

A thorough review of emoji as the emerging communication language.

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Abstract

Emoji is a visual language that has appeared as a new and evolving form of communication among individuals across the globe. This research paper concentrates on how emoji became or became the new language of communication and what are its impact on people. This language has become increasingly popular over the last few years due to its versatility, its ability to convey emotions and express complex ideas, and its ability to transcend language barriers. The emergence and popularity of emojis have promoted the idea that images can be just as effective as words in conveying the intended message. However, critics argue that this communication lacks the depth and nuance of traditional written or spoken language. Despite the debate, the use of emoji as a language of communication is growing rapidly, with new emoji sets being created every year. This abstract highlights the importance of understanding the role of emoji being the advanced language of communication, which presents opportunities and challenges to effective communication in this digital age. Emojis are used by millions of people around the world to convey a wide range of emotions, ideas, and messages. They have been embraced by people of all ages and are becoming the new and evolving language of communication. In verbal communication, people rely on expressions, gestures voice's tone to interpret e meaning. Emojis provide similar visual cues in digital communication.

Keywords: - Emojis, Expression, Symbol, Emotions, Sign Language, Communication

Introduction

In today's generation, emojis are gaining lots of popularity among people. It has become a main way of communication. Emoji, these days have become the main source of communication. The use of emojis has evolved from a playful way of describing jokes to a language of its own and is an important way of communicating emotions and feelings online. Even though the youth today prefer texting in terms of calling. Here emojis became a way through which people express their emotions.

Emojis have been widespread in recent years, and they are no longer limited to informal conversations among friends and family. Emojis are emojis by businesses, organizations, and individuals alike to communicate with their audiences. This trend is driven by the fact that emojis are fun. They can be used to convey complex emotions or ideas concisely, making the fast-paced world we live in. Emojis have appeared as a new and evolving language of communication in the digital age. They enable people to express various emotions, reactions, and sentiments by using a small icon instead of words.

According to a recent survey conducted by Adobe, 78% of respondents said they use emojis in their daily communication, and 63% believe that emojis make it easier to express emotions. Interestingly, the study also found that emojis can help resolve conflicts in communication, with 62% of respondents indicating that they have used emojis to defuse a tense situation. Another survey by the dating app Match revealed that 58% of singles who use emoji had more sex in 2019 than those who did not use emoji. This implies that emojis can play a role in the social dynamics of relationships and contribute to enhancing intimacy.

Furthermore, emoji are gradually becoming more diverse and inclusive, with the addition of new and updated emoji that have different skin tones, gender identities, and cultural backgrounds. This evolution reflects the increasing recognition and acceptance of diversity in our society.

Literature Review

Emojis were first introduced by Shigetaka Kurita in Japan in the late 1990s. They were initially used simply as a tool to enhance online communication, but their popularity quickly grew around the world. Since then, various platforms ranging

from messaging apps to social media sites have implemented emojis into their platforms, further increasing their accessibility and usage.

Kelly and Watts (2015) agreed and stated that emojis can be relationally useful. A part in the discussion that isn't inescapably related to the separate expression of feelings and can play an important part in thread operation or a discussion encouraging playful behaviour.

In the same year, Novak et. al. (2015) showed that emojis were "tools" that reflect moral sentiments, which was observed when sentiment bracket models could be created, and applied to, several real-time scenarios, in the analysis of 1.6 million annotated tweets across 13 different languages.

Stark and Crawford (2015) believed that the practical use of emojis was intended to homogenize, subsidize and concentrate on the collaborative strength of effect in mortal social relations online, where emojis acted as exuberant forms of social expressions.

Zhu (2015) said that emojis were cartoon-style facial expressions used to express certain emotions in text-based communication, whilst, remaining rather similar to, but different from, emoticons, which had changed the way people perceived the correct emotional, station and attention-grounded intents in online relations. In 2016, Bliss-Carroll said that viewing emojis simply as a one-dimensional lens is a complete underestimation of their capability to serve as a signifier of emotion, purifier of intent and mediator of self-identity; they convey a host of interpersonal emotional expressions in a much more charming manner and are ready to be hailed as a "universal language" by many.

Lu et. al. (2016) believes that the compactness of emojis reduces the effort of input, and the rich semantics they convey expresses ideas and passions more vividly. Andral and Larroque (2016) brought out the fact companies and marketers are apprehensive of the target with whom they can use emojis, and that they are marketing tools that can be used to ameliorate the brand image, to increase the interest of consumers towards a company and to make people more open to the brand.

