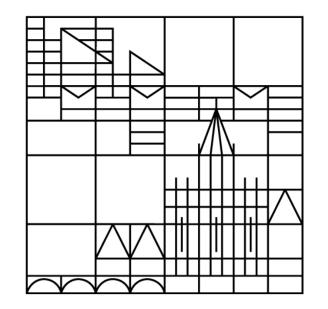
What Triggers Sarcasm Between Close Friends and What Gets Conveyed?

Universität Konstanz



Hyewon Jang, Bettina Braun, and Diego Frassinelli

Research Questions & Answers

- 1. Which factors trigger sarcastic responses between close friends?
- When speakers find the addressee to be silly or annoying.
- When speakers have intentions to *mock* the addressee in a *hilarious* or *friendly* way.
- When speakers want to give a clever remark.

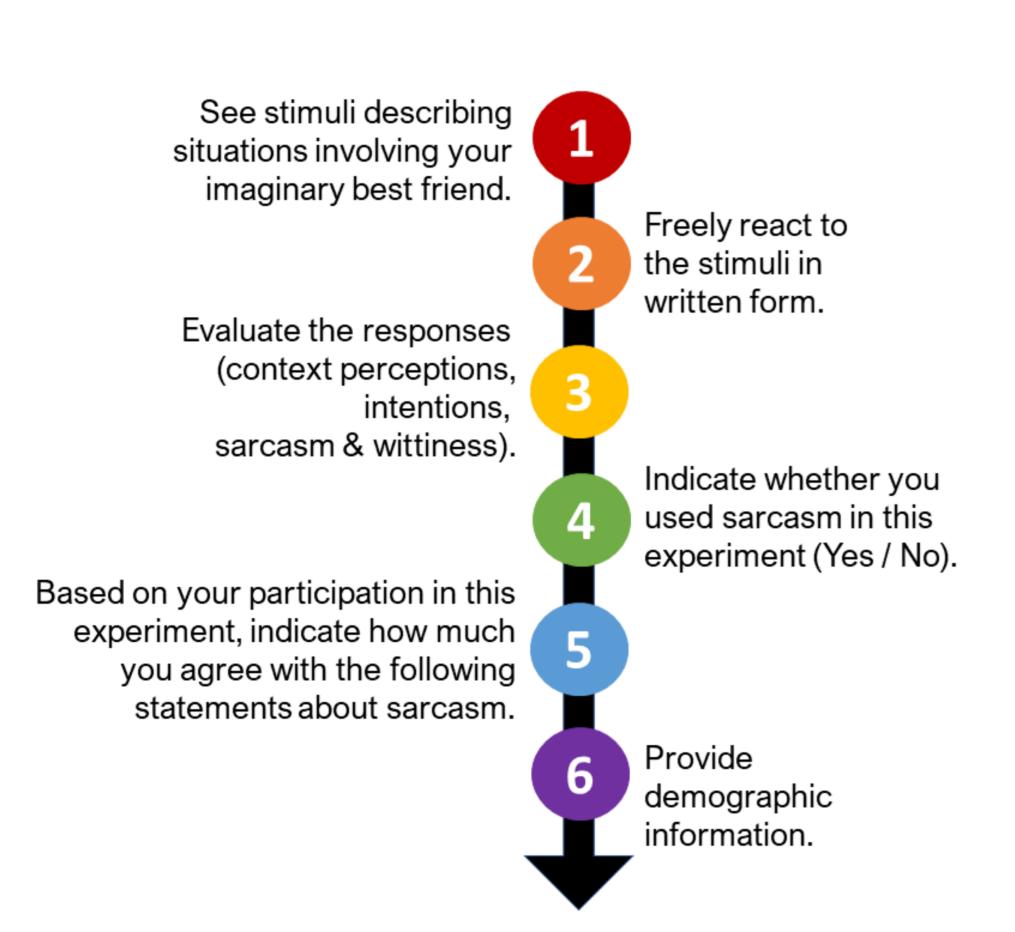
2. What are the commonalities between intended and perceived sarcasm?

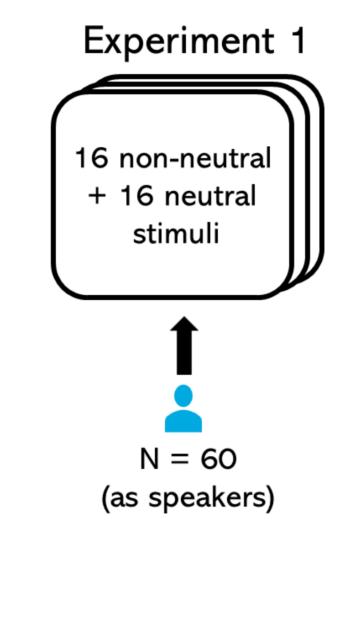
- Similar context perception and intentions affect sarcasm ratings for both observers and speakers.
- The intention to criticize the addressee more softly predicted higher sarcasm ratings only for the observers.

