



# Mini Presentation on Previous Senpai's Capstone

JAPN403 PCapstone

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# Use of Memes: A Comparison Between Japan and America

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# Research Questions

1. What are the differences in Japanese and American students' perceptions and opinions on memes?
2. What cultural differences influence the variety of memes created in Japan versus America?

# Summary of Literature Review

## Definition of a Meme

“Meme” is derived from the greek word “Mimema” meaning something Imitated. Meme is the posting, sharing, and remixing of digital content To communicate jokes, emotions and opinions.

## Meme Examples

There are two main types of memes. High-fidelity static memes and remixed memes. The most widely used type of meme is the image macro.

## History of Memes

The first meme is said to be from 1982, created by Scott Fahlman known as emoticons. The first use of the word “meme” was in 1989 by Richard Dawkins.

## Memes and social media

Americans mainly use Facebook for memes while Japanese use both LINE and Twitter mainly. Out of the 15,425 recorded internet memes, about 11% of them are tagged as “American” or “Japanese.

# Research Method

80 College students

40 Japanese students  
(18 male, 22 female)

40 American students  
(18 male, 20 female, 2 other)

Survey was conducted through online survey in both Japanese and English, with each survey consisting of 23 questions.

# Their Findings

## Research Question 1

America has broader definitions of what a meme can be in comparison to Japan. Memes also will vary greatly depending on their country of origin.

## Research Question 2

Japan has been primarily exposed to viral media memes, and America being exposed to various types. Animal related memes however have been the most favourable in both countries.

## Our Feedback/Thoughts

Laura: I commend the pair on being able to get a very well split sample size in regards to gender and number of people they surveyed. Content wise however I feel that their section on the history of memes was too long for my own liking.

John: I thought that their presentation was very well put together with a lot of information and data. The last question in their survey seemed confusing and seemed to get very little response.