



EFFECT OF EMOJI IN LANGUAGE AND COMMUNICATION USE OF HIGH SCHOOL STUDENTS

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INTRODUCTION

With the increasing accessibility to technology, people are now exploring different ways to communicate with each other (Daniel & Camp, 2018). Digital technology has revolutionized communication, particularly among adolescents and young adults, who spend more time interacting digitally than face-to-face (Boutet, LeBlanc, Chamberland, & Collin, 2021). Nonverbal cues such as facial expressions and gestures play a fundamental role in conversation, providing contextual information and social information about others' emotional state and personality traits.

Emojis are a representation of this nonverbal cues. Emojis could be defined as a single picture used as a character of text (Rodríguez-Hidalgo, C.; Tan, E.S.; Verlegh, 2017). It can express a variety of positive and negative emotions, and are commonly used in digital, written communication (Pfeifer, Armstrong, and Lai, 2022). Novak et al. (2015) found that tweets with emojis were rated more positive than those without. Positive emojis make a message more positive, while negative emojis make it more negative. In other words, emojis add emotional information. Emojis may convey information in one character that might have otherwise taken several (Daniel & Camp, 2018).

Emojis bridge the gap between written and visual communication, allowing recipients to better interpret and empathize with the sender's feelings. It is used to greet, maintain, and enhance social relations while strengthening communication within a platform (Riordan, 2017). Also, emojis are a way to humanize interpersonal communications by injecting emotion, contradiction, nuance, and ambiguity, but this has caused confusion due to their lack of cross platform interoperability and confusing placement (Kirley & MacMahon, 2018). So, its usage becoming more and more diversified as well (Bai, Dan, Mu, & Yang, 2019).

Emojis have become a form of visual shorthand, promoting quick and concise communication. They're breaking down language

barriers, accelerating human interaction (Pringle, 2018). It can be used to keep a conversational thread alive, and to end one if necessary (Kelly & Watts, 2015). And most high school students have grown up with instant messaging and are comfortable using emojis to convey their thoughts and feelings (Cho, 2021). As, justified by Teh, Boon, and Gill (2020) in their study, that emoticon usage among students were greater used in less formal settings, and that it is more comfortable to use among intimate friends.

The aim of this study is to determine the effects of emoji in language and communication use as perceived by junior high school students.

METHODOLOGY

The study have used descriptively correlational research design where survey questionnaire as the main instrument in gathering data. Random Random Probability Sampling was used. There are 80 junior high school students that served as the participants of the Study. The research instrument have four parts; profile of the participants, perception on the role of emoji in communication, effects of emoji in language and communication, and effect of emoji in different communication context. The study have used SPSS to organize, treat and analyze the data gathered. ANOVA was used to determine the difference of the emoji's effects when grouped according to profile variables. And correlation was used to if there is a relationship with the effects of these variables from each other.

RESULTS AND DISCUSSION

Profile of the Respondents

The table reveals the respondents demographic profile.



Table 1. Respondents Demographic Profile

Profile		Frequency	Percentage
Gender	Male	27	34
	Female	50	63
	LGBTQ++	3	3
Age	13 years old and below	40	50
	14 years old	16	20
	15 years old	20	25
	16 years old and above	4	5
Grade Level	7	20	25
	8	20	25
	9	20	25
	10	20	25
Most Frequently Used Gadgets	Cellphone	71	89
	Tablet	4	5
	PC or Laptop	5	6
Most Frequently Used Social Media	FB	70	88
	Tiktok	6	8
	Instagram	3	3
	Twitter	1	1

Gender. Mostly of the student respondents with frequency of 50 or 63% are females; 27 or 34% are males; and 3 or 3% are LGBTQ++.

Age. Majority of the student respondents with a frequency of 40 equivalent to 50% are from age group of 13 years old and below; 20 or equivalent to 25% are from age group of 15 years old; 16 or 20% from 14 years old; and 4 or 5% from 16 years old and above.

Grade Level. All grade levels from grade 7 to 10 have equal quantity of 20 or 25%.

Most Frequently Used Gadgets. Majority of the student respondents with a frequency of 71 or 89% uses cellphone. Meanwhile, only 4 or 5% uses tablet; and 5 or 6% uses pc or laptop.

