

Internet Meme Knowledge Graph

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Filip Illievski and
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INSA | INSTITUT NATIONAL
DES SCIENCES
APPLIQUÉES
LYON

LIRIS

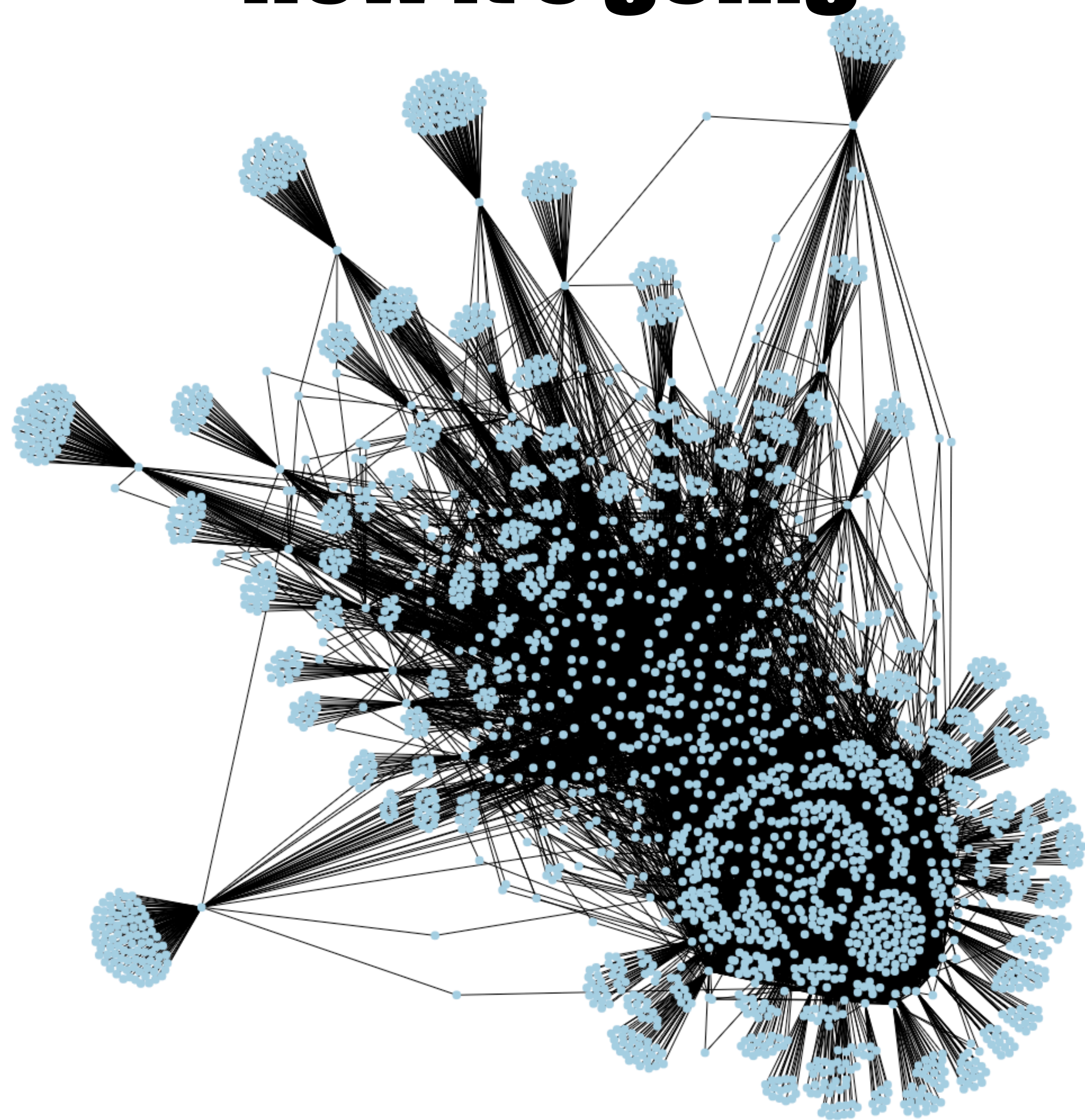
ESWC 2023, Hersonissos, Grece





How it started

How it's going



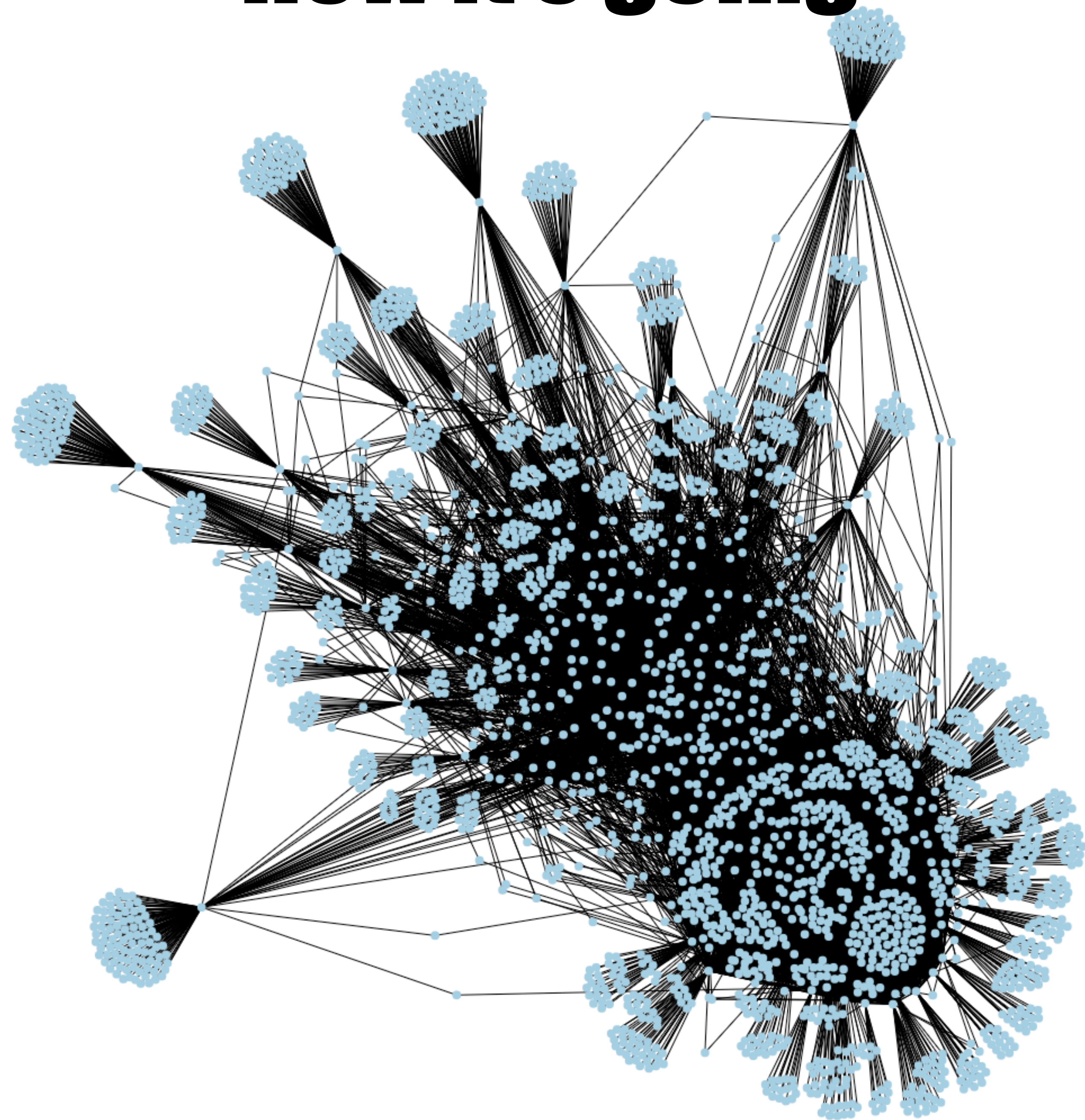
In risposta a [@SpillerOfTea](#)

Extremely high meme potential

[Traduci il Tweet](#)

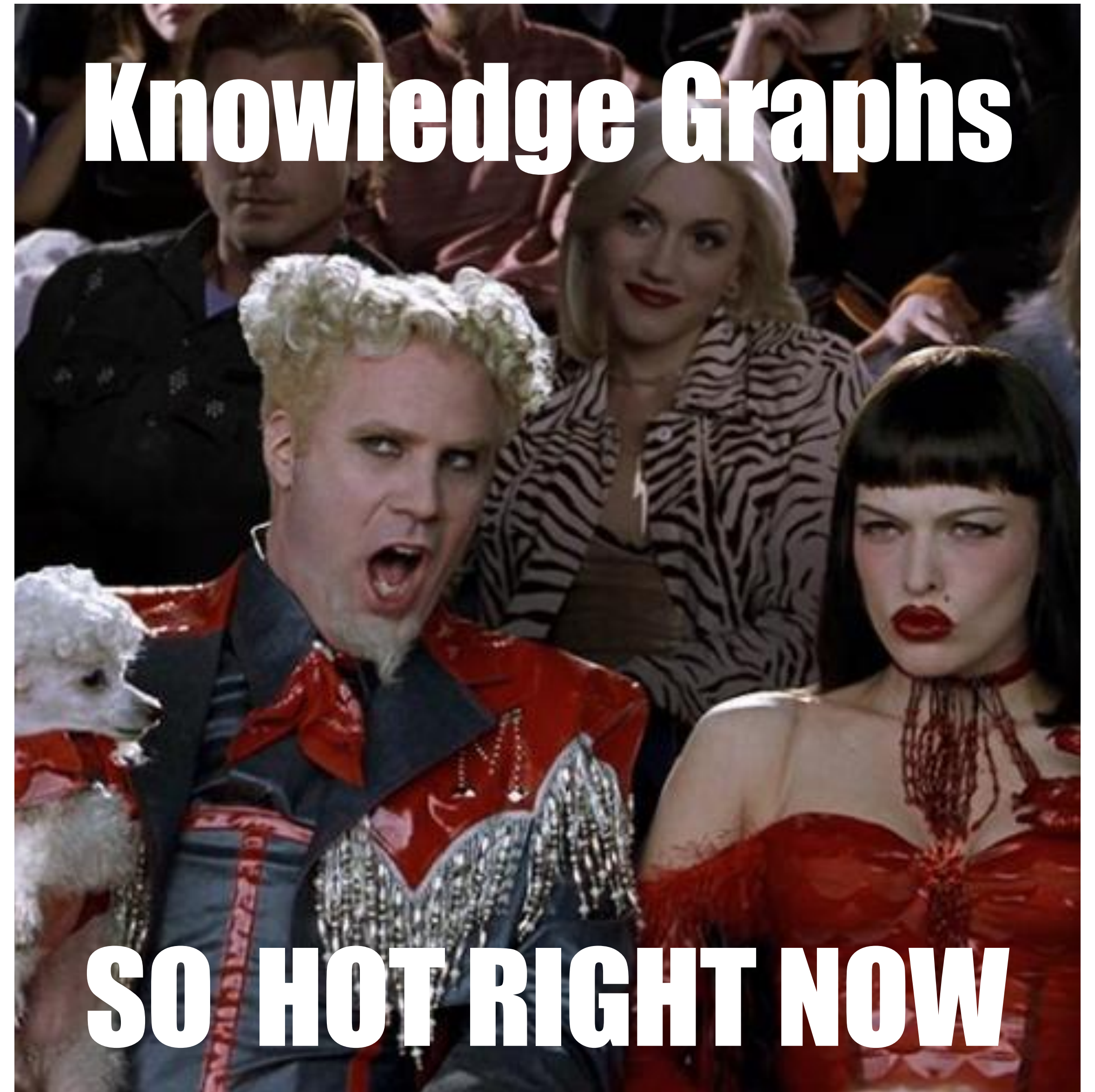


How it's going



IMKG

- ~5 Millions Nodes
 - 12k Frames
 - 1.3 Millions IMs
 - 3k Templates
- ~16.5 Millions Edges



What is a Meme?

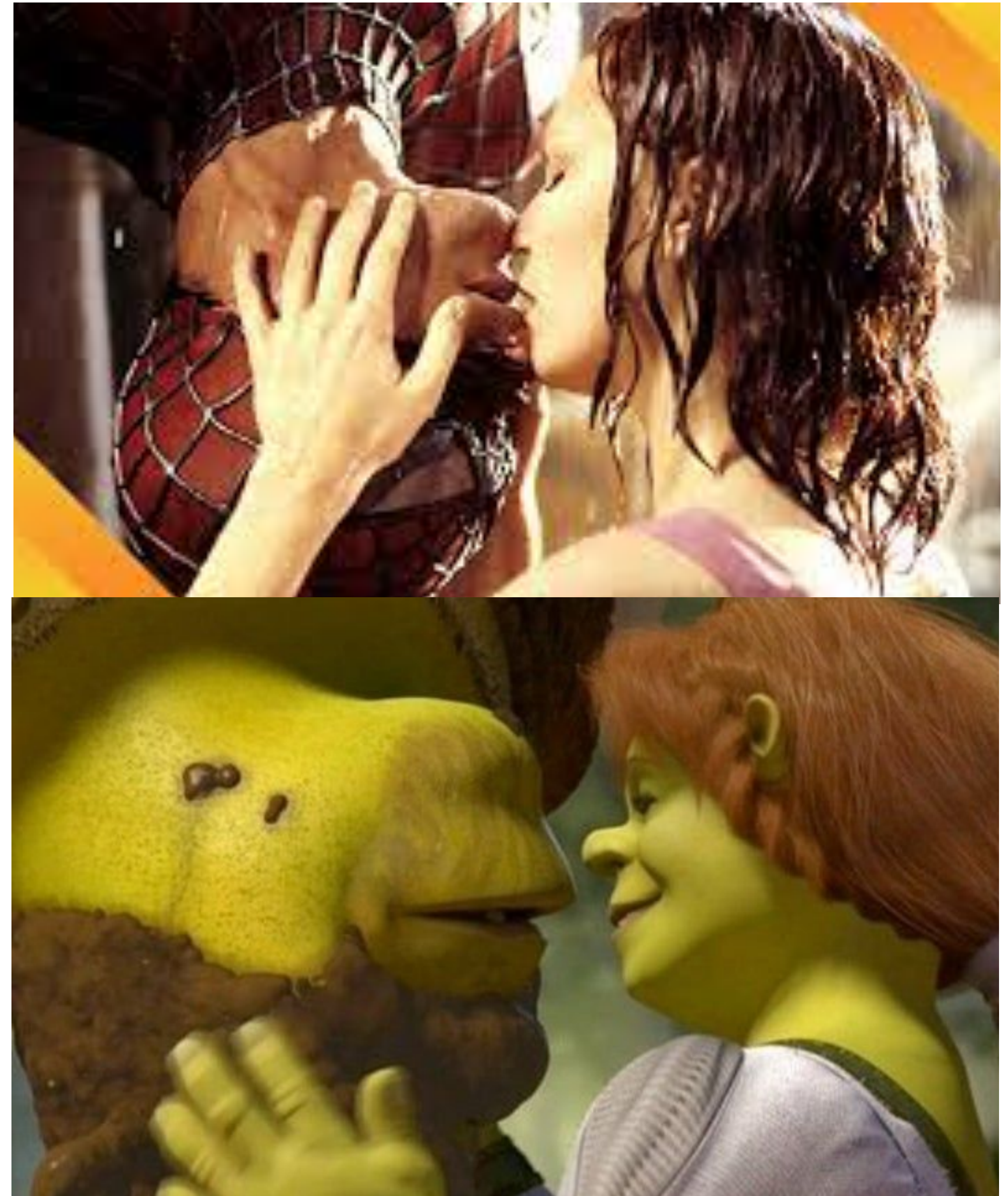
The Selfish Gene

- invented by Richard Dawkins (->)
- The cultural equivalent of genes
 - e.g., a song, a book
- Transmissible Units of Culture that replicate and mutate across generation



