

COMMUNICATION PERCEPTION STUDY OF EMOJI'S AND EMOTICONS

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ABSTRACT

The growing use of emojis, digital images that can represent a word or feeling, and the fact that they can be strung together to create a sentence with real and full meaning raises the question of whether they are creating a new language amongst technologically savvy youth, or devaluing existing language. Communication between humans is constantly changing and adapting to social trends, lifestyles and more recently technology, and language is recognised as being a living organism. This study will examine the perception of people about the use of emoticon/emoji and also examine whether they know the meaning of emoji's or misunderstood as communication is complex and the use of emojis can either clarify or confuse the receiver, because they indicate presence of emotion but absence of the individual, due to their digital nature.

KEYWORDS: Emoji, Emoticon, Perception, Communication, Digital.

INTRODUCTION

Emoji has become the integral part of our conversation. The internet has brought new form of writing and literacy. In a Multilanguage society like India emoji also got mixed together in different registers of expression. Many people find new emojis an exciting way of communicating. Most words use an entirely arbitrary relationship with the external, 'real' world.

SEMIOTICS

Semiotics in its broadest definition 'the study of signs'. Saussure suggested semiotics as a "science

that studies the life of sign within society". On the broadest definition is that of the late semiotician Umberto Eco (1932-2016), states that semiotics is concerned with everything that can be taken as sign. Semiotics is the study of meaning making, codes, signs and sign process (Morirarty, 2002 and 2004).

ONLINE COMMUNICATION

COMPUTER MEDIATED COMMUNICATION

(CMC): computer-mediated communication (CMC) is an integration to computer technologies in our everyday life.

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The field on CMC studies how human behaviours are maintained and alter by exchange of information through machines. Immediate communication refers to a process where messages are transmitted more or less directly, without the aid of exterior technology (Wood, Andrew F., 2014).

HUMAN COMPUTER INTERACTION: HCI is the study and the practice of usability. It is about understanding and creating software and other technology that people will want to use, will be able to use, and will find it effective when it use(kumar,2005). In the developing world, mobile technologies and the arrival of high-speed internet are revolutionizing, these new technologies are changing people's economic and social life.

EMOJI AS A NON-VERBAL COMMUNICATION

Emoji are becoming very popular across the world, allowing people from different linguistic and cultural backgrounds to communicate and interact with each other more concretely, thus making it possible to facilitate intercultural communication by transcending the symbolic barriers to the past demarcated by specific script and implicit socio-political ideologies that they entailed. Emojis are the emotion communicators of 21st century. Whatever it is that you feeling, it can be substituted with an emoji. According to the recent research 90% of social networking users communicate through these symbol and more than 6 billion emoji's are exchanged every day. The experts of linguistics disputes that the idea that emojis are a millennial thing and a threat to formal communication. emoji's change and evolve in a similar way to natural language. Graphic communication are so globally recognized as a new communication code that there have already been cases of people being arrested for using icons considered threatening. Recently, emoji were also discussed in term of diversity and feminism.

EMOJI ARE DISTINCT FROM EMOTICONS

The expression that indicate a smile- :) –is called emoticon, these are typographic display of human facial expression created with basic characteristics from keyboard and ☺ emoji's are real image and symbol that rendered in our devices. Before emoji's, there were emoticons, facial expressions made with punctuation marks.

REVIEW OF LITERATURE

There have been various studies about the use of emoticons and its use in digital communication. Some researchers have also conducted studies on different parameters of Emoji's and Emoticons on online communication .The present study is based on the reviews found by the researcher. *The Understanding Emoji Ambiguity in Context: The Role of Text in Emoji-Related Miscommunication* (2017) research examined emoji in isolation, without consideration of any surrounding text. The study suggests that text does not have the hypothesized disambiguation value for emoji. Prior work has hypothesized that examining emoji in their natural textual contexts would substantially reduce the observed potential for miscommunication.

The paper *Are Emojis Creating a New or Old Visual Language for New Generations? A Socio-semiotic Study* (2016) examine the use and place of emoji's as a form of language. In particular to determine whether these digital pictograms (also known as logograms or ideographic symbols) were a new language developed by a new technologically competent generation, or whether they reflected a deeper human need for visual communication that had been expressed through pre-alphabet communication systems.

OBJECTIVES

- To study the use of emoticons/ emoji's in online communication

- To study the distinctive social and communicative roles of emoticons/ emoji's.
- To analyse the knowledge of People about meaning of Emoji/ Emoticons.

analysed in the study. The area of research was Bhopal, Madhya Pradesh.

