People live their lives by stories. We respond to stories not only because of the information they contain, but also because stories have emotional impact. They make us laugh and cry, they surprise us and they leave us awestruck.

Our goal is to decompose the act of creating emotional impact into a process that novices can follow. We first focus on the domain of writing humor. Our preliminary work was to decompose the process of writing humor in seven modules. Our next step is to build a website where users can write their first joke in under 5 minutes, and eventually write as funny as experts.

We start with humor because it is a good testing ground, but we will generalize to more challenging domains, such as deciding whether a life and death event is has enough fear, suspense and drama for a compelling narrative.

People want to be funny, especially on social media because it is a place to influence your friends and a way to be heard by strangers. Our site will help them do that.

Generating emotional impact in narrative will affect many domains of communication such as education, journalism, and diplomacy.