



“Evil Kermit,” its popularity  
and its cultural significance

# Definition of a meme(Andrew M)

**Google definition-** an element of a culture or system of behavior that may be considered to be passed from one individual to another by nongenetic means, especially imitation. a humorous image, video, piece of text, etc., that is copied (often with slight variations) and spread rapidly by Internet users.

**Meme to us-** funny picture or video that people change to make even funnier. A lot of memes come from T.V shows, even a funny picture online or even a funny video online. Once people change the video or image it tends to go viral, that is if its funny. Twitter seems like it is the house of where all memes start and die.

# Our Meme: Evil Kermit

Juxtaposition of different moods/attitudes

Typically self deprecating

Makes fun of relatable bad impulses

Fairly unique format

 **dried apricot hater**  
@aaannnyyyaaaa  

me: sees a fluffy dog  
me to me: steal him



RETWEETS 22,519 LIKES 31,802 

4:42 AM - 6 Nov 2016

  23K  32K 

# Why it spread (Rush)

- The meme mostly spread due to distribution on social media.
- The rise of meme thieves that repost and create parody accounts based off the original meme help boost its reach online.
- Key features such as humor and irony are what makes memes such as this one appealing and encourages others to spread them.



# Spreadable vs. viral (Connor)

Henry Jenkins, Sam Ford, Joshua Green - "Spreadable Media"

- SXSW 2013: "virality (in the traditional medical sense) is passive — a host doesn't choose to contract a virus and doesn't choose to spread it through his body. The virus spreads by its own means."
- Just because something is spreadable, doesn't mean it's automatically viral.
  - We can control to an extent how far something is spread
  - What it does after that, we have no control
- Evil Kermit was DEFINITELY viral

**Me:** I should get to bed. Gotta be up early.

**Me to me:** One more episode.

**Me:** But I...

**Me to me:** One. More. Episode.



# How Evil Kermit spread (Sabina)

- Next day @PinkMiruku posted another evil kermit.
- Meme spread rapidly on Twitter
- Self deprecation



# Who created this meme? (Nicole)

- The photo comes from the movie *Muppets Most Wanted*
- Twitter user @aaannnnyyyaaaa shared the first variation
- November 6, 2016
- 31,000 likes, 22,500 retweets



# Larger resulting conversations (Kimberly)

- The Evil Kermit meme resulted in expanded social, cultural and political conversations by prompting users of the meme to share their “vices” or “anti-social” behavior that is not usually acceptable (saying you are five minutes away and not yet left home, or continuing to hit the snooze button).
- The meme also spurred a spin-off of “Evil Ms. Piggy.” Memes created with her were either feminine in nature, or were derogatory of women (suggesting women were intending to date a man and leave him, or friendzone a good guy).
- This meme showed that while we all hold ourselves and one another to social norms, there is still temptation to break those norms.