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Memeing Grandma: Bridging the Gap between the Archives and Pop Culture through a Historical Photograph Meme Contest

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Recommended Citation

Pumphrey, Clint and Pumphrey, Darcy, "Memeing Grandma: Bridging the Gap between the Archives and Pop Culture through a Historical Photograph Meme Contest" (2016). *Library Faculty & Staff Presentations*. Paper 74.

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Memeing Grandma: Bridging the Gap between the Archives and Pop Culture through a Historical Photo Meme Contest

Clint Pumphrey, Manuscript Curator

Darcy Pumphrey, Digital Library Coordinator



Goals of the Contest



- Promote the use of the library's digital archives and introduce the website to students
- Obtain more “likes” for the library’s Facebook page

Credit: Katherine Barcelo, USU Student Entry

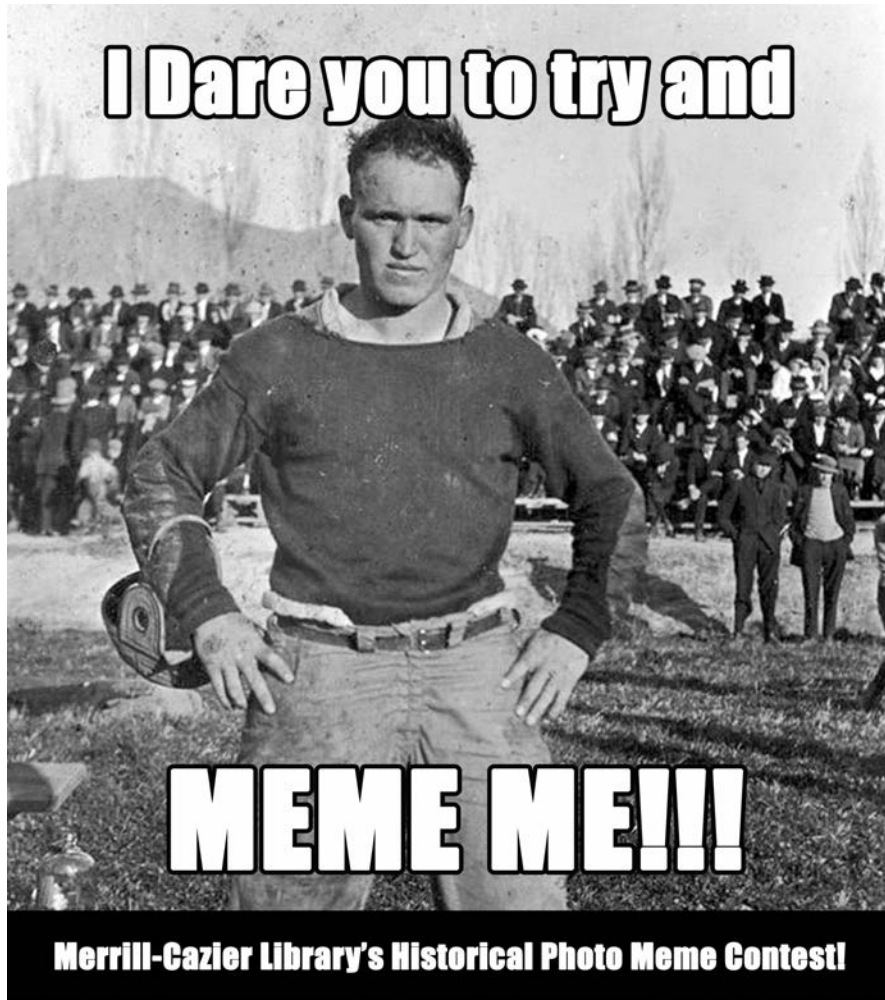
Contest Development



- Similar contests
- Alleviating internal concerns
- Basic rules
libguides.usu.edu/meme
- Prize

