Analysis of Emoji Usage:

Differences in Preference and Function Across Genders
Abstract

How do people make use of emojis in their daily computer-mediated communication? In order to obtain data, a sampling methodology was implemented in which data from 15 female and 15 male participants was used to provide reports on the differences in preference and functions of emoji usage across genders. The study found that in variety and in total, males tend to select a greater amount of emojis, in comparison to females. The participants’ reasons for using emojis in instant messages varied across the two gender groups, females focused on illustrating a state of emotion while the males focused on emphasizing a message. This partially corresponded with previous studies. The study also found that the males replace words with emojis because it is easy, fun or quick, and in order to illustrate a state of emotion, while females do not prefer to replace words with emojis. In accordance with previous findings, this study shows that in general, people prefer using emojis to complement rather than to replace words. All of the males in this study tend to make use of emojis in order to complement words, while there was a low amount of females who do not use emojis for the purpose of complementing.

Keywords: emojis, CMC, function, complement, replacement, gender

Length of essay: 31 pages
Table of Contents

Abstract ............................................................................................................................ 2

1. Introduction .................................................................................................................. 4

2. Background .................................................................................................................. 5
   2.1. Origin of Emoticons ................................................................................................. 5
       2.1.1. From Emoticons to Emojis .............................................................................. 6
       2.1.2. Unicode ......................................................................................................... 6
   2.2. Phatic Communion and Functions .......................................................................... 7
   2.3. How Men and Women Differ in their Usage of Emoticons and Emojis ............... 8
       2.3.1. Using Emoticons and Emojis to Complement or Replace Written Words in
              Instant Messages ................................................................................................. 9

3. Aim and Research Questions ....................................................................................... 11

4. Method ........................................................................................................................ 11
   4.1. The Main Variables ............................................................................................... 12
   4.2. Themes of responses ............................................................................................ 14

5. Results ......................................................................................................................... 14
   5.1. Emojis Preferred by Females and Males Respectively ........................................... 16
   5.2. Functions of Emojis in Written Conversations ..................................................... 17
   5.3. Replacing Actual Words or Letters through the Use of Emojis .............................. 18
   5.4. Complementing Actual Words or Letters through the Use of Emojis ................. 20

6. Discussion .................................................................................................................... 21
   6.1. Limitations ............................................................................................................ 24

7. Conclusion ................................................................................................................... 25

Sources cited ................................................................................................................... 26

Appendix A ....................................................................................................................... 28

Appendix B ....................................................................................................................... 31
1. Introduction
The emoji called “face with tears of joy” was in 2015 voted word of the year by The Oxford Dictionary (Danesi, 2017). The fact that an emoji was chosen as word of the year is interesting, since Danesi (2017) states that the emoji is considered to be a pictogram and not a word. In today’s modern society, people are able to communicate with each other through text over great distances with ease, due to the aid of computer-mediated communication (CMC), for example e-mail or instant messaging applications. There are various instant messaging applications such as Facebook Messenger, Whatsapp, Kik, Viber and most of all the short message service, also known as SMS. While the above-mentioned applications allow people to communicate instantly with each other, it is not uncommon for misunderstandings to occur, as it is difficult to see and hear the tone of a message in written communication. Thus, with the aid of emojis, a tone or an emotive value can be added to the message, which reduces the risk of a misunderstanding to occur between sender and recipient. Still, even with emojis there is a risk of misinterpreting a message, since the meaning of an emoji might not be what the sender actually wants to convey. Additionally, the receiver may not be aware of what the received emoji means and might, therefore, misread the intention of a message.

Before emojis, people made use of emoticons, which consisted of ASCII (American Standard Code for Information Interexchange, Raymond and Steele, 1996, p. 55) characters such as the hyphen, comma, period, semicolon and colon. ASCII characters in combination with each other give the emoticon an appearance of facial expressions in order to resemble people’s stereotypical expressions that occurs in face-to-face (F2F) interactions.

It has been suggested in previous studies (Kring & Gordon, 1998; Kelly & Hutson-Comeaux, 1999 and Wolf, 2000) that women are stereotypically more emotionally expressive than men. Kelly and Hutson-Comeaux claim, that in regard to emotions such as happiness, women are more expressive than men, while men are stereotypically more expressive in anger (1999, p. 107). Furthermore, Kring and Gordon (1998, p. 688) state that women and men learn how to express their emotions differently at a young age, and as a result of this, they experience emotions differently. They further suggest that both gender’s expressiveness of emotion could as well be dependent on socialization, and not solely determined by the experience of emotions (Kring & Gordon, 1998, p. 688).

