

Internet Memes Are Impacting Society: Perspectives from Brand Communication to World Peace Promotion



Bhaskar Mishra  and Anirban Chowdhury 

Abstract The present scenario is a very crucial time for the world due to the pandemic and war. Health and socioeconomic crises are raised, and these consequences change human lives and businesses. Many businesses are drowning, financially fragile, and causing massive dislocation. This research paper provides insights into the revival of small businesses with the help of memes and ways to promote brands using memes. The use of memes for World peace promotion is also discussed in this research paper. Literature surveys were conducted using Google Scholar and Science Direct, and the research publications from the last ten years were searched using keywords like “memes,” “dank memes,” “funny memes,” “humor memes,” and “peace memes.” Numerous articles were shortlisted and memes for social uses, such as branding and world peace, were explored in this study. Meta-analysis has been conducted, which states that memes convey messages in a humorous or joyful manner. Also, for this study, five volunteer visual designers were chosen, and a total of 80 memes were analyzed to identify the composition (elements and layouts) and meme genres in which brand communication and world peace appear. In addition, the most liked or viral memes in the context of brand communication and world peace were investigated. Memes in brand communication and World peace are still a relatively new phenomenon. Companies have recognized the value of Internet memes and have used them as a marketing tool, using popular topics and characters as meme elements. Furthermore, peace memes guide subjects to feel a certain way and promote World peace.

Keywords Brand communication · Creative memes · Internet memes · Meme marketing · Promotion · Society · World peace memes

B. Mishra

School of Design, University of Petroleum and Energy Studies (UPES), Dehradun, India

A. Chowdhury (✉)

School of Design, Graphic Era Hill University, Dehradun, India

e-mail: chowdhuryanirban14@gmail.com

1 Introduction

The present scenario is very crucial for the world as it faces dangerous challenges one after another like the global pandemic of the coronavirus and the Russia-Ukraine war. The coronavirus pandemic has had a significant impact on humans' daily lives. In many countries, the government imposes tight regulations, such as social distancing and staying at home. As a result, humans have reduced travel, shut down many of their businesses, and spent more time at home [1]. So, now there are health, social, and economic consequences as a result of the pandemic [2, 3]. Socioeconomic consequences created short-term disruptions and provoked long-term changes in the way the world lives and does business. Many small businesses fail or are financially fragile, and there is a massive dislocation among them [4]. Now the question is—what steps are being taken right now to resurrect the small businesses that have been drowned as a result of the pandemic? Is there any other way for local vendors and small business owners to promote their products or brands in a unique way in order to revitalize their businesses? Also, this study highlights the efforts made by humans to stabilize peace after an armed conflict. Armed conflict alters the course of a human's life. There are numerous consequences that result from armed conflict. But, after all, humans are naturally peaceful. War is not always present in human societies [5]. So, the question is—what can be done to bring peace to the entire planet? So, is there any interesting way to establish peace?

Yes, there is an intriguing method for discovering the answers to all of the questions, and that intriguing way is through memes and their impact on society. The term “meme” was coined by Richard Dawkins in his book *The Selfish Gene*, and he developed it from the Greek word *mimeme* [6–9]. A meme is further defined as “an idea, behavior, style, or usage that spreads from person to person in a culture” [10]. In recent years, the Internet has become the most important part of people's lives. The era of 2.0 provides people with a variety of communication platforms such as vlogs, forums, and chats. People use the Internet to share their ideas, thoughts, and beliefs [11]. The Internet has provided and made it possible for content or data to be spread rapidly from person to person, as well as given rise to Internet memes in the media environment [12, 13]. The Internet meme has been defined as “a piece of culture, typically a joke, which gains influence through online transmission” [14]. The composition of different Internet memes involves various elements such as text, photographs, characters, emojis, and so on. Internet memes are commonly seen on social media platforms such as Twitter, Instagram, and others. Memes convey messages to people in a very simple, humorous, and joyful way [7]. The impact of memes on society is mixed, with the majority of societal effects being positive [15]. Memes are being used in creative ways these days. Various companies use memes as a marketing tool. Additionally, the company hires a team to search and browse popular topics and character-based Internet memes because creative memes capture the attention of customers [11]. Simultaneously, memes are being used as a tool for peace. Peace memes are a type of ordinary communication, a satirical tool, and a medium for disseminating satirical messages. When peace memes spread, their presence has an

impact, and people begin to think in a certain direction. Peace memes are used to promote world peace. This study answers the following research questions: Q1. How can memes help small businesses revive, and how can memes be used to promote brands? Q2. How can memes be used to promote world peace? Q3. What are the meme elements and layouts associated with brand communication and world peace? Q4. What are the most common communication styles or genres found in brand communication and world peace? Q5. What are the most popular or viral memes related to brand communication and world peace?

