

# A SURVEY ON USAGE AND INFLUENCE OF EMOJI IN SOCIAL MEDIA COMMUNICATION

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**Abstract:** Emojis are playing a very important role in today's communication. Different types of emojis are included in different social media applications. In our research we have done a survey to identify the effectiveness of use of emojis in communication. Our research shows that users who communicate without emojis may perceive the correct information, emotion and intention. However users who use emojis together with the text has more positive impact on their communication.

**Index Terms - Emoji, communication, social media.**

## I. INTRODUCTION

In social media individuals can convey messages through the use of emojis. Emojis means pictograph . It is a Japanese word which means emotions or emoticons in English. Emojis are next version of Emoticons and graphical representation. Also it supports various colors and animations. Lack of visual cues in text-based communication leads to evolution of emoji. As emoji have become widespread, communication via social media and other online channels differs to the way we communicate face to face for many reasons. You can express your emotions and narrate a complete story using emoji. Researchers believe that emojis has clear meaning and interpretation of their message. Various apps such as WhatsApp and Facebook Messenger have their own set of emoji. Presentation of emojis are depend upon app and device you use. For example, iPhone and Samsung use different set of emoji. Emojis are a more charismatic, powerful and fun way to express expressions and thoughts, but devices must have app to support them or they will not appear. Furthermore, appearance of emoji may vary depend on companies own interpretation.

## II. LITERATURE REVIEW

Kelly, Leon et. al [1] did a survey based on interview data which tells us how emojis have been adapted in pursuit of meaningful behavior. They had speculated that emojis might influence the selection of communication channel in few types of communication. Pohl, Henning, et.al [2] developed a model which shows good relationship between emojis is captured. They Also compare traditional and emoji text entry. Adoption and behavior of user needs to be checked on wider availability of emojis. In this survey they first introduced that how emojis are used and how current inputs support them .Invention of emojis came in to picture to overcome shortcoming of text base conversation. Use of emojis in text base conversation and their impact on users communication, studied by Zhu, Xi in 2015[3].He also made attempt to study four research questions which describes use ofemojis in text base conversation. According to Yuhui, et al, Feng people can communicate in cross culture environment if they follow a good learning process.[4].Their results shows that in GMS environment there is no barriers of communication ,people are able to express their feelings by usage of emojis. Chairunnisa, Sabrina et. Al [5] did analysis on usage of emojis in interpersonal communication of Blackberry Messenger and WhatsApp Application User, their results shows that use of emojis in communication can strengthen messages. Communication via social media such as email or Facebook has some disadvantages too which can be misunderstood by receiver sometimes said by Rezabek and Cochenour in 1998 [6].

In today's world usage of emojis has become so important that nearly 90 percent population use them in their text and emails, According to a report released by Edge Hill University in the UK and the Australian Catholic University.[7]. The use of emojis largely depends on who are you communicating with. They are mostly used in informal communications like social media whereas use of emojis in formal communications is same as nil. According to the paper published in journal Trends in Cognitive Sciences, human nature and online interaction can be uncovered by the way emojis are used. Emojis also provide insights into social inclusion. The co author also says that judging people on basis of use of emojis is also inaccurate. Emojis are equally important in decoding messages as verbal and non verbal cues such as, voice pitch and shaking fists, facial movements. We use Emojis as gestures, as a way of enhancing emotional expressions. Use of emojis is not limited to any particular age group. It has been observed that only 54% of the users belong to 18-34 years of age. Communicating via smiley face is more related to a person's personality rather than his age.

Emojis can provide additional security as passwords on smartphones over numbers and letters. It is easy to remember and recall images such as emojis against numbers and letters according to the research conducted by Technical University Berlin et. al [8] an emoji based login system for Android is possible .Emoji based authentication process is more practical and enjoyable method of remembering and protecting passwords. There are about 2500 emojis which can be used as passwords. Their higher number provides a greater probability for lots of combinations. Also researchers like Dr Ella Glikson believe that "smileys do not increase perceptions of warmth and actually decrease perceptions of competence"[9]. People responding to formal emails specify their content in more detailed manner and contains more information when their emails did not contained, a smiley/emoji. Also emoji is considered as a new language by many experts. Some might take emojis like tears of joy positively while others may consider them to be negative. It totally depends on ones perspective. People are aware of usefulness of the emojis, but at the same time they are also aware that it is inappropriate to use emojis in formal mode of communications like emails. According to scientist's psychology of emoji in Social media plays a very important role with our brain patterns. Human brain has evolved from past few years with the arrival of emojis and emoticons. Human brains reacts with same reactions with Smiley's as it does with real smiling human face. Facial expressions do change to match with the emojis.

