

# 3rd Humor Research Conference 2013

February 22-24, 2013

Owen Fine Arts Center (OFAC)

Southern Methodist University



## Friday, February 22, 2013

### 4:00 – 4:30 – Registration

- Greer Garson Lobby, OFAC

### 4:30 – 5:45 – Session 1: Linguistics (3531 Garson, OFAC)

1. Alba-Juarez: Evaluative Formulas Behind Psychology Jokes
2. Tsakona: Humor Reception and the GTVH
3. Raskin: Hard Humor Research is Hard to Do

### 6:00 – 7:00 – Welcome Reception (Taubman Atrium, OFAC 1110)

### 7:00 – 8:30 – Keynote (OFAC 2130)

- Q&A on Humor and Leadership with Dr. Shaquille O'Neal and Dr. David M. Kopp

## Saturday, February 23, 2013

Umphrey Lee Center (UL)

### 8:00 – 9:00 – Breakfast (Holiday Inn)

### 9:15 – 11:15 – Session 2: Professional (UL 228)

1. Warner: Journalism on Humor
2. Swope: Texas Travesty
3. Delaney: Humor-Centered Design
4. Gimarc: Put Your Funny Where Your Mouth Is
5. Roundtable

### 11:30 – 12:45 – Session 3: Psychology (UL 233)

1. McGraw: The Psychophysics of Humor
2. Lynch and Trivers: Self-Deception Inhibits Laughter
3. Lyttle: A Framework for Therapeutic Humor

**1:00 – 1:45 – Lunch (UL Dining Hall)**

**2:00 – 3:15 – Session 4: Social (UL 228)**

1. Barrett: Outsourcing Comedy
2. Mankoff: Crowdsourcing Humor

**3:30 – 4:45 – Session 5: Linguistics (UL 233)**

1. Taylor: Computational Humor
2. Attardo, Pickering, and Menjo: Smiling Intensity
3. Ergül: An Analysis of Ilgaz's Hababam Sınıfı Using the GTVH

**5:00 – 6:15 – Session 6: Social (UL 228)**

1. Yoon and Kim: The Moderating Role of Masculinity
2. Little: Legal Regulation of Humor
3. Weinberger, Gulas, and Weinberger: Advertising Humor

**7:30 – 9:00 – Dinner, Desperados Restaurant (DR)**

**Sunday, February 24, 2013**

**8:45 – Poster Setup**

**9:00 – 10:15 – Session 7: Psychology/Linguistics**

1. Beermann, Saslow, Saturn, Piff, and Keltner: What a Laugh Reveals
2. Guillory: Neuroscience of Humor
3. Clegg and Hempelmann: Absurd and Nonsensical Humor

**10:30 – 12:00 – Session 9: Workshop on Humor in the Classroom**

**9:00 – 12:00 – Poster Session (Parallel)**

- Ansbro: Using Humor to Differentiate Power Between Men and Women
- Di Ferrante: Humor at Work
- Ford: Humorous Material and State Anxiety and Math Performance
- Gironzetti: Understanding Humor
- Liberato: South Park and Freshman English
- López and Jyotsna: George Lopez's *Why You Crying?*
- Menjo, Hempelmann, and Attardo: Revisiting Folk Theories of Humor
- Woodzicka, Caudill, and Ford: Impact of Sexist Humor
- Worth: Humor and Benoit's Theory of Political Campaign Discourse

**Locations**

- OFAC: Owen Arts Center, 6101 Bishop Blvd, SMU Campus, Dallas TX 75205
- UL: Umphrey Lee Center, 3300 Dyer St, SMU Campus, Dallas TX 75205
- D: Desperados Restaurant, 4818 Greenville Ave, Dallas, TX 75206
- UC: Union Coffeehouse, 5622 Dyer Street, Dallas, TX 75206