The structure of this paper is as follows: This article first describes the various types of memes and then discusses creative memes and their properties. Second, this article discusses the impact of memes on society. There are several contexts in which memes have an impact on society. The first is memes used as brand communication, and the second is memes used as a peace element. Third, this article investigates the elements and layout used recently by memes in terms of brand communication and world peace. Fourth, this article identifies the current genres and styles used by memes in terms of brand and peace. Discover the viral memes in 2022 for brand communication and world peace. Following that, there is a result and discussion. The last one is the conclusion.

1.1 Meme Types and Creative Memes

The types of memes are the following:

1. **Classic meme**—the most general method of presentation [7, 16].
2. **Dank meme**—dank memes are memes that have gone viral on the Internet due to overuse or passing trends. As a result, they lost their value and currency [7, 17].
3. **Normie meme**—these are characteristically memes that grow very big but become classified as dead very quickly [7, 18].
4. **Wholesome meme**—wholesome memes are those that use repeated or re-used images and texts to convey a unique, wholesome message. They are also distinguished by their bold positivity [7].
5. **Surreal meme**—a subgenre of sarcastic memes with aesthetically strange appearances and whose comedy stems from their outlandish manner [7] (Fig. 1).

Every day, a large number of memes are created in a creative manner and distributed among people. Creative memes are those that make use of images, texts, and videos in an interesting and appealing way to users. Only those memes that are creative survive after being copied, remixed, and distributed to individuals [11]. The use of popular topics and characters as meme elements is a key component in memes that have an impact [7]. In comparison to the earliest memes, today's memes are much more complex in terms of language and style, as well fact that they contain many references and require comprehensive background knowledge [19]. Memes are considered creative if they possess the following properties: “novelty, unexpectedness, fertility, surprise, adequacy or correctness” [20].

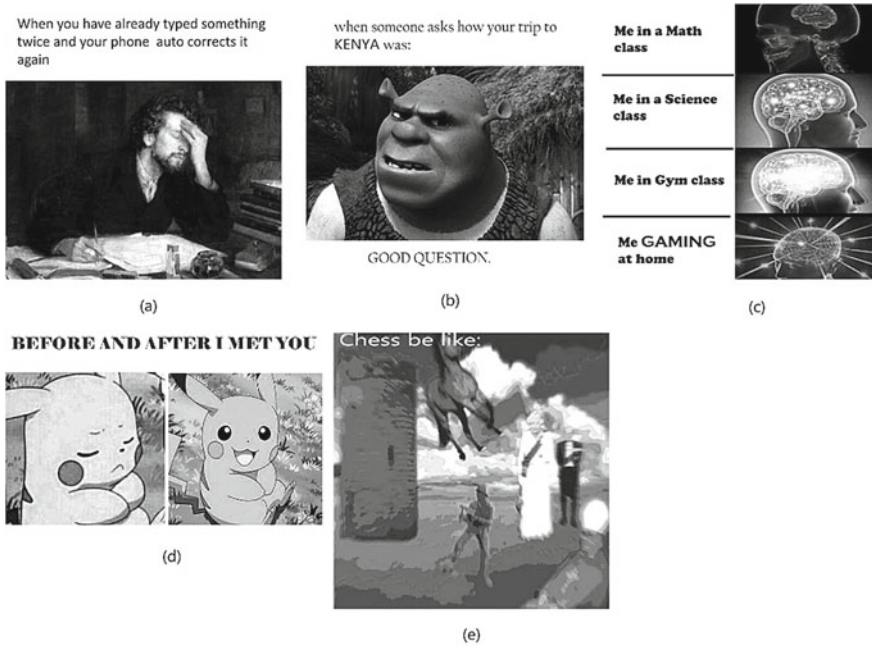


Fig. 1 Examples of different types of memes. **a** Classic meme; **b** dank meme; **c** normie meme; **d** wholesome meme; **e** surreal meme [21]

