

Punalogy: a pun analogy generator

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Previously in punalogy

Evaluation Phase

- Reddit

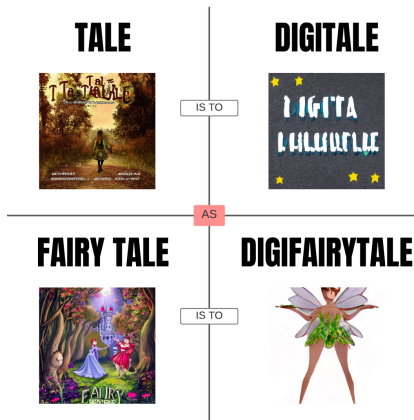
- Reddit Appreciation Score

- Human Evaluation

- Your opinion !

Previously in punalogy

We made a Punalogy generator



- > 2 types of puns
- > 4 templates to evaluate
- > different memes to evaluate

What next ?

Evaluating humor in NLP :

Presents several challenges :

- ▶ **Multi-modality** : Humor can be expressed in different ways, such as through language, images, situations, gestural...
- ▶ **Subjectivity** : Humor is subjective, making it difficult to evaluate objectively.
- ▶ **Cultural diversity** : Humor varies considerably from one culture to another.
- ▶ **Evaluation** : There is no standard criterion for evaluating humor.

Reddit Score

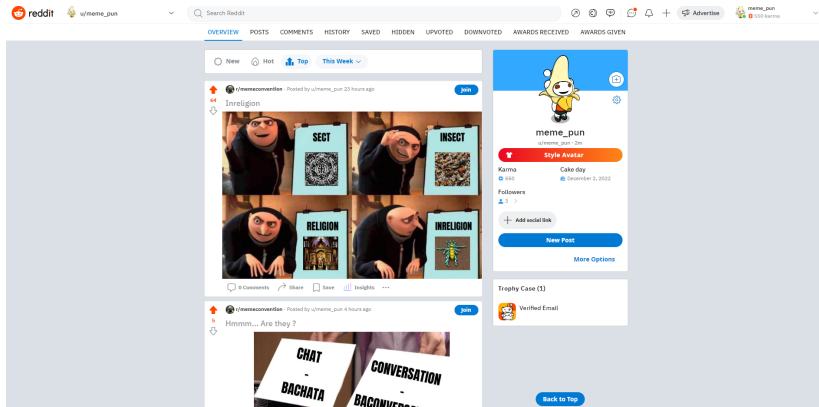


Figure – Reddit account

Reddit Appreciation Score - RAS

Main idea : Quantify humor of a meme by computing how it was received on Reddit.

Hypothesis : *The funnier the meme, the more viral it is.*

Used metrics :

- ▶ Nb of total views,
- ▶ Upvotes rate,
- ▶ Nb of shares,
- ▶ Nb of upvotes

Others variables : time of post, subreddit community.

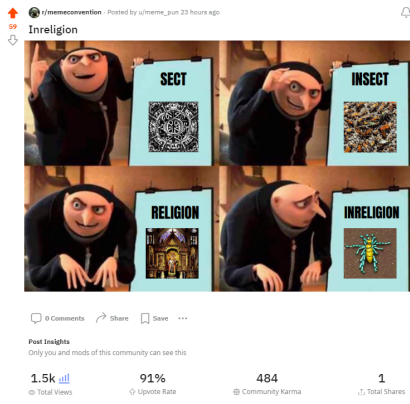


Figure – Reddit post

Reddit Results

	views	Rating	sharing	comments	upvotes
inreligion_gru	1500	92	1	0	60
denouncetatouille_gru	1400	84	0	3	38
denouncetatouille_pam	1500	88	2	0	6
Edsherun_pam	198	78	0	0	5
adultgo_gru	383	56	0	1	1
superblackmarket_winnie	723	98	0	0	29

Figure – First Statistics

Results :

- Gru template works better
- Heterogeneous

Questionnaire to elicit judgments of funniness from participants

Online questionnaire?

- Sample selection (size + demographics)
 - > diffusion,
- Low rate response [1]
 - > Multimodal questionnaire (you will find out about it soon!).

Our questionnaire

- ▶ 64 memes (16 puns x 4 templates)
- ▶ Goal : more than 100 participants [2]
- ▶ Form : Small questionnaires (\approx 20 questions) [2]
- ▶ results : Qualitative & Quantitative
- ▶ 1. Personal data :
 - Age,
 - Gender,
 - Meme knowledge and use.
- ▶ 2. Meme appreciation :
 - Rate a meme on a Likert Scale (0-5)
 - Optional* : write a comment
- ▶ 3. Final questions : General comments, remarks.

Your turn!

**NOT
KNOWING WHAT
A MEME IS**



**UNDERSTANDING
WHAT
A MEME IS**



**REALISING
THAT YOU ARE
READING A MEME**



**BECOMING
AN ACTOR IN
MEME SCIENCE**



imgflip.com

*Meme presented in questionnaire for those who don't know what
a memes is*

Qualitative feedback

What would you want to add?

Thank you ! Questions ? Suggestions ?



ICE - LICORICE



CRYSTAL - LICORCRYSTAL



- [1] Joel R Evans and Anil Mathur. The value of online surveys. *Internet research*, 15(2) :195–219, 2005.
- [2] Chris van der Lee, Albert Gatt, Emiel van Miltenburg, and Emiel Krahmer. Human evaluation of automatically generated text : Current trends and best practice guidelines. *Computer Speech Language*, 67 :101151, 2021.