

# DOES LOVE WIN?



memegenerator.net

## THE MECHANICS OF MEMETICS

University of Amsterdam  
Summer School June-July 2015

Political Memes in a globalized world

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## Research Question

**How do memes act as an expression of socio-political orientation in terms of support or counter-reaction?**

# Methods

1. Hashtag exploration to find pro-program and contra-program.  
Result: definition of 2 positive and 2 negative hashtags.  
→ *Tools: Instagram Scraper, Netvizz, Gephi.*
2. Scraped memes from Facebook, Instagram using the defined hashtags.  
→ *Tools: Instagram Scraper, Netvizz*
3. Merge of data collection.  
→ *Excel, Gephi, R Studio*
4. Cluster visualization of images and map the data.  
→ *ImagePlot, Google Fusion Tables*
5. Content analysis  
→ *Gephi*

# Instagram query #lovelines

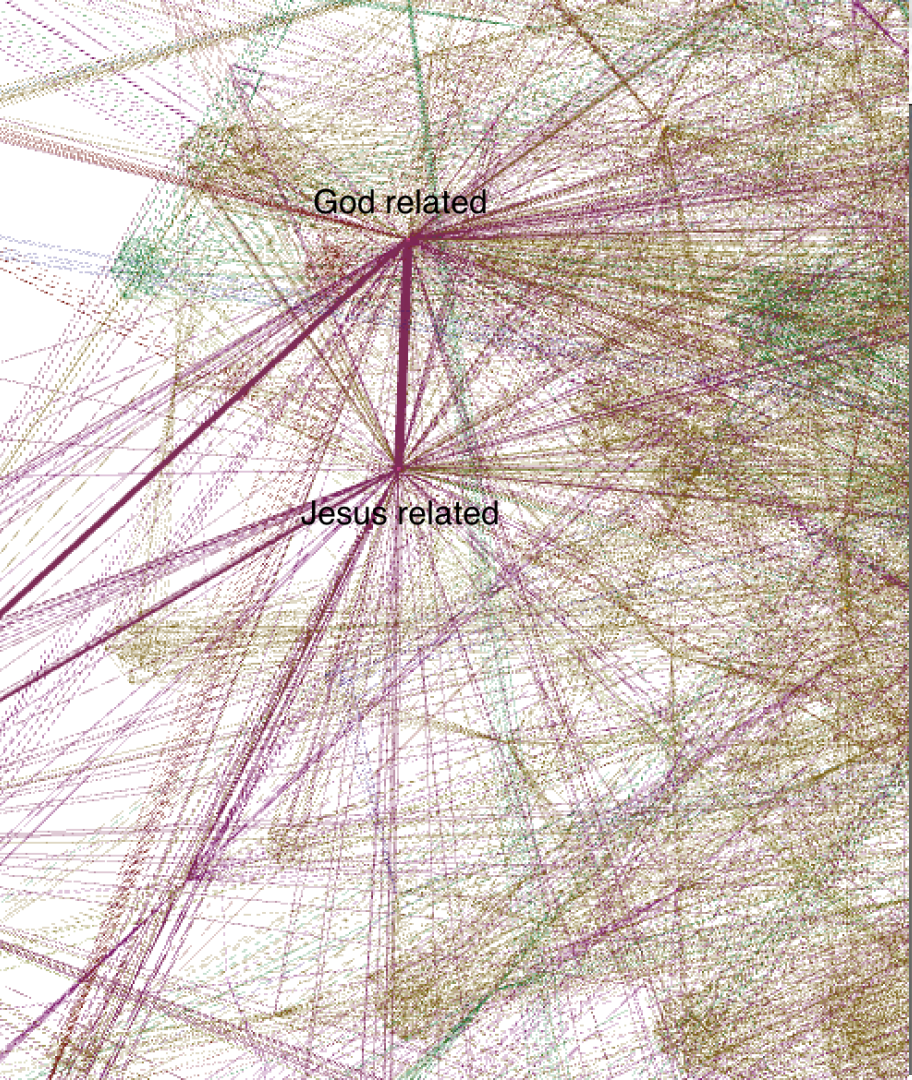
Overview Data Laboratory Preview

Data Table

Configuration + Add node + Add edge Search/Replace Import Spreadsheet

Nodes

<input type="checkbox"/>	erengayger	2b31b086277a
<input type="checkbox"/>	weirdtheme	85ab9db208b0
<input type="checkbox"/>	ereny-√sger	f8e6fc203c75c8
<input type="checkbox"/>	levixeren	d70c0b3f6e6d2
<input type="checkbox"/>	northbrookparkwedding	3e4f9a06d6220
<input type="checkbox"/>	weddinginspo	ed097a69bd2d
<input type="checkbox"/>	erenj-√sger	d7287760c997
<input type="checkbox"/>	shingekinokyojin	83d089d72058
