they would have had a larger gross payout for early investors. The problem is that the dominant sub-meme of FidSpin were the AutisticSpinner variants. The combination of autistic screeching and fidget spinners are a simple way to create edgy memes. They branched off to SchoolShooterSpinners not long after the autism memes. These edgy memes saw the stock's growth to retard as they ran into some turbulence. That turbulence arose from within the community of the stock's birthplace /r/Dankmemes.

Dankmemes has had a bit of a problem recently. Its users became split over the **B** emoji and the **P** emoji, but more importantly over the direction of the subreddit. Some had become fed up with the overt edginess that permeated the memes (see /u/Toastmeme's The Shock Factor Won't Work Forever in our March issue for more). So while one camp championed the AutisticSpinner another group rallied against them as a symbol of anti-edginess. Eventually this battle culminated when the smoother side put a low quality anti-fidget spinner meme onto /r/All. This event signaled a change in the subreddit, but at the same time it hurt the meme's chance to get to a double good boi rating.

So now that the meme's slow growth has been discussed it's important to reevaluate why it happened and where they can grow. To understand why the initial combination of autism memes and fidget spinners took off is to understand the meme day traders. Since the main demographics of the economy mirror Twitter and Reddit it is a safe guess that they are primarily Millennials. The fad of fidget spinners is entrenched within the youngest American's so Millennials may not quickly grasp the appeal. Additionally, they are toys so of course Millennials would find them



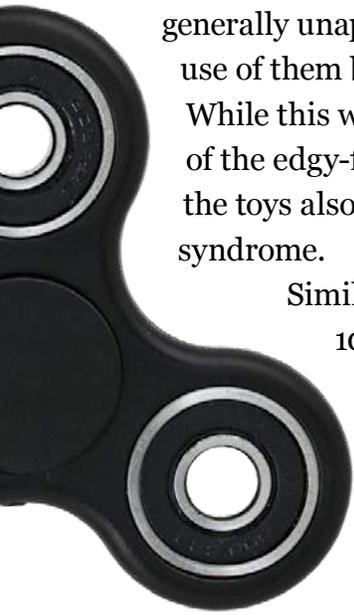
generally unappealing and associate the use of them by their peers as childish. While this was the likely primary cause of the edgy-fidget spinner association the toys also suffered from video-bait syndrome.

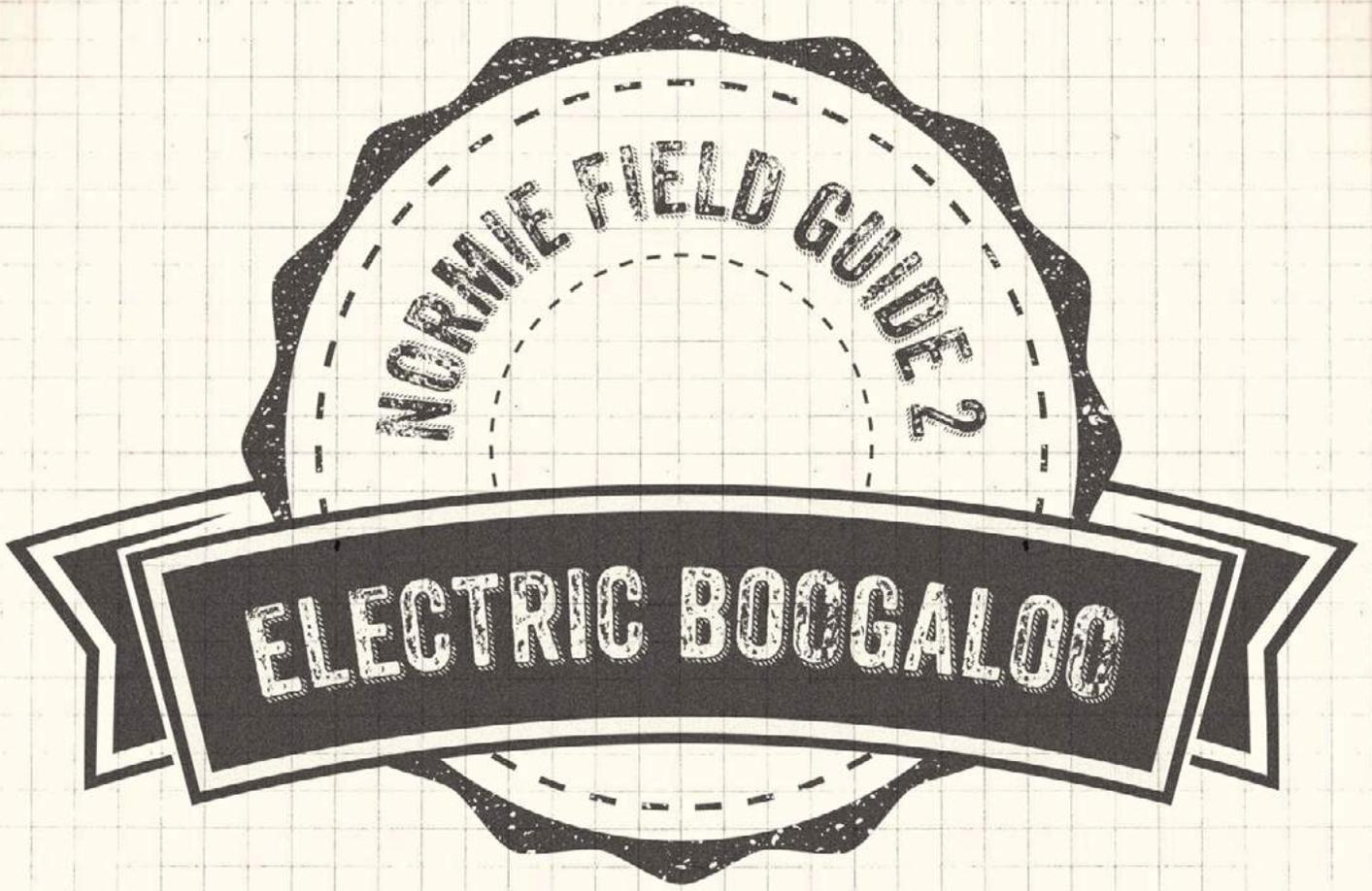
Similar to the memes of the 10000 knife fidget spinner clickbait videos are all over youtube. This should not be surprising to any meme economist. The website pulls in young viewers by appealing to their inexperience with identifying clickbait. Simply putting in 'fidget spinner' into the search function you can find cringe compilations, giveaway live videos, fidget spinner tricks etc. etc. All are likely to grab the attention of an elementary or middle schooler who has access to the site. These moments of youthful ignorance cause Millennials to reflect back onto their lives. A quick cringey memory or memory of bullying brings negative emotions to the surface. In conclusion the reason Millennials were

disgusted with the fidget spinners fad has to do with their self reflection on their younger years.

Now that fidget spinners have become established it will be a bit before they break away from their initial content. FidgetSpinner memes will exist as long as the fad permeates

Generation Z's. Once the negative feedback of the "edgy sub" memes blow over the lighter sarcastic variety will blossom. While it is sad to see a good potential meme fail to reach double good boi status they are still spicy and dank. Buying now could be smart as the price point is low and the potential for growth is high.

