

Kristen Bamberger

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### The *Peppa Pig* Phenomenon

*Peppa Pig* is a British children's cartoon created in 2004 by Astley Baker Davies with a "sweet but cheeky anthropomorphic female pig" named Peppa as the protagonist (Hughes 40). The "gentle narrative" revolves around Peppa's life with her family: her little brother George, Daddy Pig, and Mommy Pig- as well as her friends Suzy Sheep, Danny Dog, and Zoe Zebra (to name a few). With a target of "mixed gender preschool students aged between two to six years old," *Peppa Pig* may seem like any other ordinary anthropomorphic children's cartoon (Hughes 41). However, the show has a cultural life far past the television screen, with its own toys, apps, collectibles, books, bed sets, blankets, room decor, tshirts, and pajamas. *Peppa Pig* has grown into an empire, becoming a "household name and brand," with its titular character becoming a sort of "celebrity brand mascot." Peppa has been licensed to endorse products like cake mix, ice pops, and porridge, but her outreach does not end there (Hughes 42). Within recent years the show has conquered social media and meme culture, with audiences of *all* ages adopting an unusual *Peppa Pig* obsession.

The cultural tensions that surround Peppa are worthy of investigation. She is both a little girl and pig, sassy gangster and sweetheart, an authentic pig and an abstract cartoon. She responds to current cultural trends but is also a nostalgic figure for many people. This paper explores how Generation Z and Millennial humor, social media and meme culture, and nostalgia all play a role in the rise of the *Peppa Pig* empire, and asks the question: What is the cultural meaning of Peppa Pig's afterlife in social media culture?

## Peppa Goes Viral: Meme Culture

Before exploring the reasons why those who are not part of *Peppa Pig*'s target audience have expressed such a love for the show, we must first explore the various types of Peppa content circulating around social media. A lot of content about the young pig is produced on TikTok. TikTok is a social media platform reminiscent of its popular predecessor, Vine, in which people make short, entertaining videos about a wide variety of content for various purposes: food, fashion, travel, humor, lifestyle, astrology, academics, politics, and so on. You name it, TikTok has it! The app utilizes an algorithm that curates content customized to the user's interests based on what they view, like, save, or comment on, which shows up on their "For Your Page," or "FYP." While *Peppa Pig* content is no longer *as* popular on the platform— or social media in general— it was all the rage back in 2019.

In this first *Peppa Pig* TikTok that I viewed, the teenage girl recording the video opens up her fridge to "find," a Peppa stuffed animal inside and exclaims, "Peppa! What are you doing in my fridge?" This sparked a storm of similar videos—so many that I cannot even find the original—of creators "finding" Peppa in their fridge, too, or a variety of other places, like their gardens, beds, glasses cases, litter boxes, and other silly places. A popular place for creators to find Peppa was in their "chocolate," as there are Kinder Eggs meant for consumers to break open to find a small *Peppa Pig* toy inside. While the trend faded quickly—as most trends do on TikTok—users can still reminisce if they search for the trend on the app, or in YouTube video compilations titled ["Peppa What Are You Doing Inside My,' TikTok Compilation."](#)

While the first emergence of the trend was meant to be more of a silly, lighthearted joke, it quickly became the challenge to find Peppa in the most ridiculous, ironic, or strange places. For example, when one creator "finds" Peppa in her garden, instead of saying, "Peppa, what are

you doing in my garden?” she asks, “Peppa, what are you doing in my *beans*?” Whether it is “Gen. Z” humor or general comedy that made the creator’s specification of “beans,” funnier, her specificity of this outlandish place is likely one of the reasons the video went viral.