Peele (2016) observes that "Artists have converted several notorious children's stories into emoji posters, Bible has also been anonymously translated into emoji. In the context of broken English and visual culture, social media users adopted emojis as a means of expression. Worriers fear that, in the existing ripe conditions, we are witnessing the demise of written English."

Chairunnisa and Benedictus (2017), said that people hope, while not communicating face-to-face, that the other person still understands their feelings, ideas and impressions, something that emojis make possible, and make communication effective and understandable.

Objective

The goals of this analytical study are to find out:

1. Emoji as a source of communication
2. The reason behind emojis becoming a part of limited talk between youth.
3. Balance of contrary force aspects of using Emoji as a language of communication
4. To know the history of emojis, the psychology behind their use, and their impact on communication.
5. To analyse the social and cultural implications of emojis and discuss their role in shaping the way we communicate in the digital age.

Methodology

Methodologically, most of these studies are cross-sectional and based on questionnaires. Primary data would include a mixed research design involving probability sampling and a survey as a research method. With the help of Google Forms secondary data will cover literacy review. The questionnaire focuses on the demand of people in using emojis whereby people also get to mention their favourite emoji. It also includes some questions related to complementary contrary effects of emoji in society. Also, the questionnaire was chosen by people's options between increasing the popularity of emojis and their usefulness.

History

The history of emoji dates to 1999 when Japanese technology company Softbank introduced a set of 176 emoji on their mobile phones. “Emoji” is the Japanese term for pictograms or icons that can be used to be emotions or objects in messaging and other forms of online communication.

The early emojis were limited in number, but they quickly became popular in Japan and among Japanese users of mobile phones. Some of the first emoji included smiley faces, hearts, and other simple graphics.

In 2007, the Unicode Consortium, the organization responsible for standardizing computer characters and symbols, added emoji to its list of standard characters. This move paved the way for emoji to become a universal language that could be used on any device, regardless of operating system or language.

In the following years, emoji gained popularity around the world, with numerous new designs and variations being introduced. Companies like Apple and Google began incorporating emojis into their software, making them more widely accessible to users.

One of the largest updates to the emoji library came in 2015 when Unicode 8.0 was released. This update included a range of new skin tone variations for many of the existing emoji, as well as several new designs, including the infamous “poop” emoji.




The following year, the Oxford English Dictionary named the “face with tears of joy” emoji its Word of the Year, acknowledging the growing influence and importance of emoji in modern communication.

Today, there are thousands of different emoji available, covering a vast range of emotions, objects, and ideas. The growth of social media platforms like Twitter, Instagram, and Snapchat has only increased their popularity and usage, with emojis often being used to convey meaning and tone in posts and messages.

But emoji is more than just a fun addition to our digital conversations. They have become a tool of expression and communication for millions of people around the world. Emojis can help to bridge language and cultural barriers, allowing people to connect and communicate in new and innovative ways.

Despite their popularity, emoji have also faced criticism and controversy. Some argue that they can be too vague or misleading and that they can perpetuate harmful stereotypes and biases. Others worry that the overuse of emojis can lead to a loss of meaningful communication.

Regardless of these concerns, it seems unlikely that emojis will disappear anytime soon. They have become a staple of modern communication, and their influence and importance will only continue to grow in the years to come.

| The differences between smiley, emoticons, emoji, and stickers. | | | | | | |
|---|------------------------|-----------------|--|-----------------|-----------------|---|
| Name | Time of occurrence | Form | Content | Usage scenarios | Unicode | Examples |
| Smiley | 1960s | Static | Single smiley face | Daily life | Without unicode |  |
| Emoticon | 1982 | Static | Various facial expressions | Daily life /CMC | Without unicode | ^_^ |
| Emoji | 1999 | Static | Facial expressions, abstract concepts, emotions/feelings, animals, plants, activities, gestures/body parts, and objects | Daily life /CMC | Own unicode |  |
| Sticker | After the 21st century | Static/Animated | Texts, facial expressions, abstract concepts, emotions/feelings, animals, plants, activities, gestures/body parts, and objects | Daily life /CMC | Without unicode |  |

Emoji As A Source Of Communication

In visual communication, we mostly rely on facial cues. According to a survey, 92% of our words are spoken by our facial expressions. Nowadays texting is more common in youth in terms of calling. Emoji plays a vital role in texting as it is now not used as fun but as a need. It also can be called a new way of communication between youth. These little cartoon creatures on our phones make boring texting conversations interesting. A few years ago, it became a new language to communicate. Even today we can see these emojis or emoticons from corporate mail to official WhatsApp windows. In 2015, Emoji was proclaimed as the word of the year in the Oxford Dictionary.

