

# DE LA SALLE UNIVERSITY

THE EFFECT OF SEX AND TYPES OF HUMOR PREFERENCE ON THE ATTITUDE  
TOWARDS COLLEGE MEN AND WOMEN AMONG SELECTED  
DE LA SALLE UNIVERSITY COLLEGE STUDENTS

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## ABSTRACT

Two experimental studies were carried out in this study. The first one was made to find out if the sex of subject and target sex of hostility in cartoons affect the subject's humor appreciation of hostile cartoons. From the five General Psychology classes of De La Salle University, 100 college students, 50 males and 50 females, were randomly selected. The subjects were assigned to the four experimental conditions namely: Group 1-composed of 50 males, presented with male target cartoons; Group 2-composed of the same 50 males, presented with female target cartoons; Group 3-composed of 50 females, presented with male target cartoons; and Group 4-composed of the same 50 females, presented with female target cartoons. Seven pairs of slide projected cartoons, 3 non-hostile and 4 hostile, was the main instrument of this study. The ratings on the hostile cartoons were subjected to the two-way Analysis of Variance (2x2 ANOVA) with repeated measures on one factor. At .05 level of significance, results indicated that target sex of hostility in cartoons significantly influenced the subject's humor appreciation but sex of subject, on the other hand, did not influenced the humor appreciation of the subject. Furthermore, there was a lack of significant interaction between sex of subject and target sex of hostility in cartoons on humor appreciation. The second study, was made to determine if sex of subject and humor preference affect the subject's attitude towards college men and women. The randomly selected 100 subjects were regrouped according to whether they rated male target cartoons highly than female target cartoons, or the opposite or rated both equally. From the groupings, 10 males and 10 females were randomly picked and assigned to the six conditions namely: Group 1-composed of male subjects with male target preference; Group 2-composed of male subjects with equal preference; Group 3-composed of male subjects with female target preference; Group 4-composed of female subjects with male target preference; Group 5-composed of female subjects with equal preference; and lastly Group 6-composed of female subjects with female target preference. The attitudinal scores towards college men and college women were separately subjected to the two-way Analysis of Variance (2x3 ANOVA). At .05 level of significance, results revealed that both sex of subject and humor preference significantly influenced the subject's attitude towards college men but both, on the other hand did not influenced the attitude towards college women. Moreover, there was a significant interaction between sex of subject and humor preference on attitude towards college men but on the other hand there was not on attitude towards college women. Findings of both studies were supported and recommendations for future investigations were considered in this study.



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