It is uncertain if the magnitude of this trend is what sparked the continuation of other Peppa content. However, it is most important to note that TikTok creators and social media creators alike—whether it was on Twitter, Instagram, or YouTube—continued to produce a plethora of *Peppa Pig* content. Another viral Peppa trend was not one based on the wit of the creator and their use of Peppa, but simply a clip from the show itself. If you ask any avid social media user or Peppa lover if they know about the [Peppa and Suzy Sheep Whistling clip](#), they will likely say yes. In the one minute clip, Peppa is distressed about not being able to whistle, and calls her friend Suzy Sheep for comfort. Over the phone, Peppa tells Suzy, “I’m learning to whistle, but I can’t do it yet.” Suzy replies, “Hmm, that sounds hard!” and Peppa responds, “It’s *impossible*! Um, can you whistle Suzy?” Suzy states that she cannot, and Peppa excitedly responds that while that’s sad, she’s glad neither of them can whistle. Little does she know that Suzy doesn’t know what whistling is. When she asks, Peppa explains, “You put your lips together and blow!” Suzy then says, “Like this?” and proceeds to whistle, prompting Peppa to immediately hang up the phone in defeat.

Social media users did not say directly why they found this funny, but the memes and jokes reveal that the humor was found in Peppa’s reaction to Suzy Sheep’s whistling. There are many tweets that make fun of and exaggerate Peppa’s reaction; one viral tweet captioned [“Peppa Pig in her room after Suzy Sheep whistled”](#) uses a clip of *90 Day Fiancé* reality star “Big Ed,” in which he is crying in his hotel room after breaking up with his fiancée. Another tweet captioned [“Lady Gaga at the Met Gala \(2019\) // Peppa Pig Hangs Up On Suzy Sheep \(2010\)”](#) compares a

photo of Lady Gaga dressed in pink, holding a phone, and gasping to Peppa's reaction to Suzy whistling just before she hangs up the phone, in which she is also holding a phone and gasping. One Twitter user remarks, "I'd like to think Peppa Pig is somewhere tonight sipping a stiff drink and saying simply: 'F\*ck you, Suzy Sheep'" (@acechhh). Other users have created [skits](#) (@lilliannwebb) in which they reenact the viral *Peppa Pig* scene, and there is even an ongoing [debate](#) (@peppablink) over whether Peppa Pig or Suzy Sheep is the superior character on the show. Some Peppa fans make the assertion that "[Suzy Sheep trolling Peppa Pig is still one of the greatest pieces of tv ever.](#)" which is accompanied by a clip of the scene as "evidence" (@fullback03).



Although this meme peaked in 2019 and 2020, many users and creators still make jokes and memes about it across multiple platforms. This is just one demonstration of the longevity of Peppa's popularity. *Peppa Pig* is NOT a one hit wonder in the eyes of social media users and content creators; there are still viral Peppa trends. The [current popular Peppa Pig trend](#) is a TikTok that utilizes the show's theme song, in which Peppa introduces herself and her family members, and each of them snort after they are introduced (Herbert). When making the TikTok, the creator follows along with the theme song and lip syncs, "I'm Peppa Pig." They then turn the camera to a friend or partner and instruct them to snort, as this is usually what comes next in the

song, but they are then surprised by a silly moan instead. Since the partner is already “snorting,” it then looks like they are moaning.

These *Peppa Pig* memes and jokes may seem extremely silly, or unfunny to some, and it may be bewildering as to how they continue to go viral. Social media users and creators who invest in the *Peppa* trends will even admit how ridiculous it is that they find the show and social media memes *so* funny. If we can acknowledge the ridiculousness of the *Peppa Pig* obsession, why does it exist? While people have always made jokes about children’s television—I remember *Dora* and *Barney* being the big ones back in middle school—no show has taken the Internet by storm like *Peppa Pig*. What is so *hilarious* and interesting about *Peppa*?