Whether these stereotypes are upheld or transcended by both genders in CMC is an interesting perspective to consider while looking at the differences between men’s and women’s respective
use of emojis. Furthermore, Parkins (2012, p. 47) argues that “due to the relative anonymity that comes with online communication”, it is possible to deviate from the stereotype that women are “the more emotionally expressive” gender. It might also be plausible for these stereotypes to be reversed, because of the relief of anonymity that people have in a closed and controlled environment behind a computer-screen. In other words, men and women might be able to cross the socially expected boundaries of behavior regarding their own gender, due to the advantage of privacy. For instance, women could use CMC with the aid of emojis as a method for expressing emotions which are not stereotypical characteristics of women, such as anger, which Kelly and Hutson-Comeaux stated to be typically associated with men (1999, p. 107). Additionally, using emojis in CMC might also present men with the opportunity to express themselves through emotions other than solely anger, instead of concealing them (Kring & Gordon, 1998, p. 688).

2. Background
In order to understand how the use of emojis may differ between men and women within instant messaging conversations, it is central to have knowledge of the origin of emoticons, their function, and in what way emojis originated from emoticons.

2.1. Origin of Emoticons
An emoticon is made by combining punctuation marks, letters and numbers, and it is used in order to represent different facial expressions. Raymond and Steel suggest that an emoticon is commonly known as “an ASCII glyph used to indicate an emotional state in email or news” (1996, p. 244). The facial expression of an emoticon is dependent on the combination of characters, for instance, the order or the way in which people combines the ASCII characters such as punctuation marks, letters or numbers. Furthermore, the recipient is required to read the emoticon sideways in order to interpret the sender’s intended meaning. However, it is still possible for the recipient to fail with interpreting the sender’s intended meaning of a message.

The emoticon was first used by Scott E. Fahlman in 1982 at Carnegie Mellon University in a proposal regarding how people could use a smiley or frowny to make sure that a message would be read as intended by the sender (Churches, Nicholls, Thiessen, Kohler, & Keage, 2014, p. 197; Krohn, 2004, p. 321). Moreover, the smiley was said to make the reader aware that the statement preceding the emoticon was supposed to be perceived with humor, while a frowny was intended to alert the reader of a message that the statement was not supposed to be taken as a joke (Churches et al., 2014, p. 197). The smiley was written with a colon followed by a hyphen and ending with a right parenthesis, which would produce the following emoticon: :-)
whereas the frowny was written in the same way as the smiley but with a left parenthesis at the end, thus creating the following emoticon: :-('.

2.1.1. From Emoticons to Emojis
The emoji was created by Shigetaka Kurita in 1998 and it was to become more popular than its predecessor. The creation of the emoji occurred a year after people around the world had begun using emoticons within online messages (Danesi, 2017, p. 2-3). People only began using the emoji more frequently than the emoticon when Apple released the operating system called Five (iOS5) around 2011 which contained Kurita’s emojis (Danesi, 2017, s. 3). Unlike emoticons, emojis are preconstructed images of characters with different facial expressions. They can exist in the form of objects, a weather occurrence, animals, stellar objects or musical notes, and these forms of emojis are merely some among several categories.

The emoticon was created to put an emotive marker on a statement in order to specify whether it is humorous or not. However, Kelly and Watts state that the “emoji extend the capabilities of emoticons by incorporating a wide array of characters whose relevance to emotional communication is less clear” (2015, p. 2). Thus, an emoji can be used to apply an emotive indicator to an instant message, much like the emoticon, but there is also a risk that the recipient might misinterpret the message. A misinterpretation of an instant message including one or more emojis can be dependent on which emoji(s) is sent, as Kelly and Watts claim that the emotional communication is less clear, due to the wide variety of emojis which exist (2015, p.2). In addition, emojis have more functions today than solely adding an emotive marker to a statement. They can be used for starting a conversation, ending a conversation or even conveying textual silence within instant messages. These functions will be elaborated further on in 2.2.

