

# Application of Emoji on Social Media: its Impact among Youngsters

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**V. Chitra**

*Associate Professor, PSG College of Arts & Science, Coimbatore, Tamil Nadu, India*

**R. Swaranalatha**

*Associate Professor & Head, PSG College of Arts & Science, Coimbatore, Tamil Nadu, India*

## Abstract

*The growth of communication shows a tremendous rise in today's environment. The latest and shortest form of communication tool used in social media is Emoji. Emoji's express the emotions of the user while in communication. This paper focuses on the use of Emoji on social media such as Facebook, Whatsapp and Instagram. The study results show that most of the users use Emoji's to save time and for an easy way of communicating their thought to the receiver.*

**Keywords: Emoji, Social media, Communication tool, Usage of Emoji's**

## Introduction

Effective Communication is a very mandatory element of our life. When we look back to history, communication is done through letters, oral, symbols, art etc. Today, because of advancements in technology, communication has become easier. Messages are transmitted in a fraction of seconds; distance is not a factor. Innovation in technology and Social media has brought a change like communication. The growth in communication began from letters, calls, emails, text messages and now evolved to its shortest and latest form of Emojis. Emojis are influencing the lives of people and the way they communicate with others. They represent everyday aspects of life. Due to this, it has brought unexpected popularity. Emojis lightened the mood and relaxed the mind of the youngsters. Social media applications are spending a lot of money on emojis and tactics to make them more attractive for their users. Emojis instantly deliver the emotion we want to express to the other person. Messages need not be typed long; instead, an emojis can say much more. This is leading to a decline in the usage of words and language. This paper focuses on the application of Emoji on social media and their impact on youngsters.

## Need for the Study

This is a study mainly conducted for the new generation on how the impact is created among the growing youngsters of the society, particularly to the social media users. It is highly defined as a simple tool for communicating language and emojis for the faster communicative technique among the present and future youngsters. This is highly targeted in the minds of youngsters for a quick typing language. It is also helpful in faster communication with the expression of emojis.

## Literature Review

Tae-Woong Park, Si-Jung Kim, Gene Lee, in their study, finds the richness of instant messaging using emoticons and show that the instant messaging technique has replaced verbal communication to a larger extent. Petra Kralj Novak, Jasmina Smailovic, Borut Sluban, Igor Mozetic, in his study, focuses on another aspect-sentiment of emojis. And the author gives us a definite section, i.e. how they are being used in Twitter. It shows how modern communication has evolved by using emojis and how the users are targeted by social media. Hannah Miller, in his study, finds that Emojis are positive, but they can also cause miscommunication, and this causes problems on not understanding the emotion delivered. Ruth Filik, Alexandra Turcan and Amelia Turner, in his study, identifies how emoticons are used to clarify ambiguous and confusing messages, how they add more depth into conversations. Amy Ip, in his study, focuses on understanding the difference in a user's psychology of how they interpret different emojis and how positively or negatively they take it. A comparison of the effect of emoticons was made among people of varying age groups. The results showed that emojis did not increase the positivity, but they were more extreme, much more than punctuation marks.

## Scope for the Study

This method of study has contributed to the easy way of communication. The brand new communication of emoji's leading way of expressing communication on social media like Facebook, Whatsapp, Instagram, Twitter and so on. The study has also made the average rate of users worldwide with the better way of communication among youngsters balanced according to the technology.

## Objectives of the Study

- To identify the use of emojis while communicating on social media.
- To identify the most preferred emoji by youngsters for communicating.

**Table 3: Benefits of using Emojis in Mobile Communication**

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Understandable	36	30	44	0	0

- To identify the reason for using emoji on social media.

## Research Methodology

The research design used in this study is descriptive. The sample size of the study is 110 respondents within the age group between 18 to 25 years. The collected data is analysed by using Simple Percentage Analysis, Chi-square test and ANOVA.

## Analysis and Results

**Table 1: Classification of Respondents Preferring the Type of Social Media**

Social Media Preference	No. of Respondents	% of Respondents
Facebook	24	22
Whatsapp	51	46.3
Instagram	29	26.3
Others	6	5.45
<b>Total</b>	110	100

The above table shows that maximum of 46.3% of the respondent's use Emojis in using Whatsapp. 26.3% of the respondents of the study use Emojis in communicating through Instagram. 22% of the respondents of the study use Emojis in communicating through Facebook.

