

## Reasons for Dissemination of "MBTI memes" on Young Female

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**Abstract:** "MBTI memes", as one of the youth subcultures created by young people, is widely popular in the current era of social media. In this paper, the meme of MBTI was taken as the main research object, and the female group was taken as the main research group. On this basis, five dimensions were hypothesized, and Likert scale questionnaires were designed based on the five dimensions, and questionnaires were distributed and collected. Finally, data analysis is carried out to try to analyze the motivation behind its popularity.

### 1. Introduction

With the development and continuous popularization of mobile media technology, "MBTI memes" have become popular on social media platforms such as Weibo and Xiaohongshu. Whether it is the widespread popularity of MBTI personality emojis in Weibo super talk, or users recording their own MBTI personality and others' personalities through hand drawing in Xiaohongshu, they are the main forms of expression of "MBTI memes". Among them, the reading volume of MBTI's Weibo Super Talk has exceeded 200 million times, with 7663 posts posted by users. The topic about "# MBTI meme #" has 3.67 billion views, 1.491 million discussions, and 5255 original creators, all of which confirm the continuous rise of MBTI testing and the popularity of "MBTI memes".

### 2. Review of Relevant Theoretical Research

MBTI memes "is one of the youth subcultures that differs from mainstream culture, and scholars both domestically and internationally have conducted extensive research on youth subcultures. Foreign scholars tend to analyze the reasons for the emergence of youth subcultures and their impact on the youth population. Based on specific questionnaire surveys or case studies, they emphasize the importance and significance of education and guidance for the youth population, and propose a series of constructive and feasible suggestions.

Youth subcultures are different from mainstream cultures in that the main creators are young people, and based on social media platforms, the forms of content creation and dissemination are more diverse. Wang Yacheng and Zhang Wanyu (2022) conducted research on MBTI catchphrases and explored their impact on the social interaction of young people<sup>[1]</sup>. Tang Zheng and Ding Zhenqiu (2022) conducted a study on internet slang as one of the subcultures of young people, pointing out that internet slang is a product of the new media era and a language born out of the internet age<sup>[2]</sup>. Chen Xun (2021) also studied the communication mechanism and motivation of the "memes map" in the Internet, and explored the underlying reasons behind the phenomenon<sup>[3]</sup>. Therefore, whether it is the widespread dissemination of internet buzzwords such as "rat and mouse literature" and "Thai pants spicy" in the era of social media, or the "MBTI memes" meme based on MBTI testing, they are all evidence of the more diverse dissemination methods and content of youth subcultures under technological empowerment.

Zheng Wen, Chen Liwei, and Gui Yong (2022) emphasize that youth subcultures often have characteristics such as antagonism, cognitive consistency, and clustering<sup>[4]</sup>. Peng Lan (2019) believes that youth subcultures also have the characteristic of stratification, and youth groups construct specific "circles" for their own culture, even moving towards organization<sup>[5]</sup>. Therefore, youth subculture is a further product of the social media era, which is the imitation and secondary creation of cultural content by young people, and one of the ways in which young people express their emotions.

### 3. Related Concepts and Theoretical Foundations

#### 3.1. Youth Subculture

Youth subculture is a social and cultural form, mainly represented by the youth group, which is spontaneously created by the youth group. It is a social and cultural form that blends and resists with the mainstream culture shaped by the culture of the parents and the mainstream ideology. This is also a specific cultural space independently constructed by the youth group and plays its own leading role<sup>[6]</sup>.

Youth subculture refers to the disruption and subversion of current social ideology, mainstream discourse power, and social order by the youth group. It is the resistance and escape of the youth group from social pressure, and the comfort of the youth group<sup>[7]</sup>.

#### 3.2. MBTI

MBTI (Myers Briggs Type Indicator), also known as the Myers Briggs Type Indicator, was developed by American author Elizabeth Briggs Myers and her mother based on the eight psychological types proposed by Swiss psychologist Carl Jung. Through in-depth practice and research, it has been expanded to form four dimensions: attention direction, cognitive style, judgment style, and lifestyle (Table 1).

Table1 MBTI Type& Indicators

MBTI Type& Indicators	Energy Tendency	E(Extrovert)
		I(Introvert)
	Cognitive Style	S(Sensing)
		N(Intuition)
	Judgment Nethod	T(Thinking)
		F(Feeling)
	Lifestyle	J(Judgment)
		P(Perceiving)

MBTI divides personality into sixteen different personalities and assigns them sixteen different identities based on their dimensions, such as INFJ advocate personality, INFP mediator personality, ENFP candidate personality, etc

#### 3.3. MBTI memes

"memes" , it was created by American evolutionary biologist Richard Dawkins in his book "The Selfish Gene" in 1976. He compared memes to genetic factors and cultural genetic factors, constantly evolving through imitation, replication, variation, and selection<sup>[8]</sup>.

