MEME ANALYSIS THROUGH VISIT USING FILTERS FAKERS

N.Revathy[1], P.Hemashree[2], T.Vigneshwaran[3]
[1]Associate Professor, [2]Assistant Professor, [3]Final MCA
PG and Research Department of Master of Computer Applications,
Hindusthan College of Arts and Science
Coimbatore, Tamilnadu, India

ABSTRACT

Memes have become one of the hottest new trends in the world of social media. Many social media enthusiasts have started creating and sharing memes and have used social media streams such as Facebook and Twitter to spread their creations to other users. Sri Lanka even has its own Facebook Page dedicated to Memes.
A meme is "an idea, behavior or style that spreads from person to person within a culture. A meme acts as a unit for carrying cultural ideas, symbols or practices, which can be transmitted from one mind to another through writing, speech, gestures, rituals or other imitable phenomena."
This project is mainly focused for meme post process with filters fakers for web pages and social media networks. Meme will prepare the content and send to Admin. Admin will approve the content after that posting process will start.
Admin will filter the contents for Verifying and certifying photographs as authentic is big business in the photography industry, especially for photojournalists, media editors, competition judges, police services, and courts. Online and custom services analyze an image's metadata, using complex and evolved algorithms to detect changes.

KEYWORDS: Social media enthusiast, social media streams, filters fake memes and publish authentic memes.

I.   INTRODUCTION

A meme is "an idea, behavior, or style that spreads from person to person within a culture". A meme acts as a unit for carrying cultural ideas, symbols, or practices that can be transmitted from one mind to another through writing, speech, gestures, rituals, or other imitable phenomena with a mimicked theme. Supporters of the concept regard memes as cultural analogues to genes in that they self-replicate, mutate, and respond to selective pressures.

Proponents theorize that memes are a viral phenomenon that may evolve by natural selection in a manner analogous to that of biological evolution. Memes do this through the processes of variation, mutation, competition, and inheritance, each of which influences a meme's reproductive success. Memes spread through the behavior that they generate in their hosts. Memes that propagate less prolifically may become extinct, while others may survive, spread, and (for better or for worse) mutate. Memes that replicate most effectively enjoy more success, and some may replicate effectively even when they prove to be detrimental to the welfare of their hosts.

A field of study called memetics arose in the 1990s to explore the concepts and transmission of memes in terms of an evolutionary model. Criticism from a variety of fronts has challenged the notion that academic study can examine memes empirically. However, developments in neuroimaging may make empirical study possible. Some commentators in the social sciences question the idea that one can meaningfully categorize culture in terms of discrete units, and are especially critical of the biological

nature of the theory's underpinnings. Others have argued that this use of the term is the result of a misunderstanding of the original proposal.

The word meme originated with Richard Dawkins' 1976 book The Selfish Gene. Dawkins's own position is somewhat ambiguous: he welcomed N. K. Humphrey's suggestion that "memes should be considered as living structures, not just metaphorically" and proposed to regard memes as "physically residing in the brain". Later, he argued that his original intentions, presumably before his approval of Humphrey's opinion, had been simpler. At the New Directors' Showcase 2013 in Cannes, Dawkins' opinion on memetics was deliberately ambiguous.

II.   INTERNET MEME

An Internet meme is an activity, concept, catchphrase or piece of media which spreads, often as mimicry, from person to person via the Internet. Some examples include posting a photo of people lying down in public places (called "planking") and uploading a short video of people dancing to the Harlem Shake.

Fig. 1: Image macro

A meme is "an idea, behavior, or style that spreads from person to person within a culture". An Internet meme may take the form of an image (typically an image macro), hyperlink, video, website, or hash tag. It may be just a word or phrase, including an intentional misspelling. These small movements tend to spread from person to person via social networks, blogs, direct email, or news sources. They may relate to various existing Internet cultures or subcultures, often created or spread on various websites, or by Usenet boards and other such early-internet communications facilities. Fads and sensations tend to grow rapidly on the Internet, because the instant communication facilitates word-of-mouth transmission.

The word meme was coined by Richard Dawkins in his 1976 book The Selfish Gene, as an attempt to explain the way cultural information spreads; Internet memes are a subset of this general meme concept specific to the culture and environment of the Internet. The concept of the Internet meme was first proposed by Mike Godwin in the June 1993 issue of Wired. In 2013 Dawkins characterized an Internet meme as being a meme deliberately altered by human creativity— distinguished from biological genes and Dawkins' pre-Internet concept of a meme which involved mutation by random change and spreading through accurate replication as in Darwinian selection. Dawkins explained that Internet memes are thus a "hijacking of the original idea", the very idea of a meme having mutated and evolved in this new direction. Further, Internet memes carry an additional property that ordinary memes do not—Internet memes leave a footprint in the media through which they propagate (for example, social networks) that renders them traceable and analyzable.