Most Frequently Used Social Media. Majority of the student respondents with a frequency of 70 or 88% uses FB. Meanwhile, only 6 or 8% uses Tiktok; 3 or 3% uses Instagram and 1 or 1% uses twitter.

Perception on the Role of Emoji in communication

Table 2 presents the perception of the student respondents towards the roles of emoji in communication.

Table 2. Perception on the Role of Emoji in communication

Roles of Emoji	Mean	SD	Verbal Description	Rank
1. The emoji make it easier to communicate tone and emotions.	3.61	0.63	Strongly Agree	3
2. The emoji enhance and make conversations more enjoyable.	3.74	0.44	Strongly Agree	1
3. The emoji aid in avoiding misunderstandings and making intentions clear.	3.73	0.45	Strongly Agree	2
4. The emoji make messages feel more relatable by adding a personal touch.	3.30	0.66	Strongly Agree	5
5. The emoji gives humor or sarcasm a visual form.	3.34	0.69	Strongly Agree	4
Overall	3.54	0.57	Strongly Agree	

This revealed that student-respondents strongly agreed that emoji enhances and make conversation more enjoyable evident from the highest mean of 3.74 with standard deviation of 0.44. Additionally, they also strongly agreed that emoji aid avoiding misunderstandings and making intentions clear (M=3.73,

SD=0.45); emoji make it easier to communicate tone and emotions (M=3.61, SD=0.63); emoji gives humor or sarcasm a visual form (M=3.34, SD=0.69), and emoji make messages feel more relatable by adding a personal touch (M=3.30, SD=0.66).



In overall, the student-respondents strongly agreed that emoji has significant role in communication with overall mean of 3.54 and standard deviation of 0.57.

Effects of Emoji in Language and Communication through Language Proficiency

Table 3. revealed the perception of the student-respondents on how on the effects of emoji in language and communication through language proficiency.

Table 3. Effects of Emoji in Language and Communication through Language Proficiency

Language Proficiency	Mean	SD	Verbal Description	Rank
1. Emojis provide a visual representation of emotions, making it easier to express complex feelings in writing.	3.03	0.73	Agree	4
2. Emojis enhance my understanding of the emotional meanings associated with words and phrases.	3.40	0.67	Strongly Agree	1
3. Incorporating emojis into my writing stimulates creative thinking and helps me explore alternative ways to express myself, thus expanding my vocabulary.	3.10	0.96	Agree	3
4. Emojis aid in the retention and comprehension of words and expressions across different situations.	3.19	0.87	Agree	2
Overall	3.18	0.81	Agree	

This revealed that students-respondents strongly agreed that emojis enhance my understanding of the emotional meanings associated with words and phrases evident from the highest mean of 3.40 with standard deviation of 0.67. However, they only agreed that emojis aid in the retention and comprehension of words and expressions across different situations (M=3.19, SD=0.87); Incorporating emojis into my writing stimulates creative thinking and helps me explore alternative ways to express myself, thus expanding my vocabulary (M=3.10, SD=0.96); and emojis provide a visual representation of emotions, making it easier to express complex feelings in writing (M=3.03, SD=0.73).

In overall, the student-respondents agreed that the use of emoji has an effect in language and communication through language proficiency with overall mean of 3.18 and standard deviation of 0.81.

Effects of Emoji in Language and Communication through Verbal Usage

Table 4. revealed the perception of the student-respondents on how on the effects of emoji in language and communication through verbal usage.

Table 4. Effects of Emoji in Language and Communication through Verbal Usage

Verbal Usage	Mean	SD	Verbal Description	Rank
1. Emojis positively impact my verbal communication by enhancing expression and clarity.	2.74	0.98	Agree	5
2. Using emojis in verbal communication helps convey emotions more effectively.	2.64	0.98	Agree	6
3. Incorporating emojis into conversations improves the richness and depth of my verbal expressions.	3.35	0.75	Strongly Agree	4
4. Emojis enhance my ability to communicate verbally by adding nuance and emphasis to my words.	3.38	0.80	Strongly Agree	2
5. Including emojis in my speech helps me better connect with others and convey my intended meaning.	3.39	.072	Strongly Agree	1
6. The use of emojis in verbal communication enhances the overall effectiveness and impact of my message.	3.37	0.74	Strongly Agree	3
Overall	3.14	0.83	Agree	

