

The History and Mechanics of Meme Culture

Digital Literacy · Answer Key · 25 Questions

1. Who coined the term 'meme' in his 1976 book The Selfish Gene?

A) Richard Dawkins

B) Tim Berners-Lee

C) Steve Jobs

D) Alan Turing

2. What is the primary definition of an internet meme?

A) A type of computer virus

B) A digital image, video, or piece of text that spreads rapidly online

C) A paid online advertisement

D) A private instant message between friends

3. Which website is widely considered the birthplace of many early viral memes like 'Rickrolling'?

A) Facebook

B) 4chan

C) Instagram

D) Twitter

4. What does the term 'viral' mean in the context of internet content?

A) Content that contains a computer bug

B) Content that is shared rapidly across the internet

C) Content that is illegal to download

D) Content that only works on mobile devices

5. Which famous 2004 meme featured a dancing baby in a 3D animation?

A) Baby Cha-Cha

B) The Dancing Baby

C) Toddler Tango

D) Groovy Infant

6. What is the common term for a meme that uses a specific image template with custom text on the top and bottom?

A) Macro

B) Widget

C) Script

D) Vector

7. In meme culture, what is 'Rickrolling'?

- A) Deleting someone's account
- B) Tricking someone into clicking a link to Rick Astley's 'Never Gonna Give You Up'**
- C) Posting a comment about a politician
- D) Creating a fake news article

8. What does the term 'dank' colloquially refer to in meme communities?

- A) Poor image quality
- B) Highly ironic or unusual memes**
- C) Academic research papers
- D) Official corporate marketing

9. What was the primary visual style of 'Advice Animals' memes?

- A) Photos of celebrities
- B) Animal photos with color-blocked backgrounds and bold captions**
- C) Hand-drawn cartoons
- D) Short looping videos

10. Which of these is a widely recognized 'Advice Animal' meme character?

- A) Socially Awkward Penguin**
- B) Funny Golden Retriever
- C) Logical Lion
- D) Sarcastic Snake

11. The meme known as 'Grumpy Cat' featured a cat with which real condition?

- A) Feline dwarfism**
- B) Hyperthyroidism
- C) Anxiety
- D) Deafness

12. What is the term for a meme that has lost its original meaning through excessive sharing and low-resolution copying?

- A) Deep-fried**
- B) Archived
- C) Pixel-perfect
- D) Original

13. Which platform is known for the rapid creation and 'remixing' of short-form video memes?

A) Encyclopedia Britannica

B) TikTok

C) Microsoft Word

D) Wikipedia

14. What is 'Astroturfing' in the context of digital influence and memes?

A) Creating fake grassroots support for a product or political candidate

B) A type of garden decoration

C) A way to improve internet speed

D) Editing photos to remove backgrounds

15. What is the 'Streisand Effect' in relation to online content?

A) The tendency for memes to become classics

B) An attempt to hide information that leads to more people seeing it

C) The accidental deletion of a website

D) The act of copyrighting a public domain image

16. What is a 'GIF' primarily used for in meme culture?

A) Storing high-quality photos

B) Creating short, looping animations

C) Formatting text documents

D) Protecting computer hardware

17. Which meme format involves comparing two different things using a 'distracted boyfriend' style image?

A) Object labeling

B) Flash fiction

C) Data visualization

D) Spreadsheet analysis

18. What is 'recontextualization' in meme creation?

A) Deleting the source image

B) Changing the meaning of an image by adding new text

C) Increasing the image resolution

D) Selling an image for profit

19. The term 'troll' in internet slang refers to:

- A) A helpful technical support guide
- B) Someone who posts inflammatory content to provoke an emotional response**
- C) A professional video game player
- D) A computer security expert

20. Which major event helped popularize the 'Distracted Boyfriend' meme worldwide in 2017?

- A) The Super Bowl
- B) A viral Twitter post using the stock photo**
- C) A television commercial
- D) An award ceremony

21. What is the purpose of a 'caption' on a meme?

- A) To provide context or a humorous commentary**
- B) To hide the creator's identity
- C) To increase the file size
- D) To block advertisements

22. Which of these is a common 'meta' meme theme?

- A) Memes about the nature of memes themselves**
- B) Memes about scientific experiments
- C) Memes that only consist of blank white space
- D) Memes that take three hours to watch

23. What does 'photobombing' often lead to in the world of memes?

- A) Legal action against the photographer
- B) The creation of a viral image template**
- C) A software update
- D) Faster internet speeds

24. What is an 'Easter Egg' in digital media?

- A) A hidden joke or feature placed intentionally by creators**
- B) An error message
- C) A type of computer virus
- D) A promotional coupon

25. Why are memes considered a form of 'folk culture' in the digital age?

- A) They are created by institutions
- B) They are shared and modified by the public, evolving over time**
- C) They are protected by law
- D) They are only available in printed books