



The History of the Emojis

Ancestors - Smiley - Emoticon - Kaomoji - Emoji



Emojis Sent Daily on Facebook (2017)

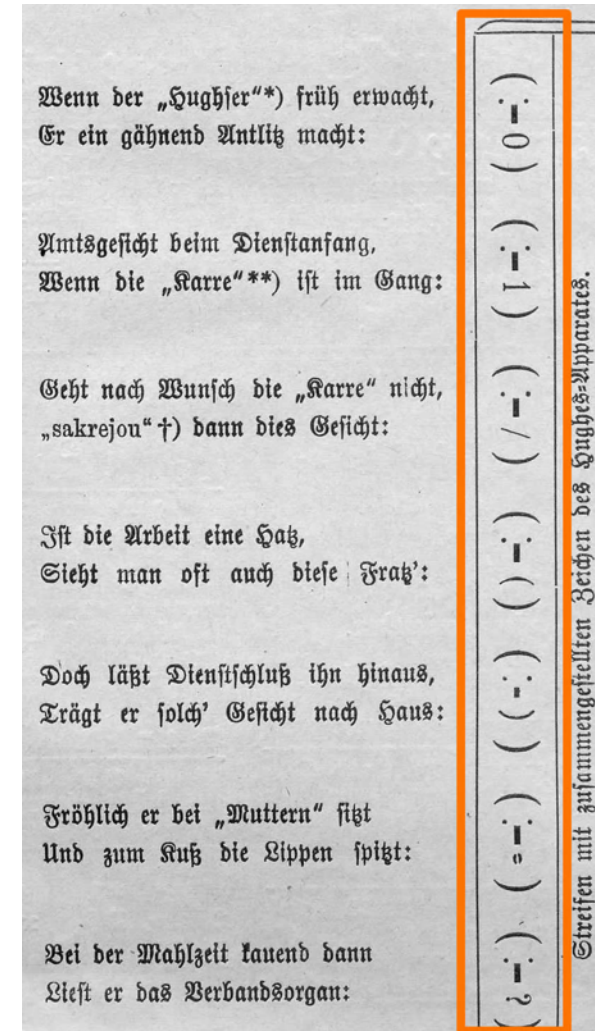


Image: Facebook



Ancestors of the Emoticons

- Already centuries ago, typesetters tried to represent faces with punctuation marks or letters.
- The experiment of the American magazine "Puck" in 1881 is famous.
> **see next slide**





1963: The Smiley is invented

- The Smiley was invented in 1963 by the graphic artist **Harvey Ross Ball** in Worcester, Massachusetts, USA.
- At that time, he was asked to draw a graphic to improve the mood of the employees of an insurance company.
- Harvey Ball completed the design in less than 10 minutes and earned **\$45** for his work.





The Second Most Famous Smile

- The original Smiley has two differently sized oval eyes.
- The mouth is **not** a perfect geometric bow.
- The most famous smile in the world, that of Mona Lisa, has often been compared to the smiley.