III.   EVOLUTION AND PROPAGATION

An Internet meme may stay the same or may evolve over time, by chance or through commentary, imitations, parody, or by incorporating news accounts about itself. Internet memes can evolve and spread extremely rapidly, sometimes reaching worldwide popularity within a few days. Internet memes usually are formed from some social interaction, pop culture reference, or situations people often find themselves in. Their rapid growth and impact has caught the attention of both researchers and industry.

Academically, researchers model how they evolve and predict which memes will survive and spread throughout the Web. Commercially, they are used in viral marketing where they are an inexpensive form of mass advertising.
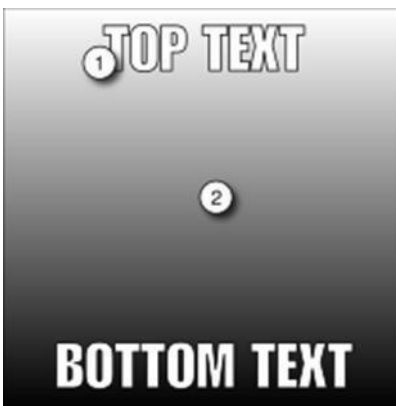
One empirical approach studied meme characteristics and behavior independently from the networks in which they propagated, and reached a set of conclusions concerning successful meme propagation. For example, the study asserted that Internet memes not only compete for viewer attention generally resulting in a shorter life, but also, through user creativity, memes can collaborate with each other and achieve greater survival. Also, paradoxically, an individual meme that experiences a popularity peak significantly higher than its average popularity is not generally expected to survive unless it is unique, whereas a meme with no such popularity peak keeps being used together with other memes and thus has greater survivability.

Theoretical studies on media psychology and communication have aimed to characterize and analyze the concept and representations in order to make it accessible for the academic research. Thus, Internet memes can be regarded as a unit of information which replicates via internet. This unit can replicate or mutate. This mutation instead of being generational follows more a viral pattern, giving the Internet memes generally a short life. Other theoretical problems with the Internet memes are their behavior, their type of change, and their teleology.

Writing for The Washington Post in 2013, Dominic Basulto asserted that with the growth of the Internet and the practices of the marketing and advertising industries, memes have come to transmit fewer snippets of human culture that could survive for centuries as originally envisioned by Dawkins, and instead transmit banality at the expense of big ideas.

IV.   IMAGE MACRO

Main article: Image macro typical format for image macros. An image macro meme is an Internet meme consisting of:

Fig. 2: Typical format for meme image macros

- Text, typically in the font Impact, centered at the top and bottom of the image. White text with a black border is typically used because it is easily readable on almost any background color.
- Image to be placed behind the text. These are typically drawn from a set of "known images" that are understood by many Internet users, such as Bad Luck Brian. However, by using the aforementioned typographic style, any image can take on the context or aesthetic of an image macro.

V.   MEMETIC LIFECYCLE

Memes, analogously to genes, vary in their aptitude to replicate; successful memes remain and spread, whereas unfit ones stall and are forgotten. Thus memes that prove more effective at replicating and surviving are selected in the meme pool.

Memes first need retention. The longer a meme stays in its hosts, the higher its chances of propagation are. When a host uses a meme, the meme's life is extended. The reuse of the neural space hosting a certain meme's copy to host different memes is the greatest threat to that meme's copy.

A meme which increases the longevity of its hosts will generally survive longer. On the contrary, a meme which shortens the longevity of its hosts will tend to disappear faster. However, as hosts are mortal, retention is not sufficient to perpetuate a meme in the long term; memes also need transmission.

Life-forms can transmit information both vertically (from parent to child, via replication of genes) and horizontally (through viruses and other means). Memes can replicate vertically or horizontally within a single biological generation. They may also lie dormant for long periods of time.

Memes reproduce by copying from a nervous system to another one, either by communication or imitation. Imitation often involves the copying of an observed behavior of another individual. Communication may be direct or indirect, where memes transmit from one individual to another through a copy recorded in an inanimate source, such as a book or a musical score. Adam McNamara has suggested that memes can be thereby classified as either internal or external memes (i-memes or e-memes).