Credit: Cody Hammons, USU Student Entry

Promotion



- Flyer
- A-Day on the Quad
- Facebook

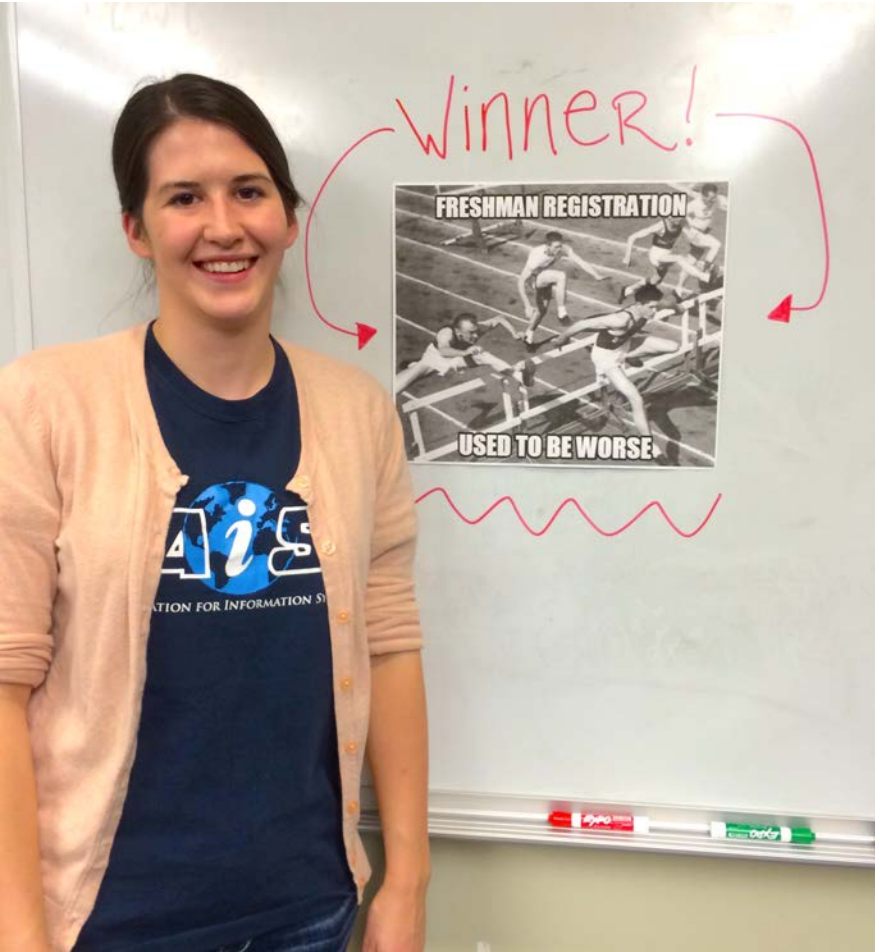


The Library is hosting a contest to see who can create the best meme from our historical photo collection. Use a historic photo from USU's Digital Library, create a meme, make us laugh, and win!