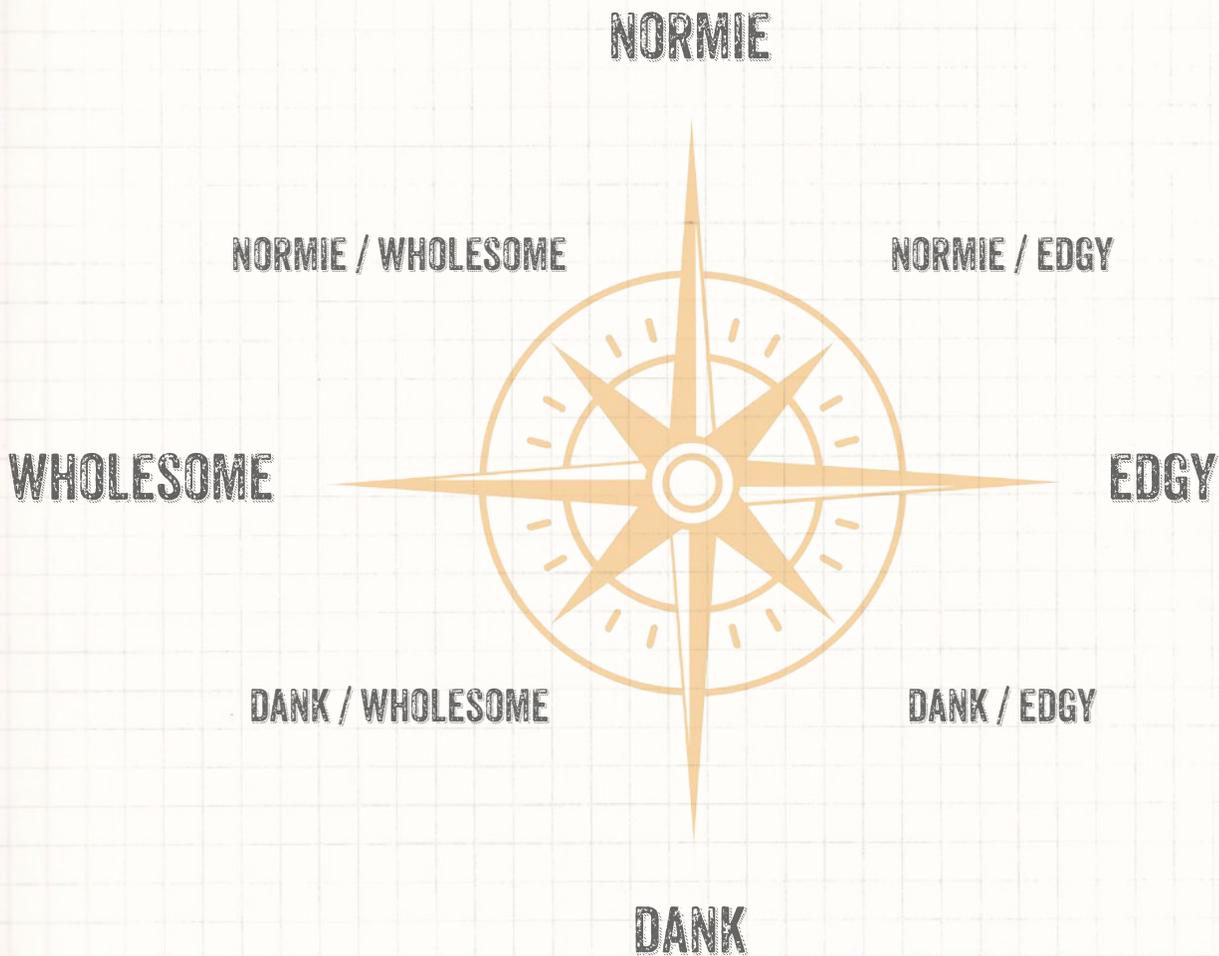


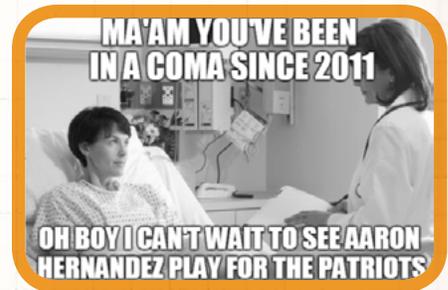
A large, faint orange compass rose graphic is visible in the lower-left corner of the page, partially overlapping the text box.

PRIVATE PROPERTY OF:

Brandon Wink

Hello again! For those who are just now joining us, a quick recap: Those who are not well acquainted (likely you) with the deep, rich history of the Internet's most time-honored joke, the meme, are called Normies. This is not bad, it simply means that you do not know the lay of the land when it comes some of the smaller complexities of internet humor. Fret not, for I will be your guide in helping you understand a bit more every month. Last chapter (which is not required reading, only recommended) went briefly over the four main "themes" of memes that you will experience out in the field: Normie memes, Dank memes, Edgy memes, and Wholesome memes. This section of the guide will give you the standard issue Meme Compass and Meme map, and focus on an overview with examples to help you best understand each category.





As you noticed, the Meme Map has 4 examples of memes that are part of their respective categories. Using the compass, you can identify which group each of these memes belongs in, but this guide will not go into a detailed explanation of why each meme belongs in the group and what other memes of the same group would look like.

First on the list is the meme to the “North” which from this point on will be called direction “normie”. This particular meme in question is a Fake Executive Order one, which started by people taking still pictures of trump signing executive orders and editing their own text on top. There are many different varieties of this meme, and you can find it in all groups, but this particular one is “normie” because it does not require any outside knowledge of pop culture, internet culture, or even political history. It’s simply an edit to make it look like the President doodled a “kat” and is proudly showing it to the media. People who do not like Trump will delight in his misspelling and simplistic drawing style, people who do like Trump will like the light hearted nature of it, so the appeal is wide while controversy is low.

This contrasts with the meme to the “South” which will be called “Dank”. This meme is actually a blending of two things: Samurai Jack and I’m You But Stronger. There are two common themes in Dank memes- Nostalgia, and blending of different memes. This is because the core demographic and creators of Dank memes are the millennials, and in the past two years there has been a great wave of nostalgia which has culminated in various old TV shows being revived (like Full house and Gilmore girls being brought back on Netflix). Samurai Jack was a beloved TV show that stopped airing fourteen years ago, until just last month when it came back into the spotlight. In this revival, the character is very different from the one fourteen years ago, thus it was blended with the I’m You But Stronger meme, one that is specifically for comparing to things that appear similar but one is vastly different from the other. This meme requires understanding the history of a fourteen plus year old TV show combined with meme knowledge, thus it is considered dank.

These next two examples are

the same meme template, but with radically different results and emotions. The one on the “West” side (which will now be called “Wholesome”) is about the birth of April the Giraffe’s child, while the one on the “East” side (now called “Edgy”) is about the suicide of Aaron Hernandez that took place on April 19th. The meme is called Sir, You’ve

“After some time and self-exploration, edgy memes don’t have the same shock and impact that they used to...”

