



Culture of Memes and its Role in Addressing Social Issues among the Mizo Youth

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Abstract

Internet memes have evolved from simple humor to powerful tools for addressing social issues, yet there is a lack of systematic research on their role in shaping social discourse, particularly among Mizo youth. This study aims to explore the cultural significance of memes, focusing on their usage patterns and potential to influence societal attitudes and drive social change within the Mizo community. A mixed-method research approach was employed. Quantitative surveys were conducted among Mizo youth to examine meme consumption, sharing, and comprehension patterns. Qualitative analysis of prominent memes provided insights into their cultural implications, focusing on themes such as social issues, humor, and satire. Findings reveal that 71.4% of respondents engage with memes multiple times daily, with video and image memes being the most preferred formats. Major themes include infrastructure deficiencies, gender roles, and cultural biases, often presented through satire and humor. While 69.1% of respondents believe memes effectively raise awareness about social issues, 57.7% perceive them as potential catalysts for social transformation. However, varying levels of skepticism and uncertainty regarding their impact were also noted. Memes are integral to the digital lives of Mizo youth, serving both as entertainment and as tools for advocacy and social commentary. Their ability to critique societal norms and highlight pressing issues underscores their transformative potential. The findings contribute to a broader understanding of digital communication and its implications for societal change. Future research could explore the long-term impact of meme culture on social advocacy and its integration into broader media strategies for community engagement.

Keywords: Memes, social issues, Mizo, youth, online communication, cultural significance, social change.

Introduction

In the ever-evolving digital landscape, communication methods have undergone transformative changes, with memes emerging as a prominent medium. Initially conceptualized by Richard Dawkins in *The Selfish Gene* (1976) as units of cultural transmission, memes have transcended their biological analogy to become an integral aspect of digital culture. Defined succinctly as "amplification by simplification" (McCloud, 1994), memes distill complex ideas into concise and impactful visuals, often resonating with diverse audiences.

From their humble beginnings with the "dancing baby" in the late 1990s, memes have evolved beyond humor to serve as tools for political commentary, social discourse, and cultural expression. Platforms such as Instagram, Twitter, and Reddit have amplified their reach, enabling them to shape narratives on global, national, and local issues.

In India, memes have established themselves as a cultural phenomenon, fostering cross-generational engagement and transcending linguistic and regional barriers. With a significant presence on platforms like Instagram—where one million memes are shared daily—they have transformed into

vehicles for advocacy and entertainment, often challenging societal norms and sparking meaningful dialogues.

The context of Northeast India, including Mizoram, adds a unique layer to the meme discourse. Memes from the region reflect its rich ethnic diversity, cultural heritage, and socio-political challenges. However, they also confront stereotypes and biases, acting as both a mirror and a bridge between the Northeast and mainland India.

This study seeks to explore the dynamics of meme culture among Mizo youth, focusing on its role in addressing social issues, fostering identity, and catalyzing activism. By delving into how memes are created, shared, and interpreted in Mizoram, the research aims to contribute to the broader understanding of digital media's impact on youth culture and social change in Northeast India.

Problem Statement

The advent of digital technology and social media platforms has transformed communication, enabling the rapid creation and dissemination of information through visual and textual formats. Among these, memes have emerged as a powerful tool for self-expression, humor, and social commentary.

However, while memes have gained significant popularity worldwide, their impact and role in specific cultural and socio-political contexts, such as in Mizoram, remain underexplored.

Mizo youth, deeply embedded in the digital ecosystem, have adopted memes not just as a form of entertainment but also as a medium to voice opinions, challenge societal norms, and engage with pressing social issues. Despite this growing trend, academic inquiry into the use of memes as a tool for social change among Mizo youth is limited. Existing studies primarily focus on mainstream or national contexts, overlooking the unique cultural, linguistic, and political dimensions of the Northeast region.

This gap in research raises critical questions: How are memes being utilized by Mizo youth to address social issues? What cultural or contextual factors influence the creation and interpretation of memes in Mizoram? And to what extent do memes act as a catalyst for awareness and activism in this region?

