Never Gonna Give You Up
The Rickroll: past, present, future

UDLS
November 13, 2020
James Yoo
“Never Gonna Give You Up”
Rick Astley
July 27, 1987
Who is this Handsome Man?

- Richard Paul Astley (b. 1966)
  - Lancashire, UK
- Age 10 — start of musical career
  - Member of church choir
- Age 15 — fall from grace
  - Addiction to helium for singing becomes public knowledge*
- ’82 - ’86 — pre-fame
  - Driver for his father’s business
  - Drummer for Beatles cover bands

Perhaps Astley’s most famous ancestor
— Jesus Christ
Never Gonna Give You Up

• Astley’s debut single
  • released July 27, 1987
  • best selling single of ’87 (UK)
  • “Best British Single” (’87 Brit Awards)
• Chart Topper!
  • Rose to the top of the chart in 25 countries

Original art for “Never Gonna Give You Up”

Astley’s closest historical analogue — Mozart
His voice was so strong that finding a song for him that worked was difficult. **In some ways, he was actually too good.** — Pete Waterman, songwriter/co-producer

“We shot the video in an old church near London’s Westway. **All the clothes in the video are my own.**” — Rick Astley, 2020
Popular Reactions

Donald J. Trump @realDonaldTrump
The song at my SECOND VERY LEGAL inauguration will be "Never Gonna Give You Up" Thank You AMERICA!
4:55 PM - Nov 10, 2020 - Twitter for Babies
80K Retweets 12.8K Quote Tweets 397.3K Likes

William J. Bowman @wilbowma@types.pl
Things that put a smile on my face
1. Long walks on the beach
2. Type-preserving compilation*
3. Rick Astley's "Never Gonna Give You Up"
3:58 PM - Nov 12, 2020 - Twitter Web App
1 Retweet 71 Likes

Elon Musk @elonmusk
The default ringtone for the new Tesla Phone will be Rick Astley's "Never Gonna Give You Up"
No, you can't change it. Yes, you’re welcome.
4:20 PM - Nov 13, 2020 - Twitter for iPhone
6.9K Retweets 420K Quote Tweets 69.9K Likes

Ron Garcia @rg9119 · 2h
Replying to @wilbowma
Bruh, that song totally slaps!

*I’m actually not sure if William actually likes type-preserving compilation, I do know that he loves a good rickroll!
2006
Duckroll: The Proto-Rickroll

• 2006 A.D.
  • 4chan imageboards were the origin of a phenomenon that would become what we know today as “rickrolling”

• egg → duck
  • filter implemented to replace all instances of “egg” with “duck”
  • People thought this was funny, don’t ask don’t ask me why idk, I go on Reddit.
duckroll
2007
Rickrolling enters the mainstream

- 4chan Strikes Again!
  - Coinciding with the release of the first trailer for Grand Theft Auto 4, a 4chan user posts a link to “Never Gonna Give You Up” under the guise of it being a link to the trailer

cover art for GTA4
Interest over time

- rickroll

2007 - Present day
Macy’s Day Parade — 2008
@wiggsd Sorry to hear that. Fiscal policy is important, but can be dry sometimes. Here's something more fun: tinyurl.com/y8u8snq #WHChat

11:51 AM · Jul 27, 2011 · Twitter Web Client

4.6K Retweets    25 Quote Tweets    1.4K Likes
James Yoo

Thanks for the laugh lol
To: mgelbart@cs.ubc.ca

That was a good one.

On a more topical note, I think you might want to share this with the class; pretty interesting article from the LA Times about neural networks


Mike Gelbart

Re: Thanks for the laugh lol
To: James Yoo

That was fast! Just posted it yesterday.

I was obviously highly suspicious so I checked that your URL is actually pointing to LA times, but somehow... Well played!

Mike

See More from James Yoo
Is there a hidden leaderboard that professors can access on Canvas?

Now that we are more reliant on Canvas more than ever, I'm curious if there is a hidden leaderboard feature where professors can easily tell who posted the most in the Discussion board? Or who spends the most time in the course page? Or who has or has not checked the Announcements, et cetera...?

You bet. TAs can also access a similar thing.

Here's a link to a screenshot: https://imgur.com/oIKvfaq
Hi Mike!

I really enjoyed taking CPSC 330 with you, this video you shared on neural nets was pretty informative.

I was wondering whether you had any opinions on the state of fairness in AI/ML and whether UBC has plans to address those in content shared in CPSC 330/340/440?

Other than that, see you around!

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Oh wow lol you totally and utterly got me!! Well done! I guess we can call it even now.

Will get to your other question at some point today/tomorrow but wanted to congratulate you on a job well done. It's not over.
I've found a few funny memories during lockdown. This is from my 1st tour in 89, backstage in Vegas. OC (i.redd.it)
I think I might cry!!! It’s actually you.
I met you at a **backstage event** when I was 12.
Seriously a big fan. I’ve seen you in concert five times.
Questions?