

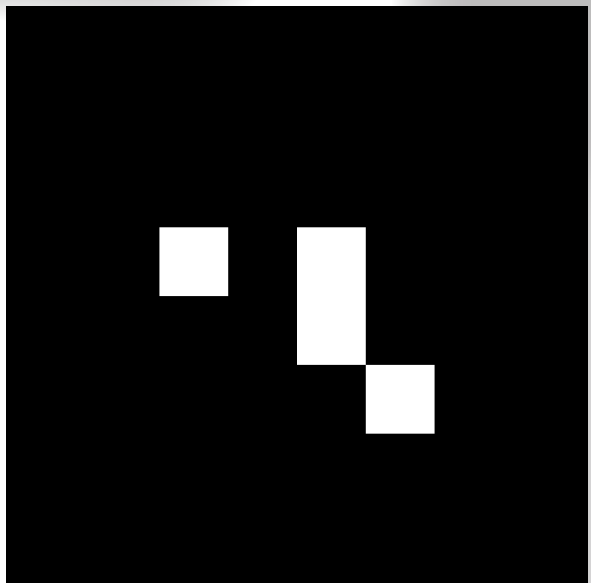
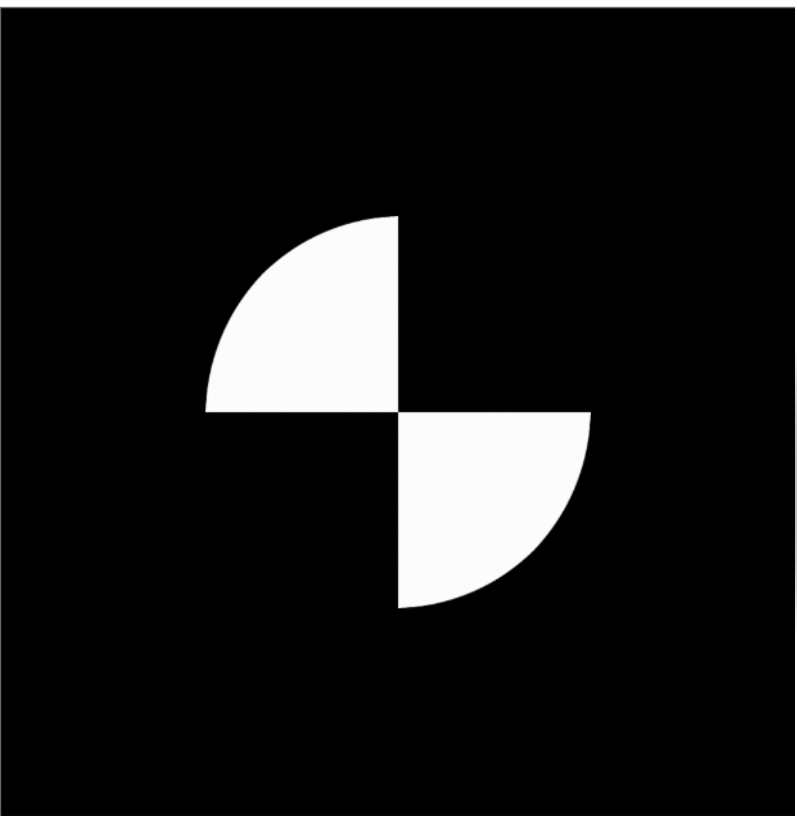
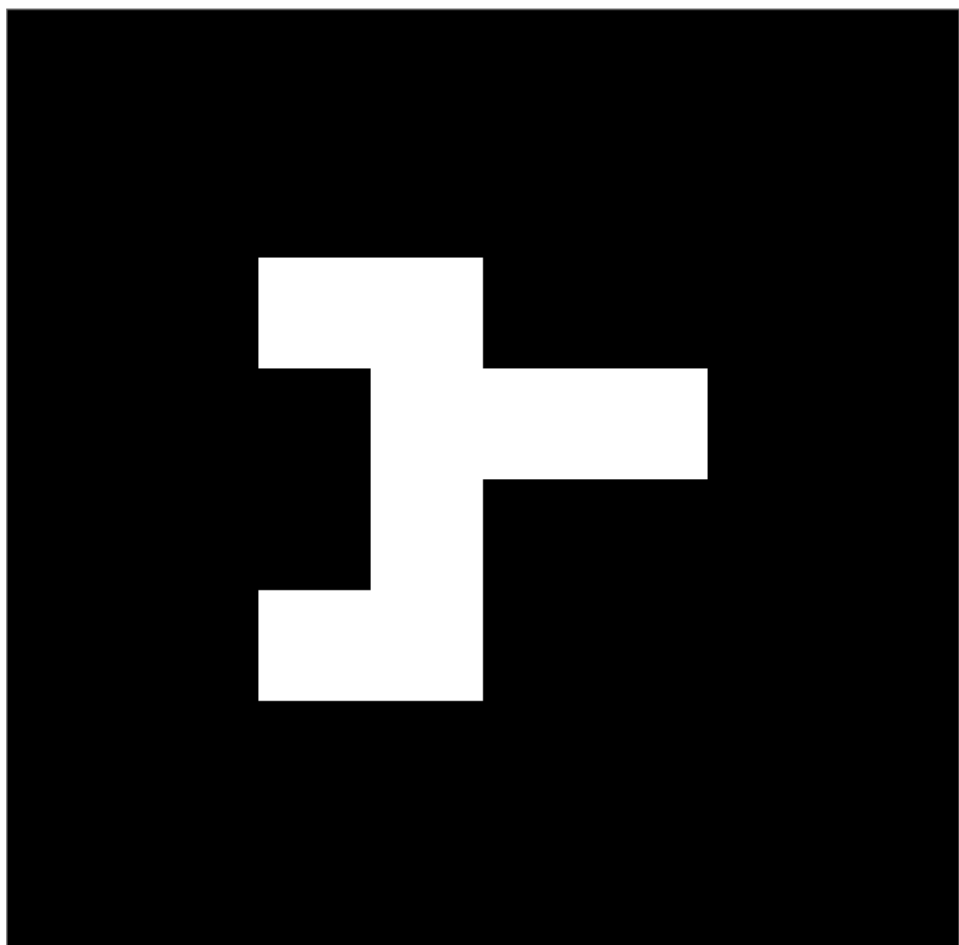
KNOWING MEME

THE MEMETIC

LIFE-CYCLE



Principia Cybernetica Web Meme replication:
the memetic life-cycle
the memetic life-cycle consists of 4 stages that together
determine the meme's fitness:
assimilation, retention,
expression and
transmission



KNOWING YOU