1.2 Internet Memes Are Impacting Society

Internet memes are media forms that convey a message in a humorous manner while also commenting on society [22]. Internet memes provide satirical commentary on current events [23]. Internet memes can be used in a variety of contexts, including marketing and advertising, aid in stress reduction efforts, cultural education tools, awareness, politics, and so on. The impact of memes on society is mixed. The vast majority of its societal consequences are favorable [20]. Memes are more popular among youth, and they are a popular tool for social media communication as well as a dominant medium for social discussion in a humorous manner. “Memes have become a stand-alone mechanism to change the youth into societally responsible individuals” [24]. Climate change memes primarily focus on the risks that animals and humans face as a result of climate change. Individual intentions for online civic engagement in climate change are increased by exposure to climate change memes. As a result, memes have the potential to address both humorous and serious social issues [25]. During the pandemic, many popular memes are spread across the Internet, and viewing these memes generates psychological responses such as stronger cuteness responses, higher levels of reported humor, more positive emotions, and lower levels of information processing. As a result, memes have the potential to influence people’s COVID-19 stress and coping efficacy [26]. Internet memes are used to communicate

political satire, but they have no effect on people's voting behavior, political opinions, or ideologies. Memes are thought to have been created for the purpose of entertainment [27]. Internet memes are typically thought of as humorous and entertaining items in social communication, but they are also used in secondary education to develop social and cultural awareness. In L2 (language 2) teaching, Internet memes are used as cultural education tools [28]. Memes with negative intentions, such as attacks on people based on identity, race, gender, and so on, are sometimes created and shared [23]. Memes can have both positive and negative effects on society. If no one pays attention to it, there could be serious consequences. Monitoring procedures must be put in place [29].

1.2.1 Internet Memes and Brand Communication

Brand communication is a component or part of brand management. In addition, it is the combination of activities used to communicate with customers, such as advertising, social media, reviews, and so on. It is essential for the overall development of the brand. Nowadays, brand communication is completely reliant on social media. Social media has become an integral part of many people's daily lives. It has been estimated that as of April 2022, there were five billion Internet users worldwide. Of this total, 4.65 billion people worldwide use a social media platform at least once a month, and the average time spent amounted to 147 min per day [30]. In an attempt to capitalize on this intense usage, almost every consumer brand is present on social media, and advertisers and marketers are eagerly integrating social media into their digital strategies [31]. Furthermore, social media is the least expensive and most cost-effective marketing communication tool. Memes on the Internet are today's most effective social media weapon. Internet memes are used not only in casual situations such as conversations between friends or fun-generating discussions but also in formal situations such as closer connections between brands and consumers via social media. Memes as a form of brand communication or meme marketing are the use of meme formats such as humorous photos, gifs, and videos to promote your brand and products [32]. Memes have the potential to alter brand perception among consumers [33]. Furthermore, the most important thing is that the meme elements are relevant to your brand and tickle your audience's funny bone.

Nowadays, marketers use popular or funny memes that are already refreshing, relatable, and have the potential to go viral to promote their brands or products. Marketers and brands must determine the appropriate occasion or moments to adapt memes for their own marketing or promotions [34]. Bury has discussed the use of creativity in memes for advertising in the form of image and phrase juxtaposition to create humor. Marketers use memes to grab the attention of their target audience [11]. Popular topics and characters are used as meme elements by some marketers [7]. Also, eye-catching memes elicit a positive response from buyers. Meme marketing is more than just creating and posting memes; the emphasis should be on the quality of the meme page as well as being a part of or aware of the meme culture. Furthermore,



Fig. 2 Examples of brand communication memes: **a** When you see bun tikki (bun-butter) cost rupees 300; **b** Huge discounts on branded fabrics [21]

marketers must be familiar with and understand how the meme world works. Meme-based marketing has some drawbacks as well. Traditional media-based marketing allows for tight control of the message, whereas with meme-based marketing, the brand may struggle to maintain control of the message [34]. Many brands such as major food delivery apps, and fashion e-commerce companies from India, use memes as a form of brand communication. However, they have yet to fully realize the potential of meme marketing. Here are some examples of brand communication memes (Fig. 2).

1.2.2 Internet Memes and World Peace

World peace is the concept of a world free of violence. Peace among humans is the key to a prosperous world full of happiness, progress, and resourcefulness. Humans and human societies require peace as a basic need. Several efforts have been made in the past for world peace, and several organizations have been formed to that end. Every year on September 21, the world observes the International Day of Peace. Furthermore, the UN declared a day dedicated to strengthening the ideals of peace by observing 24 h of nonviolence and a cease-fire. However, we are still a long way from having a peaceful society, and there is always the risk of war, whether it is minor aggression between societies or war against countries [35]. In recent events, the Russia-Ukraine war is an armed conflict with numerous consequences. As a result, thousands of lives have been lost, and millions of people's livelihoods have been disrupted due to displacement, homelessness, and loss of income. But, in the midst of all of this, it was noticed that there was a deluge of memes on the Internet or on social media, and the issue was the Russia-Ukraine War. This suggests that using memes as social humor could be a new trend even in such a stressful environment. At the same time, it remains to be seen how true they prove to be in the peace lane.