Been In A Coma and this variant features a female as the protagonist. The meme is meant to simulate someone who is terribly out of the loop, yet is looking forward to something that isn’t possible anymore. The one on the Wholesome side hasn’t been conscious since January, and thus is anxious to see if April the Giraffe has given birth yet, which she did after millions watched her for months on livestream. The Edgy meme is of a person who wakes up excited for Aaron Hernandez to play with the New England Patriots, who was cut from the Patriots in 2013, jailed, and

subsequently hung himself on April 19th, making it a joke that is in extremely poor taste.

However, Edgy memes are just the online digital manifestation of black comedy/dark humor, and will often feature depression, suicide, and other forms of self-loathing to be the main point of the meme, so they are not some byproduct of a digital age that hates society. This field guide will now attempt an explanation of Edgy memes and their spread: growing up, many kids are told that certain things are taboo and to not act or speak in a certain manner. However, around the time of teenage years, they are allowed online where free speech allows people to speak out in ways that these children were told not to. It is not necessarily that these teens and young adults find themselves truly thinking and acting the way depicted in edgy memes, but rather the topic is something that they are just now discovering and it comes up in a crucial time of self-discovery and brain development, so they delve deeper into it. Edgy memes are mostly to be taken at face value, as something that is meant to shock and make you go “oh that’s

horrible” and not much else past that point, and as such are mostly harmless save for a few exceptions.

After some time and self-exploration, Edgy memes don't have the same shock and impact that they used to; and this combined with a slow economy, poor job prospects, rising college payments, and much more of that nature causes these young adults to mature adults to seek out something different. This is where Wholesome memes come from, a counter to Edgy memes and this notion that the internet is only filled with hate and depression. Wholesome is the smallest established meme genre, but is expected to become part of the next internet renaissance and meme war, which will be touched on in later chapters.

Understanding A Popular Meme: MFW/TFW

A very commonly found type of meme is MFW/TFW and it is an easy one to understand. The letters stand for “My face when” or “That face/feel when” and is always accompanied with a picture of a face, usually a cartoon or overly exaggerated expression. This

meme can often be shortened to just “when” as seen in this example:

The feeling is supposed to be one that is very relatable to the person posting the meme. In this case, the person is relating the feeling of correcting their mother to a brick wall, something that is highly relatable depending on the parenting style, region, or circumstances around their childhood.

MFW/TFW are very commonly found memes on social media, as they are

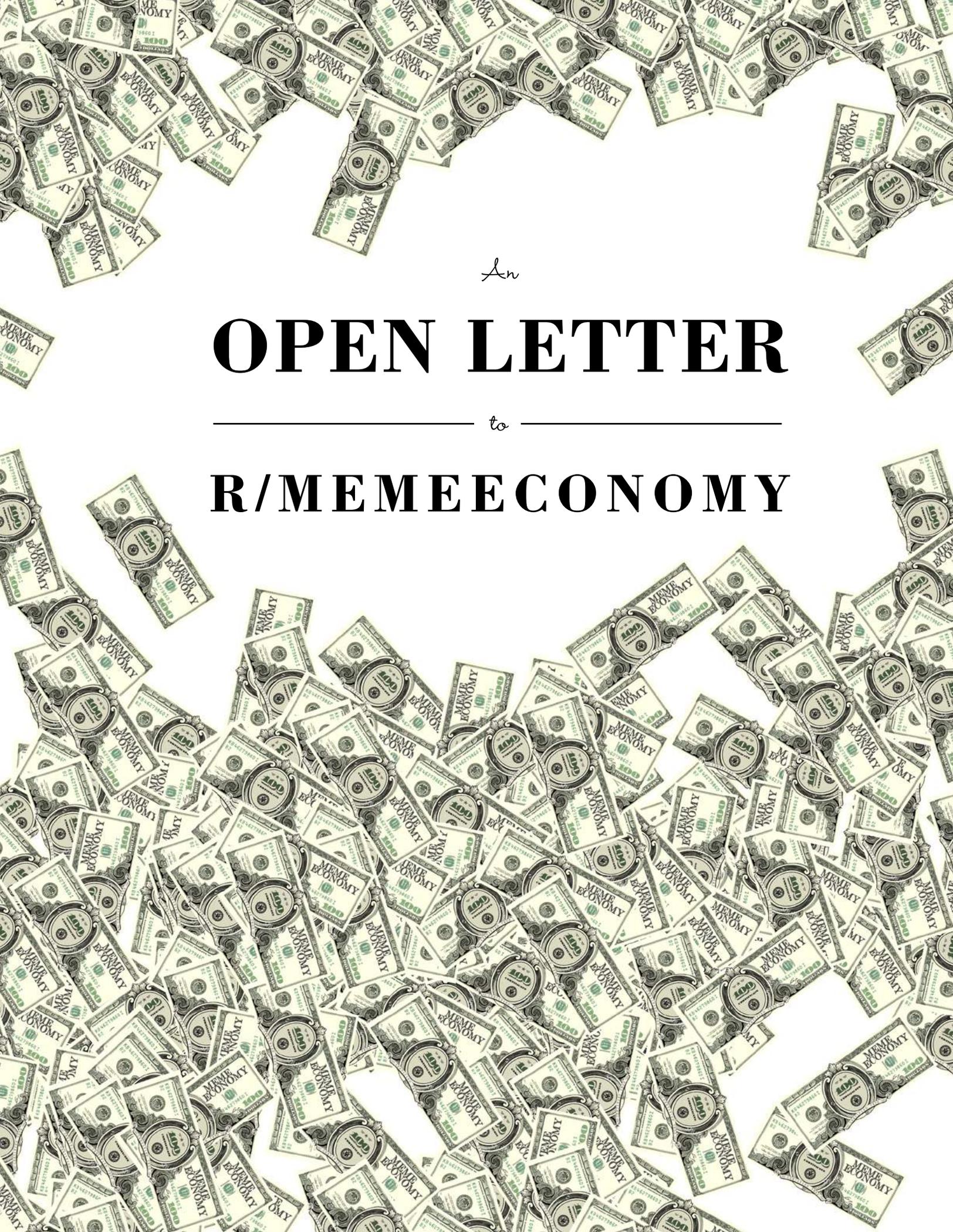
made to be relatable to the most amount of people, or the lowest common denominator of the population.

This chapter was jam-packed with a lot of information to help you get out there in the meme trails right away, but please do have caution and pace yourself. It can be a very dangerous meme world out there, especially with topics like politics and international news are the subjects being memed about. Take it slow, follow the guide, and you are one more step closer to dropping your normie status

When You Tryna Convince Your Mom That She's Wrong



Example of a MFW/TFW meme.

