

**MI**

# Meme Insider



**I n t e r n e t  
H i s t o r i a n**

*Exclusive Interview featuring  
YouTube's most prolific internet expert!*

*A Meme  
Odyssey*

*The CNN Meme War:  
When the Net attacks*

*Meming: A Game  
of Telephone*

# WELCOME BACK!

This month we have a really special issue for you. We have had a blast working with the Internet Historian on this project, and hope you enjoy it as well! **We have been getting a lot of requests from our readers to open spots to work on Meme Insider.** Good news- YOU CAN! Writers, submit your articles through our Google Form. Designers, message /u/ CartoonWarp on reddit or email memeinsider@gmail.com to submit a resume. Thank you to our Patrons for supporting us once again, this issue will ship to you after the August 10th!

-Meme Insider Team

Cartoonwarp | CoOwner

LuckyCosmos | Editor-in-Chief

Garnt | Lead dev

Maybealexandra | Lead Designer

AJ | designer

Borealis023 | designer

Benwubbleyou | designer

Hydraone | designer

Bowedcontainer2 | dev

Brimstone1x | dev

Emrickgj | dev

Kumarhx | dev

Mip5 | dev

Muhammadtalhas | dev

Rshig | dev

Desman.Metzger | writer

Gravy\_Ferry | writer

Thepenaltytick | writer

Toastmeme69 | writer

Etcetera™ | writer

Words\_of\_a\_mortal | writer

Digitalorange | founder

Manndude1 | associate director

Thanks again,

The Meme Insider Team



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Emoji movie in theaters July 28.

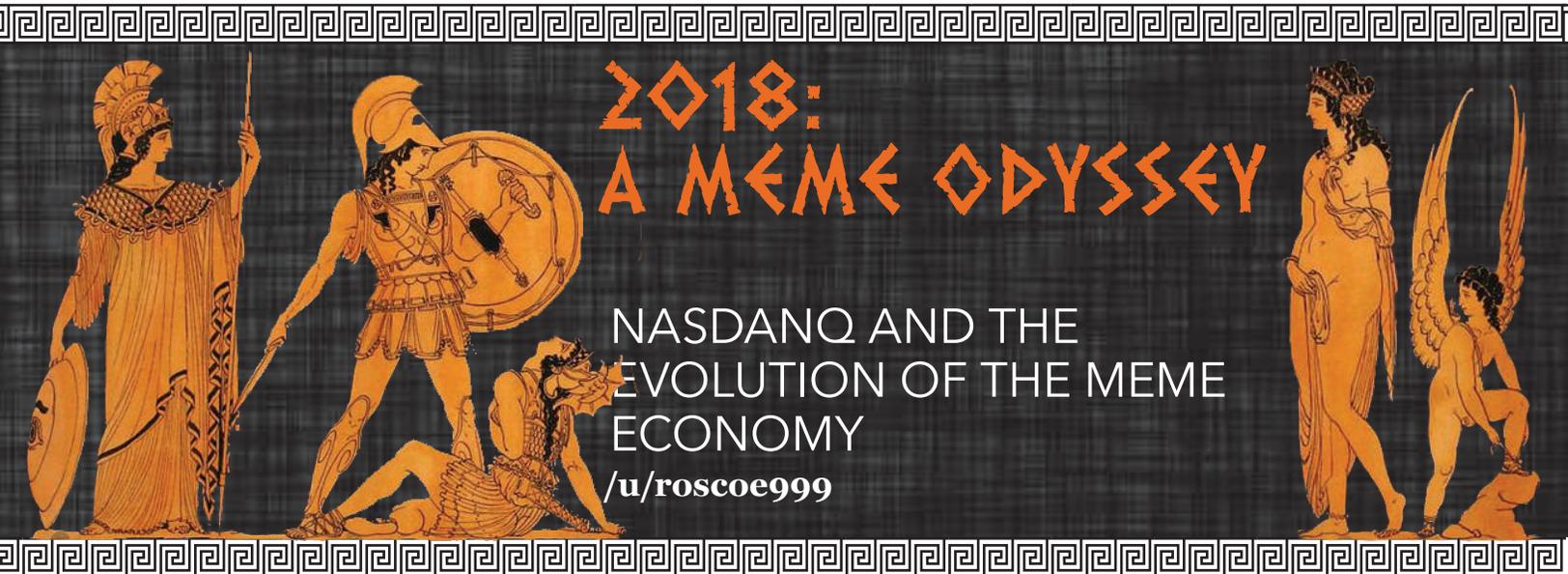
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## **Impact of the ROTL**

Taking a look at the Star Wars civil war and the continued rise of wholesome memes.

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Can r/memeconomy coexist let alone survive in a world of Facebook, BuzzFeed, 9gag, etc? It's a question that lies at the back of any and every worthy meme economist's mind. With respect to the meme economy's current state, the answer is a brutally honest "no". As most readers well know, recent BuzzFeed articles showcasing the dank Subreddit r/memeconomy and the relatively dank r/dankmemes have caused severe panic in markets causing massive sell-offs of otherwise good memes. The issue of normie-volatility is a specter that continually haunts these free markets stifling growth and meme creation. While it is true that certain economic protections against the normification of these boards exist, such as

so-called "harassment" of BuzzFeed writers and offensive meme hyperinflation. These protections, while important at the current moment, cannot be the only defense against normie-volatility. A developing solution is the advent of the NASDAQ, the first ever meme stock market. The NASDAQ helps protect against

normification by moving high volume meme trading off of notable sites like Reddit to a more niche zone of the internet. The learning curve of understanding and operating as a trader on NASDAQ furthers these protections. However, as it stands, NASDAQ cannot stop the spread of otherwise dank memes to Normie sites.

Furthermore, traders participating in the NASDAQ exchange have virtually tangible currency (GDP) to lose.

The stakes have never been higher to protect the market from increasingly quick rates of normification, how can a strong bull market emerge if the rates of normification outpace dank meme creation?

Adaptation of new economic protections by the community at large is more necessary than ever due to the fact that current



protections are: (1) reactionary rather than preemptive (2) require action rather than passivity and (3) short term rather than long term. These seem like lofty goals, indeed it seems quite difficult to create an economic protection that is preemptive, passive, and long term. How can this be done? The answer lies in another sector of internet culture: Blockchain and the Public Ledger.

