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Meaning of life meme

It's safe to say that memes have taken over the internet, and they continue to evolve each day. From simple pictures with little editing to elaborate photoshopped images, memes come in all shapes and sizes. But creating your own meme can feel intimidating, especially if you don't feel confident in your computer skills. And so we've created an easy instruction guide to help you make the perfect meme to share with family and friends. Step 1: Do your research Know your memes: It's a good idea to look at memes that have gone viral already, especially the latest ones. These can provide inspiration — maybe there's a certain meme theme that's popular at the moment, for instance — or tell you if somebody's already tried your idea. The best resource for catching up with the latest memes and trends is Know Your Meme — a website dedicated to keeping track of any and every meme you come across. The above image, for example, has been re-appropriated into meme-dom on multiple occasions. Keep a watchful eye on trends: Keeping current with news, pop culture, and other memes can be a big source of inspiration. Instagram, Twitter, Reddit, and Facebook are great for spotting trends. Entertainment topics are usually a win. Take note of what makes you laugh the most and what gets the most responses. A recent meme to make the rounds is one known as the Slaps Roof of Car meme. Choose a subject you can relate to: If you're not a sports fan, you might have a hard time selling a sports-themed meme. Cute animals are always a great go-to when you are tapped out of ideas, but if you really want to push the envelope, choose a public figure you can easily imitate. If you'd like to use a personal experience as the center of your meme, choose one that's easy to relate to. Decide on a medium: The easiest medium to use is a photo, but if you can be funny or capture something funny on camera, you might want to venture into video. Step 2: Compose your content Collect your materials — Before going any further, this is the point where you decide if you're going to come up with your own stuff or recycle things you've found online. If you're doing a photo meme and you want to use existing content, grab the appropriate screens from the videos you want to use. You can also surf the web for images you'd like to use as pegs, or hit up Imgur's meme generator. Keep it short and simple — Keep in mind that the attention span of the typical internet user is pretty short, so you want to make an immediate impression. Come up with a catchphrase that uses simple and memorable language. Find the right expression to convey — Make sure your visuals match the sentiment you're trying to portray. Step 3: Find the necessary tools If you're creating a photo meme, it might be wise to get Photoshop. You can also lookup meme-generator sites like Imgflip's meme generator, which let you upload your own photo to use as the background. Lastly, you can install photo apps directly on your phone that allow you to add text to your images. Step 4: Create it Once you have your photo — it doesn't matter if you took it, screen-grabbed it, or found it online — you can use any of the services below. Imgur Meme Generator (web-based) When you get to the meme generator, you'll need to either sign into your Imgur account or create one. Then click on Upload New Background. Next, either drag your images into the box at the top of the pop-up window, click on the Browse button to upload an image from your computer, or paste an image or URL in the text box housed directly beneath the Browse button. Once you do that, Imgur automatically uploads your image and brings you to the editing page. Once your photo is ready, it will appear on Imgur's editing page, where you can type in the text that will accompany your image. Here, you can do all sorts of things, like move the text and resize it. Be sure to name your meme before clicking Make This Meme! Your next page gives you a bunch of options on what to do with the meme you just created. If you want to keep it for later, just right-click the image and save it to your computer. You can also copy the link so you can share it later. If you do not want to save the image on Imgur, take note of the Delete Post link, because it will only appear once. Otherwise, you can add it to your Imgur account. Congrats, you've just made a meme through Imgur! Meme Generator Free (iOS/Android) If you're most creative when you're on the run, then consider ZomboDroid's Meme Generator Free, currently available for both iOS and Android. Download the app and click the photo icon in the upper-right corner in iOS and in the bottom-right corner on Android. Doing so will allow you to access your own photos, though Meme Generator also has a ton of stock imagery to choose from! Select the photo you want and the app should automatically take you to the next step. screenshot You'll then be prompted to choose the layout of your meme and the quality of it. For layout, you can choose between Classic and Modern. Classic just layers your text on top of your image in the traditional one line on top and one line on the bottom. Modern just puts your text above your picture. For quality, you can choose between Normal and High (Normal produces faster results than High but may have a lower picture quality). Once you've made your choices, select OK. screenshot On the next screen, you can add your text, you can add stickers and emojis, and even add effects. Once