<input type="checkbox"/>	erenxlevi	477f29142b01
<input type="checkbox"/>	erenyaeger	f04e63a94a495
<input type="checkbox"/>	riren	809abfc30f3efa
<input type="checkbox"/>	joshgarnerart	79e2651179ae
<input type="checkbox"/>	weeaboo	6e070d3e867b
<input type="checkbox"/>	purpletheme	7009c50fdc4d
<input type="checkbox"/>	germananime	963ac409acd2
<input type="checkbox"/>	erenjaeger	286121cc2ac0b
<input type="checkbox"/>	erenveager	6ff000edbd323
<input type="checkbox"/>	iamfashion	a112ef7b27bd4
<input checked="" type="checkbox"/>	Jesus	6959
<input checked="" type="checkbox"/>	God	6960
<input checked="" type="checkbox"/>	faith	6961
<input checked="" type="checkbox"/>	straight	6962
<input checked="" type="checkbox"/>	gaynotok	6963



Overview Data Laboratory Preview

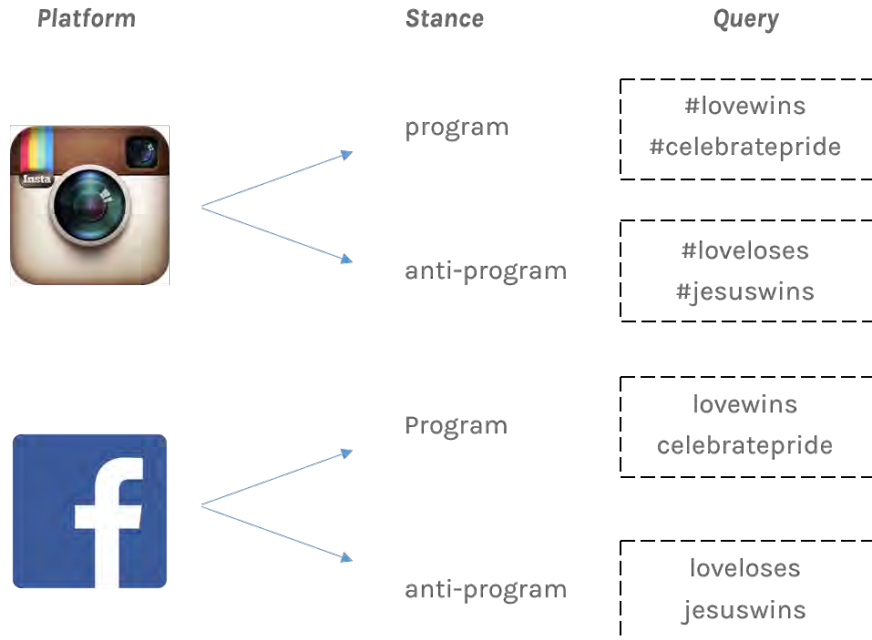
Data Table

Nodes Edges Configuration Add node Add edge Search/Replace Import Spreadsheet

Nodes

iamfashion	a112ef7b27bd
<b>Jesus</b>	<b>6959</b>
jesus	110d46fcd978
jesussaves	58c57abc1e16
jesusislove	a3be8219569
jesuswins	21357020782
jesuslovesyou	47d5ed7ae09
jesuschrist	4e671d1f5972
jesusiscoming	ee67a037ef25
lordjesuschrist	de9e255065cc
jesuswon	1d7b7c06223
jesusquotes	a664b845748
jesusislord	2741e321a59
jesusforgives	b6908044942
ilovejesus	391b0faa493e
looktojesus	080f47dcdbe6
withjesusallthingsarepossible	8ab3a076b0b
followjesus	94abb37ff482
jesuscomingsoon	9c8f6d1bc205
God	6960
faith	6961
straight	6962
gaynotok	6963

