



### Humor 2.0

How the Internet Changed Humor

By Salvatore Attardo

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**Exclusive:** WORLD

**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.

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### 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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