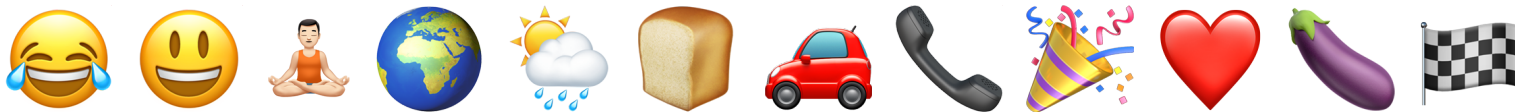


The relevance of emojis in the age of Artificial Intelligence



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Overview



<https://medium.com/beluga-team/emoji-vs-hieroglyphs-a-primitive-form-of-language-a228f52e4bc2>

I. A brief **background** on emojis 📖

II. How **emojis** can be integrated
with **python code** 🐍 💻 🤔

III. What's next for emojis: as an **AI**
application and **as a cultural**
phenomena 🌐

But first....*why am I digressing from my usual tech talk?*

- I'm bucking my own trend to try out something new
- Emojis are not simply low prestige electronic media worthy of serious technical study
- *How does 'Social data scientist specialising in artificial emotional intelligence' sound?*
- ...and there's that *Japanese connection*....



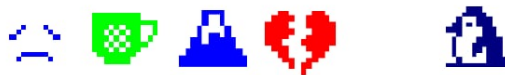
Guess the emoji name
<https://emojis.wiki>

I. What are 'emojis'?

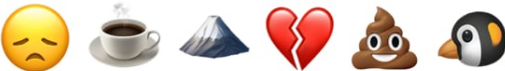
1997
SoftBank



1999
Docomo



2018
Apple



<https://blog.emojipedia.org/correcting-the-record-on-the-first-emoji-set/>

- *Does the word originate from the term 'emotions'?*
- Actually....
 - Emoji/emojis are 'picture characters'
 - Originally associated with cellular telephone usage in Japan, but now popular worldwide
 - The word *emoji* comes from the Japanese 絵 (e ≡ picture) + 文字 (moji ≡ written character) 🇯🇵 ❤️

Ladies & gents, meet the Unicode Consortium

The emergence of the Unicode Standard and access to tools supporting it are among the most significant recent global software trends.

Each character in a language is assigned a unique code. Check out the complete list (warning: there are close to 150,000 and counting!).

<https://home.unicode.org>



Imagine life without emojis 🤔💭

‘I love learning.’

versus





‘I love learning 🙄’

or

‘I love learning 😍’

II. Emojis in python code using Jupyter

Emojis are relevant ✨ in Python code 🐍💻 when you are:

- Introducing code to a children or novices to computer programming language

- Presenting your python project to clients without a solid programming background

- Making your data visuals more engaging

- Text pre-processing in NLP


III. Emojis as an AI application and as a cultural phenomena 🌟



PEOPLE

- Face emojis top the list
- People use emojis for self-expression and sharing their emotions



BRANDS

- Eye-catching emojis top the list
- Brands use emojis to gain attention or evoke an emotion



Most popular emojis by....

<https://medium.com/@BijouConcierge/the-rise-of-the-emoji-communication-in-the-smartphone-era-d94295436d34>

III. When AI meets emojis: creating a personalised solution

- Keyword lookup
- Neural network approach



III. When AI meets emojis: creating a personalised solution

A personalised solution helps with emoji prediction, as shown in Google's work

'Federated Learning for Emoji Prediction in a Mobile Keyboard'

<https://research.google/pubs/pub48270/>





Help AI research by describing how you felt when tweeting!

TEACH OUR AI!

HIDE ✕

DeepMoji has learned to understand emotions and sarcasm based on millions of emojis. Here's a [video](#) explaining a bit more. Type a sentence to see what our AI algorithm thinks.

Attention is all you need.

SUBMIT

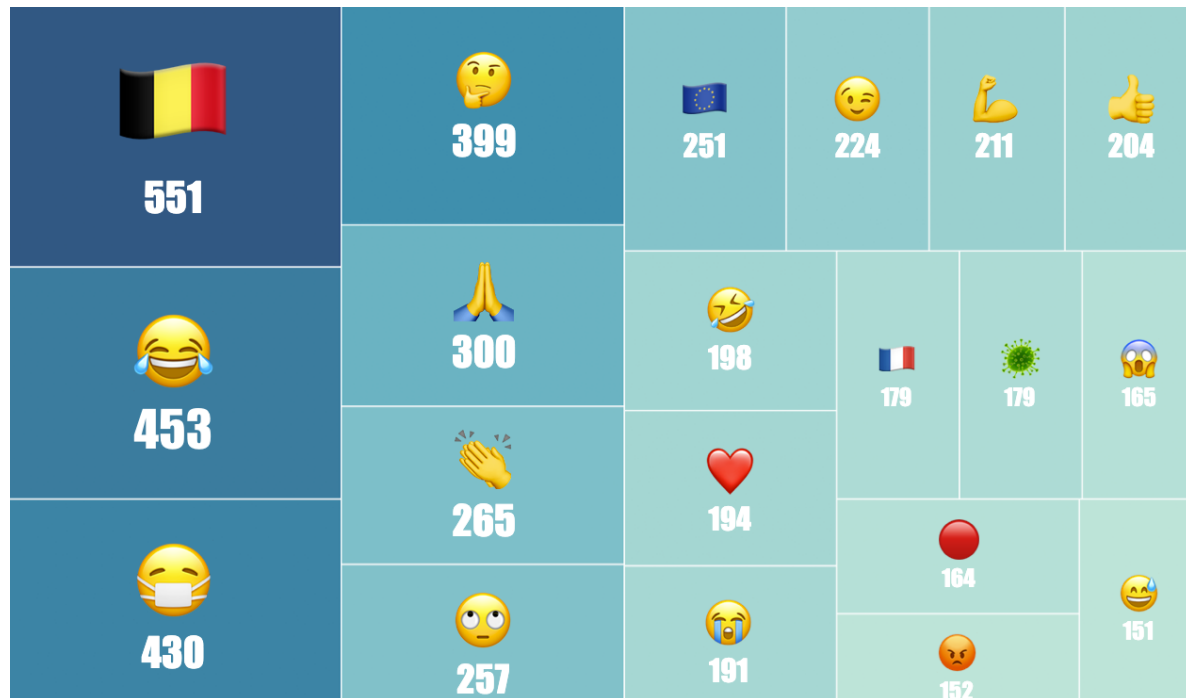
Words are highlighted based on emotional impact. Click a word to turn it on/off.