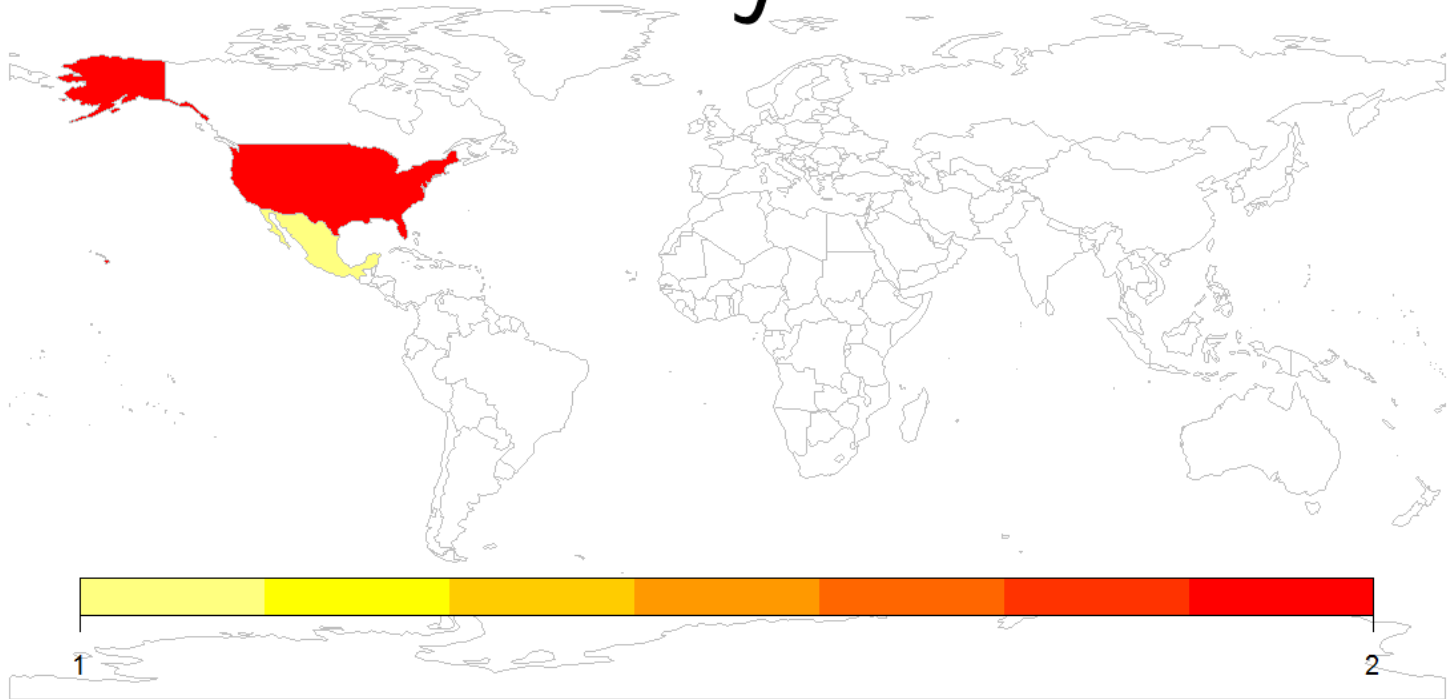
# Query Design



