|  |  |  |  |
| --- | --- | --- | --- |
|  | Low Quality | Medium Quality | High Quality |
| Play on words | The tweet has a **No** play on words | The tweet has a **Minor** play on words. | The tweet has a **Cleaver** play on words. |
| Level of Wittiness | The tweet has **No** wittiness. | The tweet has a **Low level** of wittiness. | The tweet has a **good level** of wittiness. |
| Level of Laughter | The tweet gives you **No** laughter. | The tweet gave you **Some** laughter. | The tweet gave you a L**ot** of laughter. |
| Level of Topic-ness | The tweet has **No** relevant topic. | The tweet has **Some** topic relevance. | The tweet has a **large level** of topic relevance. |