

A STUDY ON THE INFLUENCE OF HUMOROUS MEMES BY KERALA POLICE ON FACEBOOK IN CREATING AWARENESS ON SOCIAL MEDIA

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ABSTRACT

The people in social media recently found an active Facebook page of Kerala Police where they are concentrated on awareness creation. The recent increase of followers made the page to hit above 1 million likes and supporters. The creative part of Kerala Police is seen in this social media where they create comic memes for awareness using different film shots. Awareness with comic memes is something new to social media and this made us take a look on the reach and influence of the page among social media users in Kerala. The survey method got adopted, 50 samples got distributed among the users and analysed some of the viral posts of the year 2018-19 for further data collection. This made the study to achieve the objectives more easier.

Keywords : memes, awareness, Facebook

1. INTRODUCTION

Social media is expanding its reach in every strata of the society in India day by day. So people are more interested to check their personal social media applications every day without any fail. There are many interesting things in social media platform to get them engaged in. But interestingly the major one circulating among the people is about **comic memes** mainly in Facebook and Instagram where it can be either related to a particular issue or any sudden situation. Here, Kerala Police started a Facebook page about creating social awareness to public. The main interesting part of the study is about the usage of memes with film posters and how its going to influence the people.

Societal change is an important strategy so does this initiative of Kerala Police can make any change in the society is the main goal behind the study. There are many related subtopics chosen for the study to gain the objective and need to compare with other study materials for getting further details.

A detailed analysis is needed to achieve the general objective of the topic. Nowadays, public are more interested to read the social media memes so their valuable response will help to draw a conclusion.

2. RESEARCH METHODOLOGY

This Research will be carried out using both Quantitative and Qualitative Research methods for gaining the object of detailed study and that is called Triangulation method.

Under quantitative research, survey methodology will be used and the survey would be conducted with 50 samples among Facebook users in Kerala, and the samples will be identified through purposive sampling technique and it brings out relevant data from the perspective of public about the new concept of awareness creation made by Kerala Police.

Under qualitative research method, Content analysis methodology will be used to analyse the content which means here going to analyse some of the humorous memes created by Kerala Police team for awareness which made viral among public and need to analyse some of the comments given by Kerala Police to public which made more viral in social media. The newspaper reports also need to be analysed to gather more data about this official page of Kerala Police.

3. ANALYSIS AND INTERPRETATION

Data analysis and interpretation is the process of assigning the collected valuable data which contains the entire information from public according to their perception about the topic, and then it gets analysed by the researcher and it is a huge process during the time spent of Research.

Here the Research project is formulated in order to study and analyze "The reach and influence of official Facebook page of Kerala Police in creating Awareness among Public through social Media". Quantitative method was adopted to gather the response from public to find out the reach and influence, the questionnaire was prepared and shared to 50 social media users of Kerala.

Q: Age Group

This is about what age group of people mostly or actively uses Facebook or other social medias. Here it is inferred that 18% are from the age group of 21 and 24% are from the age group of 23. Where, only 2% users are seen above the age group of 30. From this, we can clearly conclude that the most common users of social media is youngsters.

Q: Gender

It includes 48% of female and 52% of male in the study. So, it clearly concludes that males are the common users to Social media.

Q: Occupation

The occupation of the responders were it showed 62% of social media users are Students

Q: Social media and Awareness

The result of social media providing any space for awareness creation was, 88% of people says that social media is giving much space for creating awareness and 10% people says it may be and the rest 2% only says social media is not providing any space regarding this. It concludes, the major percentage level says that social media is having space for awareness.

Q: Does Social media are more concerned about the social issue

It infers, 40% of people agreed and showed a neutral response to the statement and were 14% disagreed and 6% of people strongly disagreed the statement. It concludes that considering both the percentage, social media is concerned about the social issues.

Q: Medium used by public to know about Social issues

It refers, 72% of people uses social media platforms to gather social issues happening around and 16% people choosed newspaper and only 10% people choosed television medium. 2% goes for other and it shows most of the people uses social media only.

Q: How people know About ,Kerala police Facebook page that creates awareness through memes

This includes the main content of the study, 90% of people are aware about the page and only 10% people doesn't came to know about the page.

Q: How people came to know about the page

In infers, 42% came to know about the page from friends and 24% from the newspaper and 16% of people came to know from Social media itself.

Q: Followers of the Page

It shows the percentage level of followers in the official kerala police facebook page here, 64% people marked Yes and 34% marked No. So the higher percentage depicts more reach among the social media users.

Q: The motto of the page

It refers, 36% people says the page is for promoting the service of kerala police and 32% says the motto of the page is creating awareness and 30% got marked for making the police-public interaction easier. It can be concluded that majority people knowing the motto behind the official page of kerala is to promote their services.

Q: Ever seened their creative awareness posts in anyother social media

It includes the response of social media users, here 88% marked Yes and only 12% marked No to the question, here the highest is 88% and it means they have seen the official kerala police creative awareness posts in different social medias.

