



## A STUDY OF MEMES PAGES ON COVID- 19 WITH SPECIAL REFERENCE TO INSTAGRAM

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### ABSTRACT

Memes are an image, video or part of content or text which is usually capricious in nature and it is spread out quickly all through the social media and it is virally transmitted further as a social picture or a social idea and that idea is used as an tool for presenting a thought or an idea in the form of satire or humor. The present day situation of COVID-19 has brought a kind of revolution among the user of social media specifically the Instagram user. Many new memes pages have developed over the time that to in this COVID-19. Memes are the visual interpretation of a simple idea or thought process which helps in conveying the messages to the people at large. This paper examines the presentation of the memes during COVID-19 lockdown through content analysis with reference to Instagram meme pages. The paper also analyses the content and its effect on people.

**Keywords:** Memes, Social Media, Instagram, User, Humor, Satire, COVID-19, Lockdown

### I. INTRODUCTION

The term meme was coined by the researcher Richard Dawkins in his book *The Selfish Gene* (1976). As part of his bigger exertion to apply transformative hypothesis to social change, Dawkins characterized meme as little social units of transmission, similar to qualities, which are spread from individual to individual by duplicating or impersonation. The word meme gets from the Greek mimema, connoting "something which is imitated," which Dawkins abbreviated to rhyme with quality.

A 'meme' is a virally-transmitted social picture or social idea which is utilized for amusingly introducing a message in a hilarious way.

The idea of the Internet meme was first proposed by Mike Godwin in the June 1993 issue of *Wired*. In 2013 Dawkins portrayed an Internet meme just like an image purposely changed by human innovativeness—recognized from organic qualities and Dawkins' pre-Internet idea of an image. Dawkins clarified that Internet memes are along these lines a "seizing of the first thought", the general concept of an image was changed what's more, developed in this new bearing.

In the present situation meme is something which is spreading out as an ailment among the individuals as any picture, video or bit of content are commonly comical and is spreading out quickly by the users and social media apps. The predominant piece of present day memes is the altered photos that are proposed to be fascinating and draw the attention of the people at large. And which obviously has a great effect on the thought process of a person.

### Significance of the study

The study is important to know the present day trend of the memes related to Covid-19 during lockdown on Instagram. It is also to analyze the relation of the memes as a strong tool for the dissemination of messages tactfully. The study is based through content analysis of 5 selective Instagram meme pages from 21/3/2020 to 30/03/2020. The content is thoroughly study to understand the depiction of the memes in relation with Covid-19.

### Objective

1. To study the latest trend of memes during lockdown on Instagram.
2. To find out the content of memes during lockdown.
3. To analyses the kind of Covid-19 memes is mostly posted on Instagram

### Research Methodology

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

Researcher carried out content analysis.

It is a method of studying and analyzing communication in a systematic, objective procedure for the purpose of measuring variables.

### Data Interpretation:

1. Name of the Meme Page -kalesalad

Followers- 3.9 M

Date	Likes	Comment	Caption	Content of Memes	Type of Meme	Type of Humor	Meme Perspective
21/03/2020	2,58,291	1,559	Good Boys to be Good boys	Me in quarantine sending my dog Cheetos me hot	Trenders	Topical	Meme is a direct indication that people are taking the lockdown

							seriously.
22/03/2020	1,69,898	1,754	Which one are you	Half of us are gonna come out of this quarantine as amazing cooks and the other half is gonna come out with a drinking problem. There is no in between	Nonsensical	Self Deprecating	This meme is a satire as most of the people utilize the quarantine time in cooking and nobody forget to flaunt their cooking on instagram.
23/03/2020	74, 381	608	This is amazing	Day 6 of quarantine: C-section went smooth. The cuties are in great shape and mother is recovering	Comics	Surreal	This is humor as people are coming out with humorous ideas to kill their lockdown time.
24/03/2020	1,25,270	518	Don't make us MOM	I don't wanna go to internet school tomorrow	Education	Wit-Word	This is a humorous in a way though the educational institutions are closed of COVID-19 but still teachers are giving online