attention is all you need .



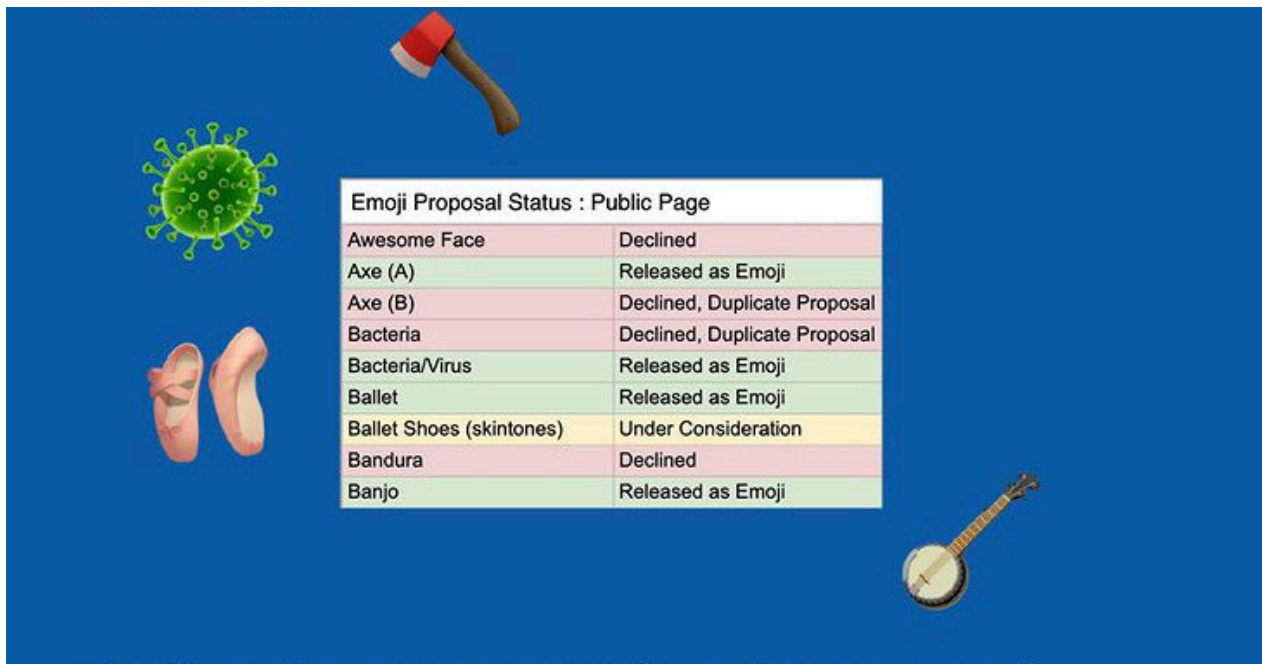
Sentiment analysis using twitter data

The most used emojis during the first lockdown in COVID-related tweets in Belgium 🇧🇪



? : How can I get the **Unicode Consortium** to add an emoji?

i : To submit a proposal for an emoji, see **Submitting Emoji Character Proposals**. That page also describes the process and timeline. You should also look at the **Emoji Submission FAQ**



Awesome Face	Declined
Axe (A)	Released as Emoji
Axe (B)	Declined, Duplicate Proposal
Bacteria	Declined, Duplicate Proposal
Bacteria/Virus	Released as Emoji
Ballet	Released as Emoji
Ballet Shoes (skintones)	Under Consideration
Bandura	Declined
Banjo	Released as Emoji

See: 'Guidelines for Submitting Unicode® Emoji Proposals'

<https://unicode.org/emoji/proposals.html>

References

Background literature on and database of emojis

- <https://en.wikipedia.org/wiki/Emoji>
- <https://emojis.wiki>

How to implement code enhanced with emojis

- <https://towardsdatascience.com/why-im-coding-with-emojis-in-jupyter-notebooks-23f08585ed3d>

An AI application of emojis

- <https://aijourn.com/emojional-intelligence-%F0%9F%98%B2-how-ai-can-predict-your-next-emoji/>

Emoji as trendsetters in contemporary life

- <https://unicode.org/emoji/proposals.html>

Attention is the rarest
and purest form of
generosity.

Simone Weil



Let's open the floor
to your thoughts.
Thank you 🙏

Attention Is All You Need

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The team behind BERT and their famous paper
<https://arxiv.org/abs/1706.03762>



Let's connect! **LinkedIn**

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