Memes: a new avenue for spreading crystallographic knowledge for the next generation

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There is no doubt that the internet and social media has changed the way in which information is communicated and spread throughout the world today. Perhaps one of the fastest moving forms of media are memes, a small statement, image or video that is spread across platforms similarly to the game of 'telephone'. Wikipedia defines a meme (/mi:m/MEEM) as "an idea, behaviour, or style that spreads by means of imitation from person to person within a culture – often with the aim of conveying a particular phenomenon, theme, or meaning represented by the meme." [1] With the rise of meme groups such as "Inorganic Memes for C2v Teens" and "X-ray Crystallography May-Mays" on platforms such as Facebook, we see the spread of scientific memes and crystallographic ideas across the younger generation [2,3]. In this presentation, we will provide an overview on the use of memes to spread scientific information and their use as a tool for education and outreach for the next generation of crystallographers.

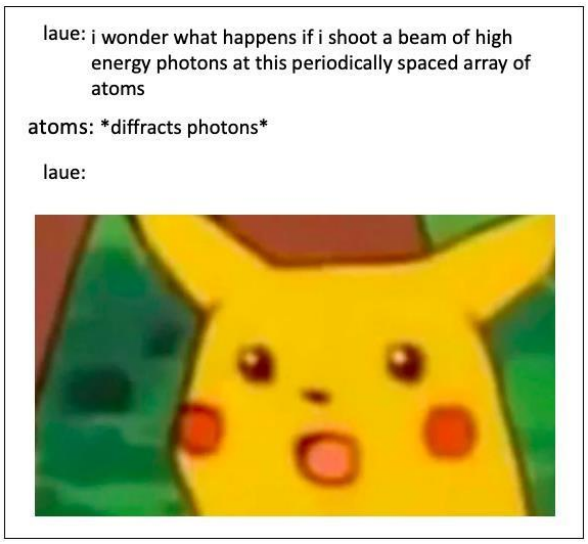

Figure 1. 'Pikachu shock face' meme, describing the possible reaction of Max Von Laue during his discovery of X-ray diffraction [6]

1. Meme. https://en.wikipedia.org/wiki/Meme (Accessed 05 March 2020)
2. Inorganic Memes for C2v Teens. https://www.facebook.com/inorgmemes/ (Accessed 05 March 2020)
3. X-ray Crystallography maymays. https://www.facebook.com/crystallographicmemes/ (Accessed 05 March 2020)
4. Shudo, T. (Writer). Bulbasaur and the Hidden Village. *Pokèmon: Indigo League*, Tokyo Japan, Publisher: OLM Inc. 1998

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