

MEMETICS IN MATHEMATICS EDUCATION

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Richard Dawkins introduced the concept of the meme in his 1976 book "The Selfish Gene" [6], long before the advent of social media. According to him, a meme is a replicator of knowledge that seeks to copy itself into human minds and thus spread. Richard Brodie referred to educators as "professional vectors" in 1996 [5]. This laid the foundation for the memetic approach to education, which fundamentally differs from current approaches, as it places not the student or the teacher at the center of learning, but knowledge itself [4, 9, 10].

In my presentation, I would like to highlight the differences between classic memes, internet memes and edumemes. I would like to explain what memetics means in the context of mathematics education [1, 7]. I will use existing examples [8, 2] to demonstrate how it works in practice [3], and finally, I would like to show how the use of AI tools accelerates the work of the fellow educators in curriculum development.

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