Meme culture may have something to do with the popularity of the show. Linda K. Börzsei’s article “Makes a Meme Instead: A Concise History of Internet Memes,” investigates the history and evolution of Internet memes, defined as “a piece of content spreading online from user to user and changing along the way.” Börzsei explains that one of the “secrets of success,” for a meme is its “generativity,” (10) drawing on Jonathan Zittrain’s five principal factors that affect generativity: leverage, adaptability, ease of mastery, accessibility, and transferability (10). The more these qualities are “maximized” and the more various contributors can take part in the meme, the more likely they are to be sustained and generated. This is what makes the Internet such a useful tool for memes; they can “migrate, reach others, and evolve” (10).

This is evident in the *Peppa Pig* memes that go viral and spread across the Internet, and then are sustained over a decent period (like the whistling clip, in which memes were being freshly generated for over a year). Platforms like Twitter and Tik Tok make these memes adaptable, easy to master, accessible, and transferable. It takes less than a second to like or retweet a tweet (easy to master, accessible, and transferable), and less than a few minutes to

create a brand-new tweet commenting on the new meme or generating a new version (adaptable). At most it may take a creator a day to a week to produce fresh content, if they are actually looking to come up with something new, or filming something like a skit. The same goes for TikTok, which makes memes even more adaptable. Creators can use a viral sound to their liking (like the play on the theme song with the moaning in place of snorting). TikTok users do not even have to follow a content creator that “specializes” in Peppa memes, as they will likely receive Peppa content on their FYP as long as they have engaged with it before. Additionally, viral content will likely show up on their FYP regardless of if they have interacted with it. Even if a social media user has never heard of *Peppa Pig* or seen a Peppa meme before, it takes seconds to Google it or find a clip on YouTube. It also does not take long to find secondary content to include in a Peppa meme either (like the Lady Gaga photo).

We cannot forget the Internet’s creativity and easy spread of ideas either. People will continue commenting on and coming up with content revolving around a viral meme until everyone is sick of it, making any topic that most audiences find interesting “adaptable.” It is especially helpful that *Peppa Pig* is a children’s show, meaning that it has more “flexible” content to work with because it is more “simple.” Börzsei even states that “one of the most important characteristics of remixed Internet memes is their simplicity” (11). Creators can produce a wider variety of content about *Peppa Pig* because it is not particularly complex or intricate, so there is not really any form of hidden messages or nuance to consider when working with Peppa content. The bright colors and simple line drawings make them interesting enough to use, but easy enough to fit into a variety of meme “formats.” While we can assume the *Peppa Pig* creators did not display Peppa hanging up the phone on Suzy Sheep to make her look “sassy,” or to start a debate on which character is better, the simplicity of the dramatic scenario

allowed creators to add more complexity and “emotion” behind the moment, with clips like Big Ed crying in his hotel room after going through a breakup. This overdramatization of the whistling scene using a reality television show clip *is* what makes it so funny, demonstrating *Peppa Pig*’s adaptability because it is a children’s show, and therefore its generative power.

Although the creativity of Internet users and the generative power of social media platforms like Twitter and TikTok contribute to the popularity of *Peppa Pig* memes, what makes them so special and entertaining? A funny CNN article by Scottie Andrew and AJ Willingham attempts to decipher why the Internet is going “hog wild” over *Peppa Pig* by reviewing some of the most popular Peppa memes. One reason they cite is her height, recalling the meme that presents one creator’s “terrifying” realization that Peppa is seven feet tall after googling her height. They also discuss how the Internet has crowned Peppa as their “petty queen,” citing the whistling clip, and an Internet “feud” between Iggy Azalea and the show’s official Twitter after she discovered that Peppa would be releasing her debut music album on the same day as her own album. They even expose how the *Peppa Pig* obsession is *so* real that some social media users’ children developed inexplicable British accents after watching the show. While these are just a multitude of silly ways in which Peppa has taken over the public’s hearts, they do nod to anthropomorphic meme culture, which Börzsei discusses in her article, as well.

