Cuteness as a form of communication. An on-line experience.

Author: Julia Möller
Supervisor: Dorit Christensen

Master of Communication Thesis

Abstract.

During the 20th century popular culture has been developing a special communication form which hasn't been used before. Cuteness as a form of communication has become a new effective method of strategic marketing, PR campaigns and branding. Cute appeal is a biological factor that has been developed through thousands of years during the evolution to provide a necessary care for the offspring. But during the decades the cute appeal has been turned to an effective form of communication with almost guaranteed effects on the target audience.

This research has been aiming to detect who is using cuteness as a form of communication on-line and how are they using it. The most effective method for this type of research is a qualitative method. The field of the research has become the World Wide Web and over a hundred samples have been collected. The samples of interest were the web-pages which are using cuteness as a form of communication. The samples were divided into four groups with several subgroups. To analyse them the four perspectives of cuteness have been created based on the theoretical background and previous research.

The results helped to get a deeper understanding of cuteness as a form of communication on the private level, corporate/organizational and even on the level of educational institutions and non-profit organizations.

Key words: cuteness communication, strategic communication, on-line communication, cuteness aesthetics, qualitative method, branding, public relations, biosemiotics

Table of contents

Chapter one: Introduction

Introduction 1.1

What is communication? Is it "the transmission and reception of information" (Shannon & Weaver,1996) or maybe communication "is any behaviour, verbal, non-verbal or graphic that is perceived by another"(Dwyer, 2005)?

There are many forms and types of communications. Interpersonal communication, inter-cultural communication, organisational communication and mass communication. Hofstede, Hall and Allwood were describing the patterns of communications and analysing them. On-line communications have become an important part of our lives, therefore there are new forms of communications that are taking shape and influencing the communications process. Communications go hand in hand with marketing, therefore some forms of communication have been chosen for the strategical marketing of certain products.

In 2007 a software developer Eric Nakagawa has started a blog ICanHasCheezburger.com which now gets approximately 500,000 hits a day. This year his blog/web-page brought him 30 million dollars of venture investments. This blog/web-page was inspired by LOLcats.com and later on cuteoverload.com has emerged. What is it that attracts viewers in these web-pages? – Pictures and videos of cute animals saying grammatically incorrect infantile phrases. Here we come across the term of *cuteness*. What is cuteness?

Cuteness could be described as a special type of appeal which is associated with young age and a certain look, as well as an analytical model and scientifically concept in ethology (study of animal behaviour). This concept was first introduced by Konrad Lorentz in 1949. This concept was actively used by Disney studious in production of their cartons.

Defining cuteness 1.2

Looking from the etymological perspective the meaning of cute has been born as we know it in the US around 1830-40's in the student environment and stood for "pretty, fetching". Later on the term of cute has been changing in favour to be associated with the infant qualities and likeness. Cuteness as a noun was widely used in a biological, psychological, behaviouristic and ethological research starting from the 1930-40's by Uexkull in The Theory of Meaning, Semiotica (Barbieri, 2008) and Konrad Lorentz in Kindchenschema concept. (Lorentz, 1973)

What are the characteristics of cuteness? According to the founding father of cute Konrad Lorentz,

the cute character must have similarities with a child, such as body proportions: a head should be a bit bigger than usual, shorter limbs, no sharp angles, but round shapes, small body size, big eyes and a small nose, possible dimples. Personality characteristics of a cute character should also be connected to an infant behaviour: helpless, playful, innocent, curious, clumsy and affectionate. (Bambi, Mickey and Mini, Little Mermaid) (Gould, 1979)

Research question 1.3

The research question is:

(1) Who is using cuteness as a form of on-line communication?

(2) How are they using it?

Psychological and cultural background 1.4

Psychology of cute. Phedomorphosis (juvenification). 1.4.1
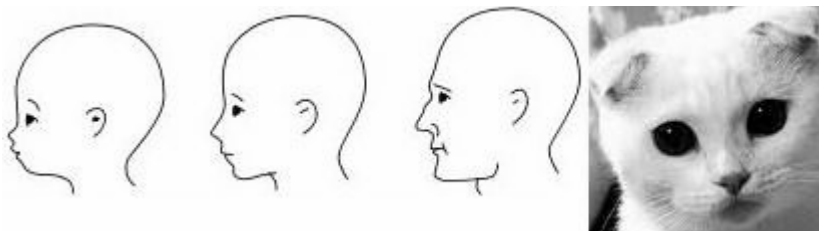
The theory of phedomorphosis was first articulated by biologist Walter Garstang in 1920's. The concept of juvenification theory is what an adult specimen changes his/her features to look more similar to an infant specimen. This concept has been used by many cat/dog breeders. In the scheme illustrating the change of the head proportions of a human specimen while maturing and the latest and the most popular cat breed in the US nowadays the Scottish Fold (an adult cat picture). One can easily notice the resemblance of the cat head proportions with a human infant proportions, proving the theory of infantile appeal behind the cuteness factor. (Barbieri, 2008)

A cat breed Manchkin - demonstrates cats with shorter limbs, which again proves the theory of phedomorphosis in cute appeal, because the Munchkin specimens do resemble human infants and are physically disabled which limited chances of surviving in the wild., therefore need a constant care which resemble with human infant.

Melanie Glocker from the Institute of Neural and Behavioural Biology at the University of Münster after several years of research has found an explanation to a cuteness factor. She discovered that both sexes respond to the cute characters, but women respond a bit more due to the biological factor. Though the researchers still argue whatever it is a neuro-biological basis of this fundamental social instinct. After several experiments within the research groups that has been shown baby pictures with different levels of cuteness factor applied to the baby image (bigger eyes, rounder head) the results indicated the brain activity in the reward centre, which mediates motivated behaviour seeking reward. This segment of brain is also responsible for the feeling of happiness and plays a role in a drug addiction. (Glocker, 2009)

Cultural significance of cuteness. 1.4.2

"One nation under cute." (Ilya Garger, et al 2007)

For decades Disney has been a leader in infant entertainment. The first image a new born sees is most likely to ba a Hello Kitty picture or a Mickey Mouse print. Bambi and Little Mermaid have shaped our perception of the reality. Almost every girl dreamt to ride a

7

unicorn and become a fairy princess dressed in a pink dress as well as boys laughed at wacky Goofy's adventures and Tom and Jerry fights. (Cross, 2004)

1950's have brought mass cuteness as a form of communication. Few decades later Japan picked up the cuteness tradition and developed it into a Kawaii culture. Kawaii ("cute" in Japanese) is a quality that is cherished and developed by Japanize people almost in everything. (Locher, 2007)

There is ugly-cute, sexy-cute, crazy-cute, cute food any kind of object is possible for the transformation and "cutification" to reach the result of cute appeal.

Many corporations capitalize on the cuteness factor and always and up with success. Elmo, Furby, My little pony, Hello Kitty, Pokemon and may more have made billions on manufacturing cute items. Producing a cute item is very cheap, but after careful marketing and skilful PR company the item will be highly valued because of its cute appeal. (Harris, 2000)

Nowadays cuteness a form is present in many communications channels and brings "fluffy dollars" to the ones who can understand the phenomenon of cute, build the right environment and please the target audience with the desirable portion of cuteness.

Problem posing 1.5

The aim of this project is to present a deeper research on the dimensions of cuteness presented in the contemporary communications. Because of the wide use of the cuteness aspect in popular culture we don't consider it as an important matter for the research, while as one can see the cuteness dimension has influenced on our upbringing since the early childhood.

The discreet definition of *cuteness as a form of communication* in the contemporary media will help teachers, producers, businessmen as well as researchers to understand the culture of cute they are dealing with in a much deeper way and look at the cuteness dimensions from the different perspective.

Here are the perspectives forming the concept of cuteness as a form of communication. Each perspective based on several research works.

◆ Gender perspective

◆ Age perspective

◆ Inter-cultural perspective

◆ Aesthetic perspective

Purpose 1.6

The main purpose on my project is to define cuteness as a form of communication and give an overview of different ways of use of cuteness as a form of communication. The most popular contemporary form of communications is online communication; therefore I will take a closer look on cuteness as a form on communications used on-line and will try to systematize the main interactive media resources actively using the cuteness as a form for the communication. I will describe the reasons of choosing cuteness as a form of communication and the results of this choice. I also concentrate on who is using cuteness and the form of communications and how are they using it.

By dividing the on-line resources in groups I will find the patterns of cuteness use. By setting the axis of cuteness analysis I will reveal the ways of using cuteness as a form of communications. Cuteness is a powerful psychological tool and now when the new era on digital communications is widely opened one should bring the light to the ones who are using it and reveal their methods. This research could be very important in various spheres starting from communications, medicine, business and even in engineering and programming.

# Chapter two: Theoretical framework

Theoretical background. Four perspectives. 2.1

In this chapter several theories are illustrating the four perspectives on cuteness as a form of communication. These perspectives will be examined to give us the full view of the research that has been led in this field. Introduce to the new theories and encourage possible findings.

Gender perspective 2.2

The first aspect that is associated with the research of cuteness is the gender aspect. Historically and culturally the research of cuteness has found a distinct diversity in the response to the cute messages between males and females.

Konrad Lorentz has formulated the causes and effects that cuteness might have as well as the main reasons of cuteness. (Lorents, 1973) The need for cute objects is biologically programmed in our brain and when a female sees the traces of cuteness in the image her brain concentrates on the message and stimulates the reward mechanism, which starts a reaction to produce the happiness hormones. (Glocker, 2008)
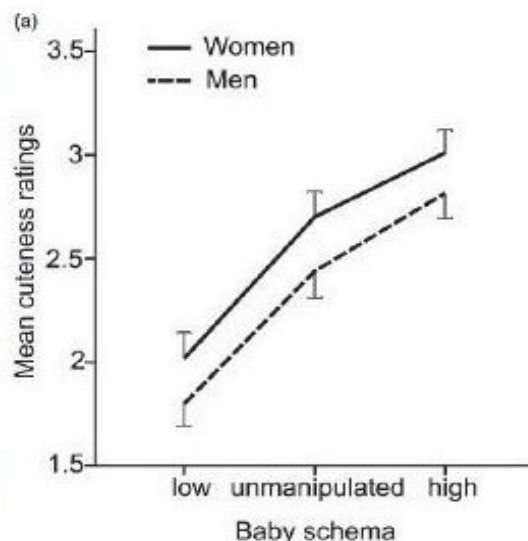
Melanie L. Glocker makes a qualitative gender research of the intensity of cuteness appeal within genders.

Both genders respond to a cute massage, but females respond more because of the biological predisposition. Lorentz argues that the effect of cuteness is biologically programmed and not a socially learned type of behaviour. But still social stereotypes have a degree of influence on the level of the general interest to the cute media among males and females. Though lately modern men are getting in touch with their feminine side, which changes the cute media target audience.

For example the car promotion which was historically targeted for the male audience (Car-shows with light clothed females and "sexy" car commercials) is now taking a turn on a "cute street". Where "a new Beetle looks like a smile" or Nissan 1997 promotion company involving a bunch of fluffy dogs.

Konrad Lorenz describes the biological appeal of the cute characters (Disney, Anime) which is based of the aesthetic proportions of child's face integrated into the semiotic context of the transmitted message. The transmitted message which has cuteness as a form of communication can have any possible meaning, but the form has to have the vectors that are based on the cute appeal. There is a famous cartoon series called Happy Tree Friends, which criticizes the use of cuteness as a method of communications. The creators of these series use all the methods of cute appeal used by Disney and articulated by Lorents, but instead of a peaceful cartoonish message the turn it to a gore/grind series to underline the critique of cute over-use in the modern media.

Age perspective 2.3

This perspective is based on a psychological/physiological factors, which leads to cuteness sensitivity. R. Sprengelmeyer proposes that it linked to the oestrogen levels. (Sprengelmeyer, 2009) R. Sprengelmeyer takes the Kindchenschema on a new level and makes a research to a physiological depths of the cute appeal. The researcher measures the hormonal level of both male and females and through a quantitative research comes to conclusions that the sensitivity to cuteness is directly connected to the reproductive phase of the recipient.
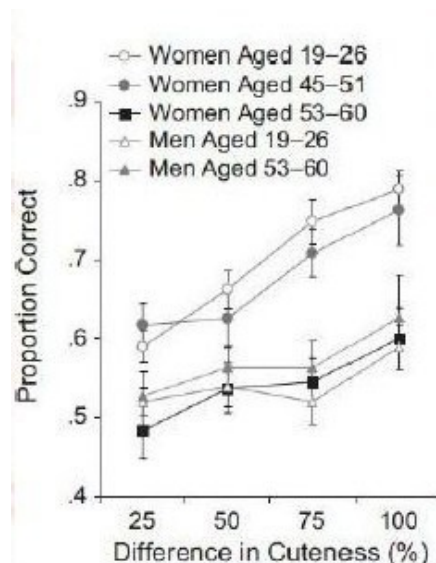
The audience has been divided into the groups of different age. Males were separated from females during the experiment. The baby pictures have been shown to the participants and their reactions have been recorded carefully. The results showed that the most response was reiterated from the 19-26 year old females group. On the second place was the female group 45-53 years old, but the lowest response to cuteness have been abound females 53-60 years old. The research team has also

found that pre-menopausal women as well as women taking oral contraceptives (which raise hormone levels artificially) were more sensitive to cute images than groups of the same age only not taking the contraceptives.

This research by R. Sprengelmeyer brings a new explanation of the target audience of some media resources. Traditionally the target group of cuteness media is children (Nickelodium, Cartoon network), younger adults (cuteoverload.com, lolcatz) and females 40-50 years old (youtube, cute commercial adds).

Inter-cultural perspective 2.4

The theory of inter-cultural cuteness diffusion has been made by me based on the article of Gary Genosko (2005) Natures and Cultures of Cuteness and the book by Christine Locher (2007) The Cult of Cuteness in Japanese Youth Culture. "Keep it cute!" starts Genosko by quoting Walt Disney and extrapolates from the Lorentz theory to its use at Disney studious and MGM cartoon productions. Disney has been collaborating a lot with NGM (National geographic Magazine) with has influenced the creating of Babmi, a reindeer story using cuteness as a form of communications. Later on there were plenty of cartoons which were using the same principle of anthropomorphism merged with the cuteness form.