Addressing these questions is vital for understanding the intersection of digital media, youth culture, and social change in Mizoram. This research aims to fill this gap by providing an analytical study of meme culture among Mizo youth, with a focus on its potential to address and impact social issues.

Scope of the Study

This study will address the role of memes among Mizo youth. It will provide a regional perspective of whether memes can bring in social change. The study also will be looking at the potential harm caused by memes and will raise awareness within the masses. There hasn't been enough scholarship and literature addressing the culture of memes in social context in North East India and specifically Mizoram. The current study will contribute towards understanding the role of memes in social context in both North East India and Mizoram. Mizo Culture is unique and culturally specific, the current study will aim at understanding the dynamics of meme creation and consumption from a Mizo social context.

Research Objectives

The specific objectives of the study may encompass:

- i). To analyse viewing, sharing and usage patterns of memes among the Mizo youth.
- ii). To study the level of memes comprehension among Mizo youth
- iii). To examine trends and pattern in Mizo meme
- iv). To explore how the emerging meme culture shapes societal discourse

Research Questions

To address these objectives, the research will seek answers to the following questions:

- i). In what ways Mizo youth view, share and use memes?
- ii). How do Mizo Youth understand and appreciate memes on social issues?
- iii). What are the trends and patterns in Mizo meme creation, dissemination, and reception within the community?
- iv). In what ways does the emerging meme culture influence societal discourse and foster conversations about social issues within the Mizo community?

Literature Review

A literature review provides a narrative map of existing research, highlighting gaps and grounding the current study in a solid theoretical framework. This review explores the role of memes through four key sub-themes: politics and identity,

cultural adaptation and transformation, youth engagement and social consciousness, and memes as tools for marketing and social change.

Theoretical Framework: Memes, as cultural phenomena, have been widely studied for their impact on communication and cultural practices. Milner (2012) ^[37] describes memes as participatory media that foster collective cultural engagement, enabling interaction and reinterpretation. Shifman (2011) ^[51] emphasizes their simplicity, humor, and relatability, which enhance their viral potential and allow them to transcend cultural and linguistic barriers. McClure (2020) ^[34] highlights their transformative role in public discourse, where memes serve as tools for commentary, critique, and mobilization, shaping societal narratives in digital spaces. In the Indian context, Rastogi and Kashyap (2019) ^[44] examine their use in political communication, showing how humor and satire make memes effective for engaging voters and framing public perceptions. Together, these studies illustrate memes' multifaceted role as cultural artifacts and dynamic communication tools in the digital age.

Politics and Identity: Memes have emerged as powerful vehicles for political and social commentary. Gusic and Lundqvist (2023) ^[23] investigated how internet memes related to political violence in post-war Belfast shaped the peacebuilding process. By ridiculing violence and mocking rioters, these memes simultaneously challenged entrenched nationalism and perpetuated social divides. Similarly, Mortensen (2021) ^[38] highlighted the playful yet potent role of memes in political discourse, emphasizing their ability to humorously reshape power dynamics while reinforcing political polarization. Ding (2022) ^[16] explored memes as rhetorical devices for Asian/Asian American identity negotiation. The study revealed that memes mirror societal tensions and trigger identity clashes, while also offering avenues for anti-racism initiatives. Meanwhile, Kanashina's (2020) ^[28] research on nationalist-themed memes emphasized their role in fostering online nationalism, underscoring how these digital artifacts promote cohesion among like-minded groups. Memes also intersect with generational worldviews, as seen in Cherniavska *et al.*'s (2021) ^[12] exploration of Ukrainian political memes during periods of social transition. These memes not only reflected public sentiment but also highlighted the "doomer" archetype—a representation of the postmodern generation's escapism and pessimism.

Cultural Adaptation and Transformation: The adaptability of memes to reinterpret cultural works is another significant area of study. Alvarez (2023) examined the "memefication" of *The Great Gatsby* through Tumblr memes derived from the 2013 film adaptation. By adding humorous texts, these memes redefined the novel's original themes, raising questions about how digital culture transforms literary legacies. Ding's (2022) ^[16] research on Bing Dwen Dwen emoticons during the 2022 Beijing Winter Olympics further underscored memes' cultural resonance. These emoticons, celebrated by youth subcultures, symbolized a reconciliation between youthful creativity and mainstream values. On a global scale, Fiadotava (2023) ^[19] explored how Greta Thunberg memes often deviated from their environmental focus, recontextualizing her advocacy for humor or ridicule. This study demonstrated the transformative power of memes in shifting public perceptions of individuals and their causes.