Some commentators have likened the transmission of memes to the spread of contagions. Social contagions such as fads, hysteria, copycat crime, and copycat suicide exemplify memes seen as the contagious imitation of ideas. Observers distinguish the contagious imitation of memes from instinctively contagious phenomena such as yawning and laughing, which they consider innate (rather than socially learned) behaviors.

Aaron Lynch described seven general patterns of meme transmission, or "thought contagion":

1. **Quantity of parenthood**: an idea that influences the number of children one has. Children respond particularly receptively to the ideas of their parents, and thus ideas that directly or indirectly encourage a higher birthrate will replicate themselves at a higher rate than those that discourage higher birthrates.

2. **Efficiency of parenthood**: an idea that increases the proportion of children who will adopt ideas of their parents. Cultural separatism exemplifies one practice in which one can expect a higher rate of meme-replication—because the meme for separation creates a barrier from exposure to competing ideas.

3. **Proselyte**: ideas generally passed to others beyond one's own children. Ideas that encourage the proselytism of a meme, as seen in many religious or political movements, can replicate memes horizontally through a given generation, spreading more rapidly than parent-to-child meme-transmissions do.

4. **Preservation:** ideas that influence those that hold them to continue to hold them for a long time. Ideas that encourage longevity in their hosts, or leave their hosts particularly resistant to abandoning or replacing these ideas, enhance the preservability of memes and afford protection from the competition or proselytism of other memes.

5. **Adversative**: ideas that influence those that hold them to attack or sabotage competing ideas and/or those that hold them. Adversative replication can give an advantage in meme transmission when the meme itself encourages aggression against other memes.

6. **Cognitive**: ideas perceived as cogent by most in the population who encounter them. Cognitively transmitted memes depend heavily on a cluster of other ideas and cognitive traits already widely held in the population, and thus usually spread more passively than other forms of meme transmission. Memes spread in cognitive transmission do not count as self-replicating.

7. **Motivational**: ideas that people adopt because they perceive some self-interest in adopting them. Strictly speaking, motivationally transmitted memes do not self-propagate, but this mode of

transmission often occurs in association with memes self-replicated in the efficiency parental, proselyte and preservation modes

VI.   FILTERS FAKERS

Fake news and memes deliberately publish hoaxes, propaganda, and disinformation purporting to be real news — often using social media to drive web traffic and amplify their effect. Unlike news satire, fake news websites seek to mislead, rather than entertain, readers for financial, political, or other gain. Such sites have promoted political falsehoods in all countries.

Some fake news websites use website spoofing, structured to make visitors believe they are visiting trusted sources like ABC News or MSNBC. The New York Times defined "fake news" on the Internet as fictitious articles deliberately fabricated to deceive readers, generally with the goal of profiting through click bait. PolitiFact described fake news and fake memes as fabricated content designed to fool readers and subsequently made viral through the Internet to crowds that increase its dissemination.

