Memes vs. Normies
Shaping the Culture of the Digital Age

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ABSTRACT:

This study examines the role of "Memes" and "Normies" in shaping contemporary culture and social behavior. It focuses on how Memes spread online, influencing ideas and values, and how Normies define acceptable social behavior. Real-life examples like "Pepe the Frog," "Black Lives Matter," and "Me Too" illustrate their impact on social and political movements. The study used a descriptive methodology to understand how Memes and Normies affect social identity and values. It found that Memes drive social and cultural change, while Normies maintain social stability. Their interaction updates social norms, fostering innovation while preserving cultural stability.

Keywords: Memes - Normies - Social Behavior - Cultural Change - Social Identity.

1-Background

Memes and Normie are two interesting cultural phenomena that influence the formation of culture and social behavior in modern societies. Memes represent symbols and content that spread rapidly across the internet and social media platforms Defined as cultural units that spread from person to person, Memes were debated long before the digital era (Shifman, 2013)

, The Internet is not the reason for the emergence of Memes, but rather a particle accelerator (Seiffert-Brockmann, Diehl, & Dobusch, 2017), while Normie is known for social behavior that is familiar and acceptable in communities. Comparative research from diverse societies shows that human social behavior varies immensely across a broad range of domains (Henrich, 2015)

Memes arise and multiply rapidly between individuals, which leads to the transfer of ideas and content at a tremendous speed. Memes may be humor, sarcasm or common stereotypes, they can inspire social movements and contribute to the formation of new cultures. Such units of information are spread rapidly by internet users, often for a relatively short period of time. (Lonnberg, Xiao, & Wolfinger, 2020)

On the other hand, Normies determine the social behavior that is acceptable and practiced in society. Normality is considered part of the collective identity and values of society, it includes common and acceptable behavior in various fields. Crucially, social norms are not fixed features of social environments. Nor are they (Kalkstein, Hook, Hard, & Walton, 2023)

Memes and Normies together influence the formation of culture and the structuring of social behavior. Memes may modernize the traditional norm, support social change, and encourage the adoption of new cultural orientations. In turn, the norm determines the norms and behavior that individuals follow in society, which affects the formation of social values and beliefs.

This article aims to explore the concepts of Memes and Normies, analysing how they interact and influence culture and societies. We will highlight the role of Memes in changing norms and the

formation of new values and cultures, as well as the role of Normies in determining the behavior of individuals and their acceptance or rejection of Memes.

We will explore these exciting cultural phenomena and find out how they affect the shape and development of societies in the age of technology and social communication.

2. Methods

In this study, we used the descriptive method, which is used to study phenomena and problems by describing them accurately and in a scientific way. This approach aims to arrive at logical explanations supported by evidence and proofs, which helps the researcher to establish specific frameworks for the problem and determine the results of the research. One of the characteristics of the descriptive approach is that it deals with phenomena as they really are and includes all aspects of the studied phenomenon, and it depends on the collection of data and their analysis accurately. It seeks to explain phenomena based on the collected data. The descriptive approach is widely used in social and humanitarian studies

‹3. Result and Discussion

Part one: the Memes:

1-The concept of Memes:

Definition of Memes, the Term "meme" and the Origin of the Term Memes:

It is a term used to describe units of cultural transmission in the world of the internet and popular culture. Memes can be thoughts, images, texts, videos or even actions or behavioural patterns, which are transmitted between individuals and communities in fast ways and spread through the internet and social networks. Memes in the online world are similar to ideas conveyed by copying and repeating, where users share and repeat Memes that they find funny, expressive or expressive of their feelings. Memes spread very quickly over the internet and can become part of popular culture and internet language. In fact, the term "Memes" is derived from a term in anthropology known as "meme", which was invented by the British anthropologist Richard Dawkins in his book *The Selfish Gene* published in 1976 the name is derived from the Greek word "meme" which means "something that is repeated" or "a copy". Memes in this context represent an idea equivalent in the intellectual world to the concept of gene in the world of genetics, in which cultural traits are transmitted similarly to the transfer of genetic traits in biology. A meme in anthropology is understood as a culturally transmitted unit that is transferable from one individual to another by learning and repetition. Now, in the internet age, the term Memes is used to refer to the similar digital phenomenon where funny or expressive digital content spreads at high speed through social networks and digital platforms. Memes are an important part of the online culture and the power of influence in the communication of the digital society.

Memes can easily evade the content regulators'eyes. (Hossain, et al., October 2022).