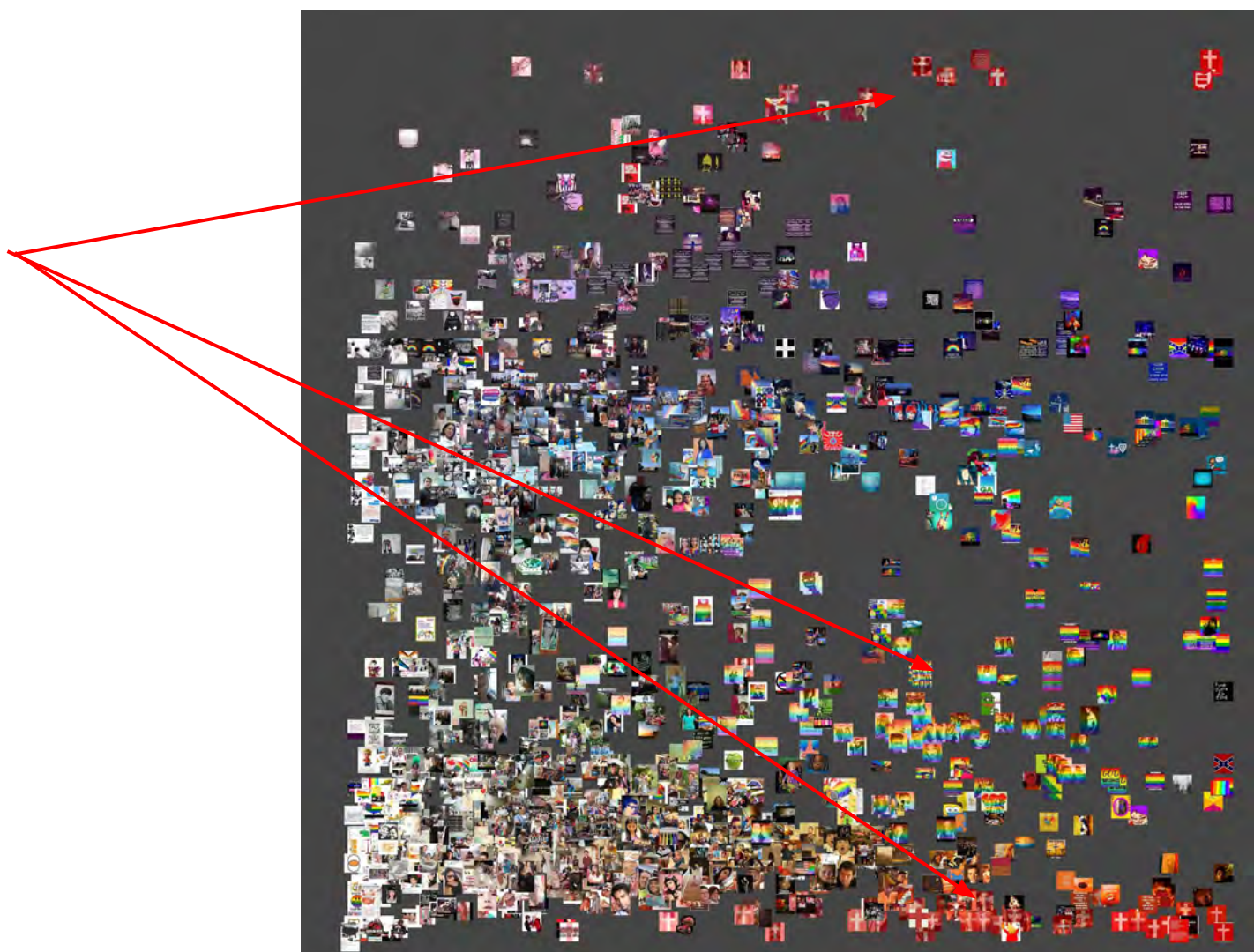
# Expansion of #lovewins reactions in Instagram