DATA ANALYSIS AND INTERPRETATION

METHODOLOGY

Quasi Experimental Research Design was used for the study where one control group and one experimental group with 10 participants in each group. The Experiment was performed in appropriate environment. Along with the Experiment a survey was conducted to know the perception of people about Emoticons and Emoji's role in communication. 50 responses were recorded with structured questionnaire and

SURVEY ANALYSIS

All gathered data gathered for this study is organized, coded and analyse in the form of table and graphs and made all the percentage, frequencies by using Statistical Package for Social Science (SPSS) to show the result of the study.

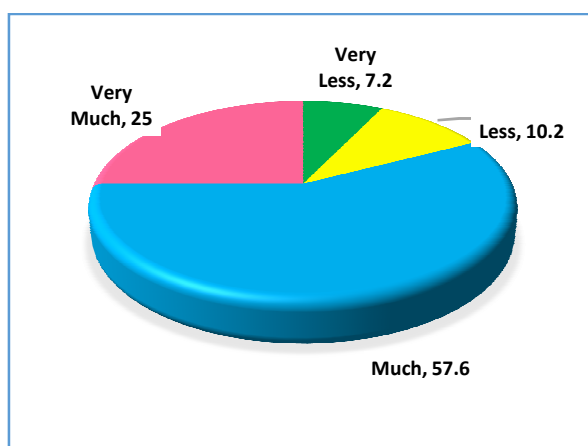
In order to understand what the analysis of the result refers to, it is important to consider some underlying information about the respondents.

Table 1.Demographic profile

S. N		Category (s)			
1	Age (in years)	15-25	26-35	36-45	46-55
		50.7%	25.6%	11.2%	12.5%
2	Gender	Male		Female	
		63.8%		36.2%	
3	Education Qualification	Under-Graduate	Graduate	Post-Graduate	M.Phil./Ph.D.
		14.5%	46.2%	28.3%	11%
4	Occupation	Student	Govt. Employee	Private Employee	Others
		45.4%	15.1%	35.5%	4%

As per the gender is concerned, out of 50 respondents who participated in this study, there were 63.8% males and 36.2% females. As per age concerned it is classified into 4 age groups i.e. 15-25 years, 26-35 years, 36-45 years and 46-55

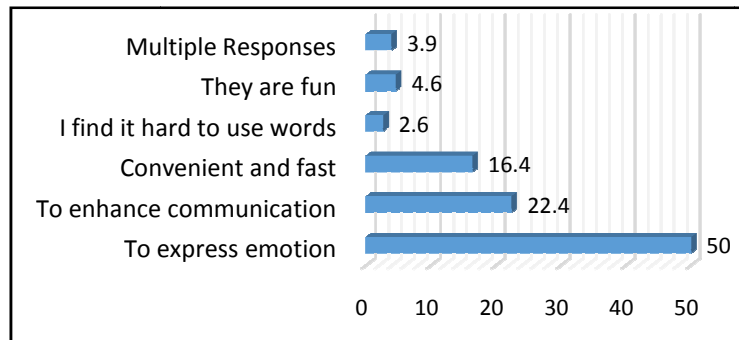
years. It was found that most (50.7%) of the respondents was between the age of 15-25 years. In respect to the educational status, the largest share of 46.1% constituted with those holding Graduate degrees.



Graph 1.use of emoticon/emoji

In the online digital communication emoticon/emoji is widely used by its users. The data shows that 57.6% respondents use emoticon/emoji in online communication whereas 25% respondents used it very much. 10.2% respondents use it less and 7.2% respondents use emoticon/emoji very

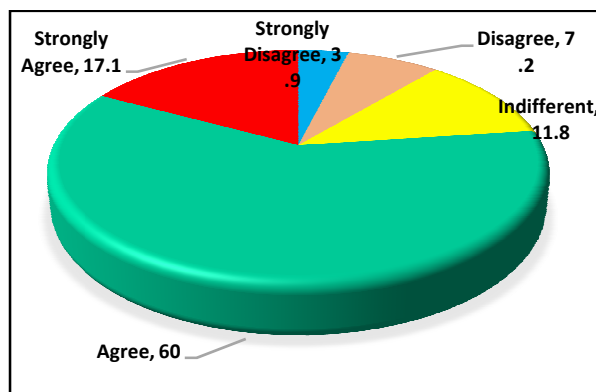
less. If we see overall analysis of usage of emoticon/emoji about 80% respondents widely use emoticon / emoji in online communication which clearly indicates that emoticon/ emoji are becoming integral part of online texting behaviour among users.