Memes have three main characteristics:

 (1) Diffuse at themicro-level but shape the macrostructure of society;

(2) Are based on popular culture;

 (3) Travel through competition and selection. (López-Paredes & Andrea, 2022)

How are Memes Spreading and Multiplying on the Internet?

An internet Memes is defined as "an image, video, piece of text, etc., typically humorous in nature, that is copied and spread rapidly by Internet users, often with slight variations (oxford-2018),The spread and proliferation of Memes on the internet occurs due to the nature of the internet and the means by which information and creative content is exchanged. Here is the mechanism through which Memes circulate:

Search data shows that Memes may be treated as infectious entities when modelling their propagation over time and across societies. (Wang, et al., 2011),

That Memes are created based on social events, prior knowledge of these events essential for the production of meanings about their message. (Junior, Tereza, & Biânca, 2023)

1- Internet Memes have emerged as a novel format for communication and expressing ideas on the web. Their fluidity and creative nature are reflected in their widespread use (Joshi, et al., 2023)

Social media sharing: social platforms, like Twitter, Facebook, Instagram and TikTok, provide an easy way for users to share Memes. Users can repost the Memes or share them with their friends with one click, which causes them to quickly spread widely among the public.

2-. Comments and replies: when Memes are shared on social media platforms, users can comment or reply to them in a funny or inspiring way. This may stimulate more discussion and interaction with Memes and increase their prevalence.

The analysis reveals brand-centric Memes are generally classified as orphan Memes, or Memes that have distinct textual and visual characteristics. (Brubaker, Scott, & Jared, 2018)

3- Participation in digital communities: there are many communities and forums on the internet that focus on sharing Memes. Members of these communities can exchange the Memes they make and share them with each other," our results show that Memes initiated by low-status members spread faster than Memes started by high- or moderate-status members. " (Mazambani, Maria A., Stephen, & Christian F., 2015), there is no solid ground to assess the creativity and sense of humour of the meme's creator. (Alexander, April 2023)

4- Digital applications: there are applications dedicated to sharing Memes such as 9GAG, Reddit, Imgur and others. Users can use these apps to browse Memes and share them with the digital community." the 9gag website allows the highlighting and diffusion of messages specifically targeting certain social, cultural, or national categories tha (WAGENE, 2014)

5- Visual platforms: in addition to images and text, Memes can also spread across visual platforms such as YouTube and TikTok. Users make videos and short films with Memes and share with viewers, TikTok videos could thus be a novel format for health, public service, and politics (Zulli & David, 2020). According to Alexa's ranking of the top 500 sites on the web, YouTube takes the second place, (Shutsko, 2020)

6-. Common phrases and utterances: Memes may sometimes contain distinctive phrases and utterances that can become popular in Internet culture and used in dialogues and jokes between users, Semiotics provides how the combination of modes, media, and potential meanings, that were applied to make meaning in Memes. At the same time, pragmatics proposes details on how Memes can function as speech acts. (Nita, Slamet, & Lies, December 2021)

In general, modern means of communication, the rapid spread of information and creative content facilitate the rapid spread and reproduction of Memes on the internet. Memes can spread from one person to another at a wide speed, which contributes to making them a popular and influential cultural phenomenon.

The Role of Memes in Cultural and Political Change:

The data suggest people circulate political Memes are motivated to make fun of politicians, but also to persuade and inform others in some cases (Halversen & Brian E., 2023), The ability of Internet Memes to surprise and laugh makes them attractive to contemporaries, and also makes them a new element of visual culture (POLISHCHUK, Iryna, Nataliia, & Volodymyr, 2020)

The role of Memes in cultural and political change can be influential in many ways. Here are some examples of the role of Memes in these two aspects:

1-Spreading new ideas and values: Memes can be an effective way to convey new ideas and values between people. When Memes are created to express a new idea or cultural value, they can be quickly exchanged between communities which in turn influence the perceptions of individuals, the transmission dynamics of Memes is rather similar to the one of infectious diseases. (Massad, Armando, Francisco, & Luis, January 2013), it assumes that all individuals that are exposed to the meme are then willing and able to spread it, whereas in reality some may not be either. (Lonnberg, Pengcheng, & Kathryn, 2020)

2-Promoting social awareness: Memes can inspire social awareness on various issues. When Memes are used to express a social or political problem, more people can be motivated to join the discussion and move for change, political Internet Memes significantly contribute to discourse around contemporary events. (Leiser, 2022). Those strategies can be built into communications that strengthen communities and help them move towards greater (Lambrecht, 2023)