day 1

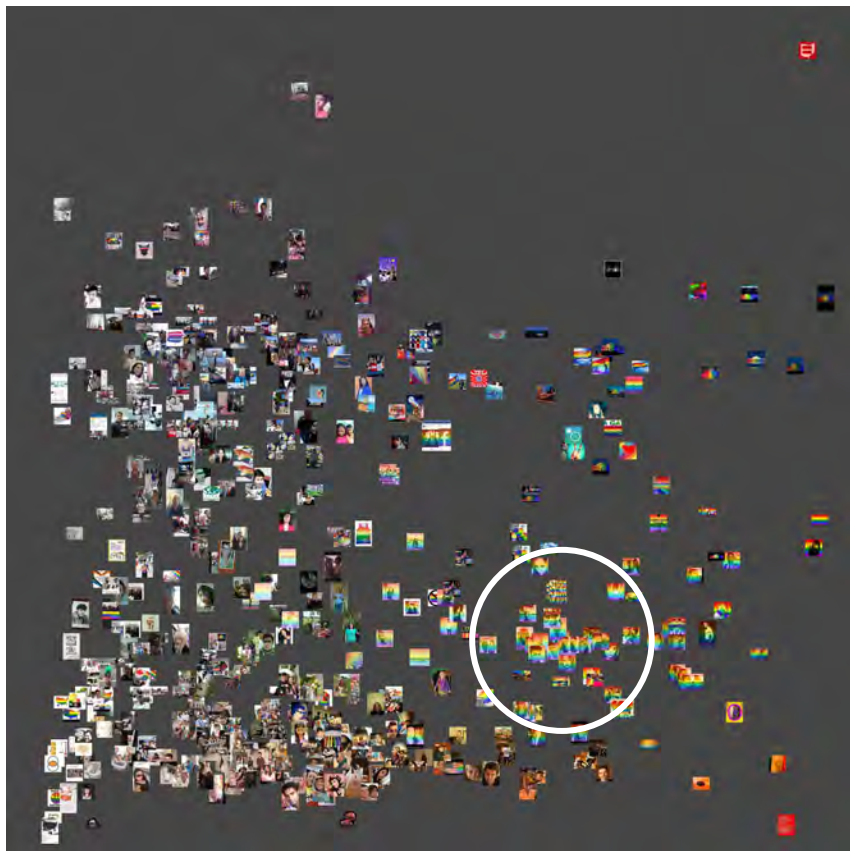


ImagePlot  
*all images*

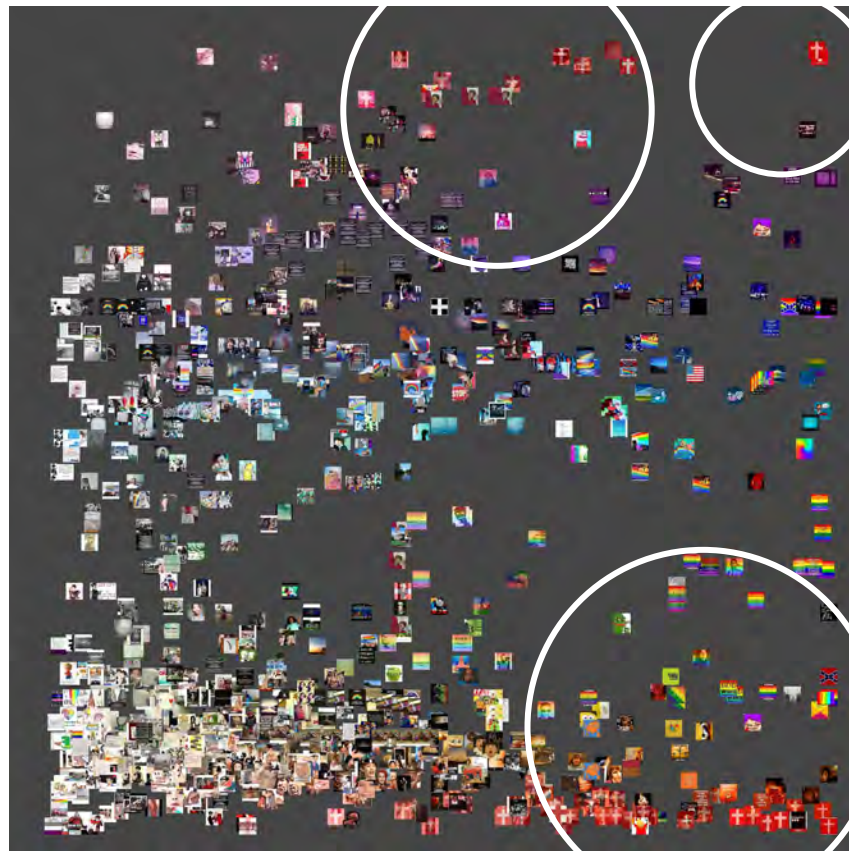




