

Research of Current Popular Meme --- "otto"

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Abstract: Through the literature research and data analysis, the characteristics and motivations of sub-culture tribes are explored in this paper. Research on the hot meme "otto" found that it is popular by the curse of League of Legends professional player "otto" in the games and live streaming, and developed in various branches, such as "shuo de dao li", "chestnut hairstyle" and re-created works of the voice of "otto", mainly the singing with his voice. It is found that the users use the sub-culture meme mainly to meet their novelty-seeking demands and the pursuit of new venting means. It is found that youth under the age of 35 are seeking novelty and value guidance.

Keywords: Popular memes, Social phenomenon, Otto, Abstract culture.

1. Introduction

After 2020, a large number of sub-cultures deviating from main values have emerged on the Internet in China, and most of the users are under the age of 35, who introduce "Rising Waves", "Suppression Clouds", etc. The academic world has carried out various studies on this phenomenon, however, most of these studies are conducted on the main sub-culture of the network, such as the local culture, couch potato culture, etc., while the sub-cultures that are popular among minorities but still can not be ignored. "Abstract culture" is one of them. This paper will focus on one of the branches of "abstract culture", "otto", to study the reasons for the development in 2020, which will fill in the current academic gaps and explore the psychological state of contemporary young people, leading their values.

2. Literature review

At present, there are many researches about pop words on CNKI, and there are also studies on sub-cultures caused by negative reasons, such as "Network Self-Mockery: Self-Depreciation, Defense Mechanism and Value Confusion. However, the research on abstract culture, especially the sub-culture of "otto", is still blank. Although many papers can be found through the keywords of "abstract culture" in CNKI, but no literature can be found with the keywords related to "otto". This paper aims to fill the research gap of the sub-culture of "otto".

3. Method

Because there are few studies, the data are obtained from the articles in Zhihu and the special data analysis software for Bilibili, the primary data via FEIGUA.

4. Result

The whole name of "otto" is Hou Guoyu, who is a former professional player of "League of legends pro league (LPL)". His game ID is otto. Because he always abuses his teammates and opponents as if shooting so he is called "otto", this is the source of the nickname "otto".

It was mainly generated by high-intensity "interaction" with fans in the live streaming room and teammates in the

game when he was live streaming on China's domestic video entertainment live streaming platform "DOUYU" after retirement. Because of the high winning rate brought by the excellent "interaction" skill, mainly reflected in the use of various insulting words, stubbornness, fast typing and diehard, the live streaming entertainment effect is very strong, attracting more fans to interact with him during the live streaming. In addition, some words and paragraphs that widely spread on the Internet were born, such as "Silver is stupid"(Silver refers to the third lowest level in the League of Legends, which is equal to the novice level). These the words and paragraphs widely spread on the Internet make "otto" famous in China's network, and the related memes are all nameless, in line with the public superficial opinion towards abstract art with nameless characteristics, so the "abstract culture" appeared among the netizens, "otto" also spread at this point.

4.1. What is the "otto"?

4.1.1. Personal appearance

4.1.1.1 Wheelchair (generally represented by ♿)

The main reason for the meme is that he looks like a disabled person in a wheelchair when sitting in a computer chair during the live streaming. Some fans even deride him as "The strength of disabled man rivals that of the divine." This emoji is often seen in the bullet comments of any video related to him.

4.1.1.2 "Chestnut hairstyle", "shuo de dao li"

These two images are generated by the forced spherization of the plan of the "otto" image, with the chestnut hairstyle being processed upwards and shuo de dao li being processed downwards (Fig. 1).



