Strength

Engaged Online Community: Creating a loyal and engaged online community is a force in the digital world (Kaplan, & Haenlein, 2010). This includes building a dedicated fan base, active subscribers, and a network of supporters who constantly interact with and promote your digital meme. An active online community can lead to a widespread meme.

Emotional impact: Memes are known for their ability to evoke emotions and generate humor. They often rely on relatability, wit, or clever juxtapositions, making them highly engaging and shareable. The emotional impact of memes contributes to their appeal and their ability to create a strong connection with the audience.

Creativity and expression: Memes offer a creative outlet for users to express themselves. Users can remix or create new variations of existing memes, enabling them to participate in the creation and evolution of meme culture. This participatory aspect fosters a sense of ownership and community engagement (Milner, 2013).

Engaging and Shareable: Memes often employ humor, sarcasm, or cleverness, making them highly engaging and shareable content, attracting attention and driving user engagement.

Cultural Impact: Memes reflect and shape popular culture, serving as a form of cultural commentary, social critique, and a means of expression for various communities (Knobel, & Lankshear, 2007).

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