The Most Famous Smile in the World



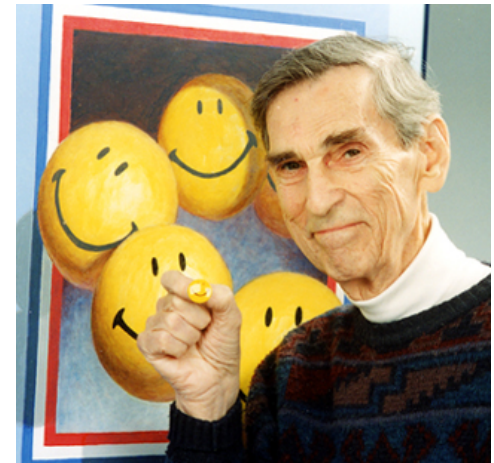
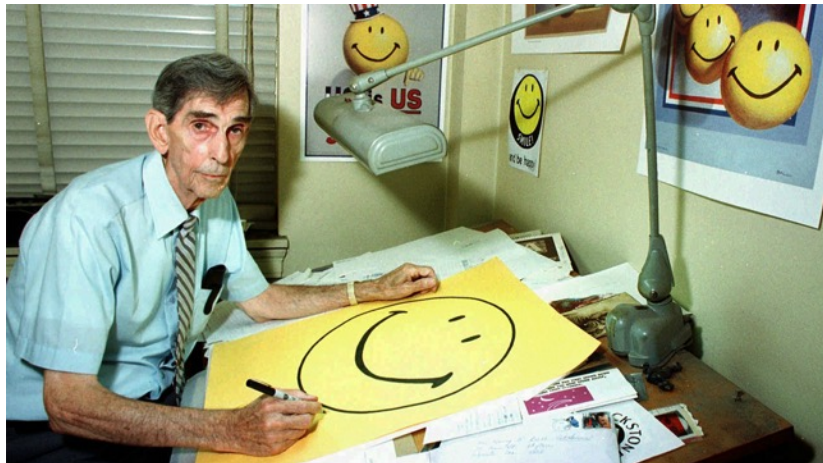
Mona Lisa

by Leonardo da Vinci



No Copyright for the Smiley ...

- Harvey Ball didn't realize what he had created. He forgot to copyright his work.
- Others made hundreds of millions of dollars with the Smiley on clothes, hats, toys, etc. shortly after. > **see next slide**



Items of the “Smiley Company” (2019)





1982: Scott Fahlman invents emoticons

- **emotion + icon = emoticon**
- At that time, the Internet did not yet exist in its modern form. The network was called **ARPANET**. But it was already possible to create a kind of blog and send messages.
- Scott Fahlman suggested that the posts, which are not really serious, should be marked with this string:

:-)



The New “Joke Marker”

```
19-Sep-82 11:44 Scott E Fahlman      :-)  
From: Scott E Fahlman <Fahlman at Cmu-20c>
```

I propose that the following character sequence for joke markers:

```
:-)
```

Read it sideways. Actually, it is probably more economical to mark things that are NOT jokes, given current trends. For this, use

```
:-(
```



Scott Fahlman in a Interview

This was 10 minutes of my life, just part of a silly online discussion more than 35 years ago. So, it's kind of a strange thing to be famous for, but it's fun to be a little bit famous for something. I've come to accept that no matter what I achieve in my career as an AI researcher, the first sentence of my obituary will talk about the smiley face invention.





Late 1990s: SMS, E-Mail and Internet

- With the growing use of SMS and the frequent writing of E-mails, emoticons have also become more and more popular.
- The number of emoticons is increasing and everyone has his own favorites.
- A smile can't be only a :-), there are several variations of it now:

:) =) :] :> :c) x) :o)



The Eastern Way: Kaomojis

- Just four years after Fahlman, the first smiley face (^_^) appeared on the Japanese ASCII-NET, an online web service. The Kaomojis (顔文字) are born.
- 顔 kao = face, 文 mo = write, 字 ji = character
- Japanese loved their Kaomojis very much, a real mania began.
- Nowadays there are countless of these symbols, the real number can only be estimated.



Emoticons vs. Kaomojis

- Kaomojis are not shown sideways, they are to be understood **vertically**.



- In the West, emotions in emoticons are generated mainly with the **mouth**, in the East, however, with the **symbols for the eyes**. This has to do with the fundamental cultural differences of facial expressions.



Can you read the emotion?

Watch the eyes, not the mouth!

(^.^) \(^_^)/ (^_^)/" (^_~) (-.-) d(^_^)b

\(*-*)/ (+_°) (>_<) (^)(>.<)(^) (-_-)

(ô_o) (O_O) (^_^)" (^_^;) (o_O)

(3>_<3) (._.); (+.+) (ö_ö) (~_~)





1997: The Emojis are born ...