3-Encouraging discussion and interaction: Memes can be a catalyst for discussion and interaction between people. When interesting or funny Memes are shared, this can motivate people to comment and share their opinions and thoughts on the topic, Internet Memes have emerged as a significant aspect of contemporary culture, (Balazadeh, August 2023)

4-Influence in politics: Memes can be used in the political sphere to spread messages and motivate voters. When Memes of a well-known political figure or a specific policy become attractive to voters, they can influence their voting and political orientation, These Memes are used through social networking platforms to communicate ideas of political actors to a larger audience. (Kasirye, 2019)

5-Stimulating cultural change: Memes may be part of protest or cultural movements aimed at achieving change. For example, Memes may be part of campaigns for human rights, gender equality, or awareness of environmental issues, the dualities underpinning Memes' structure lead to their performance as contested cultural capital" (Nissenbaum & limor, 2015, pp. 383-501)

6-Uniting digital communities: Memes can serve as symbols of collective identity and cohesion between digital communities. When certain communities share common Memes or produce Memes that express their collective identity, this can unite individuals and build social bonds, we argue that mapping these variations is a useful tool for organizing Memes as an expression of the values and preferences embedded in online communities. (Jens Seiffert & Trevor, 2017)
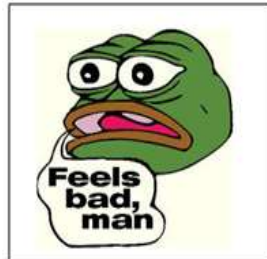
In general, it can be said that Memes have an effective ability to influence culture and politics, whether by conveying ideas and messages, stimulating discussion and interaction, or uniting digital communities. With the spread of social media and the internet, Memes have become an important tool in changing the cultural and political landscape.

Examples of Memes that have influenced the Change of Culture of Societies. There are many Memes that influenced the change

of the culture of societies and shaped the worldview of individuals. And here are some examples of that:

   1- **"Pepe the Frog":** this cartoon character, a green frog, began to appear on the internet in the early first decade of the XXI century. "Pepe the Frog" turned into a cultural symbol
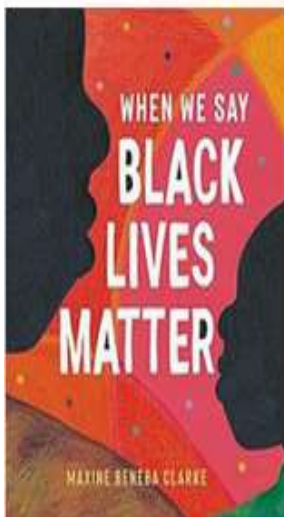
Used in various contexts, but gradually began to be used to spread extremist and hateful ideas and opinions. Later, "Pepe" came under the control of a media campaign aimed at turning him into an extremist symbol

This led to a change in the culture of the negatively affected communities and its use in political debates frantically, Pepe the Frog, as a meme, can be understood as a 'unit of culture that spreads from person to person by means of copying or imitation (Shifman, 2012)

   2- **"Black Lives Matter"**: this meme represents a protest movement that has emerged to demand equality and an end to violence against black people in the United States and around the world. This meme went viral during protests and civic campaigns after several black people died at the hands of policemen in

the United States**.** The issue of

Race discrimination and social injustice has been highlighted through Memes and has contributed to changing social awareness and stimulating debate on this issue, The Black Lives Matter meme and movement are prominent responses to racism that have animated intense interest and support, especially among African Americans**.** (Leach & Aerielle, 2017)

3-**"Me Too":** This meme first appeared in 2006, but became hugely popular in 2017 when women started sharing their stories of sexual harassment and sexual assault via social media with the hashtag "Me Too". This meme has led to improved awareness about the problem of sexual harassment and influenced a change in the culture surrounding dealing with this issue. People on these platforms are positively hoping these stories will come through Real change in current society. (Manikonda, Ghazaleh, Huan, & ubbarao, 2018)

These are some examples that show how Memes can affect changing the culture of communities. These examples show the importance of Memes in spreading ideas, creating awareness and influencing social and political behavior change**.**

How are Memes used in the political sphere and what is their impact?