Most denizens of the internet (meme-economists and normies included) have heard of Bitcoin, Crypto Currency, or Blockchain. You've likely even heard family and friends, people who rarely use the internet, refer to as Bitcoin as "fake internet money". Almost everyone has at least heard of Bitcoin and Blockchain Technology. However, not everyone understands how these concepts actually function or the difference between them. If you aren't familiar, Bitcoin is the leading online crypto currency that runs off of Blockchain. Blockchain technology drives the underlying public ledger that tracks and record the thousands of Bitcoin transactions every day. These transactions are added to the "blocks" by miners solving complex algorithmic

problems with expensive computational hardware. Only a certain amount of transactions can be added to every block and once the last transaction has been added the block has been found and is added to the Blockchain public ledger. The miners looking for blocks are thus rewarded for their troubles with an amount of Bitcoin and the mining process becomes more difficult over time. This is an extremely watered down explanation of what Blockchain is, but the main points are there. Those interested in truly understanding Blockchain should check other sources for a more in-depth look.

I digress; the point of my poor explanation is to highlight the Public Ledger application feature of the Blockchain. This viewable "sheet" of transactions could theoretically be applied to the trade of memes. In fact, it has already been implemented by the visionaries behind Rare Pepe Economy.

However, what Rare Pepe Economy has in vision, it lacks in scalability. That economy is based on the collecting and trading of pre-existing Pepe meme, which is all well and good. However, we understand that the current meme economy is not finite, new memes are created every day and have

no protections against normification. As such it is imperative that measure is taken to create a new all-encompassing meme economy based off of the public



ledger system. I should be clear that I'm not calling for another exchange other than NASDAQ to be created, however, I am calling for a public ledger for memes to (1) Give credit to dank OC to where it's due, and (2) Track movement of memes.

Whether or not this is a possibility remains to be seen. How this system would be implemented is frankly beyond my level of cognition, after all, I'm an economist and philosopher not a computer scientist. However, great strides have been made in the cryptocurrency community off the back of Blockchain software. I see no reason why a genius from our fold couldn't implement similar systems to protect the nascent meme economy that we all love and cherish. The meme Tao, balancing the yin and yang of normie and dank, wholesome and offensive, meta and original, may someday be created and maybe public ledger will be the key to it. ■



*Editor's Note: LuckyCosmos of NASDAQ was approached with this article for comment on blockchain's use in the meme world and its potential use within NASDAQ. Lucky's official comment is as follows: "Blockchain is an incredible tool that has a lot of potential uses for creative individuals, especially in memes. I've actually been in contact with some of the Rare Pepe Wallet crew and can attest to how good blockchain can be used in tandem, and am happy to report that NASDAQ does have future plans to use blockchain to help track meme trading."*



# Memming

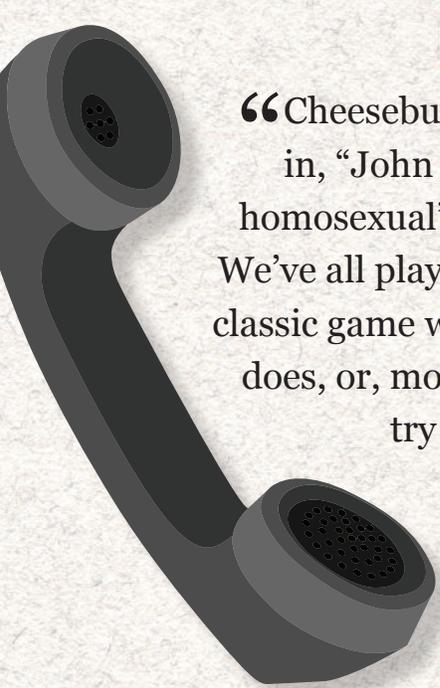
## AS A GAME OF TELEPHONE

**Sometimes, context can be reversed and meaning can be lost.  
But isn't that the fun part?**

*by /u/toastmeme*

**W**hile browsing Facebook, Twitter, or Instagram one often sees hopelessly misunderstood “Corporate Memes”; memes that are essentially advertisements for companies. Many of us shake our heads and sigh. How could a meme be twisted in this way? We ask ourselves. On r/MemeEconomy, users often find themselves angry at these bastardizations. Titles read along the lines of “Meme is dead, company has used it.”

In comment sections, they ask questions like “Why do these companies have to kill our memes?” A common criticism is that the makers ignore the context of the meme altogether. However, saying this shows a misunderstanding of how memes work. Context is not static and final, it is dynamic and can be changed, with or without intent. A good analogy for this idea is a game of telephone.



“Cheeseburger” goes in, “John is a flaming homosexual” comes out.

We’ve all played telephone, that classic game where everyone does, or, more likely, doesn’t try to convey to the end of the line the message that started at the beginning. Meming is very similar.

Somewhere, someone imbues an idea with a specific meaning. This idea can be an image or gif, but often it’s something more abstract and harder to grasp. This meaning is the initial context of the meme. A good example of this are the anti-CNN memes that were popular on r/dankmemes earlier this month. They are best understood in the context of CNN’s releasing the personal details of the maker of a pro-Trump gif. However, they started on r/The\_Donald and 4chan’s /pol/ as jokes about CNN getting “butthurt” and “salty.” After updates about the story, r/dankmemes started calling CNN “anti-meme” and called for attacks on the network. This new context only changes more as the meme is “passed down the line.” For example, users of r/The\_Donald intentionally changed the context to an actual political statement. Here the context changes

from “CNN is anti-meme” to “CNN is anti-privacy.” This might seem to be a meaningless distinction, but it’s also important to consider the underlying sentiment behind the latter: that this, in some way, vindicates Donald Trump. Agenda-pushing is one of the most common ways the context of a meme is changed intentionally. Of course, an equally common way context is purposefully changed is through



**“Cheeseburger” goes in, “John is a flaming homosexual” comes out.**



ironic memes. On r/coaxedintoasnafu, several crudely made drawings surfaced, poking fun at the trend’s popularity and the associated shitposts’ ability to garner upvotes.

