**Julio Pochet – Module 9 Discussion Post**

**#72 Seven Basic Emotions Are Universal**  
I found it really interesting how Ekman’s research shows that no matter where you're from, people recognize the same seven emotions just by looking at someone’s face. This is huge for design, especially when we’re creating something for a diverse audience. We might not speak the same language, but we can still understand a smile or a look of surprise.

**Embellishment:** What stood out to me is how these emotions can be used to guide user decisions without saying a word. For example, on websites for donations or personal storytelling, you’ll often see photos of people who look happy or hopeful. That emotion isn’t random—it’s meant to trigger a response. If you see someone smiling after getting help, you’re more likely to want to help too. It’s crazy how something so small, like a facial expression, can shape how someone feels about your site.

**#74 Anecdotes Persuade More Than Data**  
This one makes so much sense, especially after working on my bioSite. When you just list facts—like where someone works or what they do—it feels dry and forgettable. But when you tell a short story about that person, suddenly it’s more real and relatable.

**Embellishment:** In my bioSite, I was writing about one of my subject’s goals—to get a better job. At first, I just said it directly, but it didn’t feel personal. So I added a little story about how she started learning English to open more job opportunities. That small change made the content feel way more emotional and real. It reminded me that facts are important, but feelings are what people remember. Especially when you’re designing something meant to connect with others.