

Q1. Your first name

Q2. Your last name

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."

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?

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



[2022_SP_NN_Packback_Top_Gear.jpg](#)

89KB

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_NN_Packback_Top_Gear_Consent.docx](#)

65.9KB

application/vnd.openxmlformats-officedocument.wordprocessingml.document

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

Ope Lemme Just Squeeze This Packback Hate Post Right Past Ya. Digital image. Reddit. Jan. 26, 2022.
https://www.reddit.com/r/OSU/comments/sdcc0k/ope_lemme_just_squeeze_this_packback_hate_post/.

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

02/26/2022

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.

Q11. Author/s of Item

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

Reddit user imtrynalearnbruh (link to their profile: <https://www.reddit.com/user/imtrynalearnbruh/>)

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.)**

Reddit, via r/osu

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?

The top of this image contains black text on white background, and the text says, "Professors be like." Underneath this description, the image contains two screenshots from S21E03 of Top Gear that are vertically arranged with one on top of the other. Both images show a red Ford Fiesta and a white Volkswagen Up! One man (Top Gear host Richard Hammond) is standing by the red car with one hand on the car, and another man (host Jeremy Clarkson) is standing in between the two cars. The top picture is a screenshot where Clarkson is gesturing to the red car, and the screenshot has a caption at the bottom that reads, "This is brilliant." The text "Carmen discussion page" is pasted on top of the red car. In the bottom picture, Clarkson is gesturing to the white car, and the caption reads, "But I like this." The white car is labeled with the text, "Packback." This meme was posted to Reddit by user imtrynalearnbruh with the accompanying description, "Ope Lemme Just Squeeze This Packback Hate Post Right Past Ya."

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.

Context of collection: I had free time in between classes, so I was sitting in my residence hall and looking for memes that would make me laugh. I was scrolling through r/osu on Reddit, where I specifically searched "memes." I saw many memes, and some made more sense to me than others. Since the memes were organized with most recently posted on top, it took several minutes of scrolling for me to find this meme. I related to this meme as someone who has had experience both with Packback and with Carmen, and that in-group feeling of community made me appreciate this meme.

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).

Context of use: This post was shared on Reddit, so its intended audience was those students that regularly spend time looking at memes on OSU's Reddit; like me, these students usually find these memes when they have free time and are internet browsing as a way to pass time. Also, this post was made three weeks after the semester began. This timing aligns with the point of the semester where students in classes that utilize Packback would have recently had to purchase and start using the tool, and by this point students would have begun to understand how Packback works. However, since the semester was still close to the beginning, students probably felt more freshly upset about Packback and the money they recently spent than they would have later in the semester. Since Packback posts may be required at any point during the semester, this meme could potentially be shared at any time during the semester; however, the meme's timing and platform suggest that it is most targeted towards students that are freshly upset about having to use Packback for class.

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).

Cultural Context: This meme utilizes imagery from Top Gear, a BBC television show that informs viewers about cars and motor vehicles. However, not everyone who views the meme knows this, and this knowledge is not necessary for understanding the meme. The meme just relies on the viewer to understand that two cars (representing Packback and Carmen) are being compared, and that the man in the middle has an unusually strong preference for the option that is just as good as, if not worse than, the other option. This meme also talks about Carmen (also called Canvas at other universities) and Packback. Both are online tools that classes can personalize and use to facilitate online discussions among students. Both tools allow students to compose original ideas that relate to class content, and students can view each other's written posts. Students can also respond to each other's posts with their own original ideas. Carmen discussion boards are only one of Carmen's many features, so they are therefore very versatile and basic. Packback encourages slightly more specific posts; students are usually tasked with writing an original post that will provoke thought and spark debate, and they may also be tasked with answering another classmate's thought-provoking question in a response post. However, Packback differs from Carmen's discussion feature in several more significant ways. First, Packback uses algorithms to assess the quality of student writing while students are composing their posts. Packback then gives students feedback on their writing before they submit their post, with the goal of helping students learn to be more effective communicators. This feedback may include tips like breaking up thoughts into paragraphs, reducing the amount of passive voice, changing word choice, bolding or italicizing main points, adding pictures, etc. When students follow these tips, Packback's algorithms determine that the post is better-quality, and posts receive more "curiosity points," which are scores from 0-100 that reflect the quality of the post. Many professors reward students for having higher scores of curiosity points. Another notable difference between Carmen/Canvas's discussion page and Packback is that Packback costs money to join, and professors expect students to pay for Packback just like they would pay for any other course material. Carmen, however, is already utilized by nearly every professor and presents no additional cost to students. Many professors and students appreciate Packback's feedback that helps students become more effective communicators. However, because Packback's feedback is determined by algorithms, sometimes its feedback is unhelpful. For example, doing something as insignificant as bolding several random words can improve a person's curiosity score. In these ways, some people find Packback to be pointless and a waste of money, especially when Carmen is almost as useful and would serve a similar purpose for free.