Youth Engagement and Social Consciousness: Memes are also pivotal in engaging youth with social and civic issues. Mihailidis (2020) ^[35] analyzed the role of memes and hashtags in digital civic engagement, demonstrating how they serve as

tools for self-expression and activism. Programs teaching digital literacy, like "Emerging Citizens," showed how young people use these mediums to critically engage with civic topics. RajA and Jayaprakash D (2021) investigated meme culture among Tamil youth, finding that high media literacy enabled young users to address social issues effectively. Similarly, Priyadarshini *et al.* (2021) ^[43] studied memes during the COVID-19 lockdown, revealing their role in alleviating psychological stress through humor. Memes also act as mirrors of youth perspectives, as seen in Cui's (2023) ^[13] study on meme usage in Chinese national youth propaganda campaigns. By engaging with these visual tools, young people navigated complex identities while participating in memory-making processes.

Memes as Tools for Marketing and Social Change: The communicative potential of memes extends beyond culture and politics, finding applications in marketing and public health. Vasile *et al.* (2021) ^[55] explored how brands leverage memes to connect with consumers in the digital age, particularly among young audiences in Johannesburg. The study highlighted memes' role in shaping brand attitudes and fostering engagement. Kostygina *et al.* (2020) ^[29] demonstrated the effectiveness of memes in health campaigns, showing how they boost engagement when paired with social media influencers. These findings align with Beskow *et al.*'s (2020) analysis of meme evolution during the 2018 US midterm elections, which reinforced their role as transformative cultural artifacts. Lastly, memes' impact on societal consciousness was evident in their role during post-protest transitions, as noted by Cherniavska *et al.* (2021) ^[12]. Here, memes were used to promote ideas and connect with youth audiences, emphasizing their potential for driving meaningful dialogue in society.

Research Gap

While existing literature highlights the multifaceted role of memes in political discourse, cultural adaptation, youth engagement, and marketing strategies, there remain significant gaps in understanding their localized impact, particularly within the socio-cultural context of Mizoram. Most studies focus on broader national or international dynamics, often overlooking how memes uniquely reflect and influence the cultural identity, political sentiment, and social consciousness of specific communities like the Mizos. Furthermore, limited attention has been paid to the intersection of meme culture with indigenous traditions and the role of language in shaping meme interpretation and reception.

Additionally, although the potential of memes as tools for youth activism and social commentary has been extensively studied, their psychological impact—both as sources of stress relief and vehicles for collective trauma expression—remains underexplored in regional contexts. This research seeks to address these gaps by critically examining how memes function as communicative tools among the Mizo youth, with a focus on their capacity to reflect and shape social narratives in a rapidly evolving digital landscape.

The research methodology outlines the systematic approach used to investigate the consumption and influence of meme culture among Mizo youth. This section summarizes the research design, population, sampling techniques, tools, and data analysis methods employed in this study.

Research Methodology

The study utilized a mixed-methods approach, combining quantitative and qualitative research to achieve a

comprehensive understanding of the subject. The quantitative component involved surveys, while the qualitative component comprised narrative analysis of meme content from popular social media pages in Mizoram. This integration enabled the researcher to capitalize on the strengths of both methods, providing richer insights into the research problem.

Area of Research

The research was conducted across all districts of Mizoram, a northeastern Indian state characterized by its unique cultural and social landscape.

Population and Sample

The target population comprised social media users aged 15–29 years, as defined by India's National Youth Policy (2014). The sample included 220 respondents for the survey and the top five Instagram meme pages from Mizoram, chosen for their significant youth engagement.

Sampling Techniques

A combination of stratified quota sampling and purposive sampling was employed:

- **Quantitative Sampling:** Stratified quota sampling ensured proportional representation of urban and rural youth across Mizoram's 11 districts.
- **Qualitative Sampling:** Purposive sampling targeted popular Instagram meme pages to analyze culturally relevant content.

