Memes are ‘units of culture dissemination’ - graphic characters which connect and disseminate ideas, threads of culture, subjects of discussion that otherwise could remain only local, rooted in a limited context.

Memes are:
- vernacular,
- emotional,
- humorous
- referring to current events
- cannot be understood without the social context

Sharing memes alterate emotions and reload social meanings

Memes are:
- Information – memes give the information and context of interpretation of current events (intesubjectivity)
- Expression – play a role in expressing convictions, views and emotions of the sender
- Impression/Satiric (Ludic) – their aim is to amuse the recipient, to mock social norms or unsocial behaviors
- Control – usually memes criticize the social order (norms, governmental decisions), but during the ‘Stay at home’ phase they encouraged to follow the sanitary restrictions
- Repositories of social emotions, behaviors, norms (food for attitudes).

Functions of memes:
- Fear/uncertainty
- black humor
- Sense of isolation and loneliness
- approval of introversion

Fear/uncertainty: reduction of the level of stress and lack of knowledge (“It is ok too be anxious”)
Getting used to new situation - trying to continue normal life; seeking for normality by ridicly of pandemic

Sense of isolation and Loneliness: psychological effect – socially deprived attitudes in the situation of crisis became the important resource in coping with new situation – the need of different competencies

Methodology: circa 2000 memes directly or indirectly (contextually) referring to coronavirus were obtained from websites: www.memy.pl, www.kwejk.pl, www.demotywatory.pl between March and August 2020. 1324 mems were chosen for analyses, 23 were dedicated to #stayathome phase (18.03-07.04).

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I wonder … after the pandemic we will have more divorces or more pregnancies?

POSTEPOWANIE W CZASIE PANDEMII
PRAWIDŁOWE:

For you they stayed at work,
You stay for them at home

MIEPRAWIDŁOWE:

Osi dla ciebie zostal w pracy
For you they stayed at work,
You stay for them at home

Wrong

Introverts: we avoided people before it was popular

Wrong
For you they stayed at work;
You stay for them at home

Right

Wrong

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