Initially, memes used funny pictures as a meme element, which were taken from someone's photo and added interesting captions to it. Later, Internet memes are used to express thoughts in a satirical manner about various phenomena that are currently happening [22]. Satire helps us to understand the unpleasant reality. In addition, Internet memes are a new face of freedom that enhances people's emotions and also represents flaws and increases the strength of society [7]. Through the copy or share feature, the meme format makes them popular and quickly spread on the Internet or on social media. That is, the memes' messages are quickly and easily accepted by a large group of people. The greater the meme's spread, the more powerful the meme's message becomes [36].

In its development, Internet memes have also become a medium to convey peace messages in the form of satire; some users have also expressed their views in a funny manner regarding peace, which is often called "peace memes." In addition, the meme is an Internet poster that is meaningful and inspiring in the Internet society. Peace memes might incorporate words and even images from popular movie scenes, celebrity posters, TV shows, nature and animal pictures in the background, cartoon characters, video game scenes, and even the political world. The use of photos (JPEG), animated GIFs, or videos as a medium of communication and the dissemination of ideas in memes might be beneficial [7]. Figure 3 depicts a block diagram of the consequences of world peace memes, which are classified as direct and indirect. The direct method of communication is via peace messages, while the indirect method is via memes. Furthermore, memes generate humor and joy, both of which are associated with happiness, and happiness is associated with peace. Peace memes are used to promote World peace. By typing "peace memes" or other related keywords into a search engine or on social media platforms, you can find hundreds of peace memes.

2 Study 1: Observational Study on Existing Memes Related to Brand Communication and World Peace

The aim of the study is to identify the compositions (elements and layouts) of different memes associated with brand communication and world peace.

2.1 Method

2.1.1 Participant

For this study, five volunteer visual designers with more than ten years of industry experience and an average age of 40.5 years were chosen.

Fig. 3 Block diagram for consequences of world peace memes



2.1.2 Procedure

Initially, all five visual designers sat together and randomly searched the Internet (Facebook, Twitter, Instagram, and so on) for memes related to brand communication and world peace. They collected 40 memes, 20 for brand communication and 20 for world peace, to identify the composition (elements and layouts) of memes. Furthermore, they conducted an observational study to examine the typical characteristics of identified elements.

2.1.3 Observations

Elements

The composition of different memes that are associated with brand communication and world peace involves various elements, such as

- **Photographs**—appropriated from famous movie scenes, TV shows, nature and animal pictures in the background, cartoon characters, video game scenes, celebrity posters, and even the political world.
- **Text**—differences in the typeface are observed in the text of memes.
- **Characters/Carricatchers**—it could be from animated pictures, a sticker, or something you made yourself.
- **Thought Bubble**—these are frequently used to create memes using comics (graphical stories).

