Videos reviewed:
- Humour against hacking, by Kelsa Media
- A few shortened video strips
- Full video for GDPR info-campaign

Review:
The humor in the video clips that I watched are quite easy to follow and understand. First of all, the subject matter at hand has a universal context, and the target viewers for these videos hypothetically possess some form of knowledge about data, security, breach, cybercrime, and related issues. And so, one does not have to be a westerner to appreciate the humor in the video animations. I personally found the videos light and humorous in its treatment of a really serious subject matter, which is absolutely universal.

It can be true that European sarcasm and irony commonly fall flat on Asians, but this is because Europeans deliver sarcasm and irony in dry humor, with the same natural expression of the face and without pronounced fluctuations in the voice. On the other hand, various cultures in Asia, including where I come from (the Philippines), heavily use sarcasm and irony, but with this big difference: our delivery are animated, emphatic, emotional, and so obvious that a listener would never miss the humor in it. The same is true with self-deprecating European remarks that are meant as humor. In Asia, if a self-deprecating humor is delivered in a very dry manner, we will not get it. Our self-deprecating remarks come with a lot of emphasis and emotions that it's so easy to get the humor in them. Having said these, the voice-over of the video clips was not dry; there was good vocal intonation and fluctuation and, along with the fun in the animation, it can make the viewer smile—and "get it."

About eye style, hair color, and other obvious Asian look markers: I think you should stay away from these. Create characters and scenarios that are universal, whether that will look European, Asian, African—just don't make this an issue. For instance, Japanese anime have such huge eyes and broad jawlines, you'll never think any of these faces are oriental! Making the eyes slanted or chinky will make the animation stereotypical. Big, bright eyes can express more feelings, so please use them. I wouldn't change a thing in the way the cartoon characters look.

Reviewer's background:
- **Pamela Skouhus**, Filipino
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- Education: Post-graduate studies in Applied Linguistics (De La Salle University, Manila). Master in Journalism (Asian Institute of Journalism and Communication). Bachelor of Mass Communication (University of the City of Manila).
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