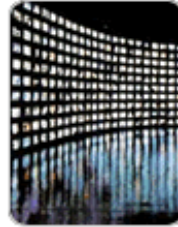


SAATCHI & SAATCHI

→ EMOTION ON THE WEB

THINK TANK REPORT
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The web: an emotional marketplace

The internet is a highly charged and emotional marketplace of goods, services, ideas and relationships.

The dominance of text on the web has not dried up feelings – after all words are key emotional triggers in [great advertising](#) (and good novels!) – but the promise of broadband is larger scale, more TV-like appeals to emotion, plus the opportunity of interaction.

Human emotion

In a list of the 20 most common emotions, only 35% are neutral or positive (compassion, empathy, happiness, arousal, love/attraction, optimism/hope and calm). Most [human emotions](#) are negative ones.

Advertising has traditionally worked both ends of the emotional spectrum either to entice consumers with an engaging product (craving, attraction) or push them away from an unpleasant experience by a product that will help alleviate it (anxiety, envy, disgust, guilt etc).

Emotion on the web: overview

The Web offers endless services and functions but it is in the implementation that an emotional connection is forged or not whether it's through a custom-designed game or a cute card sent through [bluemountain.com](#). Searching for information, shopping, searching for a job ... they can all connect emotionally. Or not.

On the web (like on TV) different functions and tactics elicit different emotions both positive and negative.

Activity	Description	Sample	Emotions engaged
Online community	Communities of interest and involvement	<i>aol.com</i> <i>epinions.com</i> <i>well.com</i> <i>geocities.com</i> <i>tripod.com</i> <i>ivillage.com</i>	Empathy, Happiness, Attraction, Hope, Aggression
On-line auctions	Time limited auctions to buy or sell	<i>ebay.com</i>	Craving, Addiction, Elation, Disappointment, Frustration, Optimism, Hope, Anxiety
Chatrooms – special interest	Talk in real time about shared interest eg: health, hobbies, professional	<i>Aol.com</i>	Compassion, Empathy, Lust, Frustration, Grief, Anger
MUDS, MOOs	Shared creation of virtual worlds and real time relationships	<i>Furrymuck.com</i>	The gamut from Envy, Jealousy, Compassion, Hope, Addiction, Elation, Disappointment, Lust, Rage, Arousal, Grief, Love, Attraction
Newsgroups	Common interest groups messages (not real time)	<i>Alt.motorracing</i> <i>alt.home.lawn.garden</i> <i>alive.music.jazz</i> <i>alt.animals.dogs.collies</i>	Empathy, Hope, Anger, Happiness
Investment reports	On-line investment and investment tracking	<i>Quicken.com</i> <i>multinvestornetwork.com</i> <i>free.realttracker.com</i>	Craving, Addiction, Disappointment, Terror, Optimism, Fear, Anxiety, Panic
Music	MP3s	<i>mypay.com</i>	Happiness, Optimism, Flow, Calm, Craving
TV on the Web	Engaging moving images eg: movie clips and TVCs	<i>Lordoftherings.com</i> <i>Realads.com</i> <i>Disney.com</i>	Empathy, Elation, Attraction, Hope, Happiness
Gaming	Games played by multiple players in real time	<i>Doom.com</i> <i>Quake.com</i> <i>unrealtournament.com</i>	Empathy, Frustration, Aggression, Rage, Terror, Fear, Anxiety, Panic

			Anxiety, Panic
Porn	Real time chat, streaming video and stories	<i>insertyourfavouritesex workerhere.com</i>	Shame, Guilt, Craving, Addiction, Disgust, Lust, Attraction
Personal advice	Grief counselling, relationships, health support groups and lobby groups, matchmaking	<i>Heartsonline.com</i> <i>Onhealth.com</i>	Empathy, Anxiety, Optimism, Fear, Hope
Email: positive	Newsletters, personal correspondence, attachments		Empathy, Happiness, Attraction, Anger, Optimism
Email: negative	Spam Privacy invasion		Rage, Anger, Frustration
Gambling	Horse racing has just joined all the sweepstakes and prizes	<i>freelotto.com</i> <i>Uproar.com</i> <i>Webstakes.com</i> <i>Youbet.com</i>	Elation, Rage, Hope, Optimism, Panic, Frustration,
Sport	Results and real time statistics. Clubs and clips of great plays	<i>nfl.com</i> <i>sportline.com</i>	Elation, Happiness Frustration, Aggression, Rage Hope, Optimism

Emotions in action on the web: a sampler

1. Online communities:

Not so fast Mac

When the management of epinions.com (a community that evaluates consumer products through polling and reviews) decided to advertise on television, they chose their reviewers as stars.

In one proposed spot an epinions reviewer, who had trashed the [Apple iBook](http://apple.com/ibook), took potshots at the portable with a shotgun.

Members of the epinions community were so incensed they forced a poll on whether or not the spot should be screened. It was never shown.

2. Auctions:

Man Puts Himself Up for Auction on E-Bay

John Alanis, author of the audio book, "The lazy way to dating success," has put himself up for auction on [E-Bay](http://ebay.com) in a bold attempt to secure an entertaining date for Valentine's Day 2000 - and he already has six bids.

"The way I see it, prospective dates can bid on a romantic evening with me for February 14. The highest bidder gets to take me out - and spend the amount they bid - on me!"

Source: INB February 2, 2000

3. MUDs and MOOs:

Emotional MUD

"One of the most celebrated ways of expressing intimacy in virtual environments, including MUDs, is MUDsex (also called cybersex)... It can at least be generalized that MUDsex can have emotional results analogous to actual sex, ranging from relationship enhancement, to lust and excitement, jealousy and betrayal, and feelings of violation."

