**EMOTIONS GLOWIE LONGLIST**

**>What am I looking at?**

In this document you will find a list of approximately 850 emotions, categorized by the 4 basic psychological emotions Angry, Scared, Sad and Happy.

And a ‘red’ list of words that either fit in more than 1 of those 4 categories, or which I just can’t seem to put in either one of them. @Bas, pls have a look at them. Discard or add to a category you feel comfortable with. I totally trust you.

**>What am I looking at?**

A list of approximately 850 emotions, categorized by the 4 basic psychological emotions Angry, Scared, Sad and Happy.

And a ‘red’ list of words that either fit in more than 1 of those 4 categories, or which I just can’t seem to put in either one of them. We are going to use these emotions to write a natural/’human’ dialogue for GLOWIE the Glow Bot. A bot whose solo mission in life it is to make Glow visitors as happy as possible.

**>What are we going to do next?**

Step 1. Making emotion word clouds (LABS)

This list of emotions will be turned into word clouds of emotions (let’s say approximately 25-50 emotions per cloud). For example: under ‘Angry’ there’s emotion words like ‘damn’, ‘damnit’, ‘fuck’, ‘fuck it’ and ‘mad’, which belong to the same emosphere (non-existing word, I just made that up haha, but you get it). The result of which should be: 10 (minimum) – 25 (maximum) emospheres that our copywriters can write dialogue\* for and that our motion designers can make motion designs for.

Step 2. Writing dialogue (BLOSSOM)

1. Copywriters have chosen 1 of the 4 basic psychological emotions to write dialogue for. Preferably, 2 copywriters per emotion so they can inspire/review/challenge each other.
2. You choose 1 basic emotion.
3. You divide the emospheres that are part of this emotion between the two of you.
4. You write 5 dialogue examples per emosphere, so we can select 3 that we will actually use (or maybe they’re all so fucking good we just cannot ditch one of them haha).
5. Reviews will be done with Barry, and if possible with one or more other writers.
6. Dialogues will be integrated in Dialogflow, if this hasn’t already been done in your writing process.
7. Dialogues will be shared with Swatch for final approval.

Step 3. Making motion designs that go with the dialogue (BLOSSOM)

1. To be clear, motion designers do not have to wait until the copywriters are finished. They can start up the design process, exploring motion design possibilities/’templates’/design concepts for the 4 basic emotions.
2. Then, they will design specific motion/animation for the dialogue that has been written.
3. These designs will be reviewed with Barry.
4. Designs will be shared with Swatch for final approval.

Step 4. Making the ‘hook’, so connecting dialogue + motion design + ledscreens + construction (LABS)

LABS students will, supervised by Bas Ploeg & possibly partnering up with a third party, make the bot’s physical construction. Making sure everything works. Making sure there’s a backup plan when something doesn’t work anymore. Construction will be reviewed by Bas. And will be shared with Swatch at milestone/decision moments (tbd).

Step 5. Testing, optimizing, testing, optimizing…GLOW!

There will be a lot of testing going on. Preferably we can start the serious testing stuff (i.e. an integrated small scale version of GLOWIE) from September on; with definitive testing at the beginning of November.