Leverage Intertextuality

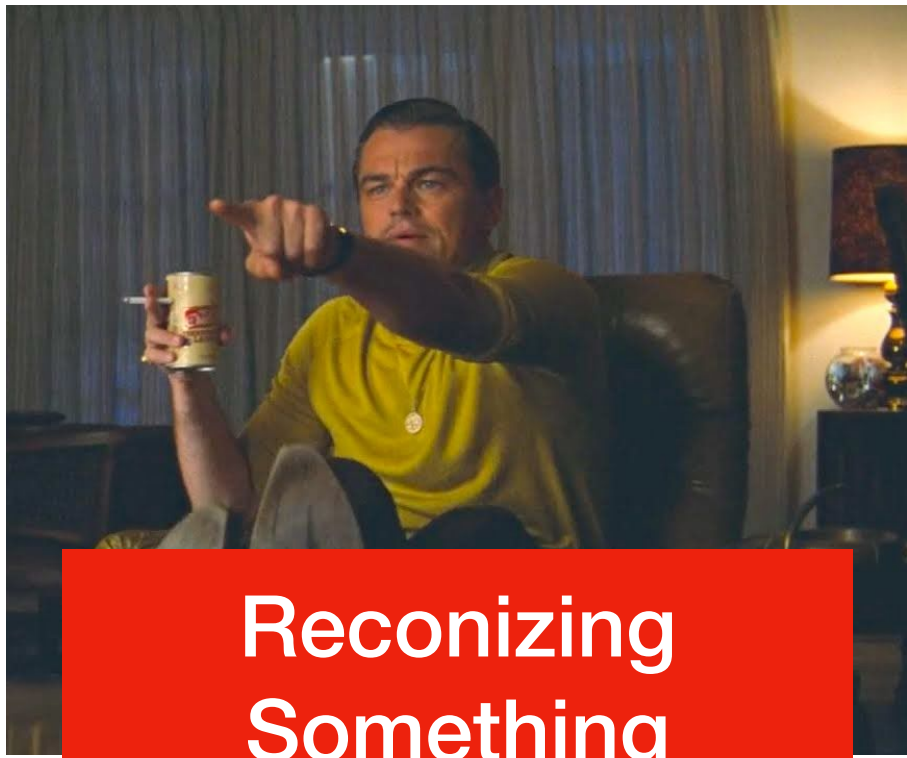
- The main plotline of Disney's **The Lion King** is a take on Shakespeare's **Hamlet**.
- The structure of James Joyce's **Ulysses** is written after Homer's **Odyssey**.
- Taylor Swift's "**Love Story**" is written after Shakespeare's "**Rome and Juliet**"



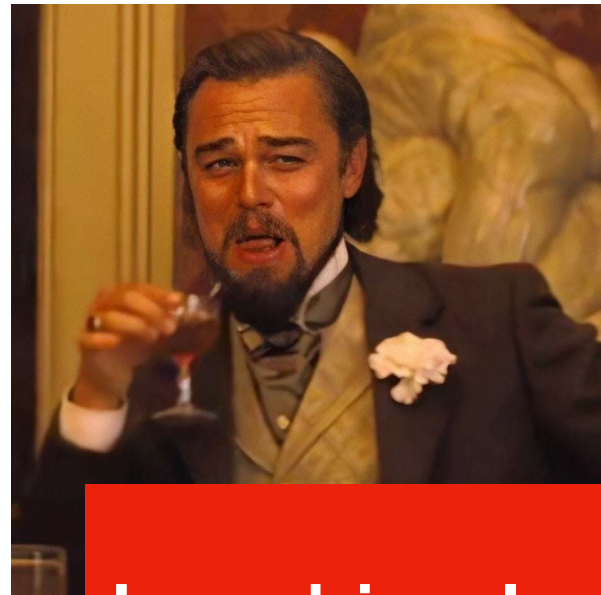
What is an IM?

An image or a video,
that ironically represents
a stereotypical situation





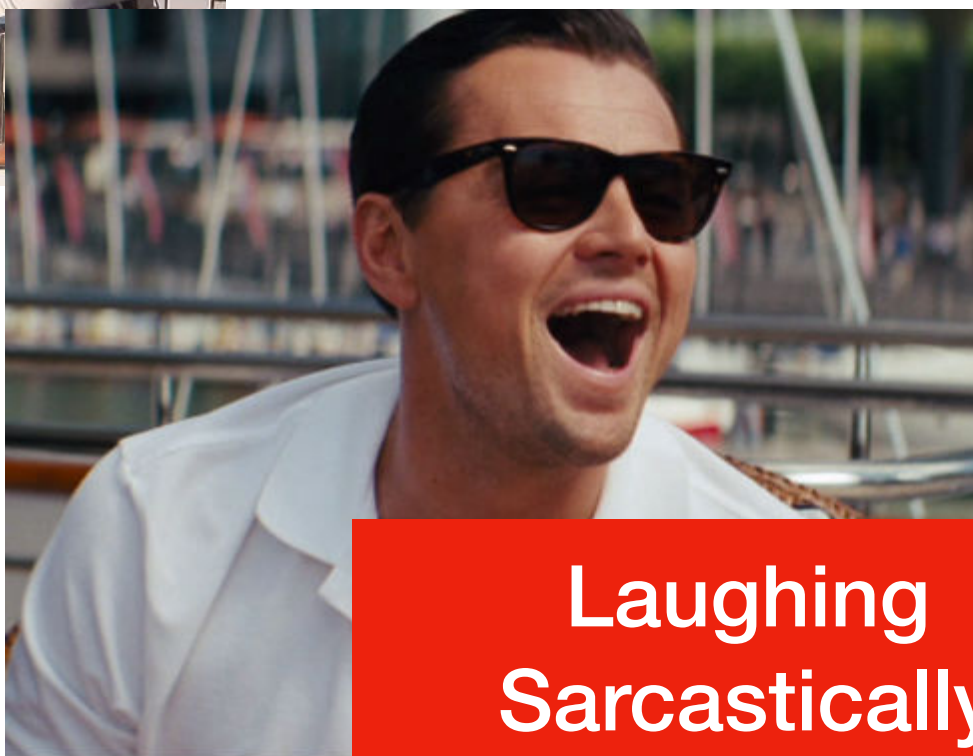
Reconizing
Something



Laughing Ironically



Acting
Reckless



Laughing
Sarcastically



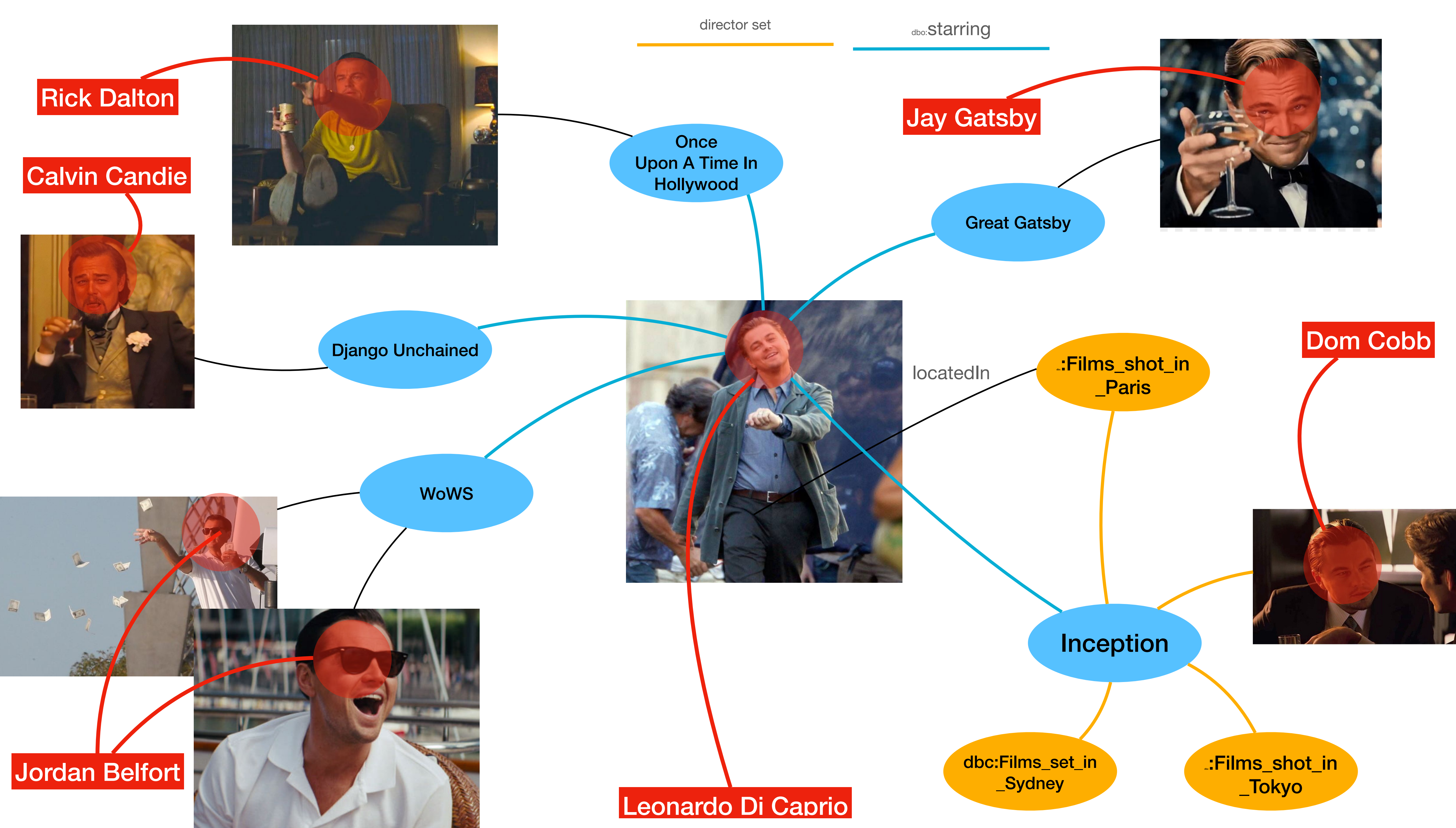
Been Joyful



Congratulate

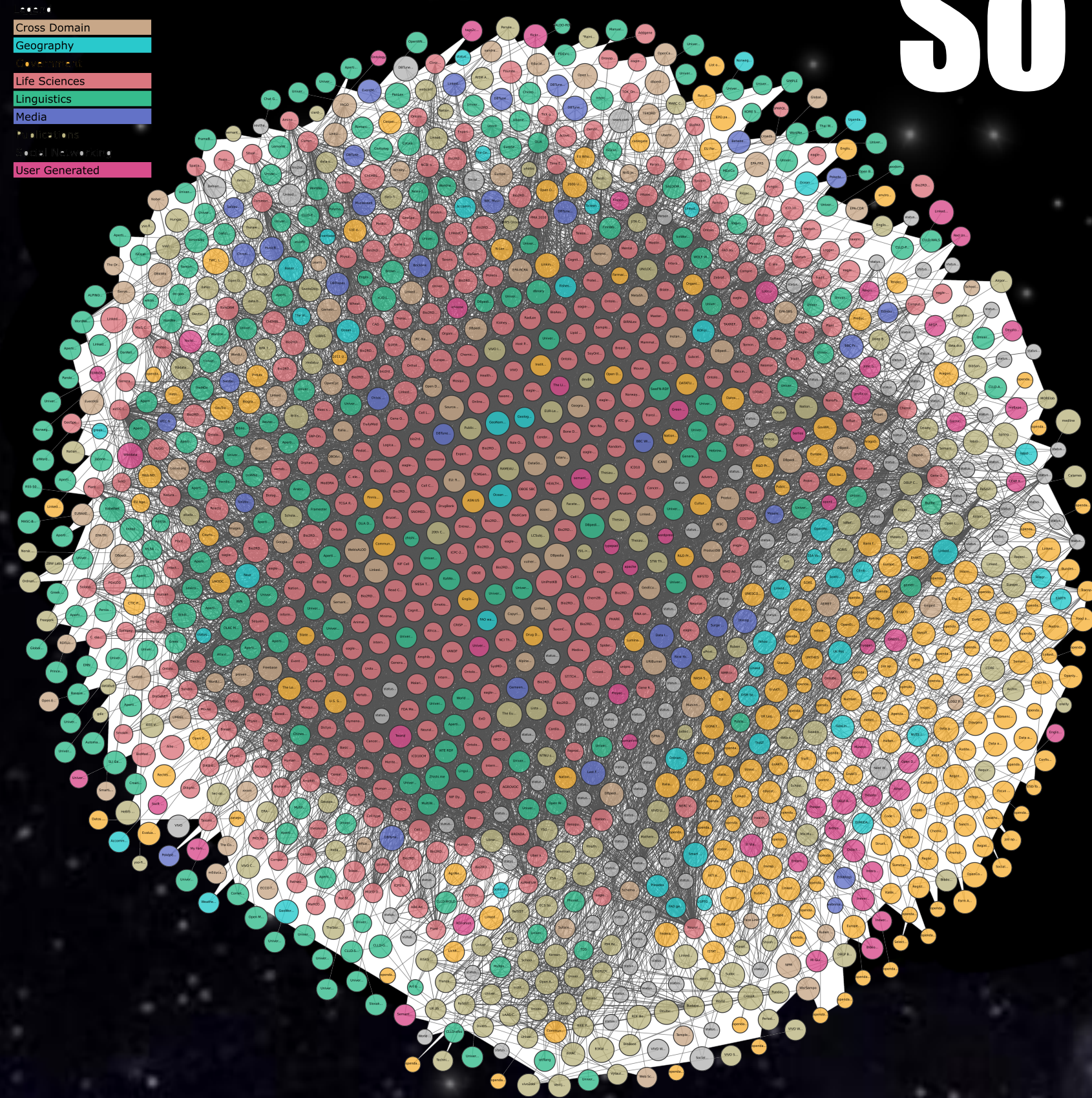


Focus
Deeper



Always has been

So it's Linked Data



What's so special about Internet Memes?

Let's Get Technical



Multimodality



All right, then. Keep your secrets.

Succinctness

IMs are concise

- Frames, i.e., schematic representations of concepts.
- Metaphors, i.e., cognitive projections between domains.



