

Lab Program

Time (EST)	Content	Speaker
10:45 - 11:00	Welcome and introduction	Filip
11:00 - 11:20	Internet Memes: <i>Knowledge connects culture and creativity</i>	Filip
11:20 - 11:40	Financial transactions: <i>Detecting anomalies in trading</i>	Ke-Thia
11:40 - 12:00	PubGraphs: <i>What should I read next?</i>	Kian & Jay
12:00 - 12:20	Morality in events: <i>From news to timelines and graph maps</i>	Gleb
12:20 - 12:30	Discussion and Closing remarks	Jay



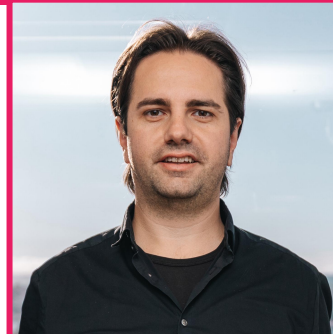
Internet Memes:

USC Viterbi
School of Engineering
Information Sciences Institute

Knowledge connects culture and creativity



**Riccardo
Tommasini**
(University of Lyon)



**Filip
Ilievski**
(U of Southern California)

Mememes are difficult as they are **culture-dependent**

a) Frame

Difficulties_in_action: factor(s) negatively affecting the ability to achieve objective

b) Meme

One does not simply analyse internet memes



c) Template

One does not simply walk into Mordor



d) Origin



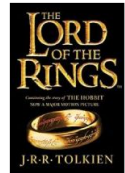
The picture is from **Peter Jackson's** 2001 movie "LOTR: The fellowship of the ring" where **Sean Bean** played "**Boromir**"



e) Lore



The **book series** "Lord Of The Ring" by **J. R.R. Tolkien** features the character Boromir and the fictional region of **Mordor**



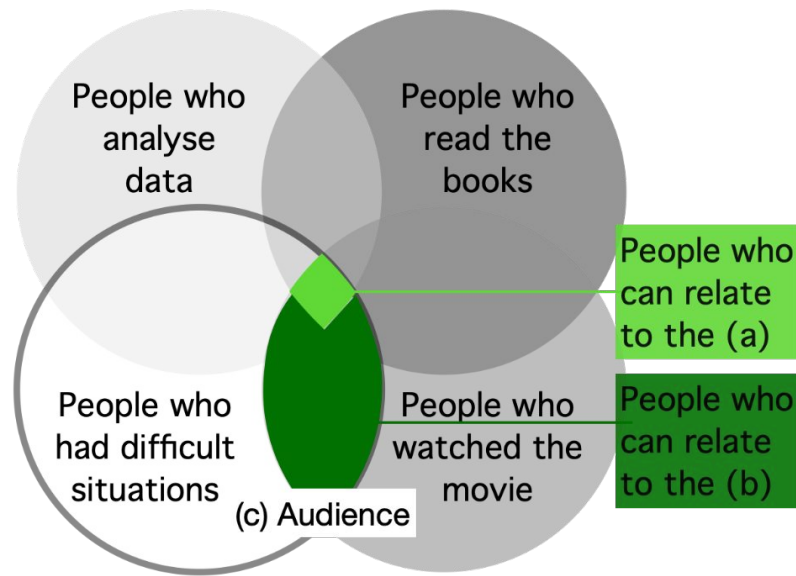
Memes are difficult as they are **personal and creative**




(a) Instance



(b) Template



Luckily, the Web has a lot of crowdsourced information




One Does Not Simply Walk Into Mordor

Part of a series on Lord Of The Rings. [View Related Entries]

Updated about a year ago by Philipp.
Added 13 years ago by Captain Blubber.

2,142,195 views, 36 likes, 481 comments, 53 shares

178 likes




One Does Not Simply Become a Meme Lord

One Does Not Simply by LandonPerez

390 views, 3 upvotes, 2 comments

Share



Blank Template

also known as: of the their homework, one does not simply blank, one doesn't simply learn english, walk into mordor

Blank Template

ImgFlip

also known as: of the their homework, one does not simply blank, one doesn't simply learn english, walk into mordor

Blank Template

Meme

Status
Confirmed

Type:
Catchphrase, Pop Culture Reference, Snowclone

Year
2001

Origin
Lord of the Rings: The Fellowship of the Ring

Tags
catchphrase, lotr, fantasy, pop-culture, movie quote, walks into mordor, blacklist, pop culture, snowclone, phrasal template, boromir, peter jackson, j.r.r. tolkien, stanford pines

