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***Mememes at an Exhibition:
Sharing and Interpreting Internet Mememes in the Consumer World***

Have you ever participated a virtual exhibition that is made up of mememes? If not, it is high time. Our research subjects put together virtual exhibitions of mememes and their argumentations about their choices. Our projective exploratory research focused on internet-literate consumers' choice and interpretation of mememes. Base of our analysis are the relating consumer narratives of our respondents (N = 95).

Internet mememes may be described by the characteristics of face to face gossip: being very fresh, up-to-date, immediate response. The internet meme is a phenomenon, a notion, text, picture, text and picture combination, which spreads on internet like a fashion trend. Its content could be: a joke, gossip, a website, reference, piece of news or fake news. Their common characteristic is that they disperse rapidly through the internet. Mememes become part of the everyday vocabulary and common expression, and as such they are part of the consumer culture, sources of consumer insights and become part of the advertising vocabulary as well. In our paper, we describe the major dimensions that characterize the value of a meme and its ability to spread.

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