## Annotation guidelines:

For all Jokes we need to provide all three dimensions:

1. Classification
2. Target
3. Rhetorical Device

Classification:

The first level of classification is between Joke vs. not a joke. Each joke can be further categorized into 4 labels: Stereotype, Offensive/Provocative, Targeted and Normal (if none of the previous labels apply). This gives us the following label set for the *Classification* column

* Stereotype
* Offensive/Provocative
* Targeted
* Normal
* Not a joke

Target:

Whether the joke is targeted towards any of the following demographics

1. Gender (target (whether one person or group) based on gender identity and roles)
2. Body image (target (whether one person or group) based on physical appearance like body shape and features)
3. Ethnicity/national origin (target (whether one person or group) based on ethnic background, nationality, or race)
4. Sexual orientation (target based on sexual preferences and identities)
5. Religious beliefs (target based on religious affiliations or beliefs)
6. Political beliefs (target based on political ideologies or affiliations)
7. Disability/health (target based on physical or mental health conditions and disabilities)
8. Education (target based on education background, intellectual capabilities or academic affiliations)
9. None (jokes that do not target any specific groups or are benign in nature)
10. Other (Found some jokes about food choices which could use this)
11. Not a joke (if the classification label is not a joke, i.e., non-humorous content)

Rhetoric:

What kind of rhetorical device is used to invoke humor in this joke?

1. Hyperbole (exaggerating aspects dramatically to an implausible level)
2. Understatement (the opposite of hyperbole; it can be very dry and subtle, leading to a sophisticated form of humor that might be appreciated for its cleverness and restraint; it lessens the importance and makes serious and bad things look like nothing)
3. Irony (hide the actual meanings behind the language; can be more nuanced and requires careful reading, often rewarding the reader with a deeper appreciation upon uncovering the layers of meaning; used a lot in humor when serious or painful situations are spoken in an opposite sense with great emotion)
4. Sarcasm (since tone of voice doesn’t carry in text, written sarcasm often depends on context clues or formatting (like italics) to signal that the meaning is opposite of what's literally written)
5. Puns (exploit the multiple meanings of words or similar sounding words to create a playful effect; often hinge on homophones or homonyms, which work well in written form because the ambiguity is preserved until the punchline is revealed)
6. Wordplay (playing with sounds, meanings, or unusual linguistic structures)
7. Self-deprecation (insult directed at oneself)
8. Vulgarity
9. Misunderstanding
10. Satire
11. Cultural reference
12. Dark Humor
13. Other
14. Not a joke (if the classification label is not a joke, i.e., non-humorous content)

**Irony** relies on a gap between the literal meaning and the intended meaning, creating a humorous twist or reversal.

**Sarcasm** involves using irony to mock, criticize, or convey contempt.

**Exaggeration** involves magnifying or overstating something beyond its normal or realistic proportions.

**Absurdity** involves presenting situations, events, or ideas that are inherently illogical, irrational, or nonsensical.

**Self-deprecating humour** involves making fun of oneself or highlighting one’s own flaws, weaknesses, or embarrassing situations in a lighthearted manner.

Wit refers to clever, quick, and intelligent humour.

Surprise in humour involves introducing unexpected elements, twists, or punchlines that catch the audience off guard.