

Humor Me: Humor Style Compatibility as a Predictor of Successful Matches in Online Dating

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Online dating platforms typically emphasize looks, often neglecting interpersonal traits. Humor, associated with emotional health, social bonding, and mate selection, may counterbalance this bias; however, evidence on whether compatible humor styles foster digital matches is limited, particularly among Filipino Generation Z users. The study investigated whether similar versus contrasting humor styles predict match success and identified the most effective humor-style pairings. Using a quasi-experimental design, 160 heterosexual Filipino undergraduates (80 men, 80 women; 18–25 years) completed the Humor Styles Questionnaire and were grouped into ten humor-style pairings representing similar and contrasting styles. Each pair engaged in a ten-minute conversation on Discord and subsequently rated their dating intention using a five-item scale. Ethical clearance and informed consent were secured to ensure the protection of participant privacy. Due to violations of normality and homogeneity assumptions, Mann–Whitney U, Kruskal–Wallis H, and Dunn post hoc tests were conducted to examine differences between groups. Pairs sharing adaptive styles (Affiliative–Affiliative; Self-Enhancing–Self-Enhancing) showed higher dating-intention scores than contrasting or aggressive matches ($U = 2505$, $p = .048$, $r = .16$). Differences across all ten dyads were significant ($\chi^2(9) = 26.04$, $p = .002$, $\eta^2 = .34$); Aggressive–Aggressive pairs scored lowest. Findings show that humor-style compatibility, especially shared adaptive humor styles, modestly but consistently enhances early romantic interest online, affirming Similarity–Attraction and Sexual Selection theories. Dating apps should embed humor assessments within matching algorithms, and users might highlight adaptive humor in profiles. Counselors and relationship educators could incorporate humor-style awareness into training modules, while engineers can experiment with real-time comedic matching features. Researchers should pursue longitudinal and multicultural studies to see if initial humor compatibility forecasts durable relationship quality over time.

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North American Journal of Psychology, 2026, Vol. 28, No. 2, 1285-1305
© NAJP <https://doi.org/10.65696/001c.162526>