Here, the context is changed once again. The context of those images was “CNN may be bad, but this circlejerk is ridiculous.” Ironic meming and political meming are the two most common ways context is changed intentionally. However, as is the case with corporate memes, context can be changed unintentionally by inexperienced memers who are, to put it gently, clueless.



Dragon Con  
@DragonCon

mEmBeRsHiP pRiCeS uP tO \$140 sAtUrDaY.  
gEt YoUrS nOw [bit.ly/DCMemberStore](http://bit.ly/DCMemberStore)



8:55 AM - 12 Jul 2017

Take a look at the image above. Most likely, you've seen the meme before. The spongebob chicken meme, while often called "low-effort" on Reddit, was immensely popular on other sites, especially Instagram. The image shows a tweet from Dragon Con, a popular and well-attended annual multigenre convention run by a for-profit company. Evidently, they are trying to tell their attendees prices have increased. However, in the accepted context the meme is used to make fun of another person's statement or assertion. Whoever ran Dragon Con's Twitter at the time was clearly out of the loop. For this instance of that meme, the context is almost unintelligible. It seems Dragon Con is trying to say something that could be said without the random capitalization or accompanying image. You might be thinking, "They're not changing

the context, simply misunderstanding it." But obviously Dragon Con isn't using the original context, unless they're making fun of their own pricing. So they are, in a way, changing the context. In this case, the change is unintentional. Dragon Con created a new context by misunderstanding the original. Now let's take a look at another example.



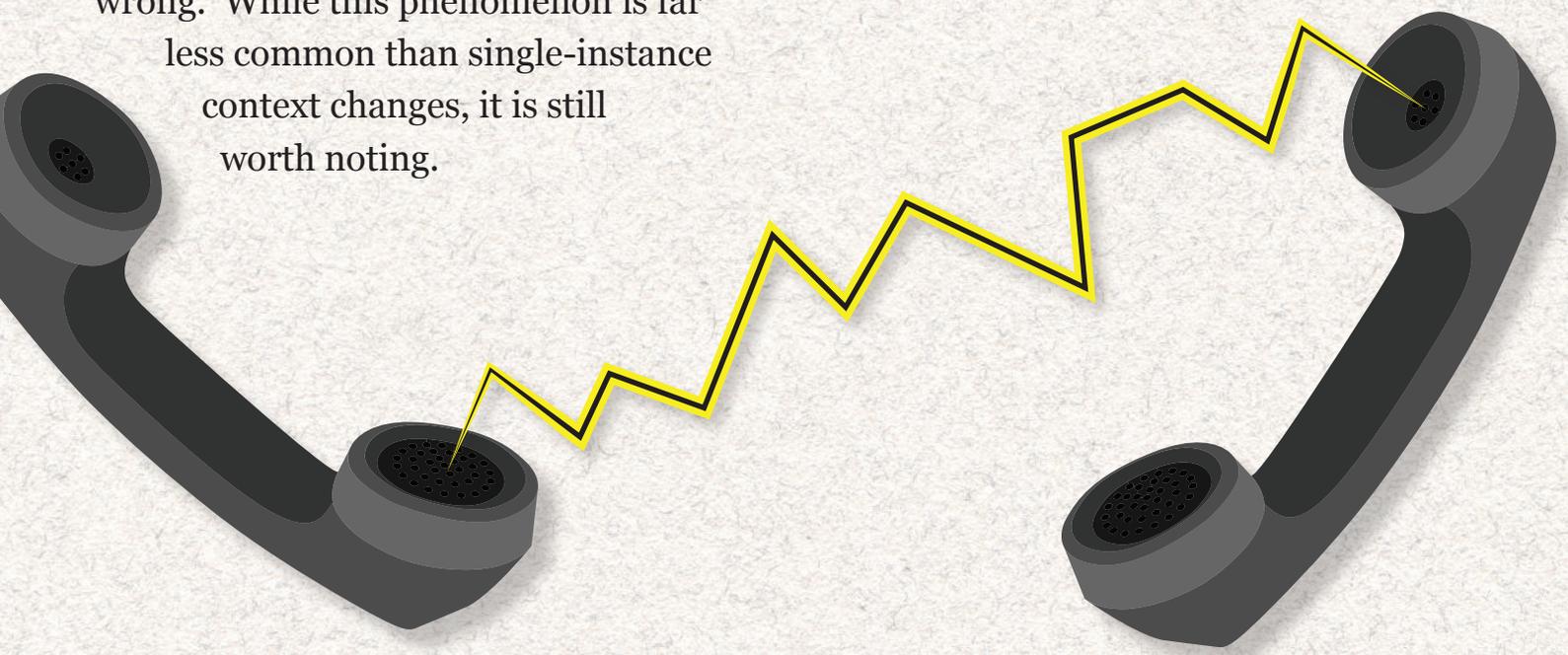
In this case, the context change is a little more concrete. Most memers will remember success kid, maybe with a little nostalgia. The original context is that the image denotes a victory, and usually an inconsequential one. However, in the example shown, one or more librarians have completely changed this meaning. Evidently, they understood the child's fist as a threat and used the prospect of a vicious right hook to scare library-goers into submission<sup>1</sup>. Older memes, especially advice animals, are the most commonly misunderstood memes. This is most likely because it is difficult to be familiar with newer memes while still not knowing the proper context.

So far, we've looked at two ways a meme's context can be altered: intentionally and unintentionally. Both of these change only the context of a specific instance of a meme, not a trend as a whole. However, there is a third and much rarer phenomenon that changes the context of an entire trend. When a meme is inspired by a real current event, an update to or change in the status of that event can change how every instance of the meme is understood. Let's take a closer look at the anti-CNN memes I mentioned earlier. When 4chan alleged that the maker of the original Trump wrestling gif was only 15 year old and that CNN had released their personal details, new angle was provided<sup>2</sup>. At first, anti-CNN memes were understood in the context of some random guy making something that made CNN angry. Now, their popularity spiked as the context was changed to CNN releasing the personal information of a kid who did nothing wrong. While this phenomenon is far less common than single-instance context changes, it is still worth noting.

