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Lori Lee

Nov 9, 2014



At the American Folklore Society meeting this week in Santa Fe, I surveyed various folklorists to see what digital trends they had seen cross their screens repeatedly. While many of them had nothing to contribute, I did find a tech savvy group of male folklore grad students who were excited once they got on a roll. Here are their thoughts:

1. They feel that Doge is number 1 because it was popular enough to create its own currency and purchase a race car with that currency (doge coin/bit coin).
2. Awkward Seal was a favorite
3. The Ice Bucket Challenge was big for them, which they then relayed a number of variations of the video including celebrities dumping money on themselves, ice and vodka dump variations, etc.
4. They talked about #yesallwomen, but took it further than we have by pointing out how it has adapted to an ironic use in many instances now.
5. They mentioned the public service announcement and how people are passing these along in conjunction with personal legends (this happened to me) in bearing testimony of the specific service announcement.
6. Additional sites to consider include: 9gag.com; memebase.com
7. Walking Dead dad jokes

Another contributor, who is a mother with young children, suggested that there are lots of adaptations on the "buy all the cloth diapers" meme that has been going around in her world.

Yet another suggested the Batman Slapping Robin meme

And, last but not least, a pagan academic said he sees a lot of the "heathen" memes.

A mom. A pagan....the folklore is so specialized! What determines "main stream"? If all, with their varied interests have seen a specific meme then we can call it big enough to be the digital trend of the year (a meme crossing boundaries)? Or is it the memes most seen by general 18-25 year olds?

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