Nowadays, with the development and popularization of mobile media, more and more netizens refer to "memes" as "memes" or "memes". Creators express a certain culture or concept through humorous and witty pictures, accompanied by short texts to explain<sup>[9]</sup>. The content of "memes" has strong coverage, and is loved by netizens and bloggers because it can better express their emotions and jokingly express different opinions. At the same time, it is widely copied and imitated for large-scale dissemination.

The "MBTI memes" are based on the sixteen personalities formed in the MBTI test, and content is created based on their personality traits. Netizens also creatively name their personalities, such as ENFP being called "Happy Dog" due to their outgoing and extroverted traits, and INFJ being called

"Little Old Man" due to the advocate's self-image and introverted personality<sup>[10]</sup>.

## 4. Empirical Research

### 4.1. Research Variable Selection

The paper uses the Likert Scale questionnaire as the research scale to analyze the relationships between various factors more clearly. At the same time, based on the dissemination mechanism and motivation of "MBTI memes", five dimensions have been formulated, and specific questions have been designed for each dimension. The five dimensions are self-identity, emotional release, circle affiliation, social currency, and opinion leaders.

#### ▪ Self-identity

The first dimension is "self-identity", which explores whether the respondents can better understand themselves through "MBTI memes" and whether they believe that "MBTI memes" have a sense of immersion, belonging, and satisfaction for the respondents<sup>[11]</sup>.

#### ▪ Emotional Catharsis

The second dimension is "emotional catharsis", to explore whether the respondents think that imitation, re creation and dissemination of "MBTI memes" can better express their emotions, roast about life and express their interests, and whether they think that "MBTI memes" can cause emotional resonance of the respondents<sup>[12]</sup>.

#### ▪ Circle Affiliation

The third dimension is "circle affiliation", which explores whether the respondents are willing to join the "MBTI memes" circle and interact with its members, and whether they are more willing to see "MBTI memes" about themselves, in order to gain recognition within the circle<sup>[13]</sup>.

#### ▪ Social Currency

The fourth dimension is "social currency", exploring whether respondents are willing to interact with others through "MBTI memes", whether they believe it brings them closer to others, and whether they are willing to share "MBTI memes" with people around them and discuss them<sup>[14]</sup>.

#### ▪ Opinion Leaders

The fifth dimension is "opinion leaders", exploring the impact of opinion leaders and others spreading "MBTI memes" on the public, and whether the dissemination of "MBTI memes" by opinion leaders will prompt the public to understand "MBTI memes"<sup>[15]</sup>.

### 4.2. Data Acquisition

In order to better analyze the reasons for the spread of "MBTI memes" among young women, this study selected the Likert Scale questionnaire as the research scale, and distributed it to the female population through online means from March 22, 2023 to April 14, 2023. Finally, the questionnaire data will be organized and further tested for reliability and validity to determine the quality and usability of the designed questionnaire, and to analyze the relationships between various dimensions more clearly.

The research group for this survey is women, and a total of 220 questionnaires were distributed online through platforms such as Wenjuanxing, Xiaohongshu, and Weibo. 200 valid questionnaires were collected, with an effective response rate of 91%.

### 4.3. Reliability and Validity Testing

The reliability analysis of a questionnaire tests whether the scale is consistent and stable, and whether the scale structure is reasonable and comprehensive. The more consistent and stable the scale, the higher its reliability analysis. According to Table 2, if  $\alpha > 0.8$ , it indicates that the consistency and reliability of the scale design are high, and further analysis can be conducted.

Validity analysis is a test of whether a designed scale can reasonably reflect the investigated content, and determines the applicability of the scale sample by calculating the KMO coefficient. According to Table 3, the KMO coefficient of this sample is between 0.8 and 0.9, indicating that the sample is very suitable, and the significance of Bartlett's sphericity test is less than 0.05, indicating

that factor analysis is suitable.

Table 2 Reliability Analysis

Cronbach's alpha	Number of Items
0.869	19

Table 3 Validity analysis

KMO & Bartlett Test		
KMO Measure the Appropriateness of Sampling		0.870
Bartlett Sphericity Test	Approximate chi square	1394.275
	Degree of Freedom	171
	Significance	0

#### 4.4. Principal Component Analysis

In order to better identify the intrinsic relationship between research items and factors, the maximum variance rotation method was applied to the data. It is generally believed that if the contribution rate of the total variance is greater than 60%, it indicates that the explanatory power of the factor for the original variable is acceptable