Meme encyclopedias and generators

Boromir

Q219504

fictional character

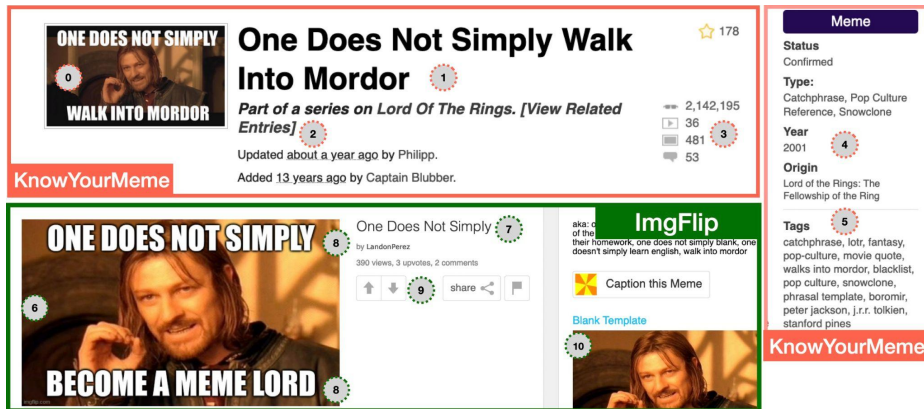
Boromir is a fictional character in J. R. R. Tolkien's legendarium. He appears in the first two volumes of The Lord of the Ring (The Two Towers), and is mentioned in the last volume, The Return of the King. He was the heir of Denethor II (the 26th Ruler brother of Faramir. In the course of the story Boromir joined the Fellowship of the Ring. Boromir appears in animated films, and in radio and television versions.

Properties

instance of	film character
Commons category	men in Tolkien's legendarium
country of origin	Boromir
creator	Gondor
different from	J. R. R. Tolkien
enemy of	Borimir
father	Sauron
from narrative universe	Denethor II
image	Tolkien's legendarium
	Boromir.png
	media legend
	Boromir din cărți, de David Revoy [Romanian]
killed by	Orcs in Tolkien's legendarium
manner of death	
member of	
mother	
occupation	swornbrother
owner of	Horn of Gondor
part of	House of Húrin
participant in	the Council of Elrond
performer	Sean Bean
place of birth	Gondor
place of death	Amon Hen
present in work	The Lord of the Rings
	The Lord of the Rings: The Return of the King
sex or gender	male
sibling	Faramir

Extra knowledge in Wikidata

But sources are not connected by default 🤔



ONE DOES NOT SIMPLY WALK INTO MORDOR

One Does Not Simply Walk Into Mordor

Part of a series on Lord Of The Rings. [View Related Entries]

Updated about a year ago by Philipp.
Added 13 years ago by Captain Blubber.

2,142,195 views, 36 comments, 481 likes, 53 shares

178 likes

ImgFlip

Blank Template

also: of their homework, one does not simply blank, one doesn't simply learn english, walk into mordor

390 views, 3 upvotes, 2 comments

Share

KnowYourMeme

Meme encyclopedias and generators

Boromir

Q219504

fictional character

Boromir is a fictional character in J. R. R. Tolkien's legendarium. He appears in the first two volumes of The Lord of the Ring The Two Towers), and is mentioned in the last volume, The Return of the King. He was the heir of Denethor II (the 26th Ruler brother of Faramir. In the course of the story Boromir joined the Fellowship of the Ring. Boromir appears in animated films, and in radio and television versions.