This revealed that students-respondents strongly agreed including emojis in their speech helps them better connect with others and convey their intended meaning with the highest mean of 3.39 and standard deviation of 0.72. They also strongly agreed that emojis enhance their ability to communicate verbally by adding nuance

and emphasis to their words (M=3.38, SD=0.80), use of emojis in verbal communication enhances the overall effectiveness and impact of their message (M=3.37, SD=0.74); incorporating emojis into conversations improves the richness and depth of their verbal expressions (M=3.35, SD=0.75). Meanwhile, they only



agreed that emojis positively impact their verbal communication by enhancing expression and clarity ($M=2.74$, $SD=0.98$); and using emojis in verbal communication helps convey emotions more effectively ($M=2.64$, $SD=0.98$).

In overall, the student-respondents agreed that the use of emoji has an effect in language and communication through verbal usage with overall mean of 3.14 and standard deviation of 0.83.

Perception on the Effect of Emoji Usage in Different Communication Context

Perception on the Effect of Emoji Usage in Different Communication Context in terms of Formality

Table 5 revealed the perception of the student-respondents on the effect of emoji usage in communication context in terms of formality.

Table 5. Perception on the Effect of Emoji Usage in Different Communication Context in terms of Formality

Formality	Mean	SD	Verbal Description	Rank
1. The use of emojis is more acceptable and expected in informal communication contexts, such as casual conversations with friends or social media interactions, than in formal communication settings.	3.29	0.80	Strongly Agree	2
2. Incorporating emojis in my messages during informal communication adds a personal and friendly touch, but may be perceived as inappropriate in formal communication.	2.49	0.99	Slightly Agree	5
3. Emojis are commonly used by students to express themselves and connect with others in casual conversations, but their usage is typically limited in formal settings.	3.05	0.87	Agree	4
4. Emojis help me convey emotions more effectively in informal communication, but their use may be perceived as inappropriate in formal contexts.	3.48	0.76	Strongly Agree	1
5. Using emojis in informal conversations creates a more relaxed and informal atmosphere, whereas in formal communication, it may be considered inappropriate.	3.09	0.86	Agree	3
Overall	3.08	0.86	Agree	

This revealed that student-respondents strongly agreed that emojis help them convey emotions more effectively in informal communication, but their use may be perceived as inappropriate in formal contexts evident from the highest mean of 3.48 with standard deviation of 0.76. Additionally, they strongly agreed that the use of emojis is more acceptable and expected in informal communication contexts, such as casual conversations with friends or social media interactions, than in formal communication settings ($M=3.29$, $SD=0.80$). However, they only agreed that using emojis in informal conversations creates a more relaxed and informal atmosphere, whereas in formal communication, it may be considered inappropriate ($M=3.09$, $SD=0.86$); emojis are commonly used by students to express themselves and connect with others in casual conversations, but their usage is typically limited in formal settings. However, they only slightly agree that emojis are commonly used by students to

express themselves and connect with others in casual conversations, but their usage is typically limited in formal settings with the lowest mean of 2.49 and standard deviation of 0.99.

In overall, the student-respondents agree that the usage of emoji has an effect in the communication context in terms of formality with an overall mean of 3.08 and standard deviation of 0.86.

Perception on the Effect of Emoji Usage in Different Communication Context in terms of Politeness

Table 6 revealed the perception of the student-respondents on the effect of emoji usage in communication context in terms of politeness.



Table 6. Perception on the Effect of Emoji Usage in Different Communication Context in terms of Politeness

Politeness	Mean	SD	Verbal Description	Rank
1. Ensure that my messages are received in the intended positive and friendly manner, reflecting a polite gesture.	3.55	0.69	Strongly Agree	1
2. Incorporating emojis in my communication enhances the clarity of emotions, tone, and intentions, promoting a more polite exchange.	3.38	0.85	Strongly Agree	3
3. The use of emojis as a way to express politeness and ensure that their messages are received positively and in a friendly manner.	3.37	0.74	Strongly Agree	4
4. Emojis serve as a tool for conveying politeness by adding emotional context and reducing the chances of miscommunication.	3.43	0.78	Strongly Agree	2
5. I believe that using emojis in communication helps me convey politeness more effectively by accurately expressing emotions and intentions	3.08	0.87	Agree	5
Overall	3.36	0.78	Strongly Agree	

