**Emoji equity Case study**

1a) - They can express the way your feeling in some ways that words can’t

* They are easy to use, don’t take a lot of time to type them
* It opens up the opportunity to use different emotions
* They can also show what your feeling at that moment.

2 - Show a visual picture to the person reading the text

* Add a fun and humorous element to the conversation.
* For example on twitter your space to type is limited so using emojis can get your message across faster

3 - Could be unprofessional

* Some people take emojis the wrong way, for example the eggplant emoji in the article
* Sometimes don’t look good for a brand, don’t use the right emoji in the situation
* Misleading in the situation

4 I think emojis are good for the internet and texting in general as it has more advantages than disadvantages. They bring out a different light in people that sometimes you can’t say with words.