Figure 1. The left is "shuo de dao li" and the right is "chestnut hairstyle"

"Chestnut hairstyle" is named intuitively, because his image is like a chestnut. However, the origin of the name of "shuo de dao li" is that "otto" sings "Exaggeration" during the live streaming, because his singing skills are really impressive by netizens. They ran the audio backward, among which the "shuo de dao li" appeared clearly, so it was used to name this "chestnut hairstyle" spherical backward image. These two images are often used to re-create "otto" videos, usually used with "otto" famous words and backward audio

4.1.2. The real name of "otto" related to Hou Guoyu:

Because the Chinese character "Yu" (which means Jade) is very similar to "Wang" (which means King), netizens call him "Hou King", which is sound like "Monkey King" and the same with the monkey character in Boonie Bears, GiGi King. Therefore he was called "GiGi King" by netizens, and his fans were called "GiGi Citizens".

4.1.3. "otto" sounds related.

4.1.3.1 otto words

"otto words" refers to the backward audio, which was generated like "shuo de dao li" but covers more aspects. It is generated from the words spoken in the live streaming room, such as "Oney's hand, hallhan (hello, I'm otto)", "Ollianfell (leave me)". Then all the backward audios/videos on the network are called "otto words", and there are also "Aminos", "Yidgelami" and other words used to replace the normal audio.

4.1.3.2 Original Sound Dismantling

In order to meet the needs of re-creation, some bloggers break down the various audios about "otto" on the Internet and the sound of blowing suona during live streaming into a single fragment of pronunciation to fill the lyrics, similar to "vocaloid (Yamaha's virtual singer industry)".

4.1.4. Characteristics of "otto" re-created videos:

4.1.4.1 High spiritual pollution and high psychedelic style (psychedelic: It usually refers to a state of consciousness similar to that after drug abuse)

The tone of the re-creation of "otto" is laid on the "uploader" of "Bilibili" (The platform's name for the video creator) "Karasu's two videos, "The War of Guoyu" and "otofly (the video has been removed)". The two videos have achieved high popularity in "Bilibili" because of the psychedelic audio-visual experience and inexplicable funny effect with accurate expression of the author's creative intention created by the atrocious tuning, high frequency out of tune, psychedelic grotesque pictures and the occasional harsh suona sound together. "The War of Guoyu" has been played 13.709 million so far, "otofly" had a total of 2.9 million video playbacks amount before the removal, which has already been the high traffic video in "Bilibili" (the one with more than one million video playback amount is regarded as success). The success of the two videos made netizens recognized the creative value, and the video style has also been followed down.

4.1.4.2 Insulting words

This was a matter of personal qualities of "otto", because the memes about him mainly came from the clips of cursing during his live streaming.

4.2. The influence of "otto" and related memes

By 16:32 on July 25, 2023. The video platform "Bilibili" has 75,000 videos, 1108 selected videos about "otto", which have 2.09 billion video playback amount.

According to the financial report of "Bilibili" in the first

quarter, 2023, "Bilibili" has 315 million monthly active users and 93.7 million daily active users. This 2.09 billion plays strongly suggests the influence on the platform.

4.3. The main active group of the "otto" memes

The "otto" was first spread from his live streaming room, and the live streaming industry, especially the live streaming of video games, is mainly aimed at young people, so it can be said that the "otto" is popular among young people who like games.

4.4. Why are the "otto" memes active in this group?

4.4.1. After 2020, the COVID-19 epidemic causes the public to pursue entertainment culture more widely.

After 2020, most people in China began to work at home because of the COVID-19 epidemic, during which China's economy was almost stagnation and some industries closed down because they had been living beyond their means. The rising unemployment has led to the accumulation of anxiety about the present and the future among the younger generation, which has led to dissatisfaction with surroundings and current experiences, and more complaint has begun to increase, "Recently, decadent mood spread widely on the internet, after amount of negative words appeared, by simulating and spreading of netizens, have become popular in society"[1]. What's more, some official media made some stupid speech result in common people became hate those mouth of the government, "Ren Min Ri Bao as the mouth of the government, misunderstood 'good morning worker, worker man with worker soul, worker is elite.' to encourage people to work, but it didn't aware that the sentence was not used to encourage themselves, the true purpose is to self-badinating, a weak outcry from worker class without power." The other factor is that people who are isolated at home for long-term can only communicate through the network for limited information and entertainment. Gradually, people began to escape from reality with the network, and pursue entertainment and complain through the network, among which there were various slanging match on the network.

