

Q1. Your first name

Hannah

Q2. Your last name

Cvelbar

Q5. Would you prefer your identity as contributor be kept anonymous?

No = No, I don't want my identity to remain anonymous

Yes = Yes, I do want my identity to remain anonymous

No

Yes

Q6. **Title of Your Contribution**

What is the item called? Or, if it doesn't have a title, how would you best label it? The subject or topic of the folklore can be an easy way to label it: "Cat Joke" or "St. Patrick's Day Breakfast" or "Penguin Meme" or "Lucky Hat."

South vs North Campus Ye

Q7. **File Name of Contribution**

Please label the jpg/pdf/gif/mp4/etc. in the following manner: Year (in four digits)_Semester Abbreviation (AU/SP/SU)_Your Initials_Title of Contribution

For example, if Rachel Hopkin submitted a penguin meme during the 2024 Autumn semester, the file name should read as follows: 2024_AU_RH_Penguin Meme

What is the name of your file?

2022_SP_HC_South vs North Campus Ye.jpeg

Q24. Upload your item as a jpg/pdf/gif/mp4 with the correct title (see File Name, above)



[2022_SP_HC_South vs North Campus Ye.jpeg](#)

642.4KB
image/jpeg

Q25. Upload your consent form as a PDF with this file name: Year (in four digits)_Semester Abbreviation (AU/SP/SU)_Your Initials_File Name_Consent

Example: 2024_AU_RH_Penguin Meme_Consent

[2022_SP_HC_South vs North Campus Ye Consent.docx](#)

36.6KB

application/vnd.openxmlformats-officedocument.wordprocessingml.document

Q8. Provide citation for your item using current Chicago style.

Osuaffirmations (@osuaffirmations). "Some UNPOPULAR osu opinions!! Got more!? Comment down below. -Admin2 @drexelaffirmations for idea/credit." Instagram, February 16, 2022. https://www.instagram.com/p/CaDEgsQpSBD/?utm_medium=copy_link.

Q9. Date of Item Collection

On what day did you make a copy of the item to submit to the SDFC? Submit your date in this format: Month/Day/Year. Put zeros in front of single digits.

Example: 05/06/2022

2/16/22

Q10. Date of Item's Original Posting

If known/available, please note when the folklore item was first put online or shared via other electronic mode. Follow the date format above.

2/16/22 (based on date of Instagram post)

Q11. Author/s of Item

If known/available please give name/s and, if possible, contact details. If not available, put N/A

@osuaffirmations (on Instagram) (not affiliated with OSU); I also noticed that there are different "Admins" that make posts. This specific post was credited to Admin 2. Based on my searching around on Instagram, I believe it was the original post – the creator also mentioned that the idea for this type of post is credited to @drexelaffirmations.

Q12. Was the posting of the folklore item original or a repost (if known)?

Q13. Where was the item sourced? (For example, TikTok, Instagram, Facebook etc.)

Instagram

Q14. Description: What the Folklore Item Depicts

Imagine you are trying to describe its contents to someone who does not have access to the item. What would you need to tell them so that they can picture it?

This post depicts Ye, commonly known as Kanye West, standing in front of a blank wall and holding a yellow notepad/legal pad. On the legal pad is the text "South Campus & North Campus," which is in bolded typed text that was clearly added to the image and not written by Kanye. The caption that goes along with this image is "Some UNPOPULAR osu opinions!! Got more!? Comment down below. – Admin 2 @drexelaffirmations for idea/credit."

Q14. Providing Context

In the next section, give as much contextual information necessary so that a future researcher will be able to understand what is represented in and the significance of the folklore item. You'll want to consider three different types of context here: the context of collection, the context of use, and the cultural context of the folklore. They are described below. It is possible that the various contexts may overlap.

Q15. Context of Collection

Describe where you were (and when and doing what) when you came across the folklore item and also **how** you came across the item.

I came across this piece of folklore while I was scrolling through Instagram, which is the way that I come across most of the memes I see. I was at home and was specifically looking for OSU-related memes. I searched the OSU-related Instagram accounts that I followed to aid me in my search. When I say "OSU-related," I am referring to accounts that post content about OSU but are not affiliated with OSU.

Q16. Context of Use

Describe where, when, and with whom the folklore would normally be shared (it's possible that the context of collection and context of use overlap).