VII.   PROPOSED TECHNOLOGY TOOLS

New York magazine contributor Brian Feldman responded to an article by media communications professor Melissa Zimdars, and used her list to create a Google Chrome extension that would warn users about fraudulent news sites. He invited others to use his code and improve upon it. Up worthy co-founder and The Filter Bubble author Eli Pariser launched an open-source model initiative on 17 November 2016 to address false news. Pariser began a Google Document to collaborate with others online on how to lessen the phenomenon of fraudulent news and fake memes. Pariser called his initiative: "Design Solutions for Fake News and memes". Pariser's document included recommendations for a ratings organization analogous to the Better Business Bureau, and a database on media producers in a format like Wikipedia. Writing for Fortune, Matthew Ingram agreed with the idea that Wikipedia could serve as a helpful model to improve Facebook's analysis of potentially fake news. Ingram concluded Facebook could benefit from a social network form of fact-checking similar to Wikipedia's methods while incorporating debunking websites such as PolitiFact.com
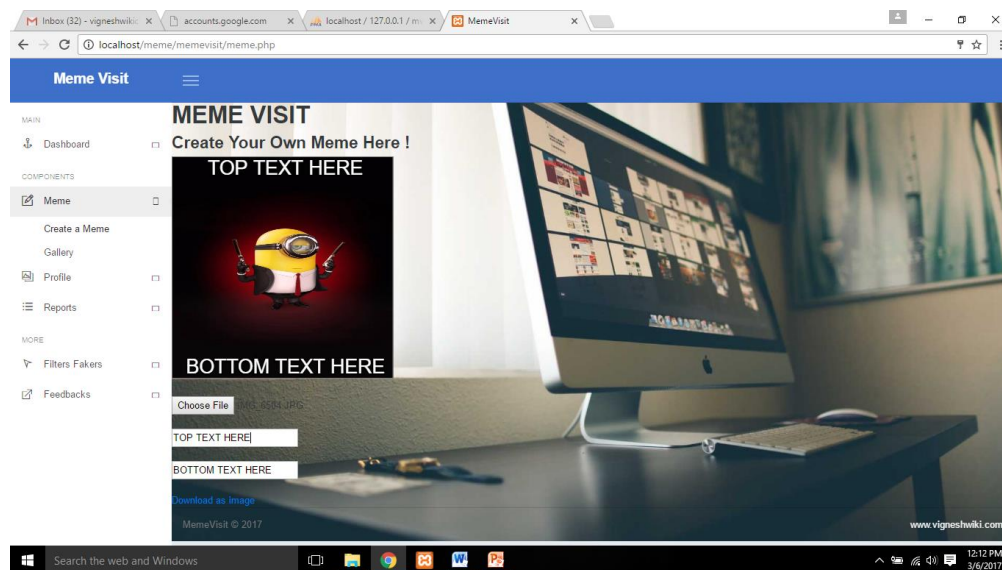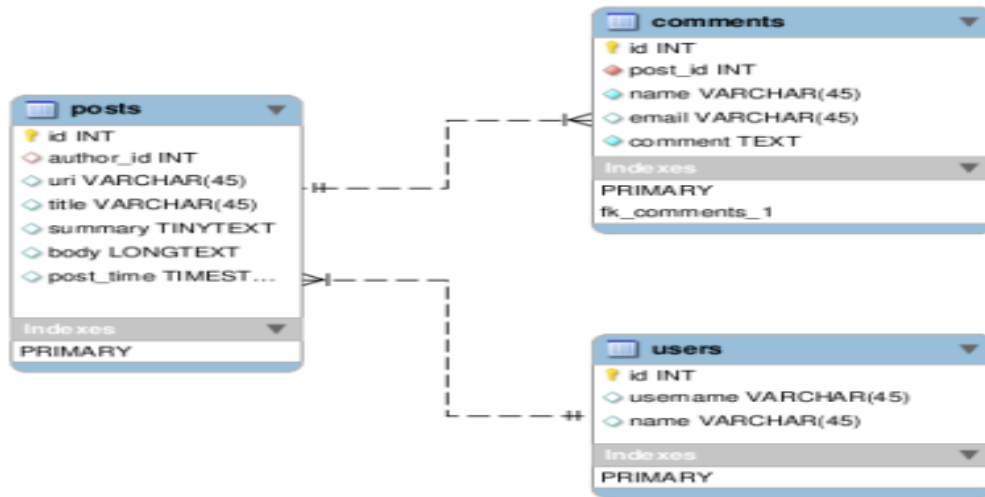
VIII.   SAMPLE RESULTS
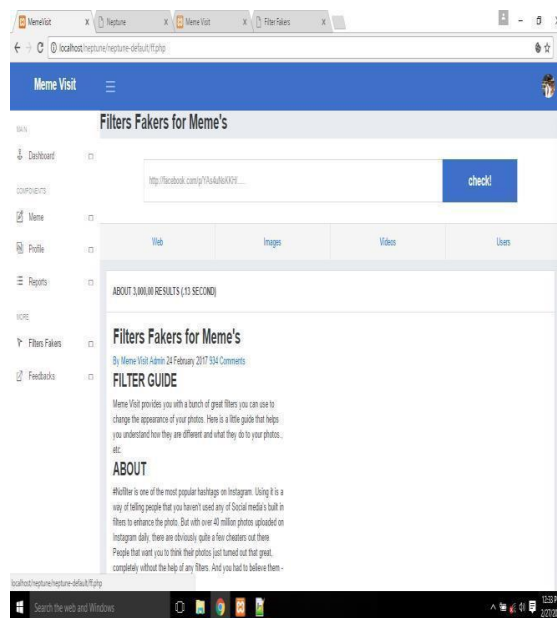

Fig. 3: Meme Creation

MongoDB

MongoDB is a Back-end tool of this project.

