In this week’s “Things”, moved into the topic of how people feel. I will primarily be looking deeper into #72, “Some Emotions May Be Universal” and #74, “Stories and Anecdotes Persuade More Than Data Alone” (Susan M. Weinschenk, 2020).

The first “Thing” that I will be discussing this week is “Some Emotions May Be Universal”. This theorizes that regardless of location, Western or non-Western cultures, there are emotions that are consistent. I can agree with this just based on my experiences. My with is from the Philippines and a I haven’t really seen many emotional differences; sad, angry, happy, etc. There are subtle differences based on culture, but from what I have seen it is not directly related to emotion. I also feel that media, whether movies or TV, seem to portray emotions quite consistently. With ease of watching content from other regions growing within streaming apps (ie Netflix, Hulu), you can see how consistent emotions are. Examples being “Squid Game” or “La Casa De Papel”. If you haven’t seen either of these, they are both great series on Netflix:

<https://www.netflix.com/title/81040344>

<https://www.netflix.com/title/80192098>

For the second “Thing” this week I will be looking at “Stories and Anecdotes Persuade More Than Data Alone”. This links back to a prior “Thing”, #33, about using a story to draw an audience in as they process that information better than hard data. This will help the audience visualize and even use #68, where a speaker’s mind syncs with listeners. I can see stories as a great way to create emotion through a digital medium as well. An example of this is testimonials on a product website. Being in story form, the potential customer will be more inclined to draw to the information being presented and have a deeper emotional response. This in turn has more likelihood of converting to a sale.

# References

Susan M. Weinschenk, P. (2020). *100 Things Every Designer Needs To Know About People.* New Riders; 2nd edition.