

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



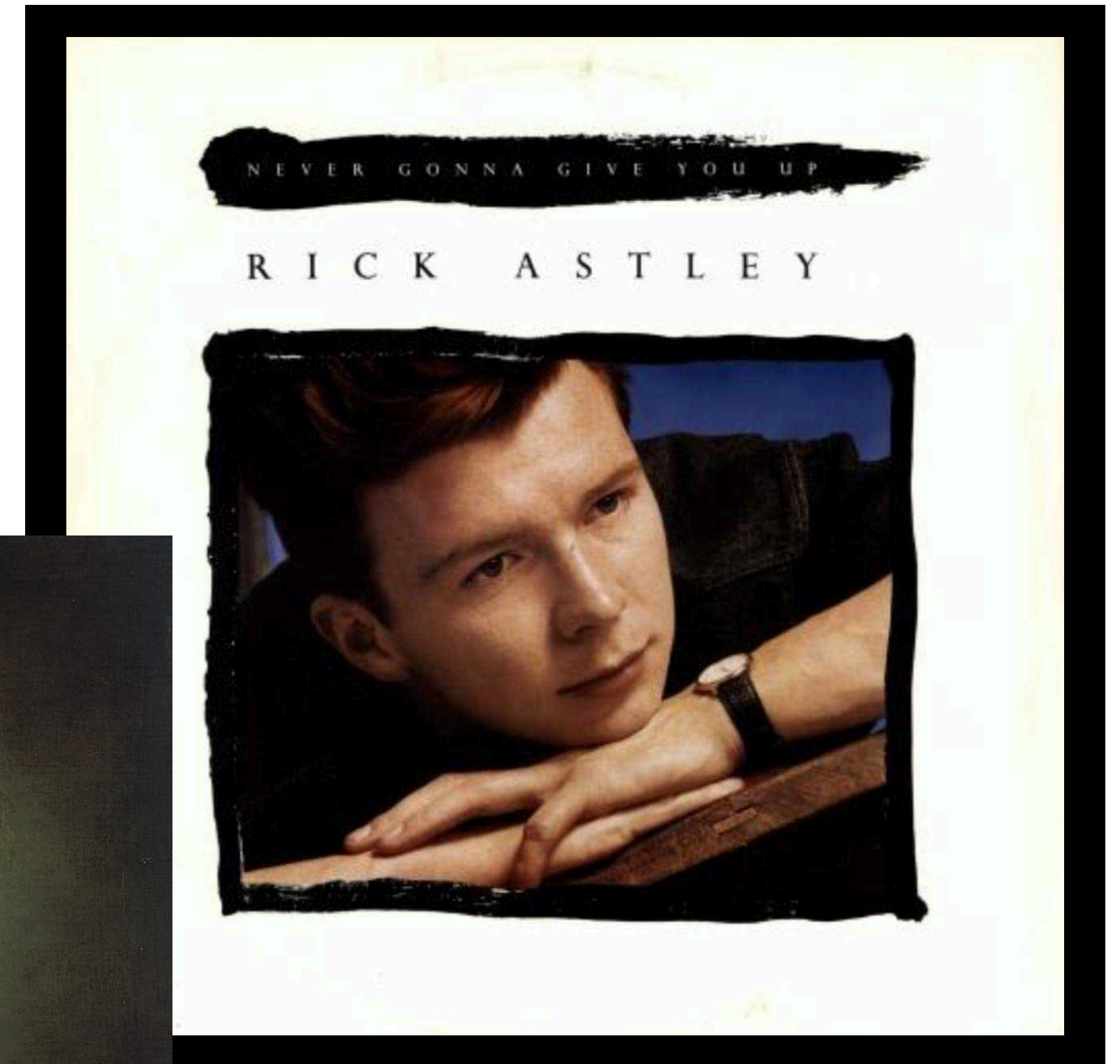
Rick Astley, 2020 (colourized)

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



Astley's closest historical analogue
— Mozart





Original art for
“Never Gonna Give You Up”


“ 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 inaguration will be "Never Gonna Give You Up" Thank You AMERICA!

