

CASE STUDY: EMOJI EQUITY

Read the following resources before answering the questions below

- <http://www.cbc.ca/news/technology/emojis-forever-pringle-1.4577456>
- <http://www.cbc.ca/news/emoji-equality-google-1.3698970>

Questions

1. List and explain five (5) examples of how "images are becoming the new mode of expression."
 - Replaces words
 - Barley any real interaction
 - People grow distant from each other
 - Images speak louder than words now
 - People rely on emojis as their expression
2. List and explain five (5) advantages of using emojis in communication.
 - They replace words by using facial expressions
 - The emojis are not only a different type of language its one the whole world can use.
 - It creates a personalized communication
 - Reduces negative responses
 - It boost people engagement.
3. List and explain five (5) disadvantages of using emojis in communication
 - Use of words is in danger
 - People are depending too much to Emoticons
 - Message is out of Context
 - Absence of Clear Intention
 - Smartphones are taking over person to person interaction.
4. **Write a supported opinion paragraph (SOP) that addresses the comment "nothing is more important than how emojis are replacing words." (for or against)**

In my opinion i think that this day and age everyone uses their phones on the daily. But in today's world there is a new type of technology that changes the way people interact. This new way to interact is called emojis. Emojis are changing the way people interact because it is now no need for words. Emojis are taking over the interaction of words with pictures. This could change the world for the worst making people persept somethings that was not intended. Therefore i think that emojis are a harm to the society due to it taking over the part of interaction which contains words for pictures.

5. List and explain three (3) examples of how emoji equity affects users.

- Barely any person to person interaction
- Absence of clear intentions
- Messages are out of context

6. List and explain three (3) examples of how emoji equity is being addressed by companies such as Google.

- Companies are using it as an advantage
- Companies want to make it a new age for interaction
- Changes people and companies perception

7. **Write a supported opinion paragraph (SOP) that addresses the twitter comment “isn’t there more serious issues to focus on in regards to women than emojis?” (for or against)**

In my opinion i agree with this statement because as the saying “There are bigger fish to fry” explains that there are more important things to talk about in the world other than emojis. In my opinion Emojis are the least of our worries in the world. Even though it is still a factor in the first world countries we can still conquer other problems in the world.