

CUTE CAT THEORY



OF DIGITAL ACTIVISM

MEME Diagram



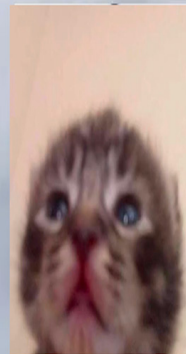
MEME

GIRLS WILL BECOME RADICALIZED
AND BECOME ONE OF FOUR PEOPLE



ARTIST AS SHOPPER

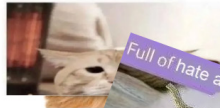
– JOANNA WALSH



graphic design is my passion

CATIVISTS

DISRUPT ORDER BY
CRITIQUING THE CONTENT AND
FORM OF THE DEBATE AT ONCE



MEMES EXIST IN THE CONTEXT



ME AND THE GIRLS WHEN
MEMES ARE OPEN SOURCE
AND COAUTHORED

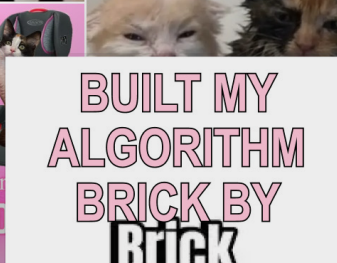
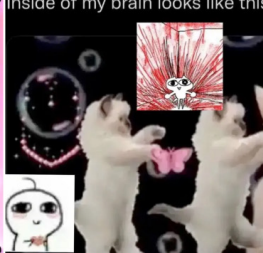


CHALLENGING TRADITIONAL
NOTIONS OF OWNERSHIP AND
INDIVIDUAL CREATIVITY

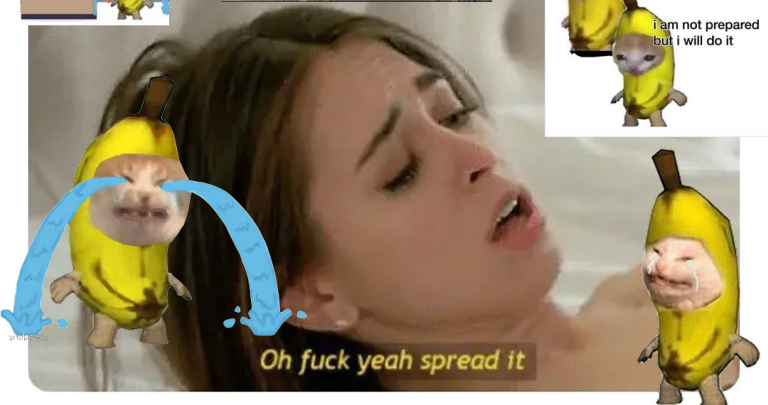
MEMES SHIFT MEDIA PRODUCTION
FROM A PROFESSIONAL



TO AN AMATEUR PURSUIT



When the cultural value of a meme is a result of its circulation, not its originality

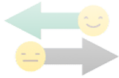


SOCIAL MEDIA IS A SYMBIOTIC RELATIONSHIP



Whale is unaffected ✓

Commensalism



Barnacles find food ✓



PORN, CAT MEMES,
ASSORTED ACTIVITIES

Mutualism

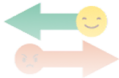


UNCENSORED
POLITICAL DISCOURSE



The cat gets skin irritation ✗

Parasitism



The tick feeds on cats blood ✓

MEME AS MICRODISOBEDIENCE



MICRODISOBEDIENCE

US MAKING CENSORSHIP COSTLY
BY EMBEDDING ACTIVISM IN
THE ECOSYSTEMS OF LEISURELY
DIGITAL ACTIVITIES THAT MAKE
THOSE SPACES INDISPENSABLE



sentient-cloud

It's STRATEGIC being a silly goose in this anti-whimsy society

USING HUMOR SILLINESS
JOY AND RELATABILITY AS
A POLITICAL WEAPON

WHAT BIG BROTHER SEES WHEN WE GATHER ONLINE



ORGANIZING ON SOCIAL MEDIA
BECAUSE VISIBILITY DEPENDS
ON PROXIMITY TO OTHERS



girlhood is a spectrum



Rio De Janeiro



CATURDAY

4chan should have copyrighted this.