Memes are widely used in the political sphere to spread messages, influence voters and encourage political participation. Here are some of the ways Memes are used in the political sphere and their impact:

1-Entertaining and attracting attention: Memes can be an effective way to attract attention and interact with the audience. When you post satirical or funny Memes that are related to a political figure or political event, it can catch the attention of voters and motivate them to share more Memes and participate in political debates, that people who circulate political Memes are motivated to make fun of politicians, (Halversen & Brian, October 2023)

2-Criticism of politicians and policies: Memes can be used to criticize politicians and government policies. When Memes that highlight specific politicians or policies in a satirical or comic way are created, they can affect the reputation of these politicians and contribute to voters questioning their decisions, these Memes are employed by users with varying levels of political interest to—in concert with other online political activities—make fun of politicians (Halversen & Brian E., 2023)

3-Motivating voters for political participation: Memes can motivate voters to participate in the political process. When Memes are posted carrying positive messages about elections or the importance of political participation, they can motivate more voters to vote and participate in political life. However, there is a lack of theory about the psychological processes underlying this relationship. (Knoll, Jörg, & Raffael, 2020)

4-Strengthening collective identity: Memes can contribute to the strengthening of the collective identity of political and party campaigns. When political communities share common Memes that express their collective identity, they can unite supporters and boost support for campaigns and parties. Where perceived privacy and trust may impact the ways users demarcate the in-group (us) and out-group (them) through humour. (Newton, Michele, Kerryn, & Christy, 2022)

5-Influencing political debate trends: Memes can influence political debate trends and shape voters ' opinions. When Memes are used to convey specific messages or encourage voters to think about certain issues, they can contribute to turning the course of political debate.. That political Memes do effectively impact on millennials as a form of political participation. (Kasirye, 2019)

In general, it can be said that Memes have an important role in the political sphere through their influence on voters, the transmission of messages and the formation of public opinion. Memes allow participants in the political process to express their

opinions and criticize politicians and policies in an inspiring and powerful way.

***T*he second part: The Normies**

1-Definition of Normies:

Normie is a term used in Internet culture and social networking sites to refer to a person who is considered normal or very normal in behavior and interests, often unknown, not strange or influenced by new trends and phenomena that spread through the internet.

The term "Normie" is sometimes used negatively to describe individuals who do not follow unconventional or modern trends and do not participate in Internet culture and Memes to the same extent as others. This term is sometimes used to express disdain for people who express specific views that are contrary to the prevailing trends on the internet.

The term can refer to a person who does not follow the mainstream of popular culture or modern online trends, and is often used sarcastically or mockingly to express the difference between ordinary people and those who are considered creative or unusual on the internet.

Clarifying the Concept of Normality and how it represents Naive Behavior Widespread in Society.

A Normie, in the context of popular culture and the internet, refers to a person who follows normal and familiar behavior, avoids unconventional or strange behaviours or interests. A Normie represents a person who adheres to traditional values and beliefs in society and avoids challenge and isolation with different opinions or ideas.

The term *Normie* goes back to internet culture where it is used to describe people who are not heavily involved in new activities on the internet, such as following sarcastic jokes, Memes and recent trends. The term is sometimes used derisively or to mock ordinary behavior and to appeal to the familiar instead of exploring and trying new things.

A Normie represents naive behavior in society because he just follows what is familiar and usual without thinking about looking for his own opinions or getting acquainted with new ideas. The Normie tends to easily integrate into the collective culture and common attitudes rather han independence and critical thinking.

It is noteworthy that not everyone who follows familiar behavior can be considered normal, as people may have personal reasons for preferring stability and sticking to familiar things. However, the term Normie is used in Internet culture in general to express naive behavior that avoids challenge, innovation and new experiences.

The role of Normie in the Formation of Social Values and Beliefs.

A Normie plays an important role in the formation of social values and beliefs in society. Here are some of the methods by which the Normie influences the formation of social values and beliefs:

1 Promoting social stability: The normative contributes to maintaining social stability by promoting stability and adherence to traditional and familiar values and practices. Individuals feel comfortable and safe when they follow familiar and usual behavior, and this promotes unity and solidarity within society. But when society is uncoordinated as a whole, and the relationship between man and society is uncoordinated, it will have social problems. (Campos, Dignum, & Dignum, 2009)

2-Regulation of social behavior: the Normie plays a role in regulating social behavior and adjusting the accepted norms of behavior and public manifestations. When people follow familiar behavior, limits are set for social behavior and determine what is acceptable and unacceptable in society. Following norms often requires restricting behavior, demanding to curtail selfishness, or suppressing personal goals. (Febriana, Umaimah, & Alexander, 2023)

3-Collective identification: the Normie can contribute to the collective identification of a community. When individuals ' behavior and beliefs are similar, they have a sense of belonging to the same community and a common social identity.