**ANGRY**

accused

aggravated

aggressive

angry

annoyed

appalled

(you’re an) asshole

(it’s) atrocious

Barbaric

(you’re a) bitch

(this is) bullshit

(you’re a) cocksucker

(it’s a) conspiracy

contempt

crap

crappy

damn

damnit

deceit

deceived

deception

destructive

(you) die

(you’re) dipshit

disgust

disgusted

disgusting

disturbed

disturbing

(you’re a) douchebag

dull

dumb

(you) dumbass

enraged

envious

envy

evil

(you’re) fake

(you’re a) faker

(you’re) faking

fed up

(you’re a) freak

frustrated

frustrating

fuck

fucked

fucking

furious

harassed

hate

hatred

hostile

hysterical

idiot

idiotic

interrogated

irritated

irritating

itchy

(you’re a) jerk

(you’re a) joke

jumpy

(this is) lame

lethal

(you’re a) liar

loathed

loathing

loathsome

ludicrous

lunatic

mad

maddening

madness

mislead

mistake

mocked

noisy

nosey

notorious

obnoxious

obscene

obscenity

obsessed

offended

offending

oppressed

oppression

pissed

rage

pathetic

pervert

prick

provoked

pushy

rebel

rebellion

reject

rejected

rejection

retard

retarded

ridiculous

rude

ruined

scandalous

reckless

resolute

resolution

revenge

revengeful

sabotage

shithead

slut

stupid

tense

tension

terror

trapped

traumatic

unstoppable

unsafe

unsatisfied

upset

uptight

vicious

violent

violently

vulnerable

wtf

what the fuck

**AFRAID**

afraid

alarmed

anxious

attacked

cornered

coward

cowardly

crisis

danger

disoriented

distressed

dying

eery

fear

fearful

frightened

frightening

insecure

intimidated

intimidating

intimidation

jeopardy

nervous

panic

panicked

petrified

pressure

pressured

risky

scared

scary

shock

shocked

shocking

shy

terrified

trembling

vulnerable

**SAD**

abandoned

abused

affected

alone

ashamed

awful

(it’s) awkward

bankrupt

banned

betrayed

bitter

bored

boring

breached

broke

broken

bullied

collapsed

concerned

condemned

confused

(it’s) confusing

cruel

cruelty

crushed

cry

crying

cursed

cynic

cynical

cynicism

damaged

damned

darkness

dead

defeat

defeated

dehumanized

delayed

denied

depressed

despair

desperate

destroyed

detached

devastated

dick

dickhead

dirty

disadvantaged

(it’s) disappointing

disappointed

discouraged

discriminated

disgrace

disgraced

dishonest

dissatisfied

doomed

doubt

doubted

doubtful

doubting

doubts

downer

dumped

empty

excluded

exhausted

exploited

exposed

failed

failing

failure

fatigue

fool

foolish

gloomy

grief

grieved

guilt

guilty

harmed

heartbreaking

heartbroken

hopeless

horrible

horrific

horrified

hunger

hurt

hurting

hurts

ignorant

ignored

ill

inadequate

incapable

incompetent

incomplete

insignificant

insomnia

insufficient

insulted

insulting

isolated

jealous

jealousy

lifeless

limited

lonely

lonesome

loser

losing

lost

lousy

meaningless

mess

miserable

misery

misfortune

mistaken

misunderstood

moody

mournful

mourning

naive

negative

negativity

neglect

neglected

noob

not good

numb

obsolete

odd

pain

painful

no fun

ouch

pessimism

pessimistic

pitied

pity

pointless

poor

poorer

poorest

poverty

powerless

prisoner

problem

punished

puzzled

questioned

regret

regretful

remorse

sad

saddened

shame

shamed

shameful

shit

shitty

sick

silly

sorry

strange

stress

stressed

suck

sucks

suffering

tainted

tears

terrible

threatened

threatening

tortured

wanker

refused

sore

stuck

suicidal

sulky

timid

tired

tragedy

tragic

trouble

troubled

ugly

unattractive

uncertain

uncomfortable

unhappy

unwanted

unworthy

useless

waste

wasted

weak

weary

weird

worried

worries

worry

worrying

worse

worthless

yucky

**HAPPY**

accepted

accomplished

admired

adored

adventurous

alive

amused

apeshit (play song The Carters)