MongoDB is a cross-platform and open-source document-oriented database, a kind of NoSQL database. As a NoSQL database, MongoDB shuns the relational database's table-based structure to adapt JSON-like documents that have dynamic schemas which it calls BSON.

This makes data integration for certain types of applications faster and easier. MongoDB is built for scalability, high availability and performance from a single server deployment to large and complex multi-site infrastructures.

Fig. 4: Backend Process-MongoDB

Fig. 5: Filters Process

IX. CONCLUSION

This paper has shown that activities taking place at various levels in the organization of the Internet can be interpreted in terms of memes and memetics. This provides a unified framework for examining the overall functioning and behavior of the Internet. Given that the Internet is widely used for the communication of memes, this unified analysis has the real benefit of providing an account of the operation of the network that is coherent with the usage of the network. To the extent that the Internet is an archetypal network, these conclusions apply equally to any computer network.

The levels have been examined, starting from the bottom (hardware) level and working towards the top (user) level, to reveal their embedded memetic systems. The findings of the previous sections show that the simple memetic system supported at the operational level, in which the memes are instructed, is less complex than the system supported at the service level, where the memes are interactors. Again, the system at the service level is less complex than that at the user level which, with certain reservations, is a full-blown memetic system. Thus, the memetic system supported at a particular level is always less complex, and exerts greater control, than that supported by the level above. This finding is in tune with the rationale for adopting a layered approach to the design of a complex system, which is that the addition of a layer adds further capabilities to the overall system by building on those that already exist. In this way, the network supports the capability that users require by progressively building up this capability in a layered way with clear meta-system transitions. The memetic approach adopted here has made it possible to reveal this consistency of design and operation in a coherent way.

X. SCOPE FOR FURTHER ENHANCEMENT

An elaborate exploration was made on meme visit and filters fakers. Meme visit was reviewed and implemented on memes and proposed technology tool like filter faker was implemented on faker catcher.

Fig. 6: A 2000-rupee currency

India had over 50 million accounts on the smartphone instant messenger Whatsapp in 2016. On November 8, 2016, India established a 2,000-rupee currency bill on the same day as the Indian 500 and 1,000 rupee note demonetization. Fake news went viral over Whatsapp that the note came equipped with spying technology which tracked bills 120 meters below the earth. Finance Minister ArunJaitley refuted the falsities, but not before they had spread to the country's mainstream news outlets. Prabhakar Kumar of the Indian media research agency CMS, told The Guardian India was harder hit by fake news because the country lacked media policy for verification. Law enforcement officers in India arrested individuals with charges of creating fictitious articles, predominantly if there was likelihood the articles inflamed societal conflict.

REFERENCES

[1]. Dawkins, Richard (2015), "Memes", Brief Candle in the Dark: My Life in Science (first ed.), London: Bantam Press (Tran's world Publishers), pp. 404–408, ISBN 978-0-59307-256-1
[2]. Solon, Olivia (June 20, 2013). "Richard Dawkins on the internet's hijacking of the word 'meme'". Wired UK. Archived from the original on July 9, 2013.
[3]. Dawkins, Richard (June 22, 2013). "Just for Hits". The Saatchi & Saatchi New Directors' Showcase. (video of speech)

[4]. Coscia, Michele (April 5, 2013). "Competition and Success in the Meme Pool: a Case Study on Quickmeme.com". Paper explained for laymen by Mims, Christopher (June 28, 2013). "Why you'll share this story: The new science of memes". Quartz. Archived from the original on July 18, 2013

[5]. Zetter, K. (29 February 2008). "Humans Are Just Machines for Propagating Memes". Wired website.

[6]. "Memes on the Internet". Oracle Think quest. Retrieved 30 November 2012.

[7]. Marshall, Garry. "The Internet and Memetics". School of Computing Science, Middlesex University. Retrieved 30 November 2012.

[8]. Kempe, David; Kleinberg, Jon; Tardos, Éva (2003). "Maximizing the spread of influence through a social network". Int. Conf. on Knowledge Discovery and Data Mining. ACM Press.

[9]. Castaño, Carlos (2013). "Defining and Characterising the Concept of Internet Meme". Revista CES Psicología. **6** (2): 82–104. ISSN 2011-3080. Retrieved 23 April 2015.

[10]. Basulto, Dominic (July 5, 2013). "Have Internet memes lost their meaning?". The Washington Post. Archived from the original on July 9, 2013.