Research Tools

- **Survey Questionnaire:** Designed to assess meme consumption patterns, comprehension, and their societal impact. The questionnaire, distributed via Google Forms, comprised 19 questions divided into three sections aligned with the research objectives.
- **Narrative Analysis:** Focused on memes from five popular Instagram pages: *super_swagliana*, *zohahthlak*, *chhur_bura*, *kha_status_tur*, and *newschoolzawlnei*. The analysis spanned three months, emphasizing socially relevant memes.

Data Analysis

Quantitative survey responses were analyzed using descriptive statistics, providing insights into trends and behaviors. For qualitative data, coding categories captured themes, tone, and visual elements of memes, exploring their underlying messages and social implications. The findings were triangulated to enhance the reliability and depth of the study.

Analysis and Findings

Quantitative Findings

The quantitative findings of this study are structured around three primary objectives: analyzing the viewing, sharing, and usage patterns of memes among Mizo youth; assessing their level of meme comprehension; and exploring the potential of meme culture to drive social change. Each objective is discussed in detail below.

Objective 1: Analyze Viewing, Sharing, and Usage Patterns of Memes among Mizo Youth

Frequency of Meme Consumption

The data revealed high engagement levels with memes among Mizo youth. A substantial 71.4% of respondents reported viewing memes several times a day, underscoring their

prominence as a daily digital interaction. An additional 15.9% viewed memes a few times a week, suggesting a moderate engagement level. However, a smaller fraction (9.5%) reported rarely or never consuming memes, highlighting a minority less engaged with this form of digital media.

Table 1: Frequency of Meme Sharing by Mizo Youth in a Single Week.

Response	Frequency	Percentage
Several times a day	157	71.4%
Once a day	12	5.5%
A few times in a week	35	15.9%
Once a week	5	2.3%
Rarely	9	4.1%
Never	2	0.9%
Total	220	100%

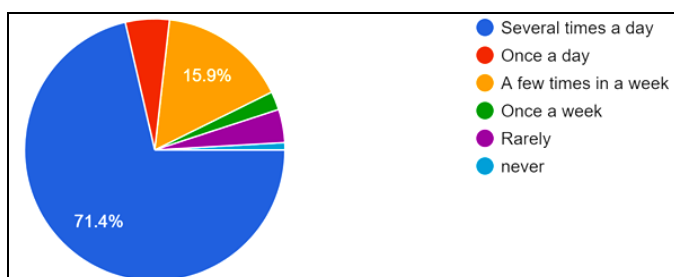


Fig 1: Frequency of Meme Sharing by Mizo Youth in a Single Week

Platforms for Meme Consumption

Social media platforms dominated as the primary medium for meme consumption, with 82.7% of respondents indicating platforms like Instagram and Facebook as their main source. Messaging apps like WhatsApp were also significant, used by 24.1% of respondents. Websites (10.5%) and forums or online communities (12.7%) were less commonly used but still noteworthy in reaching niche audiences.

Table 2: Primary Platforms Used by Mizo Youth to View Memes

Response	Frequency	Percentage
Social Media platform	182	82.7%
Websites	23	10.5%
Messaging app	53	24.1%
Forums/Online community	28	12.7%
Others	1	0.5%
Total	220	100%

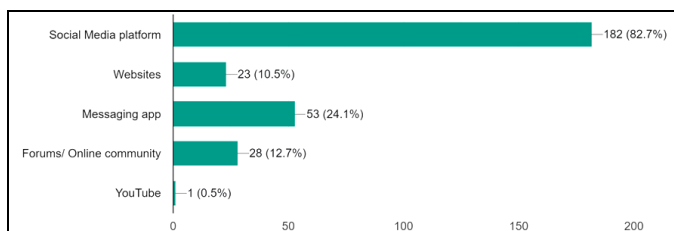


Fig 2: Primary Platforms Used by Mizo Youth to View Memes

Motivations for Sharing Memes

Respondents highlighted diverse motivations for sharing memes:

- Entertainment (45.5%) emerged as the leading reason, reflecting the inherent humor and lighthearted nature of memes.