### III. RESEARCH METHODOLOGY

We have used Google forms for sample data collection. We uploaded questions on Google form for this survey and collected. In Google form our questionnaire included personal information like gender, age, application used. Then we linked Google form with Google sheet to store responses which we got from our responders. After getting response from responders all questions and respective answers are automatically stored in our Google sheet. The response which we get from Google sheet are collected and analyzed. This survey helped us to collect information about usage of emojis from various sectors of our society and collected data based on their usage, age and other parameters. We analyzed results on the basis of age groups, gender, etc

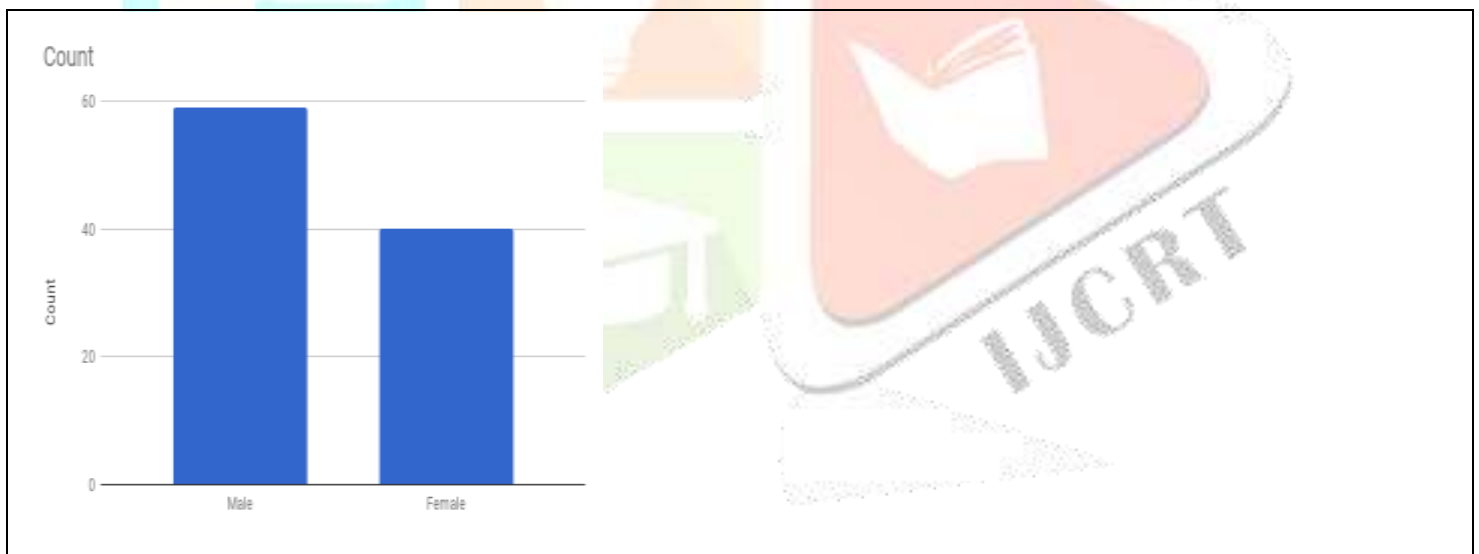
This survey included many questions related to influence, efficiency and usage of emojis. We got many responses for this survey. The responders were provided with two, three or four options and the responder selected option based on his experience. The survey form contains 15 questions and provides options like Yes, No, Maybe/Sometimes. Table 1 shows questions and options of our survey.