you're done editing, you can either select the Save icon to save your image or select the Share icon to share it. You can share it to social media apps like Instagram, Twitter, or even send it to an email address. Or even text it. It's that simple with Meme Generator Free! Now, how about making a video meme? Although not as succinct in nature as still memes, video memes have a place in the world too. Below are a few resources you can rely on to capture, create, and share video memes without needing to know how to use expensive, complicated programs like Adobe's After Effects and Apple's Final Cut Pro. Instagram After launching the app, tap on the Instagram plus sign icon in the center of the bottom menu bar, then tap Story. To start shooting your Story or short video, press and hold the white circle in the center. When finished with a clip, let go, and you can then add things like text, stickers, or other effects. When you're ready to share your Story video, just tap the Your Story icon on the bottom left corner: Your Instagram Story video will disappear from the app after 24 hours, unless you save it or add it to your profile. Snapchat Snapchat in recent years has become a popular solution to sharing short videos with friends. After launching the app and getting your subject in the shot, you'll want to press and hold the large circle, which starts the recording process. You can record a single take video without a time constraint. After it's finished, you can add a variety of emoji, text, and special effects to make your video stand out, just as you would with a still image. You can also save a clip—just find the down arrow symbol in the bottom left corner of your screen after you've recorded your clip. We suggest posting it to your story or sending it to your friends, so all your followers can see your masterpiece for the next 24 hours. When you save a video, you have the more permanent option to post it on sites like Reddit, YouTube, Facebook, and Twitter. Step 5: Share it The magic and hilarity of a meme are only realized when shared. That's why there are accounts dedicated to sharing memes that post dozens daily on social media platforms like Instagram. Facebook and Twitter. You can post a meme to your social media page or share them in direct messaging with friends for a good laugh. Editors' Recommendations How do memes circulate? Why do memes circulate? What does it mean to express your feelings, attitudes, and even politics through memes? This three day mini course introduces you to the history of GIFs and memes, surveys the use and abuse of memes, and asks you to make your own memes. By the end of the course, you'll have a better understanding of meme culture and be able to engage more deeply with this new folk art form. All hail the data king. Data scrolls through CNBC newscasts; it controls space travel; it expedites your Amazon.com delivery, and it constitutes the building blocks of life — DNA. Author Matt Ridley calls DNA "the autobiography of a species" in the subtitle of his book Genome (HarperCollins, 2000). A genome, he argues, tells a story like a novel and acts similar to the source code for a computer. Even to the casual onlooker reading about today's massive genome maps, human DNA begins to look more mundane than mysterious — a thick and complicated book of operating instructions. So if, as scientists and thinkers suggest, DNA looks and acts like other information, then does it stand to reason that other information evolves like DNA?According to a new group of thinkers, the answer is yes. Nearly 30 years ago, evolutionary theorist Richard Dawkins proposed this theory: The fundamental components of ideas act just like genes, competing for brain space the same way organisms vie for breathing space. He called these basic idea-bits "memes." Dawkins' reasoning opened a whole new field of thought called memetics. Various scientists and idea merchants picked up the meme idea and ran with it. "Unleash Your Ideavirus" — the Fast Company cover story by Seth Godin — applies the meme theory to 21st-century marketing strategies and concludes that infectious branding tidbits like Budweiser's "Wassup" tagline and Pet.com's sock-puppet mascot spread among the populace like voracious viruses. Godin proposes that marketing and memetic savvy, combined with the broadcasting abilities of the Internet, allow business ideas such as Hotmail and Evite to grow at a staggering rate that pre-Internet word of mouth alone could not achieve.Susan Blackmore, a psychologist and author of The Meme Machine, (Oxford University Press, 1999) has pushed the meme idea about as far as anybody, but she says the basic idea is pretty simple. "All you need is some kind of information that can be copied in various forms with mistakes — with variations," she says. "Most of the copies die out. The few that get passed on are successful. They go on and get copied and varied again. That's how evolution works."Simple enough. But it's one thing to say an idea bears a resemblance to a virus, and quite another to say an idea is a kind of virus. A lot of people, scientists included, don't like the implications. Academics quibble over memetic definitions, which remain vague. Others argue point-blank that memetic theory can't be proved. Both groups have a point. The definitions are subject to interpretation, and thinking leaves no fossil record.Most of us, though, don't like the idea of memes because they exclude free will. In the meme scheme, a human becomes a breathing