

### **Online Saami**

This paper gives an analysis of the process, how folklore phenomena find their way to the online sphere. The author bases her study on an exact time frame of some Sami web-domains and gives an online ethnographical discussion of the Sami ethnic discourse. She chose a topic for this in-depth analysis – the emblematic relation between indigenous people who get used to the frozen arctic winter and the outlanders who did not. This opposition gives ground for many jokes, argumentations, and statements that sometimes cross the border of the politically correct style. This study also proves that the border between online and offline folklore is far from being a strict one, and we must consider both as parts of the folklore of Sami ethnic identity.

*Keywords: Sámi, folklore, offline – online, Instagram, meme, ethnic identity, revitalization.*

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