

# RQ 1

## 1 What do you know about internet memes?

What is the best definition for “internet meme”?

America

- Everyone knew memes
- 75% chose correct answer
- 17.5% superficial answer

Japan

- 25% didn't know memes, 20% didn't know naming
- 17.5% chose correct answer
- 27.5% chose superficial answer

Where did you get your definition of “internet meme”?

America

- 87.5% learned over time

Japan

- 51.5% saw definition online
- 24.2% learned over time

How familiar are you with internet memes?

America

- 60% very familiar
- 25% fairly familiar
- 12.5% somewhat familiar
- 2.5% unfamiliar

Japan

- 10% very familiar
- 5% fairly familiar
- 37.5% somewhat familiar
- 47.5% unfamiliar

How many of these memes do you recognize?

America

- Top 3 American
  - 92.5% Keep Calm
  - 77.5% Doge
  - 75% Harambe

- Top 3 Japanese
  - 75% Nyan, Piko, Horsehead

#### Japan

- Top 3 American
  - 60% Keep Calm
  - 28% Harambe, Doge
- Top 3 Japanese
  - 94.9% Piko
  - 71.8% Qi
  - 64.1% Jojo, Horsehead

### 3 What do you think about internet memes?

What is the overall attraction of internet memes for you?

#### America

- 87.5% funny
- 55% unique spread message
- 45% make think
- 2.5% no attraction

#### Japan

- 65% funny
- 37.5% message
- 27.5% think
- 12.5% no attraction

What do you think is the purpose of memes? (????)

#### America

- Disagree: no purpose
- Agree: laugh, connect ideals, relate personal
- Neutral: cute pics?

#### Japan

- Disagree:
- Agree: laugh, relate personal
- Neutral: cute img, no purpose

### 2.1 Your experience with internet memes (cont.)

How many times have you shared internet memes?

#### America

- 42.5% >20
- 2.5% 11-20
- 10% 6-10

- 30% 1-5
- 15% Never

#### Japan

- 2.5% >20
- 5% 11-20
- 7.5% 6-10
- 32.5% 1-5
- 52.5% Never

I would share an internet meme if it... (????)

#### America

- Disagree: never share meme
- Agree: make laugh, personal relate, educational?
- Neutral: align w ideals

#### Japan

- Disagree: cute image, never
- Agree: laugh, education, info, ideals, relate
- Neutral: cute, never

## 3.2 What do you think about internet memes? (cont.cont.)

Do you think internet memes are just as popular in Japan?

#### America

- 72.5% agree
- 12.5% disagree

#### Japan

- 87.2% agree
- 0 disagree

Why do you think these memes are popular/not popular in Japan?

#### America

- Popular: 51.7% spread infinitely online, 44.8% humor is universal
- Not popular: 60% country specific contents, 20% diff social media
  - 20% Other: not used in conversation

#### Japan

- Popular: 45.5% spread infinitely online, 24.4% humor is universal, 9.1% western media popular
  - 3% Other: mostly in english

## RQ 2

### 2 Your experience with internet memes

Where do you see internet memes most often?

America

- 72.5% Facebook
- 42.5% Other
  - 8chan, KnowYourMeme, Tumblr, Imgur, Normiebook, Instagram, 9gag, Pinterest, 4chan

Japan

- 59.5% Facebook
- 51.4% Twitter

How often do you see internet memes?

America

- 62.5% Multiple/day
- 22.5% Couple/day
- 10% Multiple/week
- 2.5% Couple/week
- Couple/month
- 2.5% Never

Japan

- 15.8% Multiple/day
- 31.6% Couple/day
- 13.2% Multiple/week
- 23.7% Couple/week
- 13.2% Couple/month
- 2.6% Don't know

What types of internet memes do you see most often?

America

- 70% Other (?)
  - esoteric underground, shadilay, /r/me\_irl, anime & video games, movie memes
- 57% Political (?)
- 55% Animal, Pop media
- 52.5% Recent event

Japan

- 78.9% Viral media
- 28.9% Political
- 23.7% Animal

- 2.6% Other
  - anime & games

Have you ever seen a meme used for...

America

- 76.5% Political prop
- 50% Product ads
- 38.2% Art deco

Japan

- 41% T-shirts, Political
- 30.8% Never
- 23.1% Product ads

### 3.1 What do you think about internet memes? (cont.)

I like/dislike internet memes about...

America

- Like: animal, famous faces, events
- Dislike:
- Neutral: viral, political

Japan

- Like: animal, viral, popular, political
- Dislike:
- Neutral: recent

I like the memes I selected because they...

America

- 94.6% make laugh
- 51.4% relate personally
- 35.4% educational message
  - \*\*exclude other from chart (fake answers)

Japan

- 85.7% make laugh
- 40% relate personally
- 31.4% educational message

I dislike the memes I selected because they...

America

\*\*Another weird numbers...

- 45.5% don't relate personally
- 39.4% don't make laugh 13/33

- 27.3% Other
  - overused/annoying too basic/well-known, too serious/dont understand, ((poor humor move to don't make laugh))
  - 15.2% don't dislike

Japan

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