For details see: <http://libguides.usu.edu/meme>



Results

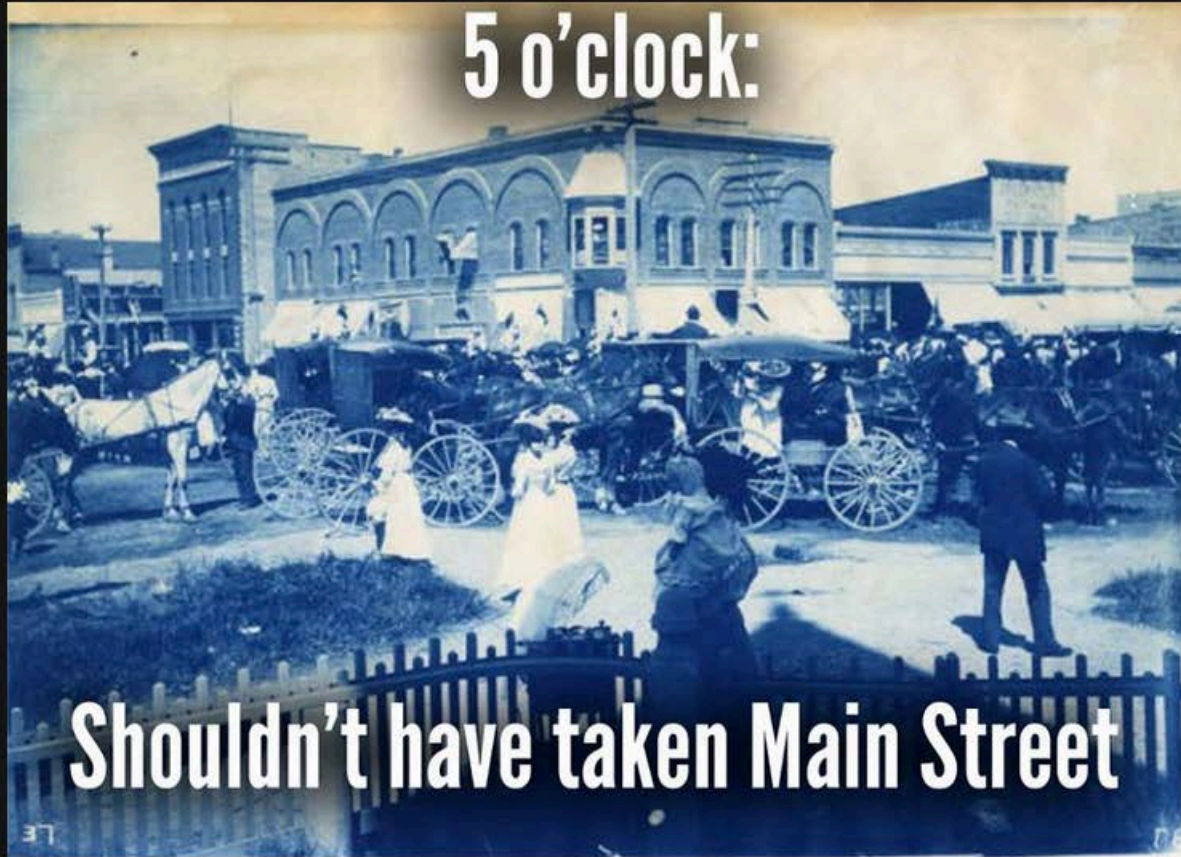


2014 Contest Winner: Kayla Spencer



2015 Contest Winner: Eva Robb





The Merrill-Cazier Library

Published by Darcy Baskin Pumphrey [?]
Page Liked · October 15, 2015 · Edited ·

2015 Historical Photo Meme Contest WINNER

Voting is open until Nov. 13th at 5:00 PM (MST)

See the original of this image here: <http://digital.lib.usu.edu/cdm/ref/collection/p16944coll10/id/31>

Tag Photo Add Location Edit

Like Comment Share

90 Top Comments

6 shares 2 comments



The Merrill-Cazier Library Final vote tally: 91

Like · Reply · Commented on by Darcy Baskin Pumphrey [?] · November 13, 2015 at 4:01pm



The Merrill-Cazier Library WINNER WINNER (pizza dinner) 😊



Write a comment... 📷 😊



Total Page Likes as of Today: 701



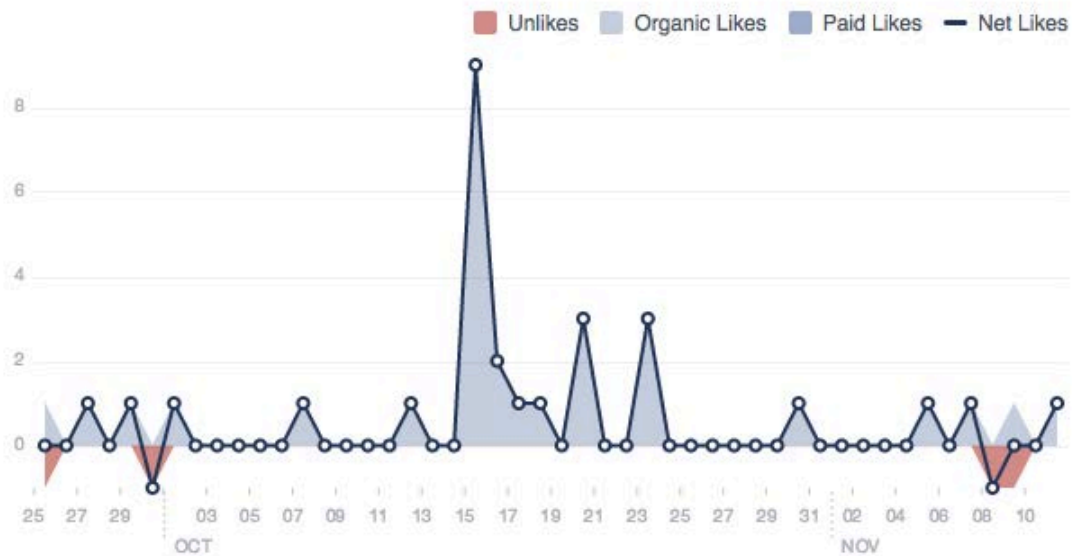
BENCHMARK

Compare your average performance over time.