							classes.
25/03/2020	46,819	794	We need reply chugs now more than ever	Played a drinking game with my friends on Facetime last night. Most quality time we've spent together in a while	Slapstick Humor	Physical	This is meme is humor as people don't miss a chance to be with their loved one .
26/03/2020	67,274	213	As a salad we don't have a calendar	How everyday feels Monday Tuesday Wednesday Thursday Friday Saturday Sunday	Trenders	Topical	This is satire on COVID - 19 situation everyday feels the same for some.
27/03/2020	1,06,652	454	For the record as I have a lot of flavor	A lot of you probably have coronavirus bc one symptom is having no taste	Trenders	Topical	This meme is satire on the society on the current situation
28/03/2020	1,63,307	554	Congrats to the happy Couple	So our wedding has been postponed for obvious reasons and we had 115 chocolate lindt	punstick	Self Deprecating	It is humor meme because of the corona situation many people have to hold their wedding or postponed

				bunnies as wedding favours-time for a bunny wedding of course			it.
29/03/2020	80,969	1,246	Already at three naps a day	What's y'all new sleep schedule nine is 5pm to 2pm ☺	Slapstick humor	Observational	This meme is humor in a way that in this quarantine
30/03/2020	1,61,629	1,259	I need to spend \$4 on ice cold beans ASAP	Haven't overpaid for a coffee in two weeks I feel my sanity slipping	Punstick	Self Deprecating	This meme is satire on the public in large that how materialistic things have overpowered us

## 2. Name of the Meme Page – Memes.com

Followers- 6.3 M

Date	Likes	Comment	Caption	Content of Memes	Type of Meme	Type of humor	Meme Perspective
21/03/2020	97,566	588	-	Quarantine really got me texting these mfs back	Trenders	Dark	This meme is a sad state of the society
22/03/2020	1,16,761	930	Facts	Not gonna lie, this quarantine is great for my bank account	Slapstick	physical	It is a satire to the people's lifestyle.

23/03/2020	1,12,615	1,103	For real	Work from home? I don't even work from work	slapstick	Self deprecating	This is satire on work culture during the lockdown situation .
24/03/2020	98,000	1,423	Facts	Social Distancing does not mean go chill at your friends house	comic	topical	Meme indicates and advise people that when should stay at home in this corona situation .
25/03/2020	1,20,084	1,210	Who remembers?	Y' all remember going out to eat? That shit was mad fun	puntastic	Wit-wordplay	This meme indicates the one state of depression of social life before COVID-19
26/03/2020	87,117	706	-	*adding "showed up to work during the apocalypse" to my resume	comic	Self deprecating	This meme is dark humor that how this COVID-19 situation taking

							over everythi ng
27/03/20 20	95, 598	680	So true	I need to practice social distancing from the refrigerator	nonsensi cal	Self deprecatin g	This is humorou s meme in nature that how some people are addictin g to eating.
28/03/20 20	1,56,2 58	662	facts	April fool is cancelled for 2020 since the whole year wanna be a joke	comic	topical	This is a satire again as the present conditio n of the world in COVID- 19
29/03/20 20	1,30,8 95	541	It be like that	Due to corona, we officially have three days of the week 1. Yesterda y 2. Today 3. Tomorro w	comic	Dark	This is a dark humor as the world is fighting against the deadly virus and every day seems like same.
30/03/20 20	1,11,1 26	777	Accurate	Quarantine is wearing pajamas all day, showering, and then changing into new	comic	observatio nal	This is humorou s in nature and reflects

				pajamas			the lifestyle of people in lockdown.
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### 3. Name of the Meme Page – Memes.point