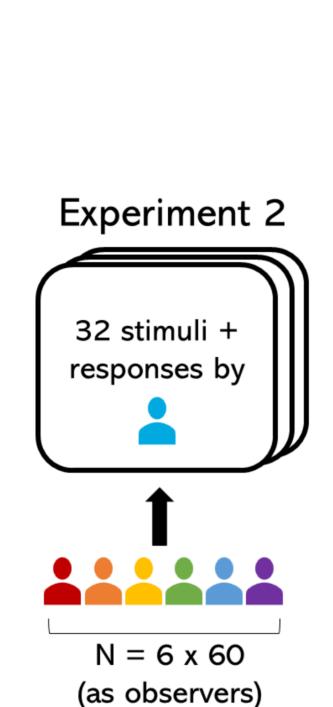
3. Do speakers and listeners view sarcasm as positive or negative used in a friendly context?

• Positive: Both speakers and observers viewed sarcasm as sophisticated, bond-enhancing, and humorous.

Online Experiments





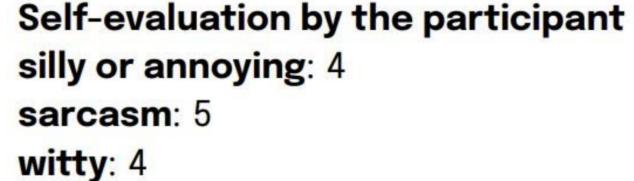




Steve asks you to get him some coffee from a coffee shop nearby. But he doesn't seem to be particularly busy right now. When you ask him "why can't you get it yourself?", he simply says, "oh, no reason. I just thought maybe you could do it for me."



Example response from a participant "what did your other slave die of?"



Example situation

Example situation

intentions: [criticize softer, mock friendly, be direct, be clever]





seem to be particularly busy right now. When **John** asks him "why can't you get it yourself?", he simply says, "oh, no reason. I just thought maybe you could do it for me." And John says, "what did your other slave die of?"

Steve asks you to get him some coffee from a coffee shop nearby. But he doesn't



Evaluations from 6 observers

silly or annoying: [4, 5, 6, 5, 4, 5]

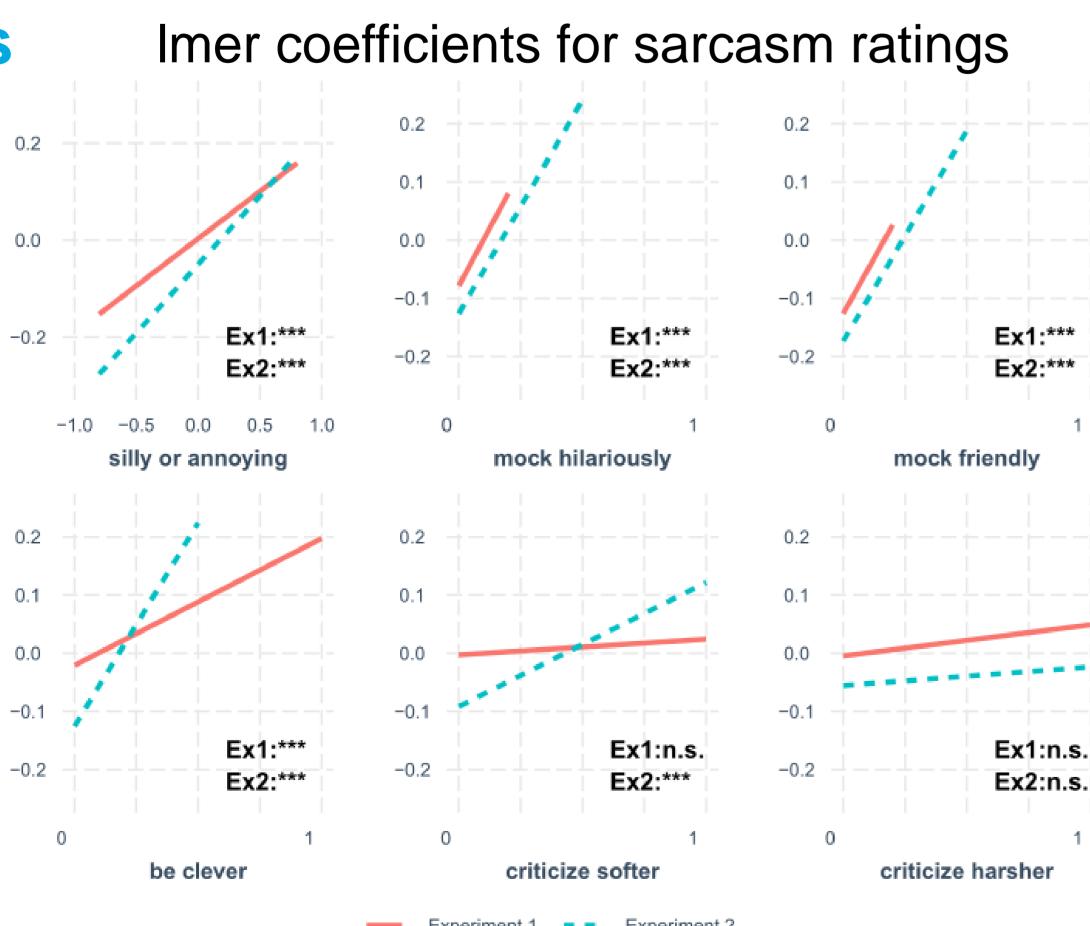
sarcasm: [5, 5, 6, 5, 4, 6] witty: [3, 5, 6, 4, 3, 4]

intentions (collective): [criticize harsher, criticize softer, mock friendly, mock hilarious, be direct, be clever

