

THE JAR MEME REPORT



Aims of the study:

To gather data about the JAR community's opinions about which memes should and should not have made it into the "meme jar", and to compare the results to those of the Cast members.

The survey was posted to the JAR subreddit and the unofficial JAR discord on 23/01/2019, 2 days following the uploading of Jarcast Episode 149. It consisted of 71* Yes/No questions pertaining to whether the respondent thought the meme in question should have made it into the jar. There were 55 respondents over the week that the survey was up.

The results showed that the Jarlings agreed with the Cast members 87% of the time.(There is an 87% concordance rate between the Cast members and the Jarlings).

The Sample Population

The survey was completed by a volunteer sample of members of the two aforementioned JAR communities. Due to the small sample size and the high likelihood of sample bias it is unlikely that these results are representative of the general JAR fanbase.

Estimating the size of the JAR fanbase:

The JAR Media Youtube channel, as of 02/01/2019, has 74,692 subscribers, however this is not an accurate reflection of the number of active JAR fans, as inactive accounts still go towards the overall subscriber count. I decided to estimate their viewer engagement and chose to average out the total views* for their last 50 videos(as of typing this). I took the view count of every video uploaded to the channel from Jarcast episode 118(uploaded on the 18th of June 2018) to episode 151 (uploaded on the 28th of January 2019). Results displayed in fig 1.1.

**Two memes were missed from the survey due to an error on my part.*

***Please note that this is a rough estimate and that the view count for each video is rounded to the nearest hundred.*

Average views per video	Range
12,372	21,800

Fig1.1

As seen in fig 1.1, the average number of views per video is approximately 12,372, with a relatively high margin of error demonstrated by the high range in views (likely due to Youtube's recommendation algorithms).

I concluded that Youtube is no longer an accurate or reliable tool for estimating the size of the JAR community for reasons mentioned in the paragraph above and in Fig1.1, so I decided to use the JAR Subreddit. The JAR subreddit has 4.5k subscribers, approximately a third of JAR's average active viewers. However due to the fact that inactive users may still be counted in the subreddit subscriber count, we cannot assume that 1 in 3 JAR viewers are active on the sub.

To circumvent this issue I looked at the average number of upvotes all the posts within a certain time frame have. Upvotes are the best method I could think of for finding an accurate estimate of the number of active users on the subreddit, because upvotes have to be actively clicked and only one upvote can exist per account (although there is an unknown error margin to due to the possibility of individual users having multiple accounts.) I looked at the highest upvoted post in the time that the survey was up (the survey made it to the "Hot" page of the subreddit so most people will have seen it) to get my figure for the highest number of active users while the survey was up, assuming that this is the number of users that must have seen my post. The number I was left with was 205. I then compared this to the averaged out number of views for the last 2 jarcasts at the time of writing. This figure was 10.8k.

So the number of active users on the subreddit made up 1.9% of the overall viewership, while the survey made up 26.8% of active subreddit users, meaning the survey made up approximately 0.5% of the overall JAR viewership.

This means that the representativeness of my sample is abysmally low.

Footnote : I chose not to take into account Discord users because the only way to access the Discord in the first place is through links posted in the subreddit.

Breakdown of the results of the survey

Comparing the meme jars of the Cast and the Jarlings

Meme	Community	James	Alex	Jamie	JARCAST	Match?
Mama	Yes	Yes	Yes	Yes	Yes	Yes
Argy want bounty	Yes	Yes	Yes	Yes	Yes	Yes
Argy want dosa	Yes	No	Yes	Yes	Yes	Yes
Bimeymoomimiey	Yes	Yes	Yes	Yes	Yes	Yes
Pussy	Yes	No	Yes	Yes	Yes	Yes
Diahorrea	Yes	Yes	Yes	Yes	Yes	Yes
Wow cringe	Yes	Yes	Yes	Yes	Yes	Yes
Madagascar	Yes	No	Yes	No	Yes	Yes
Angry Joe (Beans)	Yes	Yes	Yes	Yes	Yes	Yes
The muffin song	No	No	No	No	No	Yes
Family guy	No	No	No	No	No	Yes
Dick the head	Yes	No	Yes	Yes	Yes	Yes
Schwepe	Yes	Yes	Yes	Yes	Yes	Yes
Cucumber Nick	Yes	No	Yes	Yes	Yes	Yes
Dibby	Yes	No	Yes	Yes	Yes	Yes
Goatse	Yes	No	Yes	Yes	Yes	Yes
Ruben being a Christian	Yes	No	Yes	Yes	Yes	Yes