In the 90's Emojis first became a part of Japanese technology. First Emoji was invented in 1999 by Chica Taka Carita. Carita was working for Docomo. In terms of emojis, the first Emoji was designed for weather like sun, clouds, and umbrellas, then it was also discovered for traffic like cars, trams, and aeroplanes, then it was also made for technologies like telephones, cell phones and TV. It became famous in youth by looking at which the competitors of Docomo also adopted this emoji technology. In 2000 when mobile computing became popular, other than Japanese technologies other companies also included these emoticons technology in their processors. In,2009 two engineers of Apple kept an offer to introduce and add 625 new emoji characters in Unicode standards. It was accepted in 2010 and this look-alike emoji has reached all Android phones. Firstly, people used to copy-paste icons in mail and text, but this also changed in 2011. Apple introduced the official keyboard on their mobile and after 2 years Android also did the same and now everyone gets their favourite Emoji on their keyboard Unicode Consortium adds Emoji every year.

Meaning Of Emoji

There are over 3,000 emojis currently in use, which would make it impossible to list all of them here. However, here are some of the more common emojis, along with their meanings:

- 😂 – Face with Tears of Joy (shows something is hilarious)
- 😍 – Smiling Face with Heart-Eyes (shows being in love, cherished, or obsession)
- 😊 – Smiling Face With Smiling Eyes (shows happiness, pleasure or relief)
- 🤔 – Thinking Face (says pondering or considering)
- 😴 – Sleeping Face (shows tiredness or boredom)
- 🎉 – Partying Face (says celebration or an exciting event)
- 😭 – Loudly Crying Face (says sadness or disappointment)
- 😘 – Face Blowing a Kiss (says affection, love, or gratitude)
- 🤗 – Hugging Face (shows empathy, caring, or support)
- 🙏 – Folded Hands (says prayer or gratitude)
- 💔 – Broken Heart (shows sadness due to a breakup or loss)

- 👍 – Thumbs Up (shows approval or agreement)
- 👎 – Thumbs Down (says disapproval or disagreement)
- 🤢 – Nauseated Face (says feeling sick or disgusted)

| Common examples of emoji using ambiguity. | | | |
|---|---------------------------|---------------------------------------|-------------------------|
| Emoji | Name | Official definition | Misunderstanding |
|  | Face with tears of joy | Something is funny or pleasing | Loudly crying face |
|  | Folded hands | Please or thank you or praying hands | A high five |
|  | Sleepy face | Tired or sleeping in anime or manga | Crying face |
|  | Face with Steam From Nose | Irritation, anger, and contempt | Pride face |
|  | Hushed face | Being hushed by concern or correction | Astonished face |
|  | Dizzy | Being dizzy | Fantastic ideas |
|  | Confounded face | Confused | Frustrated and sad face |
|  | Sad but relieved face | Concern or Anxiety | Crying Face |

Reason Behind Emoji Becoming Part of Limited Talk Between Youth

In this world of technology, people are more into social networking sites. Today the youth are more interested in texting neither calling nor doing a video call than meeting face to face. Here emojis play a significant role. The main reason for emoji becoming a tool of limited talk is that what used to be a series of words has turned into a single emoji. The language which was used could have been used to start a small conversation but now people used to talk with emoji or now we get a react option that let us use emoji as a reply, the feeling of the message is lost while using an emoji as the words would have penetrated deeper in our mind. When we read words, our brain forms a difference that triggers more emotion than an emoji.

The reason behind emojis becoming a part of limited talk among youth is that emojis supply a convenient and expressive way to convey emotions and ideas in digital conversations. Incorporating emoji into these messages allows people to convey tone and emotion more effectively, without the need for lengthy explanations. The use of emoji also allows young

people to express themselves in a way that feels more natural and authentic, particularly in online or text-based conversations where tone and inflexion can be difficult to convey.

Furthermore, emojis have become a key part of online social culture, with many young people using them to communicate with friends, family, and peers on social media platforms. This has led to the development of new emoji-based languages and slang, which further reinforces their importance in digital communication. In addition to their convenience and expressiveness, emoji also offer a sense of cultural relevance and inclusivity for younger generations.

Overall, the use of emojis in limited talk between youth is a reflection of the changing nature of digital communication and the growing importance of visual and emotional expression in our online interactions.

Emoji As A Communication Language: Positive And Negative Aspects

The positive and negative aspects of using emojis as a language of communication are to share our emotions in pictorial form but sometimes, we do not share so because emojis do not explain our feelings and give different meanings to the emoji shared. Emojis are used for fun purposes to make texting interesting, but they cannot be used formally like if we are writing an official mail or if we are discussing a serious topic, we cannot use emojis because it would be very unprofessional. Positively, emoji are very playful characters that are used to make text interesting. It is now available on every social media platform. The use of emoji is timesaving. If you like it, you get a reaction possibility through emoji.