Christine Locher in her book describes the phenomenon of Kawaii-culture (cuteness culture) which has been brightly blooming during the several decades. She also mentions the fact that on Hofstede's taxonomy shows that Japan is the country with high masculinity level, therefore females viewed as passive, gentle maids and rather be portrayed in a cute than in a sexy (more aggressive) way. (Locher, 2007) . The cultural peculiarity of Japanese society is late marriages, which leaves Japanese females in a longer state of being "cute girls" rather then responsible mothers with a household to take care of. All these and many more factors have led to a cuteness revolution in Japan, where everything could be cute from the personal blog page to the tooth brush.

The giant of cuteness industry- Saniro, the company which brought us Hello Kitty, has been found in 1971 and emerged from a cartoon about a cute kitty who was very helpful, a but shy and extremely cute. In Japan the infant schema has merged with the image of the perfect Japanese female- cute, fragile, naive, innocent and infantile. It was a perfect commercial match which allowed Saniro to prosper for already 40 years. (Belson, 2004)

If one would have a chronological overview of the global cuteness as a form of communications development, one would see that born in Europe the cuteness concept has formed in the US and after the WWII has been brought on the Japanese soil where it has merged with the local traditions

(there was a historical prototype of Hello Kitty in Japan, a Good Luck cat – Maneki Neko, a friendly spirit welcoming guests at the door of the house).

The resemblance between the folk character and Saniro brand kitty is significant which shows the diffusion between cultures. The cuteness form has changed traditional Japanese symbol to a cuteness symbol to be recognised and accepted all over the world.

Aesthetic perspective 2.5

Chart showing the summary of selections of most cute color

Diagram showing effect of roundness of corners on cuteness
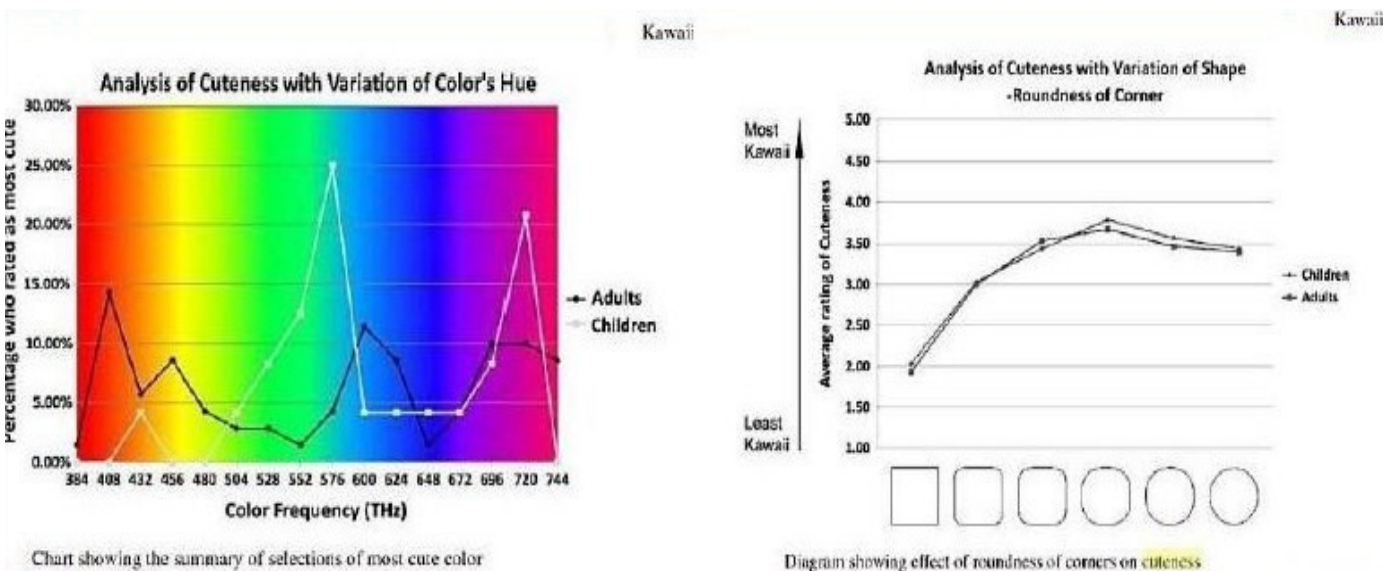
A.D. Cheok (2009) in his book Technology and Art of Entertainment Computing ecclesiastically researches the concept of cuteness and through quantitative research shows the colour and shape preferences of the cuteness recipients. Cheok is not only mentions cuteness communications in his book, but holds a laboratory of cuteness where he experiments with cuteness in interactive media communications is Singapore. He defines cuteness and shares the outcomes of his research of aesthetics of cuteness, such as colour selection, texture, motion, sound, size and proportion, shapes and form, smell and taste. The outcomes of his research go along with Konrad Lorentz concept and also reveal more inside information on the aesthetics on the cuteness and what does the target groups perceive as cute.

Colour is an important element of cute factor. As A.D. Cheoks research shown the adult audience prefers a more "traditional" colour range with no extreme shades and acid tones. When the infant audience prefers almost ultra-violet tones with very intense colours. This could be explained by the need for brain stimulation among infants while adults have already peeked the brain development and need no stimulation (normally).

Form and shape do play an important role in the cute appeal. As Konrad Lorents has manifested in his theory the round shapes are the ones that would be preferable for the cute character. But Cheok's research has shown that even though that a circle more preferable than square, still the most cute appealing shape would be a merge between square and a circle- the roundness of corners is what has triggered the most of the cute response. This shape resembles the baby shape and could be the psychological key to the preference reasons.

Chapter three: Methodology

Choosing a qualitative method 3.1

The research field of this project is the World Wide Web. The main task of this research is identifying the traces on cuteness as a form of communication. Why the World Wide Web? Because it contains various artefacts of communication in different forms (business communications, promo communications, educational communication). Also the cross-form communication is a very typical case, for example where a blog (personal communication) turns in to an on-line store, or a fan web-page turns in to an official organization. Because of the diffusion between forms and genres of communication on-line one can not notice the vivid development of cuteness as a form of communications.

What are the patterns of cuteness as a form of communication? Based on the theory, the cuteness patterns based on several **factors**, such as:
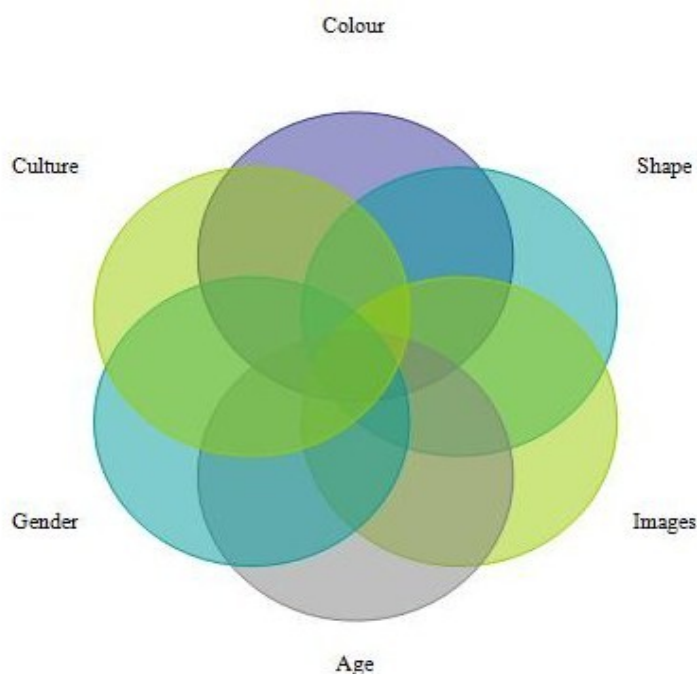
-the choice of colour

-the shape of fonts

-included images

-the shape of the images

-gender belonging

-age of the web-site

-age of the user

-age of the audience

-cultural belonging

-language choice

The analysis of the web-pages is based upon the four perspectives forming the concept of cuteness as a form of communication. These **perspectives** which were earlier mentioned in this work:
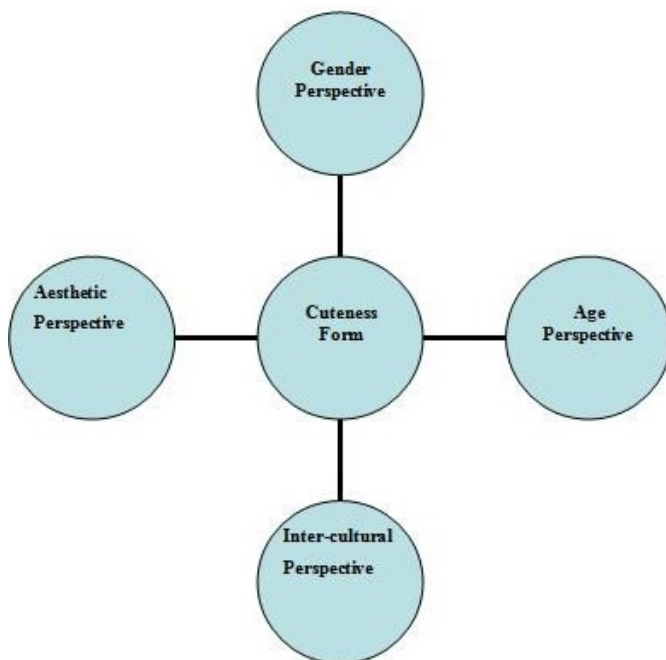
-Gender perspective

-Age perspective

-Inter-cultural perspective

-Aesthetic perspective

The samples that have particular correlations within each perspective lead to the choice of cuteness as a form of communication. Therefore this form of communication is influenced by the each perspective and by measuring the changes within every perspective scale one can make the patterns of usage of cuteness as a form of communication. The only suitable method for a research like this is qualitative method. Because quantitative method can not fully illustrate the aesthetic factors of using cuteness as a form of communication. As the aim of my project is to illustrate the use of cuteness as a form of contemporary communication, I believe that quantitative method would be oversimplictic and would not allow me to analyse the whole spectre within the interactive media which is using cuteness as a form of communication and provide my findings with suitable related examples (Treadwell, 2011). I choose qualitative method because it allows me to empirically review the on-line pages which are using the form of cuteness in communication and provide examples and samples to describe my findings.

"I want to try to demonstrate some uses of quantification in research which is qualitative and

interpretive in design" (Silverman, 2010:285). One might find that due to the percentage use and discreet diagrams the method leans to quantitative. That could be easily understood, but the percent and diagrams are used to simplify and visualise the qualitative analysis of the each sample and connect it into the visually understandable form.

Trustworthiness and selection criteria 3.2

The following diagram illustrates the red thread which is going through the research framework of the thesis.

After presenting the existing theories in chapter one, the on-line data research has began. To optimize the data collection on-line resources have been divided in 4 groups.

Private

 -Blogs

 - Social network pages

 -Personal web-sites

Organizations / Companies

 - Company home pages

 1. On-line stores / Auctions

 2. Forums

 3. Gambling sites

4. File exchange sites

5. Dating sites

6. Search engine sites

7. Governmental sites

8. Webmail sites

9. Wiki sites

Non-profit organizations.

  -Official organisations

  -Unions based on a similar interest

Educational institutions

- School web-pages / Educational portals

Though only 8 sub-groups have detected the significant amount of cuteness as a form of communications and therefore have been chosen as a field of research. The selection criteria for sample collection in the each sub-group was the presence of cuteness as a form of communication. Due to the the research question: Who is using cuteness as a form of communication? How are they using it? The focus was on the persons/organizations using this form of communication and how they were using it.

In the quest for finding the cuteness form of communication several sub-groups were excluded from the sampling. These were:

10. Forums

11. Gambling sites

12. File exchange sites

13. Dating sites

14. Search engine sites

15. Governmental sites

16. Webmail sites

17. Wiki sites

Cuteness is a quite vivid form of communication and it's presence can be detected from the visual observation. Therefore the traces of cuteness as a form of communication were quite insignificant on this sites and they were eliminated from the research process.

The main purpose of this research is to illustrate use of cuteness as a form of communication. Therefore the research is concentrated on who is using cuteness as a form of communication and how are they using it. The 8 sub-groups chosen for the further research detect that cuteness as a form of communication was used there in significant amounts. Which points the research to discover the ones behind the web-pages, whenever it's a private person or an organization.

Four perspectives which were used as axis of analysis are concentrated both on the web-page executives origins and on the ways the web-pages using cuteness as a form of communication. For the sustainable trustworthiness of the results the print screen of the each web-sight belonging to the chosen 8 sub-groups was taken. This gave 96 samples which were coded and analysed due to the qualitative method of the research. The samples were coded and analysed within the 4 perspectives, outcomes for the each one is to be found in the appendix.

After collecting the qualitative data the time has come for the detailed analysis and summarizing. Every sub-group presents a special pattern within it. Therefore each was illustrated by a diagram and had a detailed explanatory materiel following it. Percent were used to help visualize the qualitative data and systematize it due to it's multitude. Percent scales demonstrate the patterns within the researched sub-groups.

For the deeper research within the each of 4 perspectives, the data was analysed again, but only in the light of an each perspective. That was executed for the reason of bringing the light on the exact patterns which taking place in every sub-group but within just one perspective. Again for the understandable illustrations of the processes and patterns within each perspective the diagrams were applied.

As the last method of analysis SWOT-analysis was chosen. It has showed the strengths, weaknesses, opportunities and threats of using cuteness as a form of communication. As one can see the data was analysed not just once, but 3 times and the last time from the critical perspective, which increases the trustworthiness factor.

The data was collected and prevented from any changes. Selection criteria based of the research question. Triple analysis was carried on from all possible perspectives with finalising in a critical approach. Therefore one can agree on a high trustworthiness of the data selection, data itself and the analysis.

Categorization 3.3

The World Wide Web is a vast source of all kinds of information and even though the needed information seems to appear everywhere one has to consider a serious categorising and dividing the information in to groups. We have divided the sources into 4 groups with several sub groups included in them. Every web-site sample got a special tag name according to the group and sub-group it belongs to.