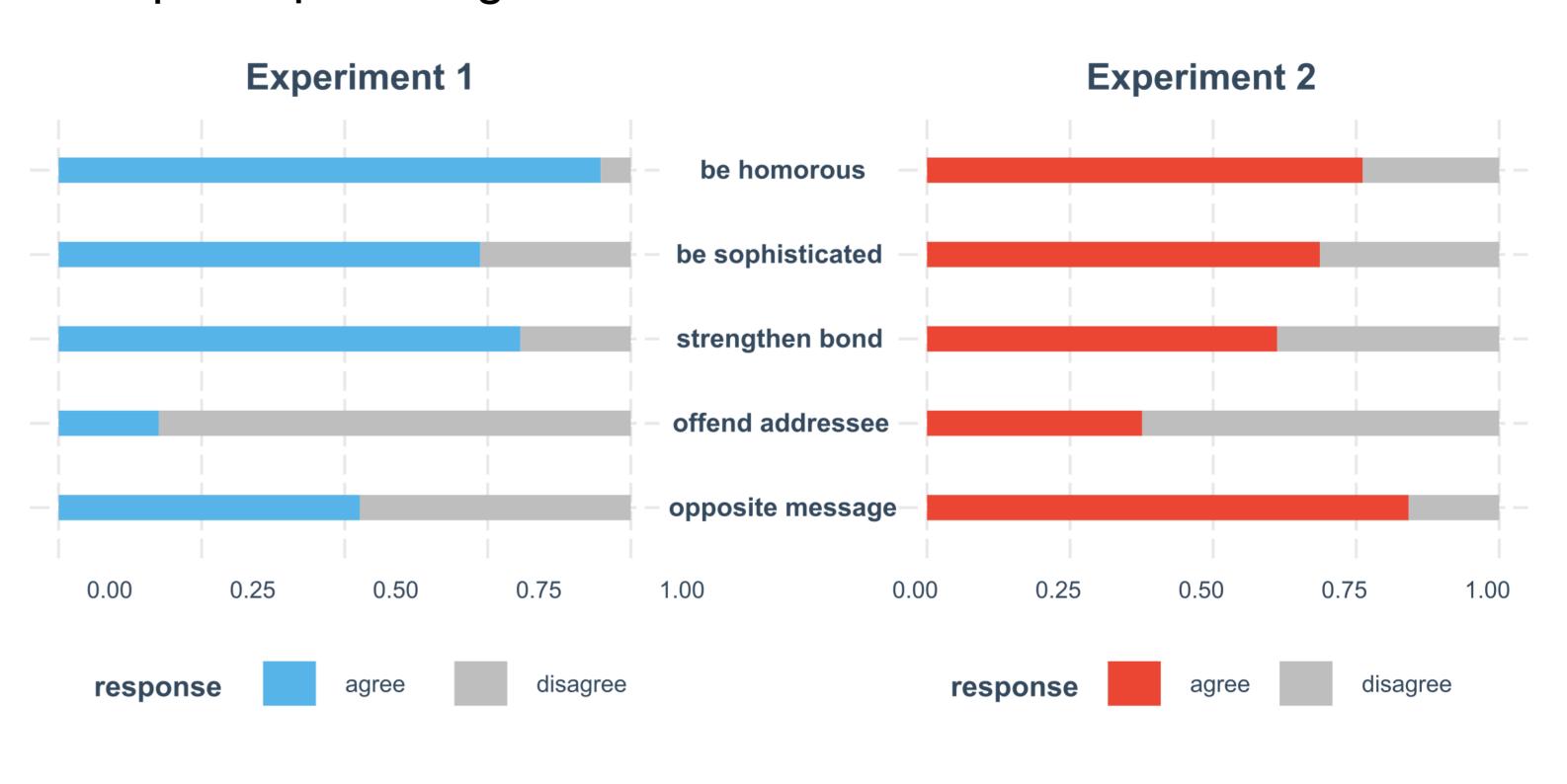
Analysis

- Imer (sarcasm ~ context perception * intentions + gender + education level)
- Ratings were z-scored and intentions binary-coded.

Results



participants' agreement to statements about sarcasm



Link to Previous Work

- + sarcasm as mocking (Pexman and Olineck, 2002), bond-enhancing (Gibbs, 2000), humorous (Dews, 1995)
- sarcasm as verbal aggression and harsher criticism (Toplak and Katz, 2000; Colston, 1997)