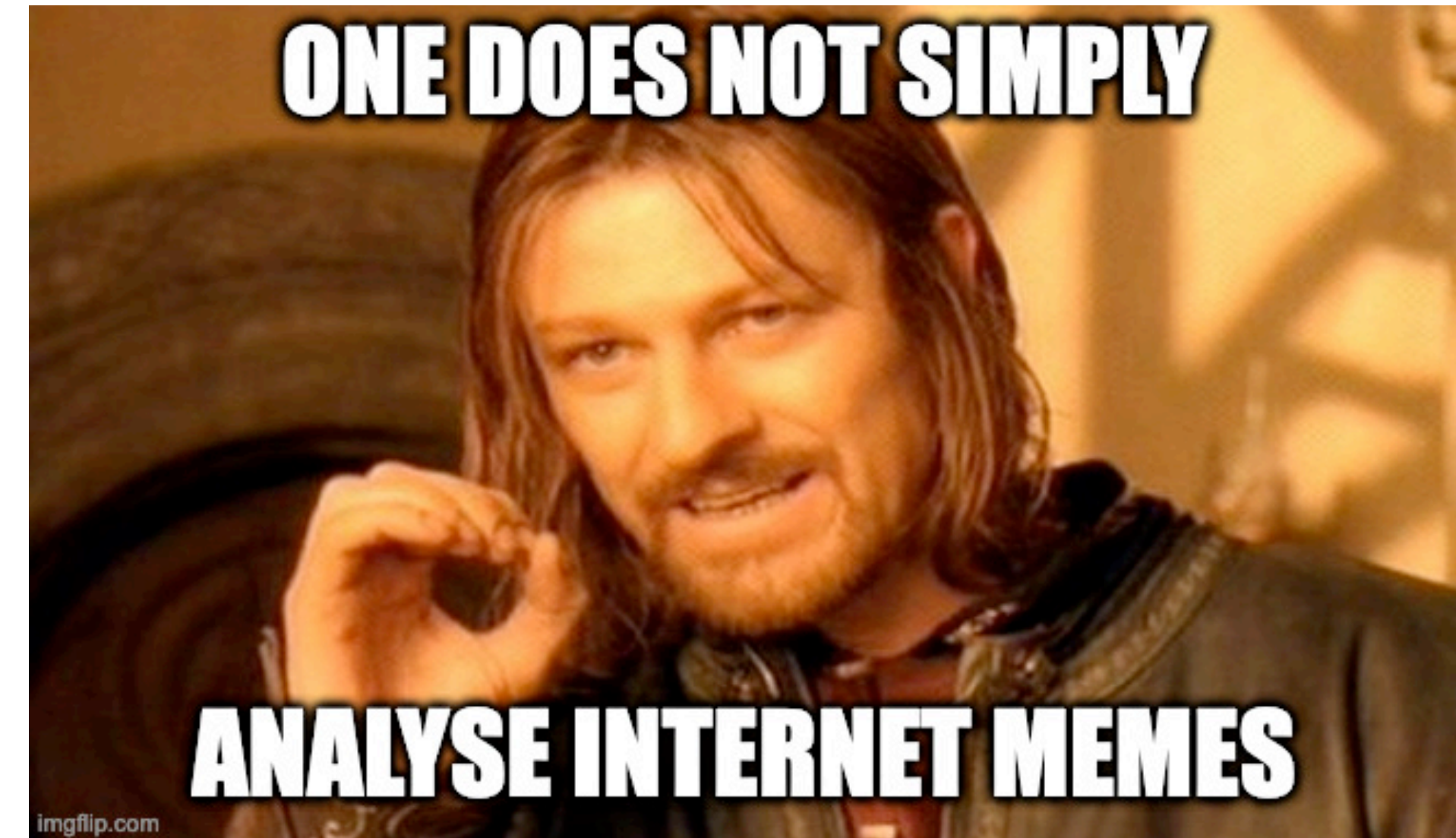
**Difficulties_in_action: factor(s)
negatively affecting the ability to
achieve objective**

metanet

Succinctness

IMs are concise

- Frames, i.e., schematic representations of concepts.
- Metaphors, i.e., cognitive projections between domains.

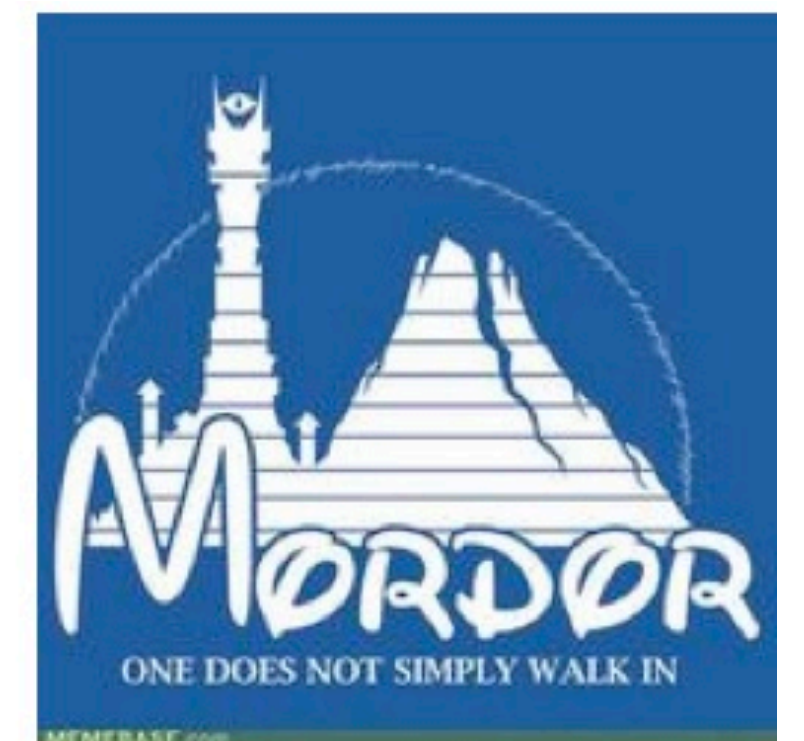
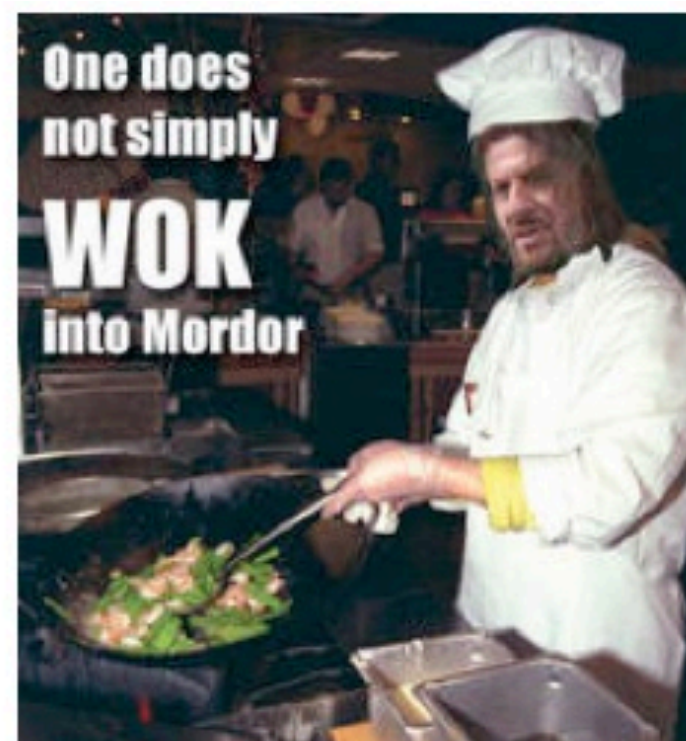
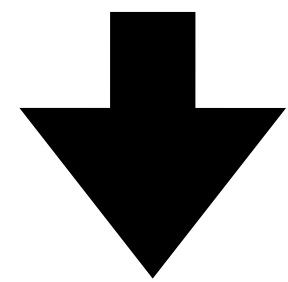
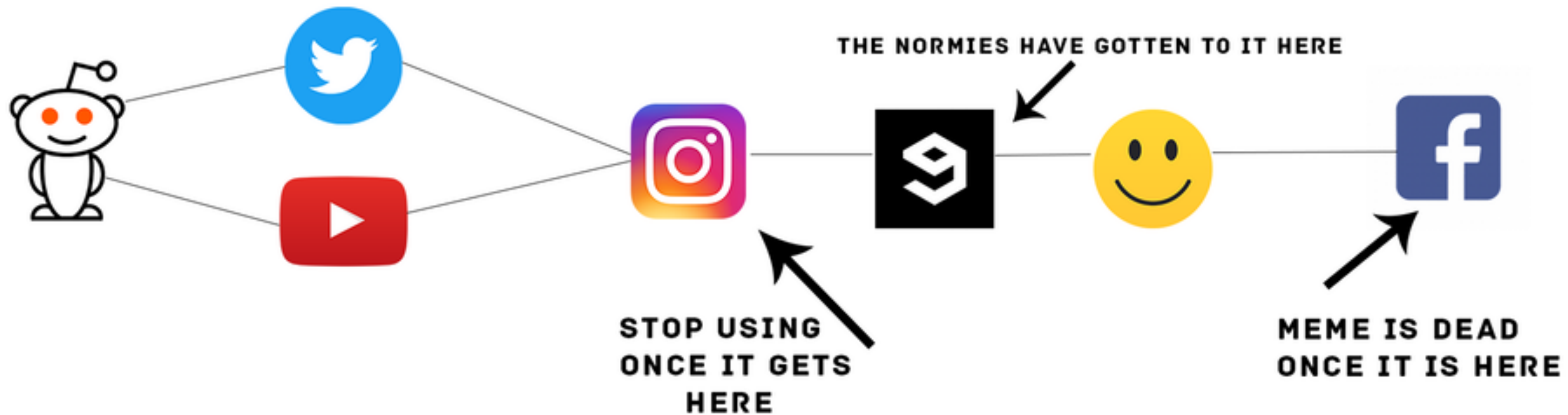


**Difficulties_in_action: factor(s)
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achieve objective**

metanet

Fluidity

IMs are subject to frequent mutations



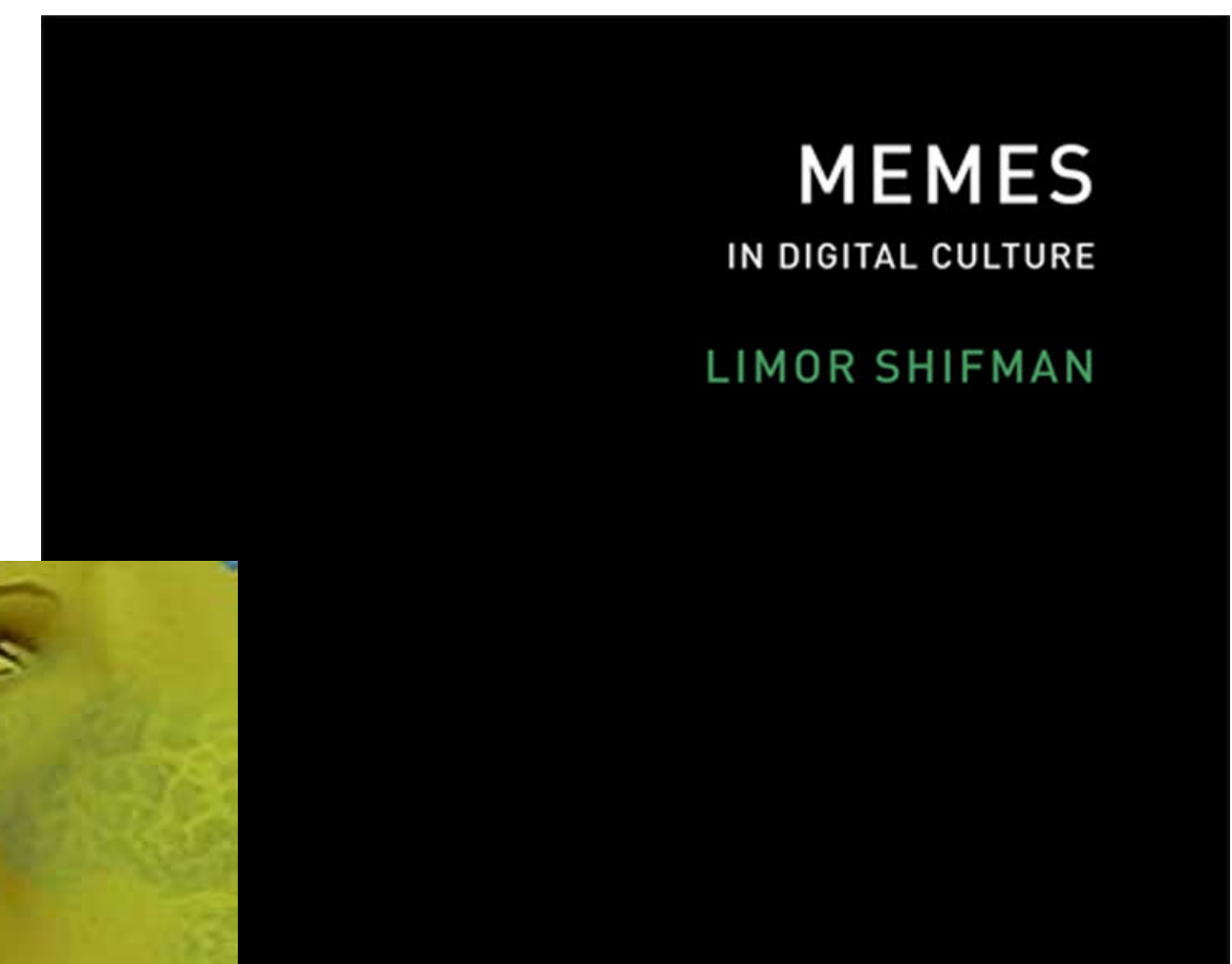
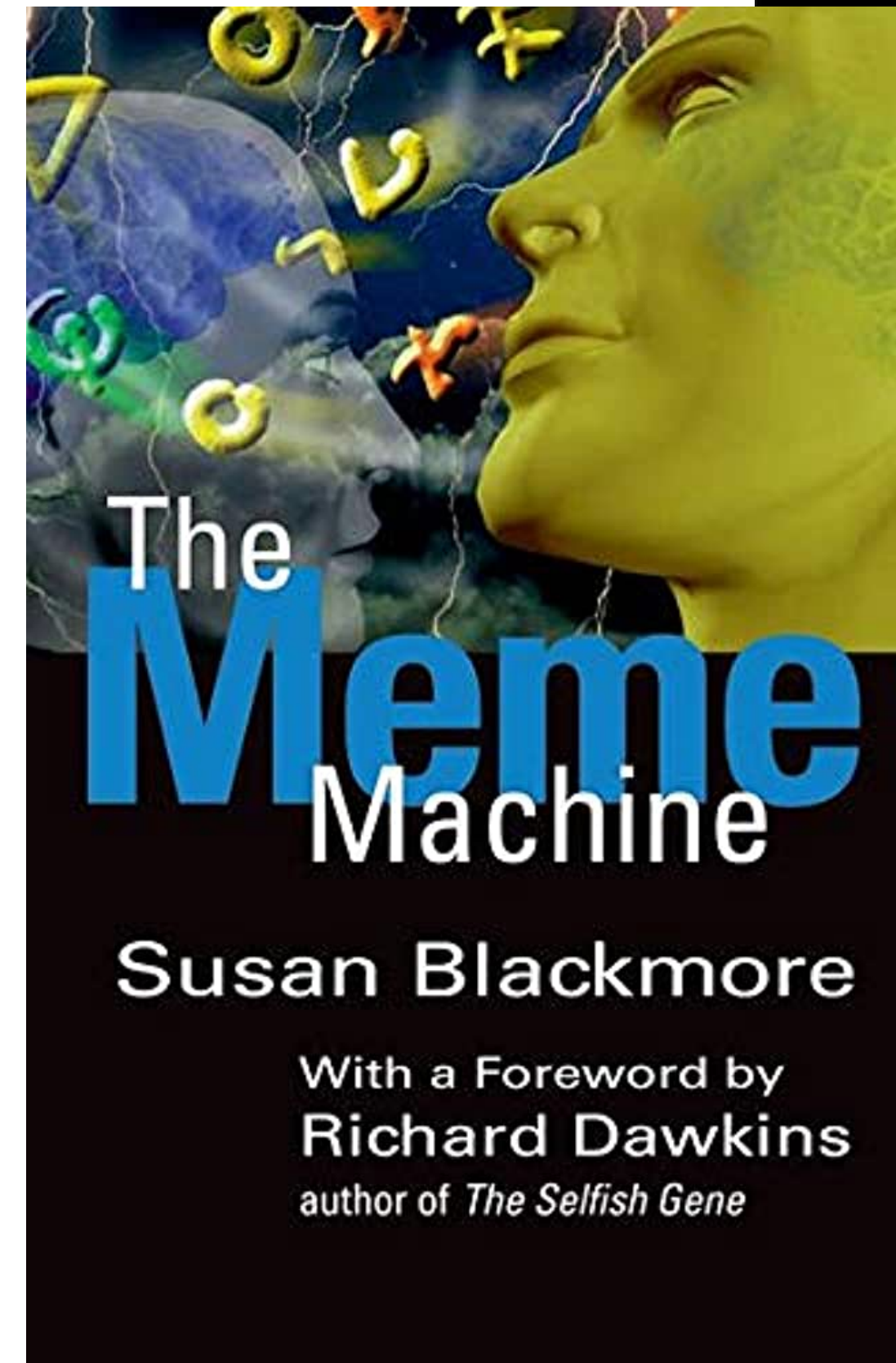
Internet Memes

