

Does Dark Humor Work? An Inspection of Social Media-Based Marketing Strategies

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Abstract

This study explores the effectiveness of dark humor in social media marketing by analyzing consumer sentiment and engagement across YouTube, TikTok, and Facebook. Advertisements from Mint Mobile, Doritos, and Dr. Squatch were examined to compare audience reactions to dark humor versus traditional humor. Sentiment analysis and engagement rate calculations reveal that dark humor generates higher engagement on visually driven platforms like YouTube and TikTok, while traditional humor is better received on Facebook. These findings underscore the importance of aligning humor styles with platform characteristics and audience expectations to enhance marketing impact.

Keywords: Dark humor, Social media marketing, Sentiment analysis, Engagement metrics

An updated and full manuscript of this abstract may be found at <https://jisara.org>