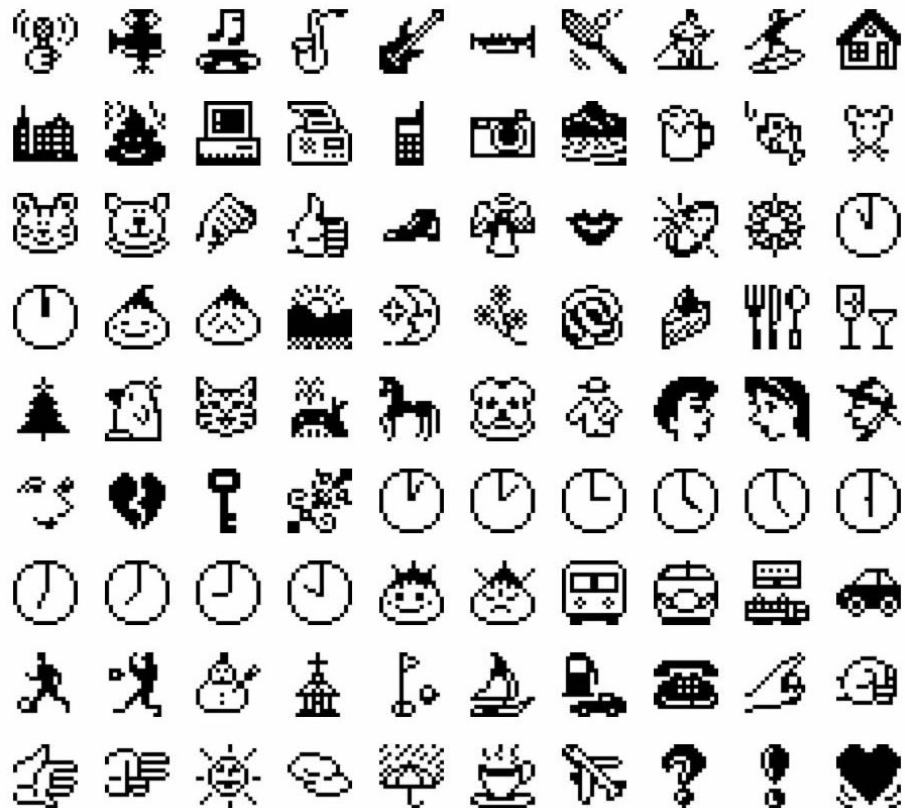
... and nobody notices it.

- The first mobile device with an "Emoji picker" was a device called "SkyWalker DP-211SW" from Pioneer.
- The emoji set, that was part of it, was designed by the Japanese company "SoftBank".
- Surprisingly nobody noticed that this was a sensation. So the device was sold very badly and was quickly forgotten.



Whale Watching

The first (“unofficial”) Emoji set:





Is This Man the Creator of the Emojis?

- Shigetaka Kurita, a Japanese interface designer, created the first “official” generation of Emojis **in 1999**. At that time, he worked for the Japanese telecom giant "NTT DoCoMo".
- 絵 e = picture, 文 mo = write, 字 ji = character
- Kurita, who was just 25 years, designed a set of 176 pictograms (today there are almost 2700 Emojis).