2. Private

-Blogs (B1-B12)

- Social network pages (M1-M12)

-Personal web-sites (PS1-PS12)

3. Organizations / Companies

- Company home pages (C1-C12)

- On-line stores / Auctions (OS1-OS12)

4. Non-profit organizations.

-Official organisations (N1-N12)

-Unions based on a similar interest (U1-U12)

5. Educational institutions

- School web-pages / Educational portals (S1-S12)

Group 1. Private is divided in to 3 sub-groups and has different tags. Sub-group Blogs has it's samples only from the web-domain Blogspot, to be able to trace the patterns of cuteness as a method of communication in the similar conditions and web-norms/environment.

Sub-group Social network pages - contains samples from the web-domain Myspace. This domain was very popular in the 90's but with the era of Facebook the Myspace popularity is rapidly declining, which leads to users abandoning their private pages which in return gives a researcher a chance to explore it in almost "antique excavations" manner, because the fonts,background, images are left untouched and the personal pages reveal the truth of the on-line communications without the contemporary changes.

Sub-group Personal web-sites- reveals the samples taken from the private web-sites of the leaders of the pop culture, such as singers, actors and performers. There subjects are known for holding there hand on the pulse of the modern communication, because their financial condition is

connected directly to the mass information channels and popular methods of communication.

Group 2. Organizations / Companies, and a sub-group Company home pages – has a focus on the web-resources of organizations which use cuteness as a form of communication between them and the customers. But from just a form of communication cuteness becomes something much more significant. It becomes a philosophy and a recognizable trade mark of the organization. Using the subliminal messages of cuteness as a form of communication the companies who chose this form are establishing a certain group of followers who prefer particularly this form of communication. Knowing that cuteness is used as a form of pre-school communication (children's books, games, toys) the audience of certain organizations has been formed since their early age and some individuals who are deeply attached to this communication form choose to stick to it even in the adult age.

A sub-group On-line stores / Auctions – shows a more short term oriented commercial approach that is influencing the choice of the communication form. Instead of building a loyal client base for decades, this segment of the Web uses the basic cuteness methods to succeed in a fast commercial profit. Some on-line stores are selling the objects representing cuteness, some sell the objects which are not connected to the cuteness cult, but even though all of them are using the cuteness form to attract a certain type of clients.

Group 3. Non-profit organizations, a sub-group Official organisations – consists of 2 types of non-profit organisations: animal rescue and cancer fighters. These organizations have different goals, but both of them are using cuteness as a form of communication. Animal rescue organizations are using cuteness to achieve their goals and succeed because of the anthropomorphic child-like cuteness approach. When due to biological factors the brain positively reacts of cute animals, which triggers the nursing elements in the brain and the image indicates as positive and therefore the message attached to the image is most likely to be approved in the decision making process.

The cancer fighting foundations use cuteness as a form of communication in a different way. As proven in a previous research cute images, colours and textures reflect on the brain as stimulation of the reward centre which basicly could be described as giving a candy to a child. That's why cancer fighting foundations use cuteness form to remove the sadness and drama away from the cancer patients and instead calm them down, and give them happiness through the cuteness form fonts and images. Choosing cuteness as a form of communication between cancer foundations and

patients/supporters could be described as putting some sugar in a bitter drink, to make it smoother to drink. This is another aspect of cuteness as a form of communication- the happiness factor, which is needed to bring the hope in to some hearts.

The sub-group Unions based on a similar interest- has different features merged in to a union based web- congregation. Some sites have been developed from the blogs, some from the forums, some from the fan pages and these sites are still changing. Some of the unions are based on a similar interest are evolving to a web-shops, some are dying, some are becoming an official organization.

The last, but nit the least group is a group 4. Educational institutions, and a sub group School web-pages / Educational portals – gives a wide spectre of schools and the way they are using cuteness as a form of communication between them and their students (present and future), teachers and parents. One might notice a correlation between the level of the school and the amount of cuteness form used on the web-site. Cuteness form is almost not used at the university web-sites (therefore this segment is not included in the research). The reason of this fact could be the negative influence of cuteness on a human brain, when over stimulation of the reward centre could lead to slowing down the decision process. Also there are still many prejudges against the cuteness form of communications it the media, such as financial organizations, high academical organizations and governmental organizations.

Research terms 3.4

Every sub group of the 4 group segment consists of 12 samples, which are representing the typical use of cuteness as a form of communications in this segment of on-line communication. But in every group the cuteness form was used strategically to satisfy the precise need of the each segment. To analyse each sample of the Web artefact the screen shots were made to prevent the information and the appearance in the exactly same way in has appeared on the moment of the

research. But who are the people who are the main target audience for the each group and what cuteness methods are used to make the Web-page appealing to a certain audience?
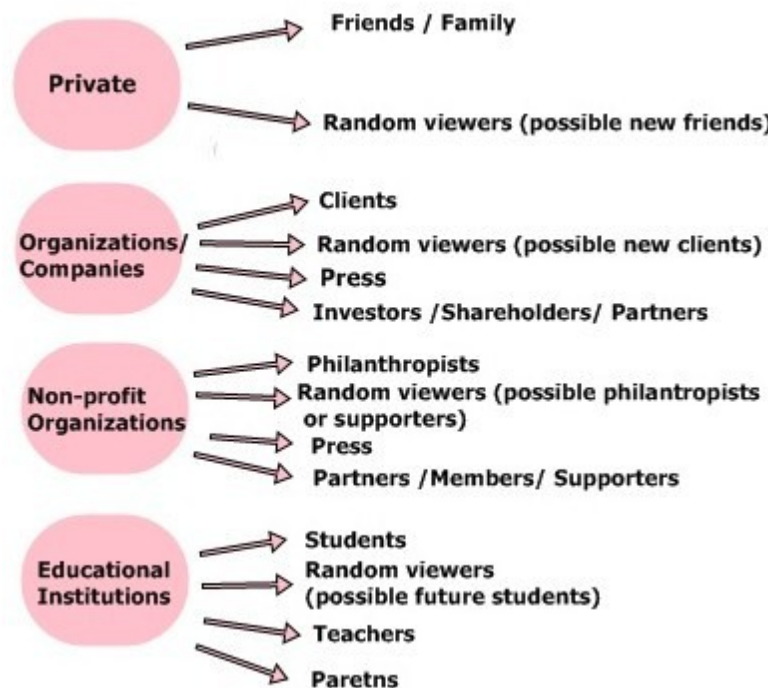
On this diagram we can see the main target audience of the each group. Therefore one can suppose that the sender sends a certain kind of message to reach the certain kind of audience.

Though the audience is also dictating it's tastes by the amounts of visits to one page and total abandoning of another. Cuteness as a form of communication has several effects on the audience and different groups of viewers are responsive to different types of cute appeal. Only a detailed analysing of every sample from each sub-group can bring the light on the cuteness appeal and use of cuteness as a form of on-line communication (Wood, 2004).

Data and coding 3.5

In this part one might closely see the patterns of cuteness as a form of communication represented in every sample, each sub-group of every group. The samples are analysed within the 4 perspectives of cuteness. The original data was carefully categorized and tagged. The sub-groups which showed the lowest percent of cuteness as a form of communication were excluded from the detailed sampling.

1. Private persons.

-Blogs 12

http://mary-kate11.blogspot.com/ B1
http://mintteaandagoodbook.blogspot.com/ B2
http://www.lifewithbabydonut.blogspot.com/ B3
http://shaayyum.blogspot.com/ B4
http://mangaloppan.blogspot.com/ B5
http://shortan.blogspot.com/ B6
http://blo64rt.blogspot.com/ B7
http://uphillat40.blogspot.com B8
http://crochetcafe.blogspot.com/ B9
http://sometimessweet.blogspot.com/ B10
http://sweettidings.blogspot.com/ B11
http://misscutiepieinspiration.blogspot.com/ B12

-Social network pages 12

http://www.myspace.com/kawaiifanzine M1
http://www.myspace.com/myrabbit_mystyle M2
http://www.myspace.com/tedsie M3
http://www.myspace.com/charuca M4
http://www.myspace.com/shanalogic M5
http://www.myspace.com/babybowmadness M6
http://www.myspace.com/301221426 M7
http://www.myspace.com/cutetobebored M8
http://www.myspace.com/pinkaddictsales M9
http://www.myspace.com/cutecutecute M10
http://www.myspace.com/zhaoping M11
http://www.myspace.com/audreykitching M12

-Personal websites 12

http://www.kissies.se/ PS1
http://www.parishilton.com/ PS2
http://mypinkfriday.com/ PS3
http://mariahcarey.com/ PS4
http://www.katyperry.com/ PS5
http://www.shimmerbaby.com/ PS6
http://www.freewebs.com/lisafaerie/aboutme.html PS7
http://www.marcelinesmith.com/ PS8
http://www.dollypartonmusic.net/ PS9
http://www.madonna.com/ PS10
http://www.jenniferlopezonline.com/preview/ PS11
http://www.hollymadison.com/ PS12

2. Organizations / companies

-Company home pages 12

http://www.sanrio.com/ C1
http://www.mattel.com/ C2

http://www.barbie.com/   C3
http://www.cutiepiephoto.com/   C4
http://www.disney.se/   C5
http://www.teletubbies.com/   C6
http://www.4kids.tv/   C7
http://www.versace.com/en   C8
http://www.pinkphone.org/   C9
http://www.pinkisthenewblog.com/   C10
http://www.pokemon.com/   C11
http://pinkcoutureagency.com/   C12
http://www.supercutekawaii.com/about/

-Online stores/Auction sites 12

http://www.dreamkitty.com/   OS1
http://hh-candy.com/   OS2
http://www.bubbleroom.se/   OS3
http://www.sparklecandy.co.uk/cart.php   OS4
http://www.clumsyplush.com/   OS5
http://www.etsy.com/shop/bubbledog   OS6
http://papawaii.ecrater.com/   OS7
http://www.prinsessankawaii.se/   OS8
http://www.theprincessstore.com/   OS9
http://www.pinkmascara.com/   OS10
http://www.cutesygirl.com/home.aspx   OS11
http://www.greatglam.com/   OS12

-Dating sites
-Career sites
-Gambling sites
-File sharing sites
-Forums

  3. Non-profit organizations.

-Official organisations 12

http://worldanimalfoundation.homestead.com/wildifepreservation.html   N1
http://www.worldwildlife.org/home-full2.html   N2
http://www.therainforestsite.com/   N3
http://www.savethetigerfund.org/AM/Template.cfm?Section=Home1   N4
http://www.romancats.com/index_eng.php   N5
http://www.raddakatten.se/   N6
http://www.kittenrescue.org/   N7
http://www.pinkladies.org.za/home.html N8
http://www.cancer.org/   N9
http://www.pinkribbon.com/   N10

http://www.cancerfonden.se/ N11
http://www.akronzoo.org/donate/donate.asp N12

-Unions based on a similar interest 12

http://cuteoverload.com/ U1
http://icanhascheezburger.com/ U2
http://www.lolcats.com/ U3
http://lolcatz.net/ U4
http://kittenwar.com/ U5
http://www.dailykitten.com/ U6
http://goodmorningkitten.com/ U7
http://www.theittybittykittycommittee.com/ U8
http://www.kittenspics.com/ U9
http://www.catsofaustralia.com/cute_kitten_pictures.htm U10
http://kitten-pictures.com/ U11
http://www.funnykittensite.com/ U12

4. Educational institutions.

-University, college, school sites 12

http://www.4ans.se/ S1
http://www.alsalamahskolan.com/ S2
http://www.asperokompetens.se/ S3
http://www.augustenborgsskolan.se/ S4
http://www.axelsons.se/ S5
http://www.backaskolan.se/ S6
http://www.bellevueskolan.se/ S7
http://www.bilda.nu/ S8
http://www.bladins.se/ S9
http://www.boukefsprivatskola.se/ S10
http://www.bryggerietsgymnasium.se/ S11
https://www.studera.nu/ S12

Validity 3.6

The research was triggered by the obvious fact that cuteness as a method of communication has become a common tool within the PR, advertisement, design, strategic marketing and many other spheres of life and communication. Therefore the literature study has been conduced which revealed several works in the field of biology, psychology, design and cognitive science. All those works have been concentrated on researching the cuteness factor. The content of my research is

concentrated on the on-line samples of cuteness as a form of communication correlating with a previous research.

The theoretical framework has been constructed from the different theories and researches. Communication is the field where many disciplines coexist nest to each other and economical theories can correlate with psychological theories, at the same time when biological factors can influence the aesthetic choices.

As this type of research have never been done before I took a responsibility of creating the four perspectives of cuteness, which were constructed from the previous theoretical and practical researches in the field of cuteness. The qualitative research illustrated the patterns of cuteness in the on-line communication and gave a perspective of the organizational and private communicational strategies. Considering the carefulness of the theoretical framework research, sampling and analysing the outcomes this research is quite valid and reliable as much as qualitative method allows it. (Treadwell, 2011)

Chapter four: data results and analysis

Samples analysis 4.1

Each sample is being analysed within the frame of 4 perspectives of cuteness which are based on the previous research presented in the theoretical chapter. Each sample individually is very important for the research, because it represents repetitive patterns observed in similar samples. The full version of the samples is attached in the appendix. Though it's hard to see the patterns of cuteness as a form of communication with a bare eye just after looking at the samples table. Therefore the diagrams of the patterns and percentage are presented in the following chapter.