James loving anime	Yes	No	Yes	Yes	Yes	Yes
Brian's death scene	Yes	No	Yes	Yes	Yes	Yes
Aww that's really cute	Yes	No	Yes	Yes	Yes	Yes
Cholos	Yes	Yes	Yes	Yes	Yes	Yes
The sandy picture	Yes	No	Yes	Yes	Yes	Yes
HaHaHa NoNoNo	Yes	No	Yes	No	No	No
Joe Pasquale	Yes	Yes	Yes	Yes	Yes	Yes
Unty Zula	Yes	Yes	Yes	Yes	Yes	Yes
Valerian	Yes	No	Yes	Yes	Yes	Yes
James' Christmas Tank	Yes	Yes	Yes	Yes	Yes	Yes
"Leaving the Cast"	Yes	Yes	Yes	Yes	Yes	Yes
Goatse Dimension	Yes	No	Yes	Yes	Yes	Yes
Ruben = Alcoholic	Yes	Yes	Yes	Yes	Yes	Yes
Ruben Twerking	Yes	Yes	Yes	Yes	Yes	Yes
Posdact	Yes	Yes	Yes	Yes	Yes	Yes
Yoda's Golden Pussy	Yes	No	Yes	Yes	Yes	Yes
James going "Wow"	Yes	Yes	Yes	No	Yes	Yes
TGI Friday's	Yes	No	Yes	Yes	Yes	Yes
SHUT UP	Yes	Yes	No	No	No	No
Reload Animations	Yes	No	Yes	No	No	No
The Grundle	Yes	No	No	No	No	No
Pussy Pirate Berg	No	Yes	Yes	Yes	Yes	No
Fuck is what you need	No	No	No	No	No	Yes
Fat Detective	Yes	No	Yes	Yes	Yes	Yes
Absorb(aloff)?	Yes	No	Yes	Yes	Yes	Yes
Time, we've all got time	Yes	No	No	No	No	No
Fear the Banana	Yes	No	Yes	Yes	Yes	Yes
The only show	Yes	Yes	Yes	Yes	Yes	Yes
Roleplays	Yes	Yes	Yes	Yes	Yes	Yes
Being lost in the forest	Yes	Yes	Yes	Yes	Yes	Yes

Pork scratchings	Yes	No	Yes	Yes	Yes	Yes
I'm Not X I'm James	Yes	Yes	Yes	Yes	Yes	Yes
Subscribe to Pewdiepie	No	No	No	No	No	Yes
The Herobrine	Yes	No	Yes	Yes	Yes	Yes
Baby, mmm, baby	Yes	No	Yes	Yes	Yes	Yes
James' big cock	Yes	Yes	Yes	Yes	Yes	Yes
Sam Worthington	No	No	No	No	No	Yes
xiceman3x	Yes	Yes	Yes	Yes	Yes	Yes
Alex's Special Juice	Yes	Yes	Yes	Yes	Yes	Yes
I have to know the truce	Yes	No	Yes	Yes	Yes	Yes
Are you an angel?	Yes	No	Yes	Yes	Yes	Yes
RayWilliamJohnson	Yes	No	Yes	Yes	Yes	Yes
Fucking James	Yes	No	No	No	No	No
Old RNL vids	Yes	Yes	Yes	Yes	Yes	Yes
Professional Comedian	No	No	Yes	No	No	Yes
Jim's Mexican Family	Yes	No	Yes	Yes	Yes	Yes
The Orville	Yes	No	Yes	Yes	Yes	Yes
Seth McFarlane	Yes	No	Yes	Yes	Yes	Yes
Pussy on the Brain	Yes	No	Yes	Yes	Yes	Yes
Bullying James	Yes	No	No	No	No	No
Clititasaurus	Yes	Yes	Yes	Yes	Yes	Yes
Episode 5No	Yes	Yes	Yes	Yes	Yes	Yes
GAMEON	Yes	Yes	Yes	Yes	Yes	Yes
Argy smelling like shit	Yes	Yes	No	No	No	No

While tallying up the votes of the Jarlings, I encountered the issue of James occasionally not verbalising whether he wanted the meme to go in or not, To resolve this I attempted to study James' facial expressions, but found that it was difficult to objectively extrapolate a "Yes/No" from footage alone. Due to what we know about James' disposition, I assumed that if he didn't want a meme to go into the jar, he would speak up. Because of this I chose to code all

of James' silences as a "Yes" vote. For clarity, however, I did register clear nods of the head as a "Yes" vote.

I also had to occasionally infer a vote from the other members where there was no clear "Yes or No", for example for "Yoda's Golden Pussy", Jamie voted "Yes", James voted "No", Alex didn't give any verbal indication, but the meme went in the JAR thus implying a second "Yes" vote from Alex. I believe Alex is easier to read than James so I could have also inferred this from facial expressions, but I have already chosen to disregard them as unobjective.

For the Christmas Tank meme, James voted yes on the condition that it be removed from the JAR if he finished the tank, immediately vowing to complete it the next day.

I missed out "On a Wednesday", thus making it less relevant to this survey. To keep things simple I decided to also not record the members' votes in the table, but for the sake of acknowledgement, " On a Wednesday" did make it into the meme jar. I also missed "James saying the N word" and did the same.

I also decided to count every meme in the "maybe" pile as having been voted majority "No", tallying where appropriate a "Yes" vote.

With the final meme, "Baaaa", it ended up not going in the meme jar, leading me to tally James as the only "Yes" and the others as a "No".

Conclusion

To conclude:

- The Jarlings are cringe and have much lower standards for memes than the glorious JAR Media
- James is a contrarian
- Ruben IS an alcoholic

Acknowledgements

Thank you to everybody in the JAR subreddit and the Discord who took the time to complete my survey, I wouldn't be able to waste hours of my life doing this if not for you!