Finalizing research pg is the why we started looking @ these specific sections / “research direction”

Humor pg is the what we found

Humor

An analysis into the deep world of how humans perceive and react to humor. Is it useful? It is necessary? And finally, how can we do it *right*?

Humor is supplemental to education, which can connect people and lead to higher student/learner engagement. They also lead to a release of stress and can be healthy for individuals.

Humor works best when it’s targeted, but not exclusionary. People want to feel like they’re part of the “in-group”, and an exclusive reference can stop that feeling. Conversely, humor that’s too generalized can seem fake and forced. Memes, when done right, can bridge this gap.

Millennials/younger generations love absurdist and “mean”/self-deprecating humor. They’re also the age group with the lowest voter turnout.

Humor makes people feel comfortable when interacting with technologies and conversational interfaces. It can lighten up the mood and make a user feel okay with the interface. Humans also respond a lot better to (and judge less critically) chatbots with non-human faces. Anthropomorphized animals seem to lend themselves really well to this.