JCAR = Laughter?

• Definitions:
  • JCAR = (Joke) * (Comedian) * (Audience) * (Reaction)
  • Laughter = Sum of all reactions of all audience members
    • Some may react well, others not.
    • Comedy is the complete process of the joke, the delivery of the joke (comedian), the reception of the individual audience member, and that individual audience member’s reaction to the “joke”.

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The Joke Matrix

• Don’t get me started, this one is complex
• Application of Rule of Three and other tools can generate surprising yet alternatively logical outcomes that some people may find amusing
• Thousands of tools, combinations with primary stimuli such as story context, etc.
• Again, don’t get me started
The Audience Matrix

• Uh, what is an audience matrix?
  – The different members of the audience are
  – Each is different, but one row may share a given trait, and other rows different traits.
  – Each column can be a different stimulus-response operation
  – Audience matrices have been studied by media advertisers and producers since the 1940s.
  – Each individual within an audience matrix can have their own matrix of reactions to stimuli
The Reaction Matrix

- Each audience member has a different experience base
- Potentially, that means that each audience member may react differently to a given stimulus (joke+delivery)
Laughter

• Takes the complete process of Joke, Delivery (comedian), Reception (Audience), Reaction
  – There is no such thing as “inherently funny”
  – It all depends upon the eye-ear-nose of the beholder