

MIDDLE EAST TECHNICAL UNIVERSITY | DEPARTMENT OF ECONOMICS

WEEK 14 / 14

Memetic Financialization & The Dead Internet Equilibrium

When a joke moves billions of dollars, and the final audit of your term project.

Economics Concept: **Financial Speculation & Terminal Market Equilibrium**

MACROECONOMIC IMPACT

Mememes That Move Markets

- Coordinated online sentiment has directly repriced real financial assets — Dogecoin rallies, the WallStreetBets/GameStop short squeeze, memecoin cycles.
- In each case, a joke format became the coordination mechanism for a real transfer of capital.
- The line between 'meme' and 'financial instrument' has functionally disappeared for a subset of assets.



TERMINAL STATE

The Dead Internet **Equilibrium**

- Dead Internet Theory: an increasing share of content is produced by automated systems, for consumption by other automated systems.
- If both supply and demand are synthetic, the market still clears — it simply stops requiring a human on either side.
- This is presented as a model to evaluate, not a confirmed fact. Treat it the way you'd treat any equilibrium concept: useful if the assumptions hold.

**INSTRUCTOR'S NOTE**

Whether or not the internet is literally 'dead,' the model is a clean endpoint for everything else this course has covered.

FINAL PROJECT AUDIT

Your **1,500-Follower** Milestone

- Formal verification of your term project's organic growth happens this week.
- Bring your account metrics, audience analytics, and best-performing posts to your Final Project Defense.
- Zero Bot Policy applies in full: purchased engagement of any kind is an automatic FF.



AUDIT DAY

COURSE TAKEAWAY

Every Joke Was **an Economic Model**

Scarcity, signaling, asymmetric information, market design, and speculation were never a stretch applied to shitposting after the fact. They were running underneath it the entire time.

END OF ECON 131 — COURSE COMPLETE