4-The impact of social pressures: Norms can impose social pressures on individuals to adapt to the usual behaviors and values prevailing in society. Individuals can also feel pressure to adapt and conform to social expectations. Significant social pressures can also have an unintended cumulative effect on individuals simply exercising their freedom (Threet, 2018)

5-The influence of media and popular culture: the Normie influences the media and popular culture and contributes to the formation of messages and stories that are disseminated in society. Fashionable behavior and prevailing social values are usually displayed in the media, which affects the formation of individuals ' perceptions about what is acceptable and unacceptable. The use of social media has had a significant negative impact on popular culture (Okoch & Ebi, August 2022)

Despite his important role, it should be noted that the Normie does not always meet the needs and aspirations of all members of society. Non-open adherence to normality can lead to ignoring diversity, innovation and social change. Hence, it is imperative that individuals look with openness and tolerance towards different opinions, behaviours and pluralism of beliefs to achieve a more inclusive and progressive social harmony.

2. The Influence of Normality in Society

How the Normie affects the behavior of individuals and their likelihood of accepting or rejecting Memes?

Normie significantly affects the behavior of individuals and the likelihood of their acceptance or rejection of Memes. Here is how the Normie can affect individuals and their response to Memes:

1-Influence on social behavior: the norm defines the norms of social behavior and determines what is acceptable and unacceptable in society. If the behavior followed is not to participate in the Memes or not to interact with them, then individuals may avoid participating in the meme community to adhere to normality.

2-Defining cultural norms: a Normie can define the cultural norms of a society, including interests and values. If Memes contradict familiar social values, individuals may refuse to accept them and avoid participating in their dissemination.

3-The influence of social pressures: Normie may impose social pressures on individuals to adapt to familiar behavior and avoid participating in socially unacceptable behavior. If society follows a specific behavior towards Memes, then individuals may feel pressure to adapt to this behavior.

4-Belonging to society: Normie may affect the desire of individuals to belong to society and influence the perception of them by others. If Memes are associated with a particular community or social group, it can be difficult for individuals outside of that group or community to accept these Memes.

5-The influence of popular culture: people are encouraged to follow Normie through popular culture, including media, television, songs, movies, and social media platforms. If the usual behavior is not to participate in the Memes or to see them in a negative way, then individuals may be influenced by this stereotype and adopt this behavior as well.

6-Despite the influence of Normie in shaping the behavior of individuals and their response to Memes, individuals also have a personal orientation and individual interaction with the content. Some

people may accept Memes and participate in their dissemination while others can avoid them based on their personal inclination and individual values.

Analysis of the Influence of Normie on the Formation of Different Societies and Cultures.

The influence of the Normie on the formation of different societies and cultures can be diverse and complex. Here are some aspects that can be analysed for the impact of Normie on societies and cultures:

1-Unification of collective identity: Normie contributes to the unification of the identity of society and the formation of the collective identity of its members. When individuals follow familiar, habitual behavior and prevailing social values, they feel belonging to the same society and integration into it. Collective identities are in constant interplay with personal identities, but they are never simply the aggregate of individuals 'identities. (Polletta & James, 2010)

2-Regulation of values and beliefs: the Normie contributes to the regulation of values and beliefs in societies and cultures. When familiar and habitual behavior is considered as a criterion of social acceptance, what is acceptable and unacceptable in society is determined and the prevailing values are determined, that geographical conditions can have direct and long-lasting effects on social norms. (Voigt, January 2024)

3-Social pressure and conformity: Normie imposes social pressure on individuals to adapt to familiar behavior and conform to social expectations. Individuals may feel the need to conform and follow socially acceptable behavior even if it differs from their personal beliefs.

4-Formation of Customs and traditions: Normie can contribute to the formation of Customs and traditions in societies and cultures. When individuals follow familiar behavior over time, this behavior is documented in customs and traditions that become part of the culture.

5-Creativity and renewal: Normie may have a negative impact on creativity and renewal in societies. If familiar behavior is narrowly defined, it can be difficult for individuals to think differently and come up with new ideas.

6-Influencing social change: Normie can influence social change and acceptance of social changes. When a new behavior or value is accepted as part of normality, this may facilitate the process of social change.