Memes like this are often shared over Instagram or Twitter, or are even screenshotted and shared via text/messaging. There is not specific timeframe established where one goes on social media to look at and share memes, as it depends on the habits of each individual person. However, I have often heard it discussed among peers how they wished they didn't go on social media right before bed, so it might be a common trend for memes to be seen/sent at night (this is based on my personal observations). Anytime students have free time would be when these memes are observed/shared. Memes are often shared within social groups/friends. One sends a meme to another person if they know that that other person will like and appreciate that meme. In terms of OSU memes, students will often share memes with each other because they will have already understood the context of the meme and will appreciate it. Individuals viewing these memes must also be active on social media to understand the basis of this meme. In this case, persons who view this meme must have come across other "Kanye holding a legal pad" memes, or have come across the original post made by Kanye West in which this image was edited. (The original post made by Kanye West will be described in the culture section below.)

Q17. Cultural Context

Describe all other aspects of information that will enable a future researcher to make sense of the piece. For example, describing who is depicted in the folklore item and their significance; explaining any references to popular culture contained within the item; detailing relevant sociocultural, political, or other issues at play at the time of the folklore item's creation/sharing (such as the Covid pandemic or concerns regarding safety on because of recent incidents of on campus violence).

The image used of Ye (Kanye West) originates from a separate post on Ye's own Instagram, which gained a lot of attention on social media. For context, he and his wife, Kim Kardashian, are in the process of getting divorced. They also have 4 kids together. They are a widely known celebrity couple, with Ye being an incredibly successful and famous rapper and Kim being known for her family's reality TV show, various business ventures, and modelling. Thus, their marriage was constantly kept up with in the tabloids. They recently filed for divorce, and subsequently Kim Kardashian began dating other people. She is currently known to be dating Pete Davidson, a famous comedian known for his performances on SNL (Saturday Night Live). Despite their separation and impending divorce, Ye made numerous posts on Instagram that displayed his dislike for Pete Davidson and his wanting to get his family back together. Many of these posts were soon after deleted, but not before they gained widespread attention. These posts expressed his wishes in seemingly odd ways, one of which is seen in the meme above, with him holding a legal pad with a message he wanted to portray. It is odd because of the format – social media has many other methods of sharing a written message, and it is awkward seeing him holding a legal pad with a message scrawled on it. He could have simply typed out his message in a caption or typed out his message and took a screenshot of the said message. Beyond on that, his aggressive behavior in expressing his dislike for Pete Davidson and the relationship between Kim Kardashian and Pete Davidson is also why his actions garnered so much attention. Thus, this image of Ye is well known and, in terms of memes, is used to express odd sentiments. Therefore, the creator used the image to present "unpopular opinions" – opinions that are not commonly held and are often seen as controversial. This meme expresses the opinion that South campus of OSU is better than North campus of OSU. North campus is often seen as better than South Campus because its dorms are more updated, and it generally is more updated and more modern in terms of the amenities it has to offer. Those who favor North campus will also argue that it is closer to classrooms, which may be true depending on one's major/coursework. However, South campus is often seen as having more charm with its older buildings and Mirror Lake. It's a constant argument being held which side of campus is better, North or South. This argument is not reliant on a particular social context at the moment, but seems to be a traditions of sorts while students live in the dorms.

Q18. If the folklore item features slang terms, please explain their meaning. If no slang terms are included, put N/A

Unpopular opinions – Opinions that are seen as strange or controversial, compared to what most people believe. SNL – Saturday Night Live; it is a long-established sketch comedy show that is very popular and wildly referenced Screenshot – An action to save an image of what someone's screen looks like at the moment.

Q19. Is the folklore item part of a recognizable category/trend of OSU Student Digital Folklore? If so, what? (For example, "affirmation memes.")

North vs South campus memes

Q20. Have you seen variations of this folklore item recycling the same or similar ingredients? If so, please give details

This post actually includes other images with the same meme template with various OSU-related opinions written on the notepad. Some of the other phrases edited onto the legal pad in this same post include "Columbus is boring," "Buckeye donuts is mid," and "Business majors are valid." I have also seen many other memes, in particular on Instagram, that use the same template that displaces Ye. There is no limit to the possibilities that can be created with the Ye meme template.

Q21. Describe your thoughts regarding what purpose the folklore item might be serving. For example, is it highlighting a particular student concern, and if so, what concern?

This meme seems to highlight a long-standing practice within the OSU folk group, with students defending one side of campus versus another. This practice is something that builds community within the already large Ohio State community, helping students find a smaller group to identify with while living on campus for, most commonly, their first 2 years (since Ohio State currently requires students to live on campus for 2 years).

Q22. Suggest keywords for the folklore item. For example, COVID, student life, campus, football, foodways, dance, games, pranks, jokes, slang, etc.

Academic life; assimilation

Location Data

Location: [\(40.0982, -83.158\)](#)

Source: GeoIP Estimation