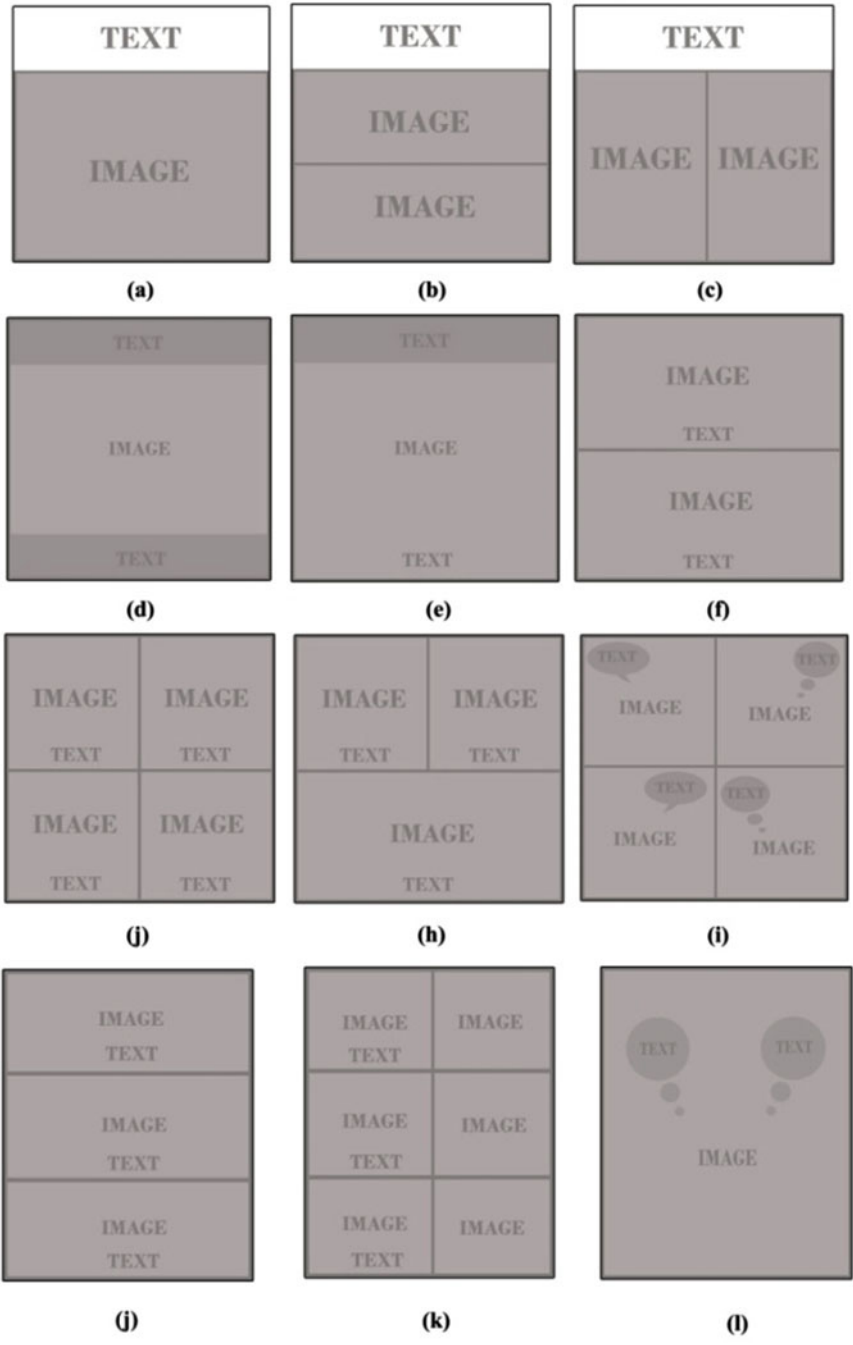


Fig. 4 Meme layouts with smaller size that are commonly seen on the Internet (from brand communication to world peace)