appreciated

appropriate

**attractive**

**awesome**

badass

balanced

**beautiful**

**beauty**

**best**

**better**

**big**

**blessed**

bliss

**bold**

**brave**

**bright**

**brilliant**

brutal

calm

capable

captivated

carefree

celebrated

**champion**

**charged**

**charming**

cheered

cheerful

cherished

chic

clarity

classy

clean

cleaner

clear

clever

comfort

comfortable

committed

**competent**

confidence

confident

cool

curious

**cute**

**damn cute**

damn good

**damn hot**

daredevil

dauntless

dazzling

**dedicated**

dedication

**delicious**

delight

delighted

delightful

desirable

desire

desired

**determined**

devoted

distinguished

eager

**easy**

**ecstatic**

**empowered**

enchanted

encouraged

encouragement

**energetic**

**enjoyable**

**enjoyed**

**enjoying**

**enlightened**

**enlightening**

**entertaining**

**entertained**

**enthusiastic**

entitled

**euphoric**

**excellent**

**excited**

**excitement**

**exciting**

exclusive

exhilarated

exhilarating

**fabulous**

**famous**

**fan**

**fantastic**

**fascinated**

**fascinating**

**fascination**

**fine**

**fit**

flawless

fortunate

**free**

**freedom**

**fresh**

**friendly**

**fucking amazing**

**fucking beautiful**

**fucking cute**

**fucking fantastic**

**fucking good**

**fucking great**

**fucking hot**

**fucking love**

**fucking loves**

**fucking perfect**

**fulfilled**

**fun**

**funky**

**funny**

**glad**

glamourous

glorious

god

**good**

**goodlooking**

**great**

**greater**

**greatest**

haha

hahaha

hahahah

hallelujah

**handsome**

happiness

**happy**

**harmony**

**harmonious**

**healthy**

heaven

heavenly

hell yeah

hero

heroic

**hilarious**

hope

**hopeful**

**humor**

**humorous**

hurrah

immortal

immune

**important**

impressed

impressive

improved

improvement

indestructible

(it’s) innovative

inspiration

inspirational

inspired

inspiring

interested

interesting

invincible

irresistible

jolly

jovial

joy

joyful

joyous

kind

kinder

kindness

likable

liked

lively

livid

lmao

lmfao

lol

lovable

love

loved

lovely

loving

loyal

loyalty

luck

lucky

magnificent

marvelous

mature

meaningful

merry

(this is a) miracle

motivated

motivation

nice

optimism

optimistic

outstanding

paradise

passion

passionate

peace

peaceful

perfect

perfected

perfection

playful

pleasant

pleased

pleasurable

pleasure

nifty

noble

popular

positive

powerful

praise

praised

pretty

proud

proudly

pure

recognition

rejoiced

relaxed

relieved

respect

**respected**

**responsibility**

**responsible**

**rich**

**romance**

**romantical**

**safe**

**safer**

**safety**

**satisfied**

secure

seduced

self-confident

serene

**sexy**

significant

sincere

slick

**smart**

smiling

**privileged**

protected

**purposeful**

reassured

reassuring

**rewarded**

**rewarding**

splendid

**stimulated**

**stimulating**

**strong**

**stronger**

**stunning**

suave

**success**

**successful**

**successfully**

sunshine

super

superb

superior

supported

supreme

sweet

sympathetic

sympathy

tender

tenderness

terrific

thankful

thrilled

soothed

soothing

sparkling

stable

strengthened

strengthening

tranquil

triumph

triumphant

trust

trusted

useful

vibrant

victory

visionary

wanted

warm

wealth

wealthy

welcome

wicked

winner

wonderful

woo

woohoo

wooo

woow

worshiped

worthy

wow

wowow

xo

xoxo

yearning

yes

youthful

yummy

**Not specified (reasons: fits more than 1 basic emotion or unfit for GLOW)**

abhorred

amazed

ambitious

ambivalent

astonished

astounded

audacious

avenged

blackmailed

blah blamed

blurry

brainwashed

bribed

catastrophic

censored

challenged

chaotic

cheated

childish

clouded

clueless

compassion

compassionate

conflict

contagious

(it’s) controversial

courage

courageous

crazier

craziest

crazy

creative

criticized

dangerous

dangerously

death

deformed

degraded

denial

dilemma

disrespect

disrespected

distracted

distraction

dizzy

dream

dreamy

drunk

help

humble

humiliated

humiliation

impatient

indifferent

insane

intense

nuts

passive

restless