

## Why “may-may” as a theme?

The internet is a truly remarkable technology. Using this tool, all of humanity can be connected and levelled. Following a policy of no judgement, the internet and its culture does not care who you are! You can be anyone on the internet and no one would judge or care. Maybe this is why taboo topics are often deliberated on using this tool. Indeed, just look at the virality of memes depicting depression ([examples](#)) and anxiety ([examples](#)).

Memes are ideas and perspectives shared over the internet; and, everyone understands a good meme! It is relatable, humorous, and often used to mimic and satire ubiquitous activity or phenomenon. Perhaps the best property of [internet] memes is that it relies heavily on popular culture to communicate itself. With the internet rendering boundaries obsolete and enabling dispersion of information previously held in silos, memes are one of the first communication media to truly impact all of humanity. And they bring a smile to your face! (check out [brobama](#))

“may-may” is the phonetic spelling of a common mispronunciation of the word meme. It is often used in internet forums and counterculture to ironically portray popular culture. Often it is used to satire *pop culture* and call out mainstream memes. More than that, it is another entry into this marvellous utopia where we are all friends with each other; and that’s the idea. hackBU’18 seeks to demonstrate this revolutionary medium (memes) and tool (the internet) combo and influence everyone who experiences it, in any form, to be a part of this wonderful culture and community.

Memes do not always have to be satire though. Memes do not always need to mimic or mock something. Memes need not be informative or educative. Memes can solely exist for *shits and giggles* (see [top definition](#)). Memes can be [cringy](#) or [awkward](#). Most importantly, memes are funny, most times make you go “*LOL same*”, and sometimes carry a message, an idea, or a concept.

Inspired by this culture and revolutionary idea, the theme based problem statement is thus –

*“The internet is a truly remarkable invention, bringing people closer than ever before and enabling knowledge dispersion like never before. Memes are a communication medium spreading perspectives through humour. Build a product/service that helps progress this culture”*