Just like telephone, meming has a couple types of players. You have most memers, who are just trying to play the game by passing on the words. You have political memers, who use the game as a platform to say something and hope that the first category will pass on their new words. You have ironic memers, who reverse the meaning of the words as a form of satire. Finally, you have the librarians and social media managers, who are deaf and take wild guess hoping. Why the last category wants or tries to play the game is a mystery to us all. In any case, the takeaway here is that context is always changing- but most of the time only for on instance of a trend. ■

<sup>1</sup> It should be noted that, until 2011, the image we know as success kid was in fact "threatening." Also, the child was eating sand in the original photo. While this could mean that the librarians were actually expert meme historians, it seems infinitely more likely that they simply had no fucking clue what they were doing.

<sup>2</sup> This was just pol being pol, the maker of the gif was not actually a 15 year old.





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SEE @MEMEINSIDER ON TWITTER FOR MORE DETAILS  
(SUBMISSION LINK IN BIO)

# INTERNET



# HISTORIAN

EXCLUSIVE INTERVIEW

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# *INTERVIEW WITH: INTERNET HISTORIAN!*

FROM FURRIES TO 4CHAN - HE'S SEEN IT ALL.

June 2017.

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If you are one of our many wise readers that browse YouTube for potential investments, then chances are you've stumbled across the Internet Historian. He has been snowballing in popularity after his efforts to chronicle the biggest events in the internet's history have garnered millions of viewers from around the globe. We had the opportunity to sit down with him, and even collaborate on a video together!

**MI:** You've been recording the big events and goings-on of the internet on your channel for 6 months now, and have already made quite a splash. Tell us, how do you select a topic? Find footage and information? Walk us through the process of creating an Internet Historian video?

**IH:** Helpful people have been suggesting videos for months, so I've got a huge list of topics. The research is the most fun, and I'll collect stuff as I go. But then when it's time to step into production mode it's usually just chaos. To make sure I'm not getting stuck in the 'draft' phase I'll throw just about everything onto the page at first and do a who-cares-how-bad-this-is V/O, then use that to create a structure. I'll then build discrete clips onto that, thinking up jokes, adding short V/O snippets and things as I go. Then when there's a solid base of content and it's ready to be refined I'll transcribe the whole thing, polish the script, and do a proper V/O. Although it's still usually pretty rough by that stage so I'll

just keep repeating that refine-transcribe-re-write-V/O process until it's all working.

**MI:** How did you get started making videos?

**IH:** I had lost a client at my normal job so I was only working a couple of days a week, which gave me some spare time. I had been watching a lot of YMS and Gamer from Mars recently and I wondered whether it was possible to make a go of it like they did. I remember looking into battletoads and a few other memes and wondering why no one had compiled it all into a story with a single narrative. Instead, all these relics of internet history were scattered among obscure forums and channels and had to be actively sought after. That gave me the idea for what my niche would be pretty quickly. I hadn't ever edited a video before, but I figured I could learn as I went along. So I set myself the goal of one month to produce as much content as I possibly could. If something comes of it, great, keep going. If nothing, drop it and delete the channel and hide the evidence under my bed. After a month I had struck it lucky with a couple of videos rising on /r/videos, so I had around 20k subs. At that point I thought, all right, fuck it, let's keep going.

**MI:** How much research is done on the loo?

**IH:** All of it. Editing is also done from the shower and Photoshop while I shave.



**MI:** Your ‘waifu’, the Herstorian also helps you create your videos, what role does that take? How do you divide the responsibilities?

**IH:** She works full-time so she doesn’t have as much opportunity to make videos, but she does the Q&As for Incognito Mode and the occasional short. Her attention span is a lot better than mine so she’s been wonderful in learning After Effects and then teaching it to me. She is also the quality control. A fresh pair of eyes to bounce ideas off her and show her clips to. There’s a lot of “Ok, what about this?” If I can make her laugh then it’s usually good to go. If not then I rework it or throw it out.

**MI:** What was your reaction to the big response to your content?

**IH:** A healthy mix of surprise, excitement and genuine panic.

**MI:** We have to ask, where does that sweet, silky accent come from?

**IH:** I was born in New Zealand then moved to Australia. I think my it’s the result of years of trying to hide my NZ accent while refusing to adopt the Australian one. As for the voice: I always sounded like a bit of a gay kid growing up, but then my voice dropped pretty heavily

and it came out smooth I guess. I also owe a lot to smoking and drinking. Take that as a lesson, kids.

**MI:** How did you land on Harold as your mascot?

**IH:** I needed a face that wasn’t mine, and when I saw that man, with a smile that said “I love you”, but eyes that screamed for mercy, I knew I’d found a kindred spirit.

**MI:** *Are you Harold irl?*

**IH:** Am I a 72-year-old Hungarian man? You know how to ask the hard questions, I’ll give you that. (segítségem van szükségem)

**MI:** What is your favorite topic you’ve covered so far?

**IH:** HWNDU (He Will Not Divide Us) Season 3. Everything about that was fun to make.

**MI:** What topic would you like to cover that you haven’t had a chance to yet?

**IH:** So many. Kony2012 and Clockboy come to mind. But I’d also like to try some slightly different content -- something spooky, or more investigative stories like visiting Chip-chan or

**IH:** or tracing the footsteps of Elisa Lam. A lot of other people have covered these topics well though, so I'd have to do a lot more research to see whether it's worthwhile and find a new angle.

**MI:** Are there any topics you would refuse to cover?

**IH:** Anything that gets too political. I think I bumped the line with the Seize the Day, but anything past that would just grate on people a bit. Political commentary reached its saturation point a while ago so I doesn't need me adding my "I reckon" too. I also just won't touch topics that require... uncomfortable or depressing research. Pizzagate, for example, probably needs a look into, but it's just not worth it when you consider what you might find. TL;DR Politics, depressing stuff or anything especially cruel.