2.1.2. Unicode
As people across the globe began using emojis more frequently within instant messages, a problem was discovered. According to a report by Unicode Consortium (2019), the problem was that mobile phones were developed differently from one another, which resulted in each mobile phone having a unique set of coding. Thus, the coding regarding text for each mobile phone was not compatible with any mobile phone other than those with the same code and development. Furthermore, this incompatibility resulted in emojis not being displayed at all or as they were intended for the recipient. Because of these difficulties, a non-profit organization called the Unicode Consortium was asked to include emojis in their already existing database for symbols (Unicode Consortium, 2019). The Unicode Consortium made it possible for people with different technological platforms such as “smartphones, laptops, tablets and cloud
computers to share or exchange text that is written in any language or with symbols” (Unicode Consortium, 2017).

The Unicode Consortium aids and facilitates the exchange of emojis, symbols and characters between people with different languages and different platforms, through the Unicode Standard. This system allows for each character or symbol to have “a unique number for every character, no matter what platform, device, application or language. It has been adopted by all modern software providers and now allows data to be transported through many different platforms, devices and applications without corruption” (Unicode Consortium, 2017).

2.2. Phatic Communion and Functions
Malinowski coined the term “phatic communion” (small talk) in 1923 as he presented a new type of linguistic use, i.e. a small exchange of words in order to create a bond between speakers (Ogden, Richards, Malinowski and Crookshank, 1923, p. 285). At the time, Malinowski was studying the speech of primitive societies, a topic that could be considered outdated when considered in relation to the usage of emojis within instant messages. Emojis are relevant to the concept of phatic communion in such that they can be used to express unique meanings between two or more people and to represent an existing bond between them (Gould & Wiseman, 2018, p. 8).

Furthermore, Malinowski suggests that words in phatic communion are not only used to convey meaning but also to serve a social function. He claims that “they are [not] the result of intellectual reflection, nor do they necessarily arouse reflection in the listener” (Ogden et al., 1923, p. 285). With Malinowski’s perspective on words with phatic communion in mind, it might be possible to apply phatic communion to emojis, since emojis might also serve a social function much like words. The emoji called “face with tears of joy” was voted word of the year in 2015 by The Oxford Dictionary. Due to this, emojis could be considered to be a part of the English language, and it might be plausible to claim that phatic communion is applicable to emojis as well and not only actual words. Emojis can be seen as part of any language globally due to the fact that Unicode simplified the usage of emojis across different languages and technological platforms - as mentioned in the section regarding Unicode (2.1.2.).

Danesi describes phatic functions in a similar way as Malinowski’s description of phatic communion. Danesi states that emojis can be used with a phatic function such as starting a conversation, ending a conversation and also used in order to avoid textual silence within instant messaging. He mentions in his study (2017, p. 19-20) that the three most common phatic functions occurring between students while sending instant messages, including emojis, are as
ANALYSIS OF THE EMOJI USAGE

utterance opener, utterance ender and silence avoidance. Danesi describes those phatic functions as following:

- First, the utterance opener replaces the regular greeting such as “Hello!” and usually sets the tone of the message with a positive mood (Danesi, 2017, p.19).
- Secondly, one might use the emoji as an utterance ender where the smiley specifically carries the function of saying “bye” but keeping the friendly mood in order to avoid giving the receiver a feeling of refusal (Danesi, 2017, p.19).
- Lastly, it is possible to use the emoji with the phatic function of avoiding textual silence when the sender of a message does not intend to give the receiver any more information on a subject but still wishes to avoid the uncomfortable silence which may occur as the receiver expects additional information (Danesi, 2017, p.19-20).

2.3. How Men and Women Differ in their Usage of Emoticons and Emojis

Previous studies (Kring & Gordon, 1998; Kelly & Hutson-Comeaux, 1999 and Wolf, 2000) have displayed that differences between men and women in verbal F2F communication exist regarding emotional expressivity. As there is a difference in emotional expressivity between men and women in F2F communication, this difference might also exists in regard to how men and women use emoticons and emojis respectively within CMC. Wolf (2000) examines several differences between men and women within CMC in regard to emoticons and emotional expressivity, such as the frequency of emoticons, the variation of emoticons and for what purpose the emoticons are used within posts in online support groups. These support groups had specific themes of discussion, such as eating disorders, depression and divorce. Furthermore, Wolf included one sports-group to her study (2000, p. 829), mainly for the purpose of avoiding a potential female bias since the support groups consisted of a greater amount of female participants. The groups contained three separate discussion rooms such as same-gender for males, same-gender for females and a mixed-gender group.