1. Private.

Blogs (B1-B12)
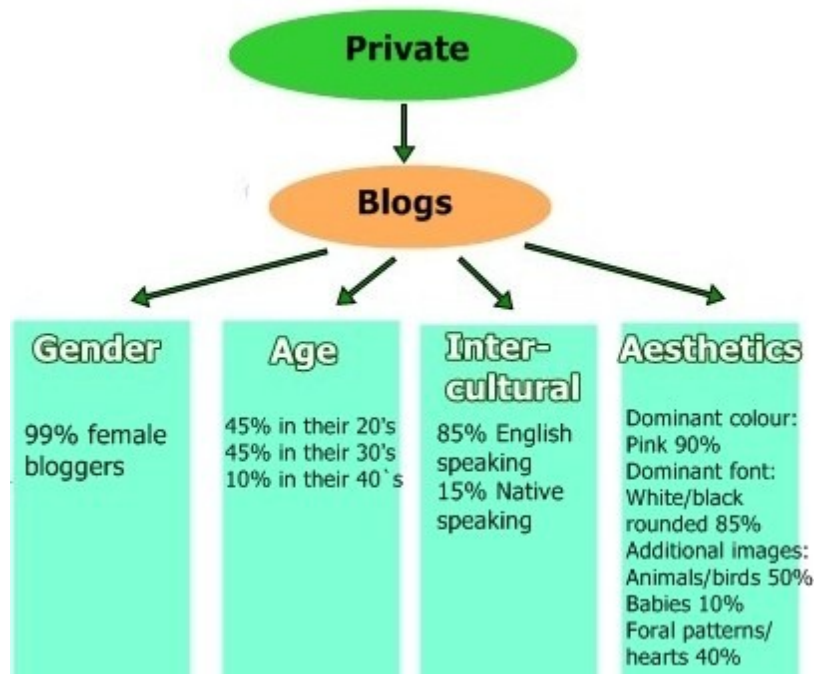
After analysing the samples one could see the obvious results and patterns which are revealing to an eye of observer. Cuteness as a form of communication is preferred by 99% of female bloggers who are blogging about their lifestyle, their hobbies, family and personal beliefs.

Age results were not a surprise- the biggest amount of the bloggers using cuteness as a form of communications was in their 20's and 30's the segment of the 40 and 50 year old bloggers was significantly smaller. Though it might change in the upcoming decade due to the ageing factor of the 30 year old bloggers.

The research resource was the blogspot (popularity rank 8 by alexa.com) portal and therefore the inter-cultural results depicted the dominance of the English speaking bloggers. Even national minorities (t.ex. Finns) were preferring English as a communication language (Herring,1996). Though Swedish bloggers were proudly using Swedish as a communication language and aiming for the local readers instead of the international viewers.

Aesthetic patterns of this research have pointed out the major dominance of a certain colour. Pink has became the manifestation of cuteness as a form of communications. This colour has previously been used in Hello Kitty, My Little Pony, Barbie promo campaigns as a signature feature

of cuteness. In these samples pink as a dominant background colour is featured in 90% of blogs. And Black/white rounded font identifies the cuteness approach manifested though shape as previously researched by professor Cheok and his research team from Singapore University (Cheok, 2010).

Social network pages (M1-M12)
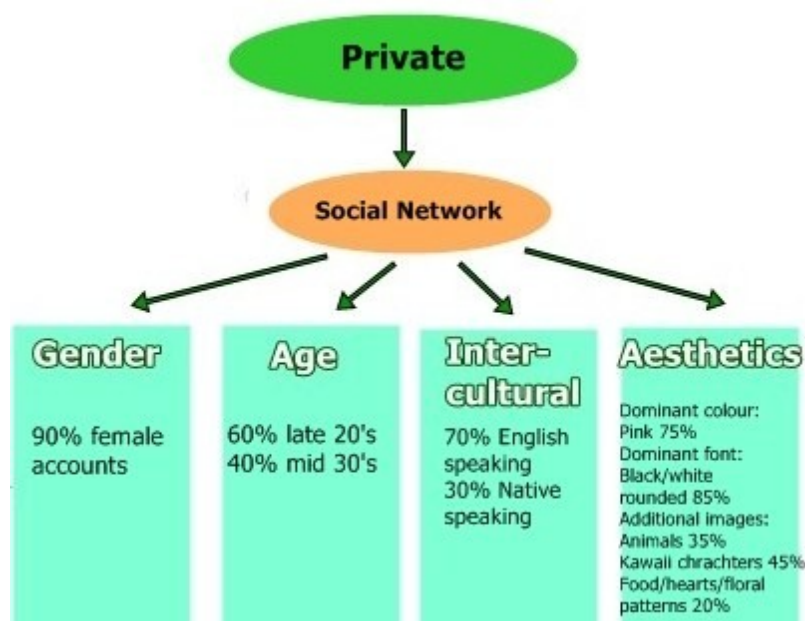
The social network that has become the object of sampling collection is Myspace. It is a social network that has been launched in 2003 in California and have been popular up till 2008 when the Facebook has launched. Right now it is on the 79 place of popularity while the Facebook is on the 2nd place right after Google (ranking by alexa.com).

The samples that have been analysed are the public pages, which are accessible for everyone even not members of the community. Myspace is one of the first social networks and depicts the patterns used in may other networks nowadays. So let's have a look at the samples outcomes.

The social network users who have chosen to use cuteness as a form of communications are 90% females age 29-35. 50% of which are American/ English speaking. The most repeatable imaginary was the kawaii-based animals and hearts/floral patterns. Pink colour was dominative again. But the male representatives tend to give the preference to the blue or green colours.

Personal web-sites (PS1-PS12)
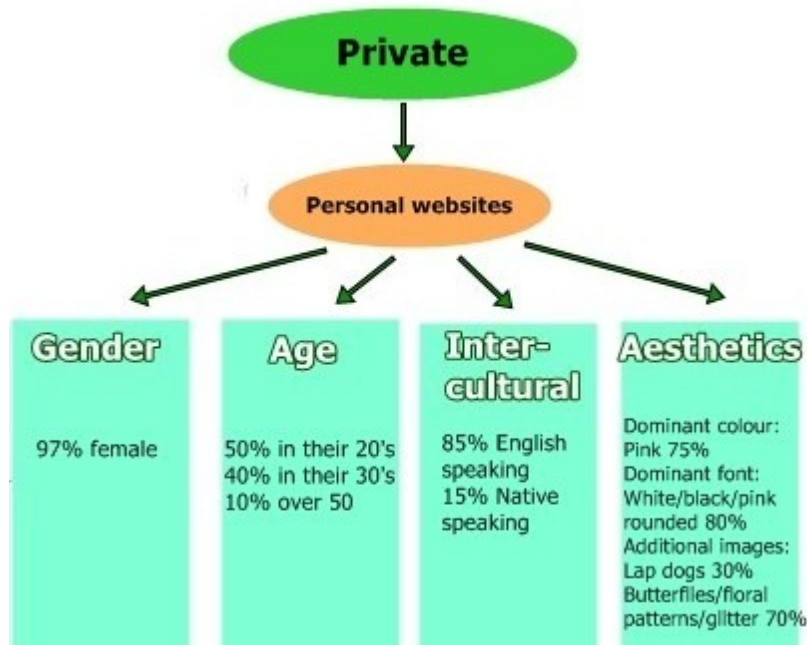
As in the previous groups we can see mostly female users appealing to the cuteness as form of communications. Though the age is quite variable from 20 up to 62. The colours are getting less intense in the segment of the 30-40 year old females, but closer to 60 the colour range becomes much brighter. The most common image used in the samples was the image of the butterfly and the glittery objects which were used in the 70% of samples, while the 30% preferred an image of a pet dog (Paris Hilton, Kissie's page). Pink is still the most dominant colour.

Cultural factor shows that the biggest amount of the samples are American and 90% are English speaking. Even though that some artists came from different cultural backgrounds they still tend to use English as a language for communication. (Wood, 2004). Though people who are aiming for the local reading audience still stuck to their native language. But the cuteness aesthetics are the one thing that is in common between all of these sites. Doesn't matter what country or language the page belongs to the certain amount or colours becomes a distinct marker of the cuteness user.

Though this pattern in only significant for the female part of the users. The male owners of the private page who prefer to use cuteness as a form of communications tend to use no glitter and floral patterns. Instead they use minimalistic design based on the cartoon-like principles of the

additional imaging.

2. Organizations / Companies

Company homepages (C1-C12)
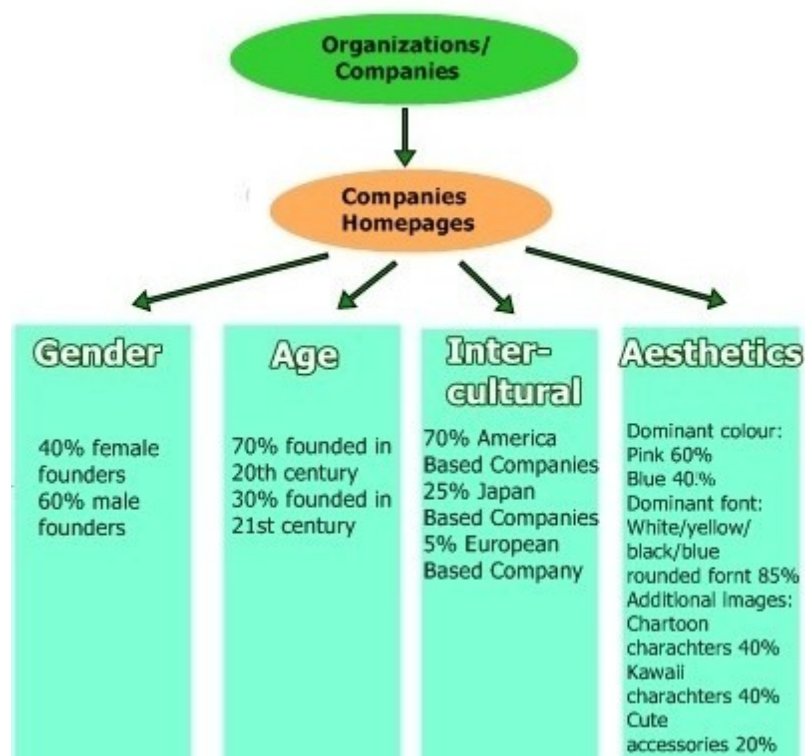
Group two is based on the same four perspectives, but the data collection has slightly different objectives for this group. The gender perspective is a really important role in the data collection and analysis. But organizational web-pages have a difference from the private pages, personal blogs or social network pages. Organizations are a group of people usually having a board of directors or a company leader to set the direction of the future development. Therefore in the organizations group I will concentrate on the gender of the founder of one or another organization, because it was them who once decided to take the course which was leading through using cuteness as a form of communications to succeed in the goals the company has set to achieve.

Company homepages segment represents the companies that are contentiously using cuteness as a form of communications. Though only 40% of the companies are founded by females. But the cuteness aesthetics demonstrate the same patterns and the massive use of different shades of

pink colour and rounded shapes with child-like appeal (Lorentz, 1973). Though the Disney and Mattel has stepped out of the typical cuteness form and moved to a more gender-neutral scheme by using blue as a dominant colour, but still appealing to the child-like images. In the contrast Versace has demonstrated the absolute female-oriented position by manifesting their vector by the choice of radical pink and floral patterns with rounded shaped objects.

America and Japan are the biggest users of cuteness as a form of communications. English language is still dominating the language choice of the companies, but the multi-language function is widely used by big corporations to reach the client through their native language.

On-line stores / Auctions (OS1-OS12)

Organizations/
Companies

On-line
Stores

Gender	Age	Inter-cultural	Aesthetics
50% female founders 50% male founders	97% launched in 00's 3% launched in 90's	40% America Based Stores 30% Asia Based Stores 20% Europe Based Stores 10% Canada Based Stores	Dominant colour: Pink 70% Blue 30% Dominant font: White/yellow blue/black rounded fonts 85% Additional images: Kawaii charachters 40% Products 60%
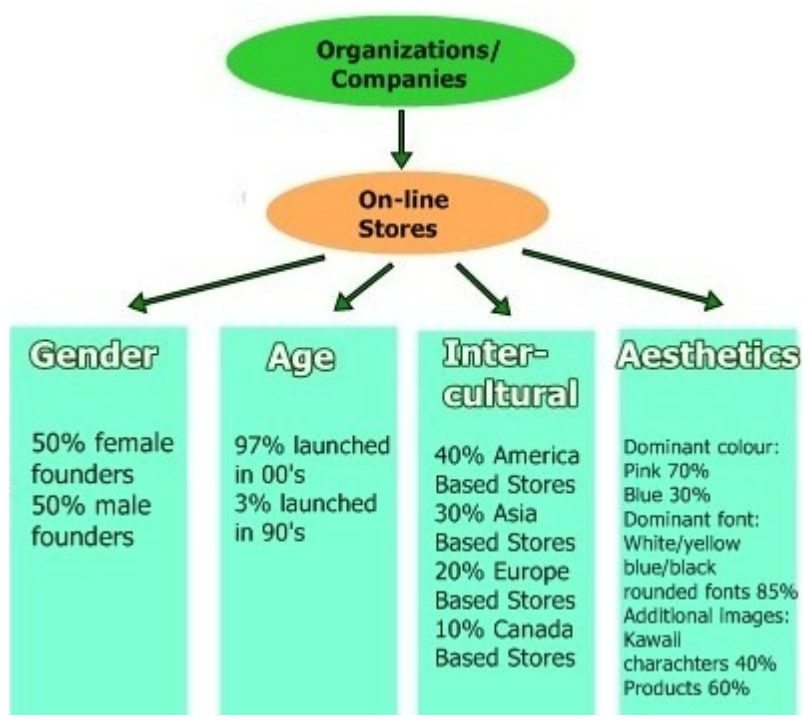
This groups is directly concertinaed on the target audience and uses all the classical and well-known cuteness aesthetics to sell their products. It wouldn't be a surprise to know that 50% of the on-line stores are founded and operated by females and that could be the explanation of the full-forward cuteness approach. This type of web-resource has just one goal- to reach the buyer in the most effective way, that's why all the "prestige and seriousness" are left behind in this war for the customers attention. The 97% of the on-line stores are founded in 00's. In the past decade on-line shopping become more and more popular and a vast multitude of on-line stores have been organized to satisfy this demand.

The 90% of the on-line stores chose English as a communication language, even though only 40% of the stores are based in America. But even the stores based in Asia turn to English language to reach the most amount of customers worldwide.

The aesthetics of on-line stores are based on the cuteness rules and use Kawaii approach. (Locher,2007). Pink and blue are the dominant colours and rounded fonts guarantee the personal touch and relaxed atmosphere for the clients.