Table 4 Results of Factor Analysis

Items	Ingredients			
	Factor1	Factor2	Factor3	Factor4
Q <sub>15</sub>	0.835			
Q <sub>14</sub>	0.821			
Q <sub>16</sub>	0.720			
Q <sub>8</sub>	0.699			
Q <sub>7</sub>		0.781		
Q <sub>9</sub>		0.774		
Q <sub>6</sub>		0.675		
Q <sub>18</sub>		0.623		
Q <sub>17</sub>		0.592		
Q <sub>20</sub>			0.760	
Q <sub>19</sub>			0.691	
Q <sub>13</sub>			0.511	
Q <sub>21</sub>			0.506	
Q <sub>11</sub>				0.705
Q <sub>5</sub>				0.560
Q <sub>3</sub>				0.558
Q <sub>10</sub>				0.501

Through further analysis, Q<sub>12</sub> did not pass the validity test and had loadings below 0.5 in all dimensions, therefore it is considered invalid and therefore deleted. Dimension 5 was deleted as it only contains Q<sub>4</sub>, resulting in four dimensions. According to Table 4, based on the components and factor loadings contained in each factor, the loadings in all dimensions of the remaining items are greater than 0.5, indicating that they are valid questions with good data. After deleting Q<sub>12</sub>, its validity test still fully met the standard, indicating that the data obtained from the survey can basically reflect the motives of female groups for the creation, imitation, and dissemination of "MBTI memes" truthfully and reliably.

Based on the above factor analysis rotation results, it was found that there is a slight deviation from the original hypothesis. According to Table 4, Q<sub>15</sub>, Q<sub>14</sub>, Q<sub>16</sub>, and Q<sub>8</sub> belong to dimension 1, indicating that the secondary creation, imitation, sharing, and forwarding of "MBTI memes" are emotional interactions between creators and people around them. Therefore, these four items are classified as the same dimension and named "emotional interaction".

Q<sub>7</sub>, Q<sub>9</sub>, Q<sub>6</sub>, Q<sub>18</sub>, and Q<sub>17</sub> belong to dimension 2, indicating that sharing, forwarding, and creating "MBTI memes" for production and dissemination are aimed at better expressing one's own

emotions and resonating with others' emotions. Therefore, these 5 items are classified as the same dimension and named "emotional release".

Q20, Q19, Q13, and Q21 belong to dimension 3, indicating that external stimuli can make people willing to participate in "MBTI memes" discussions and creations, such as opinion leaders, communities, and the influence of others. Therefore, these four items are divided into the same dimension and named "opinion leaders".

Q11, Q5, Q3, and Q10 belong to dimension 4, indicating the impact of "MBTI memes" on people's own cognition. Therefore, these four items are divided into the same dimension and named "self-identity".

#### 4.5. Correlation Analysis

Through correlation analysis (Table 5), it can be concluded that there is a positive correlation between all dimensions. On the one hand, respondents believe that creating and disseminating "MBTI memes" can release one's emotions and promote self-identity, so the greater the dissemination of creating and sharing "MBTI memes"; On the other hand, external stimuli such as the guidance of leaders and the introduction of "MBTI memes" by others can also promote the use of "MBTI memes" by respondents for emotional maintenance between individuals.

Table 5 Correlation Analysis

	Emotional Interaction	Emotional Release	Opinion Leaders	Self-identification
Emotional Interaction	1			
Emotional Release	0.501**	1		
Opinion Leaders	0.538**	0.458**	1	
Self-identification	0.360**	0.453**	0.363**	1

Notes: \*\* represents  $P < 0.01$ , \* represents  $P < 0.05$

#### 5. Conclusion

- Through the analysis of the questionnaire, we can know that the forwarding, sharing, and large-scale imitation and creation of "MBTI memes" can better express the feelings of the creators and forwarders of "MBTI memes", express their own interests, and also roast about their dissatisfaction with the current life. Through this way, the young people can also get a reasonable release of their emotions in the inner society, and at the same time obtain some group recognition.

- 'MBTI memes' also enable young people to better understand themselves and meet their need for self-identity. In the questionnaire, the majority of women agreed that "MBTI memes" fit their personality, agreed that "MBTI memes" can further understand themselves, and were willing to use images from "MBTI memes" to introduce themselves in order to achieve reconciliation with themselves.

- Most of the women in the questionnaire are willing to create "MBTI memes" or share interesting "MBTI memes" with friends around them for external emotional interaction, using "MBTI memes" as a social currency and a link between interpersonal emotions. This is also the rise of women's own identity, and "MBTI memes" are deeply loved by women, which means that women's need for their own identity is becoming stronger.

- Opinion leaders who frequently post "MBTI memes" on social media, such as bloggers, can also influence the public. Most surveyed women are willing to further imitate and create "MBTI memes" memes that interest opinion leaders.

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