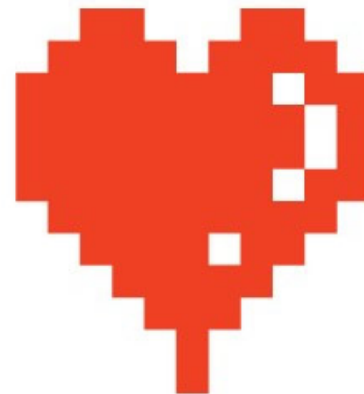
The “first” generation of Emojis





144 pixels had to be enough

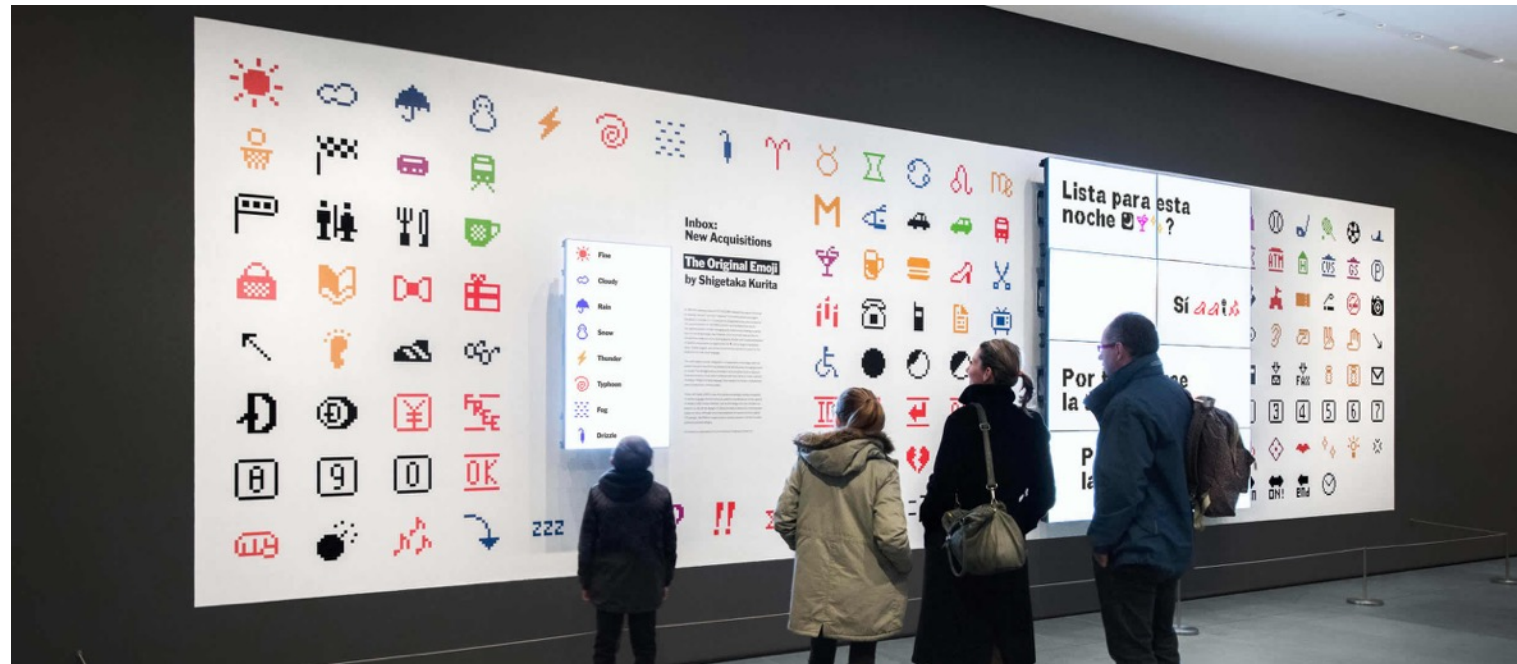
- The first generation consisted of bitmap images and not vector graphics like today.
- All of them were within a grid measuring 12 by 12 pixels, that's a total of 144 pixels.





Are Emojis Art?

In 2016 the set was added to the collection of the famous Museum of Modern Art (MoMA) in New York.



MoMA



2008: The Emojis Infect Apple's iPhone

- The first emojis were restricted to iPhone users in Japan.
- Three years later, in 2011, all iPhone owners around the world were able to use Emojis.

On the right side: **Angela Guzman's** iPhone. She was in the team that designed the first Emoji set for Apple.





