


# Discriminatory Meme Culture on Football Twitter: Othering and Racialisation Through Insensitive Humour

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## Abstract

There is currently a lack of sociological research surrounding the analysis of discriminatory memes on social media, with it appearing that their usage now has a home online, often without any condemnation from other users. This article explores the footballing Twitter community and its creation and use of insensitive racialising memes during the 2020 UEFA European Football Championship final between England and Italy. Twitter removed almost 2,000 tweets following the Euro 2020 final, with most tweets coming from the UK. This qualitative study collected tweets regarding the Italian footballer Giorgio Chiellini's foul on the English player Bukayo Saka during the final match. Two main concepts were identified, humour and Othering, where the Othering of Black footballers was often concealed by humour. However, this article focuses on the representation of Othering through humour and memes. Ultimately, this article analyses memes' formulation and commentary on football Twitter, often including problematic racialised narratives. The article concludes by reflecting on how critically understanding meme usage can help to challenge racialised discrimination on football Twitter specifically.

## Keywords

Racism, Twitter, football, humour, Othering, memes