This revealed the student-respondents strongly agreed that through usage of emojis, it Ensure that their messages are received in the intended positive and friendly manner, reflecting a polite gesture evident from the highest mean of 3.55 and standard deviation of 0.69. Moreover, they strongly agreed that emojis serve as a tool for conveying politeness by adding emotional context and reducing the chances of miscommunication ($M=3.43$, $SD=0.78$); incorporating emojis in their communication enhances the clarity of emotions, tone, and intentions, promoting a more polite exchange ($M=3.338$, $SD=0.85$); use of emojis as a way to express politeness and ensure that their messages are received positively and in a friendly manner ($M=3.37$, $SD=0.74$). However. They only agree that using emojis in communication helps them convey politeness more effectively

by accurately expressing emotions and intentions with the lowest mean of 3.08 and standard deviation of 0.87.

In overall, the perception of the student-respondents strongly agreed that emoji usage has an effect on the communication context in terms of politeness evident from a mean of 3.36 with standard deviation of 0.78.

Analysis of Variance to test the difference on the perception towards the roles of emojis in communication when grouped according to profile variables.

The table revealed the significant difference on the perception of student respondents in the roles of emojis in communication when grouped according to profile variables.

Table 7. Analysis of Variance to test the difference on the perception towards the roles of emojis in communication when grouped according to profile variables.

Profile		Sum of Squares	df	Mean Square	F	Sig.	Decision
Gender	Between Groups	.462	3	.154	1.400	.249	Accept Not Significant
	Within Groups	8.354	76	.110			
	Total	8.815	79				
Age	Between Groups	.202	3	.067	.596	.620	Accept Not Significant
	Within Groups	8.613	76	.113			
	Total	8.815	79				
Grade Level	Between Groups	.289	3	.096	.860	.466	Accept Not Significant
	Within Groups	8.526	76	.112			
	Total	8.815	79				
Frequently Used Gadgets	Between Groups	.113	2	.057	.501	.608	Accept Not Significant
	Within Groups	8.702	77	.113			
	Total	8.815	79				
Frequently Used Social Media	Between Groups	.102	3	.034	.296	.828	Accept Not Significant
	Within Groups	8.714	76	.115			
	Total	8.815	79				



In the table, it revealed that there is no significant difference in perception of the student-respondents towards the roles of emoji in the communication when grouped according to all profile variables evident from the p-values .249 in gender, .620 in age, .466 in grade level, .608 in frequently used gadgets, and .828 in frequently used social media.

Analysis of Variance to test the difference on the Effects of Emoji in Language and Communication

Analysis of Variance to test the difference on the Effects of Emoji in Language and Communication through Language Proficiency

The table revealed the significant difference on the perceive effects of emoji of student respondents towards language and communication in terms of language proficiency when grouped according to profile variables.

Table 8. Analysis of Variance to test the difference on the Effects of Emoji in Language and Communication through Language Proficiency

Profile		Sum of Squares	df	Mean Square	F	Sig.	Decision
Gender	Between Groups	.232	3	.077	.527	.665	Accept Not Significant
	Within Groups	11.167	76	.147			
	Total	11.399	79				
Age	Between Groups	1.377	3	.459	3.47	.020	Reject Significant
	Within Groups	10.023	76	.132			
	Total	11.399	79				
Grade Level	Between Groups	1.471	3	.490	3.75	.014	Reject Significant
	Within Groups	9.928	76	.131			
	Total	11.399	79				
Frequently Used Gadgets	Between Groups	.415	2	.207	1.45	.240	Accept Not Significant
	Within Groups	10.984	77	.143			
	Total	11.399	79				
Frequently Used Social Media	Between Groups	.832	3	.277	1.99	.122	Accept Not Significant
	Within Groups	10.567	76	.139			
	Total	11.399	79				

In the table, it revealed that there is no significant difference in perceive effects of emoji of the student-respondents towards language and communication in terms of language proficiency when grouped according to some profile variables evident from the p-values .665 in gender, .240 in frequently used gadgets, and .122 in frequently used social media. However, there is a significant difference when grouped according age and grade level evident from p-values .02 and .014, respectively.