However, major social platforms in China prohibit abuse and insulting words, so these insulting words eventually become "*", or directly deleted. Therefore, young people began to look for ways that would not be prohibited, and "the containment of subculture makes any culture could have a place in teenagers' mind whatever it's graceful or rude." [2] At this time, "otto" appeared through "The War of Guoyu" of "Bilibili". "Bilibili" netizens found that the "otto" memes meet their needs, they can say "otto words" to express their curse words, even ignoring the platform review mechanism. Those who do not understand the memes will not be insulted. Moreover, the "otto" is also in line with the young people's curiosity, who can express their individuality through the "otto" memes, satisfying the need to distinguish them from others. "memes always be thought as subculture of teenagers, show their characteristics of 'entertainment', 'rebellion', 'against'" [3], and "subcultures are different from traditional life, they provide teenagers ability to try breaking social rules, and see their life as a video game, even do crime." [4] "otto" memes are such a subculture. The "otto" began to spread more widely on the premise of meeting the needs of young people.

4.4.2. Psychological groups are infective

"All emotions and actions are infective, this infection is so strong that individuals in the same group are likely to do the same things." [5] It's make sense that why "otto" memes are active in those communities related to "otto"

4.4.3. "otto" projects the current situation of contemporary young people, which aroused public resonance.

As a professional e-sports gamer, "otto" made outstanding achievements but developed downward. In the beginning, he defeated the top player "gogoing" at the peak of his career, and defeated his predecessors in Korean game circle, just like the so-called "genius", but that is all achievement. He didn't win any trophies, and even was defeated easily by his former opponent. After the "genius" lost his talent, the surrounding chers disappeared, and he turned into an ordinary player again.

The dramatic experience resonated with many netizens. Just like most ordinary Chinese young people, they were praised as "geniuses" when they were young, satisfying their parents' desire for their children to become successful. After recognizing the fact that they had no talent, they became a part of social incompleteness. Therefore, his image is most appropriate to the nameless image of many re-created videos. Because "He is an excellent professional player, but also the most humble ordinary person in the professional game community; He got quadra kill in the Korean game community, but he was exasperated by the doubts of the silver level and gold level players." The flexibility of his personal image has made the re-creation, and also let netizens feel a sense of kinship with the scolding words with his words and paragraphs that widely spread on the Internet.

4.4.4. The convenience of symbolization of "otto"

It is not only because of the above reasons that the "otto" memes still alive. Because it has long been structured into various symbols by various means, except for the scolding purpose, "otto" memes can be used to make music-related videos, such as Sound Mad (a re-created video that replaces the original music with other materials) and "newborn juice". In addition, it can even be used as a drama, such as the "otto sitcom" series. Its superior convenience and sub-cultural groups can also enjoy the high entertainment and vulgar content, which creates the endless vitality of the re-creation

of "otto", and attracts traffic for the "otto". The "otto" provides the material for the re-creation by making memes, achieving each other.

5. Discussion

The paper aims to study the reasons why the new sub-culture "otto" has a great influence in China in recent years. It fills up the current academic research gap in this field and provides information for guiding the group to establish correct values.

The main findings are as follows: The influence of this sub-culture is mainly due to the response to the demand for cursing on the Internet, which reflects the pursuit of entertainment and individualization by the contemporary younger generation.

Disadvantages: Due to the lack of research in this field and the particularity of the study, the limited research data can only be found through the network, so there may be many shortcomings. Please forgive the shortcomings.

6. Conclusion

(1) The reason for the emergence of this sub-culture is not positive, which reflects that the values of contemporary Chinese young people need to be guided correctly.

(2) Young people are eager to be different and want to be different from ordinary people.

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