### The Life of a Young British Piglet: Anthropomorphism

The anthropomorphism in *Peppa Pig* is an essential part of the show, as audiences follow the life of a walking and talking young female pig. In fact, she participates in all the usual aspects of an average young girl’s life, like having dinner with family, going on trips, going to school, playing with friends and toys, and even being scared of spiders. She is still, indeed, a piglet who snorts and likes to play in mud, or “jump in muddy puddles,” so she does exhibit

some “animalistic” qualities. Obviously, she is not a realistic pig, as she is drawn in a clearly artificial and cartoonish way; she stands upright, wears a dress, and both her eyes are located on one side of her head. However, we know she is a pig because she is pink, has a snout and curly tail, and has the pig-like qualities of snorting and liking mud.

Börzsei states that it is “no question that anthropomorphic animals have always been a significant part of culture,” as they appear in fairy tales, animal jokes, Disney movies, and more (17). She explains that animals in these stories “often have a stereotype attached to them,” that transcends cultures, citing examples like the cunning fox, brave and noble lion, and wise owl (17). The ability to transcend cultures is evident in *Peppa Pig*, as it is a British show that is extremely popular in places like the United States, and even China, and has gone viral worldwide. Börzsei attributes the popularity of anthropomorphic memes to the wide variety of these recognizable stereotypes, citing the popular 2010s “LOLCats” memes that are endowed with these stereotypes, like “the cool cat, the lazy cat, or the evil (black) cat” (18).

While *negative* stereotypes—like greed and gluttony—are often ascribed to pigs in anthropomorphic literature and media, Peppa takes on more innocent pig stereotypes that would be recognizable by children, like loving mud. These anthropomorphic stereotypes may be an aspect of Peppa’s popularity, as there are memes about her love for “muddy puddles.” One of them includes a [TikTok](#) with over one million likes that features a clip of musician Saweetie saying, “Let’s go,” at one of her concerts (Felishia). The TikTok is captioned “Peppa pig when the rain stopped” and portrays Saweetie in Peppa Pig’s world, going outside to jump in puddles with rain boots that are photoshopped on. While this particular clip of Saweetie went viral for a short period of time, the TikTok—which performed *extremely* well—still relies on viewers’ knowledge or consumption of *Peppa Pig*, or at least the knowledge of the “pigs love mud”



stereotype. Some Twitter users even shared how the show has their children screaming “muddy puddles,” when it rains, or even joke that the show pushes “muddy puddle propaganda” that produces filthy children. These memes and commentary make evident how anthropomorphic stereotypes and the love of anthropomorphic memes contribute to the success of *Peppa Pig* online, but that is not the only reason why consumers of this content find Peppa so funny.

#### Dirty Peppa: Adult Ironies

*Peppa Pig* content may also be prone to going viral because it is a good facilitator for ironic humor, which is also popular in meme culture. Examples of this can be seen in China’s obsession with the show. In her article “Peppa Pig in China,” Junyi Liu recounts how Chinese audiences like Peppa Pig and express their feelings about the show “in an ironic way.” It is quite ironic to pair a silly children’s show about a talking pig with more complex, adult, and sassy humor, as presented by Internet users’ debate on whether or not Peppa or Suzy Sheep is the true “queen” of the show. Joking that a young female piglet from a children’s show would be off somewhere thinking “F\*ck you,” to her friend while enjoying an alcoholic beverage is ironic because it is nonsensical, and therefore, audiences find it hilarious. Furthermore, some Twitter users have even laughed at parents’ complaints that the show has influenced their children to be “rude” or “fresh,” because of the characters’ “sassy” and “petty” behavior, like Peppa abruptly hanging up the phone on Suzy.