In general, Normie can have an important influence on the formation of different societies and cultures. It can have a positive role in unifying collective identity and regulating social values, but it can also represent a barrier to innovation and social change at times. Society must deal with the balance between preserving cultural constants and traditional values and at the same time opening the way for renewal and development.

Part Three: comparison of Memes and Normies

1-Similarities and differences:

The Points of Similarity between Memes and Normie in their Influence on Culture and Social Behavior.

There are some points of similarity between Memes and Normie in their influence on culture and social behavior. Here are some of these points:

1-Their influence on social formation: both Memes and Normies affect the social formation of society and culture. Memes are rapidly spreading through the internet and are part of digital culture, while Normie defines social norms and acceptable behavior in society.

2-Unification of collective identity: both Memes and Normies contribute to the unification of the collective identity of society and social groups. Memes can become a common symbol among individuals who share the same digital culture show that some Memes, and thus the culture expressed through them, overlap in some of the SCs and ICs.

This suggests that specific Memes have the potential to "bridge" the cultural boundaries of communities (Henn & Posegga, 2023), while Normies can promote belonging and integration within society.

3-Defining social behavior: both Memes and Normies define what is acceptable and unacceptable in society and culture. Memes express the feelings, opinions and trends that culture has, while Normie defines the behavior that individuals should follow to adapt to social rules

4-. Social pressures and conformity: both Memes and Normies can impose social pressures on individuals to adapt to prevailing behavior. Individuals may feel the need to match familiar behavior and adapt to social expectations regardless of their personal beliefs. (Zulli & James, 2020)

5-The influence of popular culture: both Memes and Normies can be influenced by popular culture and spread through it. Memes can spread rapidly in popular culture via mass media and social media platforms, while Normies can be influenced by the stories and directives represented by popular culture.

6-In general, both Memes and Normies play an important role in the formation of culture and social behavior. Memes represent a form of modern cultural expression, while Normie defines the social and cultural norms that individuals should follow in society. These two forces interact to shape collective identity and define social values and beliefs in different societies.

- The Differences between both in the Nature of Publishing and their Impact on the Individual and Society.

Although Memes and Normies can influence culture and social behavior, they differ in the nature of dissemination and their impact on the individual and society. Here are some of the main differences between them:

1-Nature of publication:

-Memes: a meme is a content, idea, or image that spreads quickly online by other users. Memes are usually spread by sharing them on social media, such as Facebook, Twitter, Instagram, and others, or via text message and email.

- Normie: Normie refers to social behavior that is familiar and recognized in society, and is not published in the internet in the same way as Memes. Instead, the Normie is transmitted through social interactions, personal experience and traditional cultural influences.

2. Their Impact on the Individual and Society:

- Memes: Memes can influence the individual and society in a fast and attractive way. Memes can spread ideas, beliefs and behavioral patterns in society very quickly, which can lead to the spread of new culture and ideas. Some Memes can be funny and inspiring, while others can be serious and expressions of emotional feelings.

- Normie: Normie affects the individual and society in a more gradual way and has a long-term impact. The norm is formed through history, socio-cultural experiences, and is now considered familiar and accepted. Normie can have a strong influence on the values, cultural perceptions and social beliefs that prevail in society.

In general, Memes can have an immediate and quick impact on the individual and society, while Normies can have a long-term impact rooted in social perceptions and values. Despite the different nature and impact of dissemination, Memes and Normies are part of the human experience in shaping culture and social change.

2-The Effect of the Interaction of Memes and Normies:

How Memes interact with Normies and what is the impact of this interaction on culture and societie?

The interaction of Memes with Normies represents a process of mutual influence between them, since each can lead to a change in the other. This interaction occurs when Memes are transmitted and spread in society, interacting with the mainstream Normie and the values and beliefs that prevail in society.

The impact of this interaction on culture and societies can be as follows:

1-Normie update: Memes can contribute to Normie update and change some of the values and beliefs prevalent in societies. When a certain meme spreads and is adopted by a large number of individuals, this may lead to a change in social behavior and the acceptance of a new behavior as part of normality.

2-Formation of cultural orientations: Memes can influence the formation of cultural orientations and trends in societies. When Memes with certain content go viral and gain widespread acceptance, they may have an impact in shaping people's thoughts and perceptions and determining what is socially acceptable.

3-Social change: the interaction of Memes with Normies can lead to social change in communities. When Memes spread that encourage new thinking and motivate action or involvement in certain issues, social behavior and participation in new social activities may change.