“

Internet Memes are a piece of culture, typically a joke, which gains influence through online transmission

”

— Patrick Davison



New York Times Bestseller

Because Internet

Understanding
the New Rules
of Language

Gretchen McCulloch

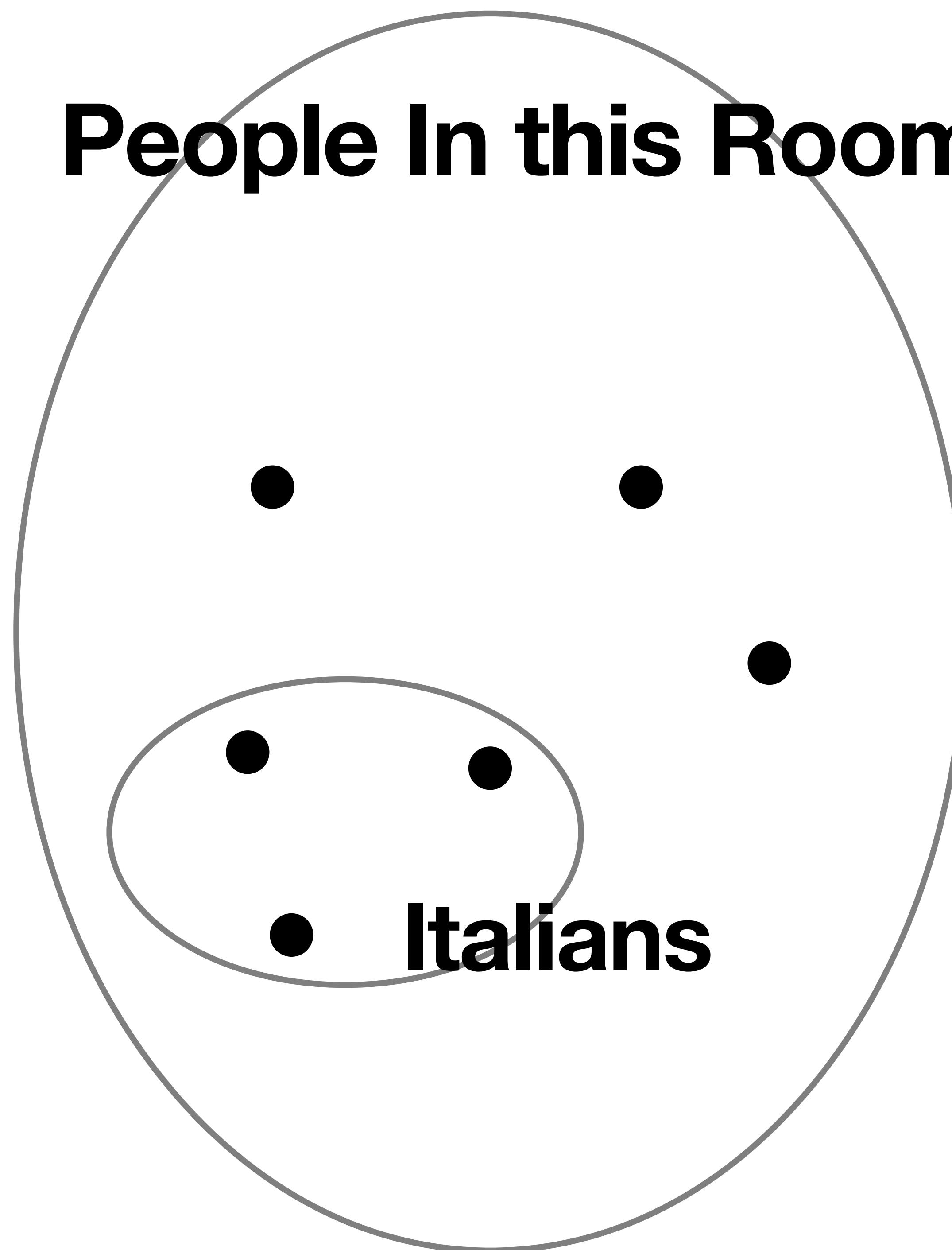
Relatability

they are not just funny, they are relatable...





People In this Room



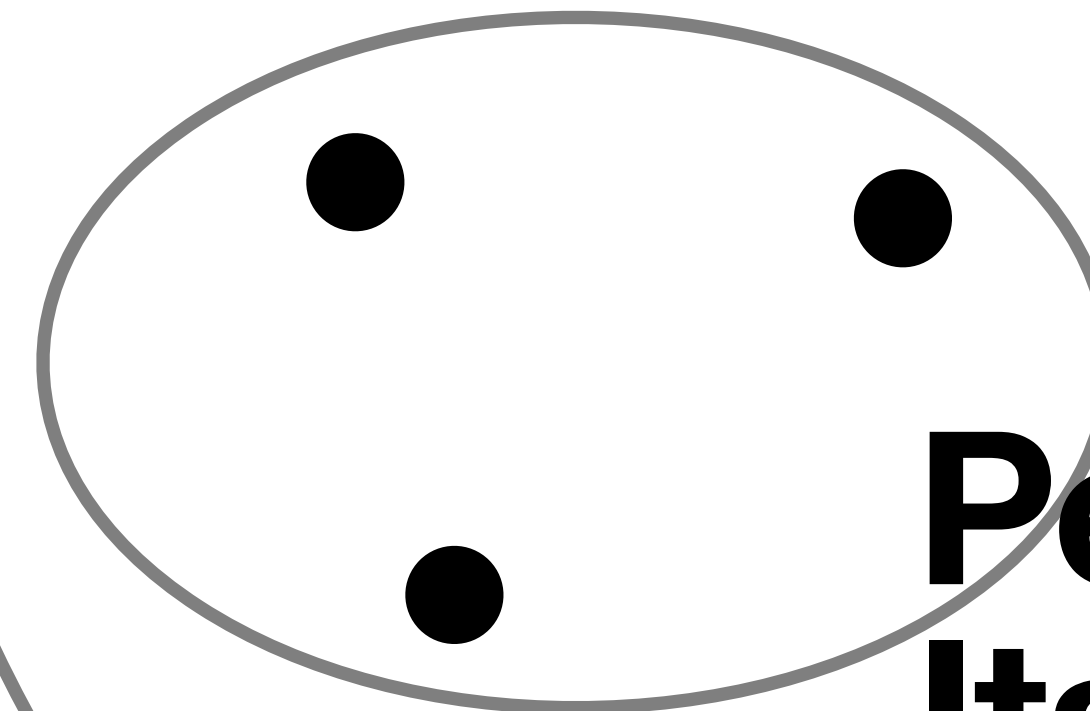
Italy fighting high public debt and unemployment.



Italy fighting badly cooked pasta alla carbonara.



People In this Room

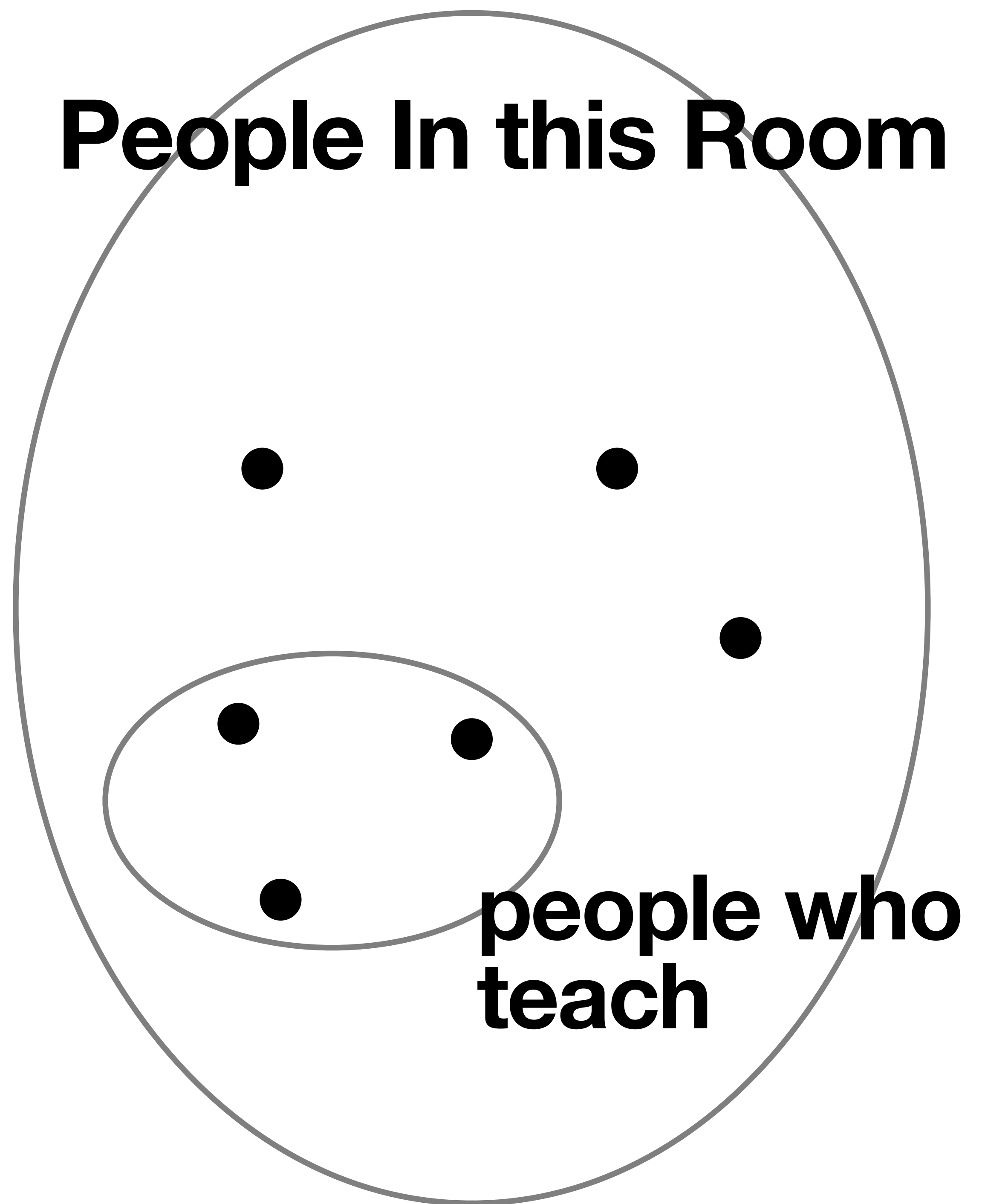


**People with
Italian's
friends**

k-means be like:



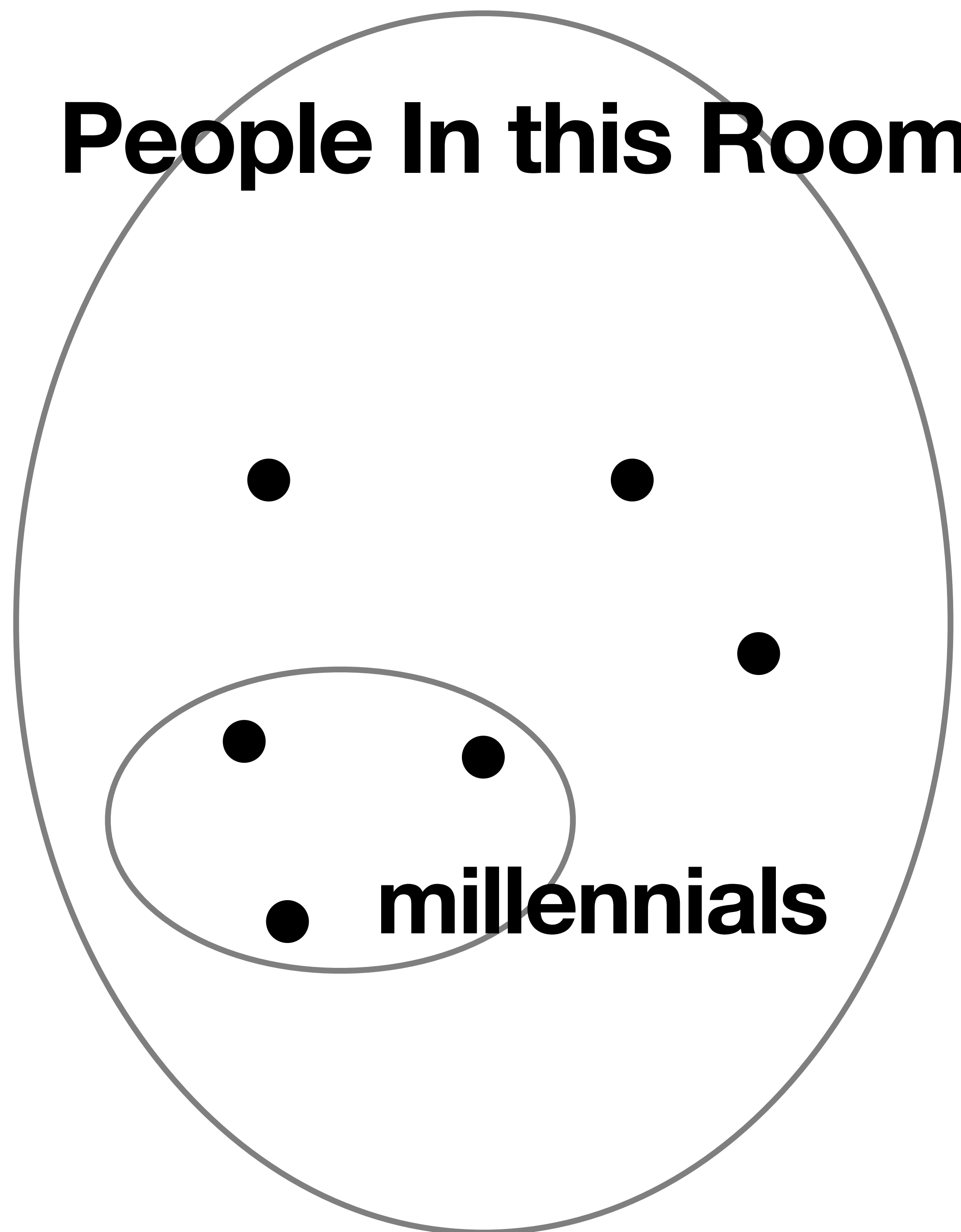
People In this Room



**55% of people will
be confused by this meme:**

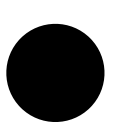
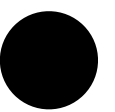
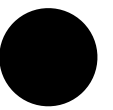