Source: John T. Masterson, III. "Nonverbal communication in text based virtual realities" University of Montana (1996)

"The experiences and emotions are often real. The tricky part is knowing how seriously each party is taking it." (interview subject)

4. Auctions:

Thrills and spills

The recent roller-coaster ride of the [Nasdaq](#) was emotional for investors all over the world - and in real time. Ticker information, charting and gonzo newsfeeds all help to create an exciting virtual world where emotions and fortunes run hot and cold.

Real-time investment

Already a tremendous success in Europe, RealTracker's subscriber base in eight short months soared from 25,000 users in Holland to over 850,000 across twenty countries worldwide with the introduction of [RealTracker Free](#). Even without marketing in the U.S., 150,000 American users have already found their way to RealTracker. Source: INB April 13, 2000

5. Websites with moving images:

You can put three rings round that

When [lordoftherings.com](#) released early footage from its ongoing production, the site was swamped with one-and-a-half million hits from fans in the first weekend.

6. Games

Killer app

The worlds created in DOOM, [QUAKE](#) and other interactive games bring to the web the same intensity as [Playstation](#) and [Dreamcast](#). Players experience victory, despair and conquest – just like the real world.

7. Specialist services

Shrink-wrapped

When the mayor of a small Mid-western town and his wife decided they needed marriage counseling, they were wary of seeking out a local therapist, for fear of gossip. The couple made a cyber-search that eventually landed them in the All Rivers Online Christian Counseling Center, where they plugged in their credit card number and began engaging in e-mail counseling with a psychologist.

Source: New York Times April 22, 2000

[Here2Listen.com](#), which was started in February 2000, features articles by doctors on topics like infidelity and ways to overcome shyness. The e-counseling portion of the site went online April 17, and includes a database of 300 psychiatrists where patients search for the right doctor.

Source: New York Times April 22, 2000

Spilling the beans

"Going into chat rooms, you can see that people do establish intense relationships with other people, and they tend to disclose much more than they would when face to face,"

Source: Dr. Robert Guglielmo, formerly the senior director of New York City's Family Court Forensic Clinical Service and an assistant professor of psychiatry at [New York Medical College](#).

Love on-line by the book

"Online friendship, chat-room romance and cybersex : your guide to affairs of the net" by Michael Adamsee is one of the hottest books of the season.

Therapists and cybershrinks Michael Adamsee and Sheree Motta use their expertise as relationship counselors to examine the most important content on the Internet--emotion. Containing real-life conversations and first-person case studies, this is a valuable Internet user's guide.

"Online seductions: falling in love with strangers on the Internet" by Esther Gwinnell. A noted psychiatrist examines people's obsessions with online seduction, exploring the unique lure, seductive quality, and increasing frequency of online relationships. Dr. Gwinnell offers readers guidelines for protecting themselves online.

source: The Guardian (U.K.), July 30, 1998

American Singles

Service started: June 1995

Description: Profile dating service with members all around the world.

- Approximate total number on the service: 100,000
- Approximate number of men: 80,000
- Approximate number of women: 20,000
- Age range of users (youngest - oldest): 18-85
- Number of marriages: Hundreds

Source: www.as.org

8. Email

Emoticons

The Email List Owner and Ezine Publisher Resource Network, announced today the launch of EmoticonUniverse.com, a new site specializing in the documentation of emoticons, Internet slang, and acronyms designed to help debunk emotional expression via email.

"Knowing and being able to understand email communications in today's Internet slang is an important expertise that can help make or break how well you and your team build your e-business relationships," Christopher Knight, CEO of List-Universe.com.

Source: INB January 31, 2000

Building the emotional world of the Internet

The internet can create and maintain an intensely personal emotional context for users. More bandwidth, richer personal customer information and familiarity will accelerate emotional connections.

Significant opportunities include:

Personalisation

1-800FLOWERS is just one business that now uses the Internet as its primary communications channel with customers. Amazon is another. They can strike emotional chords through customised services centred on anniversaries, birthdays, personal likes and specific useful services.

Branded emotional worlds

[Barbie](#) is not a brand defined by Mattel or by its product specifications. Barbie is a fantasy world for young girls and a collectible for adults. Mattel devotes enormous resources to creating and preserving the consistency with which that fantasy world is presented. Barbie-as-experience will be magnified by richer channels of communication. When Mattel can reach young girls in a broadband, interactive, customized environment (as will be commonplace in a few years), it can enrich the Barbie fantasy world with dress-up, storytelling, and conversations. This enhances the brand, but it also enhances the product and the experience of owning it. Indeed the brand, the product, and the experience are really one and the same.

Source: Clarinews

Cult followings

Universal, Sony and Warner are all developing information-rich biographies, recording histories, chat rooms for musicians. Sites are developed for musicians as stand-alones and as information sources for retailers. The aim is to cross-sell from their catalogues and build up cult followings.

The [Blair Witch Project](#) web site built up a cult following before the movie was released. The site's content was only ever available on the web.

Development of Internet-based language

German psychologist Sonja Utz surveyed 103 players of an online game in which users interact under fictional identities. Among her conclusions: The more that players used emoticons (little faces made of colons, parentheses and other keyboard symbols), the more friendships they formed :-)

Voice

Emo-Tech is a start-up company that develops products based on the rationale that speech reflects the emotional state of the subject. The company recently developed a unique software program that detects emotions from human speech. Easily downloadable from the Internet, the software provides real-time results, evaluating speech from live conversation as well as via phone and cellular.

Source: INB January 4, 1999