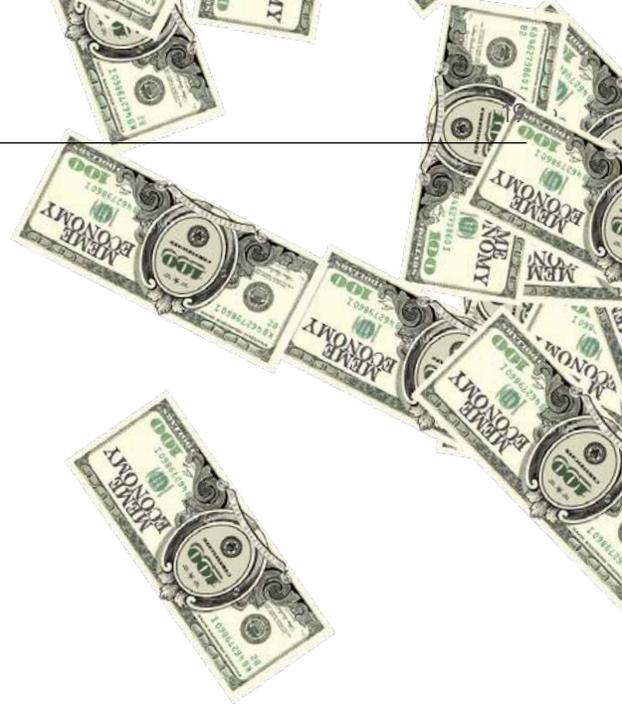


An

OPEN LETTER

to

R/MEMEECONOMY



DESMAN METZGER

Over the last few days, I have been lucky enough to gain access into the closed beta testing of the NASDAQ trading platform. It isn't my place to report on that particular development, but I must say, playing an early iteration of the trading platform has inspired me to write this letter to the observers of the Meme Economy.

A few short months ago, a collection of Redditors from all specialties and interests have banded together, either in direct development, or general support of the 'Meme Economy'. There has been mainstream coverage on the topic, Reddit-wide interest, and the beginnings of some academic interest into the project; this has not only been a technical endeavor, but an experiment into the social element of memes. Needless to say, we seem to have the internet's attention.

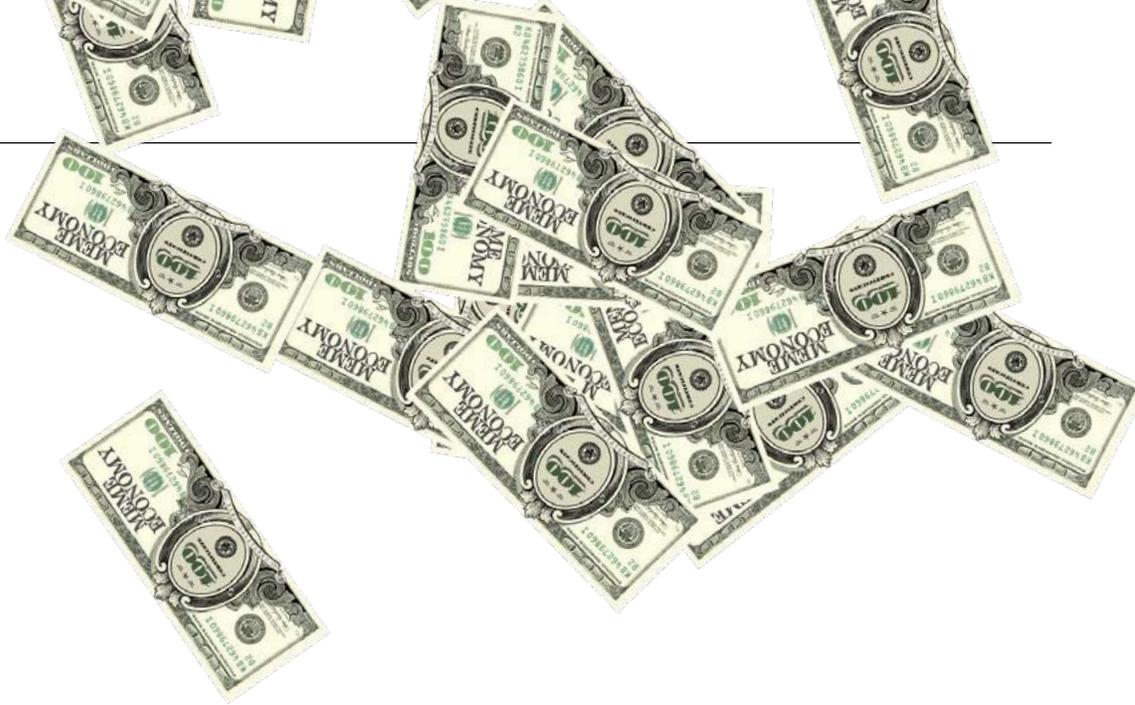
But now that we have it, what should we do with it? Should we even care at all? Would it spoil the fun if we took it too seriously? These questions can't be answered by one person, or even a small group of people – the project's success relies on how much cohesive support comes from readers like yourselves. The next few paragraphs are intended to stimulate discussion, and

generate interest in a few topics that I believe should be discussed to create a healthy Meme Economy.

Relating to my experiences with the platform directly, it should come as no surprise that the general aesthetics and idea behind the NASDAQ would be one that resembled a stock market. Day traders are tasked with making a profit in Good Boy Points, with firms competing to beat their competitors.

"HOW WILL MEMERS FARE IN TRADING, ONCE THE NASDAQ GOES PUBLIC?"

Questions regarding the trading culture remain however, namely "how will memers (many of whom have no experience with real trading) fare in trading, once the NASDAQ goes public?" This question may seem pretty unimportant to those used to the concept of trading, with opinions ranging from "the market will correct any mistakes", to "those straying from the norm will not turn a profit", but I believe it's



worth discussing. The problem I foresee is that, unlike a trading-floor_irl, there are no established traders with degrees in finance or economics – with enough non-traders comes a substantial effect to the Meme Economy’s day-to-day operation, which in turn creates uncertainty. It’s worth discussing as a group, because no number of official rules or policies will curtail a mass of people ranging in the thousands, if they are not behind it. One possible solution may be to impose sanctions on non-conforming firms, or traders that exploit unconventional trading tactics, another may be to leave the market relatively laissez-faire to see how it will all turn out – only time will tell how this experiment will go.

WHAT PART DO NORMIES PLAY?

Another point of interest may be a discussion on where and how questions of reform should be addressed. Do large-scale rules or tweaks to the market need a populist vote? Will these decisions be made by asking

top traders, established members of the community, or maybe even professionals that are trained in their respective fields of economics or social theory? One train of thought may suggest that trader confidence should be the measure that matters here, another may suggest more egalitarian or meritocratic standards in providing reform – like most things in life, there are no simple answers to these questions.