People In this Room





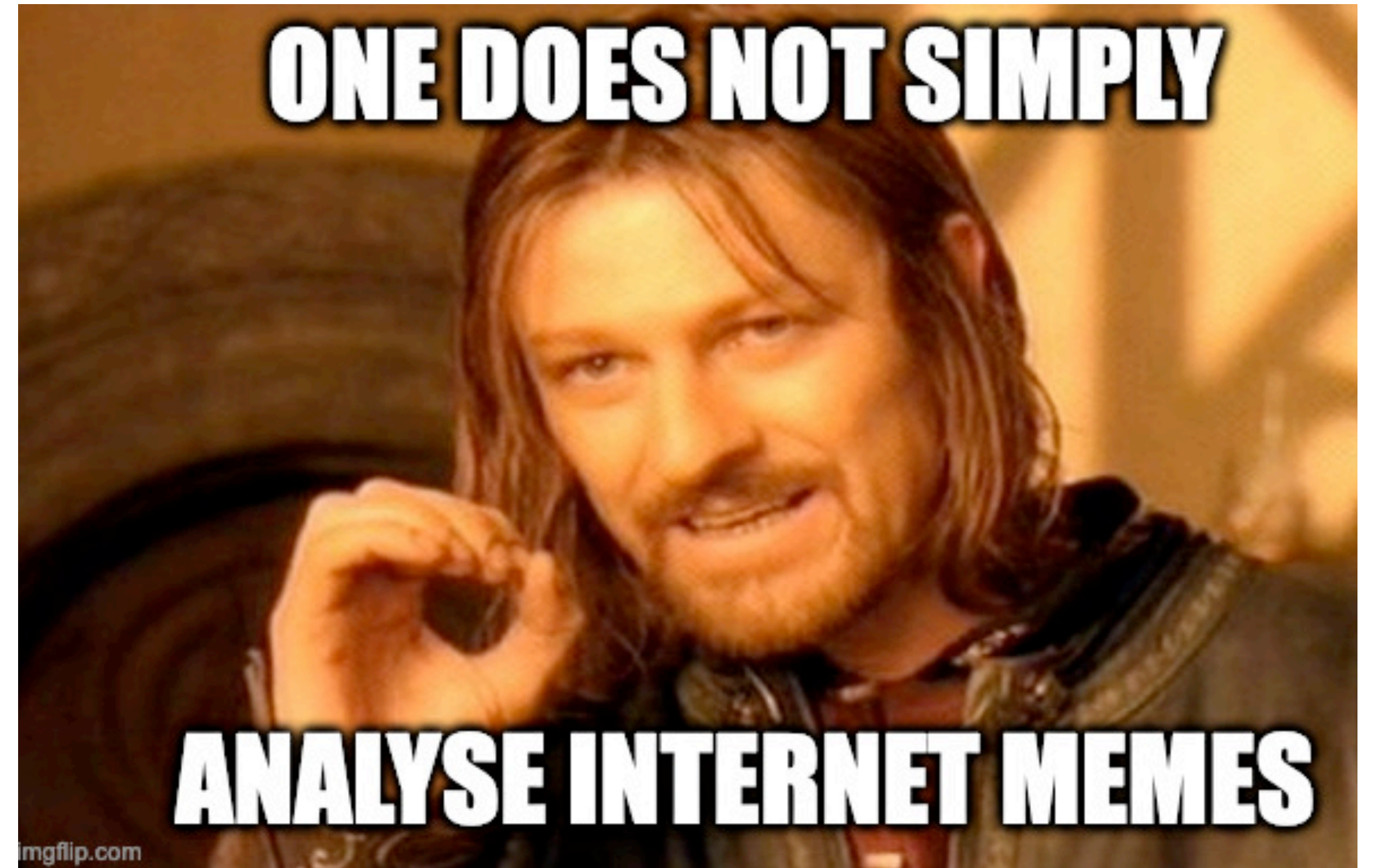
People In this Room



Riccardo

IMKG Construction

Let's Get Technical



Dissection of an Internet Meme

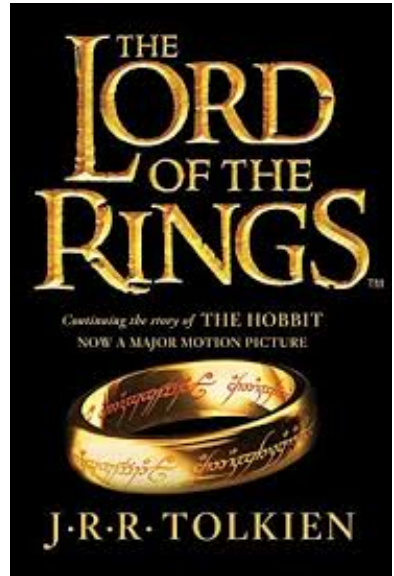
a) Origin



The picture is from **Peter Jackson**'s 2021 movie "LOTR: The fellowship of the ring" where **Sean Bean** played "**Boromir**"



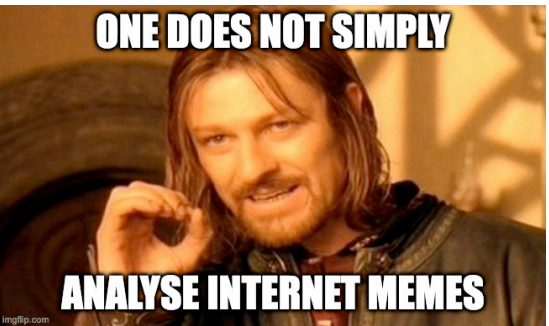
b) Lore



The **book series** "Lord Of The Ring" by **J. R.R. Tolkien** features the character Boromir and the fictional region of **Mordor**

d) Meme

One does not simply *analyse internet memes*



c) Template

One does not simply walk into Mordor



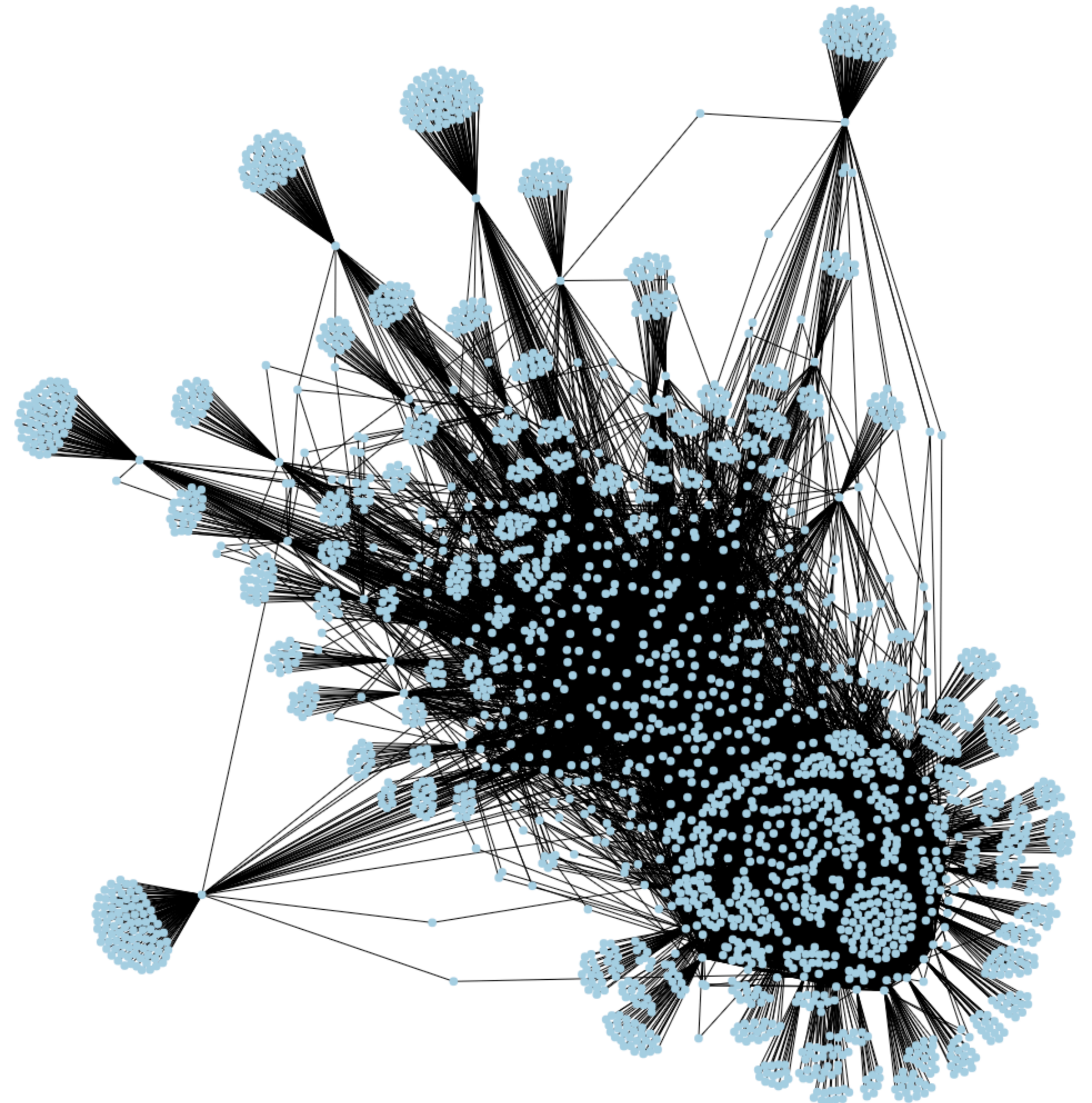
e) Frame

Difficulties_in_action: factor(s) negatively affecting the ability to achieve objective

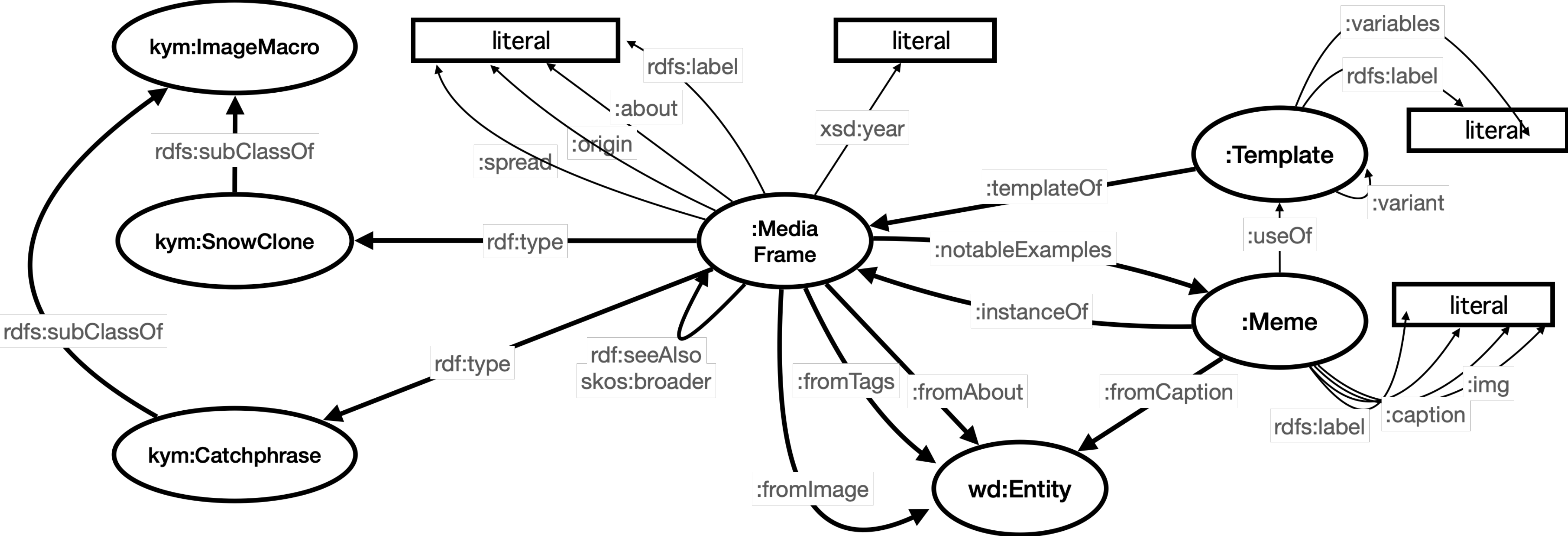


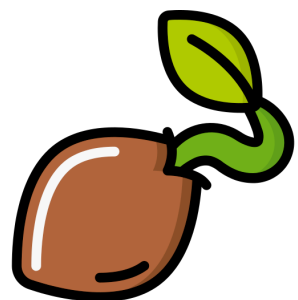
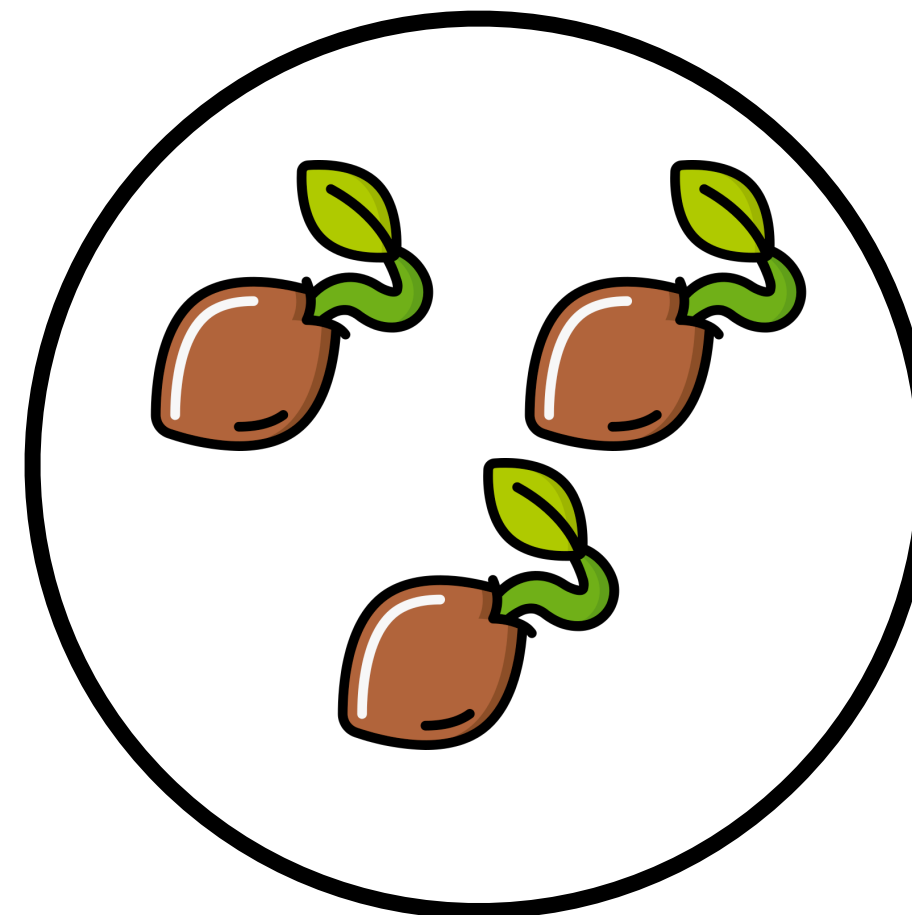
IMKG Sources