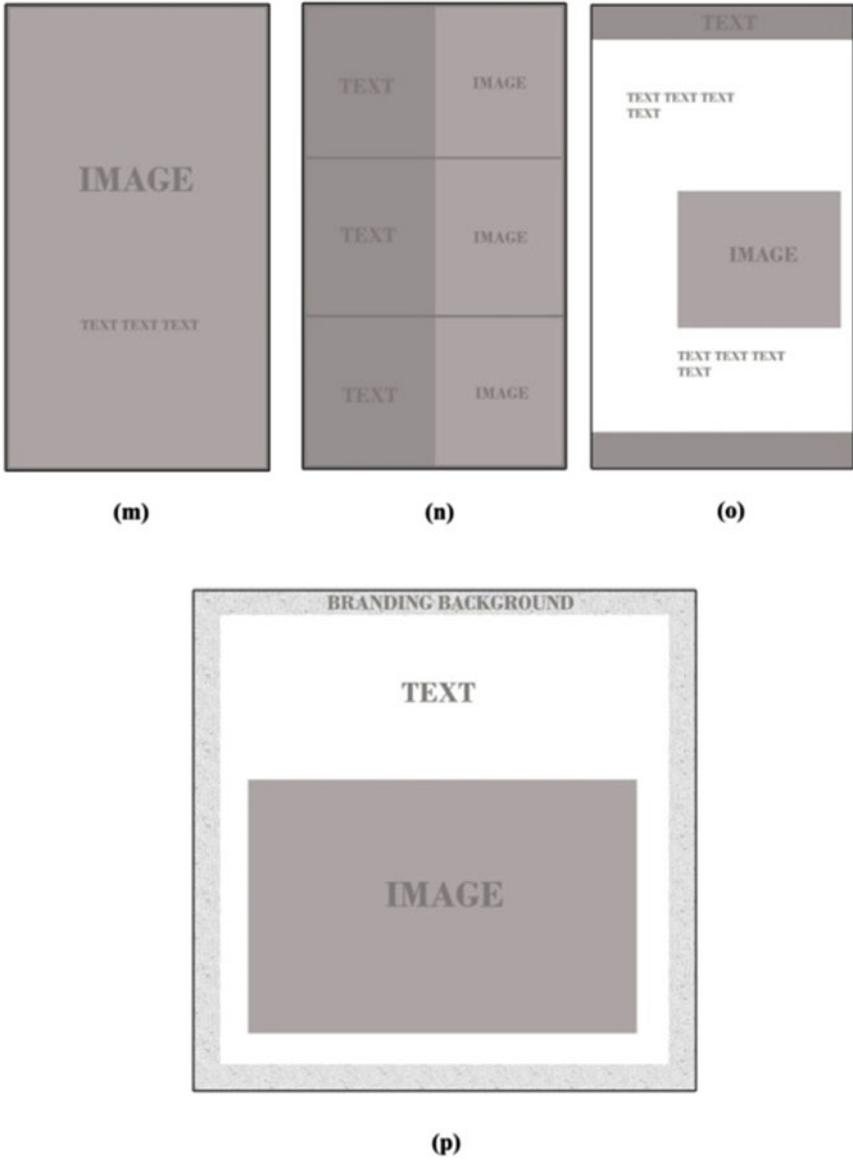


Fig. 5 Meme layouts with large size that are commonly seen on the Internet (from brand communication to world peace)

- **Emoji(s)**—these are frequently used in social media applications. However, current trends show that meme designers are also using emoji(s) or emoticons to compose memes.
- **Other graphic elements**—these include nature depiction, scenery, cute pets, and so on.

Although designers use a variety of elements in memes, the image, along with text (upper and lower), is the most common element in meme compositions and is known as a macro image template.

Layouts

The images chosen for this study have 16 different layouts, with an aspect ratio (size) ranging from 1:1 to 4:5 to 9:16.

Figure 4 'a' to 'i' is best suited with an aspect ratio (size) of 1:1

Figure 4 'j' to 'l' is best suited with an aspect ratio (size) of 4: 5

Figure 5 'm' to 'o' is suited either with an aspect ratio (size) of 9:16

Figure 5 'p' is a special layout only for brand communication in which the branding background of that specific branding theme is used and a whiteboarded meme with text and image is overlapped.

3 Study 2: Extensive Research and Study on Existing Memes to Identify Current Genres or Styles of Memes Related to Brand Communication and World Peace and also Find the Most Liked or Viral Memes Associated with Brand Communication and World Peace

This study identified four common meme genres in which brand communication appears: Spoof/remix memes, Reaction memes, Video memes, Celebrity memes/new stock character memes, and three common meme genres in which world peace appears: Stock character memes with peace; Peace figure memes; and Reaction memes. Also, find the most liked or viral memes associated with brand communication and world peace.

3.1 Method

3.1.1 Participant

The participants are the same as in Study 1.

3.1.2 Procedure

From the analysis of the study 1 sample, several meme genres related to brand communication and world peace were identified. A large sample of memes was collected in order to further validate and test the representatives of these categories. The additional 40 memes related to brand communication and world peace were identified using the site search functions of imgflip.com and knowyourmeme.com. [Knowyourmeme.com](http://knowyourmeme.com) and imgflip.com are two websites dedicated to documenting Internet phenomena such as viral memes and GIFs. This resulted in a total sample of 80 memes, from which the following study's findings were extrapolated. Applying Shifman's discussion of meme genres to our study 1 finding allowed us to clarify and parse out the dominant meme genres in the final sample, four for brand communication and three for world peace [36].

3.1.3 Observations

Genres

The genres or styles of different memes that are associated with brand communication are

- **Spoof/remix memes**—memes that are parodies or remixes of the original content may be characterized by exaggerated examples of defining characteristics or concepts, photoshopped images, or the absence of text [36, 37].
- **Reaction memes**—reaction memes are memes that reply to “recent” news items, events, or photos that are widely shared on social media.
- **Video memes**—video memes are popular nowadays and incorporate meme elements such as video.
- **Celebrity memes/new stock character memes**—make use of celebrity images and funny movie scenes while also conveying branding messages.

The genres or styles of different memes that are associated with brand communication are Spoof/remix memes, Reaction memes, Video memes, Celebrity memes/new stock character memes, and brands such as major food delivery apps and fashion e-commerce companies from India use these genres and styles in their social media pages for promotion.

The genres or styles of different memes that are associated with world peace are

- **Stock character memes with peace**—uses stock characters that are not related to peace, macro meme template.
- **Peace figure memes**—this could be a new stock character with peace figures, celebrity and nature images with peace messages, and a macro meme template.
- **Reaction memes**—Reaction memes are memes that reply to “recent” news items, events, or photos that are widely shared on social media.