However, it is important to acknowledge that while a large part of this ironic, edgy humor is because of the content creators who produce it, it is built into the show. While most children’s shows are all about kindness and *always* being nice, *Peppa Pig* creators are not afraid to be edgy; they actually display their protagonist hanging up the phone on her friend, despite it being considered “rude.” There is no shortage of scenes of Peppa getting upset with Suzy or the two

characters bickering, implying that maybe they *do* indeed have some sort of rivalry, despite being young children, or a piglet and a lamb. It is pretty ironic to have characters set a “bad example,” with “rude behavior” in a show that is meant to help educate and entertain young, growing minds. While it is still very much a children’s show produced for young audiences (that definitely does not go as far to include curse words or alcoholic beverages), the slight edge and irony built into the show itself is what allows social media users to laugh at and popularize memes about Peppa being “sassy” and “petty.”

Chinese viewers take the irony and edginess surrounding *Peppa Pig* to new—and even bizarre—levels. In fact, an article from *The Independent* discusses how the country banned the show altogether in 2018 based on the claim that Peppa “promotes gangster attitudes.” The search term “#PeppaPig,” was removed from the popular Chinese video app Douyin (China’s version of TikTok), which made as many as 30,000 videos from the show inaccessible. This censorship came after Peppa became popular amongst a subculture of Chinese Internet users known as “shehuiren,” or “society people,” who are said to hold “anti-establishment views” and “gangster” attitudes. Internet users even reported viewing inappropriate memes and spoof videos that utilized lewd humor. Chinese social media users were horrified at how this group used the “wholesome” British piglet in such vulgar contexts, citing examples like an inappropriate rap song that includes a clip of Peppa saying “I like this. It’s very grown-up,” in the beginning. Peppa even became a popular choice of tattoo—whether temporary or permanent—amongst this group, popularizing the phrase “Get a tattoo of Peppa Pig, give a round of applause to ‘gangsters.’” While not everyone who engages in *Peppa Pig* memes and jokes takes it as far to produce anti-establishment content or to associate it with gangsters, it is evident that the show has an innate

edge or “spice” that other children’s shows lack that makes it such a good facilitator for ironic and edgy humor.

### The British Invasion

However, the obsession with *Peppa Pig* extends far past the Internet and meme culture. As aforementioned, there is an abundance of Peppa merchandise. The protagonist is practically a “celebrity brand mascot” with the number of products she is licensed to endorse, even porridge (Hughes 42). I even know fellow college students who have *Peppa Pig* merchandise; my almost 21-year-old friend has an Apple AirPods case with Peppa’s little brother George on it, and a crew neck with a patch of Peppa dressed as a fairy that she sports from time to time. How has the show managed to create such an empire that even college students will invest in *Peppa Pig* merchandise?

Part of it may have to do with the “British invasion” in American pop culture. Evidence of the British invasion can be seen in countless other forms, like the British boy band obsession, from The Beatles obsession in the 60s to the One Direction obsession in the 2010s. Even British “Chav culture” has become a part of American pop culture with makeup artists imitating and making fun of the “Chav look”—heavy bronzer, extremely light lipstick, and dark, thick, drawn on eyebrows—and the ironic use of “Chav music,” like British rappers and songs like “M to the B” by musician Millie B. *Peppa Pig* meme culture and Chav meme culture, of course, intersect often, as well, with viral TikToks that [“transform” Peppa into a Chav](#) using photoshop and apps (Imi). Aside from their attraction to British boy bands, Americans seem to find British culture very ironic, and therefore humorous. The hilarious irony of certain parts of British pop culture to Americans and the fact that *Peppa Pig* is a British show—and especially their intersection—may also be what makes the show so easy to obsess over.

The irony of being an American who “indulges” in British pop culture—or of being a teenager or young adult who has a fascination with a children’s show—is likely a major aspect of why people outside the target age range—specifically teenagers and young adults—love the show so much. It certainly is fun and silly to engage in *Peppa Pig* meme culture and to be a teenager or young adult who loves the show. However, it is even *more* silly and ironic to openly express this love for Peppa through merchandise, like AirPods cases and sweatshirts. This behavior extends past just a *Peppa Pig* obsession, though, and may also be attributed to a children’s show obsession as a whole. Two other children’s shows that are popular amongst teen and young adult audiences and that have gained traction across social media platforms are *The Miraculous Tales of Ladybug and Cat Noir*—or *Miraculous*, for short—and *Barbie Life in the Dreamhouse*.