- Wikidata/DBPedia, Open KG.
- Know Your Meme, i.e., encyclopedia of Internet memes
- ImgFlip, i.e., most popular graph generator

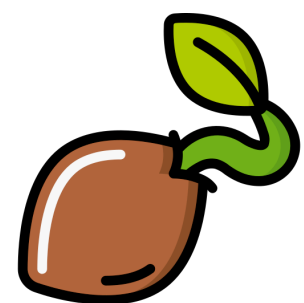
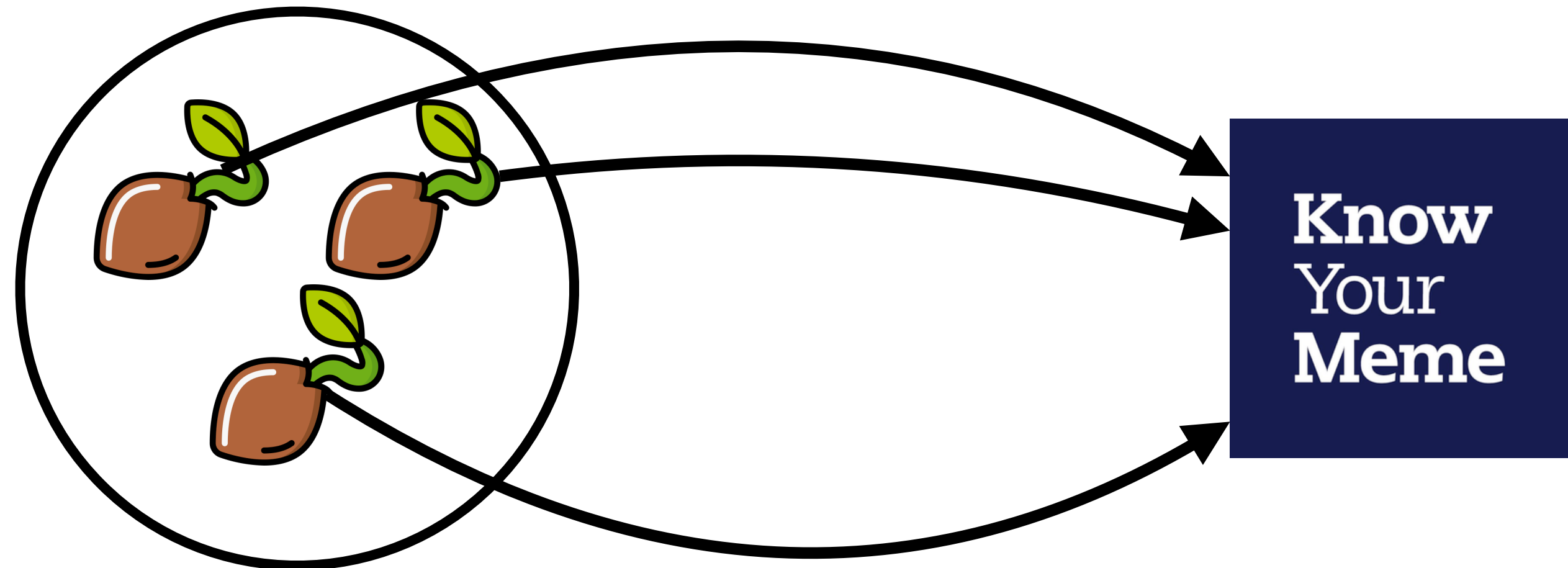


IMKG Data Model





Wikidata's Seed IM Entity



Wikidata's Seed IM Entity



One Does Not Simply Walk Into Mordor

Part of a series on Lord Of The Rings. [View Related Entries]

Updated 2 years ago by Philipp.

Added 14 years ago by Captain Blubber.

- 2,162,266
- 36
- 481
- 53

179

About

"One Does Not Simply Walk Into Mordor" (snowclone: "One Does Not Simply X into Mordor") is a memorable quote from the 2001 fantasy epic film Lord of the Rings: The Fellowship of the Ring. Variants of the phrase are often used in image macros featuring Mordor, a fictional location from The Lord of the Rings franchise, or the character Boromir, who originally says the line in the film.

Origin

Lord of the Rings

The phrase “One does not simply walk into Mordor” originates from a scene in Peter Jackson’s 2001 film adaption of J.R.R. Tolkien’s Lord of the Rings: The Fellowship of the Ring.[1] In the scene, the Council of Elrond reveals that an evil ring must be destroyed by being thrown into the fires of Mount Doom, a volcano deep in the territory of Mordor. Boromir promptly points out the difficulty of the task by saying, “One does not simply walk into Mordor."



Meme

Status

Confirmed

Type:

Catchphrase, Pop Culture Reference, Snowclone

Year

2001

Origin

Lord of the Rings: The Fellowship of the Ring

Tags

catchphrase, lotr, fantasy, pop-culture, movie quote, walks into mordor, blacklist, pop culture, snowclone, phrasal template, boromir, peter jackson, j.r.r. tolkien, stanford pines

Additional References

Dictionary.com
Encyclopedia Dramatica
Meme Generator
Urban Dictionary

kym:SnowClone

kym:Catchphrase

rdf:type

rdf:type

kym:one-does-not-simply-walk-into-mordor

xsd:year

2001



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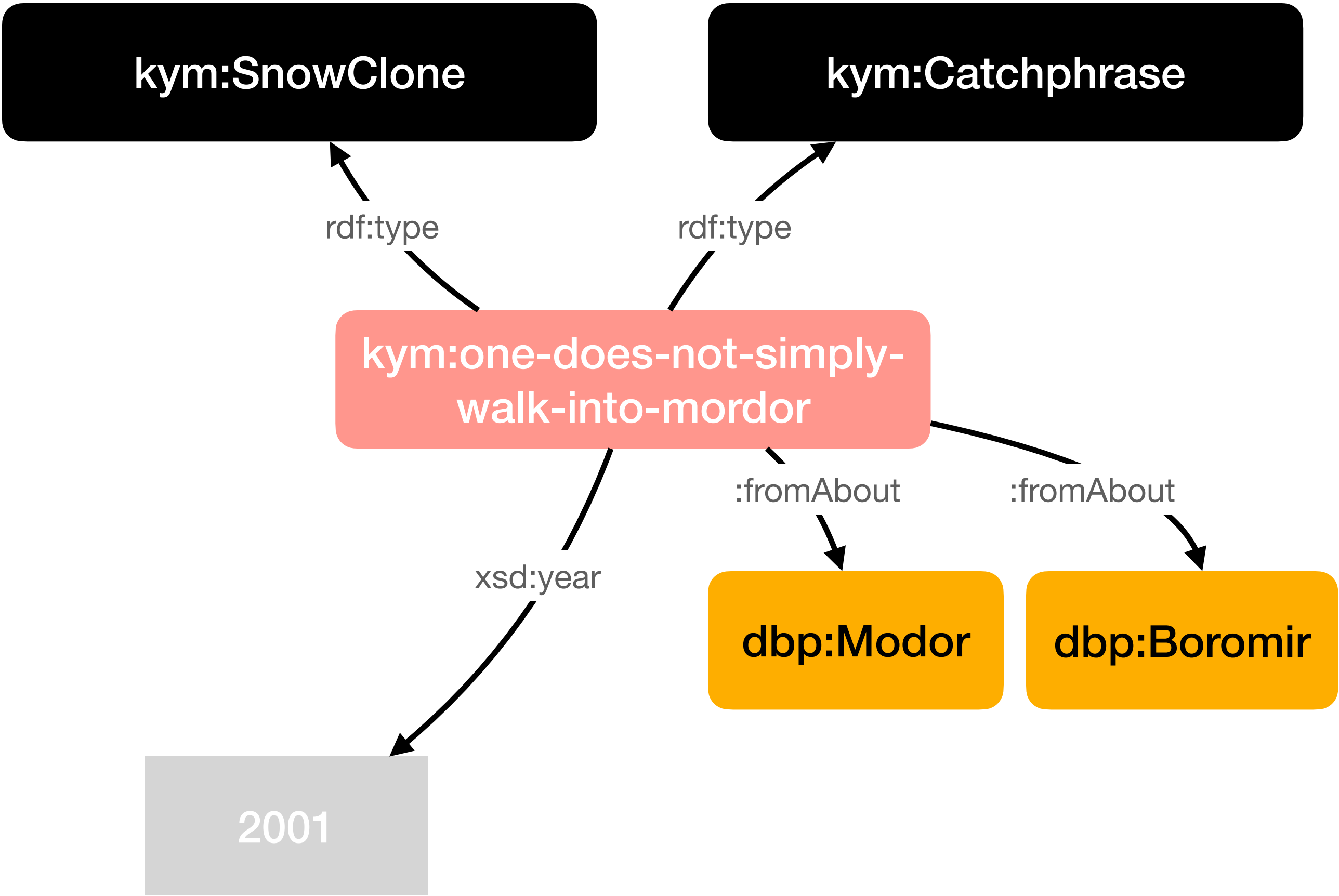
Lord of the Rings: The Fellowship of the Ring

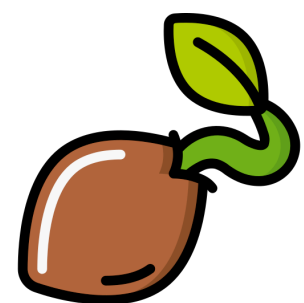
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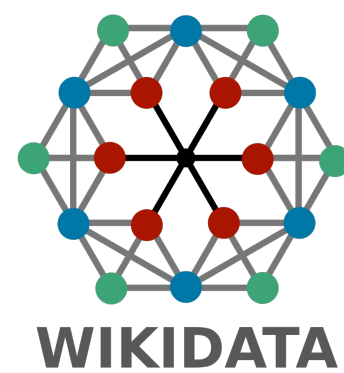
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Wikidata's Seed IM Entity