According to Liu (2017) that old person can learn more new languages, and they may even have some advantages over young ones. For example, older person have a larger vocabulary and more life experience, which can help them to understand and use new languages more effectively. Teenagers are more prone than

younger people to converse online. Teens communicate online with their friends and family via texting, social media, and other platforms. Teens can express their emotions and tone more effectively with emojis than they can with text alone, making them a fun and expressive way to connect online (Lenhart, 2015).

Analysis of Variance to test the difference on the Effects of Emoji in Language and Communication through Verbal Usage

The table revealed the significant difference on the perceive effects of emoji of student respondents towards language and communication in terms of verbal usage when grouped according to profile variables.



Table 9. Analysis of Variance to test the difference on the Effects of Emoji in Language and Communication through Verbal Usage

Profile		Sum of Squares	df	Mean Square	F	Sig.	Decision
Gender	Between Groups	.463	3	.154	1.01	.392	Accept Not Significant
	Within Groups	11.581	76	.152			
	Total	12.044	79				
Age	Between Groups	.274	3	.091	.590	.623	Accept Not Significant
	Within Groups	11.770	76	.155			
	Total	12.044	79				
Grade Level	Between Groups	.708	3	.236	1.58 2	.201	Accept Not Significant
	Within Groups	11.336	76	.149			
	Total	12.044	79				
Frequently Used Gadgets	Between Groups	.210	2	.105	.684	.508	Accept Not Significant
	Within Groups	11.834	77	.154			
	Total	12.044	79				
Frequently Used Social Media	Between Groups	1.319	3	.440	3.11 6	.031	Reject Significant
	Within Groups	10.725	76	.141			
	Total	12.044	79				

In the table, it revealed that there is no significant difference in perceive effects of emoji of the student-respondents towards language and communication in terms of verbal usage when grouped according to profile variables evident from the p-values .392 in gender, .623 in age, .201 in grade level, and .508 in frequently used gadgets. However, frequently used social media is significant evident with the p-value of .031.

Emoji are used as a visual language to convey emotions and thoughts, based from surveys (Arafah & Hasyim, 2019). Emojis

can help to build rapport and community on social media. When people use the same emojis, it can create a sense of shared understanding and connection (Alexandra, 2022).

Perception on the Effect of Emoji Usage in Different Communication Context in terms of Formality

Table 10 revealed the perception of the student-respondents on the effect of emoji usage in communication context in terms of formality.

Table 10. Perception on the Effect of Emoji Usage in Different Communication Context in terms of Formality

Profile		Sum of Squares	df	Mean Square	F	Sig.	Decision
Gender	Between Groups	1.130	3	.377	2.663	.050	Reject Significant
	Within Groups	10.750	76	.141			
	Total	11.879	79				
Age	Between Groups	.090	3	.030	.193	.901	Accept Not Significant
	Within Groups	11.790	76	.155			
	Total	11.880	79				
Grade Level	Between Groups	.465	3	.155	1.033	.383	Accept Not Significant
	Within Groups	11.414	76	.150			
	Total	11.880	79				
Frequently Used Gadgets	Between Groups	.179	2	.090	.589	.557	Accept Not Significant
	Within Groups	11.700	77	.152			
	Total	11.879	79				
Frequently Used Social Media	Between Groups	.605	3	.202	1.359	.262	Accept Not Significant
	Within Groups	11.275	76	.148			
	Total	11.880	79				



In the table, it revealed that there is no significant difference in the perceive effects of emoji usage of the student-respondents towards communication context in terms of formality when grouped according to all profile variables evident from the p-values .901 in age, .383 in grade level, and .557 in frequently used gadgets, and .262 in frequently used social media. However, gender is significant evident with the p-value of .050.

According to Rice University (2012) Women are twice as likely as men to use emoticons in text messages. Which was emphasized more by Wirza, Nurbaeti, Hanifah, and Hanifah (2019) stating

that women tend to employ nonverbal actions, such as utilizing emojis, in order to enhance their expressiveness. Women are more inclined to utilize emoji that they see as conveying emotions in real-time textual communication, such as chatting or texting.

Perception on the Effect of Emoji Usage in Different Communication Context in terms of Politeness

Table 11 revealed the perception of the student-respondents on the effect of emoji usage in communication context in terms of politeness.

