



Ha!: The Science of When We Laugh and Why

Scott Weems

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Humor, like pornography, is famously difficult to define. We know it when we see it, but is there a way to figure out what we really find funny—and why?

In this fascinating investigation into the science of humor and laughter, cognitive neuroscientist Scott Weems uncovers what's happening in our heads when we giggle, guffaw, or double over with laughter. While we typically think of humor in terms of jokes or comic timing, in *Ha!* Weems proposes a provocative new model. Humor arises from inner conflict in the brain, he argues, and is part of a larger desire to comprehend a complex world. Showing that the delight that comes with “getting” a punchline is closely related to the joy that accompanies the insight to solve a difficult problem, Weems explores why surprise is such an important element in humor, why computers are terrible at recognizing what's funny, and why it takes so long for a tragedy to become acceptable comedic fodder. From the role of insult jokes to the benefit of laughing for our immune system, *Ha!* reveals why humor is so idiosyncratic, and why how-to books alone will never help us become funnier people.

Packed with the latest research, illuminating anecdotes, and even a few jokes, *Ha!* lifts the curtain on this most human of qualities. From the origins of humor in our brains to its life on the standup comedy circuit, this book offers a delightful tour of why humor is so important to our daily lives.

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Jennifer Wadsworth:

In this age globalization it is important to someone to receive information. The information will make anyone to understand the condition of the world. The condition of the world makes the information quicker to share. You can find a lot of references to get information example: internet, newspapers, book, and soon. You will observe that now, a lot of publisher this print many kinds of book. Often the book that recommended for your requirements is Ha!: The Science of When We Laugh and Why this reserve consist a lot of the information on the condition of this world now. That book was represented how does the world has grown up. The vocabulary styles that writer require to explain it is easy to understand. The writer made some analysis when he makes this book. Honestly, that is why this book appropriate all of you.

Rebecca Kendrick:

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