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

The image says, "Professors be like," which is a way of saying, "Professors act/think in a way that is represented by the accompanying media." Therefore, in this meme, "professors be like" is referring to how OSU professors think that Carmen is brilliant, but Packback is even better. This meme was also shared with the original Reddit post that said, "Ope lemme just squeeze this Packback hate post right past ya." This way of speaking parodies a stereotypical Ohioan's politeness and desire to be unobtrusive, and this type of parody is present in other memes and pieces of internet folklore. "Ope" is a sound that Midwesterners might use in a variety of contexts, but here it functions similarly to "excuse me" or "I beg your pardon." "Lemme" means "let me," and ya means "you." The exaggerated politeness of the post contrasts with the words "hate post."

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

This is an object label image macro meme. Object label refers to how objects in a picture can be labelled to represent different things based on a desired context (like cars being labeled to represent Packback or Carmen), and image macro is a generic term for when a picture has a silly message or caption. It is also a meme from a TV show, which is also a subcategory of meme.

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

This meme is part of the "this is brilliant but I like this" meme trend. This trend of meme uses the screenshots and corresponding dialogue from S21E03 of Top Gear seen in this meme. The memes within this trend all share the same pictures from Top Gear and the same captions, but creators will substitute other people, places, or things for the cars with labeling. This way, the memes maintain the same basic comparison, where a person compares two options and decides they prefer one option over another option, even though the disregarded option may be just as good if not better. Changing the labels on the cars, as well as sometimes including contextual text like this meme's "professors be like," allows this meme format to apply to many different scenarios. For example, in one early iteration of this meme, the "brilliant" car was labelled, "sleep," and the preferred car was labeled "playing video games till 5am." The meme creator was making a joke about how many people prefer doing something like playing video games when the smarter or more practical choice, sleep, is overlooked.

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 piece of folklore is highlighting the high costs associated with attending universities like the Ohio State University. Because college is so expensive (including tuition, lab fees, residence hall/rent and dining fees, etc.) and because so many students don't have time for jobs on top of coursework, many students identify with the label of "broke college student" and dislike having to pay extra money for unnecessary course materials. For example, many students will buy used textbooks or pirate PDFs of textbooks rather than spend money on new copies. When a professor introduces another course material that costs extra money, students sometimes get upset. In the case of online discussion tools, some students think that Carmen/Canvas, which is no extra cost to the student, has features that are just as good as those in Packback. This makes purchasing Packback access feel superfluous and wasteful to students. This meme serves as a critique of professors who require students to spend extra money, while also emphasizing how unnecessarily expensive college is for students with little to no income. Because this meme is shared widely with the university community on Reddit, it allows students to feel a sense of community and bonding with other students who are also struggling with finances or are upset by the numerous costs associated with attending college.

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

Student assignments, professors, capitalism, cost, higher education, universities and colleges, academic life, campuses