Q: The concept of awareness creation using memes

It refers that the acceptance level got from public for the kerala police from public for bringing the concept of awareness creation. Here, 90% got accepted the concept and 10% doesn't shown any interest.

Q: About the new Initiative of kerala police and Societal change

The infers, 82% people marked Yes and rest 18% people marked No, here it means the public really accepted the initiative of Kerala police and it includes this can make societal changes.

Q: The common posts seen in Kerala police official page

It says that official facebook page of kerala police mostly consists of awareness posts with a majority of 52% and 32% goes for the awareness videos and 8% is Nil (may be they are not the followers of the page) 2% people seened the awareness speech.

Q: Does awareness with memes and usage of film scenes can make virality in Social media

It depicted, 38% of people agreed to the statement, were 18% strongly agrees and 44% of people are in the stage of neutral. Here the people agrees to the statement while combining both agree and strong agree percentage. It concludes that using memes and film scenes for creating awareness can get more viral in social media.

Q: Media which creates awareness other than facebook

Here, 82% people says there are more social media applications which creates more social awareness and 12% tells that may be some other media can make more awareness and 6% seems No other media can make more awareness other than facebook

Q: Awareness through memes and public attention

Here it includes, the data of public attention to awareness memes. 74% people says Yes and 24% goes for the option may be it can make more attention. But it gets concluded that only 2% of people marked No and awareness through memes can make the public more attracted or interested.

Q: Kind of memes people are interested in

Its about the different kinds of interest people have in memes. 56% of people are interested in humorous memes, 14% search for awareness memes and 22% goes for classic memes and 8% finds interest in all kind of memes. Here, majority like humorous memes and the new trend of awareness creation carried by kerala police is also focused on humor and it creates more relation to the finding.

Q: Publics Interest in sharing Social awareness posts

It clearly depicts the interest of people in sharing social awareness posts. 70% of people shows interest in sharing awareness post and 26% shares the posts only for sometimes and only 4% doesn't took any interest in sharing awareness post in social media.

Q: Social media is the easiest platform for promoting awareness

It inferred, 62% people agreed to the statement ,26% strongly agreed and while combining the percentage, the data identifies that social media is an easiest platform for promoting awareness and the rest goes for neutral, and only 2% of people disagrees.

4.CONTENT ANALYSIS

Here, some of the major viral film posters got selected from the official kerala police facebook page for analysing the contents. The analysis is based on three interpretation: character, concept, text and meaning, Picture. The awareness memes were created with different comic Malayalam movie scenes and this new ideology of kerala police got attracted to people. They created awareness against religious conflict makers, fake callers , chain snatching and made awareness in wearing helmets etc.

5.CONCLUSION AND FINDINGS

This research study focuses on “the official kerala police facebook page that creates awareness on social media with humorous memes” and the study is conducted through a survey method where 50 sample got distributed among the social media users in kerala. The content analysis also done with the qualitative method by analysing the most reached viral posts and newsreports also helped to draw a clear findings. The objective of the study is to analyse the reach and influence of this particular page and the way how they are using humorous memes to create awareness among public.

Through the analysis , the major finding was,

- 90% of people are aware about this particular page in kerala.
- 88% of people says social media provides a huge space for creating awareness and also here most of the social media users and the active followers of this official page was male users, and the graph represented most are from the student group so they comes under the tagline called youngsters.
- 72% of people uses social media to gather social issues happening around and 16% people choosed newspaper and only 10% people choosed television medium. 2% goes for other and it shows most of the people uses social media only.
- 82% of people supports this new initiative of kerala police.
- 82% people says there are more social media applications which creates more social awareness other than facebook.
- At the same time, 6% people says No other media can make more awareness other than facebook.
- 74% people agrees to the new ideology that “ creating awareness through memes”.
- Here, 56% of people are interested in humorous memes, 14% search for awareness memes and 22% goes for classic memes and 8% finds interest in all kind of memes. So the majority likes humourous memes.
- The important fact, 70% of people shows interest in sharing awareness post and 26% shares the posts only for sometimes and only 4% doesn't took any interest in sharing awareness post in social media
- 82% agreed this new initiative can make some societal change.
- Through analysing the contents there are different creative ideas has been used by the team kerala police. The characters in the posts as well as the themes used for particular awareness creation with comic touch made the public more influensive.
- 38% of people agreed to the statement using memes and film scenes for creating awareness can get more viral in social media. 18% strongly agrees and 44% of people are in the stage of neutral.

The communication method used by kerala police is the other important finding were they act as a normal character in front of social media users with comedy replies and comments but they become more serious at the moment they need to be. The major reach behind this official page is the usage of humorous memes, apart from serious touch people are more interested in humour memes. and the finding says it can make some societal change and the public accepted these new concept and initiative of kerala police atlast.

So here, social media has proven yet again through this official page of kerala police, humour memes are the best way to get the message delivered fast and effectively in public.

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