Introduction
Even though we experience many emotions every day, it is often difficult to find the right words to communicate them. What if we could simply point out emotional expressions to show how we feel?

This idea inspired PrEemo: A pictorial emotion self-report instrument.

The heart of PrEemo is a cartoon character that uses his face, body, and voice to express fourteen different emotions. The fourteen cards can be used to measure emotions and to support people in talking about their feelings.

With the free PrEemo app, you can bring the characters to life. Because the cards do not rely on words, they support nonverbal research. The characters have been validated in The Netherlands, UK, China, and the USA.

This manual gives you:
- instructions for obtaining the application
- definitions of the fourteen PrEemo emotions
- tips and suggestions for using the card set
- colophon with copyright information

PrEemo Emotions
For more information about the emotions, see: www.emotionbypics.com

<table>
<thead>
<tr>
<th>Emotion</th>
<th>Description</th>
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<tbody>
<tr>
<td>Pride</td>
<td>The feeling when you receive or have accomplished something that makes you feel good about yourself and others think positively.</td>
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<tr>
<td>Shame</td>
<td>The feeling when someone thinks something bad about you. You believe it is true because it is being said.</td>
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<td>Admiration</td>
<td>The feeling when you act like someone who has performed a positive action or is someone you respect.</td>
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<tr>
<td>Contempt</td>
<td>The feeling when someone is critical of others or average, they have done something wrong.</td>
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<tr>
<td>Joy</td>
<td>The feeling when something good happens to you. You are happy because something is going well.</td>
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<tr>
<td>Sadness</td>
<td>The feeling when you have lost something that was important to you, and because it is not available.</td>
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<tr>
<td>Fascination</td>
<td>The feeling when you encounter something new and difficult to put into words.</td>
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<tr>
<td>Boredom</td>
<td>The feeling when there is nothing interesting or engaging to your experience.</td>
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Hope
The feeling when you believe (but are not certain) that something good or desirable may happen in the future and you want to do something about it.

Fear
The feeling when something can harm you or someone you care about, perhaps even be threatening or possibly kill you.

Satisfaction
The feeling when something matches or exceeds your expectations.

Anger
The feeling when someone does something that harms or offends you, and you blame that other person.

Disgust
The feeling when you find something repugnant, disgusting, or caused to injure you.

Desire
The feeling when you feel something like desire, passion, or sexual attraction to another person.

Envy
The feeling when you feel the desire to have something that belongs to someone else and no longer belongs to you.
Using Prēmo

The emotion cards can be used in interviews, focus groups, or any other conversation in which you want to address or talk about feelings. You can ask your respondents (or conversation partners) to pick one or more expressions to express their feelings.

You can ask them how they feel about a particular stimulus, such as a product design, an image, a fragrance, an interior, a service encounter, and others. Likewise, you can ask them what they would like to feel, what they are not feeling, what they felt in previous events, or what they expect to feel in future events.

Example of questionnaires: you can use in interviews or focus groups:
- Select one or more cards that best express how you feel.
- Place one card on the board to express how strong your feelings are.
- Explain in your own words what the card expresses.
- Explain why you feel this way.

The design has been kept simple to support usage versatility. The characters are basically self-explanatory: but if you want you can introduce and discuss them at the beginning of your conversation. Depending on your conversation needs, you can decide to use the application to include the dynamics, either when introducing the cards, or during the course of the conversation.

Colophon

Prēmo concept and development by Pieter Demeul. Cartoons created by Pieter Wessels. Card set production by Yeun Hong Du in collaboration with Pieter Demeul and Yuan Xu.

Reference


Publications


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