Table 11. Perception on the Effect of Emoji Usage in Different Communication Context in terms of Politeness

Profile		Sum of Squares	df	Mean Square	F	Sig.	Decision
Gender	Between Groups	2.632	3	.877	7.03	.000	Reject Significant
	Within Groups	9.480	76	.125			
	Total	12.112	79				
Age	Between Groups	.598	3	.199	1.31	.275	Accept Not Significant
	Within Groups	11.514	76	.151			
	Total	12.112	79				
Grade Level	Between Groups	.612	3	.204	1.34	.265	Accept Not Significant
	Within Groups	11.500	76	.151			
	Total	12.112	79				
Frequently Used Gadgets	Between Groups	.252	2	.126	.818	.445	Accept Not Significant
	Within Groups	11.860	77	.154			
	Total	12.112	79				
Frequently Used Social Media	Between Groups	.681	3	.227	1.51	.219	Accept Not Significant
	Within Groups	11.431	76	.150			
	Total	12.112	79				

In the table, it revealed that there is no significant difference in the perceive effects of emoji usage of the student-respondents towards communication context in terms of politeness when grouped according to all profile variables evident from the p-values .275 in age, .265 in grade level, and .445 in frequently used gadgets, and .229 in frequently used social media. However, gender is significant evident with the p-value of .000.

Digital communication lacks facial expressions and body language, increasing the likelihood of misunderstandings. Individuals report higher misinterpretation rates in texting compared to in-person or telephone conversations (Johnson, Bostwick, Anderson, Gilchrist-Petty, & Long, 2016). One reason is that women are more likely to use emojis to express their emotions (Chen et al., 2018) and emojis can be a way to convey politeness in a text-based message. Because emojis have the ability to lighten the mood and initiate interactions (Alexandra, 2022). Additionally, Jones et al. (2020) propose that women have superior facial emotion detection skills, which may account for their inclination for happy emojis that are more elaborate and nuanced and can express emotions with a higher degree of intensity.

Relationship on the Effects of Emoji between Language Proficiency and Verbal Usage

The table revealed that significant relationship of the perceive effects of emoji between language proficiency and verbal usage.

Table 12. Relationship on the Effects of Emoji between Language Proficiency and Verbal Usage

	Language Proficiency	Verbal Usage
Language Proficiency	1	
Verbal Usage	0.283936	1

The correlation coefficient between language proficiency and verbal usage is 0.283936, indicating a positive correlation. This suggests that as language proficiency increases, there is a tendency for verbal usage to also increase. In other words, individuals who are more proficient in a language are likely to use more words or engage in more verbal communication.



Relationship on the Effects of Emoji in Different Communication between Formality and Politeness

The table revealed that significant relationship of the perceive effects of emoji in the communication contexts between formality and politeness.

Table 13. Relationship on the Effects of Emoji in Different Communication between Formality and Politeness

	Formality	Politeness
Formality	1	
Politeness	0.060691	1

The correlation coefficient between formality and politeness is 0.060691, indicating a weak positive correlation. This suggests that there is a slight tendency for higher formality levels to be associated with slightly higher levels of politeness in communication. However, the correlation is weak, suggesting that the relationship between formality and politeness is not strongly influenced by each other.

CONCLUSION

1. Majority of the students respondents are female, aged 13 years old and below, who frequently uses phone and FB.
2. The student-respondents agreed that emoji has significant role in communication.
3. The student-respondents agreed that the use of emoji has an effect in language and communication through language proficiency and verbal usage.
4. The student-respondents agree that the usage of emoji has an effect in the communication context in terms of formality. Meanwhile, strongly agree in terms of politeness.
5. There is no significant difference in perception of the student-respondents towards the roles of emoji in the communication when grouped according to all profile variables.
6. There is a significant difference in perceive effects of emoji of the student-respondents towards language and communication in terms language proficiency when grouped to age and grade level. Moreover, there is also a significant difference in terms of verbal usage when grouped according to frequently used social media profile.
7. There is a significant difference in the perceive effects of emoji usage of the student-respondents towards communication context in terms of formality and politeness when grouped gender.
8. There is a positive correlation between language proficiency and verbal usage.
9. There is a weak positive correlation between formality and politeness.

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