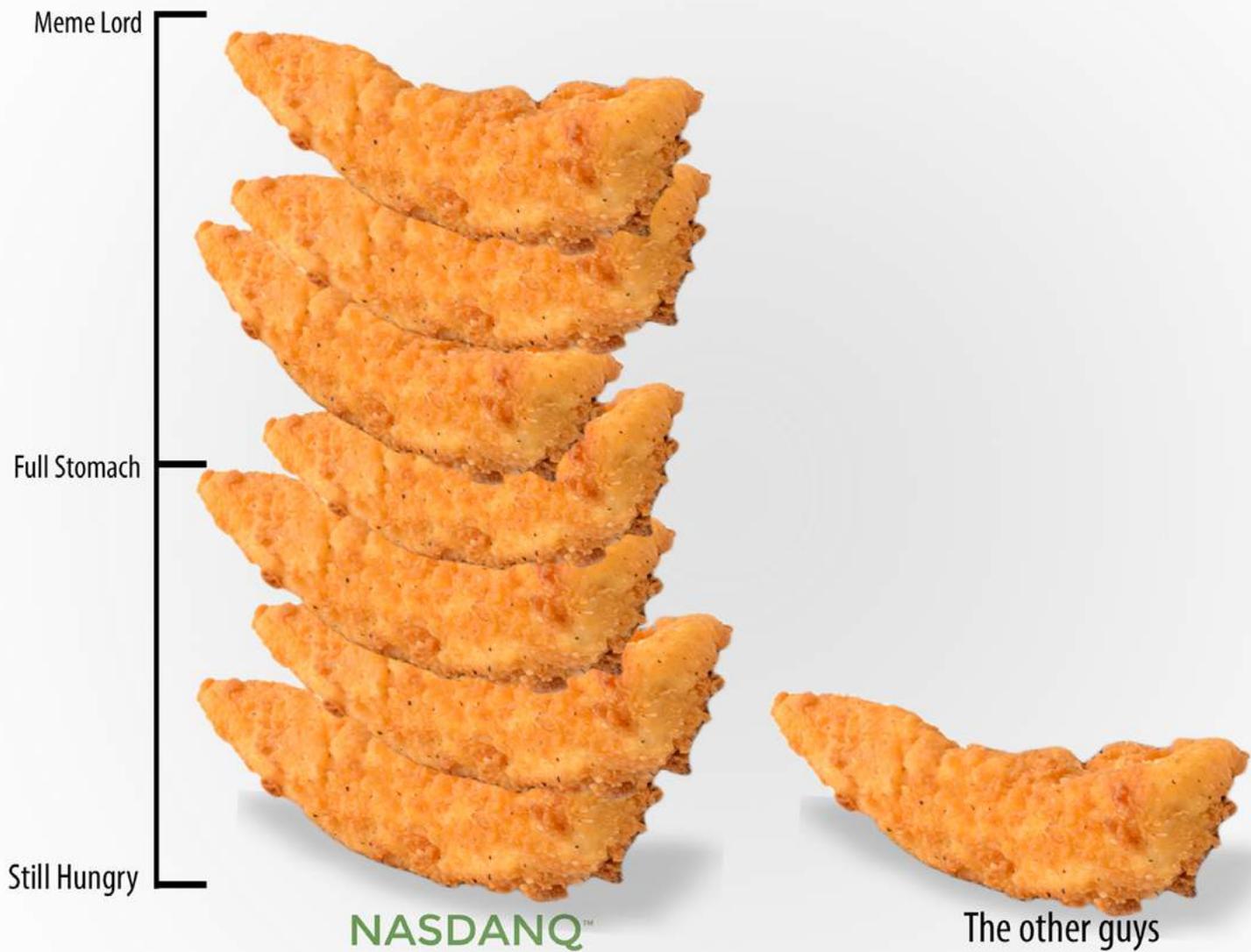
Finally, questions of success can be a particularly sticky subject. What happens if the platform takes off? Is there a need, or desire for the niche group we have founded to stay obscure? And maybe most pertinently, what part do Normies play? Meme Insider has explored questions of Normies extensively, and our analysts have concluded that they are not a risk to the greater Meme Economy. In fact, they often drive these memes into the forefront of popularity for investors. Questions relating to predicting market saturation, the effects of Normies generally, and even how to appeal to the Normie’s meme sensibilities could be very lucrative questions to answer for potential traders – and multi-billion dollar conglomerates or governments (which is a topic for another day).

The choices we make in how the Meme Economy is shaped now, are both expansive, and long lasting. These decisions can shape the popularity, effectiveness, ease of use, and overall legacy that we create through this uncharted territory, and it is our hope at Meme Insider that we are able to report, and guide our readers through these events. This letter isn't supposed to provide solid answers to the abovementioned questions, but rather, attempts to stimulate positive discussions on issues greater than "the next big meme". I am positive that we as a community will be able to discover some novel insights into the way we trade and interact over the coming months, and we will be there reporting it every step of the way.

Sincerely yours,

Desman Metzger ■





It's Simple, How Many Tendies You Want?

NASDANQ™

Your home for buying and selling dank memes



Imperial Conquest via Emoji

The biggest brands in the biggest race to make the biggest bucks, and the unforeseen consequences.

BY /U/MOREMELK, MAY 2017.

One of the summer's headlining films is *The Emoji Movie*, directed by Tony Leondis (who is mostly known for directing the 2008 animated film *Igor* (2008)). The film's premise is simple at face value. A multifaceted emoji played by actor/comedian T.J. Miller sets out on a journey to become one permanent emoji. Somehow this personal story becomes "universal" when him and two other emojis must save their world from being deleted.

Most people who have more specific tastes in media will likely avoid this film like the plague it's setting out to be, but the movie will more than likely be a box-office success with everyone involved pocketing sizable checks. Why? Because it was bred to become a money-printing machine from its inhumane conception.

Other than being one of the most used forms of digital communication on the planet, emojis have no artistic or cultural contribution as it stands today. It is merely a part of what defines the technological age of a post-Internet society. At least LSD had roots in counter-culture and played a big part in the various revolutions between the 60s and 70s.

