

## **Online Performance: Evaluation of Appropriating AAL for Humor**

*Cathy Choi, Kylie Chapman, Janhvi Kulkarni, Brenda Arellano-Onate*

There is rising disapproval toward non-Black people appropriating African American Language (AAL). This study focused on how people perceive humorous tweets written in AAL when the tweet is authentic (Black profile picture) or inauthentic (non-Black profile picture). We assume that humorous tweets using AAL will be perceived as authentic AAL use when presented with a Black profile picture. Thus, we hypothesize that tweets written in AAL and presented with a Black profile picture will receive more positive feedback via higher humor rankings than those presented with a non-Black profile picture. We asked participants to rate, on a Likert scale of 1-7, how funny they found a series of humorous AAL tweets, with the authenticity of the tweet being manipulated between participants. We conclude that when AAL (a uniform dialect spoken mostly by Black individuals) is used in a humorous tweet, the tweet is perceived as funnier if the race of the user's profile picture is Black versus non-Black.