

# The design of a platform determines the kind of content produced

Seong-Young Her December 15, 2017

It's a great example of how shaky the definition of 'Internet meme' as 'a funny image or video clip' really is. Are these photos each a meme, or do they compose a single meme through being viewed together?

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Facebook allows users to post multiple photos in one post, hides parts of a large photo, flick through the photos one at a time and share the post with all of the photos.

This has led to the development of a new format of sequential memeing: rather than the traditional single-file practice, in which the unit of repost/share is an image or a video, users share a collection of images.

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I made these Siphonaptera (the Flea) images with no intention of posting each one independently.



1/3 of Europe

A rat



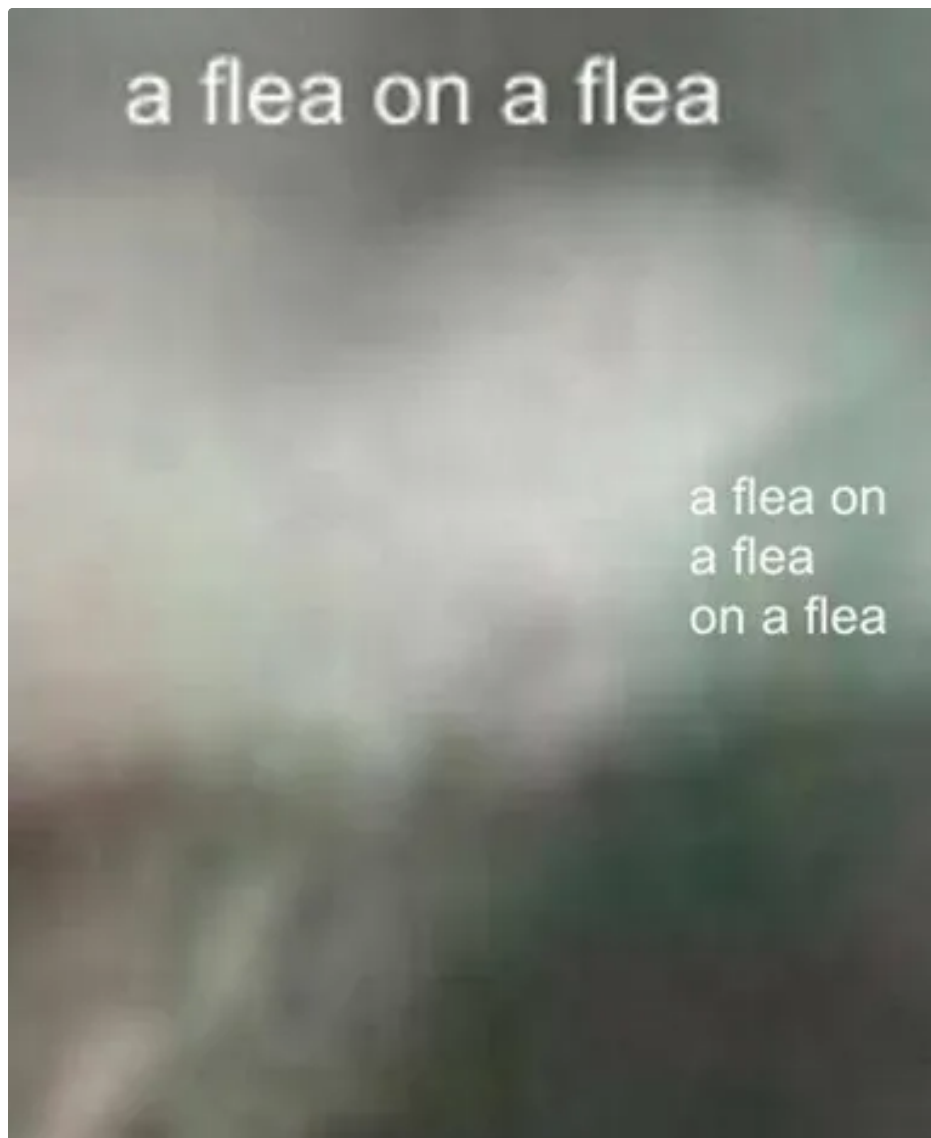
A rat

a flea on a  
rat

a flea on a  
rat

a flea on a flea





If I were posting on an imageboard where I can only post one image per post, I might have replied to each previous post in order to join them into a single thread.

A primitive example of the same kind are combo threads on imageboards. You can see the Slowpoke example [here](#).



The unit is made up of three image files over three posts, in one thread. It is a single image made up of three image-files. Is it one meme? Are these three memes that must accompany each other to be complete? Are there multiple 'levels' of memetic content at play in every instance of a shitpost?

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