However, the bigger problem lies with the consequenc-

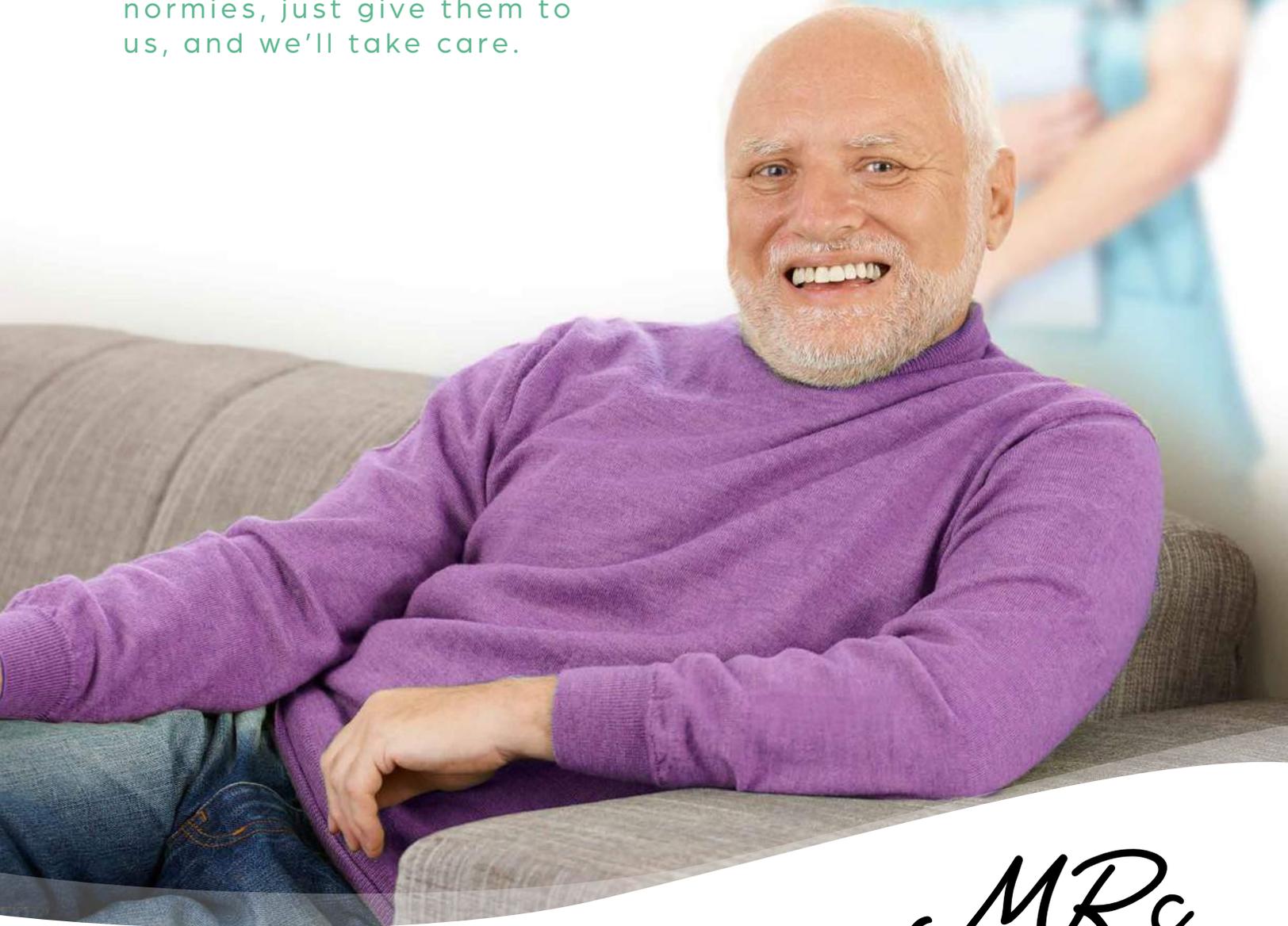
es of this film's inevitable global box-office release. Like minions, emojis are easily moldable and adaptable into whatever you want them to be (See your estranged aunt's Facebook feed for examples). They don't offer new ideas or even spark discussion or valuable criticism. They're just vessels for all the noise we're exposed to daily.

**They're just vessels
for all the noise we're
exposed to daily.**

This noise will no doubt spread like wildfire across all nations, and poses an issue of cultural intrusion. Emojis are already everywhere and this movie is just a reflection of the current state of how we encode and decode messages. Western influence has already had a strong grip on cultures around the world and it seems emojis will be taking a seat at the table along with McDonalds, Walmart, and minions. Speak out with your wallet. Don't touch this movie with a 50-foot pole.

IT'S TIME TO LET THEM GO

It's hard to stay relevant. That's why our community at MRC strives to create a timeless safe space for our elder members. Rather than expose them to normies, just give them to us, and we'll take care.



MRC

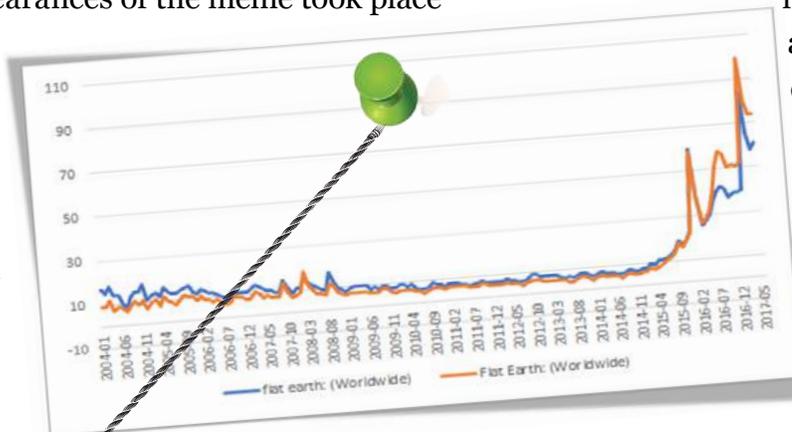
MEME RETIREMENT CENTER

FLAT EARTH THEORY: EMBRACING THE MEME ALL AROUND THE GLOBE

This 15th-20th century movement got a breath of fresh air in the early 2000's but remained widely unnoticed until this year. The sudden rebirth of this conspiracy theory has been forever solidified in the annals of history by the creative and popular memes about it. The question that remains unanswered is why the Flat Earth Society is even a thing.

/u/Elidoesntmosh. May 2017.

In order to embrace the meme, we have to understand the meme. First, here is a little overview of the reborn Flat Earth Society. The Society formed in 2004 through a forum page, which as of May 2017 includes 11,028 members with an average of 384 new registrations per day (1). Moreover, the Society has active pages on Facebook, Twitter, Instagram, Tumblr and Youtube. Who knows when the Flat Earthians will also penetrate Reddit and 9gag? Maybe they already have! One of the most famous members of the society is rapper B.o.B. who wanted so hard to be able to pretend that airplanes in the night sky are like shooting stars, but instead decided to pretend that Earth is flat. However, the Flat Earth Society only truly gained momentum and attention in the late 2015s as illustrated by the Google search trends below (2) and only became a meme recently. One of the first appearances of the meme took place after Kyrie Irving's comments about his membership in Flat Earth Society in February.



The two questions that need to be answered here are: why are conspiracies popular in general and why are conspiracy memes such a good investment. Conspiracies often form around complicated issues that require complex answers, such as the moon landing, the government structures and general human purpose in life. On the other hand, humans prefer simple answers that make sense as our brains naturally dislike very complicated information. Universal natural laws, for instance, give an almost orgasmic feeling to physics enthusiasts because they are presented in short formulae, occupying around a third of a line, and are true and valid for the whole universe. Sounds amazing, right? Many things in life, however, require lengthy explanations, have exceptions and case-specific answers. Conspiracies offer us easy answers, which initially demonstrate a logical puzzle-piece-compilation, such as all governments are lying to you, science is there to trick you, a weird lizard-illuminati love child is ruling the world. You get a feeling as if your meaningless existence is not a result of



your life choices but an evil scheme targeting you throughout your life. Essentially, conspiracies give you a way to claim that everything you cannot grasp is wrong, discourseful and lying; encouraging you to trust only the things you can sense, feel or experience. Conspiracies allow you to explain your own failures and misery as the fault of someone else, who targets you or society with the aim of society's IQ destruction.

be trusted. Finally, conspiracy theories are not stagnant. They change, reform, and evolve, based on the different presented counter-evidence. The Flat Earth theory has been taking shape for the last few years, adding sun and moon rotation possibilities, drawing a new map of the skyline and conducting various experiments. After all: "When you look at the horizon, tell me peasant, do you see any curve?" Case closed- Earth is flat.



The discovery of Flat Earth memes have been recent but conspiracy memes have existed for

a long time. This is a result of the

unconventional sense of humor shared by the Internet users, who are predominantly educated young adults.

The Flat Earth Society is a pure example of that logic as it invites you to solely trust your visual senses and disregard any scientific proof as falsified by the union of global superpowers. It is a perfect example as it teaches you to ignore any potential source of information, including photographs, historical records, and your friends and neighbours by simply repeating that it is all a lie and that you cannot believe in the existence of something you have never seen.

