

JCAR = Laughter?

- Definitions:
 - $JCAR = (\text{Joke}) * (\text{Comedian}) * (\text{Audience}) * (\text{Reaction})$
- 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".

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