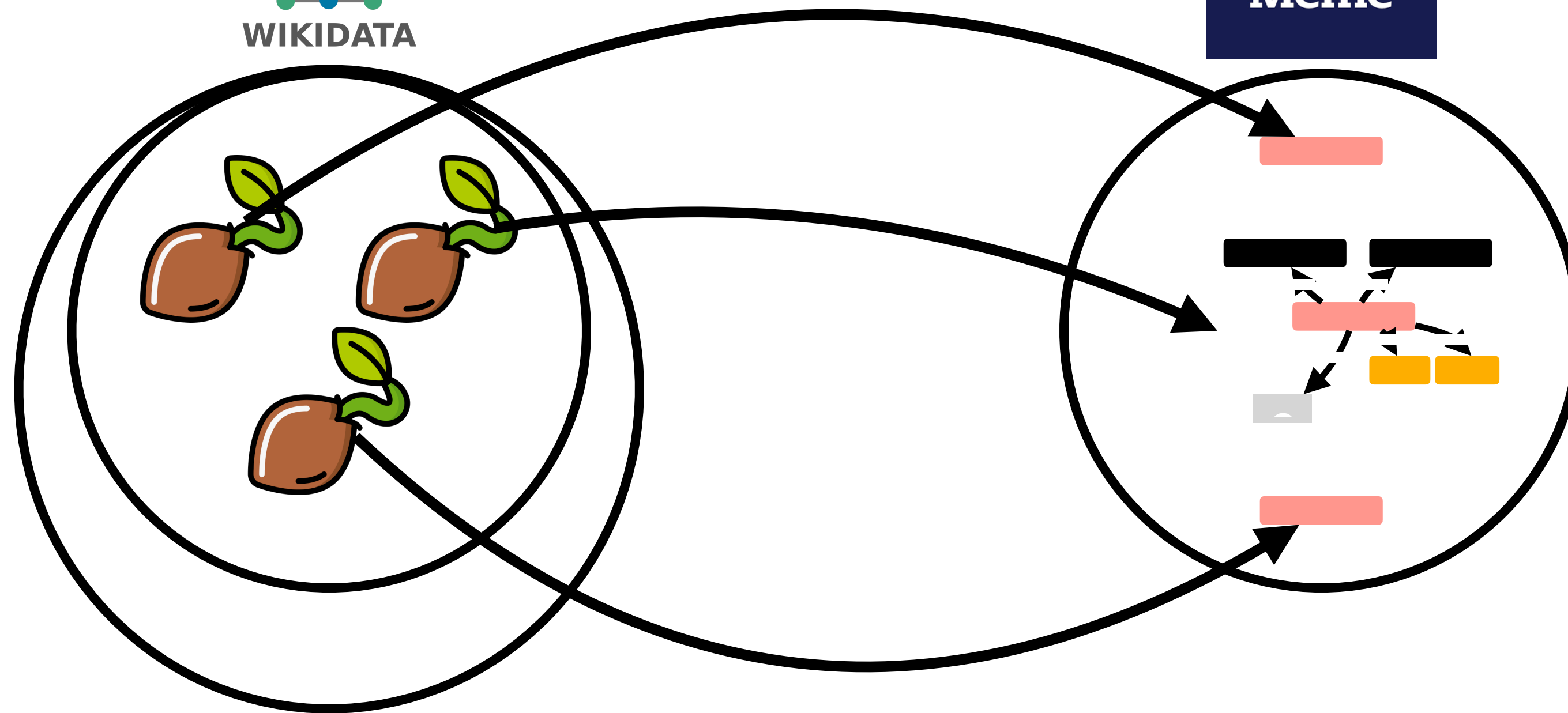
KYM's
MediaFrame

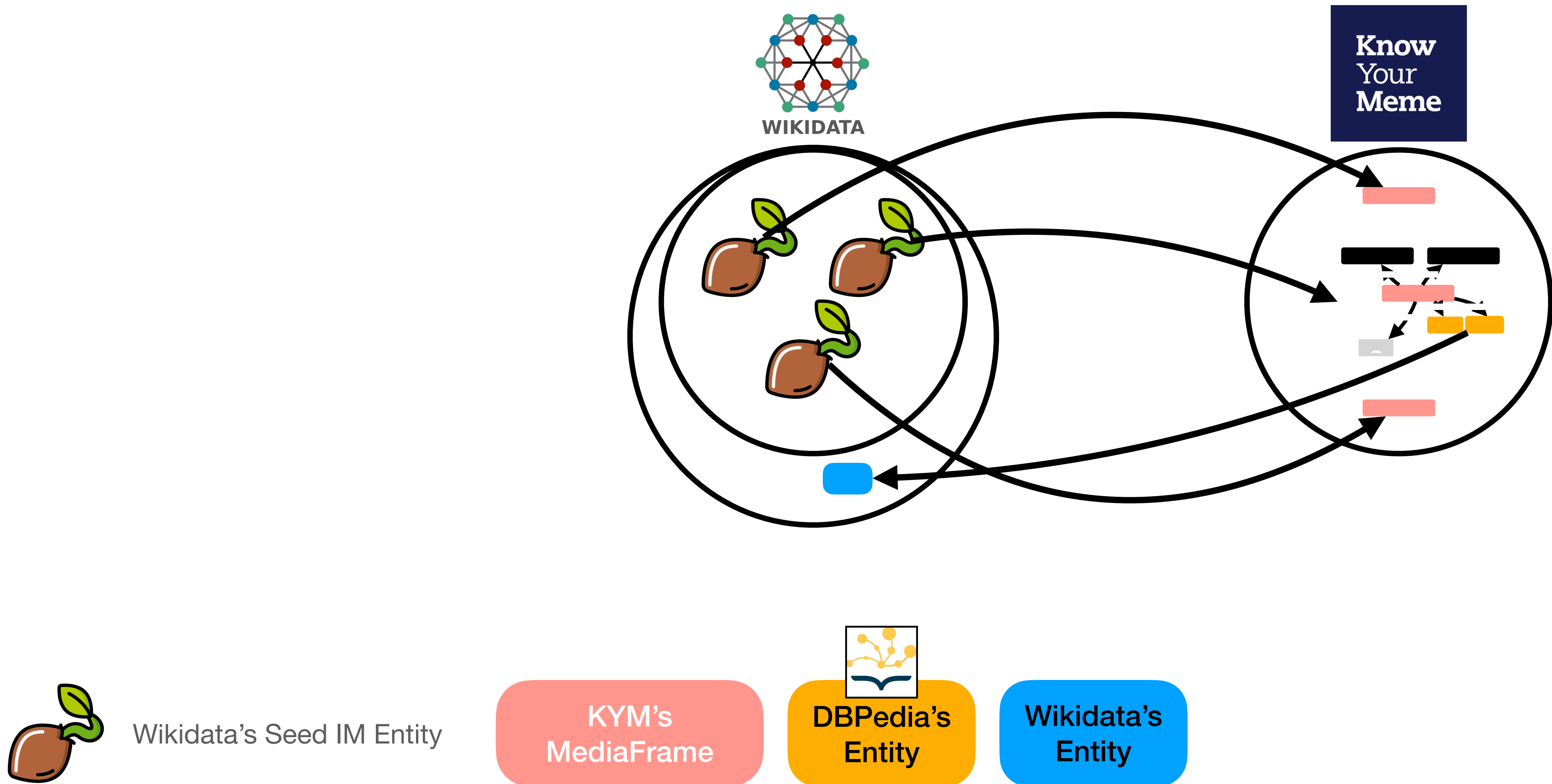


DBPedia's
Entity

Wikidata's
Entity

Know
Your
Meme







One Does Not Simply Walk Into Mordor

Part of a series on Lord Of The Rings. [View Related Entries]

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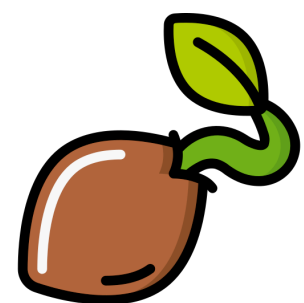
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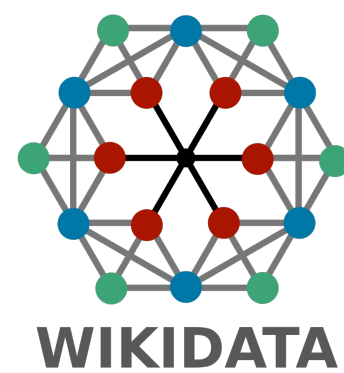
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Wikidata's Seed IM Entity



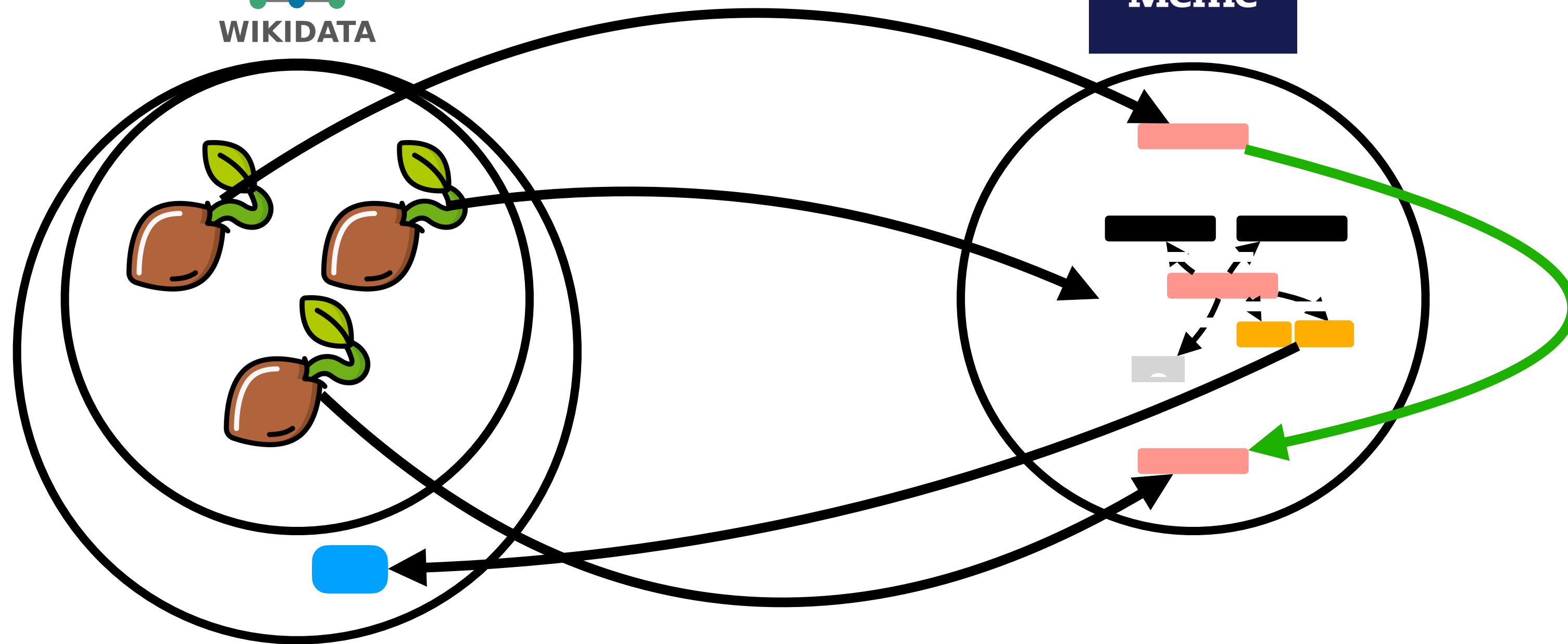
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MediaFrame

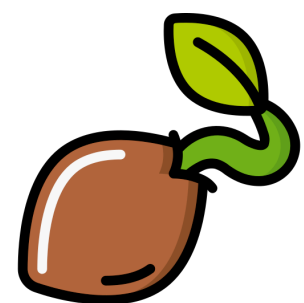


DBpedia's
Entity

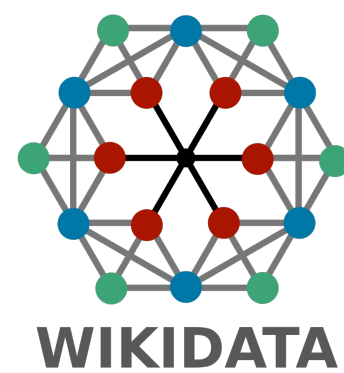
Wikidata's
Entity

Know
Your
Meme





Wikidata's Seed IM Entity

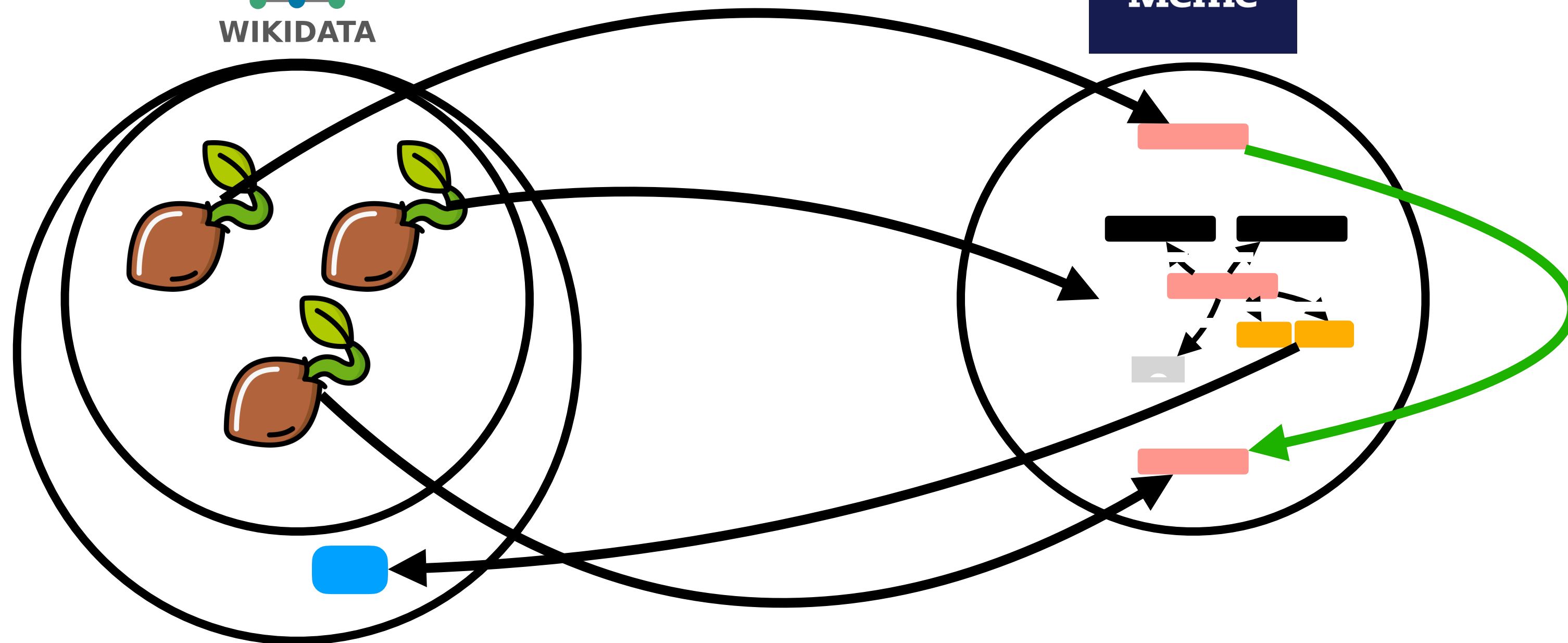


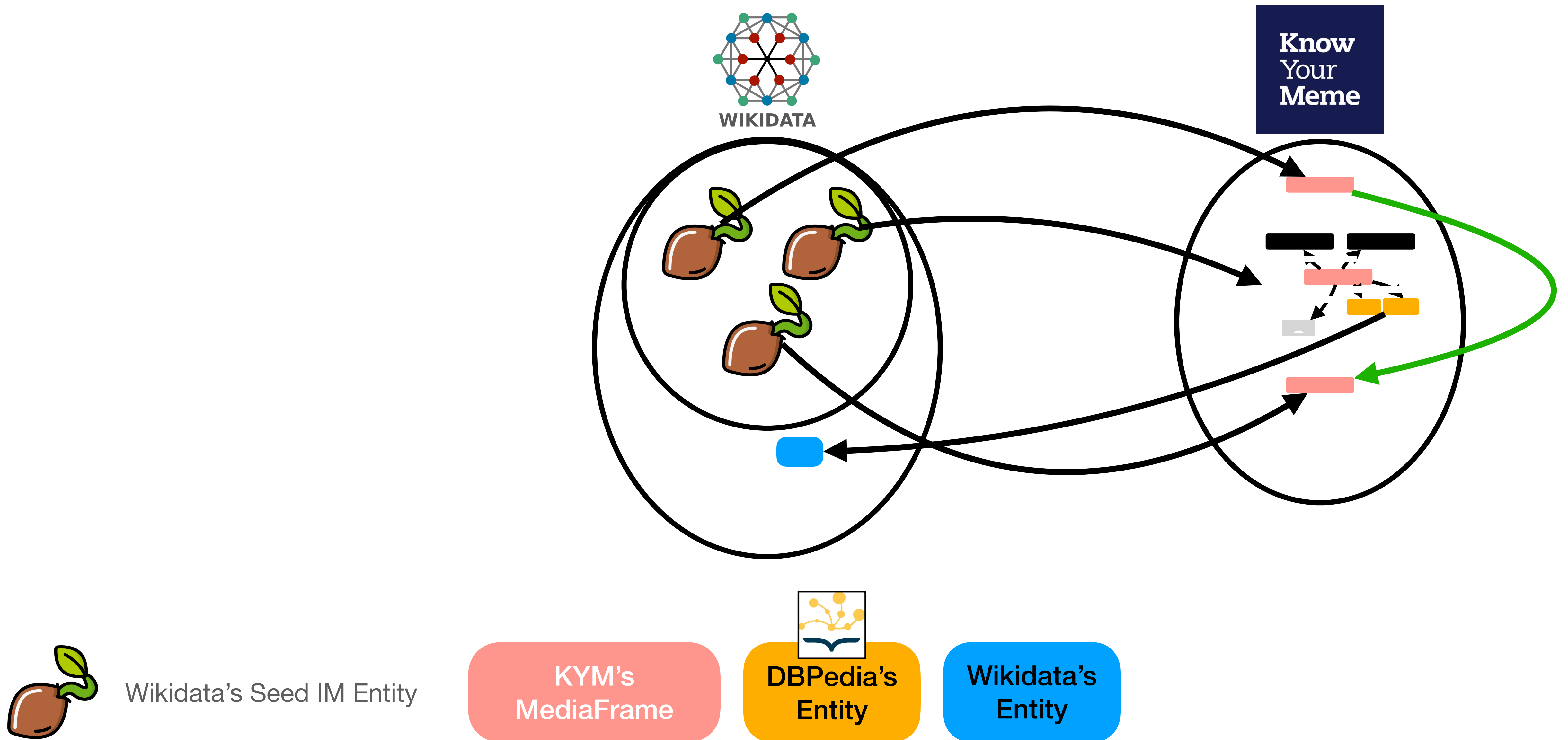
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MediaFrame