The majority generally enjoys laughing at grand conspiracy schemes, thus creating a lot of market potential for such memes. Even as early as 2011, the Conspiracy Keanu allowed thousands

Conspiracy theories, unlike discoveries and hypotheses, are also easily created and accepted. They are not proven and backed up by evidence as they generally do not require any scientific or factual proof since the main argument is that any scientific or governmental source must not

of Internet users to enjoy the conspiracy theories to their maximum absurdity. In addition, 2017 has become



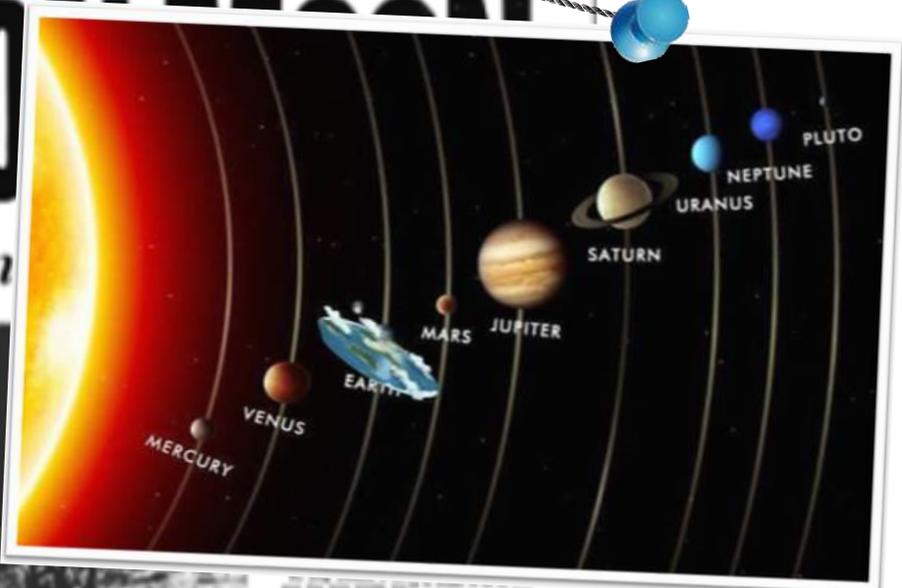
a year where the pattern for our meme tastes are darkening. Lately, we've witnessed the rise of Autistic Kid or When that quiet kid in class, WWIII and even a slow but steady growth of nihilist memes. A darkening interest indicates the wish to laugh at one's purposeless existence, which links back to the exact fulfillment one gets from conspiracy theories.

Hopefully, however, the Flat Earth memes will cease to exist soon, just as the Bush did 9/11 ones have started to calm down or just as the Harambe was an Inside Job died last year. Conspiracy memes, nevertheless, will continue to feed our self-esteem, so it might be a good idea to research the non-famous conspiracy theories and prepare a massive amount of meme material. These memes might not be dank or juicy but they can get extremely popular and spread to other platforms into normie usage. Then you may as well end up being the first meme millionaire! Unless of course... the CIA wants you to do exactly that.