MEWING

MEMEING

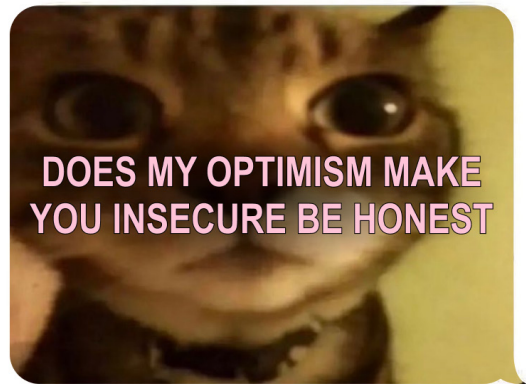


A TINY
KITTEN
EXERCISING
FREEDOM
OF
SPEECH
TO
EXPRESS
DISSENT

AND GENERATE
PUBLIC DISCOURSE

Dating me is fun.
You get a
MEME QUEEN,
A mental patient
and a graphic designer
all in one.

Yesterday 2:03 PM



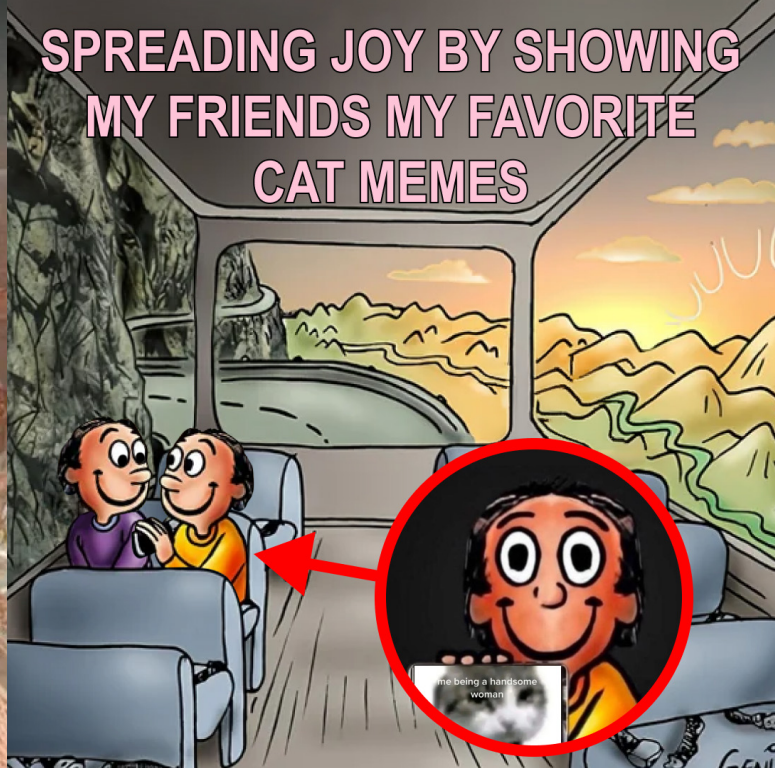
Yesterday 3:57 PM

Can you never fucking send me
this again

ME WHEN PEOPLE FIND MY
MEMES WEIRD AND OFF-PUTTING



SPREADING JOY BY SHOWING
MY FRIENDS MY FAVORITE
CAT MEMES



WHEN YOU HAVE TIME CAN YOU
LOOK AT THE MEME I SENT YOU?



TAKE YOUR TIME I JUST WANT
TO SEE YOUR REACTION TO IT.
I'LL WAIT HERE PATIENTLY

DUDES BE LIKE

THIS MEME SUCKS



MY BROTHER
IN CHRIST

MAKE YOUR OWN

MEME

**you need to make
a choice**

**the pain of
staying where
you are**

**MAKE A
MEME**

! TRADE OFFER !

I receive:



U receive:

**Reccomend m
songs**

**I wanna know
people on here**





APATHY UNDER
THE GUISE
OF “BEING
REALISTIC”

COME EXERCISE YOUR
CREATIVE AGENCY AND MAKE
POLITICAL MEMES WITH ME



ENGAGEMENT
WITH
MEASURED
OPTIMISM



OK



BIBLIOGRAPHY

This zine was influenced by the work of:

ETHAN ZUCKERMAN

Cute Cat Theory of Digital Activism

JOANNA WALSH

Amateurs!: How We Built Internet Culture
and Why it Matters

CLARA BALAGUER, AMBER NEWMAN

Troll Palayan: Clara Balaguer on Design,
Decolonization, and Trolling Duterte