

# Meme Culture Essentials

Meme Culture · Answer Key · 15 Questions

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**1. Which evolutionary biologist coined the term 'meme' in his 1976 book The Selfish Gene?**

**A) Richard Dawkins**

B) Stephen Jay Gould

C) E.O. Wilson

D) Charles Darwin

**2. What was the first viral video to reach one million views on YouTube?**

A) The Evolution of Dance

B) Charlie Bit My Finger

**C) Nike 'Touch of Gold' featuring Ronaldinho**

D) Numa Numa

**3. Which website is widely credited as the birthplace of the 'LOLcat' image macro phenomenon?**

A) 4chan

B) Reddit

**C) Something Awful**

D) Tumblr

**4. The 'Doge' meme, which became popular around 2013, features which specific breed of dog?**

**A) Shiba Inu**

B) Akita

C) Basenji

D) Korean Jindo

**5. What is the name of the 'Rickrolling' phenomenon involving Rick Astley's song 'Never Gonna Give You Up'?**

A) Phishing

**B) Bait-and-switch**

C) Catfishing

D) Clickbait

**6. Which popular image macro meme features a young boy clenching his fist on a beach, often used to signify success?**

A) Bad Luck Brian

**B) Success Kid**

C) Scumbag Steve

D) Overly Attached Girlfriend

**7. The 'Grumpy Cat' meme, which gained fame for her perpetually dour expression, was named what?**

**A) Tardar Sauce**

B) Mittens

C) Luna

D) Bella

**8. What does the term 'Rickrolling' specifically refer to in internet culture?**

A) Hacking a website to play music

**B) An internet prank involving a misleading link**

C) A type of digital animation

D) Posting spoilers on social media

**9. In 2011, the 'Rebecca Black - Friday' video became a viral meme primarily due to what?**

A) Its high production budget

**B) Its heavily criticized lyrics and music video**

C) A famous celebrity cameo

D) It was the first music video on YouTube

**10. What is the 'Pepe the Frog' character's original source material?**

A) A television cartoon

**B) An independent comic book titled 'Boy's Club'**

C) A video game series

D) A political editorial

**11. Which video game franchise is associated with the 'Leeroy Jenkins' meme?**

**A) World of Warcraft**

B) Halo

C) Call of Duty

D) Final Fantasy

**12. The 'Distracted Boyfriend' meme originated from a stock photograph taken by which photographer?**

**A) Antonio Guillem**

B) Annie Leibovitz

C) Steve McCurry

D) David LaChapelle

**13. What is the common term for a video, image, or text that spreads rapidly through the internet?**

**A) Viral content**

B) Digital broadcast

C) Web-stream

D) Data-packet

**14. Which meme format involves placing two images side-by-side to compare a 'budget' or 'bad' version with a 'quality' or 'good' version?**

A) Drake Hotline Bling

B) Expanding Brain

**C) Virgin vs. Chad**

D) Woman Yelling at a Cat

**15. The 'Nyan Cat' meme is famous for being what type of digital media?**

**A) An 8-bit animation of a cat with a Pop-Tart body**

B) A live-action short film

C) A series of edited photos

D) An interactive website game