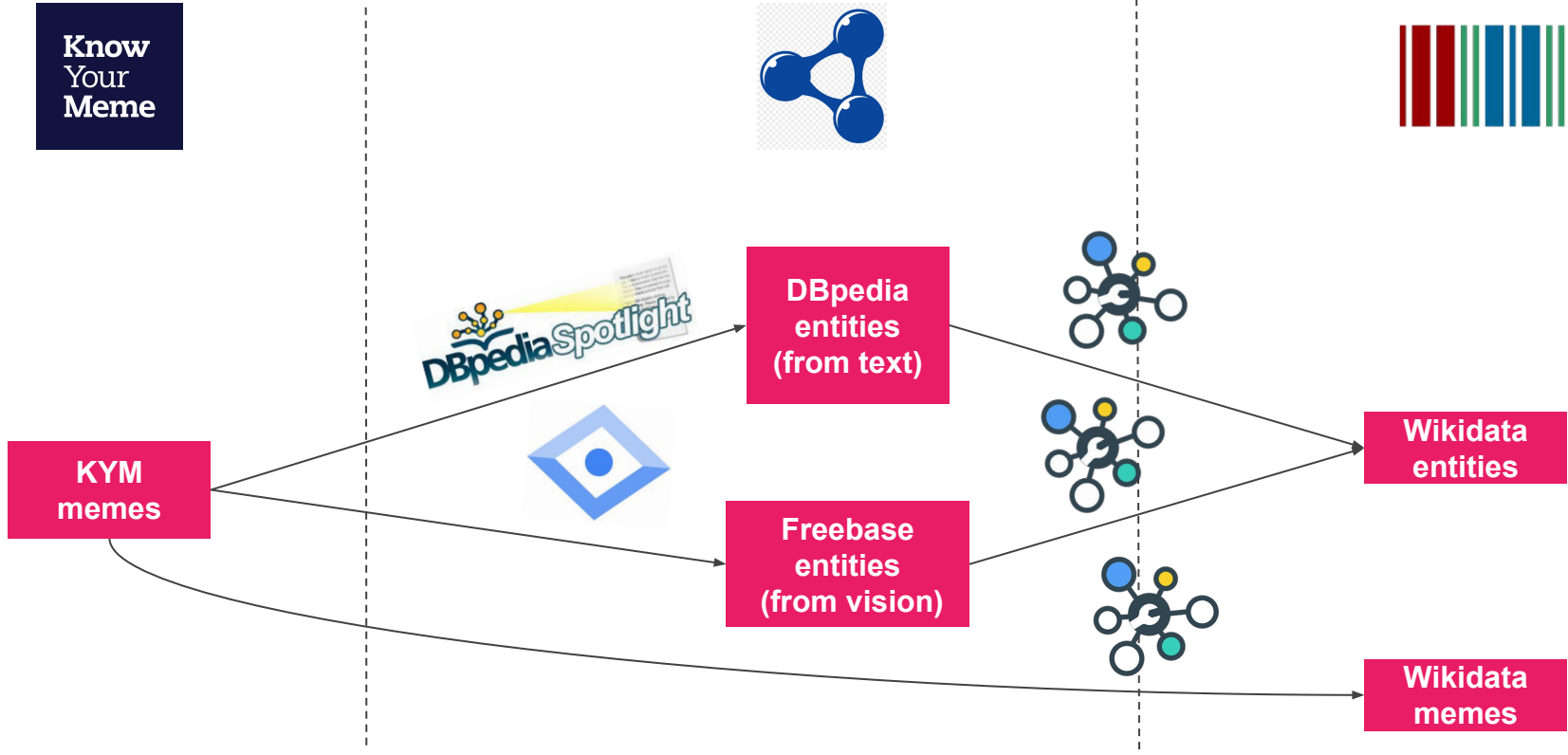
Properties

instance of	film character
	men in Tolkien's legendarium
Commons category	Boromir
country of origin	Gondor
creator	J. R. R. Tolkien
different from	Borimir
enemy of	Sauron
father	Denethor II
from narrative universe	Tolkien's legendarium
image	Boromir.png
	media legend
	Boromir din cărți, de David Revoy [Romanian]
killed by	Orcs in Tolkien's legendarium
manner of death	
member of	
mother	
occupation	swornbrother
owner of	Horn of Gondor
part of	House of Húrin
participant in	the Council of Elrond
performer	Sean Bean
place of birth	Gondor
place of death	Amon Hen
present in work	The Lord of the Rings
	The Lord of the Rings: The Return of the King
sex or gender	male
sibling	Faramir