- Humor (42.3%) followed closely, aligning with the perception of memes as primarily amusing content.
- Expressing emotions (33.6%) indicated that memes are also tools for personal expression and connection.
- Commenting on current events (30%) and social influence (18.2%) illustrated memes' role as mediums for discourse and awareness.

Table 3: Motivations behind Meme Sharing Among Mizo Youth

Response	Frequency	Percentage
Entertainment	100	45.5%
Humour	93	42.3%
Social influence	40	18.2%
Expressing emotions	74	33.6%
Commenting on current events	66	30%
Others	7	3.2%
Total	220	100%

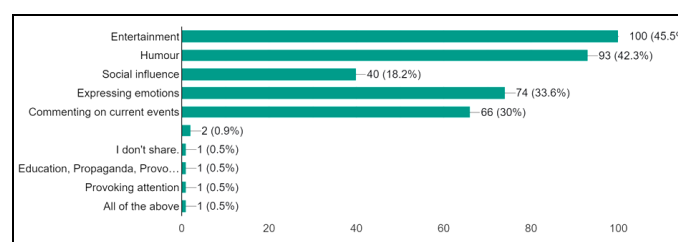


Fig 3: Motivations Behind Meme Sharing Among Mizo Youth

Objective 2: Study the Level of Meme Comprehension among Mizo Youth

Understanding Meme Content

The study assessed respondents' ability to comprehend memes, particularly those addressing social issues. A significant 69.1% agreed that memes effectively raised awareness of social issues, indicating a high level of comprehension within the demographic. However, 30.9% expressed uncertainty or skepticism, suggesting that meme literacy varies among youth.

Table 4: Respondents' Comprehension of Memes Addressing Social Issues

Response	Frequency	Percentage
Yes	152	69.1%
No	41	18.6%
Can't Say	27	12.3%
Total	220	100%

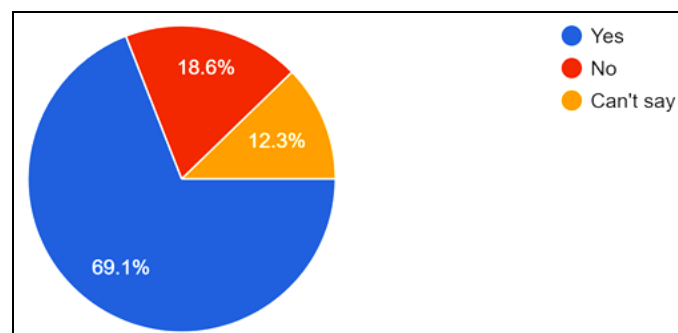


Fig 4: Respondents' Comprehension of Memes Addressing Social Issues

Objective 3: Explore the Potential of Meme Culture in Driving Social Change

Exposure to Social Issue Memes

The study found that 30.5% of respondents frequently encountered memes addressing social issues, while 35% encountered them occasionally. These memes tackled diverse topics such as gender equality, environmental conservation, and cultural stereotypes, demonstrating their utility in sparking discourse on important matters.

Table 5: Frequency of Encountering Memes Addressing Social Issues

Response	Frequency	Percentage
Very Often	67	30.5%
Often	45	20.5%
Sometimes	77	35%
Rarely	22	10%
Never	9	4.1%
Total	220	100%

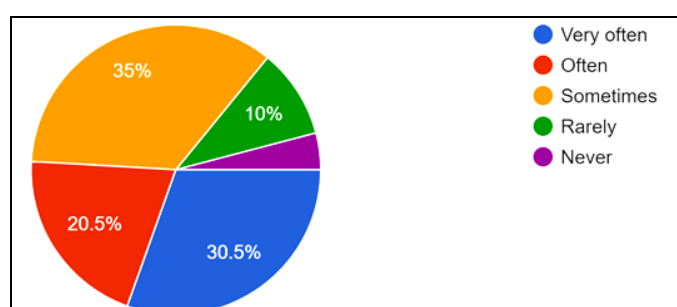


Fig 5: Frequency of Encountering Memes Addressing Social Issues

Perceived Impact

Approximately 69.1% of respondents believed memes could effectively command attention and raise awareness about societal issues, while 18.6% disagreed. This highlights a general consensus on memes' transformative potential, albeit with a segment of the population questioning their efficacy.

