

The History and Mechanics of Meme Culture

Digital Literacy · Practice Test · 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