Extra knowledge in Wikidata

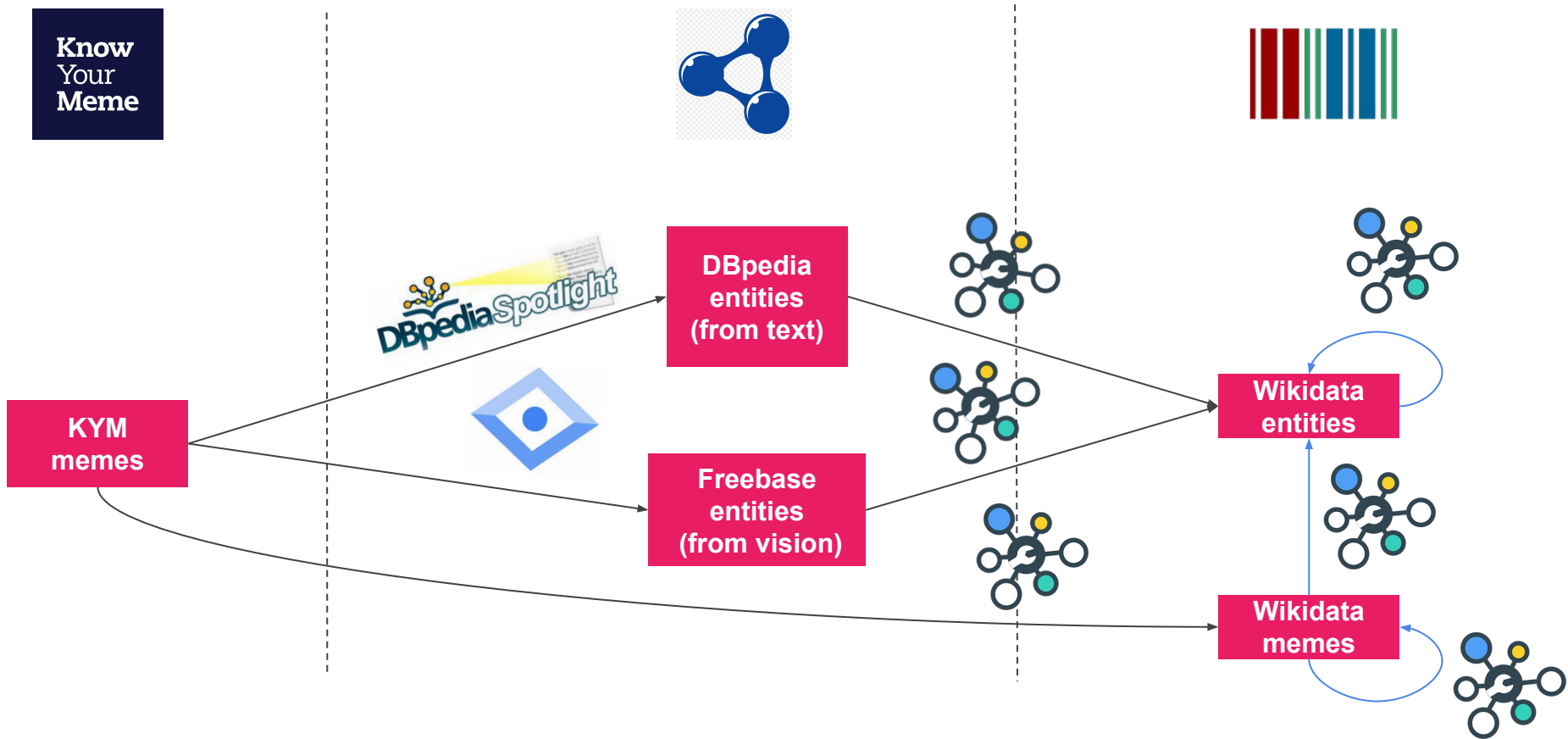
KGTK can help with information integration 🙌