Positive Aspects:

- Expressive: Emoji adds emotional context to a written conversation, helping to convey tone and making the conversation more personal.
- Universal: Emoji is a universal language that transcends language barriers. It allows people who speak different languages to communicate more effectively.
- Short and Simple: Emoji-based conversations can be shorter, more concise, and easier to understand than text-based conversations. People can convey complex emotions with just one symbol.
- Humorous: Emojis can also be used to inject humour into conversation, making interactions more enjoyable, light-hearted, and fun.
- Inclusive: Emoji allows people to communicate inclusively, celebrating diversity and supplying representation of diverse cultures, backgrounds, and identities.

Negative Aspects:

- Ambiguity: Emoji symbols can be open to interpretation, and the same symbol can have different meanings to different people.
- Misunderstanding: Overreliance on emojis can lead to misinterpretation of tone and context, leading to miscommunication.
- Limitations: Emoji is not effective for communicating complex information, detailed descriptions, or information.
- Cultural bias: Diverse cultures have their interpretation and use of emoji, and some symbols may offend people or have negative connotations in certain cultures.
- Dependence on technology: Overreliance on emoji language can lead to a decline in literacy and formal communication skills. It can also lead to dependence on technology for communication.

The social and cultural ramifications of emoticons and their role in transforming the digital era of communication.

Emojis can convey cultural references and signify shared experiences or values, allowing young people to connect across different regions and cultures. The emergence and widespread use of emojis have significant social and cultural implications that shape how we communicate in the digital era. Here are some of the key social and cultural implications of emoji:

1. Multiculturalism: Emoji allows people from divergent backgrounds and cultures to communicate more effectively. It also promotes cultural awareness and understanding. Emoji offers new possibilities for cultural expression and representation.
2. Gender and identity: Emoji supplies representation for different genders, sexual orientations, and gender identities, promoting inclusivity and challenging traditional gender norms.
3. Emotional expression: Emoji allows people to express a range of emotions and sentiments that may be difficult to convey in written language. It fosters empathy and emotional connection.
4. Simplification of communication: Emoji simplifies communication and accommodates shorter attention spans, making it easier to communicate in a fast-paced digital world.

5. Evolution of language: Emoji is changing the way we communicate, with some arguing that it may be leading to the development of a new language or dialect. Emojis are increasingly used in domains that are usually reserved for traditional languages, such as corporate communication and political discourse.
6. Advertising and marketing: Emoji has been adopted by marketers as a means to reach young audiences and build brand awareness. They are increasingly used in advertising campaigns and brand messaging.

Overall, emoji play a significant role in shaping the way we communicate in the digital era. As they continue to evolve and become more complex, their social and cultural impact will continue to be felt across society.

Emoji's psychological underpinnings in communication

Emojis are effectively being used to add context to messages that otherwise would have been misinterpreted or significantly less expressive. As more people communicate constantly and remotely, without being able to rely on nonverbal cues, emoji have naturally become an essential supplement to our texting and chatting within our online community.

Furthermore, emojis have opened opportunities for self-expression, especially for people who may have previously felt shackled by conventional language norms or felt left out of communication altogether. For these individuals, emojis have become a new medium for self-expression and an opportunity to be recognized in ways that may not have been possible before.

The influence of emojis is sure to continue, and it is only a matter of time before people start incorporating them even further into their daily lives. Some people have expressed concerns over the risk of emoji replacing traditional language, but such concerns by critics seem to be unfounded.

The reality is that emojis are, and will continue to be, an integral part of a larger communication ecosystem. They may not replace conventional language, but they do provide everyone with the ability to interact, discover, and express themselves in ways that they otherwise could not. This ability to connect is particularly important at a time when many people are feeling isolated and disconnected.

AI and Emoji

AI and emoji are unrelated concepts, but they are becoming increasingly intertwined in modern technology. Here is a literature review of the relationship between AI and emoji:

1. AI and Emoji Prediction: With the rise of natural language processing (NLP) and machine learning, AI systems are becoming better at predicting what emojis should be used in messages. This is achieved by analysing patterns of language use and then recommending the most proper emoticons for use in a message.
2. AI and Emoji Translation: Neural machine translation (NMT) is changing the game in terms of cross-cultural communication. With an AI algorithm, it is now possible to seamlessly translate languages, including emoji. This is made possible by AI's ability to identify the meaning of an emoji in one language and then provide the equivalent symbol in another language.
3. AI and Emoji Creation: Machine learning algorithms can be used to create new emoji characters, which can be used within messaging applications. For instance, AI models can be trained to analyse how existing emojis are used and then learn to create new ones that reflect the same patterns of expression.
4. AI and Emoji Sentiment Analysis: With machine learning being applied to sentiment analysis, it is possible to detect and analyse the emotional responses that emojis generate. By using AI technology, we can identify which emojis are seen as positive or negative by understanding their context with sentences they are used alongside.