Total Page Likes

Net Likes

Net likes shows the number of new likes minus the number of unlikes.



BENCHMARK

Compare your average performance over time.

Unlikes

Organic Likes

Paid Likes *i*

Net Likes

WANT MORE LIKES?

Create an ad to get more people to like your Page.

Promote Page

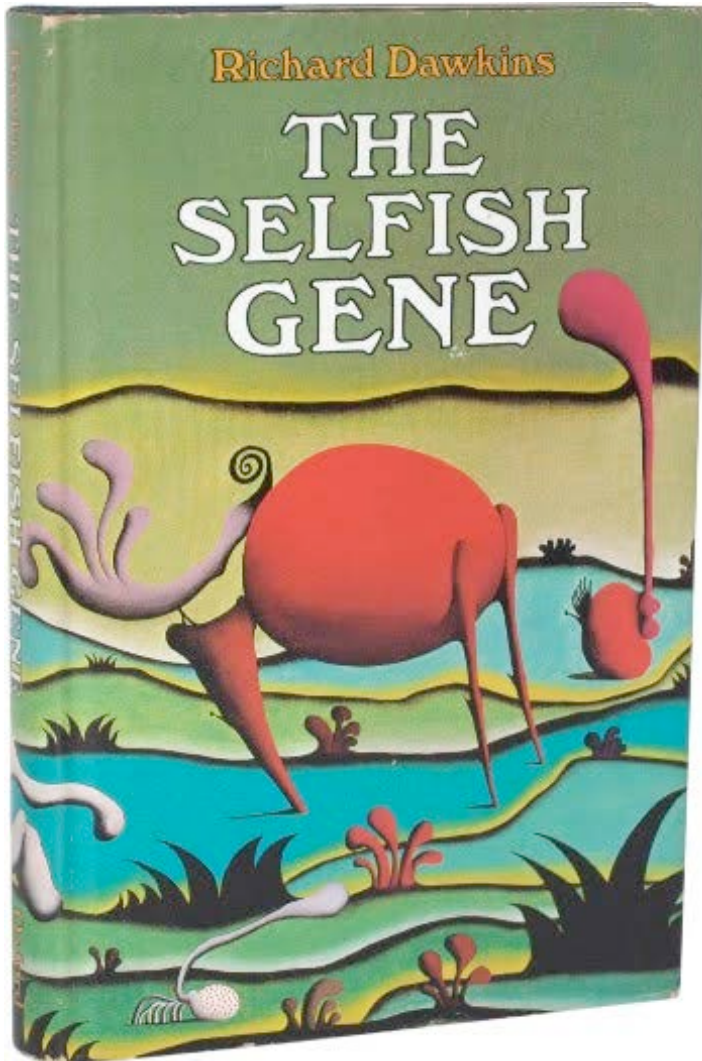
What's Next?



- More promotion!
 - Classes
 - Departments
- More inclusive prize?

Credit: Clint Pumphrey, Example Meme

What's a Meme?



Applying the ideas of...

- Random change
- Natural selection

...to ideas.

What Is an Internet Meme?