Various social media pages used these genres and styles in memes to promote world peace.

3.2 The Most Liked or Viral Meme is Associated with Brand Communication

Memes are widely used in the promotion of major food delivery apps. They have a brand page on social media and use memes for brand communication, posting various meme genres on their page on a regular basis. We examined metadata to uncover the most liked or viral meme connected with Brand Communication and discovered that one of the meal delivery apps published a video meme that immediately went viral, getting 3,165,066 likes.

3.3 The Most Liked or Viral Meme is Associated with World Peace

Meme-based post was utilized on a government-run social media page of a country to advocate for global harmony. With 691011 likes, the meme post swiftly gained popularity, indicating widespread interest.

4 Result and Discussion

Literature surveys were conducted using Google Scholar and Science Direct, and research publications from the last 10 years were searched and analyzed. seven papers were shortlisted to assess the impact of memes on society; seven papers on memes as brand communication; however, there is less evidence on memes as world peace. However, there was enough visual research available to formulate an analysis based on the same. The analysis of seven papers on the impact of memes on society is mixed; memes can have both positive and negative effects on society. Furthermore, the vast majority of its societal consequences are in favor of society. Also, according to an analysis of seven papers on memes, which are related to brand communication, results show that memes help small businesses revive and can be

used to promote brands in such a way that memes are being used in more creative ways these days; they use popular topics and characters as a meme element. Creative memes capture the attention of customers. Simple, eye-catching, and creative memes designed for specific users are more effective. Memes are used as a marketing tool by a variety of businesses. For clarity and relevance, some brands use a logo at the bottom of the meme. A logo is also used to raise brand awareness. Furthermore, some brands employ additional feature layouts that make use of the branding background of that specific branding theme and overlap whiteboarded memes with text and images. To keep viewers' attention and engagement, some brands use cute images like babies and pets. Memes might be used to promote world peace with both direct and indirect consequences. The direct method of communication is via peace messages, while the indirect method is via memes. Furthermore, memes generate humor and joy, both of which are associated with happiness, and happiness is associated with peace. Peace memes are used to promote World peace. This study noted current genres of memes in which brand communication and world peace appear. These genres are classified as brand communication (spoof/remix memes, Reaction memes, Video memes, and Celebrity memes/new stock character memes) and world peace (stock character memes with peace, peace figure memes, and Reaction memes). We view genres as socially recognizable communicative categories that represent memes with similar structural and stylistic features, especially in the ways they draw brand communication and world peace into online discourse. Also, for desired affective responses, different elements and layouts of memes are studied. In addition, the most liked or viral memes in the context of brand communication and world peace were investigated.

5 Conclusion

In this study, the elements and layouts of popular memes were identified along with different genres. This study also tries to give an idea about peace memes and the use of memes for brand communication. Based on the current findings, designers can design and use various memes either for brand promotion or communication of messages related to world peace. It may be possible to design memes by designers and assess the impact of Internet memes on society in the context of world peace message communication or brand promotion.

References

1. Soga M, Evans MJ, Cox DT, Gaston KJ (2021) Impacts of the COVID-19 pandemic on human–nature interactions: pathways, evidence and implications. *People Nat* 3(3):518–527
2. Qiu W, Rutherford S, Mao A, Chu C (2017) The pandemic and its impacts. *Health Cult Soc* 9:1–11