In conclusion, the relationship between AI and emojis suggests that machine learning is increasingly affecting how we communicate and express emotions to each other. From predicting to translating and even creating new emojis, this partnership has the potential to revolutionize how we interact online.

Communication before the introduction of Emoji

Before the introduction of emoji, communication was heavily reliant on written text. People had to use words to express their emotions, feelings, and ideas to others. This meant that individuals had to be proficient in language and use well-crafted sentences and exact grammar to convey their messages. Communication was more formal, and messages were often longer than what we find today.

In addition, because text-based messaging was the primary mode of communication, misinterpretation of messages was common. Sarcasm, humour, and emotions were easily lost in translation, leading to confusion and misunderstandings.

Punctuation, capitalization, and the use of emoticons, such as 😊 and ☹️, were used to convey emotions and expressions, but they were limited and not universally recognized. As a result, text communication was not as expressive and open to interpretation without proper context.

Overall, communication before the introduction of emojis was more formal, limited in expression, and often prone to misinterpretation. The introduction of emoji has revolutionized the way we communicate, providing a more engaging, expressive and relatable way to express emotions, thoughts, and feelings.

Case Study

Case Study: The Rise of Emoji as a Communication Language

Background:

Emoji is a visual representation of an emotion, object, or concept that has become widely popular and used in digital communication such as texting, social media posts, emails, and other digital platforms. Emoji symbols are small icons that visually depict a feeling or idea, often represented by a colourful image. The origin of emoji dates to Japan in the late 1990s, and since its initial conception, it has grown from a series of pictographs into a multibillion-dollar business that has transformed our communication patterns.

Problem:

In the early days of digital communication, text messages were the predominant mode of communication. While this allowed for the exchange of necessary information, it fell short when it came to conveying emotions and feelings with accuracy. Traditional text-based communication lacked a certain level of nuance and context that could only be addressed through voice communication. Adding further to the complexity was the rise of social media and non-voice communication platforms, which demanded a way in which to express emotions and ideas in a unified and consistent way.

Solution:

This is where Emoji comes in. One of the primary reasons that Emoji has become so successful is that it transforms text-based communication from a cold, sterile medium into a warmer and more vivid mode of expression. By providing visual symbols that can be used for a range of emotions, feelings, objects and activities, Emoji has allowed people to communicate more expressively and with minimal misunderstandings. It has also made communication more accessible to those whose language barriers may prevent effective communication.

In 2010, Apple was among the first brands to include an Emoji keyboard within iOS, and in 2011 the Unicode Consortium began adopting a standardised set of Emoji characters. Since then, there has been exponential growth in the use and availability of emojis, with social media platforms readily incorporating it into their systems. Big brands and marketers have also embraced it as a part of their digital marketing strategy.

Results:

Today, Emoji is an integral part of our digital communication, and it is hard to imagine the world of social and digital media without them. It has become a standard across all platforms, including Facebook, Instagram, Twitter, and even workplaces that use email and instant messaging. Advertisers and companies are integrating emojis into their marketing strategies to help engage with their customers, adding layers of text to enhance the overall visual appeal of their content. It has evolved into a visual language, easy to understand for all regardless of their formal education or cultural background.

Conclusion:

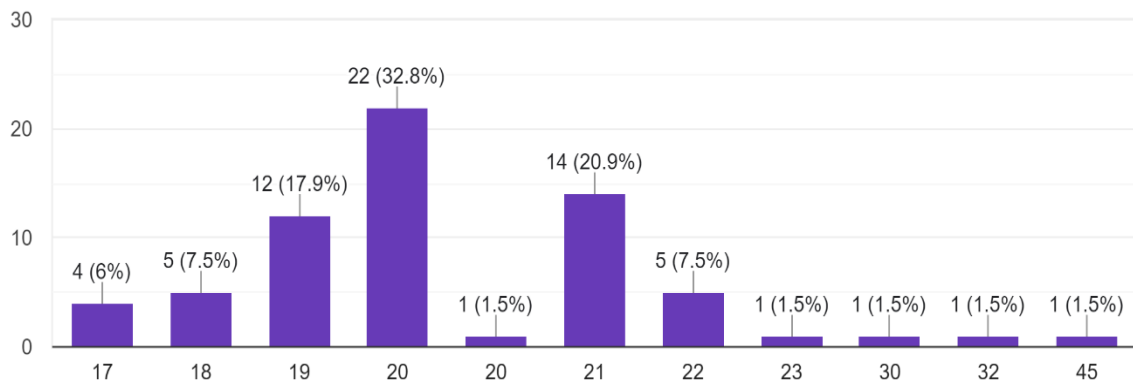
Emoji has transformed the digital communication landscape in unimaginable ways. Its success lies in the ability to enhance expression and bring a whole new dimension to communication. Today, Emoji is a universal language that transcends borders, cultures, and languages, making it easier for people worldwide to communicate more effectively on digital platforms than ever before. Its impact on communication has been so profound, that it has already been lauded as one of the most significant contributions to modern communication.