**Table 1 : Survey Questions**

Questions	Option 1	Option 2	Option 3
1. Which application you prefer most for using emoji	Yes	No	Maybe
2. What you prefer most to express your feelings	Whatsapp	Instagram	Facebook
3. Do you think emoji is effective way of communication	Yes	No	Maybe
4. Do you use emoji	Yes	No	Sometimes
5. Do you know meaning of each emoji	Yes	No	Maybe
6. Whether emojis are sufficient for communication	Yes	No	Sometimes
7. Is emoji moving to replace communication with the written word?	Yes	No	Maybe
8. Can we use emojis in formal communication	Yes	No	Maybe
9. Does emoji maps to your emotions	Yes	No	Sometimes
10. Is emoji save your time	Yes	No	Maybe
11. Is emoji a type of language	Yes	No	Maybe
12. How frequently you use emojis	Often	Rarely	Sometimes

**IV. RESULTS AND ANALYSIS**

This section describes the critical study on the survey we have conducted. Researchers in real life are intensely looking for brainstorming study of emoji use in the human behavior. Emoji cater a surviving language that is an example and interpretin ways that articulate the meaning of a word easily.



**Figure 1**

Emergence of emoji in social media communication has made a new language. According to Figure1, 40% female and 60% male have participated. Use of emoji is increasing day by day in social media communication. Emojis are used to convey simple message, feelings in visual, fresh and optic way.

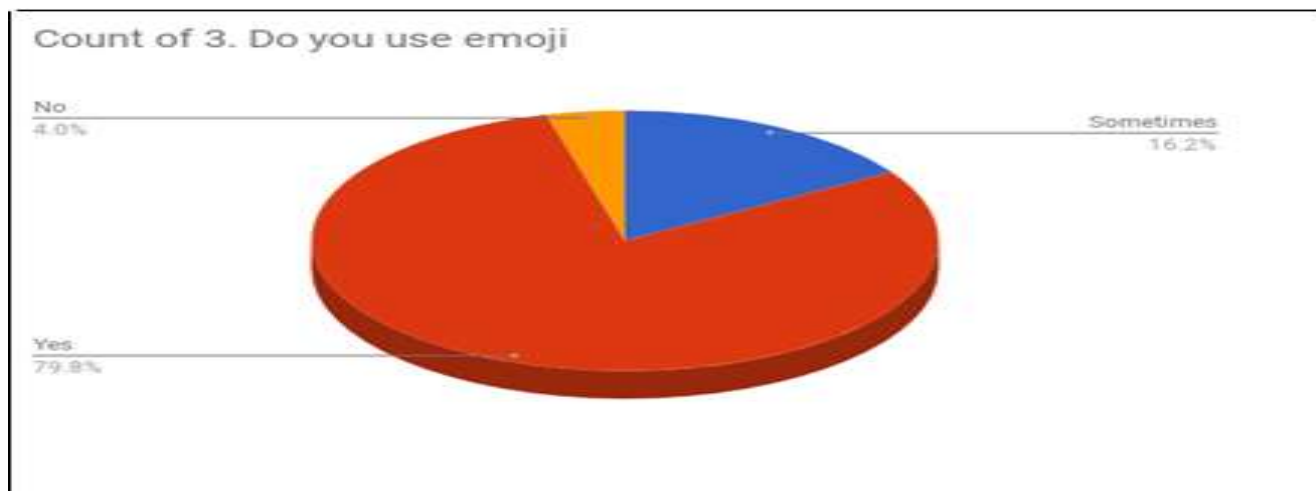


Figure 2

Almost 79.8% of users uses emojis in there day to day communication and 4% users don't use emojis at all, which is shown in Figure2.. We found that the users of age group 15-25 uses highest percent of emojis (66.7%) in communication.