Wolf’s research displays that in same-gender groups, females used a lower amount of emoticons depicting humor, and almost none representing sarcasm/teasing. While in mixed-gender groups, the females “more than doubled” the number of emoticons which represented humor, and they began using emoticons that depicted sarcasm/teasing (Wolf, 2000, p. 832). As for males, there was a high amount of emoticons illustrating sarcasm/teasing, and humor in the same-gender groups, and in the mixed-gender groups, the males’ amount of emoticons depicting both sarcasm/teasing and humor dropped. In regards to the males, the amount of
emoticons representing sarcasm/teasing did not change significantly, while it did in terms of emoticons depicting humor (Wolf, 2000, p. 832).

To conclude, the usage of emoticons was more frequent for both genders in the mixed-gender groups but a significant difference can be seen, as the frequency of emoticons increased through males more than females.

Lee (2003, p. 9) states that men and women make use of emoticons differently in instant messages, depending on whether it is between people with the same gender or not. For instance, males who seldom make use of emoticons when conversing with other males tend to increase their usage when speaking with females. While females do not increase their usage of emoticons when speaking with males. Instead, they tend to use the same amount while speaking to males as to females (Lee, 2003, p. 9). The results in Lee’s study is not far different from Wolf’s. Although, a minor difference remained, namely, that females increased their usage of emoticons in Wolf’s study, however insignificant, there was a difference, in contrast to Lee’s study, where there was no alteration in the females’ usage of emoticons.

In contrast to Wolf (2000) and Lee (2003), Witmer and Katzman (1997) found evidence that women have a tendency of contributing more than men in the usage of emoticons. Although, the difference did not appear to be significant. The study of Susan Herring from 1998 (as cited in Herring, 2003, p. 210) displays a difference which correspond with the conventional belief that women are the more emotionally expressive gender. Herring “found that females on [Internet Relay Chat (IRC)] typed three times as many representations of smiling and laughter as did males”. By observing the previously mentioned studies in this section, it is possible to see that the results can and most likely will differ regarding whether males or females are the more emotionally expressive gender.

2.3.1. Using Emoticons and Emojis to Complement or Replace Written Words in Instant Messages

Emojis can be used in various ways, and some might call these different methods of usage linguistic functions. Cramer, de Juan and Tetreault (2016, p. 508) categorize their participants’ messages containing emojis into three different linguistic functions which are as following, repetition of text, complementary usage and textual replacement. They further state that there are “clear limitations” to making these kinds of distinctions and that such linguistic functions should be interpreted as “indications rather than absolutes” (Cramer et al., 2016, p. 508).

The category for repetition of text is a repetition of a textual message - where the sender of a message includes emojis. Additionally, it can be difficult to distinguish repetition of text from the linguistic function known as complementary usage. Because repetition of text which does
not add anything further to the phrase other than an emotional emphasis – can indicate that the emojis are used for the purpose of complementing. This can be seen in the given example by Cramer et al. (2016, p. 508), as he states that “while adding a birthday cake emoji to a happy birthday message does not offer additional information per se, it does add complementary (emotional) value”. In terms of complementary usage, it is possible to insert an emoji either before or after the textual part of the message.

The last linguistic function which Cramer et al. (2016, p. 508) mentions is the textual replacement, and this is when a word or an entire sentence is replaced with one or more emoji(s). One of the participants in the study by Cramer et al. claimed that the usage of solely an emoji without textual context is sometimes done in order to reply without having to say anything specific – which is similar to the silence avoidance, mentioned by Danesi (see 2.2). Cramer et al. (2016, p. 507) point out other reasons for why one might resort to the usage of textual replacement, namely because it is a convenient method of managing or finishing conversations quickly, but also where remaining silent would not be suitable. These reasons which Cramer et al. (2016, p. 507) mentions for replacing text with emojis, are similar to the last two phatic functions out of the three in total that Danesi (2017, p. 19 - 20) mentioned (see 2.2. phatic communion and functions).

