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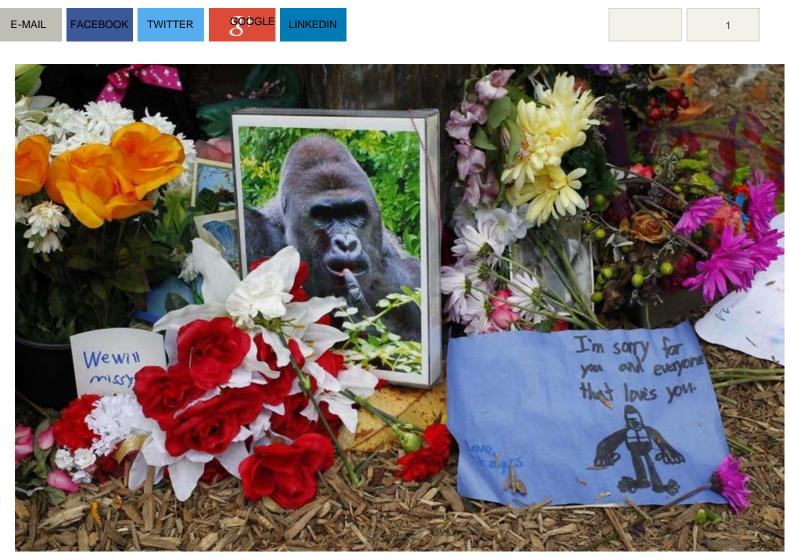
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Months after Harambe's death, he returns in memes



JOHN SOMMERS II/GETTY IMAGES

A memorial to Harambe the gorilla outside the Cincinnati Zoo in June.

By Matt Rocheleau

GLOBE STAFF SEPTEMBER 02, 2016

It's been more than three months since the gorilla named Harambe was shot to death after he grabbed and dragged a 3-year-old boy who had climbed into the Cincinnati zoo enclosure where he

lived.

But online interest in the word "Harambe" — measured in Google searches of the word — has risen steadily in the past several weeks and today rivals the short-term spike in popularity he received in the immediate aftermath of his high-profile death.

Interest in Harambe first peaked May 31, three days after his death, Google Trends data shows. Searches of his name dropped off fairly quickly after that as the news cycle transitioned. And for several weeks, hardly anyone searched for his name.



But the tide began to turn in mid-July. Since then, searches of Harambe have been on an upward trend. The following image shows the trend.

Web interest in Harambe over time

Chart shows search interest, among Google users worldwide, in each term between May 27 and Aug. 31.

👝 HARAMBE 👝 CINCINNATI ZOO 👝 GORILLA KILLED 👝 GORILLA SHOT

Created with Highcharts 4.0.3May 26May 27May 28May 29May 30May 31Jun 1Jun 2Jun 3Jun 4Jun 5Jun 6Jun 7Jun 8Jun 9Jun 10Jun 11Jun 12Jun 13Jun 14Jun 15Jun 16Jun 17Jun 18Jun 19Jun 20Jun 21Jun 22Jun 23Jun 24Jun 25Jun 26Jun 27Jun 28Jun 29Jun 30Jul 1Jul 2Jul 3Jul 4Jul 5Jul 6Jul 7Jul 8Jul 9Jul 10Jul 11Jul 12Jul 13Jul 14Jul 15Jul 16Jul 17Jul 18Jul 19Jul 20Jul 21Jul 22Jul 23Jul 24Jul 25Jul 26Jul 27Jul 28Jul 29Jul 30Jul 31Aug 1Aug 2Aug 3Aug 4Aug 5Aug 6Aug 7Aug 8Aug 9Aug 10Aug 11Aug 12Aug 13Aug 14Aug 15Aug 16Aug 17Aug 18Aug 19Aug 20Aug 21Aug 22Aug 23Aug 24Aug 25Aug 26Aug 27Aug 28Aug 29Aug 30Aug 31020406080100120

The reasons behind the Web's increased attention to Harambe range over a wide spectrum. Some people are posting silly, comical memes and attempts at dark or explicit humor. Others are <u>animal</u> <u>rights activists calling for justice</u> after his death. And some have invoked the gorilla's name and photos of him in hateful, racist messages.

The New York Times and others have explored the "complicated appeal" of Harambe.

Below are some examples of G-rated Harambe memes that were intended to be funny:

Months after Harambe's death, he returns in memes - The Boston Globe

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