 This claim about election fraud is disputed, but the song really does slap

4:55 PM · Nov 10, 2020 · Twitter for Babies

80K Retweets 12.8K Quote Tweets 397.3K 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

 **William J. Bowman** @wilbowma@types.pl
@wilbowma

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

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

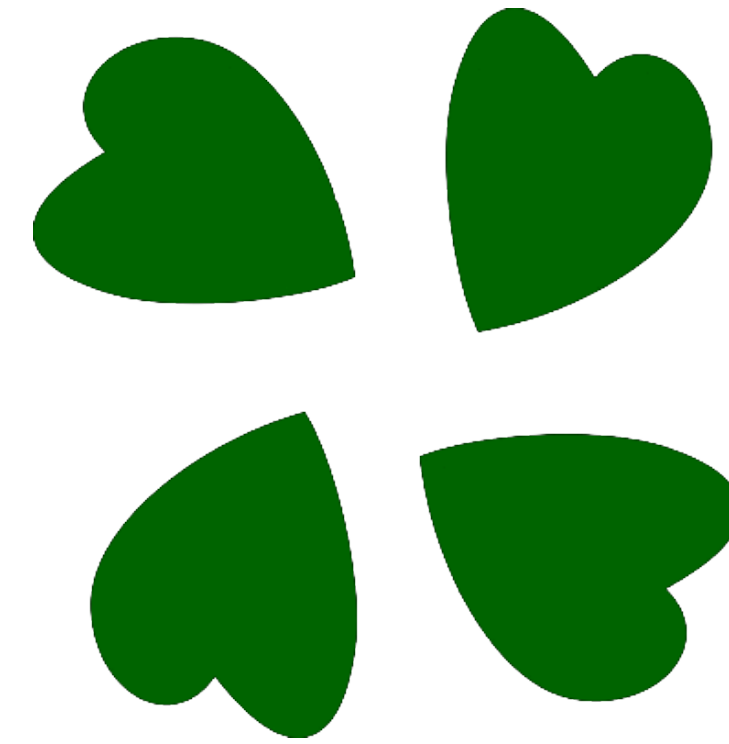
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*I'm actually not sure if William *actually* likes type-preserving compilation, I do know that he loves a good rickroll!