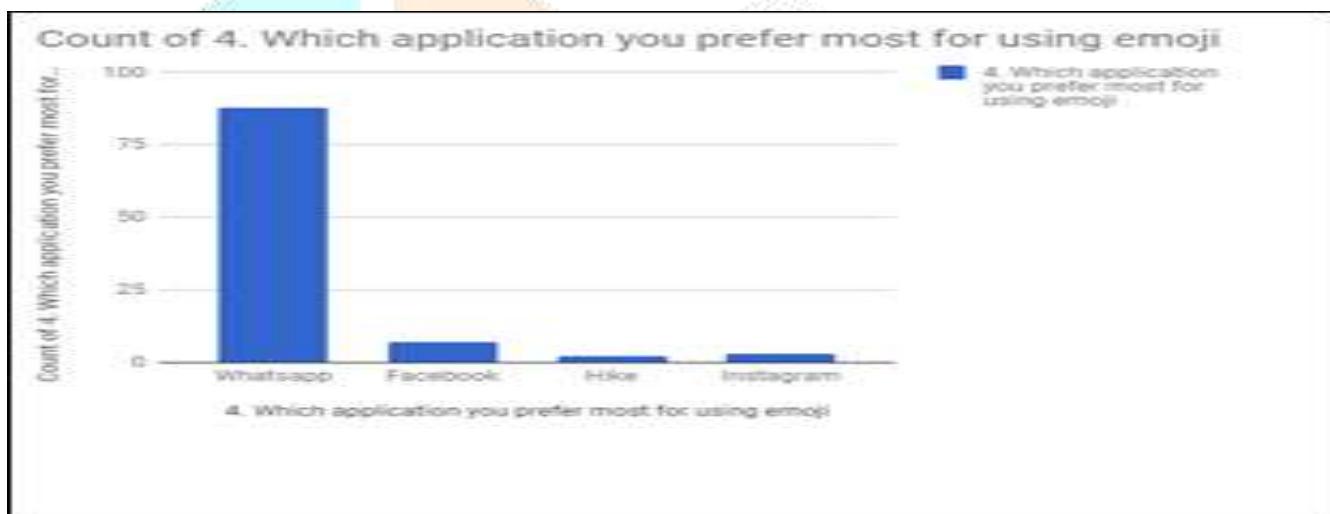


Figure 3

Social media has contribute to the evolution of language .Based on our survey fig-3 describes WhatsApp is the mostly used app for using emojis. It is found that 88.8% of users used emojis in WhatsApp, 3% in Instagram, 6% in Facebook, 2% in Hike. Hence it is observed that WhatsApp is the highly used application for the effective use of communication.

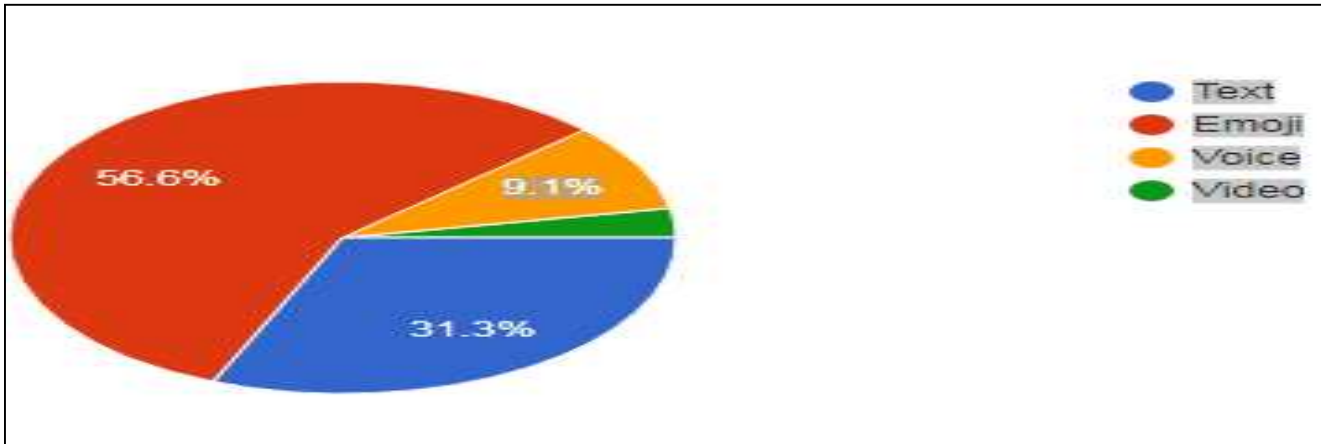


Figure 4

Figure4 shows the percentage of users who use text, emoji, voice and video. There are huge numbers of emoji users. It is seen that most of users uses emoji to express their feelings. 56% of users make use of emoji, 31% users make use of text, 9% uses voice, 3% uses video in communication. In general, we observed sometimes only emojis are enough to express things but sometimes text and emojis both are required to express feelings.

