Effect of Humorous Political Advertisements on Candidate Likeability

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Humor in politics can be divisive or positive in producing warm feelings toward the candidate. This study hypothesized that participants viewing a humorous political advertisement would show greater liking for the candidate than those watching the same candidate in a non-humorous political advertisement. The humorous advertisement group showed higher candidate ratings on likeable, cheerful, and dynamic. Ratings did not predict voter behavior.

Abstract

Humor in politics can be divisive or positive in producing warm feelings toward the candidate. This study hypothesized that participants viewing a humorous political advertisement would show greater liking for the candidate than those watching a non-humorous one. Participants (n = 100; 42 men, 58 women, M = 19.43) were randomly assigned to watch and rate a candidate in either a humorous or non-humorous political advertisement. The humorous advertisement group showed higher candidate ratings on likeable, cheerful and dynamic. Ratings did not predict voter behavior.

Results

Introduces humorous political advertisements and humor's effect on candidate likeability. Describes the study's methodology and findings, supported by statistical analysis.

Discussion

Interprets the results, discussing their implications and potential future research directions.