Survey Analysis

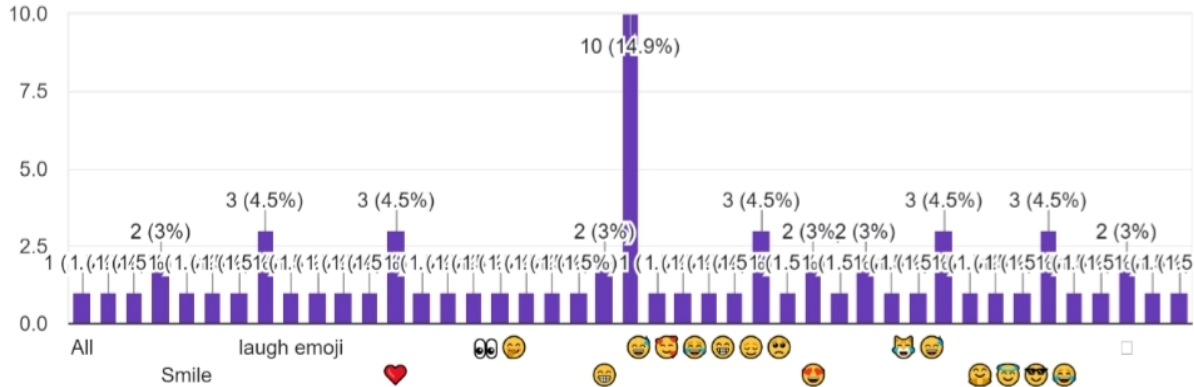
This survey was conducted among people of the age group 15 to 55, in which we found that the Age group between 18-25 used emojis most of the time while communicating or having any communication. Given below are the survey results.

