* Anthropomorphism; the attribution of human characteristics or behaviour to a god, animal, or object.
* Anthropomorphism is a literary device that an author uses to give traditionally human feelings or actions to an animal, plant, or inanimate object.
* Thinking of a non-human entity in human ways renders it worthy of moral care and consideration
* An entity is more likely to be anthropomorphized if it appears to have many traits like those of humans
  + For example, through humanlike movements or physical features such as a face
* Using characters makes us think about human behaviour as evidenced in "something else" and we then can see our characteristics in a more universal sense.
  + This might be an advantage because people do not always like to face their flaws so using animals or anthropomorphic characters can be easier to "people" to relate to.
* Advertisements of forms of media that bring forward an emotional connection from the audience are always going to be successful. Anthropomorphism works because it’s often based on the strong attachment between humans and animals
* Names are like passkeys which unlock our empathy, in a single moment capable of transforming a stranger into someone deserving of our decency.
  + Interestingly, the empathizing effect of knowing someone's name still applies when its bearer isn't human.

People who talk to pets, plants, and cars are actually totally normal, according to science - Leah Fessler, March 31, 2017

<https://qz.com/935832/why-do-people-name-their-plants-cars-ships-and-guitars-anthropomorphism-may-actually-signal-social-intelligence/>

* The most common form of anthropomorphising is appointing inanimate objects with human names - this tendency has been around for over a thousand years, with ship and sword naming
* There are three primal reasons why we might anthropomorphize an object:
  + The non-human subject looks like it has a face, we’re hardwired to find faces everywhere
  + We’d like to be friends with it, we attribute minds to objects we like
  + We can’t explain its unpredictable behaviour; we think unpredictability means humanness

Games that use anthropomorphism

* Animal Crossing series
* Plants vs Zombies
* Aether
* Pokemon
* Worms
* Sonic
* Spyro
* Crash Bandicoot

Aether – Edmund McMillen and Tyler Glaiel

<https://www.youtube.com/watch?v=HO2zjYAaC4M>

* Planets, moons and other objects around the world are given faces through which they express how they feel

**Bibliography**

#### Gradesaver.com. (2014). *Why might an author use anthropomorphism to tell a story? Why might it be an advantage for an author to use people characters and tell a story in a fable or allegorical form? Explain……… | All My Sons Questions | Q & A*. [online] Available at: https://www.gradesaver.com/all-my-sons/q-and-a/why-might-an-author-use-anthropomorphism-to-tell-a-story-why-might-it-be-an-advantage-for-an-author-to-use-people-characters-and-tell-a-story-in-a-fable-or-allegorical-form-explain-148451 [Accessed 18 Nov. 2018].

#### Messenger, S. (2014). *Why Every Animal Should Have A Name*. [online] The Dodo. Available at: https://www.thedodo.com/why-every-animal-should-have-a-431227971.html [Accessed 18 Nov. 2018].

#### Psychcentral.com. (2010). *Why Do We Anthropomorphize?*. [online] Available at: https://psychcentral.com/news/2010/03/01/why-do-we-anthropomorphize/11766.html [Accessed 18 Nov. 2018].

Quartz. (2017). *People who talk to pets, plants, and cars are actually totally normal, according to science*. [online] Available at: https://qz.com/935832/why-do-people-name-their-plants-cars-ships-and-guitars-anthropomorphism-may-actually-signal-social-intelligence/ [Accessed 18 Nov. 2018].

#### Scribd. (2018). *The Psycology Behind Anthropomorphism Within Video Games | Anthropomorphism | Video Games*. [online] Available at: https://www.scribd.com/document/75843045/The-Psycology-Behind-Anthropomorphism-Within-Video-Games [Accessed 18 Nov. 2018].

#### The Change Room. (2017). *Why anthropomorphism is so effective in television advertising?*. [online] Available at: https://garthburley.wordpress.com/2017/03/31/why-anthropomorphism-is-so-effective-in-television-advertising/ [Accessed 18 Nov. 2018].

#### The Internauts. (2014). *Let's Play Aether - [Flash Game Let's Play] 1080p HD - Edmund McMillen, Tyler Glaiel*. [online] Available at: https://www.youtube.com/watch?v=HO2zjYAaC4M [Accessed 18 Nov. 2018].