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

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

Internet memes 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. Memes 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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