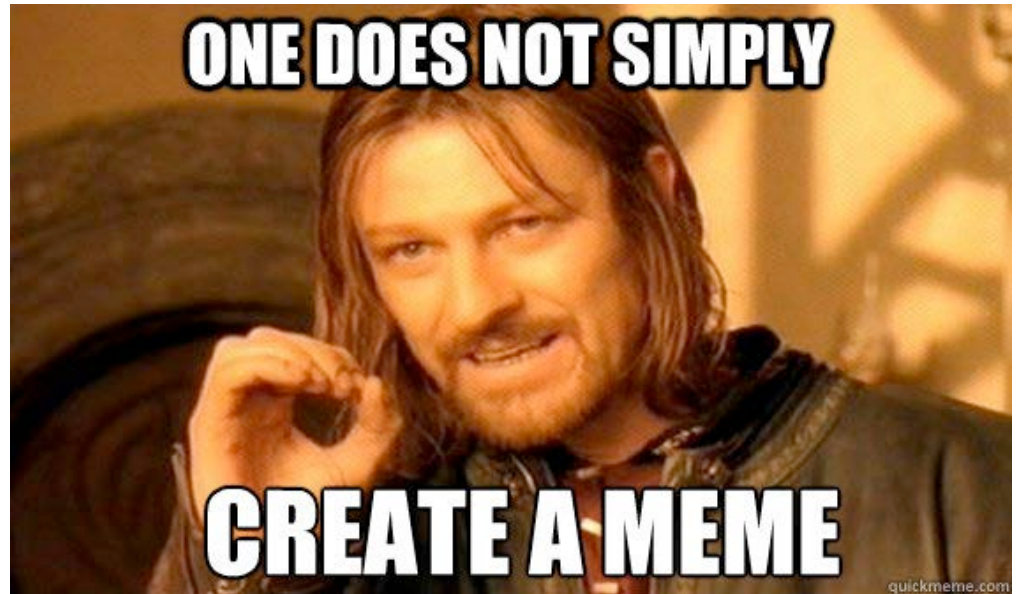
Jokes, rumors, videos,
websites



Propagated online

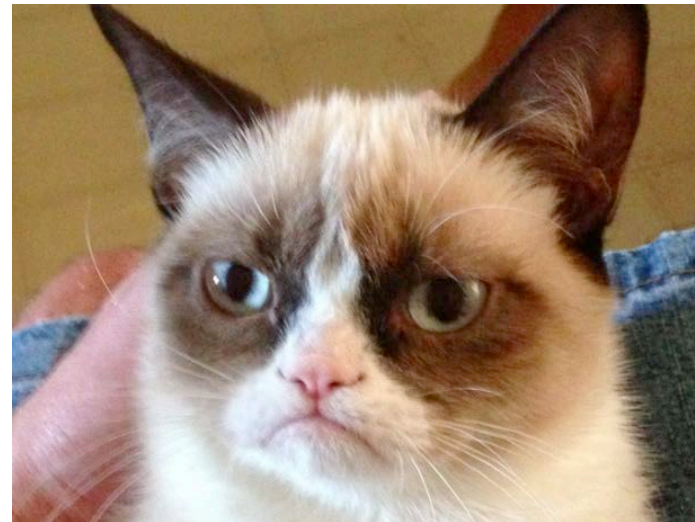


Gain influence



<http://www.jbchicago.com/one-does-not-simply-create-a-meme/>

These Are Memes

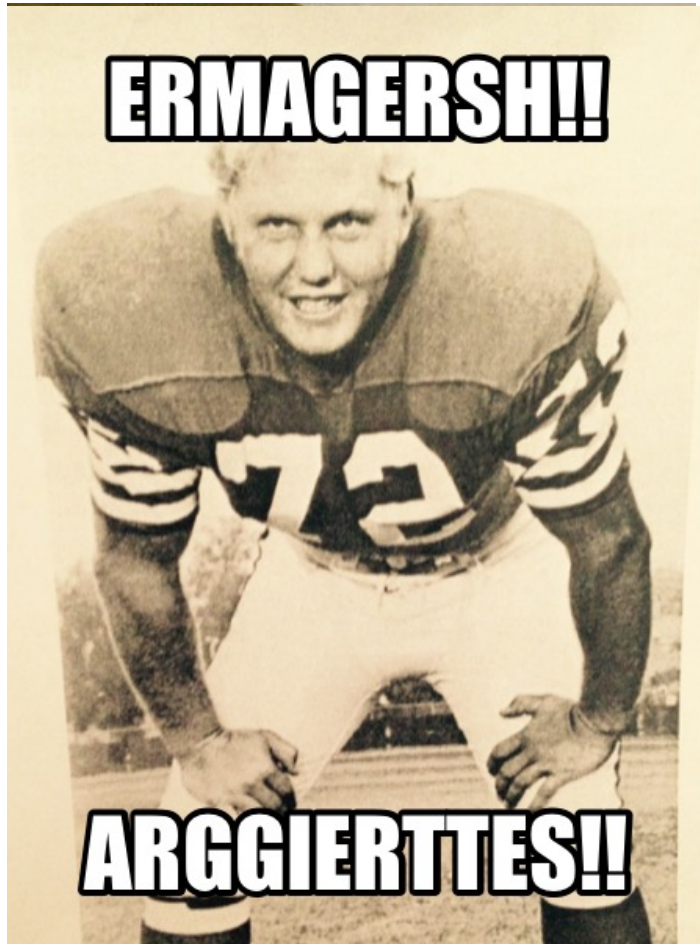


Breaking News: Macaulay Culkin Found Dead at Age 34

[Share](#) 5562K [Like](#) 153k [Send](#) [Tweet](#) 22.5K [ShareThis](#) 5649K

Meme Characteristics

Intertextuality



User-generated derivatives



Social Mindsets: School



Social Mindsets: Community



Social Mindsets: Student Life



The Digital Exhibit

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Historical Photograph Meme Contest