2006

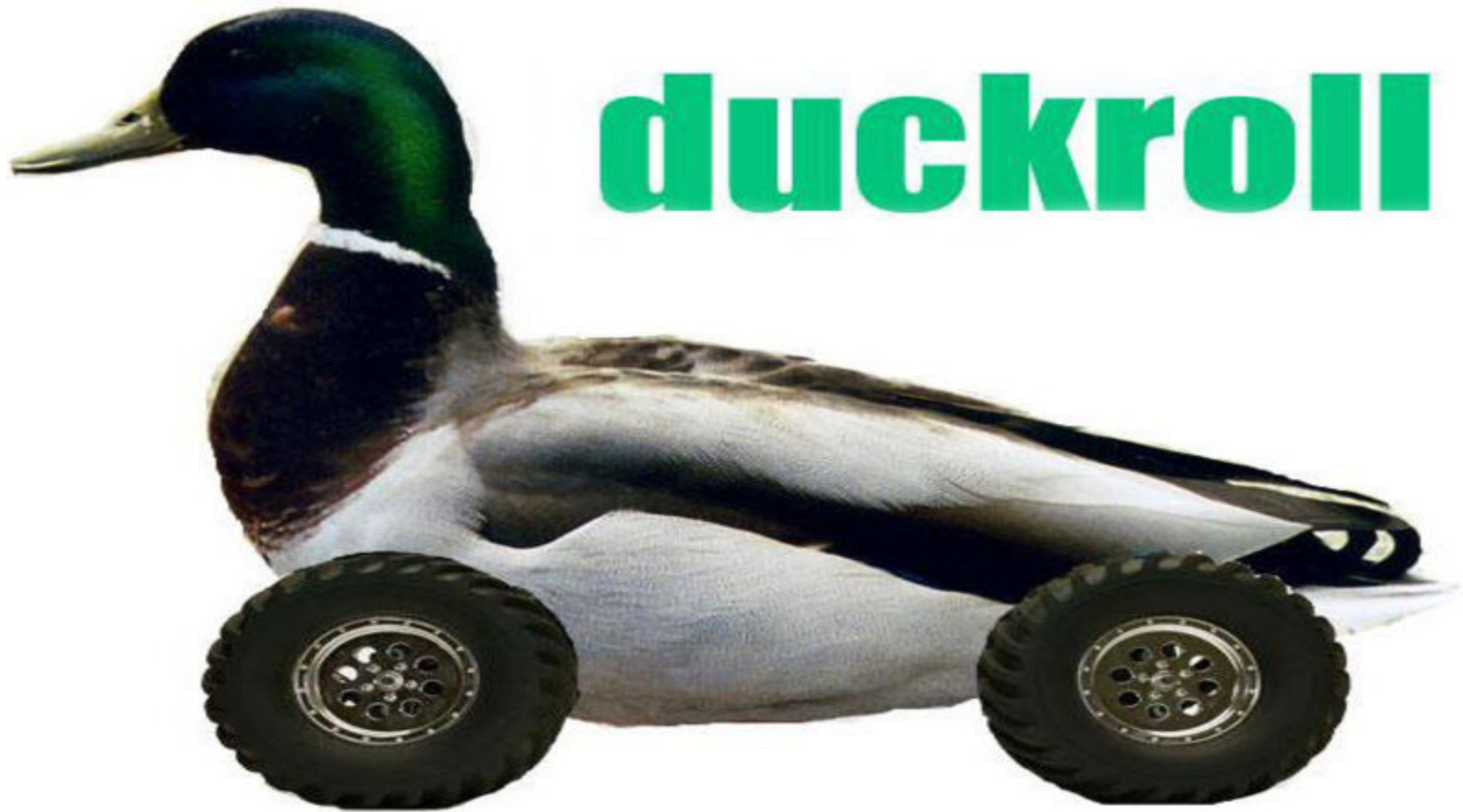
Duckroll: The Proto-Rickroll

- **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.



4chan

duckroll





2007

Rickrolling enters the mainstream

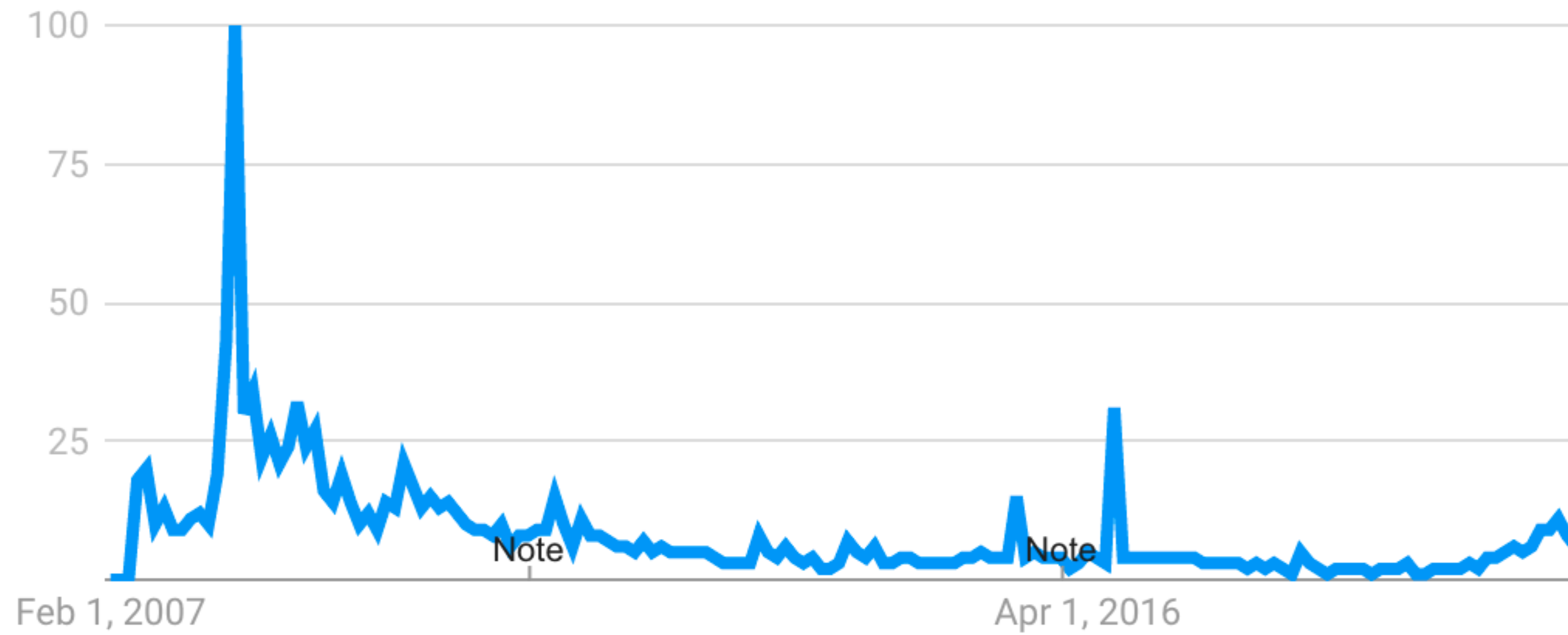
- **4chan Strikes Again!**
 - Coinciding with the release of the first trailer for Grand Theft Auto 4, a 4chan user posts a link to “Never Gonna Give You Up” under the guise of it being a link to the trailer