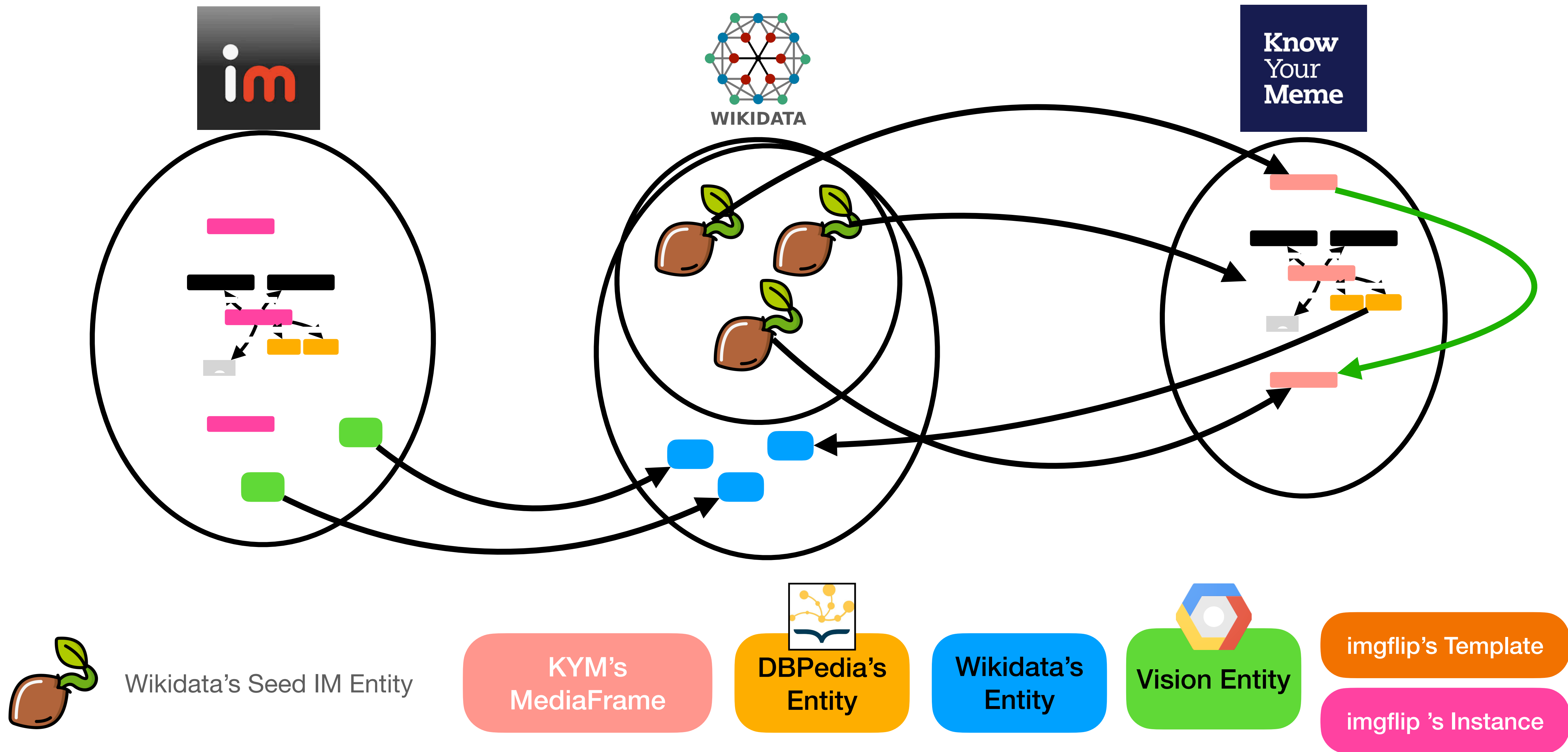


DBpedia's
Entity

Wikidata's
Entity









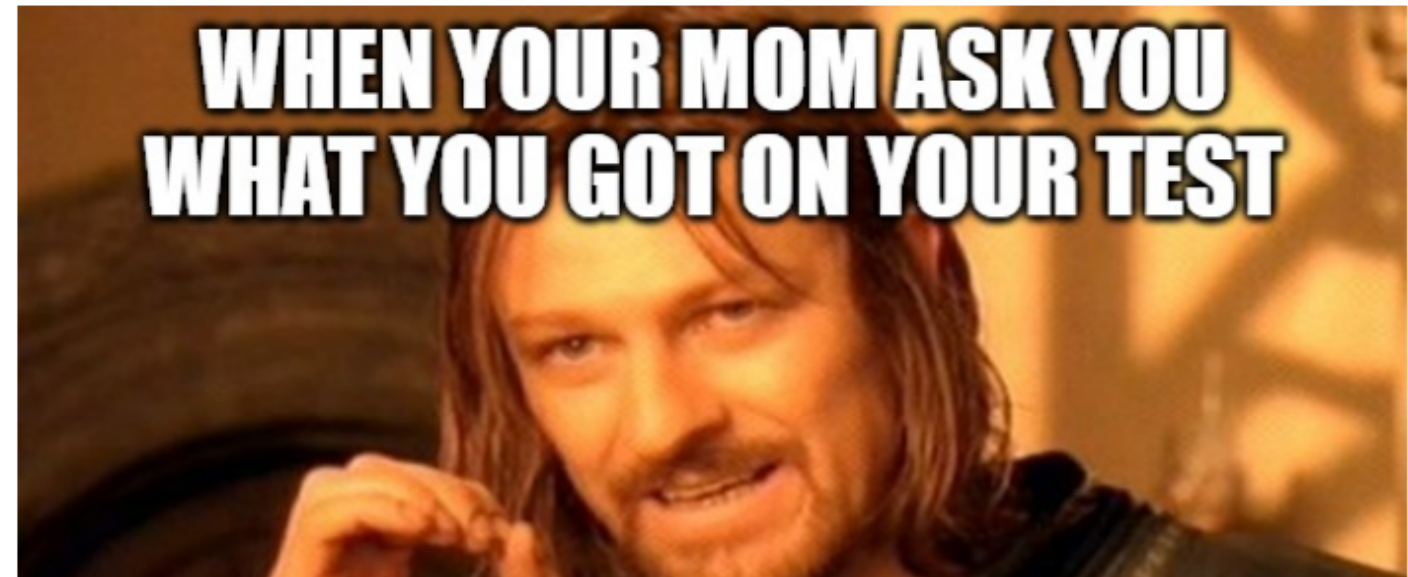
One Does Not Simply
by LandonPerez
390 views, 3 upvotes, 2 comments

↑ ↓ share



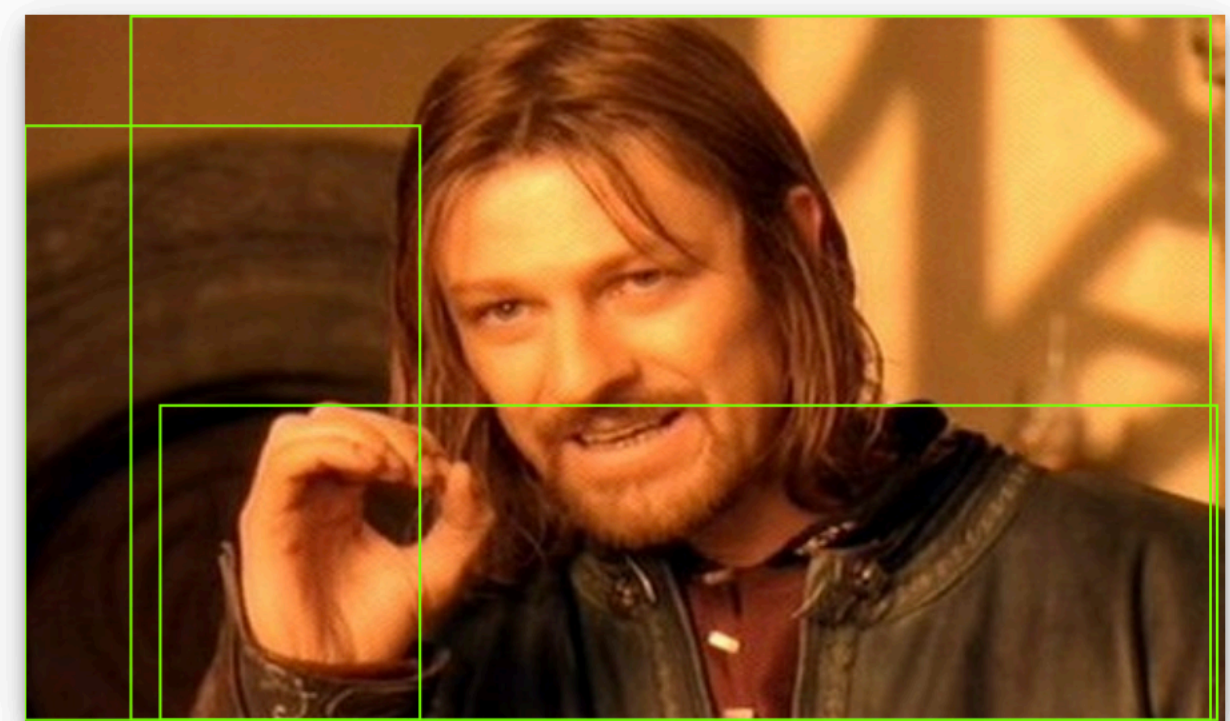
meme lord
by HUNggungabun
112 views, 2 upvotes

↑ ↓ share



One Does Not Simply
by TokeMlynek
663 views, 7 upvotes, 2 comments

↑ ↓ share



One-Does-Not-Simply.jpg

Person	78%
Clothing	58%
Barrel	50%



Confidence: 0.5

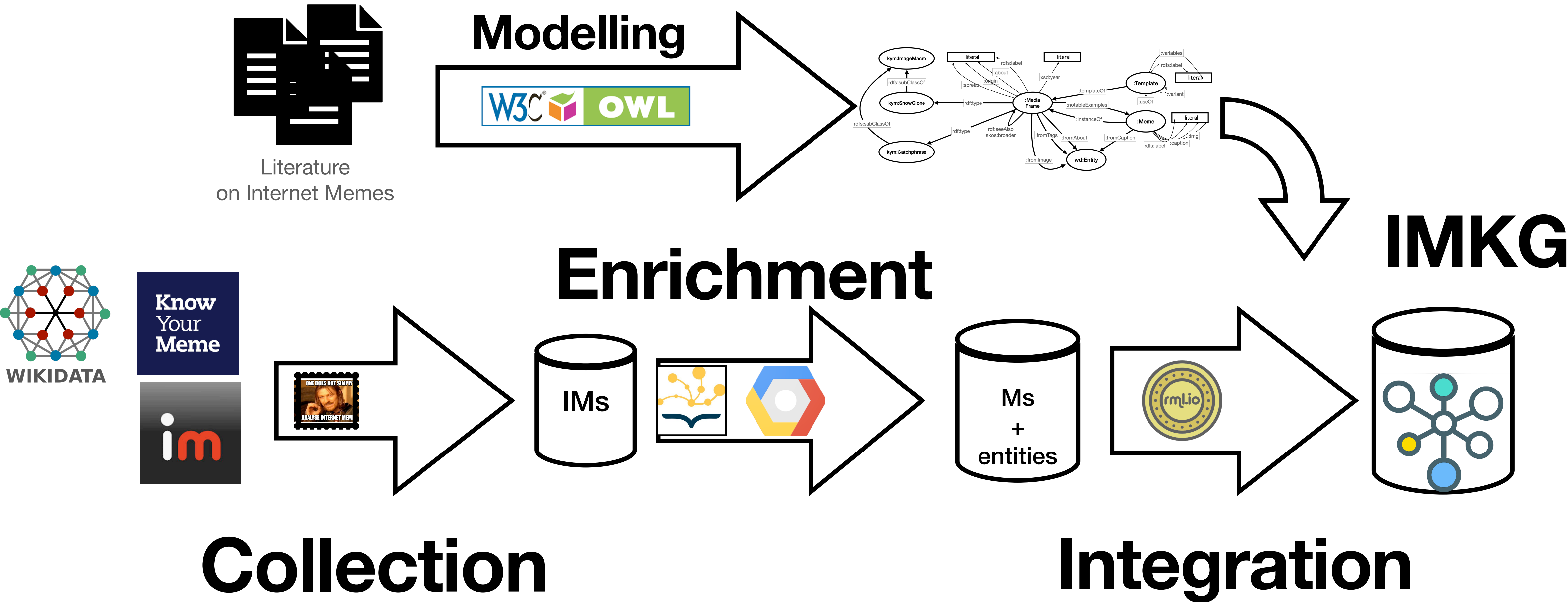
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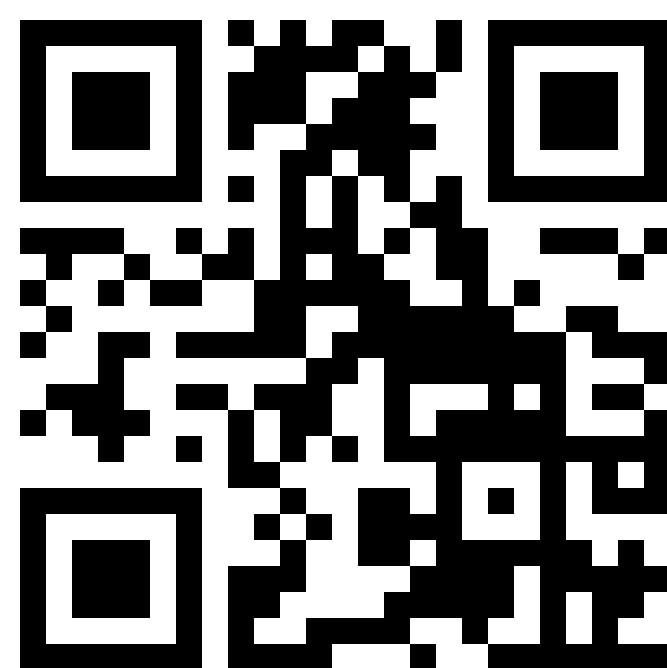
☐ n-best candidates

One Does Not Simply
Become a Meme Lord



IMKG Construction Pipeline





Questions?



**working on
computational
linguistics**



**working on
computational
memetics**