Know
Your
Meme

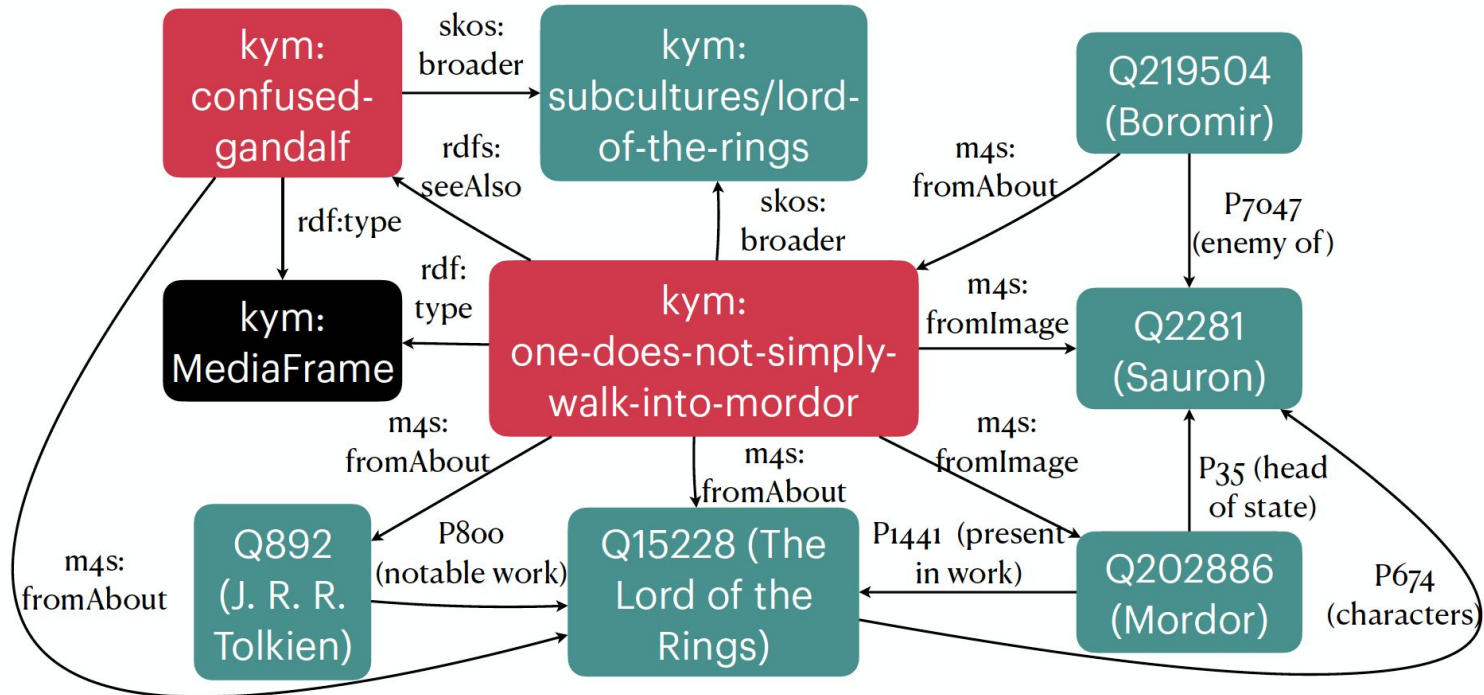


KGTK can help with content enrichment 🙌

Know
Your
Meme



Snippet from IMKG



Demo (1/2)

[Notebook](#)

Most central nodes in IMKG

PageRank



USA



human

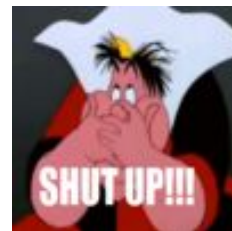


English

HITS authorities



kym:lolcats



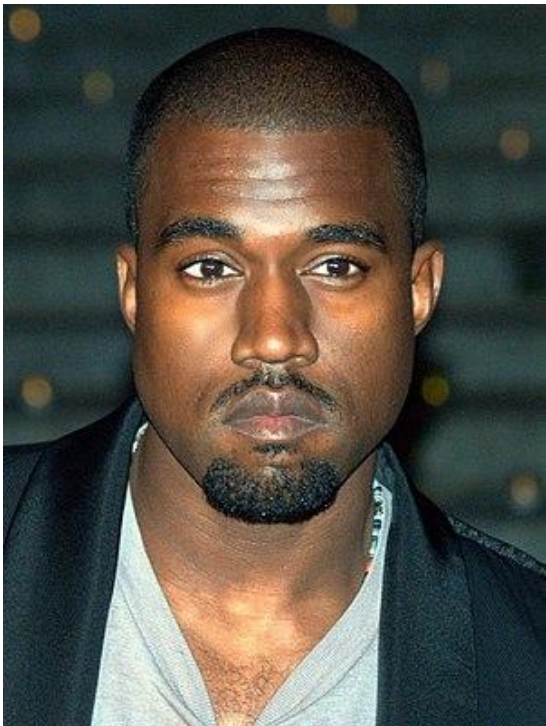
kym:nice-meme

kym:x-shuts-up
-the-queen-of-
hearts



KGTK analytics: most memeable people ?

