Abstract
This study compared the effects of both violent and humorous television content on recall of product names. It was hypothesized that participants exposed to violent media would be less likely to recall advertised product names compared to those exposed to humorous or neutral media. Participants viewed either a humorous, violent, or neutral television program which included eight advertisements. Participants in the violent condition had lower immediate recall scores than those in the neutral condition. Recall one day later was higher for those in the humorous condition compared to those in the violent condition. These findings suggest that advertisers may want to strategically place their advertisements cognizant of violent and humorous content.

Violent Media and Recall of Advertisements
- Both violent and sexual programming decrease memory of advertisements (Bushman and Bonacci, 2002).
- Violent advertisements are recalled less than other types of advertisements (Bushman, 2007).
- Violent media increased recall of violent advertisements, but non-violent media decreased recall for violent advertisements (Gunter, Furnham, and Pappa, 2000).

Humorous Media and Recall of Advertisements
- Moderately humorous advertisements are recalled and recognized better than non-humorous advertisements (Furnham, Gunter, & Walsh, 1998; Krishnan & Chakravarti, 2000).
- Participants who viewed humorous television programs had better recall of advertisements than those who viewed a news program (Furnham and More, 2003).
- Participants who viewed a news program had better recall for advertised products compared to those who watched a comedy (Furnham et al., 1998).

Purpose and Hypothesis
The current study sought to compare the effect that violent and humorous television content would have on the recall of advertised product names. It was hypothesized that participants in the neutral condition would be more likely to recall product names compared to those in the humorous and violent conditions, and that participants in the violent condition would be less likely to recall product names compared to those in the humorous condition.

Method
- One hundred ten college students from psychology classes were randomly assigned to one of three conditions.
- In the violent condition participants viewed an episode of 24 which contained 72 instances of violence and no instances of humor. In the humorous condition participants viewed an episode of Will and Grace which had 106 instances of humor and no instances of violence. In the control condition participants viewed a travel program which contained no instances of humor or violence.
- Participants viewed the same eight advertisements in each condition. There were four breaks for advertisements and each break included two 30-second advertisements (see Figure 1).
- Immediately after viewing the program, participants were given a surprise recall test. The following day, they were again asked to recall the eight brands portrayed in the advertisement.

Results
- Participants rated the humorous program more humorous than the neutral and violent programs, P2, 114 = 92.89, p < .001, and the violent program more violent than the neutral and humorous programs, P2, 114 = 169.72, p < .001 (see Figure 2).
- In the violent condition participants had lower immediate recall scores than those in the neutral condition, P2, 114 = 3.17, p = .046. Recall one day later was lower for those in the violent condition compared to those in the humorous condition, P2, 87 = 6.74, p = .002 (see Figure 3).