4-Challenge the traditional Normie: some Memes can contain content that challenges the traditional Normie and the usual in communities. This can stimulate discussion, discussion about prevailing values and beliefs, acceptance of new and different behavior.

5-Promote popular culture: Memes can promote popular culture and become a symbol of collective identity. Memes may have a role in enhancing individuals ' belonging to and integration into society and unifying cultural identity.

Ultimately, the interaction of Memes with Normies is an important mechanism for the formation of culture and social change in societies. The spread of Memes and people's response to them may influence the definition of social behavior and the formation of prevailing values and beliefs, making it an influential phenomenon in the era of the internet and social media.

- Examples of How Memes Influence the Change of Normie and the Formation of New Values and Cultures.

There are many examples of how Memes can influence the change of Normies and the formation of new values and cultures. Here are some examples:

1-Political Memes and social change: political Memes may influence Normie's political change in societies. For example, in periods of elections or important political events, Memes that motivate

people to participate politically or vote may spread. Such Memes can lead to a change in political consciousness and increase the participation of individuals in the democratic process.

2-Memes and social issues: Memes may have an impact in spreading awareness about important social issues and stimulating social action. Memes about issues such as diversity and equality, human rights, climate change, and others, can inspire individuals to engage in debates, protests, and action for change.

3-Youth culture and fashion: Memes may influence the formation of youth culture and identify new trends in fashion and style. Fashion and entertainment Memes can inspire individuals to adopt new styles of clothing and appearance, contributing to the formation of a new culture that suits a particular generation.

4-Artistic Memes and innovation: artistic Memes may influence the promotion of creativity and innovation in societies. Memes about art, literature and technology can inspire artists and creators to develop new and innovative works, contributing to the formation of a new artistic culture.

5-Memes and social values: Memes may influence the change of social values and beliefs. Memes about social responsibility, justice, love and tolerance can promote human values and tolerance and motivate people to empathize and cooperate.

When Memes are widely spread and get people's attention, these Memes can influence the change of the Normie and the formation of new values and cultures in societies. This reflects the influential power of Memes as a powerful mechanism in the transmission of new ideas, values and beliefs in the age of the internet and the age of social communication.

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3-Defining social behavior: both Memes and Normies define what is acceptable and unacceptable in society and culture. Memes express the feelings, opinions and trends that culture has, while Normie defines the behavior that individuals should follow to adapt to social rules

4-. Social pressures and conformity: both Memes and Normies can impose social pressures on individuals to adapt to prevailing behavior. Individuals may feel the need to match familiar behavior and adapt to social expectations regardless of their personal beliefs.

5-The influence of popular culture: both Memes and Normies can be influenced by popular culture and spread through it. Memes can spread rapidly in popular culture via mass media and social media

platforms, while Normies can be influenced by the stories and directives represented by popular culture.

In general, both Memes and Normies play an important role in the formation of culture and social behavior. Memes represent a form of modern cultural expression, while Normie defines the social and cultural norms that individuals should follow in society. These two forces interact to shape collective identity and define social values and beliefs in different societies.

- The Differences between both in the Nature of Publishing and their Impact on the Individual and Society.

Although Memes and Normies can influence culture and social behavior, they differ in the nature of dissemination and their impact on the individual and society. Here are some of the main differences between them:

1-Nature of publication:

-Memes: a meme is a content, idea, or image that spreads quickly online by other users. Memes are usually spread by sharing them on social media, such as Facebook, Twitter, Instagram, and others, or via text message and email.

- Normie: Normie refers to social behavior that is familiar and recognized in society, and is not published in the internet in the same way as Memes. Instead, the Normie is transmitted through social interactions, personal experience and traditional cultural influences.

2. Their Impact on the Individual and Society:

- Memes: Memes can influence the individual and society in a fast and attractive way. Memes can spread ideas, beliefs and behavioural patterns in society very quickly, which can lead to the spread of new culture and ideas. Some Memes can be funny and inspiring, while others can be serious and expressions of emotional feelings.

- Normie: Normie affects the individual and society in a more gradual way and has a long-term impact. The norm is formed through history, socio-cultural experiences, and is now considered familiar and accepted. Normie can have a strong influence on the values, cultural perceptions and social beliefs that prevail in society.

In general, Memes can have an immediate and quick impact on the individual and society, while Normies can have a long-term impact rooted in social perceptions and values. Despite the different nature and impact of dissemination, Memes and Normies are part of the human experience in shaping culture and social change.