2. Age

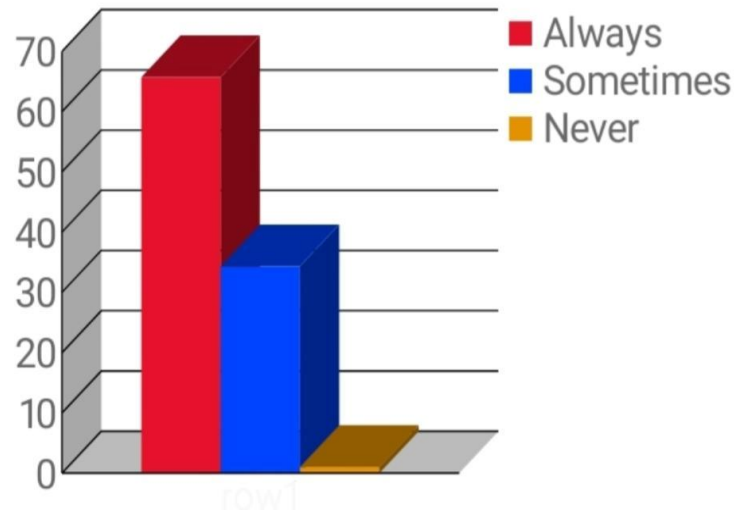
67 responses



1. Which emoji do you use the most?

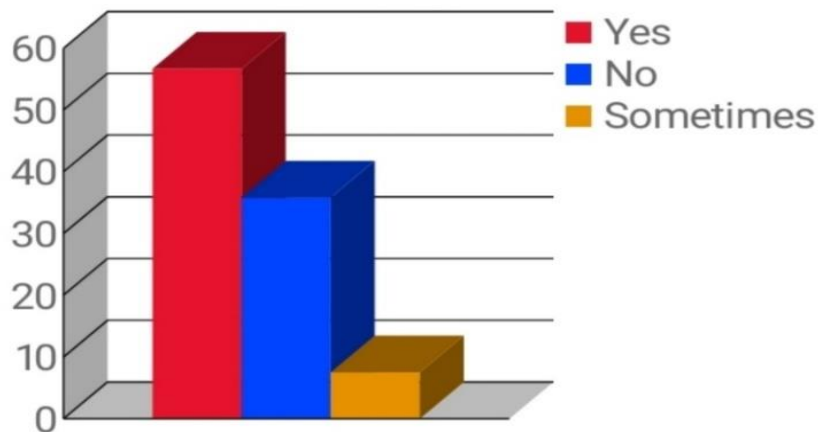


2. How often do you use the emoji?



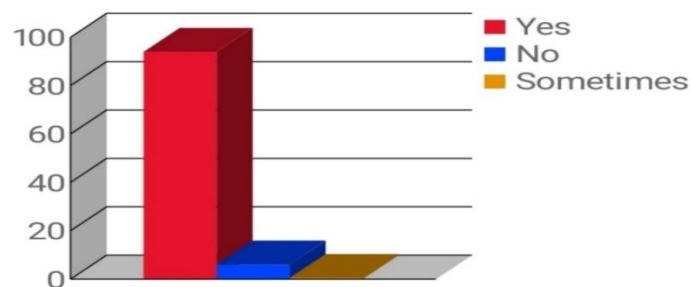
We found that more than 50% of the time emojis are used during a conversation.

3. Do you think emojis describe your feelings?



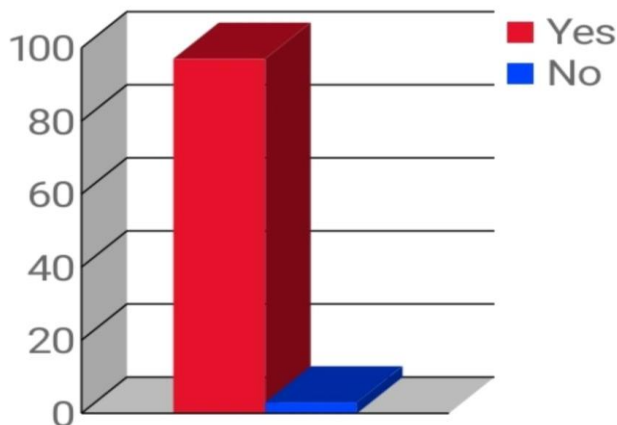
We found that according to more than 50% of people express their feelings with emojis, while some do not use emojis for expressing their feelings very few of them sometimes use emojis to confess or express their feelings through emojis.

4. Is it necessary to use the features of emoji in every social media application?



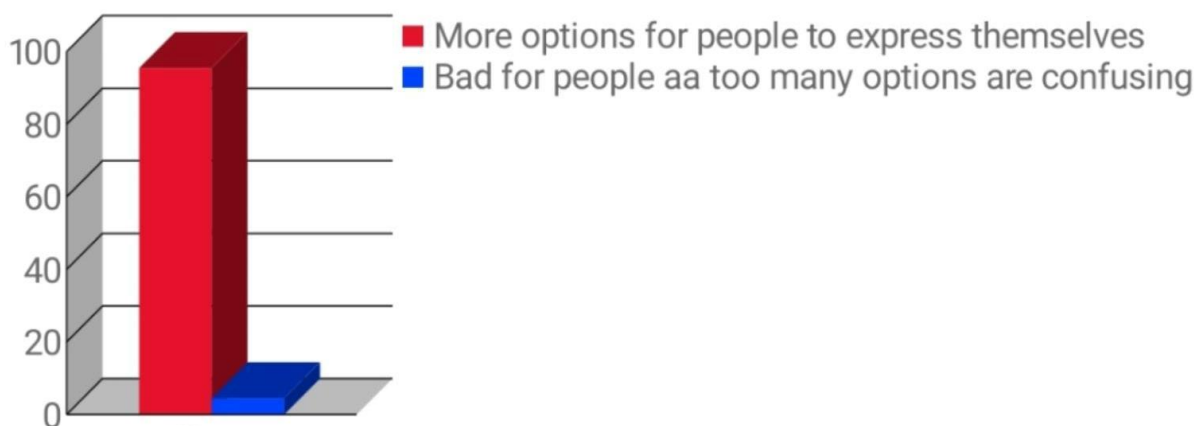
We found that more than 90% felt that having emoji in social media apps help them to express themselves more precisely or start a conversation with unknown people.