Table 6: Perceived Effectiveness of Memes in Raising Awareness on Social Issues

Response	Frequency	Percentage
Yes	152	69.1%
No	41	18.6%
Can't Say	27	12.3%
Total	220	100%

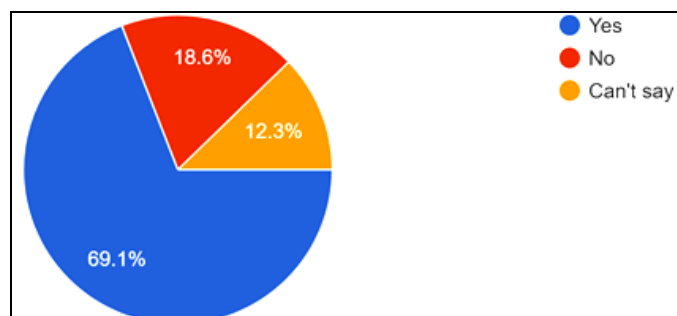


Fig 6: Perceived Effectiveness of Memes in Raising Awareness on Social Issues

Qualitative Insights

The thematic analysis of memes shared on prominent social

media pages in Mizoram reveals how memes are used to critique societal issues, celebrate cultural identity, and address sensitive topics with humor and satire. These memes fall into five broad themes: Social Commentary, Political Critique, Cultural Identity, Gender Dynamics, and Challenges of Misrepresentation and Stereotyping. Each theme is detailed below, with examples and recommendations for visual integration.

1. Social Commentary

Memes critiquing societal issues often target infrastructure problems, environmental concerns, and healthcare shortcomings in Mizoram

Example 1: Road Infrastructure



Source: New School Zawlnei

Fig 7: Satirical Meme by “Zohahthlak” Highlighting Mizoram's Road Infrastructure Issues

A meme shared on *New School Zawlnei* critiques the fragile nature of Mizoram's road construction by juxtaposing delicate objects (hair strand, sliver of glass) with “PWD black topping.” The text, “Thinnest things in the world,” humorously underscores public dissatisfaction with the Public Works Department's perceived inefficiency. Garnering 5K likes and 31 comments, the meme resonated widely with audiences.

Example 2: Healthcare



Source: New School Zawlnei

Fig 8: Meme by “New School Zawlnei” Critiquing Health Infrastructure and Childbirth Risks at Serchhip Hospital

Another meme from *New School Zawlnei* portrays a crying infant in the womb against a stark red background, accompanied by the text: “When you're about to be reincarnated but it's Serchhip Hospital.” This satirical depiction critiques perceived inadequacies in maternity care at Serchhip Hospital, symbolizing public concerns about healthcare safety.

Discussion

Both memes serve as sharp critiques of governance and systemic neglect. The satire in these memes engages audiences by blending humor with pressing social issues, prompting public discourse on the need for systemic reforms.

2. Political Critique

Political satire is a prominent theme, with memes exposing the gap between political promises and reality.

Example: Political Promises



Source: Zohahthlak

Fig 9: Viral Meme from “Zohahthlak” Criticizing Politicians’ Empty Promises and Rural Underdevelopment

A meme from *Zohahthlak* depicts a politician pretending to make a phone call in a village with no network connectivity. The visual irony of a phone without signal bars highlights the hollowness of promises made to marginalized communities. This meme garnered 6.5K likes, 71 comments, and 203 shares, reflecting its effectiveness in sparking discussion.

Discussion

This meme critiques performative politics and highlights the disconnect between leadership and grassroots realities. By leveraging humor, it engages audiences while emphasizing the pressing need for accountability in governance.

3. Cultural Identity

Memes celebrating and critiquing Mizo culture often reflect societal attitudes towards traditions and evolving norms.

Example 1: Marriage Bias



Source: New School Zawlnei

Fig 10: Satirical Meme by “New School Zawlnei” Addressing Racial Prejudice and Cultural Bias in Mizo Marriages

A meme from *New School Zawlnei* contrasts societal reactions to Mizo women marrying white men versus black men. The visual juxtaposition and text highlight racial biases within Mizo society, sparking debate with 9K likes and 101 comments.