**Table 2: Reason for using Emojis among the Respondents**

Reason for Using Emojis	No of. Respondents	% of Respondents
Save time	42	38.1
Bored typing	34	31
Express emotions	22	20
Shorten message	11	11
<b>Total</b>	110	100

The above table reveals that 38.1% of the respondents say that Emojis are used while communicating saves time.

Enjoyable	29	48	33	0	0
Fast	30	43	28	9	0
Supportive	22	36	43	9	2
Meets Expectation	70	40	0	0	0
Practical	25	41	40	4	0
Innovative	26	42	40	2	0
Cluttered	25	24	38	23	0
Unfriendly	11	10	20	40	29
Boring	9	10	10	49	32
Creative	49	39	22	0	0

The above table shows that 63.63% of the respondents say that Emoji usage in communication meets their expectations. Only 9.1% of the respondents say that Emoji is unfriendly and only 8.2% of the respondents feel that Emoji usage in communication is boring.

**Chi-square Analysis**

- **Assessing the difference between Gender Vs agreeability regarding benefits of the use of Emojis in mobile communication**

**Null hypothesis (H<sub>0</sub>):** There is no significant difference between gender and agreeability regarding the benefits of using emojis in mobile communication.

**Alternative hypothesis (H<sub>1</sub>):** There is a significant difference between gender and agreeability regarding the benefits of using emojis in mobile communication.  
Level of Significance: 5%

**Table 4: Gender Vs Agreeability Regarding Benefits at the use of Emojis in Mobile Communication**

	t	df	Sig. (2-tailed)
agreeability	0.588	108	0.558

**Conclusion**

The t-test value is 0.558, which is more than a 5% level of significance. Hence we accept our null hypothesis, and we may infer that there is no significant difference between gender and agreeability regarding the benefits of using emojis in mobile communication.

- **Assessing the association between Gender Vs opinion on how Emojis is important in the hands of youngsters nowadays**  
**Null hypothesis (H<sub>0</sub>):** There is no association

between gender and opinion on how emojis is important in the hands of youngsters nowadays.

**Alternative hypothesis (H<sub>1</sub>):** There is an association between gender and opinion on how emojis is important in the hands of youngsters nowadays.

**Level of Significance: 5%**

**Table 5: Gender Vs Opinion on how Emojis is Important in the Hands of Youngsters Nowadays**

	value	df	Sig.
Pearson Chi-Square	82.164	2	0.000
No of Valid Cases	110		

**Conclusion:** The Chi-Square value is 0.000, which is less than a 5% level of significance. Hence we reject our null hypothesis, and we may conclude that there is an association between gender and opinion on how emojis is important in the hands of youngsters nowadays.

**ANOVA**

- **Assessing the difference between Age Vs agreeability regarding benefits of the use of Emojis in mobile communication**

**Null hypothesis (H<sub>0</sub>):** There is no significant difference between age and agreeability regarding the benefits of using emojis in mobile communication.

**Alternative hypothesis (H<sub>1</sub>):** There is a significant difference between age and agreeability regarding the benefits of the use of emojis in mobile communication.

**Level of Significance: 5%**

**Table 6: Age Vs Agreeability Regarding Benefits at the use of Emojis in Mobile Communication**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.981	2	0.991	1.646	0.198
Within Groups	64.392	107	0.602		
<b>Total</b>	66.373	109			

**Conclusion:** The t-test value is 0.198, which is more than a 5% level of significance. Hence we accept our null hypothesis, and we may conclude that there is no significant difference between age and agreeability regarding the benefits of Emojis in mobile communication.

### Conclusion

The preceding analysis reveals that the majority of the respondents at the UG level and have some knowledge about applications of Emoji. Only a few respondents feel boring in using Emoji for communication. It gives a very clear understanding on recommending Emojis are highly recommended for mobile communication.

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### Author Details

**Dr. V. Chitra**, Associate Professor, PSG College of Arts & Science, Coimbatore, Tamil Nadu, India.  
**Email ID:** [chitra.nehha23@gmail.com](mailto:chitra.nehha23@gmail.com).

**Dr. R. Swaranalatha**, Associate Professor & Head, PSG College of Arts & Science, Coimbatore, Tamil Nadu, India