3. Non-profit organizations.

Official organisations (N1-N12)

This segment has chosen a gender-neutral position (same as Mattel, Disney) but still is making the cute appeal by showing the animals pictures and the rounded shapes objects drawn in a cartoon-like way. The 40% of environment organisations have naturally chosen green as the main colour of their web-resource. Showing cute animals has also increased the appeal of those organizations. The environmental samples shows that 50% are using baby animals images- 20% of them are white-coloured animals and 30% using the images of the mothers with cubs

Health organizations are also using the cute appeal for their own goals. Cancer foundations are using the bright cheerful colours and cartoon-like

images on the samples to minimize the stress of the patients and make their resource up-lifting and hope-giving. Let's see the symbols of the breast cancer foundation- a pink ribbon- first the colour is highly attractive to the females (though the biological functions, and possibly related to the new born baby colour). The ribbon is of course symbolising connection, hope, but also appeals to the child-like approach when the girls are using ribbons to decorate the hair of clothes.

 The moustache is the symbol of the prostate cancer foundation and yet again has the rounded shapes and the cartoon child-like approach which helps to relax and takes the participants to the infant state of joy.

Unions based on a similar interest (U1-U12)
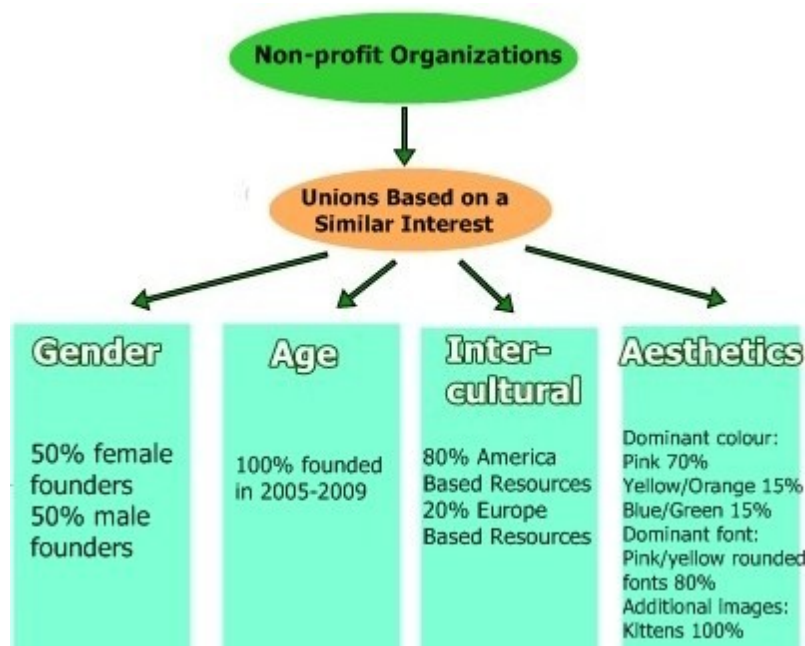
The amount of cuteness used in this segment is the highest one. Because the unions that seek cuteness know what they want. They collect and cultivate it. This segment might show the negative factors of over using the cuteness and by over stimulation of the brain reward centre blocking the thinking activity. The cuteness boom online has stared in 2005 and by 2007 the Web was enriched with the most of the pages that have become iconic in the present time. That's why the 100% of this kind of pages have been founded in between 2005 and 2009.

Even though that the creator of the LOL-cats has Japanese roots the company he started is based in

the US as well as the 80% of similar resources. Though the founder of the LOL-cats movement was a man, the 50% of the resources exhibiting the cute pictures with animals are founded by females. Sometimes it can become even a family business. The aesthetics are the same as in the previous groups, with a large amount of pink as a dominant colour and rounded fonts.

Additional images consist of the pictures of animals, and mostly domestic pets. Even though the web-resources of this kind are concentrated on cuteness as a uniting element, the pictures of human infants are almost missing and has only a fraction of a percent.

4. Educational institutions

School web-pages / Educational portals (S1-S12)
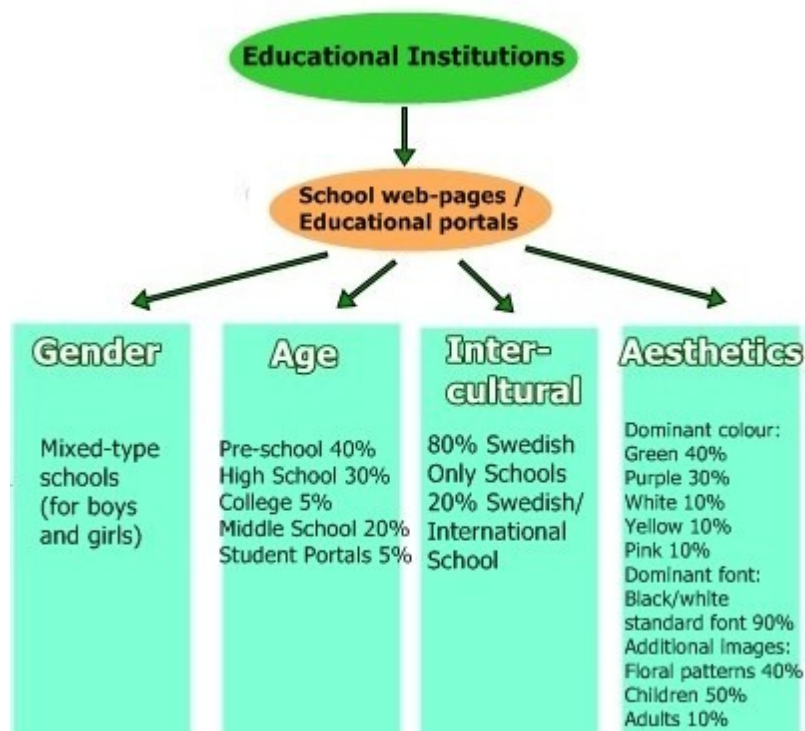
The perspective of age and gender in this group have been rethought as well. Because there is a significant difference between private persons, companies/organizations and educational institutions. The gender perspective in this matter is concentrated not on the person creating the web page, ant not on the person founded the company, but on the gender of the students of the educational institution. Because the over use of pink colour and for example rounded fonts in a boys school can lead to a confusion and lack of trust to the professionalism of the institution. All the samples collected in this research are from the mixed-schools where there are equal amount of male

and female students.

The age perspective depicts the age of the students attending the educational institution. The 40% if which are the pre-school children. One might think that the web-pages for the pre-school institutions would demonstrate the biggest use of cuteness as a form of communication, but that level stays on a mild level.

This segment has a careful strategy of using cuteness as a form of communication. Because they have to balance between the parents and the children. Prestige/education and child-appeal/entertainment. Therefore the colours are chosen in a very careful way in a gender-neutral approach. The images do represent cuteness but in a very careful way. The increasing use of the cuteness as a form of communications is obvious in the gymnasium sites and student portals for the teenagers. In this category the students are themselves choosing their education therefore schools are no longer have to satisfy parents, but have to appeal directly to the students- and cuteness is the shortest path.

Findings 4.2

During the data processing several valuable findings have been made. These findings could be categorized within the 4 perspectives which have become an outcome of summarizing of the theoretical background on cuteness and it's use as a form of communications. Let's have a look at gender correlations within the groups and sub-groups.

The data has been collected from the each sample and analysed within the 4 perspectives of cuteness as a form of communication. Later on the data for the each perspective was summarized and analysed. The analysed data for the each perspective was then researched through the lens of the theoretical background.

The results of this analysis have been depicted in a form of diagrams with the explanatory part describing the significance of the findings.

Gender correlated patterns 4.3
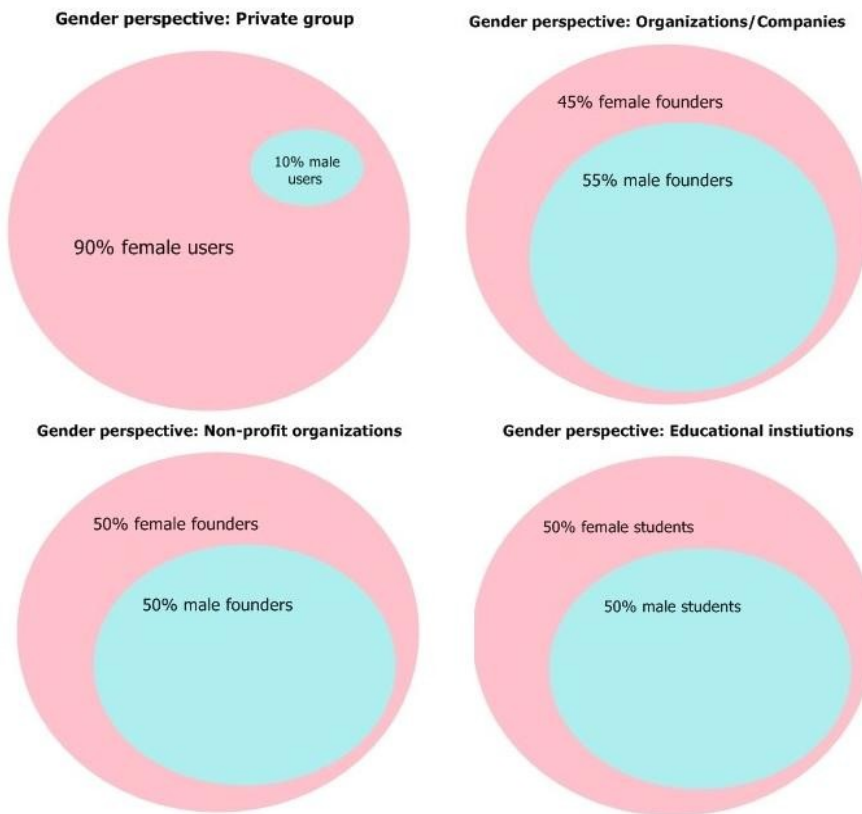
Through the all 4 categories we can see the correlation within the gender patterns.

The first group- private web-pages, blogs and social network pages shows that the dominating gender among users of cuteness as a form of communication are females. The 90% of the users who have chosen cuteness as a form of the communication turned out to be females who contentiously have chosen to represent themselves and their way of life and believes through the cuteness form.

The second group- Organizations/Companies demonstrate the slight dominance of the male founders. Though the organizational way of using cuteness as a form of communication, shows the strategically planned PR, design and advertisement strategy to reach the certain king of client. Therefore the choice of cuteness as a form of communication is not a random coincidence, but a planned measure of the sales increasing.

The third group- Non-profit organizations, demonstrates the equal percentage of male an female founders. This gender balance reflects on the aesthetic decisions. Cuteness as a form of

communication is still used plenty, but it demonstrates the gender-neutral positions and approaches.

The forth group- Educational institutions, is quite similar to the third group. The gender-neutral position is demonstrated in every sample. Because it is meant to appeal to both genders of students and keep the negative effects of cuteness overuse away from the target audience.

Age correlated patterns 4.4
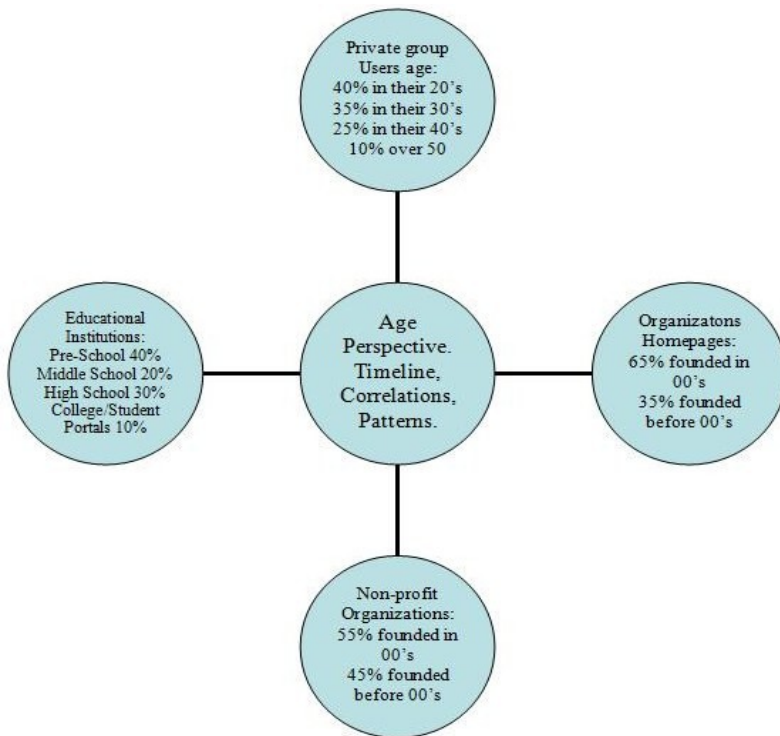
The age perspective was originally based on the earlier research of R. Sprengelmeyer which was triggered by Kindchenschema concept. This research has illustrated the connection between age of the respondents (females) and their sensitivity to cute images. But during the analysis the age perspective has grown to something bigger and more conceptual. The age perspective has morphed in order to analyse the age and timeline for the each group. One could easily see that the private web-pages could not be sampled and analysed the same way as organizational web-pages, because of the different nature of those groups. Therefore the organization in this concept has turned to a "being" which has a "date of birth"-a founding date. And that has become a key factor for the age/limeline perspective for the organizations/companies groups of research.
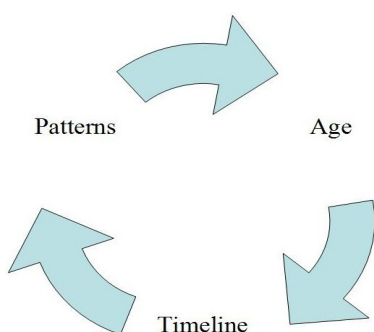
The educational institutions group needed a rethinking of an age concept and evolving it in to another stage. The age perspective that matters the most in the samples of the educational institutions is not the founding date, but the age of the children that the educational

37

institution is oriented on. Therefore the after rethinking the patterns of previous age perspective outcomes the age concept has returned to the original biological age, but on this turn the age has mirrored the private users/creators age to the target audience age as a matter of a bigger importance. This could be described as a *spiral dynamics* of the perspective within the sample research process. The spiral dynamics concept was introduced in 1996 by Chris Cowan and Don Beck and used for the theory of human development process (Beck,2006). Though this concept applied to the gender perspective gave the significant results of the theory construction and categorizing process. Let's see how the combining of different theories and concepts realized in this research.