2014: The "Book From the Ground"

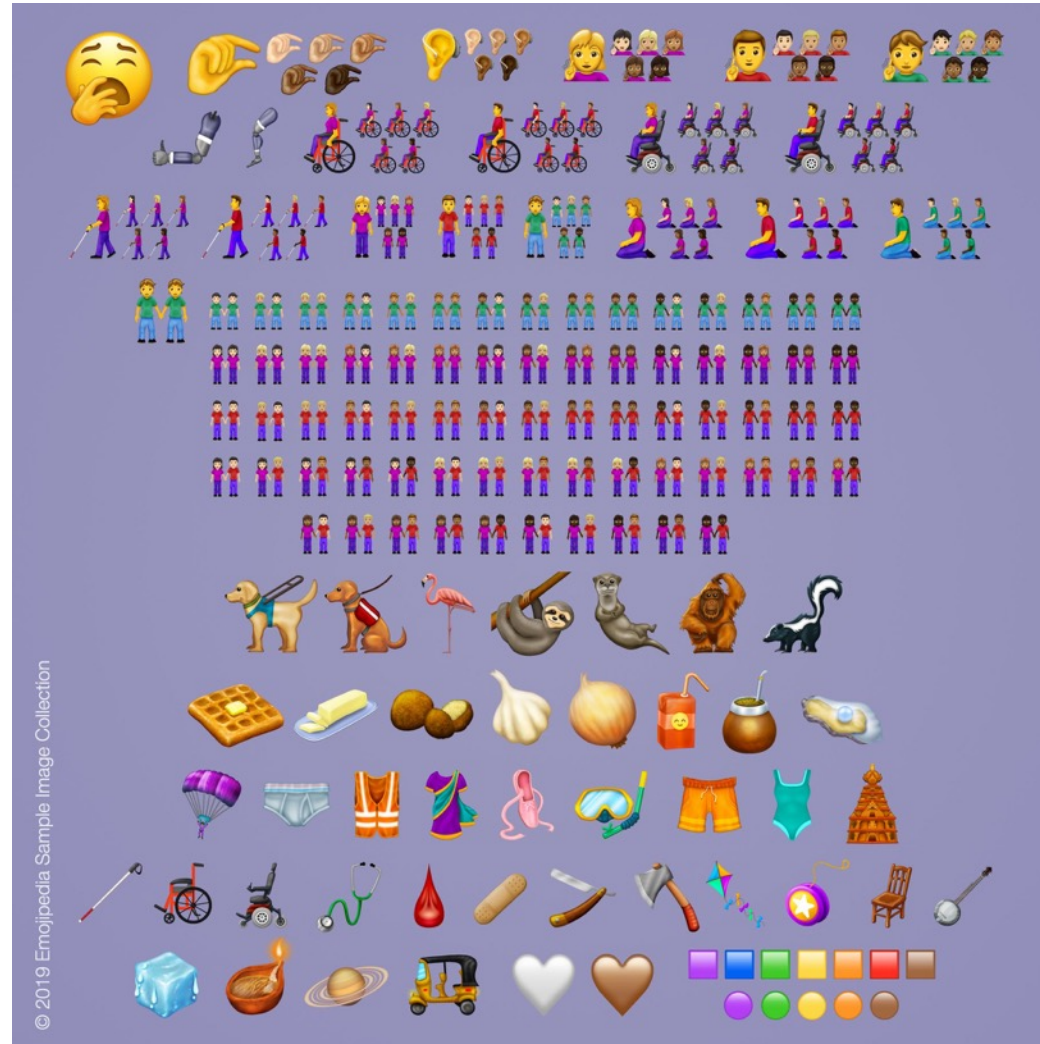
- In 2014, the Chinese artist Xu Bing (徐冰) published a new type of book.
- A book without words, recounting one day in the life of an office worker (Mr. Black), told exclusively in symbols, icons and logos.
- Xu Bing spent seven years collecting materials, experimenting and arranging thousands of pictograms.





The Emojis are Growing and Evolving

Here is an example of the new Emojis that were added in 2019



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