**MI:** Where do you get your memes on a daily basis?

**IH:** [THIS ANSWER HAS BEEN REDACTED]  
Meme Insider.

**MI:** On a similar note, what YouTubers do you like to follow?

**IH:** Red Letter Media, The Gamer from Mars, Your Movie Sucks, JonTron, PBS Spacetime and Jordan Peterson.

**MI:** Do you have a favorite meme at the moment?

**IH:** Respecting Women always gives me a chuckle.

**MI:** Least favorite meme?

**IH:** John Cena and Spongebob memes.

**MI:** Hotdog memes, buy or sell?

**IH:** Snapchat memes are all snake oil or ponzi schemes. I never touch them.

**MI:** If "Behind the Meme" challenged you to a 1v1 pvp duel on Club Penguin or Habbo Hotel would you accept?

**IH:** Can't we just have a knife-fight behind the bikesheds?

**MI:** Do you have any future plans or series for the channel?

**IH:** The Great Meme War --- although it was such a complex and long-lasting conflict that it will take a long time and many videos to complete. And, of course, finally completing the HWNDU DVD Box Set. Season 2 and 5 are overdue. But it seems like season 6 might also be happening.

Will keep you posted.

Thank you so much to The Internet Historian for sitting down with us. Keep making those spicy memes and our regards to the Herstorian and your viewers.

Check out our collab on YouTube!



# >CNN Meme War

*As seen on Internet Historian*

>April 1, 2007

Future President and modern day gladiator Donald John Trump faces off against Vince McMahon in the massive WWE colosseum and wins handily. Unknowingly, however, this victory would soon lead... to war.

>June 28, 2017

Reddit user /u/HanAssholeSolo constructs a gif of now President Trump battling his nemesis, CNN. After territories like r/The\_Donald and /pol/ spread word of this new super-weapon, it would become the meme seen round the world.

>July 2, 2017

President Donald Trump mysteriously catches word of this new super-weapon, and takes to twitter to launch /u/HanAssholeSolo's gif. It is a confirmed hit on CNN. The casualties on CNN's side are low, but they aren't about to go down with a fight. Quickly, CNN's top investigative agent, Andrew Kaczynski begins conducting espionage on Trump's warhead. He realized that to prevent another attack, he must put a stop to the production of any more weapons of mass destruction.

Before long, CNN's agents had begun a full on manhunt to find HanAssholeSolo.

>July 4, 2017

Shortly after the Presidents tweet, HanAssholeSolo gives himself away on reddit: "Holy shit!! I wake up and have my morning coffee and who retweets my shitpost but the MAGA EMPEROR himself!!! I am honored!!". CNN was able to track him down from there using his post history to link him to his personal Facebook. From here on out, HanAssholeSolo was a hostage. CNN gave him an ultimatum: Delete everything, or be doxxed. In exchange for his privacy, HanAssholeSolo purged his reddit history and issued an apology to CNN.

CNN then issued this statement: “CNN is not publishing “HanA\*\*holeSolo’s” name because he is a private citizen who has issued an extensive statement of apology, showed his remorse by saying he has taken down all his offending posts, and because he said he is not going to repeat this ugly behavior on social media again. In addition, he said his statement could serve as an example to others not to do the same.

CNN reserves the right to publish his identity should any of that change.”

Now CNN had squashed the one that stung them, but in doing so, they shook the hornets’ nest. 4chan wasn’t about to let HanAssholeSolo be silenced in vain. They coordinated Operation: Autism Storm. Their plan? To create so many CNN memes, that tracking down a single target would be futile.

>July 5th, 2017

This Operation: Autism Storm attack was a multi-stage battle strategy. First, the alliance, an agreement between former frenemies, Reddit and 4chan, against the common foe of CNN. The second part was the Meme War. The third part was to target the money that funds CNN, by contacting CNN’s advertisers.

The early strikes launched at CNN were through twitter. The first, making the hashtag #CNNblackmail trending for many to see, and the second: getting prominent figures to tell everyone that CNN’s hostage was a 15-year-old boy. Both of these attacks were massive successes, #CNNBlackmail quickly becomes a trending hashtag, and Donald Trump’s own son tweets out that the person threatened by CNN was only a 15-year-old. The only way CNN can counter that accusation is by releasing their information on him, which would then result in possible legal problems and them being further under attack on all sides.

In a short manner of time, every message board, every feed, every platform was overwhelmed by CNN memes.

Deciding that real blood had to be drawn, the Kekistani army then started to attack one of the only things CNN cares about: it’s ratings. The CNN iOS Apple App swiftly plummeted to a 1.1 star rating. A very decisive victory.

Then, wanting to help keep morale and meme production at an all time high, Alex Jones and Paul Joseph Watson created the first Meme Contest: 20 THOUSAND DOLLARS to whoever makes the meme that they like the most about CNN. In the past, internet polls and contests were destroyed by 4Chan shitposting, but now an actual contest was born specifically for 4chan to shitpost.

>July 6th, 2017



After the initial burst of memes, some damage reports started coming in. There were a number of reputable media sources covering the meme war. This only helps show the Kekistani armies and the forces of Reddit that their war is one they believe they can win, further increasing their morale. But while some were celebrating, others were scheming. Already there were rumors suggesting CNN got the wrong guy. Could it be possible that this whole thing was started from a mistake? Or quite possibly, that the original poster lied for karma and got swept up in a huge mess? It was hard to know...

>July 7th, 2017

A Full 2 days later and not a bullet from the CNN headquarters. They had their small time mercenaries fighting in the trenches, but no large-scale officially sanctioned show of force from the CNN side of the trenches. Some reports are stating that the impossible has happened- A company actually learned to stop feeding the troll. And while their original article still stands, it looks as if they have surrendered to the power of memes. This strategy may work as things finally begin to cool down. But, while the war still wages in the minds and hearts of men, one must ask, 'what will be the aftermath of Meme War 2'?

Read all this and more in the next issue of Meme Insider...

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>July 12th, 2017

A Full 2 days later and not a bullet from the CNN headquarters. They had their small time mercenaries fighting in the trenches, but no large-scale officially sanctioned show of force from the CNN side of the trenches. Some reports are stating that the impossible has happened- A company actually learned to stop feeding the troll. And while their original article still stands, it looks as if they have surrendered to the power of memes. This strategy may work as things finally begin to cool down. But, while the war still wages in the minds and hearts of men, one must ask, 'what will be the aftermath of Meme War 2'?

Watch The Internet Historian to find out...