While *Barbie Life in the Dreamhouse* seems to be popular for reasons similar to *Peppa Pig*—like its “rude” and “sassy” characters and potential for ironic humor—*The Miraculous Tales of Ladybug and Cat Noir* is popular because of the show’s “love square,” romance. Therefore, while the ability to produce ironic memes and Internet content and the “irony” of being obsessed with a children’s show may be a major factor in its popularity, that does not mean it is *necessary*. While there are certainly memes about *Miraculous*, I would argue that a larger proportion of its content revolves around the slow-burn romance and “love square” in the show, despite the main premise that superheroes save Paris from *very* silly villains. I am aware of the show’s major Internet presence because I have even personally indulged in the romance within the show, as I used to watch it with my eight-year-old sister every morning before I dropped her off at school.

“Throwback Thursday”: Let’s Talk Nostalgia

*Miraculous* watchers may be even more die-hard fans than *Peppa Pig* lovers, despite the show being less well-known because it is not as “meme-able” as the latter. There may be almost as much *Miraculous* merchandise as there is Peppa merchandise, and teen and young adult fans of the show on TikTok likely invest in it just as much as the show’s child audience does, if not more. *Miraculous* fans have recreated entire aspects of the main characters’ rooms, wardrobes, and superhero costumes, and there is even a huge licensed merchandise store in California. This may be because fans of *Miraculous* genuinely watch the show for and enjoy its plot, or at least an element of it, and not just because they can engage in the silly and ironic meme culture that surrounds it.

Therefore, there must be another reason why teenagers and young adults become so obsessed with children’s shows like *Peppa Pig*—or even *Miraculous* and *Barbie Life in the Dreamhouse*—and this reason is likely nostalgia. In her introduction to *Media and Nostalgia: Yearning for the Past, Present and Future*, Katharina Niemeyer defines the term as “the name we commonly give to a bittersweet longing for former times and spaces” (1). Niemeyer argues that while there has always been a “fascination” for “the ‘good old times,’” the beginning of the 21st century has seen an increase in “expressions of nostalgia, and in nostalgic objects, media content and styles,” due to a “future filled with technology” (1). She cites examples like the re-emergence of Polaroid cameras and Polaroid style editing on smartphones and the revival of old television series as examples of this increasing nostalgia. Any social media user or person observant of the trends around them can see the rise of trends like thrift-shopping and collecting vintage clothes, accessories, media (like magazines), and household items. Twenty-first century teenagers marvel at the “conversation pits” included in homes of the 70s, despite never experiencing them themselves.

While trends *do* follow a twenty-year cycle, is it normal for teenagers and young adults to long for trends of the past that they never experienced? Even Niemeyer admits that expressions of nostalgia have not just persisted, but *increased* in the new century. This, too, is evident on social media, with Y2K culture and fashion growing in popularity on platforms like Instagram and TikTok. Y2K fashion revolves around the fashion of—you guessed it—the early 2000s, and features a mix of mainstream looks and looks worn by celebrities on the red carpet at the time. When thinking of Y2K fashion, one might imagine Ugg boots, Juicy Couture sweatsuits, Victoria’s Secret Pink, miniskirts and flare jeans, skinny sunglasses, cropped zip-up sweatshirts, layers upon layers, and anything excessively sparkly or metallic. It is often referred to as a “simpler time” in which people were less obsessed with brand names (or in reality, different brand names than those that are popular in 2021), and teenagers and young adults relished in the sparkly, maximalist, bubblegum pop clothing of the time period. The love for Y2K fashion is paired with an obsession with Y2K culture as a whole, in which teens and young adults reminisce on watching popular shows like *One Tree Hill*, reading *The Clique* book series, listening to then-emerging artists like Britney Spears and Christina Aguilera, reading magazines like *Tiger Beat* and *J-14*, and watching movies on their Disney princess televisions while playing with Bratz and Barbie dolls. Social media content creators single-handedly contribute to this increase of nostalgia by creating content that caters to this love for Y2K culture by “recreating,” it in modern times, like TikToker “Miss 2005,” who created a video pretending to be [Massie Block from \*The Clique\* series going to the Westchester Mall in 2005](#). The TikTok is even captioned with “#nostalgia” and “#2000smovies.” It is likely that all 39.9k of Miss 2005’s followers followed her because of her continuous production of nostalgic, early 2000s content.

