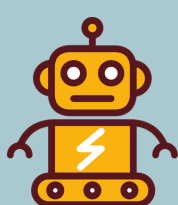


# INTERNET MEMES IN COVID-19 LOCKDOWN TIMES IN POLAND

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## INTRODUCTION



### Internet and social networks

as a way out for people's reactions to government restrictions by Covid-19 in Poland



### Internet memes

creating and sharing as an expression of digital and participatory culture and a way to channel a part of the criticism

## METHODOLOGY AND RESULTS

to analyze how Covid-19 was communicated and narrated through Internet memes and how they presented the pandemic and actors responsible for fighting it



RQ1: What thematic categories and actors did memes refer to most often?  
- RQ2: What narrative was dominant in the memes?

comparative narrative analysis  
analysis with framing elements



1.763 memes from six media platforms



MAXQDA and Microsoft Excel programs



Category	Polska Times	Dziennik Polski	Dziennik Zachodni	Głos Koszaliński	Facebook	Instagram	Total
Free time	67	59	7	42	40	104	319
Politics	41	49	12	26	119	50	297
Services	35	14	1	19	14	12	95
Work and study	19	28	1	39	5	65	157
Bans and orders	146	89	67	102	198	171	773
Stigma and exclusion	23	38	5	3	19	34	122

- The memes provided a form of commentary on the situation experienced by Poles
- The most common category was that "bans and orders", involving restrictions that were often criticized and ridiculed as pointless
- The main characters within the memes were the citizens, portrayed in a comedic way as irresponsible
- The police and the government were also represented as victims
- Those responsible for fighting the pandemic were portrayed as incompetent, imposing needlessly severe restrictions and penalties for not abiding by them

## CONCLUSIONS



Crisis memes can contribute and change public discourse as well as traditional media and political messages



Popular culture can provide a context for understanding the phenomenon presented in a meme



The analyzed memes could be categorized within four narrative frameworks so that the specific story they illustrate can be interpreted by these frameworks

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