The private web-pages group showed the slight preponderance of age group in their 20's, though the 30's and 40's group showed to be very active users of cuteness as a from of communications as well. The segment of users age over 50 showed lower percentage, but the amount of cuteness aesthetics and colour intensity used in those samples was much more stronger and brighter that in the previous groups. The Sprengelmeyer research goes along with the findings I have made in this segment. Though the overuse of cuteness in the group over 50 was not described, though the percent of this group was so small therefore the deviation might be caused by the personalty factors and not the hormonal/age factors. (Sprengelmeyer, 2008)

The group containing the organizations/companies samples identified the biggest amount of the organizations using cuteness as a method of communications being founded in 00's. But the companies like Saniro, Mattel and Disney have been founded in the middle of the 20th century and opened the door to the modern companies and organizations thriving on the field of cuteness use as a marketing strategy (Harris, 2000). Stylistic wise one can see the more reserved cuteness based strategy among older corporations. Probably the older corporations don't have to behave aggressively on the market and rely on a *hereditary cuteness strategy*- when the symbols are well-known from the early childhood and the customer subconsciously bounded to them. (Cross, 2004).At the same time organizations founded in 00's don't have such fundamental base and therefore have to behave more aggressive on the market to make the customer love and accept their products through cuteness as a form of communication.

Non-profit organizations have the similar type of tactics, but different primary data. The 45% of the non-profit organizations founded in the middle of the 20th century are functioning on the donations from the sponsors of the government. The younger non-profit organizations are financed by the donations from the groups of activists, or private persons donating smaller sums. Therefore the older organizations are mildly using the cuteness factor in their web-pages. But the younger

organizations need to make a full impact of their supporters in order to keep functioning, that's why the amount of cuteness as a form of communication is increasing in the organizations founded in 00's.

The forth group- Educational institutions, has moved up to the spiral turn and returned back to the age as a priority over a timeline. And the patterns of usage cuteness as a form of communication repeat the group one (private persons) behaviour, though on a different level of a spiral dynamics. The pre-school educational institutions, are the ones using cuteness form more often (40%), but the college and student portals (10%), who seldom use cuteness as a form of communications do use it vividly in cases when they decide to use it. Studera.nu is a vivid example of strong usage of cuteness as a form of communications (though such strategy is quite atypical for the student portals). One can distinctively see similar patterns between: (1) Private web-sites: group in their 20's(40%) and (4) Pre-school educational institutions (40%) - both use cuteness as a form of communications often and effective, (1) Private web-sites: group over 50 (10%) and (2) College and student portals (10%)- both use cuteness as a form of communications seldom, but the ones who choose to use it, use fully to gain maximum effect. This patterns describe the spiral dynamics of the age perspective that I have chosen as an axis cuteness research.

Inter-cultural correlated patterns 4.5

Private web-pages

80% English speaking

20% Native speaking

Organizatons/Copmanies

40% America based

20% Europe based

30% Asia based

Non-profit organizations

75% America based

25% Europe based

Educational institutions (in Sweden)

80% Swedish

20% Swedish/ International
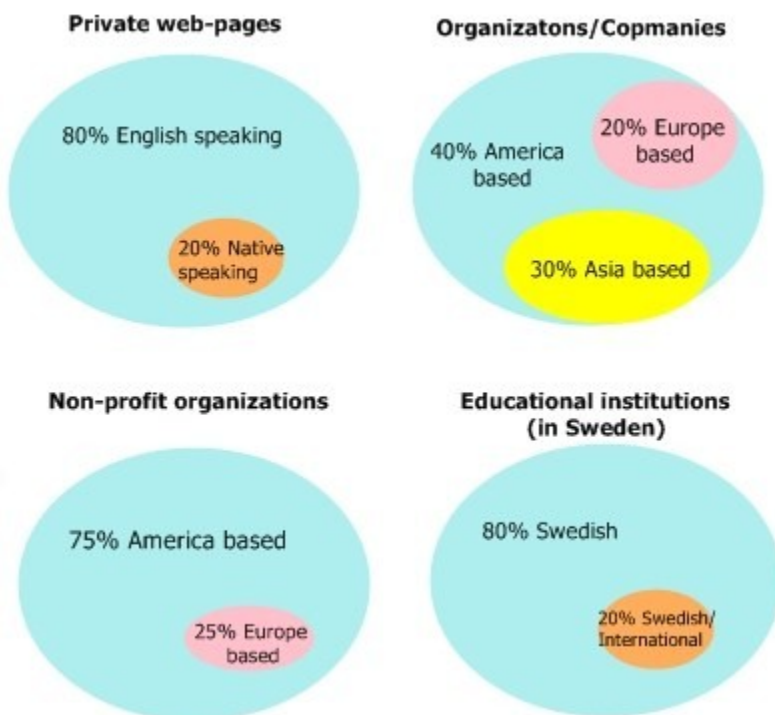
The same concept of the floating inter-cultural axis is used for analysing the inter-cultural correlated

patterns within the four groups. Every group of samples is representing different clusters of on-line entities using cuteness as a form of communications. Creating of inter-cultural perspective of cuteness was triggered by the article of Gary Genosko (Natures and Cultures of Cuteness, et al 2005) and his overlook of suing cuteness is different cultures. Another researcher who had made an attempt to analyze cuteness from the inter-cultural perspective is Christine Locher (The Cult of Cuteness in Japanese Youth Culture, at al 2007). Where she is analysing the cuteness factor is Japanese culture and finds many similar and a few different cuteness factors. My research is tightly correlated with the previous findings and illustrates the already described inter-cultural patterns, but also opens more details to the already existed findings.

Group one- Private web-pages, was analysed through inter-cultural perspective and particularly it's linguistic aspect. Due to the fact that the samples were representing for example Spanish or Finnish users, but the choice of language was mane in favour of English language. Therefore as one can see the users were reckoning themselves to the language more then to the biological background. Such behaviour is quite well-known in the on-line communities where users have a total freedom of choosing the way of identifying themselves and expressing themselves in the way they personally prefer and not dictated by the cultural, religious or moral standards of the physical environment. (Thalos, 2010) As we can see from the results 80% of users who prefer to use English language for their blogging, private web-pages and even social network pages choose to use cuteness as a form of communications. And only 20% of native speaking users use cuteness as a form of communications. The results could be influenced by the choice of web-domain for analysing -blogspot and myspace- which are the American web-resources, therefore maybe not so popular for example in Singapore or Malaysia, where cuteness form is rising it's popularity.

Group two- Organizations/Companies, since English is quite usually a company language, and company home-pages have multi-language mode, therefore the language factor can not be the determining factor of the research and analysis. The determining factor is where the head of the organization lies. That's why the national belonging is what has become the axis of categorisation in this group. The 40% of America based organizations give their preference to using cuteness as a from of communications. Of course this is the segment of entertainment, on-line marketing, female and children oriented businesses. But only 30% of the organizations involved in quite the same segment use cuteness as a form of communications in Europe. Though with the uprising of kawaii-movement the percent of organizations using cuteness as a form of communications and reached the 30% and keeps of growing.

Group three- Non-profit organizations, show the 75% of cuteness using organizations having American roots. Which is not a surprising number since many new companies based is the US rely on an outside financing and count on the appealing power of the measures used towards the support audience (target audience). Therefore, as a opposite to European organizations, US non-profit organizations are not afraid to loose their face by appealing to cuteness a s a form of communications and use this powerful tool for their purposes. The 25% of European companies using cuteness as a form of communications, use it mostly for creating a comfortable on-line environment for the web-page visitors, but not for the psychological press and persuasion of their supporters in financing the project. Here we can see the different inter-cultural approach to the same form of communications: aggressive in the US, and comforting in Europe.

Group four- Educational institutions (in Sweden), during the analysis of the previous perspectives one could see the segment of educational institutions chosen for this research. The biggest percent were the pre-schools which has probably influenced to 80% of Swedish only speaking schools using a big amount of cuteness as a form of communications. Probably this can also correlate with the European tendency of using cuteness as a comforting factor. That's why the Swedish speaking pre-school web-pages use cuteness as a form of their communications to assure parents if a soft and friendly environment for their children to be in. Though Swedish/International educational institutions (25%) are more careful with using cuteness as a form of communications on their web-pages. Probably it could be explained by the tendency to keep the academical approach and avoid of being misinterpreted as "an serious" educational institution.

Aesthetics correlated patterns 4.6
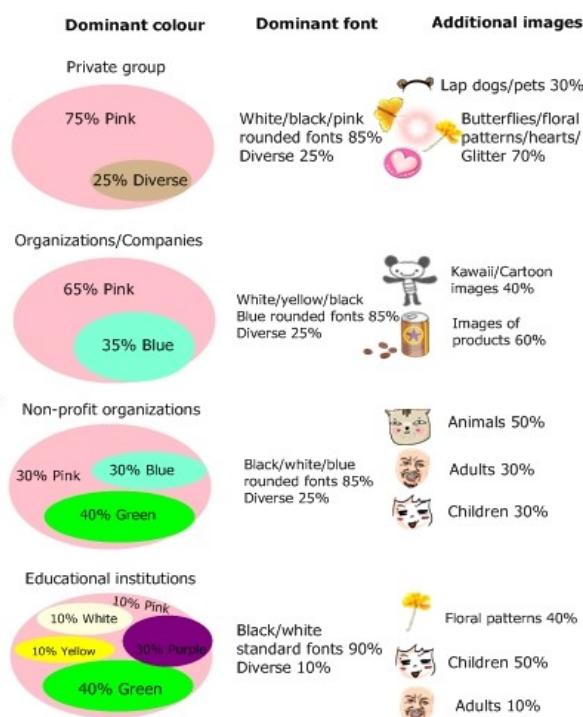
One of the pioneers of cuteness research professor Cheok from the University of Singapore, in his book Technology and Art of Entertainment Computing published in 2009, have made a research defying what are the aesthetics of cuteness. He determined the colour range, shape and also texture defined as cute. The similar research has been made in mid 1940's by Konrad Lorents where he defined what is a cute image/character. All the findings that has been stated by previous researchers has been

41

found during my research. Though each group of samples shows that there is a special set of cute measures for each group. And even though cuteness as a form of communication is used by the each group, the tools of cuteness are different is a ways of different aesthetic choices.

Group one- Private web-pages, is the group that has the most freedom of using every cuteness method and therefore uses it a lot and really enjoys it. In this group one can see an echoing reflections of the cuteness models planted in our mind by the western civilization since the earl birth. As previously mentioned this group consists of mostly females that's why this stereotypes have opened up and encouraged by kawaii- movement has blossomed in to the colourful private pages mirroring the users inner world, interests and believes.

Group two- Organizations/Companies, are theoretically the ones who influenced on the world perception of the private web-users. There are similarities in the way of dressing up for example with the Mattel brand -Barbie and celebrities like Paris Hilton or Kissie (Swedish blogger) . The choice of colour is the same as the brand colour. Even the additional images are the same as the additional images for the Barbie campaign- both females are holding a light coloured lap dog, just like Barbie does. But the time of aggressive campaigns for the leading organizations using cuteness as a form of communication with their clients is gone. Nowadays such giants like Disney and Mattel are using the gender-neutral layouts and only the young companies use the aggressive strategy of bright colouring and subliminal cuteness approach.

Group three- Non-profit organizations, are stylisticly more modest in using different cuteness methods. Though the over all use of Konrad Lorentz findings is vividly seen in the choice of additional images, when the animals which are demonstrated on the web-pages are more child-like-baby seals, polar bears cubs, tiger females with cubs. The animals are depicted as more human in an anthropomorphic cuteness approach, when the animal and human are depicted in a same way, which triggers the process of biosemiotics and instead of a baby seal we see a crying human infant, which triggers the biologically controlled maternity instincts. (Barbieri, 2008)

Though the non-profit unions based on the same interest have a bit different patterns. The unions I have sampled have kittens as a common interest and of course these pages had kittens as a dominant image (LOLcats, cuteoverload.com)

Medical organizations also quite often use cuteness as a form of communication, but for the reasons

of relaxation, calming down and positive emotions. As previous research have shown the cute images are influencing the reward centres in the brain and it produces ah effect of happiness. But in the overuse this effect turns to euphoria and clouds the critical thinking (there are the cases of on-line stores for example, who are using this effect for promoting their products among the children and teenagers).

Group four- Educational institutions, is also quite careful in overusing cuteness as a from of communications. The connection between cuteness form and child-appeal has both positive and negative sides (Cross, 2004). Therefore educational institutions want to show that their environment is child-friendly, but at the same time they don't want to overuse it and look their face as serious professionals and educators. That's why there are mostly relaxing floral patterns and children images as additional images of the educational web-pages. But as previously mentioned some educational institutions/ student portals are not afraid of such negative PR and use a massive amount of cuteness aesthetics on their web-pages especially to attract the biggest amount of students. For example https://www.studera.nu/ an educational portal made for students to choose education and monitor their academical merits, is actively using pink and cartoon-like images of the students to create a friendly environment and attract more students/interest then in further education.

SWOT-analysis of cuteness as a form of communications 4.7

SWOT Analysis - Cuteness as a Form of Communication

Strengths S
- Has a strong biologically programmed effect of the recipients (marketing profits)
- Raises positive emotions through the reward centre of the brain
- Minimises the stress factor
- Increases motorical skills
- Easy recognizable among other forms of communications
- Universal language of cuteness understandable in every culture

Weaknesses W
- Loss of clear thinking, euphoria during the overuse
- Prejudices against this form of communications in the academical and business spheres
- Loss of the professional appeal while using cuteness as a form of communications

Opportunities O
- Increasing sales/profits
- Establishing a recognizable brand
- Establishing a user-friendly environment for the clients
- Global influence though the universal language of cuteness
- Entrenchment of the niche target markets
- Connecting with similar organizations for the productive collaboration
- Uniting partners within the same philosophy and values

Threats T
- Loosing a part of clients which is neglecting cuteness form of communications
- Hard competition from the people/organizations/institutions with the similar agenda
- Oversaturation of channels with cuteness as a form of communications
- Difficulties sustaining internal capabilities under cuteness overuse

Internal factors

External factors

Positive

Negative

As one could see cuteness have become a popular form of communication, but what are the pros and cons of using cuteness as a form of communication?

