Case Study 3 – Emoji Equality

1. People now days use emojis and images to replace words. For example people would use a heart to represent love, a broken heart for hate, thumbs up for a good job, an angel to represent innocence and a devil to represent evil. These emojis and images help people express themselves in less words as well as helping others understand what they are trying to communicate easier. They are used in movies, emails, texts, airports and in marketing. Emails and airports have images to help point out certain things (departure area, received emails, etc.). Movies use emojis to relate to the viewers. For example, the recent movie, Emoji Movie used emojis. Texts use emojis to express emotions and to replace words. Finally marketing uses emojis to capture attention of buyers.
2. Emojis add personality to text, saves the amount of words type, helps makes text easier to understand and enrich our texts (text doesn’t become boring). Most emojis also are universal.
3. Emojis lowers the amount of vocabulary used, it can also be misunderstood, it can look differently on other devices or programs due to glitches. Emojis are making people more addicted to their devices as well as taking people away from completing more important tasks like glitches or criminals.
4. I disagree that “Nothing is more important than how emojis are replacing words.”. There are more important things look at like homeless people, new discoveries and people dying in accidents. There are other things that people can put their time and effort in. Emojis have become a big part of the world, however people have more problems that they need to focus on then emojis. Finally, the most important reason is that family is the most important thing out there.
5. Emoji equity helps empower young girls, helps show diversity of people that is in the world as well as the diversity of women’s jobs.
6. Companies like Google have addressed emoji equity by making more emojis that have different skin colours, making more emojis of women jobs as well as making empowering advertisements using emojis.
7. I agree that “isn’t there more serious issues to focus on in regards to women than emojis?”. There are things like breast cancer, teenage pregnancy and sexual harassment/abuse that need more focus. Emojis can always be looked at later on in the future when everything is more calmer and there are not as many bad things that need major focus. Emojis can last forever and nothing bad can happen to it (like change dramatically), however things like breast cancer can change a women’s life forever.