Xerox machine. Susan Blackmore writes that most of our likes, dislikes, and beliefs are only memes we've picked up along the way. Even the concept of "I" — the sense of self — is just a meme, not really ours at all. Blackmore admits to taking an extreme view. "It's more fun," she says. In the hyper-wired world, she imagines memes leaving their human hosts behind and going digital, eventually creating ideas and perhaps a new kind of consciousness beyond our comprehension.Not everyone takes the meme idea so far. Amherst College's Paul Ewald studies the evolution of diseases and thinks of memes as a metaphor or tool of explanation. "Certain cultural attributes are passed on at greater rates than others," he says, suggesting humans have some control over the memes they pass on. Ewald argues that, for the most part, individuals steer clear of culture's harmful memes, like addiction, and instead select more beneficent ones to hand down.Since Dawkins' first proposal, memetic theory has been widely applied. Whether a meme is a metaphor or a real entity, the theory does reinforce much of what we intuit about the creation and long-term sustainability of ideas: Ideas that move faster also change faster. To bolster creativity, get people talking across your organization. Diversity means more creativity — the wider variety of idea generators, the greater possibility for a new innovation. We've entered a new landscape of learning. Ideas flash around the globe faster than ever. That should mean more new ideas than ever. A catchy idea will tear through a population, especially if that population hasn't seen anything like it before. The Internet is a new world. New creatures have hatched. Now, selective pressures like the need for profitability are bearing down. Evolutionary theory predicts this is when real innovation happens. Lots of companies will die, but some will find interesting, new ways to survive. The Next Step?Memetics promises marketers a more scientific way to reach consumers. "Advertising agencies do memetic engineering all the time," says Blackmore. "If you have this color and this shape, then you can sell to this kind of person. It's already being made more efficient." The big challenge for the future, according to Blackmore, isn't finding catchy tunes and phrases; it's engineering the environment for a meme to catch on.Today's marketers take a page from the books of epidemiology. Find the trendsetters, Seth Godin's powerful sneezers, and infect them. If you get the timing right and achieve critical mass, you'll create a fashion, a fad, an idea epidemic. Finding that timing presents a big limitation — as of yet, nobody's come up with a surefire way to make the timing fit the idea.Blackmore envisions a future that transcends that barrier. Many organisms alter their environment to suit them. Beavers, for instance, build dams, making the lakes they like to live in and creating the marshy environment that fosters the trees they like to eat. With a deeper understanding of memetics, Blackmore thinks marketers and idea merchants will be able to do the same in the world of ideas. People will be able to engineer the mental landscape to favor their idea, to sculpt the mind-set of the masses.It's a pretty far-out idea, but some theorists say it's already happening naturally. Dawkins, a confirmed atheist, says he looks at various human belief systems — cults, new-age therapies, even mainstream religion — with suspicion. He argues that faith keeps people from asking essential yet troubling questions about the world — that religious doctrine determines what ideas a person will or will not accept. Memetic theory suggests that religion may be the most potent marketing model of the new millenium. The question is, do we want it to be?Some LimitationsThe big problem with evolution, of course, is that no one controls it. Meme production and proliferation can't be micromanaged; the system is too complex. If and when scientists or marketers create idea-friendly environments, success is still not guaranteed.For one, people develop a resistance to ideas. Ever notice how quickly marketing trends move among the young? Pokemon, Tickle Me Elmo, Barney. A memetic explanation of this rapid, rabid adoption of ideas is that children haven't developed the consumer immune system that adults have. Of course, as Paul Ewald point outs, information confers that immunity — a kind of skepticism meme.Also, evolution is random. Even in a perfect world any idea can fall flat, and human beings need to become better prognosticators for that to change. Many ideas fail or succeed for reasons difficult to foresee — new technologies kill off older ones; styles and lifestyles change; attention shifts elsewhere.More importantly, many evolutionary routes don't lead anywhere. Blackmore likens this dead end to the peak of a short and isolated mountain. "Evolution only climbs hills," Blackmore says. "It doesn't descend. If it gets to the top of a local hill, it won't be able to climb higher until the landscape changes." The QWERTY keyboard is an example of an idea that got stuck on a short peak — until our mental landscape changes, we're stuck typing with this anti-intuitive device.To follow through on the mountain climbing metaphor, memetics can't yet tell a business which idea will take it to the top. It only suggests that, if you find yourself looking around at higher peaks, better start at the bottom with a new idea and work your way up again.

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