

# MAGYAR GERONTOLÓGIA

VOL. 16. CONFERENCE SPECIAL ISSUE/ KONFERENCIA KÜLÖNSZÁM

2024. Vol. 16. Conference Special Issue/ Konferencia Különszám

ISSN 2062-3690

[www.https://ojs.lib.unideb.hu/gerontologia](https://ojs.lib.unideb.hu/gerontologia)

## **„Funny things of such an old lady” - The use of humour in Hungarian older TikTokers' videos on ageing**

**Edit Pauló, Regina Gradwohl**

Doctoral School of Sociology, ELTE Eötvös Loránd University, Budapest, Hungary

**Keywords:** ageing, humour, TikTok, classical humour theories, qualitative methods

### **Abstract**

Our presentation examines how TikTokers above the age of sixty in Hungary seek to refine representations of ageing online through humorous short videos. As the number of internet and, parallelly, TikTok users grow, it is important to focus on less visible groups, too. These platforms are usually associated with the younger generations; however, it is important to note that older adults' online presence also contributes to online discourse construction, making research such as this one essential. The current study aims to interpret the age-related humorous content created by older adults through classical humour perspectives, i.e. Relief, Incongruity and Superiority Theories, and to analyse them according to their sources of humour. Visual Video and Audio Analyses and Discourse Analyses were used for these purposes. The following topics emerged as sources of humour: chronological age, ageist stereotypes, use of

technology, bonding humour between generations. While the first three categories could be interpreted through one or more classical theories, bonding humour could not. The research also revealed the impact of gender or class on the depiction of humour: while class differences were not significantly apparent, the gender of our TikTokers played a bigger role.