# imageplot



program



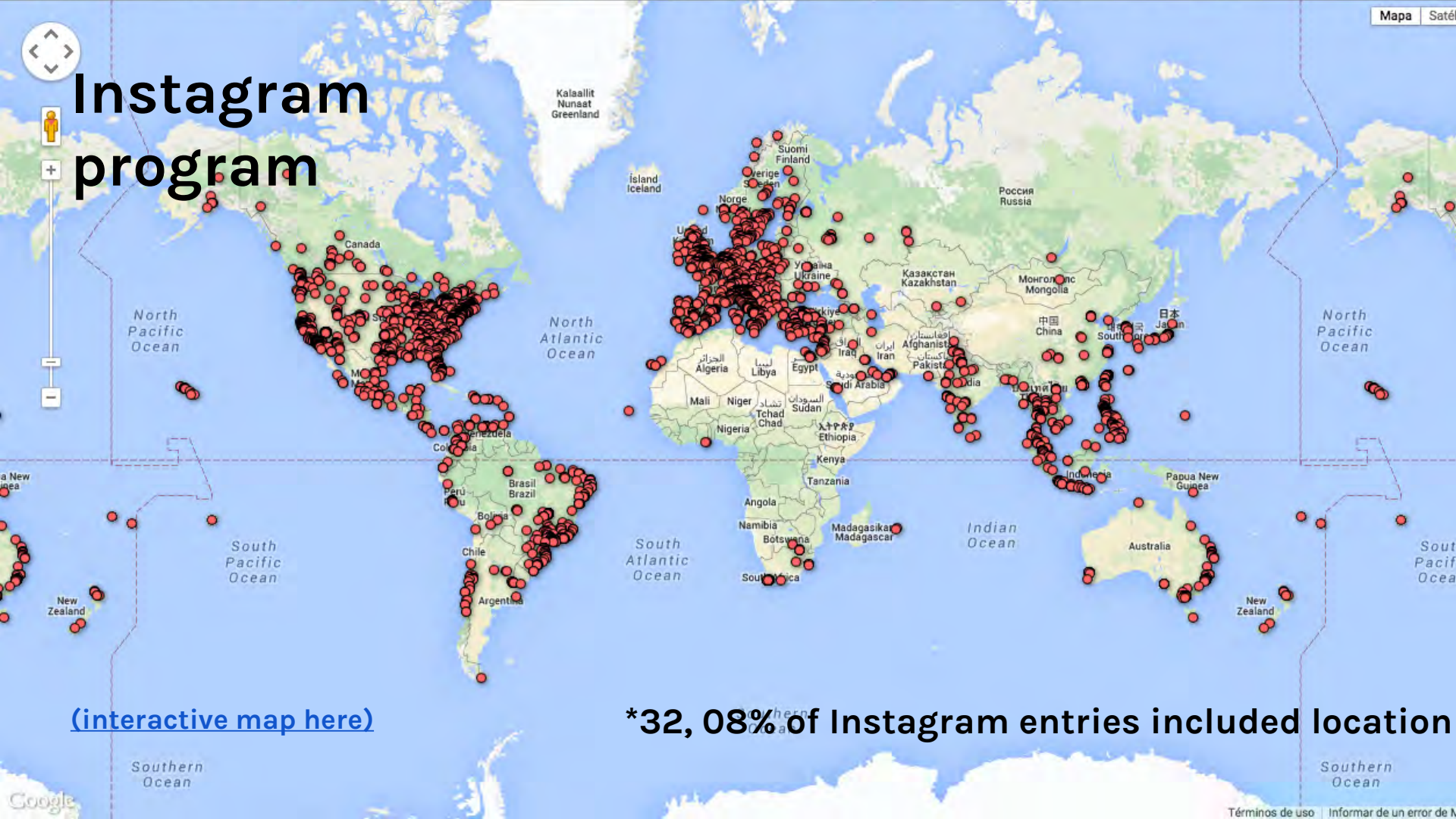
anti-program

## Findings

- 1. Memetic reactions are supported