2-The Effect of the Interaction of Memes and Normies:

How Memes interact with Normies and what is the impact of this interaction on culture and society*?*

The interaction of Memes with Normies represents a process of mutual influence between them, since each can lead to a change in the other. This interaction occurs when Memes are transmitted and spread in society, interacting with the mainstream Normie and the values and beliefs that prevail in society.

The impact of this interaction on culture and societies can be as follows:

1-Normie update: Memes can contribute to Normie update and change some of the values and beliefs prevalent in societies. When a certain meme spreads and is adopted by a large number of individuals, this may lead to a change in social behavior and the acceptance of a new behavior as part of normality.

2-Formation of cultural orientations: Memes can influence the formation of cultural orientations and trends in societies. When Memes with certain content go viral and gain widespread acceptance, they may have an impact in shaping people's thoughts and perceptions and determining what is socially acceptable.

3-Social change: the interaction of Memes with Normies can lead to social change in communities. When Memes spread that encourage new thinking and motivate action or involvement in certain issues, social behavior and participation in new social activities may change.

4-Challenge the traditional Normie: some Memes can contain content that challenges the traditional Normie and the usual in communities. This can stimulate discussion, discussion about prevailing values and beliefs, acceptance of new and different behavior.

5-Promote popular culture: Memes can promote popular culture and become a symbol of collective identity. Memes may have a role in enhancing individuals ' belonging to and integration into society and unifying cultural identity.

Ultimately, the interaction of Memes with Normies is an important mechanism for the formation of culture and social change in societies. The spread of Memes and people's response to them may influence the definition of social behavior and the formation of prevailing values and beliefs, making it an influential phenomenon in the era of the internet and social media.

- Examples of How Memes Influence the Change of Normie and the Formation of New Values and Cultures.

There are many examples of how Memes can influence the change of Normies and the formation of new values and cultures. Here are some examples:

1-Political Memes and social change: political Memes may influence Normie's political change in societies. For example, in periods of elections or important political events, Memes that motivate people to participate politically or vote may spread. Such Memes can lead to a change in political consciousness and increase the participation of individuals in the democratic process.

2-Memes and social issues: Memes may have an impact in spreading awareness about important social issues and stimulating social action. Memes about issues such as diversity and equality, human rights, climate change, and others, can inspire individuals to engage in debates, protests, and action for change.

3-Youth culture and fashion: Memes may influence the formation of youth culture and identify new trends in fashion and style. Fashion and entertainment Memes can inspire individuals to adopt new styles of clothing and appearance, contributing to the formation of a new culture that suits a particular generation.

4-Artistic Memes and innovation: artistic Memes may influence the promotion of creativity and innovation in societies. Memes about art, literature and technology can inspire artists and creators to develop new and innovative works, contributing to the formation of a new artistic culture.

5-Memes and social values: Memes may influence the change of social values and beliefs. Memes about social responsibility, justice, love and tolerance can promote human values and tolerance and motivate people to empathize and cooperate.

When Memes are widely spread and get people's attention, these Memes can influence the change of the Normie and the formation of new values and cultures in societies. This reflects the influential power of Memes as a powerful mechanism in the transmission of new ideas, values and beliefs in the age of the internet and the age of social communication

Conclusion:

In conclusion, Memes and Normies are two important cultural phenomena that influence the formation of culture and social behavior in societies. Memes reflect the power of rapid spread and effectiveness in conveying ideas and content, while Normies determine the social behavior that is familiar and accepted in society.

Memes are associated with Digital Culture and social media, as they spread and multiply rapidly over the internet. Memes can influence the change of Normies and the formation of new values and cultures in societies. Memes may inspire social action, encourage critical thinking, and foster innovation and renewal.

On the other hand, Normies determines the prevailing and accepted social behavior in society, it may be changed by the influence of Memes and socio-cultural changes. The Normie represents a part of the identity of society and its collective values.

These two phenomena work together to shape culture and change social behavior. Memes interact with Normies and these interactions may modernize traditional Normies, shape cultural orientations, support social change, and challenge prevailing values.

In the end, these digital and social cultural phenomena show great importance in the era of technology and communication. The interaction of Memes and Normies requires taking into account their impact on culture and societies, striking a balance between renewal and preservation of basic social values. Understanding this relationship and its impact contributes to the improvement and development of societies to keep pace with changes and developments in the modern world.

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