

AI and memes: Across the boundaries

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ABSTRACT

Memes have become one of the most popular cultures encapsulated by digital artifacts across digital spaces of all kinds. Users can create memes by themselves but can also use online services or tools. Among these, AI tools are popularly used because they can quickly generate creative memes by exploring vast stores of preexisting resources. Depending on the configurations of their algorithms and storehouses of resources, different AI meme generators can create different memes with the same prompt; further, the same generator can create different memes at different times with the same prompt. In addition, AI-generated memes may include controversial content in their images and captions or other components, unanticipated by the writer of the prompt. In this study, we will examine several AI meme generators by creating memes using identical prompts and a series of prompts and compare the outputs, with a focus on cross-world ethical issues through the theoretical lens of information domains (Burnett, 2015; Burnett & Burnett, 2019). The results will provide insights into learning, meme generation, and ethical issues related to the use of AI tools.

ALISE RESEARCH TAXONOMY TOPICS

Artificial Intelligence; Information ethics; Information literacy; Information use.

AUTHOR KEYWORDS

Memes; Meme generators; Information domains; Information boundaries.

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