# Abstract

This study focuses on understanding why people follow the @cursedkidd Twitter account for humor and how it relates to their interest in reading humor on Twitter. The research aims to uncover the motivations and factors that drive individuals to seek and engage with humor on social media, specifically Twitter. The data analysis involved using Structural Equation Modeling Partial Least Squares (SEM-PLS) to examine the relationships between variables in the research model. The analysis included two stages: the Outer Model and the Inner Model. The findings indicated good to excellent internal consistency and reliability for the variables, along with moderate variance explained. The Inner Model stage involved testing the relationships between variables through a path model analysis. Prerequisites for this analysis, such as absence of multicollinearity, were met. The $R^2$ values showed that the independent variables collectively accounted for a significant portion of the variance in Reading Comprehension Humor. The bootstrapping method was used to assess the significance of path coefficients, and the results confirmed significant and positive relationships between Reading Amount, Reading Motivation, Reading Strategy, and Reading Comprehension Humor. The findings suggest that Reading Amount, Reading Motivation, and Reading Strategy have strong positive associations with Reading Comprehension Humor. These results emphasize the importance of these variables in understanding and influencing individuals' engagement with humorous content on Twitter.

**Keywords** : Reading Motivation, Reading Strategy, Reading Amount, Reading Comprehension Humor.

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