Leya A.

Emoji Equity Case Study

1. Images are becoming the new mode of expression because:
   * Emojis add personality to the text
   * Generate empathy among users
   * Minimizes the time and effort required to communicate
   * Potential to be more accessible or universal than the traditional alphabet
   * They break down language barriers, accelerating human interaction
2. Some advantages of emojis are:
   * They break down language barriers
   * They help replace words (speeds up the amount of time it takes to send a text)
   * Emojis add personality to texts
3. Some disadvantages of emojis are:
   * People could misunderstand certain emojis sent.
   * technical issues can alter a recipient's perception of a message's intent.
4. Emojis are a very prominent part of people’s life, whether it be in texts, emails, or social media posts. Emojis are beginning to replace words more and more. This is indicated in the article by CBC news when they say “nothing is more important than how emojis are replacing words” (Pringle). This suggest that many people believe that emojis are being used more commonly than words. The article states that emojis are being used for many things. Emojis are also useful for breaking down language barriers because they help people with two different backgrounds understand what the other is saying through images. In addition, emojis are beginning to replace words because they also reduce the amount of time it takes for a person to send a text. This is because people just click on a series of emojis to help get their point across in a text message instead of writing out the whole text. Therefore, that is why emojis are beginning to replace words in everyday life.
5. Emoji equity is affects users because:
   * It helps to empower young girls or young people of different races.
   * It makes emojis more diverse and makes people feel included
   * It promotes gender equality
6. Emoji equity is being addressed by companies like google because:
   * Google came up with gender equality career emojis
   * Apple came out with a more diverse emoji selection
   * Scope also released emoji designs based on people with disabilities.
7. Emojis are becoming a large part of the way people communicate in everyday life. Which is why emoji equity is an important thing that Google and other companies need to work on. The quote made by a twitter user about Google’s new update on gender-equal career emojis stated “isn't there more serious issues to focus on in regards to women than emojis?” (Singh). This quote is indicating that Google should focus on bigger gender equality issues rather than making emojis. This is partially true, but the gender equal emojis are one of the first steps to take in order to get a gender equal society. These emojis are also important because they empower young women to pursue careers that used to be limited to men. Therefore, that is why emoji equity is important.