

# Contents

---

<b>List of Contributors</b>	<b>xi</b>
<b>Preface</b>	<b>xiii</b>
<b>Acknowledgments</b>	<b>xv</b>
<b>1. Humor Production and Creativity: Overview and Recommendations</b>	<b>1</b>
WILLIBALD RUCH AND SONJA HEINTZ	
Humor Production	1
Measures of Humor Production	8
The Cartoon Punch Line Production Test	22
Humor Production and Creativity	30
Summary and Conclusions	35
Acknowledgments	36
References	37
<b>2. Playfulness and Creativity: A Selective Review</b>	<b>43</b>
RENÉ T. PROYER, NANCY TANDLER, AND KAY BRAUER	
Defining Playfulness as a Personality Trait	44
Historic Views on the Relation Between Playfulness and Creativity	46
An Overview on Selected Empirical Findings	48
Current Data on Creativity and Playfulness	48
Discussion	54
References	56
<b>3. Developing Creativity and Humor: The Role of the Playful Mind</b>	<b>61</b>
DORIS BERGEN AND MOSTAFA MODIR ROUSTA	
Introduction	61
Characteristics of Playful Minds	62
Development of Playful Minds	64
Creativity Development: Role of the Playful Mind	64
Creativity as a Neurological Process	66
Creativity Development in Children: Role of the Playful Mind	66
Humor Development in Childhood: Role of the Playful Mind	70
Humor as a Neurological Process	71



Humor Development in Children	72
Humor Development in Childhood: Role of the Playful Mind	72
Promoting Playful Minds, Creativity, and Humor	76
References	77
<b>4. Why Humor Enhances Creativity From Theoretical Explanations to an Empirical Humor Training Program: Effective "Ha-Ha" Helps People to "A-Ha"</b>	<b>83</b>
CHING-HUI CHEN, HSUEH-CHIH CHEN, AND ANNE M. ROBERTS	
Relationship Between Humor and Creativity	84
Humor Enhances Creativity in Cognition, Emotion, and Motivation	87
Understanding the Humor Process: The Confluence Model of Humor Process	87
Humor Helps Creativity Through a Cognitive Perspective	89
Humor Helps Creativity From an Emotional Perspective	90
Humor Helps Creativity From a Motivational Perspective	92
Creativity Increases After Humor Training: A Humor Training Program and Teaching Experiments	93
Humor Training Program	94
Teaching Experiments	95
Conclusion	104
Acknowledgments	105
References	105
<b>5. Thinking Fast and Slow and Creatively in the Experience of Humor</b>	<b>109</b>
LARRY VENTIS	
Introduction	109
Study 1: Intuitive and Reflective Thought	112
Thinking Fast and Slow and Creativity	116
Intuition and Intuitive Thought	118
Study 2: Actively Open-Minded Thinking	122
Conclusions	126
References	127
<b>6. Body Joking: The Aesthetics and Creativity of Organizational Humor</b>	<b>129</b>
BARBARA PLESTER, BRIGID CARROLL, AND HEESUN KIM	
Introduction	129
Creativity in Organizations	130
A Sensory View of Organizational Environments	132
Context	135
Interaction 1: A Short Walk	135
Interaction 2: Taking the High Ground	137
Interaction 3: Cubicle Prank	138



Conclusion	139
A Cautionary Note	140
References	141
7. The Role of Humor in Teaching for Creativity	143
RONALD A. BEGHETTO	
The Role of Humor in Teaching <i>for</i> Creativity: A Process Model	144
Future Directions and Conclusions	152
References	153
8. Applied Humor in Creative Product Design	157
GILLIAN HATCHER, WILLIAM ION, ROSS MACLACHLAN, ANDREW WODEHOUSE, BARBARA SIMPSON, AND MARION MARLOW	
Introduction	157
Background	158
Design Creativity Through Humor Constructs	166
Conclusion	177
Acknowledgments	179
References	179
9. Creativity and Humor Across Cultures: Where Aha Meets Haha	183
JACKSON G. LU, ASHLEY E. MARTIN, ANASTASIA USOVA, AND ADAM D. GALINSKY	
Section 1: The Commonalities Between Creativity and Humor	184
Section 2: Cultural Differences in Creativity and Humor	188
Section 3: The Effects of Cross-Cultural Experiences on Creativity and Humor	195
Conclusion	198
References	198
10. Evolutionary Explanations for Humor and Creativity	205
AARON KOZBELT	
Introduction	205
Conceptual Relations Between Humor and Creativity	207
Justifying an Evolutionary Approach to Humor Production	208
Evolutionary Mechanisms	209
Evolution and Interpersonal Aspects of Humor Production	221
Conclusion	224
References	224
Further Reading	230