



MEME DREAMS & DIVERSIONS:

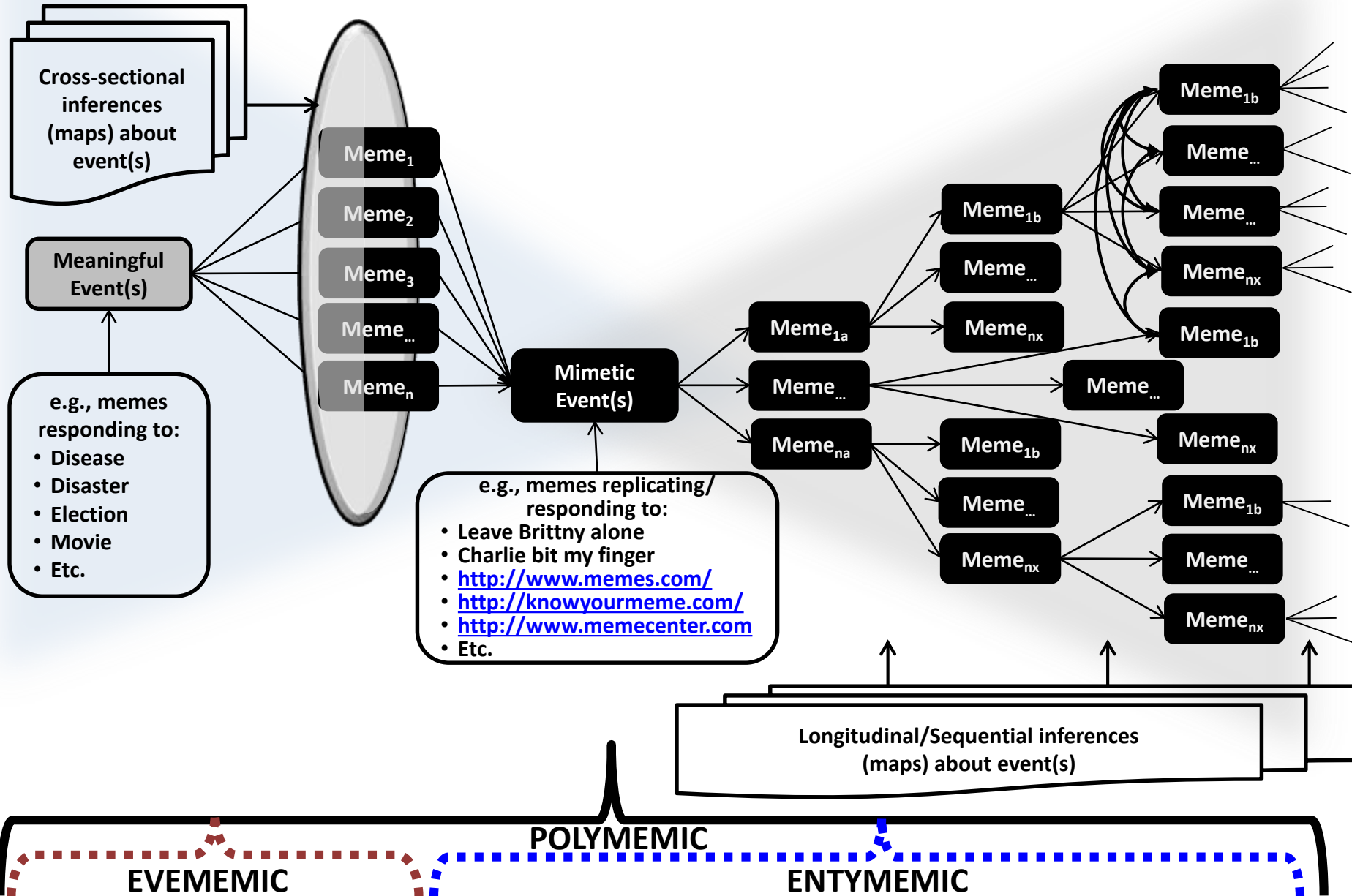
TOWARD AN INTEGRATIVE THEORETICAL MODEL OF MEME DIFFUSION

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TYPES OF MEMETIC DIFFUSION PATTERNS



MULTILEVEL MODEL OF MEME DIFFUSION (M³D)

NETWORK LEVEL

'COMPETING' FACTORS:

SUBJECTIVE/COGNITIVE BIAS

Counter-Memetic Frames

Frame/Narrative (in)Fidelity

Sub-theme Homophily/Heterophily

Niche/Relative (Dis)Advantage

Cascade Threshold(s)/N

'ALTRUISM' FACTORS:

OBJECTIVE/STRUCTURAL

N path memes (e.g., tweets)

N nodes (computer nodes)

Network Interconnectivity

N/Centrality of Influence

Network Homophily

Network Edge Heterophily

INDIVIDUAL LEVEL

COMPETENCE FACTORS:

Motivation/Knowledge Skills

Source Credibility

Actor Celebrity/Popularity

Message/Media Adaptability

MEME LEVEL

ADAPTIVE FACTORS:

Distinctiveness/Entailment

Reproducibility/Redundancy

Simplicity/Trialability

Media Convergence

Media Expressivity/Engagement

Trope/Frame/Appeal Credibility

SOCIETAL LEVEL

OUTGROUP COMPETITIVENESS/CHALLENGE

Rival Social Networks

System Limitation/Trauma

Communication/Trust Degradation

Geographical Proximity

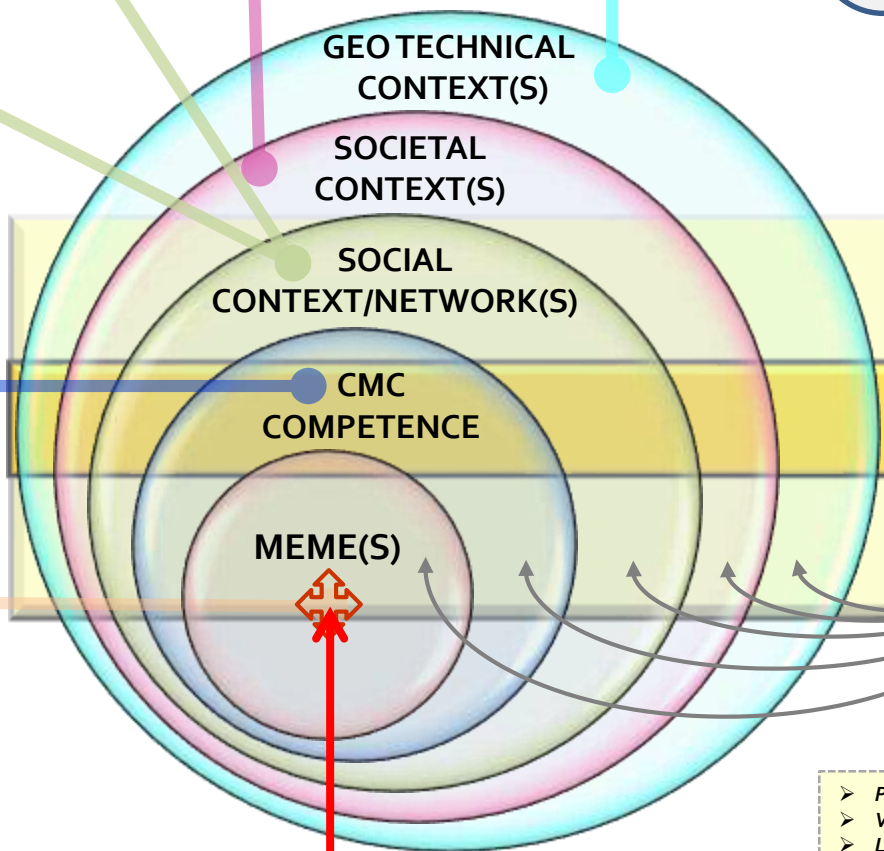
Diffusion Stage Exhaustion

Proximity/Density Facilitation

Mitigating Publicity

Media Inaccessibility

Drawing on several theories (meme, narrative rationality, frame, general systems, evolution, information, social identity, communicative competence, social network analysis, and diffusion of innovations). M³D proposes memes compete at multiple levels to occupy information-ecology niches. M³D provides a heuristic framework for organizing manifold investigations into the roles new media play in diffusing ideas in cyberspace and their representation or role in realspace events. M³D seeks to integrate theories and stimulate new theory development in the fields of big data and new media.



- **Popularity:** % potential population touching meme
- **Velocity:** Rapidity of market diffusion
- **Longevity:** Duration of meme circulation
- **Fecundity:** Span & Popularity of meme derivations
- **Speciation:** Evolutionary development