by existing cultural units.**



# Instagram program

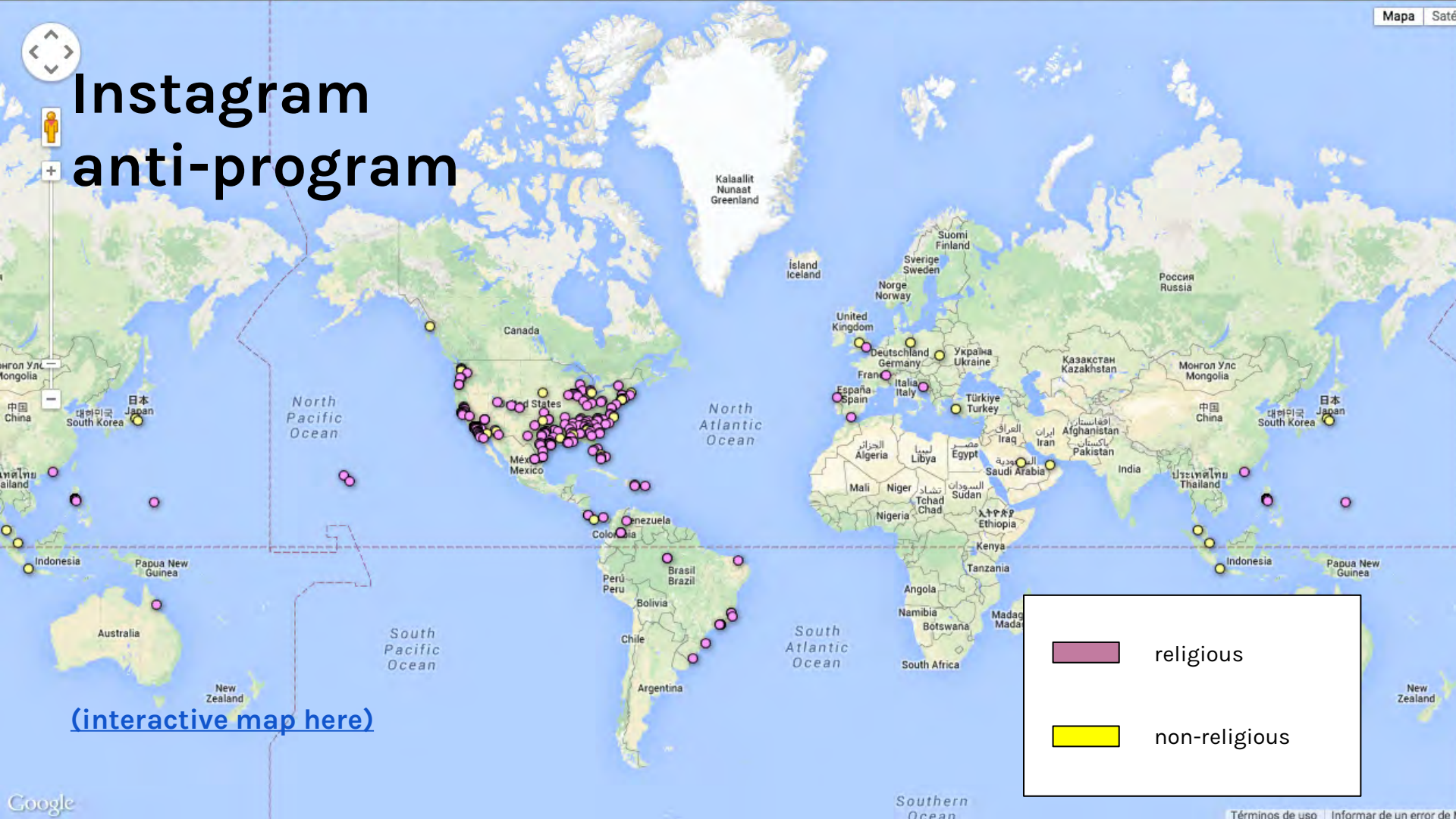


[\(interactive map here\)](#)