Followers- 93.5K

Date	Likes	Comment	caption	Content of Memes	Type of Meme	Type of humor	Meme Perspective
21/03/2020	20,485	111	Relatable	Okay, I'm done with the 90 days trial of 2020. How do I unsubscribe?	comic	Topical	This is meme reflects the anxiety of a person who is indeed fed up with the current situation
22/03/2020	7,986	62	-	Meri Maa ko koi batao, ye Diwali holidays nahi hai quarantine chl raha hai, vo mujh se pankhe saaf karwa rahi hai	comic	Self-deprecating	It is light humorous which shows the present situation of an Indian house during the lockdown
23/03/2020	6,496	26	-	Everyday is a month now	Nonsensical	surreal	This meme presents the situation of



							people in the lockdown
24/03/2020	7,314	23	Day	Quarantine day 9: started watching whatsapp stories	comic	improvisational	The meme represent the people day to day activity and their psychological effect
25/03/2020	4,371	20	Legends strikes again	3 weeks at home isn't enough	Slap stick	observational	This is humors in nature as some people are enjoying their quarantine time
26/03/2020	19,974	170	hahah	The way we are eating sleeping in the lockdown, after 21 days the PM might start his address as 'mere pyaare haathiyo'	comic	observational	Again this is humorous in nature and its reflects the lifestyle of people carrying in the lockdown
27/03/2020	9,716	102	Epic	Meeting your friends and class mates after this quarantine will be like the first day of school again	Trenders	Dark	It shows the desire of a person who is looking forward to meeting his /her friends after the quarantine.

28/03/2020	3,737	6	Heights	I swear we are fighting two pandemics Covid 19 and stupidity	Education	Observational	This is dark humors which presents the sad situation of the society where some of the part of society still indulges in useless debates.
29/03/2020	6,848	22	This is life	Quarantine is wearing pajamas all day, showering, and then changing into new pajamas	Comic	Observational	This is light humor meme which again indicates the lifestyle of people during quarantine.
30/03/2020	8,001	102	Haan	Agar desh ke liye semester qurbaan karna pada toh hum peeche nayi hatenge	Comic	Wit-wordplay	This is witty humor and state of mind of the students.

4. Name of the Meme Page – Sarcasm\_Only  
Followers- Followers- 14.7M

	Date	Likes	Comment	Caption	Content of Memes	Type of Meme	Type of humor	Meme Perspective
	21/03/20	3,84,1	2,032	Lets	So	Comic	Topical	This

	020	23		Do	basically 2020 is cancelled			reflects the sad state of an individual because of COVID-19
	22/03/20 20	4,37,6 69	7,679	Old days bring us back	This quarantine has made me realize I truly have no hobbies except going out to eat and spending money. Rather pathetic of me	Comic	Self deprecati ng	This meme is dark humor which shows that as an individual one is pissed of being at home.
	23/03/20 20	2,11,1 32	2,611	This is me!!	Quarantine has rly shown me that I am, at all time, simply waiting to eat my next meal	Obscurity	Self deprecati ng	This meme reflects the present situation where a person has nothing to do at home during the quarantine.
	24/03/202 0	2,52,0 59	2,526	Well Well	I can't even remember what we used to talk about before coronavirus	Slap stick	Dark	This is dark humor where it shows the sad side of the society.
	25/03/202 0	2,86,9 98	6,536	I want old days back ☹	Y' all remember going out to eat? that shit was mad fun	Nonsensi cal	Wit- word	This is wit humor where one feel nostalgic
	26/03/202 0	1,40,4 00	780	hahah	I'm already bored on	comic	Physical	This is present

					behalf of tomorrow			day reflection of the on COVID-19 situation on people
	27/03/2020	1,68,463	1,877	Gym was life☺	Due to cornoavirus my summer body will be postponed until 2021. Thanks for your understanding.	comic	Self deprecating	This is humorous in nature as people have to shun their daily routine coz of corona
	28/03/2020	1,03,771	1,123	I am here☺	Schools-closed Restaurants - closed Gyms-closed Movie theaters-closed My dms-open	Slapstick	Physical	This is hilarious meme as this shows one's psychological state of mind where a person crave for human interaction
	29/03/2020	2,30,088	1,362	hmm	I will continue social distancing from some of u after all this is over	Comic	Dark	This is dark in nature as it shows one relation with the other individual.
	30/03/2020	2,71,895	2,426	This is epic	My mom always told me I wouldn't accomplish anything by staying in bed all day	comic	Self deprecating	This is witty as it shows how people are keeping the social distancing and enjoy

					long. Look at me now mom, I'm saving the world.			their quarantine time.
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5. Name of the Meme Page – Corona.go