cover art for GTA4

Interest over time

● rickroll



United States. 1/11/07 - 11/12/20. Web Search.

2007 - Present day

Macy's Day Parade – 2008




Bipartisan Oregon Legislature— 2010

Obama Administration – 2011



UBC – March 2020

Found in Sent - jyoo980@gmail.com Mailbox

☆  **James Yoo**
Thanks for the laugh lol
To: mgelbart@cs.ubc.ca


March 29, 2020 at 8:05 PM

```
* [office hours calendar] (http://www.cs.ubc.ca/~mgelbart/calendar.html)
* [other relevant content] (https://www.youtube.com/watch?v=dQw4w9WgXcQ); [what just happened?] (https://en.wikipedia.org/wiki/Rickrolling) Mike Gelbart, 2 hours ago
```

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

<https://www.latimes.com/tech/the-future-of-neural-nets-1>

 **Mike Gelbart**
Re: Thanks for the laugh lol
To: James Yoo

March 30, 2020 at 7:08 AM

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](#)

Reddit — March 2020



This is an archived post. You won't be able to vote or comment.

↑
14
↓



Is there a hidden leaderboard that professors can access on Canvas? **Discussion** (self.UBC)

submitted 7 months ago by [AsymptoteCurve](#)

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...?

10 comments share save hide give award report crosspost

all 10 comments

sorted by: **best** ▼



[██████████](#) [Graduate Studies | Computer Science](#) 104 points 7 months ago*

You bet. TAs can also access a similar thing.

Here's a link to a screenshot: <https://imgur.com/olKvfaq>

permalink embed save edit disable inbox replies delete

Reddit— August 2020

 [-]  Graduate Studies | Computer Science 8 points 2 months ago


 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!

[permalink](#) [embed](#) [save](#) [edit](#) [disable inbox replies](#) [delete](#) [reply](#)

 [-] [mgelbart](#) Computer Science | Faculty 8 points 2 months ago

 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.

[permalink](#) [embed](#) [save](#) [parent](#) [report](#) [give award](#) [reply](#)

Reddit – June 17, 2020

↑
408k
↓



I've found a few funny memories during lockdown. This is from my 1st tour in 89, backstage in Vegas. [OC](#) (i.redd.it)



submitted 4 months ago by [ReallyRickAstley](#) No stranger to love

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18647 comments share save hide give award report crosspost





[-] **theMalleableDuck** 131k points 4 months ago 🇩🇪 🐼 12 🐼 50 🌞 10 🤪 23 🏠 21 🐼 🐼 🐸 11 🍷 5 📄 📄 33 🍌 3 🐼 22 🐼 📄 📄 10 📄 10 🐼 3 **S** **I** **2** **N** **2** 🐼 **6** **E** **P** 🐼 25 🐼 🐼 🐼 10 🐼 112 🐼 14 🐼 3 🐼 2 🐼 18 🐼 22 🐼 3 🐼 281 🐼 17 🐼 20 🐼 124 🐼 🐼 🐼 10 🐼 51 🐼 88 🐼 16 🐼 6 🐼 13 🐼 56 🐼 71 🐼 59 🐼 45 🐼 📄 35 🐼 35 🐼 65 🐼 91 🐼 📄 459 🐼 27 🐼 39 🐼 40 🐼 43 🐼 2 🐼 50 🐼 35 🐼 14 🐼 32 🐼 14 🐼 470 🐼 3 🐼 18 🐼 31 🐼 7 🐼 112 🐼 5 🐼 7 🐼 9 🐼 82 🐼 4 🐼 50 🐼 72 🗳️

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.

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[-] **ReallyRickAstley** No stranger to love **[S]** 92.5k points 4 months ago 🐼 🐼 2 🌞 3 🏠 2 & 156 more



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Questions?