**\*32,08% of Instagram entries included location**



# Instagram anti-program





North Pacific Ocean

North Atlantic Ocean

South Pacific Ocean

South Atlantic Ocean

Southern Ocean

	religious
	non-religious

[\(interactive map here\)](#)

## Findings

**2. Mapping meme activity: can't compare quantities and countries; depends on the platform.**

# Instagram Scraper

## Top 20 liked



#jesuswins

#celebratepride

# Positive reactions to #LoveWins

## Instagram Scraper (#celebratepride)

### Top 20 liked



celebrating cause



reaffirming religion



defending cause; asking for respect/no judgement



supporting cause



comments tension

# Negative reactions to #LoveWins

Instagram Scraper (#godwins, #jesuswins, #loveloses)



defending belief

jesus won

love won

In Gods eyes, marriage will always be one man and one woman despite the legalization of same sex marriage in every state.

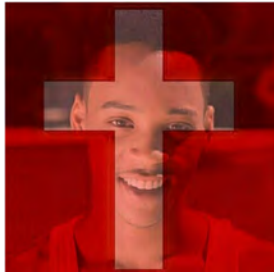
LoveRenewed316



Love didn't win today. Love won more than 2000 years ago when a man died on a cross for you, knowing you might never love him back.

anti meme? red revolution

community building ('real' believers)





# Facebook Pages Engagement

Netvizz. Top engager for each page

Marriage Equality USA  
June 28 at 10:07am · 🇺🇸

It's time



Like · Comment · Share

👍 Brian Sims and 10,230 others like this. · Most Relevant · 🔄 848 shares

Marriage Equality USA added 4 new photos.  
June 29 at 5:53am · 🇺🇸

Sir Ian McKellen and Sir Derek Jacobi, grand marshals of the Pride, congratulating MEUSA!



Like · Comment · Share

👍 6,889 people like this. · Most Relevant · 🔄 21 shares

Gay Rights Media  
June 27 at 9:43am · Edited · 🇺🇸

LIVE CELEBRATORY VIDEO STREAM from the The White House at <https://youtu.be/chS4M1iv7d8> showing the People's House draped in the colors of Pridel Join the celebration by draping your own Facebook Profile photo in the colors of Pride at <https://www.facebook.com/celebratepride>.



Like · Comment · Share

👍 579 people like this. · Most Relevant · 🔄 83 shares

Support Marriage Equality in Ohio shared a link.  
June 25 at 6:33am · 🇺🇸



California Judge Agrees to Dismiss Kill-Gays Ballot Measure :: EDGE Boston, MA  
A California judge has thrown out a proposed ballot initiative that advocated killing anyone who engages in gay sex, calling the measure...  
[EDGEBOSTON.COM](http://EDGEBOSTON.COM)

Like · Comment · Share

👍 71 people like this. · Most Relevant · 🔄 21 shares

Celebratepride shared their photo.  
June 29 at 7:23am · 🇺🇸

1st gay couple to be married in Dallas, George Harris, 82, and Jack Evans, 85, Together for 54 years, #lovewins



Like · Comment · Share

International Gay and Lesbian Human Rights Commission shared The White House's photo.  
June 26 at 11:02pm · Edited · 🇺🇸

The White House changed profile pic to



Like · Comment · Share

👍 1,099 people like this. · Most Relevant · 🔄 21 shares

Lovelylove shared Little Dragon's photo.  
June 29 at 10:05am · 🇺🇸

Courage



Penalty for homosexuality in Uganda? Death. Held their first gay pride parade anyway.

LGBT rights are human rights. AMNESTY INTERNATIONAL

Little Dragon  
Courage · 🇺🇸

Like · Comment · Share

# Conclusion

The expression of socio-political orientation becomes visible in the medium specific usage of the platforms Facebook and Instagram through:

- Images: Colours of Flag filters (Rainbow vs Red)
- Hashtags: #Lovewins vs #Jesuswins / #RedRevolution
- Comment space: autonomous function
- Geo-Location: Trace origins of socio-political orientation

Questions?



**Thanks**