# MOVIE REVIEW

*The Emoji Movie: How Corporations View Teens  
/u/ DigitalizedOrange*

The Emoji movie. Oh Boy. This might genuinely be the worst movie ever. I'm going to be up all night, wondering how my life would've been different if i'd never seen it. This review is going to be a little difficult, because I have no idea where to start. Everything is just so terrible.

## **JOKES**

This is supposed to be a kids movie, so of course there are a few jokes. The problem is, none of them are funny. Not just to me, but to the other 20+ small children also sitting in the theater as well. I legitimately only heard one laugh, from the elderly woman behind me. As a children's comedy, it's supposed to be fundamentally entertaining and funny. It is neither of these. I would honestly rather watch all the leaves wither off of a tree than have to watch this movie again. Having to write this review makes me , but here I am.



## **CHARACTERS**

My god what an awful waste of talent this movie was. It starred the likes of T.J Miller (Deadpool, Big Hero 6, How to Train Your Dragon, Silicon Valley...), Steven Wright (Reservoir Dogs...), James Corden (Late Late Show...), and Sir Patrick Stewart. With the combined talent of these prestigious actors, they made the most boring and generic characters ever. Generic teenager who doesn't fit in™, Independent Rebel Girl™, Annoying sidekick™, and poop. They cast Sir Patrick fucking Stewart as poop. Sony even shoved a poorly executed Captain Picard joke into a random scene, ruining my image of Star Trek forever. The characters are flat, unimaginative, and oversimplified stereotypes. But worst of all, they're boring.

## **PLOT**

Well, I have to give this movie one thing. It has a coherent plot. That plot is really dumb, but it is a plot. The story moves from A to B in a linear fashion, and the characters have goals and motivations. Congratulations Sony, you managed to make a movie that does at least one thing right. It was the only thing it did right. It might have been more interesting if it was one big jumbled mess. I'm going to go into some spoilers, because f\*\*\* you.

The main conflict is that "Gene" (T.J. Miller) is unable to hold one expression, the "Meh" face, and actually reacts like a normal person to things. He is labeled a malfunction, and is sentenced to death by the führer of Textopolis, Smiler (Maya Rudolph). Similarities can be drawn to the Nazi regime. Gene decides to find a hacker dubbed "Jailbreak" (Anna Ferris) to reprogram him, so that he can live a normal emoji life. He also brings along his annoying sidekick, a narcissistic high-five emoji named "Hi-5" (James Corden). They find Jailbreak, have a hike through the whole phone, displaying apps like YouTube in a totally hilarious scene of just the Pen Pineapple Apple Pen video, which didn't make me want to put a bullet in my head, and Just Dance™, with a not-at-all drawn out dance scene.

There is also this weird side plot, where Gene's parents got into an argument and separate, but get back just in time to be captured by deathbots™ or something. Our heroes eventually reach their destination, the Dropbox™ app, so they can download Gene's source code, but there is a firewall in the way. The password is actually the name of the guy who owns the phone's (Alex) crush, which isn't creepy at all.

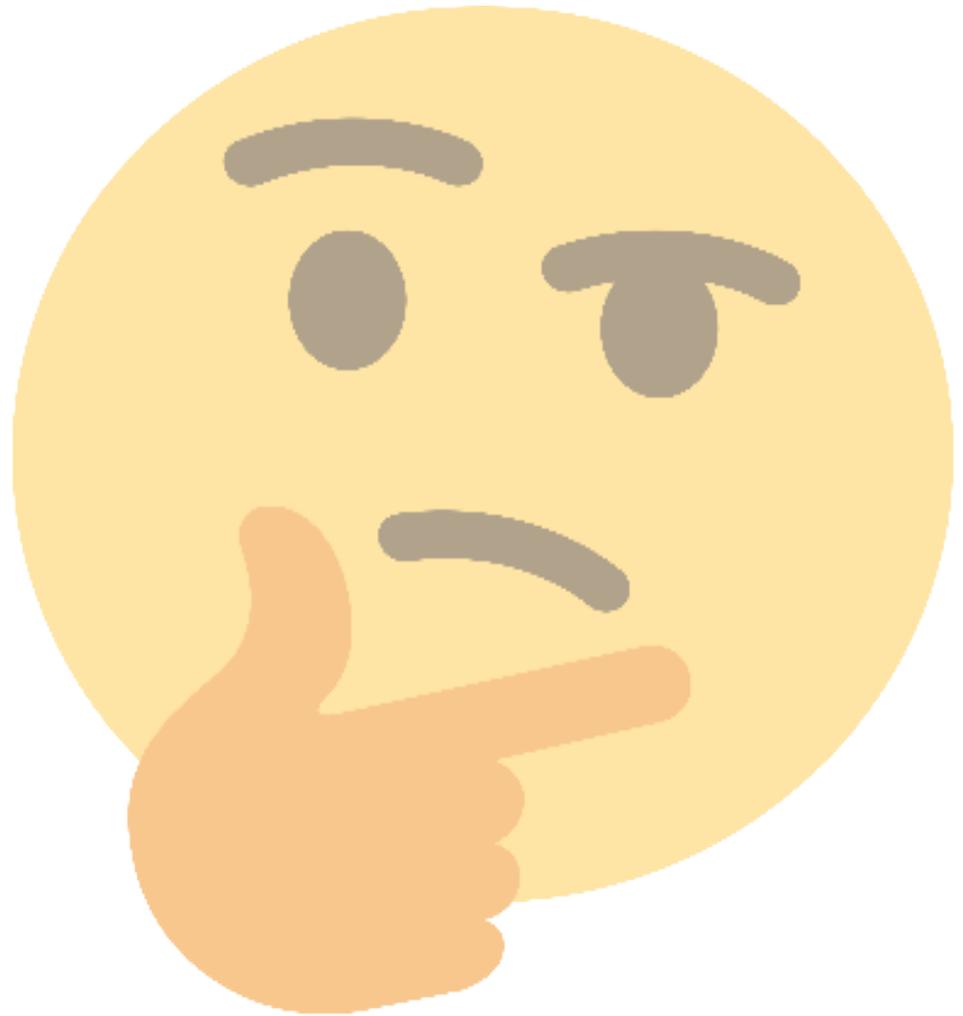
I don't feel like explaining this bit, because it's boring, and if the filmmakers can be lazy then dammit so can I. They all end up back at the Eagle's Nest for the final confrontation after the boring bit. Jailbreak and Hi-5 kill superdeathbot™, and Gene is finally Meh 'cause Jailbreak cock-blocked him. Alex starts hard resetting his phone, but stops after Gene makes a kissyface and sends himself to the girl Alex likes, who then says she likes guys who are expressive and that she will go to the dance with him. Alex unplugs the phone, and stops the hard reset, recovering all the lost information in a totally accurate way. The end, everyone is happy. Except for me.