Graph 2.Reasons to use emoticon/emoji

Using emoticon/emoji in online communication can be for many reasons, in this study researcher mention some of the reasons for using emoticon/emoji. According to data analysis, 50% respondents use emoticon/ emoji to express their emotions or feelings to other whereas 22.4% respondents use them to enhance their communication in online platforms. 16.4%

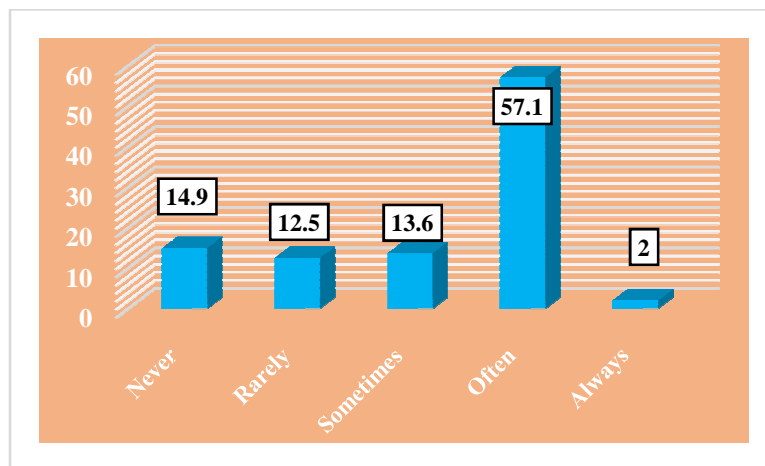
respondents use emoticon/emoji because they are convenient and fast to use while 4.6% respondents use them because using emoticon/emoji is like fun to them. 3.9% respondents use emoticon/emoji for various reasons mentioned in the response category whereas 2.6% respondent use them because they find hard to use words in online communication.



Graph 3.emoticon/emoji enhance communication

On the subject of emoticon/ emoji enhance communication, 60% respondent are agree with the statement whereas 17.1% respondent are strongly agree with statement that emoticon/ emoji enhance communication. The analysis shows that almost 80% respondent have a positive reaction towards the statement i.e.

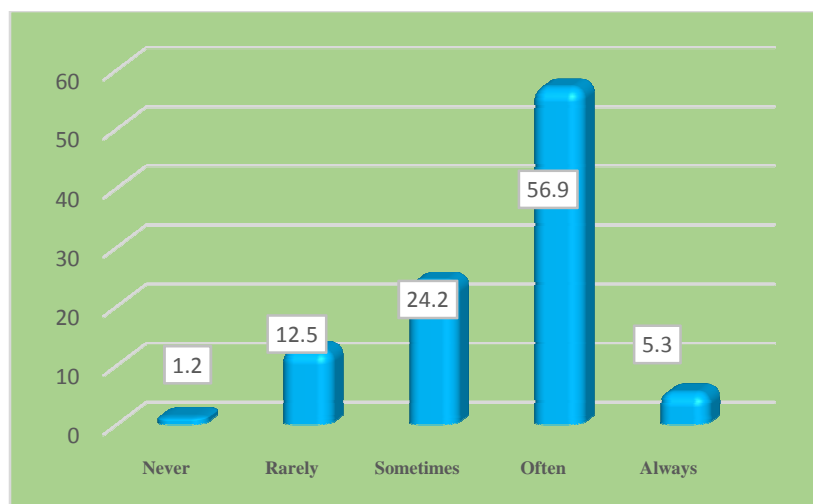
emoticon/emoji enhance the communication in online media. On the other hand 11.8% respondents have indifferent opinion about this statement while 7.2% respondent are disagree with the statement that emoticon/ emoji enhance communication. 3.9% respondents are strongly disagree with the statement.



Graph 4. feel frustrated by not able to express emotion through emoticon/emoji

On the subject of dealing with frustration because of not able to express emotion through emoticon/ emoji, 57.1% respondents said that they often feel frustrated when they are not able to express their emotion through emoticon/ emoji whereas 14.9% respondents never feel frustrated or irritated when they are unable to use emoticon/ emoji to express their feelings. 13.6% respondents sometimes feel frustrated and 12.5% respondents rarely feel frustrated

when they are not to express their emotion through emoticon/ emoji. 2% respondents always feels frustrated because of not able to express emotion through emoticon/ emoji. The analysis reveals that maximum respondents feel frustrated when they are not able to express their feeling through emoticon/ emoji, this statement indicates that people are now more depending upon emoticon/ emoji to express emotion in online communication.



Graph 5.important what type of emoticon/emoji based on emotion?











