



Humor 2.0

How the Internet Changed Humor

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The first comprehensive guide to humor in the age of the internet and social media, this book makes the reader laugh (for the examples) while also informing them with its rigorous scholarship.

The book shows how humor has changed since the advent of the internet: new genres, new contexts, and new audiences. The book provides a guide to such phenomena as memes, video parodies, photobombing, and cringe humor. Included are also in-depth discussions of the humor in phenomena such as Dogecoin, the joke currency, and the use of humor by the alt-right. It also shows how the cognitive mechanisms of humor remain unchanged. Written by a well-known specialist in humor studies, the book is engaging and readable, but also based on extensive scholarship.

Contents

Introduction; 1.Humor and the Internet; 2.Memetics; 3.Humor Theory; Part 1.New genres; 4.The New Language of Humor; 5.The Compilation; 6.Internet Cartoons; 7.Stuff White People Like; 8.Dogecoin, the Joke Currency; 9. The Spoiler Alert; 10.Satirical News Websites and Fake News; Part 2.Memes and More Memes; 11.Memetic Drift or The Alliteration Arsonist; 12.The Saga of Boaty McBoatface; 13.A General Theory of Grumpy Cats; 14.The Pastafarian Memplex: Joke Religion as a System; 15.When Chuck Norris Is Waiting, Godot Comes; 16.The Half-life of a Meme: The Rise and Fall of Memes; Part 3.Multimodality; 17.Hitler's Opinion on the Parking Situation in Tel Aviv; 18.Photobombing as Figure Ground Reversal; 19.“Hard to Watch”: Cringe and Embarrassment Humor ; 20.Humor Videos; 21.Reaction Videos; Part 4.The Dark Side of Internet Humor; 22.The Use of Humor by the Alt-Right; 23.4chan, Trolls and Lulz: Fascists at Play; 24.Pepe, Kek and Friends; Conclusion: Plus ça change...; Bibliography; Author; Index; Subject Index

About the Author(s) / Editor(s)

Salvatore Attardo is a well-known humor scholar, who has published several books on humor and edited the *Encyclopedia of Humor Studies*.

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