This detailed diagram of SWOT-analysis of pros and cons of using cuteness as a form of communications shows different views of this communication form. Let's have a closer look to the objectives of the analysis.

Strengths.

1. Has a strong biologically programmed effect of the recipients (marketing profits)- Even before the cuteness appeal has been articulated by Lorentz, the Disney studios started making significant profits on cute appeal in their cartoons and later on the whole Disney empire contentiously began using cuteness as a form of communications between the company and the clients (viewers, byers). Japanese company Saniro that founded a label Hello Kitty are making millions on merchandising all kins of goods with cuteness aesthetics and communicating within the cuteness frame. LOL cats didn't need to create anything just gather the artefacts of cuteness in one web-page and got 30 million dollars in venture funds.

2.Raises positive emotions through the reward centre of the brain

3. Minimises the stress factor

4. Increases motorical skills – (2-4)   based on the biological research of the cuteness appeal by Gary D. Sherman (2009) in his Viewing Cute Images Increases Behavioral Carefulness, also R. Sprengelmeyer and Melanie L.Glocker.

5. Easy recognizable among other forms of communications- cuteness as a form of communications has proven to be an effective tool for PR, strategic marketing and opinion building. Aaron Marcus in his article "The Cult of Cuteness: The Challenge of User Experienced Design" (2002) underlines the already formed standards for cuteness as a from of communications and argues about the future ways of evolving of cuteness as a form of communications.

6. Universal language of cuteness understandable in every culture- even before the LOL cats there were the pages like kittenwar.com where the viewer could choose the cuter kitten and absolutely any human being on earth can get involved into this activity- choosing the cutest kitten. And this, from the first look a very simple thing, is something that unites people. It unites without words purely of biological and semantic way.

Opportunities.

1. Increasing sales/profits

2. Establishing a recognizable brand – (1-2) this has become a common practice for the leading corporations using cuteness as a form of communication (Hello Kitty, Teletubbies, My Little Pony). But the new organizations who are providing even a hosting opportunities make lot's of profits through using cuteness a a form of communications (cute overload, daily kitten, LOL cats). Even private persons who are using cuteness as a form of communications do succeed in promoting themselves and establishing a sustainable network (Mariah Carrey, Kissie).

3.Establishing a user-friendly environment for the clients- this method is widely used by

educational institutions and health foundations.

4. Global influence though the universal language of cuteness

5. Entrenchment of the niche target markets

6. Connecting with similar organizations for the productive collaboration

7.Creating support groups around the world

8.Uniting partners within the same philosophy and values – (4-8) these opportunities are the results of choosing cuteness as a form of communications and are proved to work by the annual reports of Disney, Mattel, Saniro companies through the decades.

Weaknesses

1. Loss of clear thinking, euphoria during the overuse- biological and neuro-research of cuteness influence on the brain of human being showed the similarity of cuteness overuse with drug use. The same reward centres of the brain are responding during long hours of watching cute symbols, and the same reward centres of the brain are responding during drug use. Therefore cuteness overuse can cause euphoria and lack of critical thinking. (Glocker,2006)

2.Prejudices against this form of communications in the academical and business spheres- indeed sometimes the excessive use of cuteness as a form of communications can discredit the professionalism of the company/organization/private person. For example if a bank would launch an aggressive PR company using acid pink colours, glitter and baby animals as additional images. Then such a campaign might be confusing to the orthodox investors and clients.

3.Loss of the professional appeal while using cuteness as a form of communications- this might be a result of the previous statement when the clients who are not biologically responsive to the cuteness form tend to avoid contact with it.

Threats

1. Loosing a part of clients which is neglecting cuteness form of communications- probably this part of clients would be lost due to biological factors camouflaged in to the aesthetic prepositions and cultural differences.

2.Hard competition from the people/organizations/institutions with the similar agenda – the more companies/organizations/private persons decide to use cuteness as a form of communications the more crowded the market become. Therefore competition would increase rapidly.

3. Oversaturation of channels with cuteness as a form of communications- since increasing popularity of cuteness the channels of communication will be over-saturated and the viewer/client

will get fed up with this method and tend to look for something else.

4.Difficulties sustaining internal capabilities under cuteness overuse- the comfortable environment inside of the company might become too relaxing and effect the work productivity of some employees.

Chapter five: Discussion.

After an overview of the on-line groups and sub groups using cuteness as a form of communications one can see the distinctive patterns of cuteness use. The analysis explained the main patterns of using cuteness as a form of communications and the choice of axis for the perspectives of cuteness. But let's have a closer look to the content and limitations of this research.

The research has been conducted by one person it might have a certain angle and not be 100% objective. Though objectivity was the key concept of the research. Qualitative method of the research might have some limitations due to the certain methodological specifics. But overall the research was conducted on the objective principles and tried to illustrate the current on-line specifics of using cuteness as a form of communications.

Conclusions 5.1

At the and of the research one can see the definite patterns of using cuteness as a form of communications on-line. The vivid world of joyful additional images and user-friendly environment is opening the doors for the one who chooses to use cuteness as a form of communications. Biological susceptibility, psychological factors, aesthetic solutions have shaped in a one adorable form of communications- cuteness. And it keeps appealing to the users on-line all over the World Wide Web.

The samples has shown us that even though human development has reached the technical advanced technologies, we still are bounded to our biological programming. And the way we are communicating might involve the high-tech solutions and digital innovations, but the new ways of communication are bounded to the ancient human needs, reflexes and premises.

After analysing the groups and their ways of application of cuteness form of communication one can see the important role of the viewers/clients as a target audience. The tight bound between web-page holders and viewers makes a productive interaction in the field of communications,

information exchange and setting a right emotional level and aura on the web-page.

The SWOT-analysis underlines the strengths and the weaknesses, opportunities and threats of using cuteness as a form of communication. As any form of communication cuteness must be used when it is appropriate and helpful for establishing the harmonic interaction. Used properly and strategically cuteness can ease many communication problems and reach the consensus and mutual understanding through the child-appeal and stress relieving. I have personally tried to use this concept by watching 30 minutes of kittens on Youtube, which had a positive effect on my sleeping and relaxation. But the negative sides of cuteness as a form of communication are not to be taken lightly. Internal factors: lack of critical thinking during the overuse of cuteness and prejudices against this form of communications in the professional sphere. External factors: oversaturation of channels by cuteness as a result hard competition and the final stage loosing clients/viewers.

Cuteness as a form of communication has become a very distinctive form with it's rules, norms, artefacts and supporters. It has evolved from biological function to a form of communications in less then 100 years. Let's hope that in next 100 years it will evolve to something even more helpful for the humanity.

Research question answered 5.2

Research question:

(1) Who is using cuteness as a form of on-line communication? (2) How are they using it?

The answer is:

(1) Who is using cuteness as a form of on-line communication?

There are four groups who are using cuteness as a form of on-line communication the most.
1.   Private group with the sub-groups: blogs, social network pages, private web-pages.
2.   Organizations/Companies group with the sub-groups: company home pages, on-line stores.
3.   Non-profit organizations group with the sub-groups: official organizations, unions based on a same interest.
4.   Educational institutions group with the sub-group: schools/educational portals

5. Viewers and clients- the groups have different ways of employing cuteness as a form of communications. Even the sub-groups within one group have diverse ways which depend on a contextual niche and viewers preferences. Each group is formed not only from within, but also shaped by the demands and expectations of viewers (target audience). Therefore the target audience might be called a cuteness form user as well as the web-page holders.

(2) How are they using it?

1. Each web-resource is choosing a target segment and dependent of that the particular cuteness strategy is being chosen.
2. Certain aesthetics of cuteness are applied to the visual appearance of the web-resource.
3. Cuteness intensity is regulated by the certain choices of dominant colour, layout, fonts and additional images.
4. The social niche is quite significant to the aesthetic choices for the web-page. The amount of cuteness form is regulated through the social standards within the field of the interaction.

Further research suggestions 5.3

Cuteness as a form of communications on-line has proven to be an effective tool. But there are many fields of cuteness research, such as:

1. Cuteness and cognition- where cuteness will be used as a tool of facilitating the cognition process. Creation of educational on-line games for the pre-school children and making them learn in a easy playful form. Using cuteness principles combined with multi-modal communication theories to create user-friendly interfaces for the student portals.
2. Cuteness in medical institutions- where the cuteness method will be used in the hospitals during the patients recovery process. How can cuteness as a form of communication help patients to recover quicker through making them feel better by the aesthetic means of cuteness.
3. Cuteness as a form of PR and advertisement- analysing previously made PR and advertisement campaigns and producing new strategies based on the old experiences.

References

Books

Cheok, A.D. (2010) *Art and Technology of Entertainment Computing and Communication Advances in Interactive New Media for Entertainment Computing,*London Springer-Verlag London Limited.

Locher, C. (2007) *The cult of cuteness in Japanese youth culture,* München GRIN Verlag GmbH

Sharp, A. (2008) *Interaction Design: Beyond Human-Computer Interaction,* 2Nd Ed. Wiley India Pvt. Ltd.

Barbieri, M. (2008) *Introduction to Biosemiotics,* Dordrecht, the Netherlands, Springer.

Lorents K. (1973) *Motivation of Human and a Animal Behaviour: an Ethological View,* Van Nostrand Reinhold Co.

Beck, D.E. (2006) *Spiral Dynamics : Mastering Values, Leadership, and Change*, Malden, MA Blackwell

Silverman, D. (2010) *Doing Qualitative Research*, 3rd Ed. New Delhi: Singapore. Sage Publications

Belson, K. (2004) *Hello Kitty: the Remarkable Story of Sanrio and the Billion Dollar Feline Phenomenon,* Wiley

Capodagli, B. (2000) *The Disney Way Feldbook*, New York ; London : McGraw-Hill

Treadwell, D. (2011) *Introducing Communication Research*, SAGE publications, Inc.

Wood, F.A. (2004) *Online Communication: Linking Technology, Identity, & Culture,* Routledge

Herring, S.C. (1996) *Computer-mediated communication : linguistic, social, and cross-cultural*

perspectives, Amsterdam ; Philadelphia : J. Benjamins

Preece, J. (2000) *Online communities: designing usability, supporting sociability,* University of Michigan

Cross, G. (2004) *The Cute and The Cool: Wondrous Innocence and Modern American Children's Culture,* New York: Oxford University Press.

Harris, D. (2000) *Cute, Quaint, Hungry and Romantic: The Aesthetics of Consumerism*. New York: Basic Books.

Articles

Glocker, M.L (2009) *Baby Schema in Infant Faces Induces Cuteness Perception and Motivation for Caretaking in Adults*, Center for Studies of Addictions, Department of Psychiatry, University of Pennsylvania.

Glocker, M.L (2009) *Baby Schema Modulates the Brain Reward System in Nulliparous Women*, Ethology, Center for Studies of Addictions, Department of Psychiatry, University of Pennsylvania Press.

Horowitz, AC (2007) *Naturalizing Anthropomorphism: Behavioral Prompts to Our Humanizing of Animals,* Department of Ecology and Evolutionary Biology, University of Colorado Press

Gould , S.J. (1979) *A Biological Homage to Mickey Mouse,* Natural History

Gould , S.J. (1979) *Mickey Mouse meets Konrad Lorenz*, Natural History

Sherman, H.C. (2009) *Viewing Cute Images Increases Behavioural Carefulnes*s, University of Virginia Press

Sprengelmeyer, R. (2008) *The Cutest Little Baby Face. A Hormonal Link to Sensitivity to Cuteness in Infant Faces*, University of St. Andrews Press

Chuang, T. (2005) *The Power of Cuteness. Female Infantilization in Urban Taiwan*, University of Washington Press

Wittkower, D.E. (2009) *The Digital and Tech Cute*, Coastal Carolina University Press

Thalos, M. (2010) *My face is not myself. Facebook and Philosophy*, Chicago: Open Court.

Granger, I (2007) *Global Psyche: One Nation Under Cute,* Psychology Today, Sussex Publishers.

Appendix

Private: Blogs	Gender perspective	Age perspective	Inter-cultural perspective	Aesthetic perspective
B1	female blog about personal lifestyle and beliefs	22	American / English speaking	Bright green floral pattern background, rounded pink fonts, image of a blog owner with a welcoming animal
B2	female blog about literature	Late 20's	American / English speaking	Pink as a dominant colour, rounded blue fonts, no images of animals or children.
B3	female blog about family life	Early 30's	American / English speaking	Pink as a dominant colour, rounded grey fonts, images of 2 birds
B4	female blog about rugby sport	20's	American / English speaking	Pink as a dominant colour, rounded purple fonts, pictures of pink rugby accessory, rainbows and babies
B5	female blog about kawaii culture	20's	Swede/ Swedish speaking	Pink as a dominant colour, rounded

				white/black/purple fonts, pictures of animals, pink polished nails, muffins.
B6	female blog about family life	Early 30's	Swede/ Swedish speaking	Pastel as a dominant colour, rounded pink fonts, pictures of baby and cupcakes.
B7	female blog about web-design	Early 30's	Finn / English speaking	Light turquoise as a dominant colour, grey vintage fonts, photo-manipulated pictures of animals and circus performers.
B8	female blog about personal lifestyle of living after 40	42	American / English speaking	Rainbow as a dominant colour, pink rounded fonts, images of rainbow owls.
B9	female blog about the art of crochet	30's	American / English speaking	Pink as a dominant colour, brown rounded vintage fonts, images of ladies wearing pink.
B10	female blog about personal lifestyle and fashion	30's	American / English speaking	White as a dominant colour, green various rounded fonts, a smiling photo
B11	female blog about sewing	30's	American / English speaking	Crème as a dominant colour, green rounded fonts, a picture of the handmade cute apron.
B12	female blog about sewing	20's	Swede/ Swedish speaking	Pink/white as a dominant colour, pink/black/white rounded fonts, pictures of pink sewing accessory, blog owner photo.
Social Network (Myspace)				

M1	female page	29	Spain /Spanish speaking	Pink/white as a dominant colour, pink/black/white rounded fonts, pictures of pink muffins and candy
M2	female page	28	France /French speaking	Pink as a dominant colour, pink rounded fonts, Help Japan banner, a picture of pink rabbit
M3	female page	30's	American / English speaking	Pink as a dominant colour, red rounded fonts, a picture of kawaii girl
M4	female page	36	Spain /Spanish speaking	White as a dominant colour, pink rounded fonts, images of round stylized animals.
M5	female page	29	American / English speaking	Pink/green/blue as a dominant colour, white rounded fonts, image of a smiling cloud on a rainbow
M6	female page	28	American / English speaking	Pink/white as a dominant colour, pink/white rounded fonts, images of two hearts
M7	female page	27	British / English speaking	Pink/green/white as a dominant colour, black rounded fonts, image of a smiling skull in a jar. (scary/cute approach)
M8	male page	27	American / English speaking	Blue/pink as a dominant colour, black rounded fonts, multiple images of kawaii characters.

