

Introduction to Meme Culture

Digital Literacy · Answer Key · 25 Questions

1. What is the original meaning of the word 'meme', coined by Richard Dawkins in 1976?

A) A unit of cultural transmission or imitation

B) A funny picture shared online

C) A type of computer virus

D) A digital advertising strategy

2. Which of the following terms describes the rapid spreading of a piece of media across the internet?

A) Broadcasting

B) Viral

C) Static

D) Downloading

3. What does the term 'image macro' refer to in meme culture?

A) A high-resolution photograph of nature

B) A picture with superimposed text

C) A video file that plays on a loop

D) A software used to edit websites

4. The 'Dancing Baby' animation, which became one of the first internet memes in the 1990s, was created using which software?

A) Microsoft Paint

B) Adobe Photoshop

C) Character Studio

D) Windows Media Player

5. What is a 'caption' in the context of a typical internet meme?

A) The audio track behind a video

B) The text that provides context or humor

C) The website where a meme is hosted

D) The name of the meme creator

6. Which platform is widely credited for popularizing the 'image macro' format in the mid-2000s?

A) 4chan

B) MySpace

C) Friendster

D) GeoCities

7. What does the acronym 'GIF' stand for?

A) Graphical Interchange Format

B) General Internet File

C) Global Image Framework

D) Graphic Interface Function

8. Which animal was famously featured in the 'Doge' meme, characterized by multicolored text in Comic Sans font?

A) Golden Retriever

B) Shiba Inu

C) French Bulldog

D) Pug

9. What is the primary purpose of a 'template' in meme creation?

A) To act as a base image that others can add their own text to

B) To store personal data of the user

C) To encrypt the image for security

D) To categorize memes by file size

10. The term 'Rickrolling' refers to the practice of tricking someone into clicking a link that leads to the music video for which song?

A) 'Never Gonna Give You Up'

B) 'Take On Me'

C) 'Smells Like Teen Spirit'

D) 'Thriller'

11. Which popular meme features a cartoon dog sitting in a room that is slowly filling with fire?

A) This is Fine

B) Everything is Great

C) The Burning House

D) Casual Dog

12. In meme culture, what is a 'normie' typically described as?

A) A professional meme creator

B) A person who follows mainstream trends rather than niche internet culture

C) A type of computer hardware

D) A technical moderator of a forum

13. What does the 'AFK' acronym mean, often seen in gaming memes?

- A) Always For Kicks
- B) Away From Keyboard**
- C) All For Knowledge
- D) As Fast as Known

14. What common font is traditionally associated with early 'Advice Animal' image macros?

- A) Times New Roman
- B) Arial
- C) Comic Sans**
- D) Courier New

15. Which social media platform is primarily responsible for the 'short-form video meme' trend featuring synchronized dances?

- A) LinkedIn
- B) TikTok**
- C) Pinterest
- D) Flickr

16. What is 'doxing' in the context of internet safety and meme culture?

- A) Sharing a funny image
- B) Publishing private information about someone online**
- C) Deleting a social media account
- D) Creating a new meme template

17. Which meme character, often referred to as 'Pepe', originated from a comic series titled 'Boy's Club'?

- A) Pepe the Frog**
- B) Doge
- C) Grumpy Cat
- D) Bad Luck Brian

18. What was the first viral meme to be sold as an NFT (Non-Fungible Token) in 2021?

- A) Nyan Cat**
- B) Doge
- C) Success Kid
- D) Distracted Boyfriend

19. What does the term 'trolling' refer to in online communities?

A) Posting inflammatory content to provoke a reaction

- B) Sharing high-quality artwork
- C) Collaborating on a group project
- D) Providing helpful technical support

20. Which website is known for its 'upvote' and 'downvote' system used to rank content?

A) Reddit

- B) Blogger
- C) Wikipedia
- D) WordPress

21. What is a 'remix' in meme culture?

A) Deleting a meme permanently

B) Altering or adding to an existing meme format

- C) Copying an image without permission
- D) Buying a meme from a store

22. The meme known as 'Grumpy Cat' was famous for the owner's cat having a natural expression that looked like what?

- A) Happiness
- B) Confusion

C) Discontent

D) Excitement

23. What does 'IRL' stand for in internet slang?

A) In Real Life

- B) International Radio League
- C) Internet Relay Link
- D) Instant Response Line

24. Which of the following is considered a 'dead meme'?

A) A meme that is currently trending

B) A meme that has fallen out of popular use

- C) A meme that has been copyrighted
- D) A meme that contains animation

25. What is the role of a 'moderator' in online meme communities?

- A) To create every single meme posted
- B) To enforce community rules and remove inappropriate content**
- C) To design the website layout
- D) To pay for the server hosting costs