THE LAUGHTER EFFECT

COMEDY in [SOCIAL] ACTION

COMEDY EVOKEs

hope and joy, emotions not typically imagined in more somber storytelling about complex social issues. But is emotional response enough to propel attitude change, beyond sharing and setting a media agenda?

Entry into Difficult Topics

To capture attention, allow shared laughter and honest conversation, pairing comedy with more serious additional information points to an effective route.

A Coping Mechanism for the Powerless

For individuals living in tough situations, comedy serves a cultural connection function. It allows them to communicate, to commiserate, and to find optimism and hope.

Offering Frames of Hope & Optimism

A mixed-message diet—including positive frames that offer positive perspectives and emotions, rather than nearly exclusively dire scenarios that can lead to chronic audience exhaustion and disengagement—may be a path to new engagement.1

Creating Memorable Messages About Taboo Topics

Research from marketing and advertising documents the ability of humorous messages to cut through message clutter, attract attention and be more memorable than non-funny messages.2

Amplifying Awareness Through Sharing

In the cluttered digital era, “humor has been found to be an important determinant in sharing.”3

Reinforcing Existing Calls to Action

Employing comedy to attract attention and bring audiences into a cause—to donate or take other action—works in service of a serious goal.

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www.CMSimpact.org/Comedy