While this nostalgia for past periods like the 2000s includes reminiscing about trends that were popular amongst adults at the times, much of it also includes childhood trends that teens and young adults of today *did* partake in, like watching movies on video cassettes, having Disney princess televisions and radios, and playing with Barbie and Bratz dolls. In the 2010s Generation Z and millennials may have “rejected” playing with Barbies and Bratz dolls because they were for kids, but both popular childhood toys have made a sweeping comeback within the past few years. Walmart just came out with a line of the “original” Bratz dolls from the 2000s, and Forever 21 produced a Barbie-inspired clothing line in partnership with the company within the past few years. Brands like Hello Kitty have made a comeback too, partnering with mainstream clothing sellers like Forever 21 and designer brands alike. However, the obsession with nostalgia does not stop at clothing inspired by current teen and young adults’ favorite brands. Several Generation Z people and millennials even collect Barbie and Bratz dolls now.

As Niemeyer illustrates, the teenagers and young adults of today are *obsessed* with reliving these—ostensibly—simpler times before technology, in which their lives were not consumed by social media and worries like a pandemic, bills, college, and other adult responsibilities. Generation Z and millennials’ obsession with Barbie and Bratz indicates that *Barbie Life in the Dreamhouse*’s rise in popularity may not be just because it is “ironic” to watch it as an adult, or because of its meme-ability because of its “rude” and “sassy” characters, but because these generations long for the time where Barbie was their main concern and priority. We long for these “simpler” times where our only worry was choosing whether to play with our Barbies or our Bratz dolls, and this is likely why *Peppa Pig* has grown such a large fanbase of teenagers and young adults.

### Conclusion

As aforementioned, *Peppa Pig* is a simple, silly cartoon that takes no effort to watch, and likely provides teenagers and young adults with a mindless “escape” from their responsibilities that allows them to indulge in their childhood. There is a large chance that teenagers and young adults even watched the show as children despite its rapid growth in popularity now, as it was created in 2004, a time in which those who perpetuate Peppa meme culture *were* children. While *Peppa Pig* is certainly a silly show that provides a plethora of content for ironic, generative memes, and while it is certainly silly to be a part of the show’s “fandom” as an adult, it is likely that it is grown such an empire because it reminds Generation Z and millennials of their childhood.

Furthermore, *Peppa Pig*’s Internet takeover serves as an indicator of the shift between Millennial and Generation Z Internet culture over the last decade. Generation Z grew up viewing the “soft, sunshiney” Millennial toxic positivity and politically-correct humor with the rise of social media. Now, we see a swift transformation to more dark, ironic, and “dirty” humor as members of Generation Z become the primary content creators and influencers of social media and the Internet. While this is evident with the way Peppa, a children’s show icon, has become the star of ironic, sassy, adult memes, she is only a minor representation of how sharply Internet culture and trends have changed between the generations. This is not only significant to meme culture and trends— it is a reflection of American society as a whole, and how maybe, Generation Z has a much more cynical and bleak outlook on life based on our current circumstances. After all, why would a generation who is only *just* breaking into their twenties be so nostalgic, and long so heavily for the past? One can only imagine how Internet culture will transform with the aging of the next generation, and which children’s shows of today will become the meme-able, nostalgic outlets of tomorrow.



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