Example 2: Football Field Conditions



Source: Chhurbura

Fig 11: Meme by “Chhurbura” Using Football Imagery to Highlight Poor Infrastructure

A meme from *Chhurbura* uses a dusty football field to symbolize neglect and poor infrastructure. The satirical tone critiques systemic apathy towards recreational spaces, resonating with 5.4K likes and 48 comments.

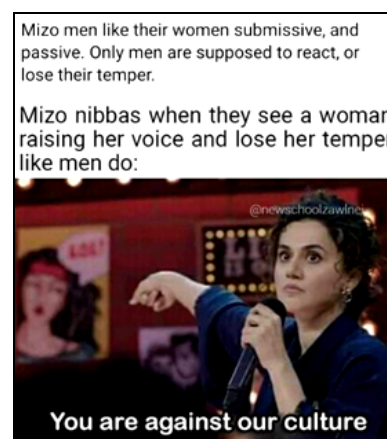
Discussion

These memes blend humor with cultural critique, encouraging reflection on evolving societal norms while fostering pride in Mizo traditions. The juxtaposition of cultural celebrations with social critique highlights the complexity of Mizo identity.

4. Gender Dynamics

Memes addressing gender roles critique the societal expectations imposed on women in Mizoram.

Example: Gender Stereotypes



Source: New School Zawlnei

Fig 12: Gender Role Critique in Meme by “New School Zawlnei” Featuring a Bold Female Voice

A meme from *New School Zawlnei* depicts a modern woman holding a microphone, angrily addressing a crowd. The text critiques the expectation that women should remain passive, sarcastically adding: “Mizo nibbas when they see a woman raising her voice: ‘You are against our culture.’” This meme garnered 4.4K likes and 90 comments.

Discussion

This meme highlights the double standards in gender

dynamics within Mizo society. By using satire, it challenges traditional expectations and fosters dialogue on the need for gender equality.

5. Challenges: Misrepresentation and Stereotyping

Memes critiquing external narratives or internal biases often address racial and cultural stereotypes.

Example 1: Rural Resilience



Source: Kha Status Tur

Fig 13: Satirical Meme by “Kha Status Tur” on Poor Road Conditions in Mizoram

A meme from *Kha Status Tur* shows passengers pushing a vehicle stuck on a bumpy road, symbolizing resilience amidst systemic neglect. Garnering 41K likes, 43 comments, and 21 shares, it underscores both community strength and infrastructural shortcomings.

Example 2: Regional Disparities



Source: New School Zawlnei

Fig 14: Comparative Meme by “New School Zawlnei” on Infrastructure in Mizoram vs Arunachal Pradesh

A meme from *New School Zawlnei* contrasts Arunachal Pradesh’s well-maintained roads with Mizoram’s poor infrastructure, humorously captioning the disparity as “same monsoon regime, different governance.” With 4.9K likes and 171 comments, it critiques regional inequalities in development.

Discussion

These memes serve as critiques of both external and internal stereotypes, highlighting the resilience of Mizo communities while demanding systemic improvements. The humor ensures

reliability while addressing critical issues of representation and governance.

