



Michaels



Yung Lean

Emotional Behavior

Acting on a strong inclination to express themselves, people are sharing their feelings freely. From high art to interpersonal communication, emotions are intense.

Craft store **Michaels'** email preferences management window likens the unsubscribe process to a break-up.

YouTube star **Yung Lean** raps about his emotions and pioneers the Sad Boys phenomenon. For more examples of heart-sleeve-wearing behavior, see *TOBE Consumer Chapter: Emotional Support*.

The Rise And Fall of Authenticity

What does a social media endorsement mean anymore? If bloggers are paid to post, what is real?

TOBE likens the scenario to Dr. Seuss' tale of *The Sneetches*. A zany haves and have-nots parallel that calls authenticity into question. Be sure to participate carefully. We see a shakeout coming.



The Sneetches