



De La Salle University – Dasmariñas
GRADUATE PROGRAM

WHAT'S ON YOUR MIND:

A HETEROPHENOMENOLOGY ABOUT FACEBOOK MEME
EXPERIENCE

A Master's Thesis

Presented to

the Faculty of the College of Liberal Arts and Communication

Graduate Studies

De La Salle University – Dasmariñas

In Partial Fulfillment

of the Requirement for the Degree of
Master of Arts in Teaching Social Sciences

ENRIQUE B. DE LA TORRE

August 2020



TABLE OF CONTENTS

	PAGE
ABSTRACT	1
APPROVAL SHEET	3
ACKNOWLEDGEMENTS	4
DEFINITION OF TERMS	5
CHAPTER 1 THE PROBLEM AND ITS BACKGROUND	
INTRODUCTION	7
<i>The Early Beginnings about Meme</i>	9
<i>The Utterances about Facebook Meme</i>	12
<i>The Challenges about Facebook Meme</i>	13
<i>Daniel Dennett’s Heterophenomenology on Facebook Meme Experience</i>	15
<i>First – Person Perspective: Narration versus Speculation about Facebook Meme Experience</i>	22
<i>Third – Person Perspective: Intersubjective Dialogue between the Researcher and the Subjects</i>	26
<i>Heterophenomenologist: The Significance of Third – Person Perspective</i>	28
RESEARCH GAP	32
STATEMENT OF THE PROBLEM	35
SIGNIFICANCE OF THE STUDY	36
THEORETICAL FRAMEWORK	37
<i>A. Method of Phenomenology</i>	38
<i>B. Method of Heterophenomenology</i>	39



CHAPTER 2	METHODOLOGY	
RESEARCH DESIGN		44
RESEARCH LOCALE, PURPOSIVE SAMPLING, AND PARTICIPANTS		45
RESEARCH INSTRUMENT		46
DATA GATHERING PROCEDURE		49
ANALYSIS OF DATA		51
<i>Heterophenomenological analysis on Participants’ Facebook meme experiences</i>		53
CHAPTER 3	RESULTS AND DISCUSSION	
SCOPE AND LIMITATION OF THE STUDY		59
RESULTS AND DISCUSSION		62
A. <i>From Phenomenology to Heterophenomeology about Facebook Mème Expérience</i>		76
B. <i>Catalogue of Beliefs about Facebook Mème Expérience</i>		77
C. <i>Heterophenomenology : The Ascription of Beliefs about Facebook Mème Expériences</i>		122
CONCLUSION AND RECOMMENDATIONS		125
REFERENCES		130
APPENDICES		137



ABSTRACT

This study ascribed about Facebook meme experience of intentionality. The ascription about Facebook meme experience described the phenomenality of experience on the third person – perspective. It focused on the participants’ intentional stance, which is the beliefs about Facebook meme experience. The study applied Daniel Dennett’s heterophenomenology that ascribed the beliefs about Facebook meme experience, a phenomenology about intentional experience. Heterophenomenology unified the researcher and the participants’ subjectivity about Facebook meme experience in an intersubjective dialogue. A survey questionnaire that dealt with the participant’s beliefs about Facebook meme experience was accounted between first – person point of view and third – person point of view using method of heterophenomenology. Thus, a catalogue of beliefs about Facebook meme experience was composed that ascribed the participants’ experience of intentionality.

The findings of the study revealed that Facebook meme experience constitutes multiple drafts of phenomenal experience, namely (1) the ontological description of the experience was described unintentionally, which is on the first – person perspective; (2) the epistemological description of the experience was discursively interpreted based on the description of intention; and (3) the heterophenomenological description of the experience was about the beliefs of experience, which was described ascriptively on the third – person perspective. The study helps to do more research on heterophenomenology, to promote studies about experience of intentionality, and to



enhance heterophenomenological analysis of experience on the third – person perspective. This study suggests that heterophenomenological study should create criteria for analyzing the experience of intentionality that varies between first – person point of view (self – ascription) from third – person point of view (other – ascription).

Keywords: Dennett, heterophenomenology, intentionality, Facebook meme, phenomenology