Cramer et al. (2016, p. 508) states in regards to his study on emoji usage that 64% out of 228 of the participants’ messages were complementary, while 20% accounted for textual replacement, and 17% were repeating what had already been written textually but through emojis. As the results show, complementary was preferred in terms of emoji usage. A study by Cohn, Roijackers, Schaap and Engelen (2018, p. 1527) specifies that situations where emojis are preferred to be used as replacements for words, are dependent on whether an emoji has congruity with the word it replaces. In other words, not only must the emoji be compatible with the context of a sentence but also with the word.

In regards to replacing words with emojis, Cohn et al. (2018, p. 1527) also show that when words are replaced with emojis without congruency, the pace at which a person is able to read and comprehend a sentence or word is reduced. In contrast, Cohn et al. (2018, p. 1527) further states that “the attenuated reading times for words following normal emoji substitutions suggests a more rapid integration into the meaning of the sentence”. Although, the integration of emojis into sentences can become problematic. Assuming that the sender integrates an emoji which conveys the intended meaning, the recipient has to decipher the emoji, and put it into the
context of the remaining sentence. This could create misunderstandings but it could also result in messages being sent and read swiftly if the substitution is done correctly.

3. **Aim and Research Questions**

The aim of this study is to illuminate how females and males, respectively, make use of emojis within instant messaging applications. It is my hypothesis that females are more prone to using a greater number of emojis than males are, due to men being stereotypically less expressive in face-to-face interactions than females.

**Research Questions**

In order to shed light on the differences between males and females regarding the usage of emojis, I will attempt to answer the following questions;

1. Which particular emojis are preferred by females and males respectively?
2. What functions do emojis have in the conversations of males and females respectively?
3. What differences are there between males and females in terms of replacing actual words or letters through the use of emojis?
4. What differences are there between males and females in terms of complementing actual words or letters through the use of emojis?

With these research questions in mind, the study will focus on illuminating the possible differences which might exist between men and women regarding their usage of emojis. More specifically, which particular emojis are preferred by males and females respectively, what functions emojis have in conversations, and, what differences are there in terms of replacing or complementing words or letters with emojis.

4. **Method**

A questionnaire consisting of open-, and close-ended questions was distributed at the campus of Jönköping University and through Facebook groups consisting of international members. The questionnaire did not consist of a time limit, and the participation was voluntary, with the possibility of refraining from continued participation at any given time. The participants had English as a first language, and age ranged between 20 and 30 years. The questionnaire was distributed to 15 males and 15 females and aimed at answering if there was a difference in how males and females use emojis respectively relating to frequency and range of functions (see appendix A for visual aid regarding the questions that were used in the questionnaire).
The participants were required to answer two questions concerning their socio-demographic information, more specifically, the participants’ gender and age. The participants were required to specify whether they use emojis in instant messaging through three different questions: if they use emojis in general, if they use emojis in order to replace the use of actual words/letters and whether they use emojis to complement actual words/letters. The participants were asked to select one or more emojis which they most often use in instant messaging out of 30 available emojis (see appendix B). They were also asked to provide a description of the emojis they most often use in instant messaging. The participants were required to specify their reason for using or not using emojis. This was done in three separate questions: in general, in terms of replacing actual words or letters within instant messages, and in terms of complementing words or letters within instant messages. Lastly, the participants were asked if in the likelihood of wanting to grab a coffee with a friend they would use an emoji in their request, which emoji they would use and why they would use the selected emoji.

4.1. The Main Variables

Emojis

In order to facilitate the reading, each emoji has been given a designation, such as E1 – E30 in the table 1 below.