M9	female page	29	American / English speaking	Pink as a dominant colour, purple rounded fonts, white princess image
M10	female page	20's	American / English speaking	Rainbow as a dominant colour, pink/black rounded fonts, multiple kawaii animals images.
M11	male page	27	Chinless / Chinese and English speaking	Blue as a dominant colour, black rounded fonts, self-photo, images of baby birds.
M12	female page	25	American / English speaking	Neon-pink as a dominant colour, 80's neon blue fonts, images of hearts and a pink fluffy cat.
Personal websites				
PS1	Female blogger/fashion/lifestyle page	20	Swede/ Swedish speaking	Pink/white/ blue as a dominant colour, pink rounded fonts, sefl-picture with a chihuahua dog, pink muffin image
PS2	Female fashion/lifestyle page	31	American / English speaking	Pink/white/ black as a dominant colour, pink rounded fonts, sefl-picture with a chihuahua dog, image of a pink crown
PS3	Female singer/comedian page	26	American / English speaking	Pink/white/ brown as a dominant colour, pink rounded fonts, sefl-picture in a pink wig
PS4	Female singer/actress page	42	American / English speaking	Pastel/pink/ as a dominant colour, beige rounded fonts, sefl-picture

				with butterfly image.
PS5	Female singer/actress page	26	American / English speaking	Red/pink/blue as a dominant colour, red/white rounded fonts, sefl-picture wearing blue wig surrounded by pink clouds
PS6	Female singer/performer page	28	British / English speaking	White/pink as a dominant colour, pink/white rounded/vintage fonts, self-image in a pink wig surrounded by pink butterflies.
PS7	Female lifestyle page	14 (during page construction) 22 present time.	Canadian/ English speaking	White/pink as a dominant colour, pink/white rounded fonts, images of pink cats, hearts flowers.
PS8	Male lifestyle/ web design page	27	Scottish/ English speaking	Blue/white/crème as a dominant colour, blue/black/white rounded fonts, self portrait, images of sunshine, been a pink ice cream.
PS9	Female singer/actress page	65	American / English speaking	Pink/black/yellow as a dominant colour, pink/white rounded/vintage fonts, multiple self images, butterflies as a most used image.
PS10	Female singer/actress page	53	American / English speaking	Black/pink as a dominant colour, white modern fonts, self picture wearing a butterfly mask.
PS11	Female singer/actress page	42	American / English speaking	Neon blue / neon pink as a dominant colour,

				white modern fonts, self images with glitter effect, images of pink hearts.
PS12	Female performer/model page	31	American / English speaking	Pink/white as a dominant colour, pink neon hand writing fonts. Floral patterns, hearts images
Organizations/Companies: **Companies home pages**				
C1	Founded by Mr.Tsuji	Founded at 1960	Japanese /International	Pink/white as a dominant colour, pink/white rounded fonts. Images of kittens.
C2	Founded by Harold Mattson and Elliot Handler.	Founded at1945	American /International	Pink/white/blue as a dominant colour, black/white rounded fonts. Images of dolls, stuffed animals.
C3	Founded by American businesswoman Ruth Handler	Launched in 1959	American /International	Pink/white/blue as a dominant colour, black/white rounded fonts. Images of Barbie and her pet dog. Barbie with butterfly wings.
C4	Unidentified	Launched in 00's	American /English speaking	Brown/pink/blue as a dominant colour, black/red rounded fonts. Babies pictures.
C5	Founded by Walt and Roy Disney.	Founded in1923	American /International	Blue/black as a dominant colour, white/yellow rounded fonts. Images of New and old cartoon characters.
C6	Founded by	Launched in 1997	British	Blue/white/green

	Andrew Davenport		/International	as a dominant colour, white/green rounded fonts.Images of rainbow coloured Teletubbies.
C7	Unidentified	Launched in 2002 / bankrupted 2011	English-dubbing Japanese amine / American/ International	Brown/red/blue as a dominant colour, red/yellow sharp fonts. Anime characters images.
C8	After Danni Versache death, his sister Donatella Versache stepped in.	Founded in 1978	Italian /International	Pink/creme/biege as a dominant colour, white rounded fonts. Photos of pottery with floral patterns and crème roses.
C9	Founder Ms.Luchiya	Founded in 00's	Armenian / International	Grey/white/pinkas as a dominant colour, black rounded fonts. Photos of pink gadgets and accessory.
C10	Unidentified	Founded in 00's	American /English speaking	Pink/black as a dominant colour, pink/white rounded fonts. Photos of the news presented on the page.
C11	Founded by Mr. Tajiri	Founded in 1996	Japanese /American / International	Blue/green/white as a dominant colour, blue rounded fonts. Images of Pokemon characters.
C12	Unidentified	Founded in 00's	American /English speaking	Black/white/pink as a dominant colour, black/pink official fonts. No images.
Organizations/Co mpanies: On-line				

Stores				
OS1	Unidentified	Founded in 00's	Canadian /English speaking	Pink/white/light blue as a dominant colour, rounded pink/white fonts. Images of stuffed kawaii characters.
OS2	Founded by Olivia Bruno	Founded 2008	American /English speaking	Pink/white/light blue as a dominant colour, rounded pink/white fonts. Image of a pink panda and a rainbow.
OS3	VD-Svante Tegnér	Launched in 2008	Swedish/ International	White/pink/black as a dominant colour, black/pink fashion magazine style fonts. Images of the awards, models demonstrating the clothes.
OS4	Founded by Lauren Anderson	Launched in 2009	British / English speaking	White/pink/black as a dominant colour, white/pink sparkly fonts. Images of jewellery.
OS5	Founded by Ms. Coriane	Launched in 2011	Canadian /English speaking	Light blue/white/pink as a dominant colour, standard blue/white fonts. Images of kawaii inspired plush toys.
OS6	Founded by Mr.Bubbledog	Launched in 2006	American /English speaking	Light blue/white as a dominant colour, rounded yellow font. Images of kawaii printed clothes.
OS7	Founded by Ms.Canndy Papacan	Launched in 2011	Taiwanese/American/English speaking	Light blue/white as a dominant colour, standard blue/white fonts. Pictures of kawaii inspired products.

OS8	Unidentified	Launched in 2009	Swede/ Swedish speaking	Pink/white/chocolate a dominant colour, pink vintage font. A photo of a girt wearing a cute bear outfit.
OS9	A family business, established in 1989	Launched in 2000	American /English speaking	Pink/white/purple as a dominant colour, pink rounded font. Images of the princess accessories.
OS10	Unidentified	Launched in 2001	American /English speaking	Pink/white/gray as a dominant colour, white glamour font. Images of models.
OS11	Unidentified	Launched in 2006	Canadian/English speaking	Pink/white/gray as a dominant colour, white/black glamour handwriting font. Image of the model.
OS12	CEO Dorothea Tinsley Woman owned and totally women operated business.	Launched in 1999	American /English speaking	Pink/white/green as a dominant colour, pink round font. I photos in the models demonstrating clothes.
Non-profit: **Official** **Organisations**				
N1	Unidentified	Founded in 1990's	American/English speaking (no multi language function)	Green/white/blue as a dominant colour, white standard font. Multiple pictures of cute animals, mostly white coloured.
N2	Julian Huxley Max Nickolson Peter Scott	Founded in 1961	American/International	Green/white/blue as a dominant colour, white standard font.

	Guy Mountfort G.A. Rockefeller			Multiple pictures of calm tigers/leopards.
N3	Unidentified	Founded in 1999	American/English speaking (no multi language function)	Green/white/blue as a dominant colour, white standard font. Photo of white spotted puppy and white bear.
N4	Director Mr.Shrestha. Project administrator Sara Forni	Founded in 1995	American/English speaking (no multi language function)	Green/orange/blue as a dominant colour, white standard font. Image of the globe, photos of tigers with babies.
N5	Silvia Viviani	Founded in 1994	Italian/ International	Blue/white as a dominant colour, white standard font. Multiple photos of cats. A photo of donors.
N6	Malin and Madelin	Founded in 2006	Swede ish/ Swedish speaking	Crème/white as a dominant colour,white standard font. Photos of a sleepy kitty and a cat with angel wings.
N7	Unidentified	Founded in 1997	American/English speaking (no multi language function)	Blue/white as a dominant colour,white standard font. Image of a kitten surrounded by butterflies.
N8	Unidentified	Founded in 2007	American/English speaking (no multi language function)	Pink/white as a dominant colour, pink rounded font. Black and white images of children.
N9	Founded by Queen Sylvia	Founded in 2006	Swede ish/ Swedish speaking	Pink/grey/white as a dominant colour, grey rounded font.Image of the family holding a baby.

N10	National Board of Directors	American Cancer Society founded in1945	American/International	Pink/black/white as a dominant colour, black rounded font. Image of globe and a woman
N11	Morri Nidén and Ebba Andersson	Founded in 1960's	Swede ish/ Swedish speaking	Purple/black/white as a dominant colour, white rounded font. Photos of smiling men.
N12	George and Ann Perkins	Founded in1953	American/English speaking (no multi language function)	White/cherry as a dominant colour, black standard font. Photos of aminals.
Non-profit organizations: Unions based on a similar interest				
U1	Megan Frost	Founded in 2006	American/English speaking (no multi language function)	Pink/yellow/blue dominant colour, yellow/blue rounded font. Pictures of baby animals.
U2	Eric Nakagawa and Kari Unebasami	Founded in 2007	American/English speaking (no multi language function)	Pink/yellow/blue/ orange dominant colour, yellow/black rounded font. Pictures of cats.
U3	Unidentified	Founded in 2007	American/English speaking (no multi language function)	Black/white as a dominant colour, white rounded font.Pictures of cats.
U4	Unidentified	Founded in 2007	American/English speaking (no multi language function)	Yellow/blue/white as a dominant colour, yellow/black rounded font. Pictures of cats.
U5	Unidentified	Founded in 2005	British/English speaking (no multi language function)	Green/white as a dominant colour, green white rounded font. Pictures of cats.

U6	Unidentified	Founded in 2005	British/English speaking (no multi language function)	Pink/white as a dominant colour, pink rounded font. Pictures of kittens.
U7	Unidentified	Founded in 2005	American/English speaking (no multi language function)	Pink/white as a dominant colour, grey rounded font. Pictures of kittens.
U8	Laurie Cinotto	Founded in 2007	American/English speaking (no multi language function)	Pink/white/yellow as a dominant colour, grey/pink rounded font. Pictures of kittens.
U9	Unidentified	Founded in 2007	American/English speaking (no multi language function)	Neon pink/white as a dominant colour, pink/yellow rounded font. Pictures of kittens.
U10	Founded by Ms.Zoe	Founded in 2007	Australian/English speaking (no multi language function)	Pink/yellow as a dominant colour, pink/yellow rounded font. Pictures of kittens.
U11	Trundey family	Founded in 2009	American/English speaking (no multi language function)	Green/white as a dominant colour, green/black rounded font. Pictures of kittens.
U12	Unidentified	Founded in 2007	American/English speaking (no multi language function)	Orange/black dominant colour, black rounded font. Pictures of kittens.
Educational institutions: school sites/portals				
S1	Mixed-type school	High school	Swede ish/ Swedish speaking	Purple/white/black dominant colour, black standard font. Image of a heart, floral pattern.
S2	Mixed-type school	Pre-school	Swede ish/ Swedish speaking, Arabic	Green/white/black dominant colour, black standard font. Rounded

				barns in green, photos of the children playing
S3	Mixed-type school	College	Swede ish/ Swedish and Enhlish speaking	Purple/white/black dominant colour, black standard font. Floral patterns
S4	Mixed-type school	Middle school	Swede ish/ Swedish speaking	Green/white/black dominant colour, white rounded font. Rainbow coloured balloons, an image of the school building.

S5	Mixed-type school	Training school	Swede ish/ Swedish speaking	Green/white/grey dominant colour, standard black font. Profession descriptional photos.
S6	Mixed-type school	Pre-school	Swede ish/ Swedish speaking	Green/white/black dominant colour, white rounded font. Images of children engaged in school activities-

S7	Mixed-type school	Pre-school	Swede ish/ Swedish speaking	Green/white/black dominant colour, black rounded font. Photo of a smiling boy.
S8	Mixed-type school	Training school	Swede ish/ Swedish speaking	Red/white/grey dominant colour, black standard font. Floral patterns, images of students.
S9	Mixed-type school	Pre-school / Middle school	Swede ish/ Swedish and Enhlish speaking	Blue/white/black dominant colour, black standard font. Rainbow barns, images of playing children.
S10	Mixed-type school	Pre-school	Swede ish/ Swedish	Yellow/black dominant colour,

			speaking	yellow rounded font. Photo on playing children.
S11	Mixed-type school	High school	Swede ish/ Swedish speaking	Purple/white/black dominant colour, black standard font. Images of man.

S12	Mixed-type	Student portal	Swede ish/ International	Pink/green/white dominant colour, black standard font. Cartoon images of students.