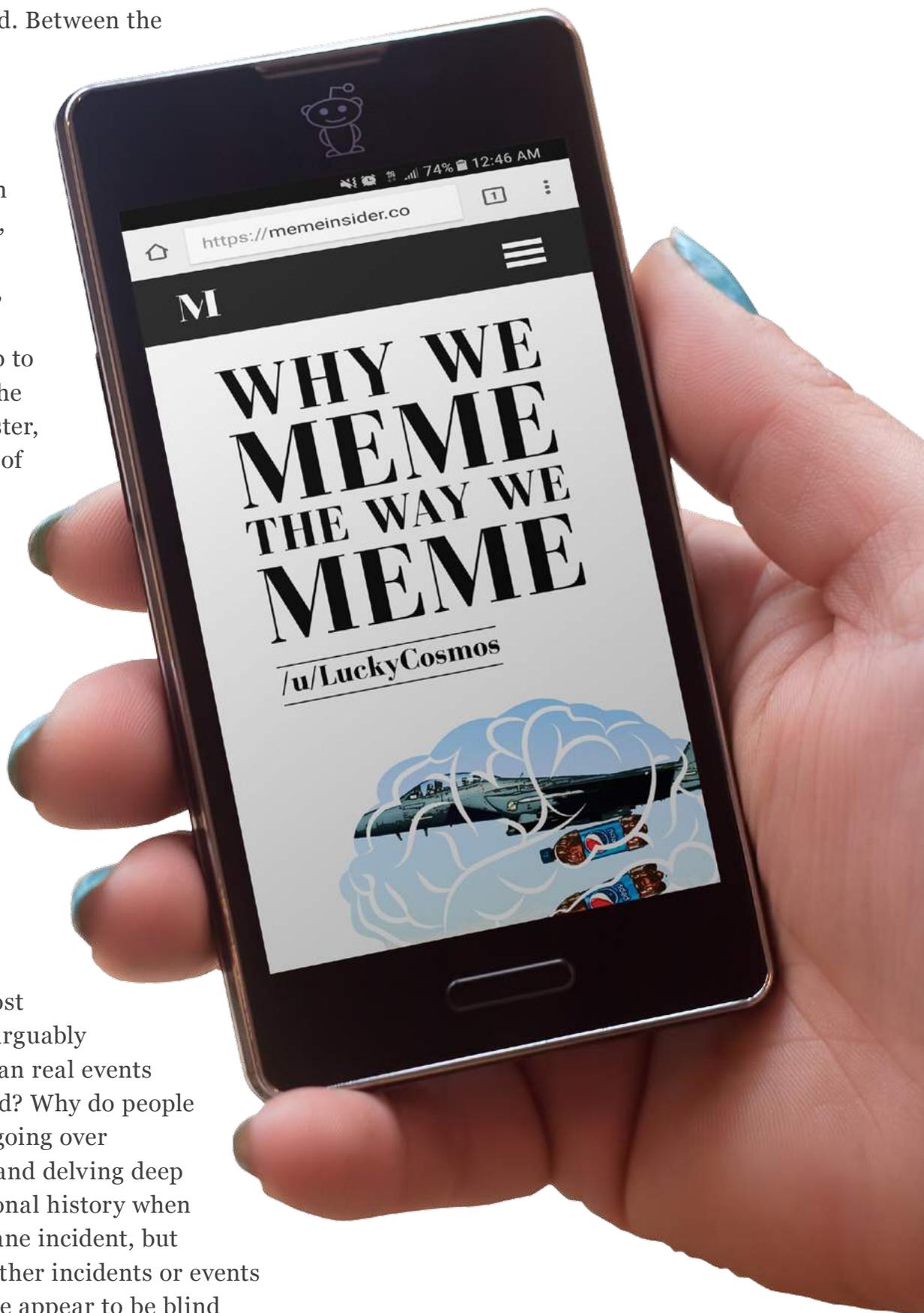
STAND O...
Raise U.S. flag on

Pride, thrills abound



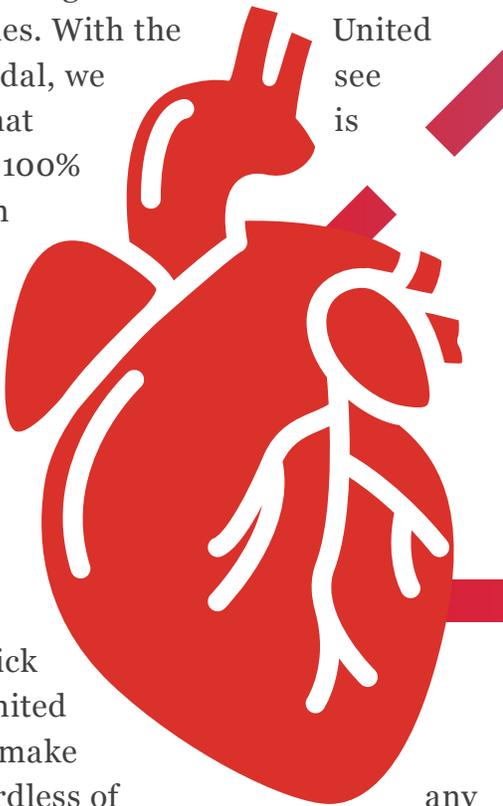
These past two months have been very busy indeed. Between the Tomahawk missile strike on an airbase in Syria, growing tensions between the World and North Korea, Berkley riots, Gay Concentration Camps in Chechnya, the terrorist attacks in France leading up to their election, and the new one in Manchester, there has been a lot of things worth our precious time in talking about online. However, when you look up news online or head into chat rooms, what you find is talk about Fidget Spinners, Bill Nye, and Nuggets for Carter .

Why is it that the things we talk (or meme) about the most are the things that arguably matter much less than real events going on in the world? Why do people spend literal hours going over pictures, statistics, and delving deep into a person's personal history when it comes to an airplane incident, but when it's comes to other incidents or events around the world, we appear to be blind



to it. There may be a few reasons, but I believe that the biggest reason of all is: unity, specifically, playing the crowd.

When it comes to a subject like Gay Concentration camps in Cechnya, where people are literally being tortured in a way unseen since WW2, you would expect there to be a large public outcry about it. However, because of politics, there are two sides to this coin. There are people out there who legitimately do not like gay people and want them to be in camps like this, and there are people who may not like the idea of a camp but do not want to upset Russia or cause the next World War over it, and so it doesn't get picked up, people don't initially look into it, and memes made of it don't get recognized or referenced anywhere. This, however, is not the sentiment that was present when memes were being made of the United Airlines. With the Airlines scandal, we see a company that portrayed as 100% bad versus an innocent man who is seen as the ultimate and just good in this situation. Because of this, people were very quick to ridicule United Airlines and make memes, regardless of political ties.



There are plenty of memes that have political ties to them and yet still do well, and Pepsi is an example of this. Pepsi's commercial and intent was very politically motivated, but it did it in a way that made almost everyone of all political persuasions mad at them, plus it had what the next point of meme spreading has: a central image to use. Pepsi, being a soft drink, is iconic enough as it is through use of its can. However, because of the commercial and use of Kylie Jenner, it now had a very easy to use template

to copy and spread faster. This is also the same for United Airlines, as the picture of the doctor's face all bloodied up triggered an instinct within us all to protect our fellow human and to be vengeful against the entity that caused him harm. When a moment happens that turns into a big sensation, in order for it to get picked up by the news and spread in the predictable pattern, there needs to be footage or something of the moment it happens. Most recently, with the Manchester explosion, the closest thing to actual footage is of a car's dashcam which only has the

sound of the explosion, yet that is the thing most often replayed when talking about the event, whereas in previous events (such as in France) the photos and videos that circulated were not ones from outside the area, but



rather up close and very graphic in nature.

Back in the day before the internet, many memes and jokes were verbal only, with references and the like being made and people having to stay current to understand.

With the Internet however, pictures are the main key to any joke or story, and as such a point cannot be accurately made without some sort of proof, which is partly due to the fault of early internet pioneers and Nigerian Princes ruining our ability to trust others. However, because of this, we rely on one good, hard hitting picture to be the reason why we do most things. It can be argued that the bombing of the air force base in Syria was because of Marco Rubio showing pictures of kids shortly after the chemical attacks

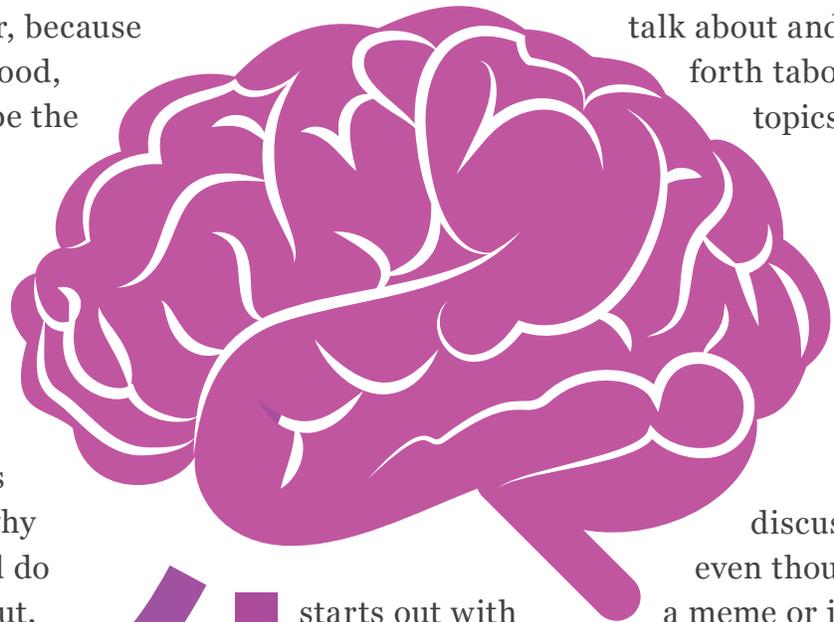
took place. It is also the reason why many injustices around the world do not get reported on or talked about,

despite there being overwhelming amounts of evidence to support that horrible things do happen across the world.

There are cases, however, when everything seems to be perfect for something to spread, but it doesn't. A picture taken at the perfect moment can be captured, along with a clear distinction made between right and wrong,

such as the case of the Russian Ambassador to Turkey being shot in the museum, and yet it doesn't get picked up as you thought it would. There were some memes made about it, but they were quickly taken down or viciously attacked as "heartless attempts to be edgy" and the like, but I believe there's more to it than that. The world is now more connected than it ever has been in history, primarily thanks to and through, the internet, and as such it should not be afraid of sharing details and news no matter the content.

We must not be afraid to talk about and bring forth taboo topics to



discussion, even though it starts out with a meme or joke about the topic, if you look at memes as just an attention getting tool then it will naturally cause more awareness of the subject, it will eventually end with talk and possibly action being taken. We as a society and internet culture need to take a long walk with ourselves and see how much good we can really do to this unjust world through our interconnectedness, but we always just seem to be focusing on the wrong thing at the wrong time, and why is that?

**WHY WE
MEMES IN
R/MEMEMECHANICS
ON THE ORIGINS
OF MEMES**



