

## The Short Science of Emojis

Emojis are AMAZING. They're the easiest way to inject a spark of emotion into your everyday texts. In a nutshell, people use emojis to:

express themselves,

promote interaction,

establish emotional tone.

But do they actually work? Science proves that yes, emojis do work. And they're powerful. Studies show that customers who used emojis were found to be more personable, and emojis with faces were found to be more influential than faceless emojis (a smiley emoji vs. a heart, for example).

Emojis influence our emotions, build better relationships, and even help with learning. Here are 6 more amazing facts and benefits of emojis:



С сайта <https://www.scienceofpeople.com/emojis/>