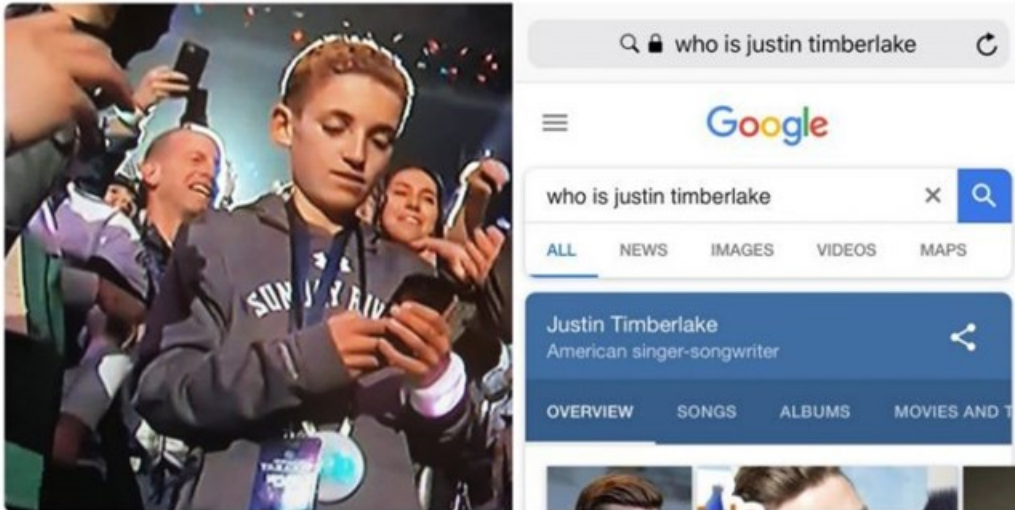


Selfie Kid: Superbowl 52 births February's first wholesome meme

By [Andy Walker](#)

7 Feb 2018

Many South Africans may not think of American Football as a valid sport (I mean, we have rugby after all), but we most certainly recognise a good meme when we see one.



Feature image: screenshot, Rahul Kothari ([@rahulk013](#)) via Twitter, as per [original on Memeburn](#).

Dubbed #SelfieKid by Twitter, a 13-year-old boy looking completely nonplussed after taking a selfie with Justin Timberlake mid-Superbowl performance, may just be the meme we needed to kick off the month. [Buh-bye Ugandan Knuckles](#).



The who, what and why of the Ugandan Knuckles meme

Andy Walker 16 Jan 2018



Reddit's MemeEconomy sub — basically the Dow Jones of the meme world (without the financial volatility) — announced a screenshot of the kid as [an excellent format for investment Sunday](#). But later, its value dropped after “[imminent normification](#)”. And judging by its sudden popularity across social media, we'd say that it's firmly in the internet zeitgeist this week.

Over on Twitter, while the Philadelphia Eagles was handing its game of the century to the New England Patriots, [#SelfieKid](#) began trending across the United States.

Users quickly took screenshots of the kid, whose real name is Ryan McKenna, and placed it alongside another frame portraying what, in their minds, he was doing on his phone.

“ [pic.twitter.com/7tucdQili6](#)— Rahul Kothari ([@rahulk013](#)) [February 5, 2018](#) ”

“ [pic.twitter.com/BMhFwEiFZq](#)— Neerai K. Agrawal ([@NeeraiKA](#)) [February 5, 2018](#) ”

“ What [#selfiekid](#) was really doing pic.twitter.com/zemd7k1XIZ— flamin hot cheetos (@baylorfit) [February 5, 2018](#) ”

Even Left Shark, Superbowl 49's favourite meme.

“ You vs. The Guy She Tells You Not To Worry About [#SelfieKid](#) [#LeftShark](#) pic.twitter.com/atPAW41i5L— Jerry Dunleavy (@JerryDunleavy) [February 5, 2018](#) ”

But what was he actually doing on his phone? McKenna was reportedly recording a video when the selfie opportunity arose.

“I just thought to myself, ‘I’ll never get this opportunity again in my whole life’. I just went for it,” he [told a Minneapolis reporter](#).

We don’t expect this meme to become as legendary as Left Shark, but this little kid does represent the person in all of us. That person who would rather be on Instagram than sing along to a Timberlake song.

ABOUT ANDY WALKER

Camper by day, run-and-gunner by night, Andy is editor at Merneburn and prefers his toast like his coffee -- dark and crunchy. Specialising in spotting the next big Instagram cat star, Andy also dabbles in smartphone and game reviews over on Gearburn.

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