Utah State University researchers don’t clown around when it comes to determining what trends dominated the internet in 2016.

USU’s Digital Folklore Project has named the “creepy clowns” phenomenon as the 2016 Digital Trend of the Year. The winner is selected by ballot among folklorists nationwide who look at such factors as cultural significance and whether the trend fits the grassroots, common-people usage that identifies it as folklore.

Click link to view entire “Utah State Today” article.

http://www.usu.edu/today/index.cfm?id=56395&nl=504