

MAIN CODES:

U = Utilitarian

H = Hedonic

C = Context Needed

Main Categories:

1. FOOD & DRINKS
2. TRANSPORTATION
3. ENTERTAINMENT
4. LIFE
5. HOME
6. CELEBRATIONS, FESTIVALS & EVENTS
7. LEISURE
8. FASHION
9. EMOTIONS
10. ANIMALS
11. PLANTS
12. FLAGS
13. CONTEXT NEEDED

PARAMETERS TO KEEP IN MIND:

A. DRIVING FORCE

- a. If more affect-driven (i.e. has elements of emotional arousal involved in the consumption experience, e.g. video games) = more HEDONIC
- b. If more motive-driven (i.e. very specifically directed towards attainment of certain goals, like detergent for cleaning) = more UTILITARIAN

B. CODING UTILITARIAN EMOJIS:

- a. Functional
- b. Sensible
- c. Helps achieve a goal
- d. Practical
- e. Necessary

C. CODING HEDONIC EMOJIS:

- a. **Multisensory-related** – more related to products where sensory modalities are HEIGHTENED, including tastes (e.g. Pizza), sounds (e.g. speakers), scents (e.g. perfumes), tactile impression (e.g. clothes made from silk) and visual images (e.g. movies)
- b. **Fantasy-related** – e.g. video games
- c. **Emotional arousal** – more related to products/services/experiences where emotions are aroused, such as movies, novels, comics, sporting events, music festivals
- d. **Some keywords to keep in mind while coding such emojis:** They denote products/ experiences that are luxurious, splurge-worthy, indulgent, seem excessive and imply surplus

D. MISCELLANEOUS PARAMETERS
























- a. UTILITARIAN - more effective / HEDONIC – not very ineffective
- b. UTILITARIAN – more helpful / HEDONIC – not very helpful
- c. UTILITARIAN – more functional / HEDONIC – not very functional

- d. UTILITARIAN – more necessary / HEDONIC – not very necessary
- e. UTILITARIAN – more practical / HEDONIC – not very practical
- f. UTILITARIAN – less fun / HEDONIC – more fun,
- g. UTILITARIAN – more dull / HEDONIC – more exciting
- h. UTILITARIAN – less delightful / HEDONIC – more delightful
- i. UTILITARIAN – not very thrilling / HEDONIC – more thrilling
- j. UTILITARIAN – not very enjoyable / HEDONIC – more unenjoyable

CLASSIFYING BY CATEGORY - SOME BASIC GUIDELINES:

1. FOOD & DRINKS (Dining, Groceries, Liquor)


Hedonic (better in taste, fattening and unhealthy)

- Fast food = pizza, taco, hamburger, french fries, hot dog (, , , , )
- Tasty / unhealthy ingredient = bacon (, shrimp, barbeque, chicken leg, chicken
- Sweets = cake, cookie, ice cream, donut, chocolate (, , , , )
- Asian food (b/c usually you eat out for these) = sushi, ramen, bento box, curry rice (, , , )
- Alcohol = wine, sake, beer, champagne, cocktail (, , , , )
- Eating out = fork and knife emojis (, , )

Utilitarian











- Healthy food = salad, veggie (, all vegetable emojis)
- Healthy ingredient = egg, bread, milk, bowl of rice (, , )

Context needed:

- Coffee ()
- Fruits - Some fruits are used in conjunction with emojis like ice-cream or cake, so therefore needs some more contextual information

2. TRANSPORTATION (Gas, Parking, Airfare) = HEDONIC VS UTILITARIAN

Utilitarian:

- Car, taxi, airplane, bus (, , , , , , )
- Bicycle (, , motorcycle ()
- Gas, fuel

Hedonic:

- Boat ()

3. HOME (Cleaning, Electricity, Phone, Furniture, Rent, etc.) = ALL UTILITARIAN

4. ENTERTAINMENT (Game, Sports, Movie, Music, etc.) = ALL HEDONIC

5. LIFE (Education, Insurance, Medical, Childcare etc.) = ALL UTILITARIAN

6. CELEBRATIONS, FESTIVALS & EVENTS = ALL HEDONIC

- gift box, parties, dates, flowers, trophy, wedding, balloon, wedding, ribbon, 🍷, 🍇, 📅,
🎈, 👯, 🌸, ♂, 👯, 🌸, ♀, 👰, 💍, 🐶, 🍾)

7. LEISURE = HEDONIC VS UTILITARIAN

Hedonic:

- Arts = painting, camera, dancing lessons
- Vacation = 🌴, boat, wave, 🏖️, camping, bike, statue of liberty
- Relaxing = massage
- Unhealthy habits = smoking

Utilitarian:

- Hotels, motels, inns

8. FASHION = HEDONIC VS. UTILITARIAN

Hedonic

- Shopping = shopping bags
- Makeup = manicure, lipstick,
- Fancy clothing = heels, dress

Utilitarian

- Hair cut
- Basic clothing items = pant, shirt

9. EMOTION = CONTEXT NEEDED

- Hearts, smiley faces, tongue

10. MONEY = CONTEXT NEEDED

11. ANIMALS = HEDONIC

12. PLANTS = HEDONIC

13. FLAGS = Most likely all hedonic (e.g. vacations)

14. OTHERS: CONTEXT NEEDED

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- hand / arm gestures