  **ADS**  

Oh, they also have a dance party where they do the stupid dance that Gene made up earlier in that great dancing scene.

This movie is basically one big ad. It doesn't matter if it does poorly at the box office, because it's probably already made back its money in product placements. And my god there were a lot of them. To name a few that I actually saw, there was YouTube™, Snapchat™, Wechat™, Crackle™, Just Dance™, Dropbox™, Instagram™, Spotify™, Twitter™, and Candy Crush™. I'm sure that there's more that I missed.

*This movie is soul crushing.* I actually almost had a breakdown mid movie. Don't see this movie, even ironically. It's just bad, and it's not even amusingly bad. It's like watching someone search for google.com in the google search bar for an hour and a half. I legitimately want to wipe my memory of this movie. I was more innocent back then. But now I have faced the harsh reality of life, and it saddens me.





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# THE ETHICS OF CATERING TO CHILDREN

THERE'S AN ENTIRE AUDIENCE WE'VE BEEN MISSING, BUT STEP WITH CAUTION LEST YOU FALL INTO DANGEROUS TERRITORY.

AGE: 12 YEARS OLD  
RACE: CAUCASIAN  
GENDER: MALE  
HOUSEHOLD: NUCLEAR  
HOUSEHOLD INCOME: 75-100K  
SPENDING HABITS: CLOTHING, MOBILE GAMING, ENTERTAINMENT  
INTERESTS: ESPORTS, MUSIC, TWITCH STREAMING  
PROFESSIONAL NEOPETS  
MEME POTENTIAL: SPICY

AGE: 14 YEARS OLD  
RACE: CAUCASIAN  
GENDER: MALE  
HOUSEHOLD: BLENDED  
HOUSEHOLD INCOME: 100-150K  
SPENDING HABITS: CLOTHING, MUSIC  
STREAMING, ELECTRONICS  
INTERESTS: TELEVISION, AMERICAN FOOTBALL, "ALL-OF-GARDEN"  
MEME POTENTIAL: NORMIE

**AUTHOR:** words\_of\_a\_mortal (reddit)

It's summer, folks. The perfect time to kick back, relax, and look at some memes— well, for unemployed 'kids'. Indeed, the remarkable driving force of kids on the internet is a sight to behold, and bigger than you may think. They are often the source or perpetuator of trends like "challenges" and strive to like every #relatable meme they see. Would it be wrong to turn the raw, unbridled power of these children into a massive return of good boy points?

Before diving into

that deep rabbit hole of a subject, we must consider if it's even a good idea at all. Surprisingly, it could be a good idea, depending on your goals. Children on social media repost and respond to memes at an alarming rate, simply because of their sheer number.

This is also amplified by the fact that social life at that age depends on it. For many young teenagers, a good reputation is their most prized possession, and latching onto the latest challenge or trend is the best way to preserve it.

However, this means that any meme they get their hands on passes quickly, so marketing to kids isn't the best path if you are looking for long-term investment options. In this market, timing is everything. To make a profit, it is imperative that you sell before the meme tanks.

If your investment style is more active, it makes sense for you to give it a go, but the ethical issues involved might give you pause. Stances on the issue of advertising to children vary worldwide, as well as legislation and restrictions. Greece,

for example, has a zero tolerance policy regarding this. But the regulation that is commonly found across countries with laws like this basically hits these points: no inappropriate, adult, or dangerous products marketed towards kids, no abusing a child's general naiveté in order to sell products, and no directly telling kids to pester their parents.

That last point doesn't apply much to memes, but the other two mean that it is generally a bad idea to market politically charged, unhealthy or

dangerous challenges, and overtly edgy memes to kids. This is a good guideline for avoiding ethical snafus- just put out generally inoffensive content and try to act in the best interest of your audience. Memes are a form of entertainment, and just like any form of entertainment for kids, you have to make sure it's appropriate if you are going to do it at all. You won't see Disney Channel make school shooter jokes any time soon.

So now that you know why you should market to kids and general

guidelines on how to do it, let's get further into effective methods of keeping your memes successful in this market.

### **1. Make the right content.**

If you want to help a meme take off, you must think as if you are selling a toy. Gear your content towards younger viewers. Use simple, easy to understand formats, and have a joke or message that most kids will understand (for example, "Me when..." memes). This also means that you shouldn't make

# Marketing Memes to Children

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obscure references or use obscenities. Above all else, remember your audience. Like I said earlier, middle-school memeing is mostly for the purpose of social interaction than spreading actual humor. Therefore, make sure your meme is something everyone can take part in, whether by relatability or otherwise. There is a reason the Mannequin Challenge (a trend that challenged participants to act as if they were statues) worked so well. It was something everyone could be a part of.

## **2. Target the right places.**

The best sites you can use to reach kids on the internet are YouTube and Instagram. Both sites have a vast userbase of children. According to a Pew Research study(1), 52% of teens use Instagram, and from another by the Intelligence Group(2), 74% use Youtube. I'd suggest that you use Instagram, just based off how difficult it is nowadays to rise in the ranks of

YouTube. If you already have a sizeable viewership on YouTube however, you have the power to drive the success of a meme. For example, during the height of the bottle-flipping craze several YouTubers, such as Dude Perfect, fueled the trend and tons of video were uploaded to Instagram.

## **3. Do the right thing.**

I cannot stress this enough. If you are in a business where you seek to profit off children, you must value the wellbeing of the children over yourself. Conduct yourself in a way that makes it clear that you are doing no harm. The content you put out cannot be inflammatory or inappropriate. Do not engage in any sort of deceptive behavior, or try to push some sort of political agenda. Avoid taking part in lengthy conversations with anyone under 18, because that can be viewed in a sinister light. If you are conscientious with your audience, then it will do you way better than if you are dishonest.

