Procedure:

1. Write two similar scripts. One which is humorous and the other that lacks humor. Both videos should have the same characters, props, and setting.
2. Film the two videos on separate tapes.
3. Show each tape to at least 50 people a piece.
4. 24 hours after viewing the video ask all participants the same questions that pertain to both videos.
5. Compare the results of the tests between the two groups.