5. Has the emoji started a new generation or type of communication?



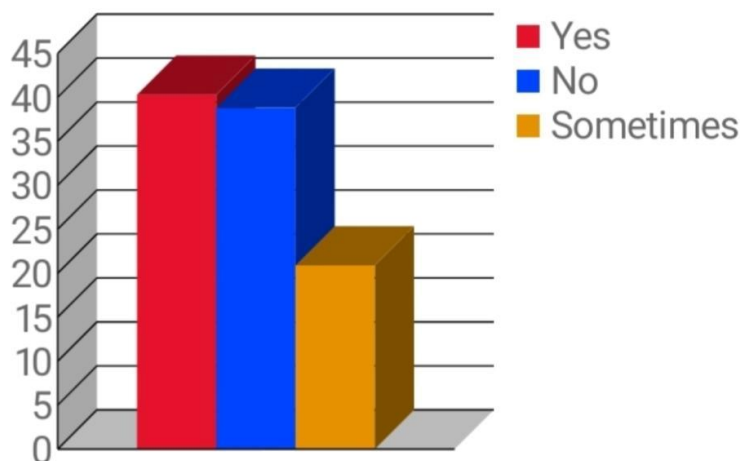
According to more than 90% of the surveyors, emojis have started a new generation or type of communication. It is easier for them to confess their feelings with emojis than words.

6. What has been the impact of emoji on social apps?



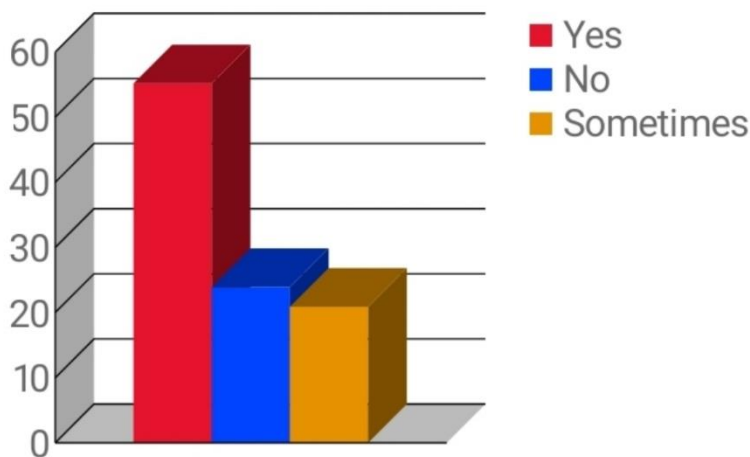
We found that emojis have a great impact on social apps. More than 90% of people felt that emojis helped them to convey or express their feelings easily while a part of people felt that emojis are bad for them as too many options sometimes led to miscommunication.

7. Does emoji affect communication-based on the interpretation of the symbol?



We found that more than 40% of people agreed that Emoji communication is based entirely on how you interpret it. More than 30% of people agreed that emoji communication is not based on interpretation but just the emoticon. Very few i.e., more than 20% of people felt that emojis are sometimes misinterpreted by the people.

8. Is emoji better than text communication?



We found that more than 50% of people agreed that emojis are a better source of communication than text-based communication as they express feelings more precisely.

Language is rich in layers, subtleties, and finesse. Emojis are a common aspect of speech in the modern world. Emojis aren't ruining language, according to most people. Text messages are tedious, time-consuming, and not overly prevalent, according to our participants. Additionally, most users believe that emojis are a far faster alternative to texting.

Conclusion

From this research, we can conclude that people are more into emoji today and are accepting emoji as a new and better language of communication. The word “emoji” stands for “picture character,” in which the “E” means picture, “MO” means writing, and “JI” means character. Emoji which can be also called a pictorial form of communication is popular among youth. They find it more playful and enjoyable in comparison to calling or texting. When emojis express our emotions to others while texting, respondents find it more interesting and useful.

The survey was done to learn about emojis becoming a new language to communicate. Whether it is having positive or negative effects on the society. The survey results are about there are a total of eight questions and the participants responded to all the questions. 66 people responded to this questionnaire. Participants responded to every question that was mentioned. The survey result showed that 66.67% of people often use emojis while texting and love to use emojis. According to 57.58% of people, emojis always describe our feelings correctly and 36.36% of people answered that sometimes the emoji describes our feelings. 93.94% of the respondents agree that it is necessary to have the feature of

emojis in every social media app. 96.97% of respondents agreed that emoji has started a new generation of or type of communication. There are also questions asked in the questionnaire that according to them what the impact of emojis in social media apps is, in this 96.97% responded that they get more options to express themselves with the help of emojis. The respondents looked confused when they were asked if emojis affect communication. 40.91% responded that emojis affect whereas 37.88% think that emojis affect the conversation sometimes. 56.06% find that emoji is better than texting in a conversation.

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