Followers- 22.9K

Date	Likes	Comments	Caption	Content of Memes	Type of Meme	Type of humor	Meme perspective
21/03/2020	144	10	Go corona Go	Disneyland :closed Premier league: postponed NBA: postponed Schools: closed Classes: online Hand sanitizer gone Toilet roll: Non-existent Stock market: crashing Everything: cancelled My work: See you tomorrow	Comic	Wit-word	This meme is witty in nature and it reflects the work from home culture
22/03/2020	140	15	Nityananda is Visionary	Nithyananda bought an island and isolated himself from the	Comic	Improviseational	This is humors in a way how people are quarantin

				world three months back. And we all laughed at him. Who's laughing now eh?			e
23/03/2020	180	20	I am starting a new mask factory and getting rich	Girl's father: beta kya kam karte ho? Me: chota sa business hai apna Father: kis cheez ka Me: sanitizer ka Father: sujata mithai lao	Slap stick	Self deprecating	This is hilarious even during quarantine people are getting new ideas for business and getting married
24/03/2020	296	40	The D day is here	when you finally realize why Gen Z is named after the last letter of the Alphabet	Slap stick	Dark	This is dark humor as it reflects the present state of the COVID-19
25/03/2020	382	15	Sad	Dear 2019, we want you back	Nonsensical	Surreal	This is dark humor where people are desperate for their normal

							life.
26/03/2020	386	25	True words	Right now you're that machli, jo ghar ki raani hai, hath lagao dar jayegi aur bahar nikalo mar jayegi.	comic	Dark	This meme represents the current situation of the world of the deadly virus.
27/03/2020	354	20	Missing everyone around me!	Bro remember crowds? Just a bunch of people all close, touching and stuff. Shit was crazy.	comic	observational	This meme reflects the state of mind of person who remembers his/her old life.
28/03/2020	463	30	Whoaaaaa !!	Sneezes went from "bless you" to "f...k you" real quick	Slapstick	Dark	It shows the psychology of a person because of the COVID-19
29/03/2020	642	48	Umm	Imagine getting rid of Covid-19 then China releases Covid-19 Pro Max	Comic	Dark	This is dark satire which also indicates that world is scared of the Corona.
30/03/2020	585	13	The story of singlehood	Valentine maanga tha? Quarantin	comic	Self deprecating	This is wit humor which

				e mil gaya.			shows the ones state of mind on relationship and quarantine.
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### Conclusion:

The researchers found out that memes have become an important part of social media. With the passage of time it has become an integral part of the social media apps particularly the Instagram. Many Instagram meme pages are established with the advent of social media. The study shows that during COVID-19 memes have become an inseparable part of the users which describes the present day of human life and its environment. The study also shows that many pages are established during the lockdown. The study also found out that the latest ongoing trend of meme is COVID-19.

The study also found out that the content of the memes are related with COVID-19. The content of the memes are the highlights of the present day situation in general. It shows that the life of an individual is so changed because of the deadly virus. The researcher analyses that people are desperate for their normal life. The study shows that memes also built up the relationship and bond between the friends, family and relatives in whole where a person relates him or her with the meme. And they believe that this time will pass soon and again the world will be reverse back to its old life.

The researcher analyses that the humorous memes are more popular among the people. People enjoy the humor whether it's in the form of dark humor witty, funny or sarcasm which is prominent among the people in particular. The study also found out that memes have a psychological effect on an individual. And most people enjoy the hilarious memes more and such memes have more comments and likes as compare to the others.

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