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The Processing of Humor Advertisement: Evidence from Eye Movement

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Abstract: Verbo-pictorial humor advertisement induces deeper thinking and invokes the feeling of amusement. Present study aimed to investigate the influence of types of verbo-pictorial ads and humor by the analysis of eye movement. Participants were 67 undergraduates, experimental design was 2 (advertisement type: humor and literality) [U+FOCD] 2 (stimulus type: slogan and pictorial information) within-subject design. Every participant received 8 stimuli of ads. Results revealed that among the ads with pictorial region, humor ads was more fixation count than literal ones; it represented that participants felt funniness after deeper thinking with pictorial information. Furthermore, the run counts of humor ads in slogan (textual) and pictorial information were obviously more than those of literal ones; it's required more processes of comprehension while watching humor ads. Implications for how viewers integrate pictorial and textual information and applied research and ad development by eye movement are discussed. Techniques of fMRI, MEG, and EEG are suggested for brain mechanism of ads in different humor skills.