

**Abstract:**

The work is dealing with humour on social networks, focusing on Facebook, and its relation to personality traits of the people who search for this humour. It classifies types of humour and examines whether there may be a correlation between these types of humour and personality traits and demographics. This work is trying to find a relationship between what the respondent is like and what type of humour he chooses to subscribe to. The concept of NEO-PI-R is used to determine personality traits.

It also focuses on humour on social networks itself, it attempts to capture the basic elements of its development and to show the often repetitive patterns that appear in the humour on social networks as well as the events that have an impact on this phenomenon.

In the last part of the work there is designed a research based on quantitative survey and qualitative analysis. In the qualitative part, all respondent's Facebook profiles would be analyzed using Big Data Analysis software, which should show what kinds of humour and how big amount of it the respondent follows. Then the respondent would fill the NEO-PI-R inventory, so that we could discover his or her personality traits.

Lastly we would be looking for a correlation between the results of the questionnaire and the humor that the respondent monitors on social networks. The output of the research would be to determine which personality traits affect our view of humour on social networks.