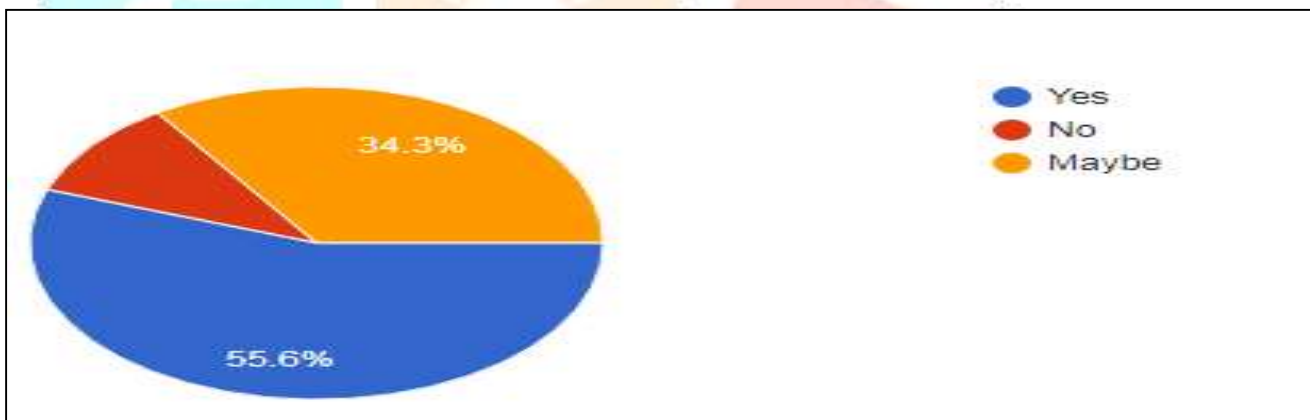
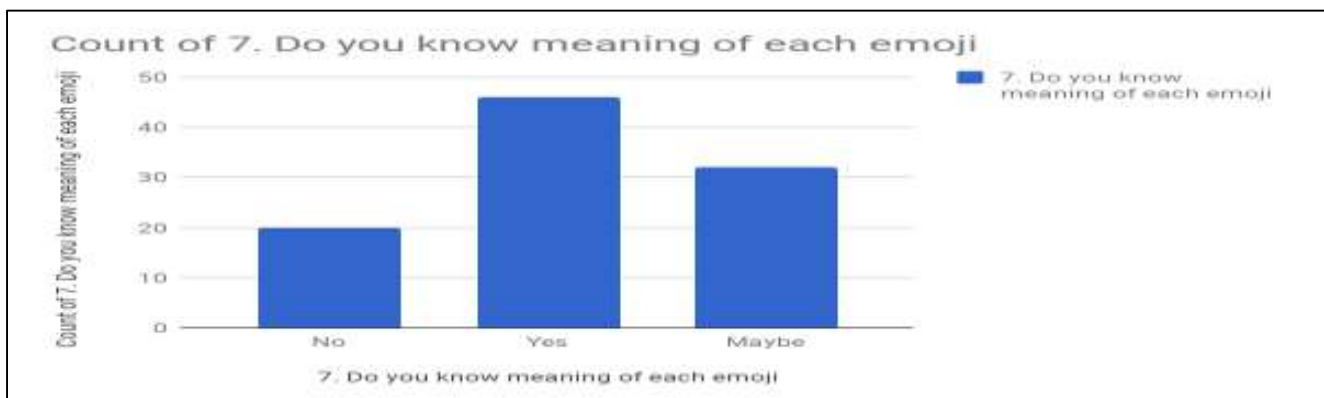


