

<https://www.youtube.com/watch?v=IUzA8FlcBPo>

Research Report
Media & Consumer Psychology

Do the snowflake generation appreciate the same humour in advertising as the pre-snowflake generation?

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Introduction

The rationale behind this study?



Links with Media and Consumer Psychology

Has social, political and technical change removed the post millennials sense of humour?

Political Correctness
Health and Safety
Claim Culture
Attention Span

Hypothesis

People under 30 will not appreciate the humour used in classic adverts.



Humour theory in advertising

- ▶ Gives a positive impact on attention (Chan, 2011)
- ▶ Absurdist Humour
- ▶ Benign Violation Theory
- ▶ Incongruity Theory
- ▶ Superiority Theory

Carling Black Label



Spooof Humour



Nostalgia & Camaraderie Great Britain vs Germany



Political Correctness & Classical Conditioning to Oppress Views!



Subjective Humour





Method

ADAPTED ATTITUDE SCALE

MODIFIED FROM NAN AND HEO, (2007)

Results

- ▶ The response was more positive than hypothesized.
- ▶ 100% enjoyed the advert
- ▶ 70% found the ad favourable
- ▶ 80% Found it positive
- ▶ 100% like the brands
- ▶ 80% found the brand favourable
- ▶ 90% found the brand positive
- ▶ 80% had a good attitude towards the company
- ▶ 80% favoured the brand
- ▶ 80% favoured the corporate image
- ▶ 60% found it socially responsible

Discussion & Conclusion

- ▶ A more positive response than hypothesized
- ▶ Nostalgic memories
- ▶ New humour for the uninitiated
- ▶ Younger generation impatient
- ▶ Vivid memory recall – Emotional psychology
- ▶ Positive & Negative emotional psychology
- ▶ Benefits of memory recall through humour

References

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