

Introduction to Meme Culture

Digital Literacy · Practice Test · 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