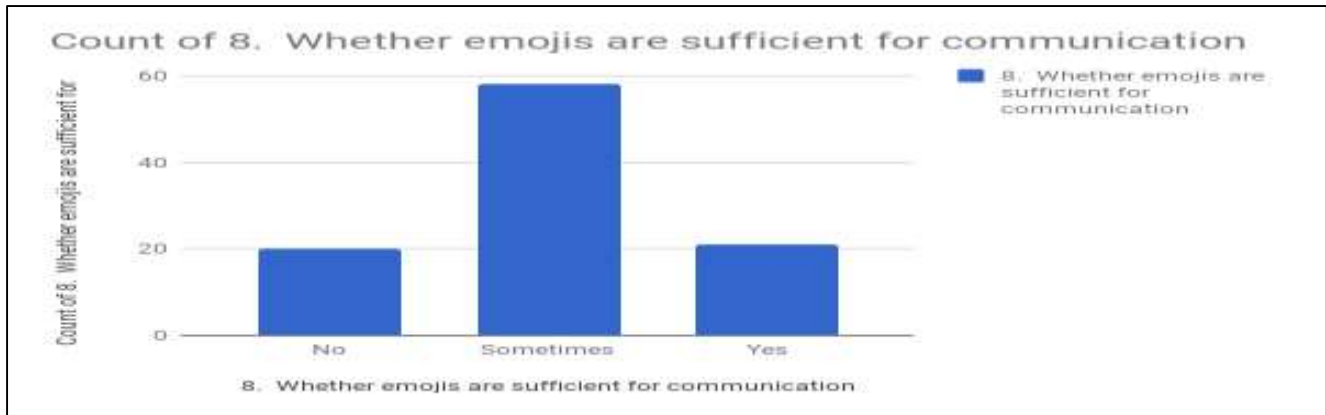
Figure 5

Majority of participants think emojis are effective way of communication which counts to about 55% and 10% users think emoji are not effective way of communication, which is shown in Figure5. While remaining population think combination of emoji and text is the most efficient way of communication.



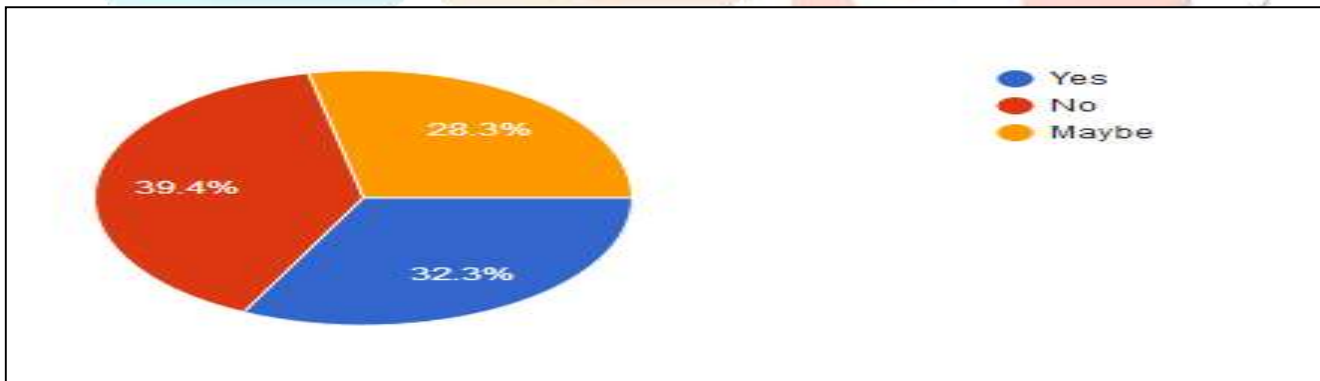
**Figure 6**

The significance of each emoji may vary from person to person, community to community or over a different platforms. We also found that only 46% of participants knows the meaning of each emoji while 20% participants don't know the meaning of all emoji and rest of the participants partially knows the meaning which counts to 32%, which is shown in Figure6 .In this survey we have found that equal number of users knows and don't knows the meaning of all emoji and large number of users knows implication of the emoji sometime.



**Figure 7**

The use of emoji for information exchange of views or ideas or information have found importantly enough in the ordinary course of events. From figure7, we have identified that 60% users think sometimes emojis are sufficient for their communication. And 20% users feels emojis are enough to express themselves. While rest 20% users don't think that only emoji are sufficient to convey their message.



**Figure 8**

The use of emoji is mainly to enhance the significance of words in message. Emojis are not an alternative plan or substitute for text. Figure8 shows that though emojis are used to express majority of feelings but there are few areas where emojis can't be used. Emojis cannot be used to express mixed feelings. Those areas are best expressed by using words. 39% people believe that words cannot be replaced by emojis, 32% people think that emojis are sufficient for communication while 28% believe that emoji may replace with written word. They can't exchange text entirely.



