

LEAN MEAN MEME MACHINE

1. **DESCRIPTION:** Prior to competition, teams will construct memes based on a provided topic. At competition, participants will be assessed on their knowledge of memes and popular culture from the years 1940 – Present.

A TEAM OF UP TO: 2 **IMPOUND:** YES **APPROXIMATE TIME:** 50 Minutes

2. **THE COMPETITION:**

Part I: The Pre-Built Memes

- a. Teams must create 3 memes surrounding provided topics that will be released one week before competition.
- b. This meme may be any type of format of meme, but must be a pictorial meme (as opposed to other types of media such as video).
- c. A copy of the memes must be emailed to scioly-meme@mit.edu prior to the start of the tournament (Friday, 1/22 @ 12:00 am ET). Late memes will not be accepted
- d. Memes must not have any mean-spirited or inappropriate content.
- e. Only one submission is allowed per team.
- f. The best memes will be shown at the awards ceremony.

Part II: Online Exam

- a. Participants will be presented with questions in a timed format.
- b. Participants will be expected to answer questions on the following topics:
 - i. Meme identification
 - ii. General history of memes
 - iii. History of specific memes
 - iv. Social context and relevance of memes
 - v. Platforms for meme dispersal
 - vi. Origin of memes
 - vii. The meme economy
 - viii. Basic mathematics
 - ix. Memetics
 - x. Development of the internet
- c. Meme identification questions will come from memes from the following eras in the following proportions:
 - xi. Classic memes (early 2000s); approximately 10%
 - xii. Lolcat and rage comic era memes (mid 2000s); approximately 20%
 - xiii. Meme renaissance (late 2000s to early 2015); approximately 30%
 - xiv. Recent memes (2016 – 2019); approximately 20%
 - xv. Contemporary memes (2019-Present); approximately 20%
- d. The test will be open-internet. However, questions will be deliberately written to discourage reliance on search engine use, including reverse-imaging searching. Making a cheat sheet is highly encouraged.

3. **SCORING:**

- a. The team with the highest score in the lowest number Tier wins. Final score will be derived from both parts of the competition:
- b. The pre-built meme (Part I) accounts for 40% of the final score.
 - i. The pre-built score is based on creativity, humor, and applicability to the provided topic. Each criterion will have equal (1/3) weight. Failure to successfully impound a pre-built meme will result in a score of zero on the pre-built section.
 - ii. Memes with inappropriate or meanspirited (making fun of other teams, etc.) content will result in the team being Tiered. Inappropriate memes will be Tiered at the discretion of the event supervisor (make sure you would be ok with your grandma or your coach seeing the meme).
- c. The written exam (Part II) accounts for 60% of the final score.
- d. Ties will be broken using identified questions from the written exam (Part II).

5. **RECOMMENDED RESOURCES:** A good resource for meme information would be the internet meme database, at: www.knowyourmeme.com