[11]. Dennett, Daniel (1991), Consciousness Explained, Boston: Little, Brown and Co., ISBN 0-316-18065-3

[12]. Distin, Kate (2005), The selfish meme: a critical reassessment, Cambridge, UK: Cambridge University Press, p. 238, ISBN 0-521-60627-6

[13]. Farnish, Keith (2009), Time's Up! An Uncivilized Solution To A Global Crisis, Totnes: Green Books, p. 256, ISBN 1-900322-48-X

[14]. Henson, H. Keith: "Evolutionary Psychology, Memes and the Origin of War."

[15]. Henson, H. Keith (2002). "Sex, Drugs, and Cults. An evolutionary psychology perspective on why and how cult memes get a drug-like hold on people, and what might be done to mitigate the effects". The Human Nature Review. 2: 343–355.

[16]. Heylighen, Francis; Chielens, K. (2009), Meyers, B., ed., "Encyclopedia of Complexity and Systems Science: Evolution of Culture, Memetics" (PDF), Encyclopedia of Complexity and Systems Science by Robert a Meyers, Springer, Bibcode:2009ecss.book.....M, doi:10.1007/978-0-387-30440-3, ISBN 978-0-387-75888-6

[17]. Ingold, T (2000), "The poverty of selectionism", Anthropology Today, 16 (3): 1, doi:10.1111/1467-8322.00022.

[18]. Heylighen, Francis, (1992) : "Selfish Memes and the Evolution of Cooperation", Journal of Ideas vol. 2, no. 4, pp, 77–84.

[19]. Jan, Steven: The Memetics of Music: A Neo-Darwinian View of Musical Structure and Culture (Aldershot: Ashgate, 2007)

[20]. Lynch, Aaron (1996), Thought contagion: how belief spreads through society, New York: BasicBooks, p. 208, ISBN 0-465-08467-2

[21]. McNamara, Adam (2011), "Can we measure memes?", Frontiers in Evolutionary Neuroscience, 3, doi:10.3389/fnevo.2011.00001

[22]. Millikan, Ruth G. (2004), Varieties of meaning: the 2002 Jean Nicod lectures, Cambridge, Massachusetts: MIT Press, p. 242, ISBN 0-262-13444-6

[23]. Post, Stephen Garrard; Underwood, Lynn G; Schloss, Jeffrey P Garrard (2002), Altruism & Altruistic Love: Science, Philosophy, & Religion in Dialogue, Oxford University Press US, p. 500, ISBN 0-19-514358-2

[24]. Poulshock, Joseph (2002), "The Problem and Potential of Memetics", Journal of Psychology and Theology, Rosemead School of Psychology, Gale Group (2004), pp. 68+

[25]. Russell, Bertrand (1921), The Analysis of Mind, London: George Allen &Unwin.

[26]. Sterelny, Kim; Griffiths, Paul E. (1999), Sex and death: an introduction to philosophy of biology, Chicago: University of Chicago Press, p. 456, ISBN 0-226-77304-3

[27]. Veszelszki, Ágnes (2013), "Promiscuity of Images. Memes from an English-Hungarian Contrastive Perspective", in: Benedek.

About Authors:

RevathyNanjappan had completed B.Sc., Computer Science in the year 2000 and Master of Computer Applications (MCA) in the year 2003 under Bharathiar University. Completed M.phil. in Computer Science from Alagappa University in the year 2005. Completed Ph.Dl. in Computer Science from Mother Teresa Women's Uniersity, Kodaikanal in the year 2013 and the area of research is Neural Networks. Other areas of interest are Mobile Computing, Data Mining and

Artificial Intelligence. At present working as an Associate professor in the Department of Master of Computer Applications at Hindusthan College of Arts and Science at Coimbatore-641 028 and published 10 papers in International Journals, presented 8 papers in International Conferences and 56 papers in National Conferences.

Hemashree Paulraj had completed B.Sc., (Computer Science, Mathematics, Statistics) in the year 2012 under Bangalore University and Master of Computer Applications (MCA) in 2015 under Anna University. The areas of interest are Software Testing and Data Mining. Currently Working as an Assistant Professor in the Department of Master of Computer Applications at Hindusthan College of Arts and Science at Coimbatore-641018.

Vigneshwaran Thiagarajan had completed B.Sc., Mathematics in the year 2014 under Thiagarajar College (Autonomous) Madurai. At Present Final MCA in Hindusthan College of Arts and Science At Coimbatore-641 028 under Bharathiar University. Other areas of interest are Multimedia, Graphics Designing and UI Developing.