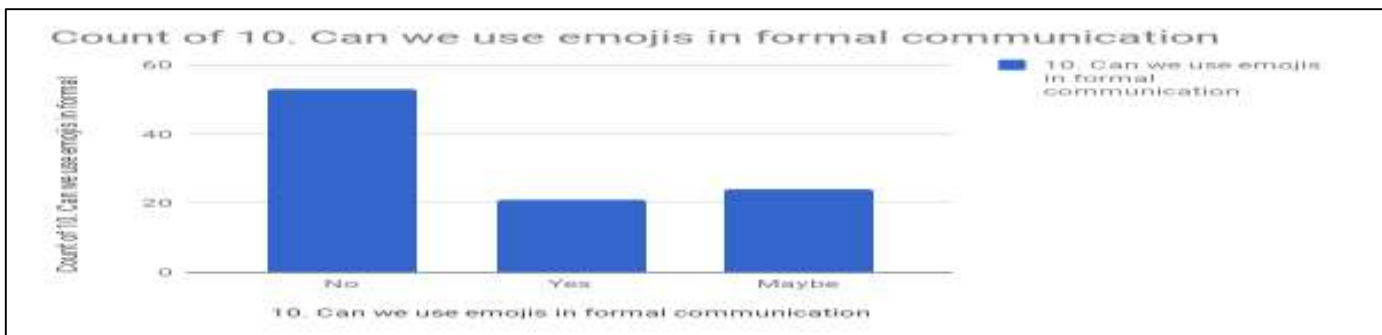


Figure 9

Whether you have to use emoji in formal communication is rely on the circumstances.If the workplace is informal, emojis are plausibly fine. It is observed that most of the users i.e 54% people says emoji is not a formal way of communication because many times emoji can be misunderstood by the people.21% people says it can be use in formal communication while rest says that emojis may be used in formal communication.

Language offers nuance, refinement, shades and stratum. In today's world emojis are part of our language. People to a greater extent believe that emojis are not destroying our language. Our participants called text messages boring, time consuming and not excessive. It is also found that most of the users think that using emojis saves lots of time rather than typing text. With the evolution of communication language, we have found that 42% users thinks emojis are emerging trend of conversation.

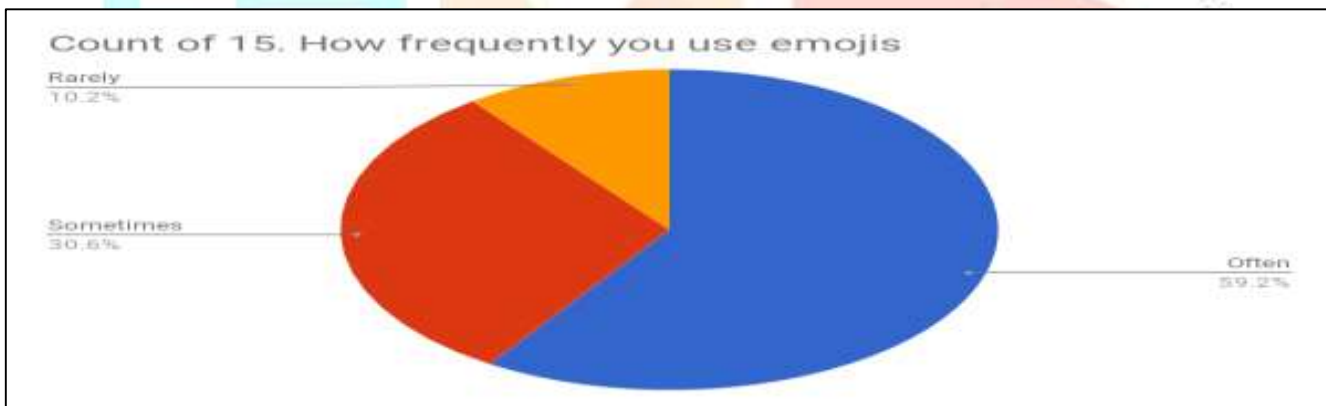


Figure 10

The survey also tells that any type of communication is incomplete without emojis, 59% users frequently uses emojis in their day to day communication,30% users sometimes uses emojis and 10% users rarely uses emojis.

## V. CONCLUSION

- We conclude that users who communicate without emojis may perceive the correct information, emotion, intention but users who use emojis together with the text has more positive impact on their communication.
- It is found that Emojis are a nice way to express ourselves.Today's fast paced world and dynamic technology has made us to evolve and express ourselves in a better way and emojis are the perfect tool for doing that.In social media communication usage of emojis are sufficient sometimes. While sometimes it is not.
- Emoji are integral part of today's communication. Emoji have spread into our culture.
- Participants eventually are exhausted of *words then emojis come into the picture*

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