KGTK analytics: most memeable people ?

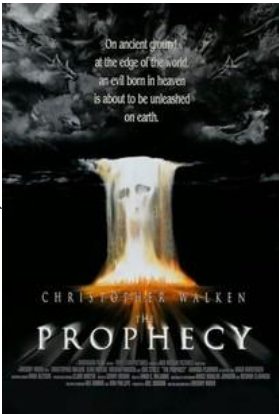
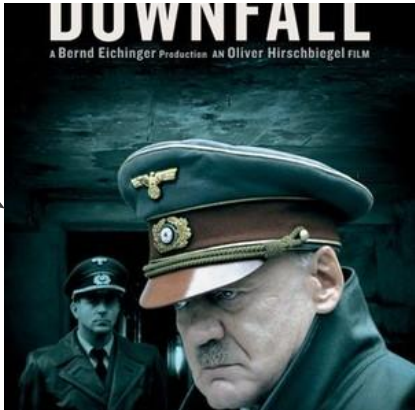


KGTK analytics: memes based on films?

Memes



Films



KGTK analytics: entities common in meme captions



bling-bling



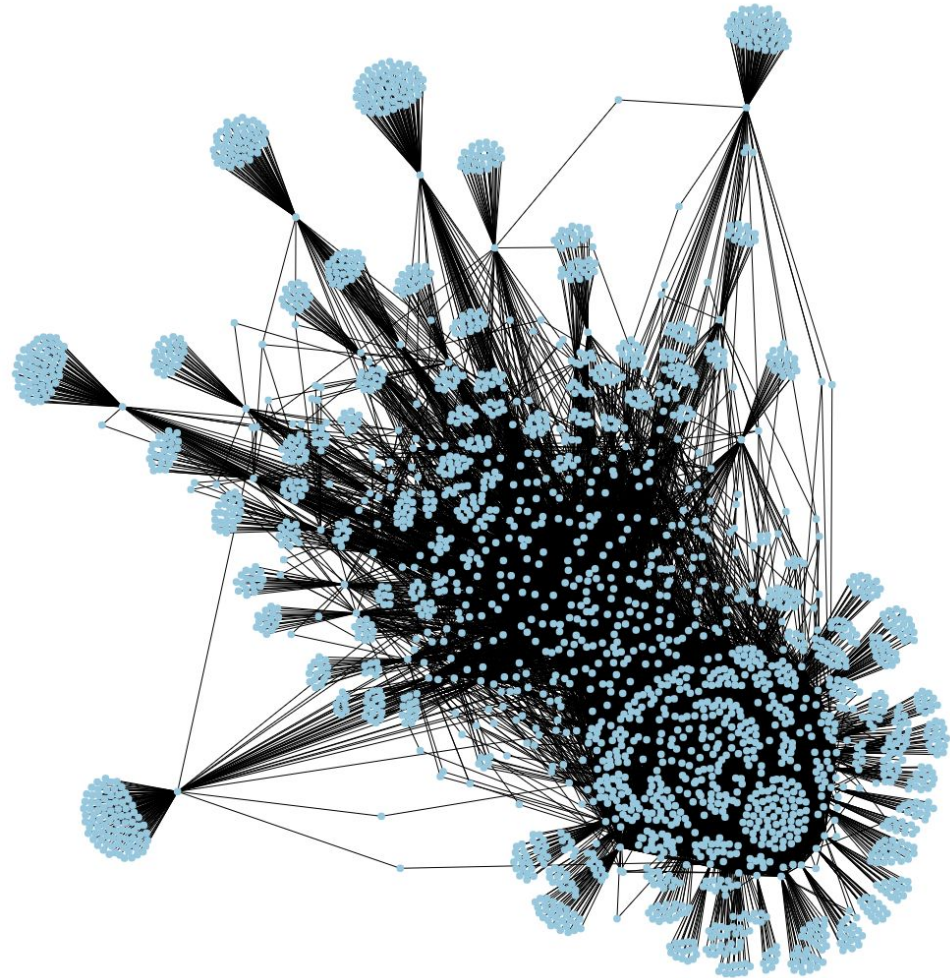
Kermit the Frog



Batman

kgtk visualize-graph

KGTK analytics: Connections of Memes with Sponge Bob Square Pants



Demo

[Notebook](#)