Summary



For Utah State University's Historical Photograph Meme Contest, students use digitized historical images from Special Collections and Archives, along with the big white block letters often associated with Internet memes, to humorously bridge the gap between past and current experience. While none have reached true meme status (yet), which, according to Patrick Davison in the Social Media Reader, would require them to "gain influence through online transmission," it offers students a lighthearted way to familiarize themselves with the valuable digitized archival resources that are only a mouse click or finger tap away.

This online exhibit gives you the opportunity to browse each year's finalists, as chosen by USU librarians/meme connoisseurs. The finalists were uploaded to the library's Facebook page where they were put to a vote, and the most "liked" meme won. As you look through these images, you'll notice that they often reflect the kinds of issues that are important to USU's students, like class registration, dating, finals, housing, and Main Street traffic. But don't take it too seriously. It's okay to laugh!

view exhibit ▶

Jump to...

- [Contest Rules](#)
- [2015 Contest Finalists](#)
- [2014 Contest Finalists](#)
- [Library Staff Examples](#)

<http://exhibits.usu.edu/exhibits/show/memecontest>



EXHIBITS

Historical Photograph Meme Contest : Contest Rules

▶ Jump to... ☰

Contest Rules (2015)

Use a historical photo from USU's Digital Library, create a meme, make us laugh, and win!



Two men fixing the tire of Dolph Andrus's Maxwell automobile, Monument Valley
(*USU Special Collections & Archives, P0360-104*)

What is a Historical Photograph Meme Contest?

The Library is hosting a contest to see who can create the best meme from our historical photo collection. Use a historical photo from USU's Digital Library, create a meme, make us laugh, and win!

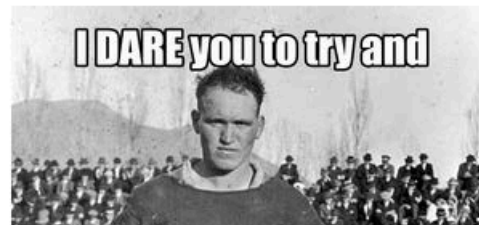
Only entries using images from USU Digital Library will be considered.

No swearing, crude language, or mean-spirited memes will be accepted (we're a community, after all). Please do not personally attack the people in the historical images in the USU Digital Library. They could be someone's grandparents! Be thoughtful about the memes you create—we want to share them with the world and think you can come up with some funny, smart memes using the images.

How to Enter:

1) Explore the images in the USU Digital Library (digital.lib.usu.edu). Once you have selected an image you would like to use, click the download button near the upper right corner of the page. Some suggested digital collections include:

- The Compton Studio Photograph Collection (<http://digital.lib.usu.edu/cdm/landingpage/collection/Compton>)
- The Monumental History Digital Collection (<http://digital.lib.usu.edu/cdm/landingpage/collection/MonumentalHistory>)



EXHIBITS

Historical Photograph Meme Contest : 2015 Contest Finalists

◀ ▶ Jump to... ☰

2015 Contest Finalists



2015 Winner, Eva Robb

(Original: P0014, Bx 1, Fd 3, Image 5)



2015 Finalist, Robby Cannon

(Original: P0479, Bx 1, Fd 3, Image 16)



2015 Finalist, Cody Hammons

(Original: P0360, Bx 1, Bk 3, Hopkins 121)



2015 Finalist, Wade Wilkey

(Original: USU A-boards, 0152)



2015 Finalist, Daniel Taylor

(Original: USU A-boards, 596b)



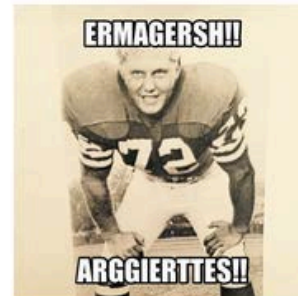
2015 Finalist, McKinley Benson

(Original: USU A-boards, 1159b)



2015 Finalist, Skyler Christensen

(Original: USU A-boards, 1097)



2015 Finalist, Landon Horton

Questions?

