Case 03

Emoji Equity

1. Emoji's expand the way we communicate. They can be used creatively just like words. It opens the opportunity for people to be polite, or funny, and finally show emotion over text in a way where words can't provide that.
2. Some advantages for using emojis in communication include: providing a way to communicate visually over text. It provides visuals to go along with your text so that it may entice the reader. It provides a way to improve a conversation using non-verbal gestures. You can use them in replacement of words if you don’t have time to type a message
3. There are some disadvantages of using emojis in communication. First off, sending and emoji may give someone the wrong impression and be misleading. The receiver may not understand the use of the emoji.
4. Emoticons Replacing Words

Emojis are a great tool mostly used in text conversations over cell phones. They are so commonly used in the daily lives of many people with a cellular device; that they are said to be taking over the traditional way of communication. Words. There are many reasons to contradict such an absurd claim. The main use of emoticons or emojis is not to replace words. Emojis enrich a conversation, may provide more context to the conversation and give people a way to communicate beyond verbal cues. First off, plain text can sometimes just be boring in casual conversation. Emojis are fun and colourful images which give the ability to further allure the reader to the conversation. Second, emojis give a way to set the context of a message you send. Whether it may be a message sent with anger, disappointment, frustration or politeness, sometimes words just aren't enough to get the emotion of the message across to the reader. Lastly, sometimes you may want to use emojis as an expression of an emotion. Similarly to how humans use facial expressions instead of words to broadcast a reaction or emotion.

In conclusion, the point of emojis is giving a way to improve how we communicate in casual conversation alongside with words, not to replace them.

1. There are a couple of ways emoji equity can affect users. It gives users the option to better express themselves with emojis which are more relatable to them.
2. Companies such as google are addressing emoji equity very positively. They are promoting gender equality through these emojis, they've proposed over a dozen new career emojis available for men and women. And they've celebrated World Emoji Day with over 300 emojis that represent women.