Children on the internet are a market that is mostly unexplored, and if handled the right way, can unlock a layer of the Meme Economy we've only dreamed of, and redefine the narrow opinion some of us have about memes, and who consumes them. We have a whole demographic we're missing, and it's time to see what they're all about.

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# The "Rules of the Internet"

## How they shaped Aggregate Website Culture

BY /U/DEROS94, JULY 2017.

The internet's cultural identity is something of an enigma to the new social media users. The original World Wide Web, Usenet, was what created the forum style and coined early internet jargon. However as Usenet declined, forums exploded in popularity during the late nineties and early two-thousands. The forum that had the fastest growth, and is still relevant, was 4chan.org. This website was modeled after the Japanese 2chan and was created to mirror the Japanese website. Originally the creator aimed for it to be about anime and manga. However the website would eventually branch off into various categories. Thus the first major internet media site was founded and during its long existence it was able to codify into the internet a vague set of rules.

The codifying occurred on the website's infamous board /b/ a letter with no affiliation to its fitting category. /b/ is the random board of 4chan and so it has the highest non-specific discussions as well as the highest density of shitposts with a helpful dose of porn. Sometime during 4chan's formative years /b/ was able to form a non-binding list of rules that are solid practical advice for life and the internet. This list can be found many sites, but this article used the encyclopedia dramatica the wikipedia for 4chan. The rest of the official and unofficial rule's importance are up to an individual's preference, but the ones which are widely agreed on are rules: 1, 2, 34, 35, 63, and 44.

These rules are the most important to today's culture as most of them are constantly referenced or are fan art tropes. The first two are in fact references to Chuck Palahniuk's Fight Club where no one is to mention the existence of the Fight Club or in 4chan's case /b/. This is relevant as browsing /b/ is like snorkeling through

a sea of shitposts for a meme pearl. It can be profitable but you'll still be covered in fecal matter. It's important to note these as it really refers to how the board is nonsense and all posts are trollish, or porn, on some level.

The next and most famous rule ties into the very nature of /b/ which is rule 34. Rule 34 states that 'everything has a porn of it, everything'. This rule is so universal it is almost impossible for a person, place, thing or idea to not have a sex organ revealed or grafted onto it. On Newgrounds the user Shadman became famous for his Rule 34 eventually creating his website with additional profiles on art websites and tumblr to showcase his 'art'. This rule is intertwined with Rule 35 which states 'If there is no porn found at the moment, it will be made'. This can be seen in practice on Reddit. The website has many

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**"The ones which are widely agreed on are rules: 1, 2, 34, 35, 63, and 44."**

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sister-subreddits dedicated so that fandoms can express the rule off the main subreddit. These rules became so quickly spread across the internet because of the old saying, "The internet is for porn".

An additional rule that should follow in sequence to 34 and 35 but, the rule itself warrants the numerical flip. Its numerically 36 but flipped so as to adhere to the situation it describes. Rule

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**"These six rules are the most widely observed but that does not lower the impact of the whole list."**

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63 is about how all characters, male and female, are to exist genderbent to the opposite of the creator's intended gender. This is to allow for all manner of fan fiction and fan art to be created. The rule allows for situations that Rule 34 cannot originally cover become realized. It's a rule that fits snugly online to promote the creation of SFW and, more often than not, NSFW content.

The final rule that will be covered has less to do with the others but is intrinsic to the history of 4chan. Rule 44 says that, 'Even one positive comment about Japanese things can make you a weeaboo' also known as a weeb. This rule is important as the internet snowballed and grew the anime community to an unexpected degree. So many parts of the anime community online stems from 4chan and it's anime board /a/. Reddit and /a/ tend to have the same users and similar opinions of the seasonally shows are found on both. The term weeaboo even comes into the internet lexicon from 4chan. A filter changed certain words to weeaboo which led the word to become anyone who appreciates Japanese things. Now the word has been 'taken back' and the anime community are now proud weeps.

These six rules are the most widely observed but that does not lower the impact of the whole list. It's been described for certain boards but most of the users from 4chan would use other websites. 4chan allows for a kind of natural argument which can spread to other sites with a bit of a nicer prose. In this way 4chan cultivates the flavor of discussions online. The rules of the internet have shaped online culture in the same way 4chan has. The two are intrinsically linked as 4chan's userbase spread to Digg, Reddit and

eventually even Facebook and Twitter. There's a large history of internet culture that can be picked apart but a lot of the noodly appendages can be traced back to 4chan. This doubly applies to the Rules of the Internet which acts as a keystone of the online mindset.



# Meme Insider



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NICE News reports directly from the heart of the Meme Caliphate  
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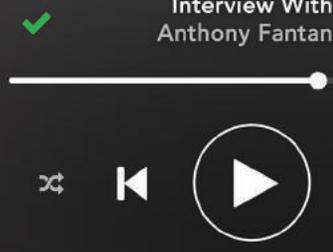
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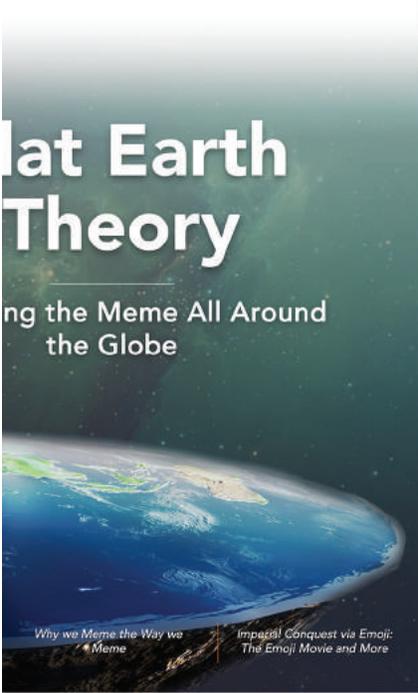


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## Flat Earth Theory

Why we Meme the Way we Meme  
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Impassible Conquest via Emoji: The Emoji Movie and More

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## THE BuzzFeed EFFECT

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