Discussion

- **Media Preferences in Memes:** In Mizoram, both videos and images play crucial roles in shaping meme culture. Videos, with their dynamic content, garnered significant engagement, suggesting an audience preference for visually stimulating and humorous material. This aligns with global trends where videos dominate social media due to their engaging nature. However, Mizoram's meme landscape also embraces image-based content, with likes ranging from 1.9K to 74K, indicating a diverse audience that appreciates both static and moving formats. Additionally, collage images, such as those portraying contrasting road conditions, stood out, showcasing the audience's appetite for multi-dimensional storytelling within a single frame.
- **Major Social Issues Covered in Memes:** Infrastructure deficiencies take center stage in Mizoram's meme discourse, echoing global concerns about inadequate public services and urban development. Memes often highlight the poor state of roads, healthcare facilities, and public transportation, serving as a humorous yet critical commentary on the region's infrastructural challenges. Moreover, Mizoram's memes delve into societal issues, addressing gender roles and stereotypes. There's a keen awareness of the pressures on women to conform to traditional norms, reflecting broader global discussions on gender equality and social justice. Additionally, satire surrounding cultural biases and racial prejudices within Mizo society reflects on identity and social norms, indicating a nuanced understanding of local dynamics.
- **Presentation of Memes:** Satire emerges as the predominant tone in Mizoram's meme culture, with humor serving as a vehicle to critique political promises, societal norms, and infrastructure shortcomings. This mirrors global meme trends, where irony and wit are commonly used to address serious issues in a light-hearted manner. Furthermore, memes often employ humor to highlight absurdities in everyday situations, such as overcrowded public transport or contrasting road conditions. Yet, beneath the humor lies a layer of critical reflection, challenging norms and biases through clever juxtapositions and witty commentary. This indicates a shared global tendency to use humor as a tool for social commentary and critique, enriching discourse while entertaining audiences.

Conclusion

The recent research conducted in Aizawl, Mizoram, delved deep into the phenomenon of meme culture within the Mizo community, shedding light on its multifaceted dynamics and its potential impact on addressing social issues among Mizo youth. Through a meticulous mixed-method approach, incorporating both qualitative and quantitative methodologies, this study has provided valuable insights into the consumption patterns, sharing behaviors, and perceptions regarding memes among Mizo youth, as well as their role in driving social change.

The analysis revealed a vibrant landscape of meme consumption within the Mizo community, with the majority of users actively engaging with memes on a frequent basis, primarily through social media platforms and messaging apps. This indicates the pervasive nature of meme culture among

Mizo youth, with memes serving as powerful tools for communication, social commentary, and advocacy. The study identified various motivations driving meme-sharing practices, ranging from entertainment and humor to emotional expression and social influence. Additionally, preferences for meme formats were observed, with video memes emerging as the most preferred format, followed closely by image memes, highlighting the diverse yet engaged audience's preference for dynamic and visually stimulating content.

One of the most significant findings of this research is the role of memes in addressing social issues within the Mizo community. A substantial proportion of users encountered socially themed memes frequently, with widespread belief in their effectiveness in commanding attention, raising awareness, influencing attitudes, and fostering social transformation. Memes were found to be particularly effective in addressing local concerns, such as infrastructural deficiencies and societal issues like gender roles and cultural biases. The predominant tone of satire allowed for humorous yet critical commentary on political, social, and cultural realities, sparking dialogue, raising awareness, and mobilising community action.

The demographic insights gleaned from the study reflect a diverse and balanced sample, ensuring inclusivity in data analysis and interpretation. The concentration of respondents in early to mid-adulthood, with equal representation of genders and a slight majority of rural residents, underscores the broad reach of meme culture within the Mizo community. This demographic diversity enriches the understanding of meme consumption patterns and their potential impact on social activism, ensuring that the findings are reflective of the community as a whole.

The comprehensive analysis of meme culture within the Mizo community has significant implications for both academia and society at large. Understanding the role of memes as agents of social change can inform strategies for leveraging online communication platforms for advocacy and activism. Moreover, the findings highlight the need for continued research into the evolving dynamics of meme culture and its impact on youth engagement and social transformation.

In conclusion, this study has provided valuable insights into the role of memes in Mizo youth culture and social activism. Memes serve as powerful tools for communication, social commentary, and advocacy, with the potential to address local concerns and foster social change within the community. The widespread consumption, diverse motivations, and perceived effectiveness of memes underscore their growing influence within the Mizo community. As meme culture continues to evolve, further research and exploration are warranted to harness its full potential for positive social impact.

Limitation of the Study

While acknowledging the limitations imposed by time and resources, research on this topic has yielded valuable insights into the culture of memes and its impact on addressing social issues among Mizo youth. It's important to approach the findings with caution, recognizing that they may not fully represent the entire Mizo youth population. However, these initial findings lay the groundwork for future studies to delve deeper. By conducting more extensive investigations with larger and more diverse samples over an extended period and utilizing a combination of research methods, a more comprehensive understanding of the culture of memes and its role in addressing social issues among Mizo youth can be attained.

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