

# DO EMOJIS SPEAK LOUDER THAN MORDS?



# FROM JAPAN TO GLOBAL PHENOMENON

The first emoji was created in Japan by Shigetaka Kurita in 1999.

The word "Emoji" combines

絵 ("e" - picture) and 字 ("moji" - letter).



The appearance of emojis! The original set of 176 icons covers weather, traffic, technology, and time.

1999



Unicode officially embraces emojis, introducing hundreds more, including cat faces with various emotions. Apple adds emoji keyboard to iOS.

2010



Android joins the emoji trend with an official emoji keyboard. "Emoji" enters the Oxford Dictionaries.

2013



Emojipedia establishes World Emoji Day on July 17. The Great Emoji

Politicization begins, emphasizing cultural representation.

2014



## THE EMOJI TIMELINE



### 2015

Unicode diversifies emojis, introducing skin tone options and expanding representation of various activities and people. Same-sex parenting emoticons were added on Apple's iOS.



2017

An update brings mythical creatures, more food, animals, and diverse human representations, including gender-neutral and hijab-wearing individuals.



#### 2018

New emoji additions offer gray and red hair options, cultural symbols, and representation for deaf individuals and those in wheelchairs.



### 2019-2023

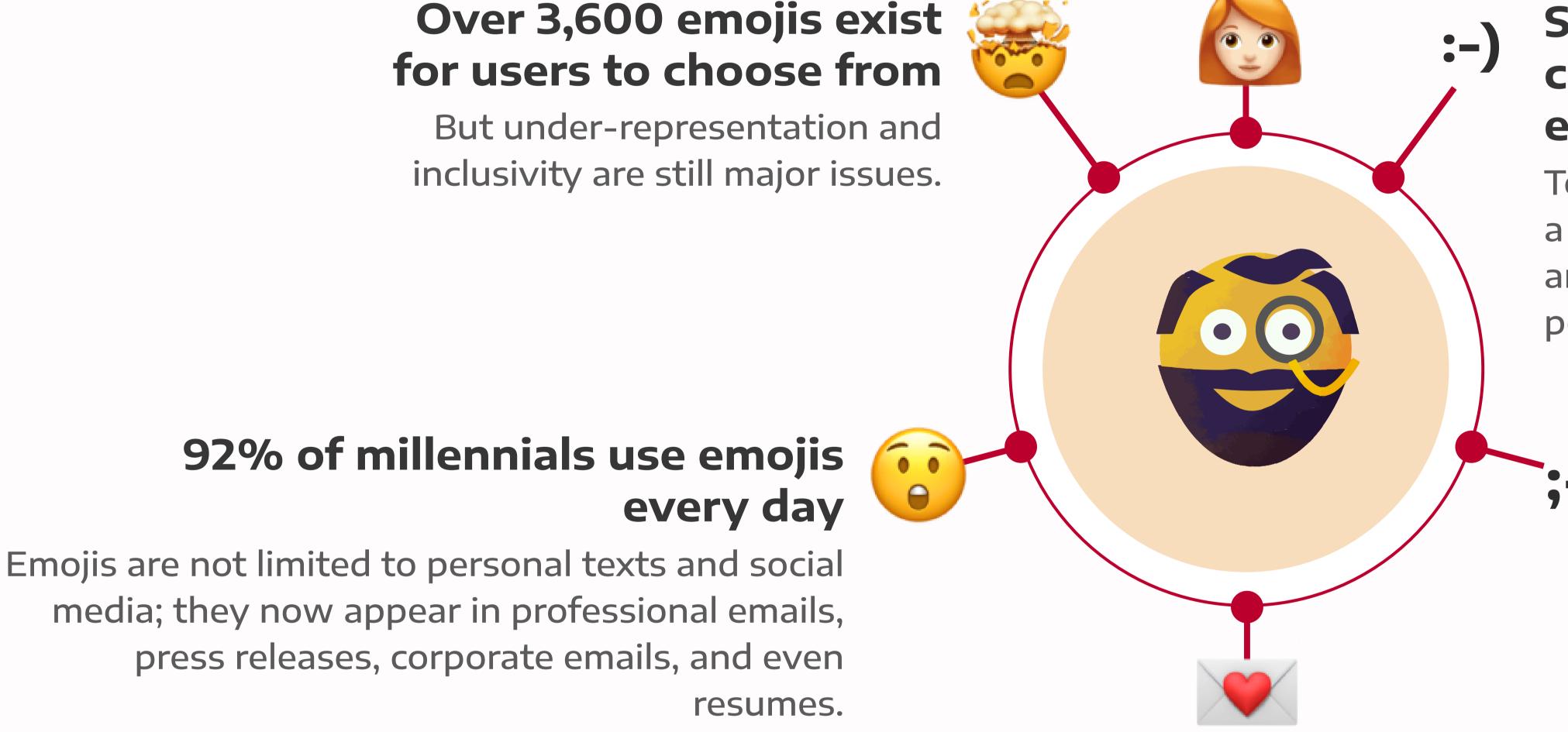
New emoji additions include a shaking face, yawning face, pinching hand, bubble tea, trans flag, and heart on fire.

### THE EMOJI CHRONICLES

#### Women are 16% more likely to use emojis than men

This indicates their inclination towards

expressing emotions and non-verbal communication.



#### Scott Fahlman is credited with creating the first smiley emoticon

To differentiate serious posts from jokes on a message board at Carnegie Mellon, :-) and:-( were proposed in 1982 and gained popularity.

### The 1990s - the emoticon era

Emoticons like :-) and :-( first appeared in chatrooms in the 1990s as basic gestures. ;-) indicated sarcasm and ¬\_(ツ)\_/¬ deonted mixed feelings in early emoticon lingo.

#### Business messages witness a 775% surge in emoji usage

Emojis prove to be efficient tools for conveying complex concepts and fostering team rapport.

### MOST USED EMOJIS AROUND THE WORLD



So embrace the power of these tiny visual wonders, whether you're giving your texts a little personality or figuring out the hidden meanings behind the sequence of emojis in your group chat.