Folklore: The Basics is an engaging guide to the practice and interpretation of folklore. Taking examples from around the world, it explores the role of folklore in expressing fundamental human needs, desires, and anxieties that are often not revealed through other means. Providing a clear framework for approaching the study of folklore, it introduces the reader to methodologies for identifying, documenting, interpreting and applying key information about folklore and its relevance to modern life. From the Brothers Grimm to Internet memes, it addresses such topics as:

- **What is folklore?**

- **How do we study it?**

- **Why does folklore matter?**

- **How does folklore relate to elite culture?**

- **Is folklore changing in a digital age?**

Folklore: The Basics supports readers in becoming familiar with folkloric traditions and how to interpret cultural expression. It is an essential read for anyone approaching the study of folklore for the first time.