On the subject of Importance of what type of emoticon/ emoji based on emotion, 56.9% respondent often said that there is important to use and choose emoji depend on the emotion whereas 24.2% respondents said that it is sometimes important what type of emoticon/emoji use by them based on their

emotion followed by 12.5% respondents said that they rarely find it important what type of emoticon/ emoji they use based on emotion. 5.3% respondents said that it is always important whereas 1.2% of respondent said that it is never important to use what type of emoticon/emoji based on their emotion.

EXPERIMENTAL RESEARCH RESULT




EMOJI








Table.2 Recorded Responses in Experiment

<i>Emoji's</i>	<i>Experimental Group</i>	<i>Control Group</i>
 Hug	Out of 10 respondents 8 respondents identify the expression of emoji	Out of 10 respondents 8 respondents identify the expression of emoji
 Happy	Out of 10 respondents 6 respondents identify the expression of emoji	Out of 10 respondents 4 respondents identify the expression of emoji
 Disappointed	Out of 10 respondents 4 respondents identify the expression of emoji	Out of 10 respondents 5 respondents identify the expression of emoji
 Fear	Out of 10 respondents 5 respondents identify the expression of emoji	Out of 10 respondents 5 respondents identify the expression of emoji
 Rolling Eyes	Out of 10 respondents 7 respondents identify the expression of emoji	Out of 10 respondents 5 respondents identify the expression of emoji
 Tears of joy	Out of 10 respondents 7 respondents identify the expression of emoji	Out of 10 respondents 7 respondents identify the expression of emoji
 Winking Eyes	Out of 10 respondents 3 respondents identify the expression of emoji	Out of 10 respondents 3 respondents identify the expression of emoji
 Sleepy Face	Out of 10 respondents 2 respondents identify the expression of emoji	Out of 10 respondents 1 respondents identify the expression of emoji
 Angry	Out of 10 respondents 10 respondents identify the expression of emoji	Out of 10 respondents 8 respondents identify the expression of emoji
 Triumph emoji	Out of 10 respondents 8 respondents identify the expression of emoji	Out of 10 respondents 5 respondents identify the expression of emoji

HAND GESTURE EMOJI'S

Table.3 Recorded Responses of Hand's Gesture Emoji's

<i>Emoji's</i>	<i>Experimental Group</i>	<i>Control Group</i>
 Celebration	Out of 10 respondents 4 respondents identify the expression of emoji	Out of 10 respondents 1 respondents identify the expression of emoji
 Clapping	Out of 10 respondents 9 respondents identify the expression of emoji	Out of 10 respondents 7 respondents identify the expression of emoji
 High-Five	Out of 10 respondents 6 respondents identify the expression of emoji	Out of 10 respondents 1 respondents identify the expression of emoji

 Yes	Out of 10 respondents 4 respondents identify the expression of emoji	Out of 10 respondents none of the respondent identify the expression of emoji
 Bang	Out of 10 respondents 8 respondents identify the expression of emoji	Out of 10 respondents 8 respondents identify the expression of emoji
 Ok	Out of 10 respondents 6 respondents identify the expression of emoji	Out of 10 respondents 5 respondents identify the expression of emoji
 Thumps-Up	Out of 10 respondents 10 respondents identify the expression of emoji	Out of 10 respondents 6 respondents identify the expression of emoji
 Call me	Out of 10 respondents 7 respondents identify the expression of emoji	Out of 10 respondents 5 respondents identify the expression of emoji
 Love you	Out of 10 respondents 6 respondents identify the expression of emoji	Out of 10 respondents 1 respondents identify the expression of emoji
 Horn	Out of 10 respondents 5 respondents identify the expression of emoji	Out of 10 respondents 2 respondents identify the expression of emoji

RESULT

The overall Experiment indicates that-

Participants in Experiment Group are likely to Recognize Emoji's more clearly due to the set Environment i.e. Clear and Colour Picture, Ideal Room and appropriate time.

Whereas participants in control group are confused and not able to make clear perception about the Emoji's.

CONCLUSION

The paper concludes that people are using emoticon/ emoji in a big frame and it is becoming an easy and attractive way for communicating. The extensive convention of emojis and their increasing popularity in tweets, blogs, and text messages across a range of cultures and ages suggest that users consider them as an effective and powerful tool for communicating feelings and emotions in a digital medium. The experiment revealed that people are using emoji but they are unable to understand the actual meaning of that emoji which sometimes lead to misunderstanding

between sender and receiver so, there is a need that people should know the meaning of emoji and use them accurately. This paper set out to examine the use and place of emojis as a form of language. Emojis therefore, are simply placing these visual forms into the digital arena.

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