3. Shang Y, Li H, Zhang R (2021) Effects of pandemic outbreak on economies: evidence from business history context. *Front Public Health* 9:146
4. Bartik AW, Bertrand M, Cullen Z, Glaeser EL, Luca M, Stanton C (2020) The impact of COVID-19 on small business outcomes and expectations. *Proc Natl Acad Sci* 117(30):17656–17666
5. Fry DP (2012) Life without war. *Science* 336(6083):879–884
6. Beskow DM, Kumar S, Carley KM (2020) The evolution of political memes: detecting and characterizing internet memes with multi-modal deep learning. *Inf Process Manag* 57(2):102170
7. Chowdhury A, Chakraborty P (2021) Memes that evoke emotions: a neurodesign strategy for brand communication and experience. In: Chakrabarti A, Poovaiah R, Bokil P, Kant V (eds) *International conference on research into design*, vol 1. Springer, Singapore, pp 147–156
8. Davison P (2012) The language of internet memes. In: Mandiberg M (ed) *The social media reader*, pp 120–134
9. Dawkins R (2016) *The selfish gene*. Oxford University Press, London
10. Blackmore S, Dugatkin LA, Boyd R, Richerson PJ, Plotkin H (2000) The power of memes. *Sci Am* 283(4):64–73 (2000)
11. Bury B (2016) Creative use of internet memes in advertising. *World Sci News* 57 (2016)
12. Börzsei LK (2013) Makes a meme instead. *The Selected Works of Linda Börzsei*, 1–28
13. Wells DD (2018) You all made dank memes: using internet memes to promote critical thinking. *J Polit Sci Educ* 14(2):240–248
14. Ford M (2020) Meme culture: its effects on society. Capstone Project Poster Presentation, College Preparatory Academy, University of Nebraska-Lincoln
15. Sabat BO, Ferrer CC, Giro-I-Nieto X (2019) Hate speech in pixels: detection of offensive memes towards automatic moderation. *NeurIPS AI Soc Good WS*
16. Couture E (2019) Memes and Metamodernism: An Analysis of a Medium. WWU Honors Program Senior Projects 110
17. Literat I, van den Berg S (2019) Buy memes low, sell memes high: vernacular criticism and collective negotiations of value on Reddit’s MemeEconomy. *Inf Commun Soc* 22(2):232–249
18. Kostadinovska-Stojchevska B, Shalevska E (2018) Internet memes and their socio-linguistic features. *Euro J Lit Lang Linguist Stud* 2(4)
19. Brink I (2010) The gist of creativity. In: Anderson AE, Sahlin NE (eds) *The complexity of creativity*, synthese library. Kluwer Academic Publisher, Dordrecht, pp 5–16
20. Examples of different types of memes, Examples of brand communication memes. <https://bhaskarupes.blogspot.com/2023/01/internet-memes-as-marketing.html>
21. Ford C (2019) The wonderful world of memes: exploring the satirical commentary of memes in the digital age
22. Nandi RN, Alam F, Nakov P (2022) Detecting the role of an entity in harmful memes: techniques and their limitations. [arXiv:2205.04402](https://arxiv.org/abs/2205.04402)
23. Nepul Raj A (2021) Meme usage culture on social issues among youth. *Turkish J Comput Math Educ (TURCOMAT)* 12(11):2099–2107
24. Zhang B, Pinto J (2021) Changing the world one meme at a time: the effects of climate change memes on civic engagement intentions. *Environ Commun* 15(6):749–764
25. Myrick JG, Nabi RL, Eng NJ (2021) Consuming memes during the COVID pandemic: effects of memes and meme type on COVID-related stress and coping efficacy. *Psychol Pop Media*
26. Kulkarni A (2017) Internet meme and political discourse: a study on the impact of internet meme as a tool in communicating political satire. *J Content, Commun Commun* 6(3):13–17
27. Sedliarova OM, Solovyeva NS, Nenasheva IA (2020) Internet memes as cultural education tools in L2 teaching. *DEStech transactions on social science. Education and Human Science (ICPCS)*
28. Bhattacharya P (2019) Social degeneration through social media: a study of the adverse impact of ‘memes’. In: 2019 sixth HCT information technology trends (ITT), pp 44–46
29. Statista. Social Media Statistics and Facts. <https://www.statista.com/topics/1164/social-net-works/>

30. Voorveld HA (2019) Brand communication in social media: a research agenda. *J Advert* 48(1):14–26
31. Yang X, Hayashi T (2021) Exploring the effects of internet memes in social media marketing through A/B testing. In: 2021 IEEE 23rd conference on business informatics (CBI), vol 2. IEEE, pp 97–106
32. Vasile S, Mototo L, Chuchu T (2021) Using “Memes” as a marketing communication tool in connecting with consumers within the age of digital connectivity. *Int Rev Manag Mark* 11(3):30
33. Sharma H (2018) Memes in digital culture and their role in marketing and communication: a study in India. *Interact: Stud Commun Cult* 9(3), 303–318
34. Purohit R, Purohit K (2020) World peace and world unity: a most emergent need of the present and future. *J Hum Soc Sci Stud* 2(6):64–69
35. Cannizzaro S (2016) Internet memes as internet signs: a semiotic view of digital culture. *Σημειωτική-Sign Syst Stud* 44(4):562–586
36. Shifman L (2013) *Memes in digital culture*. The MIT Press, Cambridge, MA
37. Aguilar GK, Campbell HA, Stanley M, Taylor E (2017) Communicating mixed messages about religion through internet memes. *Inf Commun Soc* 20(10):1498–1520