<table>
<thead>
<tr>
<th>Emoji</th>
<th>Description</th>
<th>Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>😊</td>
<td>Face with tears of joy</td>
<td>E-1</td>
</tr>
<tr>
<td>❤️</td>
<td>Red heart</td>
<td>E-2</td>
</tr>
<tr>
<td>😊❤️</td>
<td>Smiling face with heart-shaped eyes</td>
<td>E-3</td>
</tr>
<tr>
<td>😢</td>
<td>Loudly Crying face</td>
<td>E-4</td>
</tr>
<tr>
<td>😊😊</td>
<td>Smiling face with smiling eyes</td>
<td>E-5</td>
</tr>
<tr>
<td>😞</td>
<td>Unamused face</td>
<td>E-6</td>
</tr>
<tr>
<td>💖</td>
<td>Two hearts</td>
<td>E-7</td>
</tr>
<tr>
<td>😊 рынке</td>
<td>Face throwing a kiss</td>
<td>E-8</td>
</tr>
<tr>
<td>😞</td>
<td>Weary face</td>
<td>E-9</td>
</tr>
<tr>
<td>👍</td>
<td>OK hand sign</td>
<td>E-10</td>
</tr>
<tr>
<td>😞</td>
<td>Pensive face</td>
<td>E-11</td>
</tr>
<tr>
<td>😊😊❤️</td>
<td>Grinning face with smiling eyes</td>
<td>E-12</td>
</tr>
<tr>
<td>😊</td>
<td>Smirking face</td>
<td>E-13</td>
</tr>
<tr>
<td>😞</td>
<td>Winking face</td>
<td>E-14</td>
</tr>
<tr>
<td>👍</td>
<td>Thumbs up sign</td>
<td>E-15</td>
</tr>
<tr>
<td>😊</td>
<td>White smiling face</td>
<td>E-16</td>
</tr>
<tr>
<td>😊</td>
<td>Relieved face</td>
<td>E-17</td>
</tr>
</tbody>
</table>
These emojis were selected based on the world’s most commonly used emojis at the time on Twitter’s live emoji tracker (Emojitracker, 2018). With table 1 above in mind, the different emojis will henceforth be referred to as their specific designation.

### Preference of emojis

In order to answer which emojis are preferred by females and males respectively, the participants were asked to mark which out of the 30 emojis presented (see table 1 and appendix B) in the questionnaire (see Appendix A) they most often use in instant messages. All of the participants stated that they use emojis in instant messages and all participants were included in the analyses. To analyze the data, a calculation was made based on how many times each of the 30 emojis (see Appendix A) had been marked by the 30 participants. Participants’ answers were grouped, based on their gender, and ranked in accordance to how the emojis were presented in the questionnaire.

### Function of emojis

One of the research questions which were used in this study was aimed at illuminating what functions emojis have in conversations of males and females respectively, within instant messaging. This specific research question was answered by examining every participant’s answer to why they do or do not use emojis in instant messages. The answers were examined in separate groups of males and females.

<table>
<thead>
<tr>
<th>Smiling face with open mouth and cold sweat</th>
<th>E-18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Person with folded hands</td>
<td>E-19</td>
</tr>
<tr>
<td>Crying face</td>
<td>E-20</td>
</tr>
<tr>
<td>Smiling face with sunglasses</td>
<td>E-21</td>
</tr>
<tr>
<td>Person raising both hands in celebration</td>
<td>E-22</td>
</tr>
<tr>
<td>Purple heart</td>
<td>E-23</td>
</tr>
<tr>
<td>Victory hand</td>
<td>E-24</td>
</tr>
<tr>
<td>Sleeping face</td>
<td>E-25</td>
</tr>
<tr>
<td>Smiling face with open mouth</td>
<td>E-26</td>
</tr>
<tr>
<td>Expressionless face</td>
<td>E-27</td>
</tr>
<tr>
<td>Face with stuck out tongue and winking eye</td>
<td>E-28</td>
</tr>
<tr>
<td>Clapping hands sign</td>
<td>E-29</td>
</tr>
<tr>
<td>Disappointed face</td>
<td>E-30</td>
</tr>
</tbody>
</table>

Table 1: Explanatory table of emojis.
Emoji usage in terms of replacing and complementing

In order to see whether a difference exists between males respectively females in terms of replacing or complementing actual words or letters through the use of emojis, the participants were asked whether they use emojis to replace words or letters, and whether they use emojis to complement words or letters. They were as well asked to explain their reason for using, or not using emojis in order to replace and to complement words or letters.

4.2. Themes of responses

The participants’ answers on functions of emojis in conversations and in regards to complementing and replacing words, were categorized into themes based on the information included in their responses. Each of the themes were given a code in order to differentiate between the themes and to simplify the analysis of the themes based on participant’s responses. The themes were as following: Amplify/emphasize the message; Don’t use emojis; Easy, fun or quick; Avoid risking negative misinterpretation; and Illustrate my state of emotion.

5. Results

The categories of participants’ responses are presented at the beginning of this section. Further results are displayed in the following order: which particular emojis are preferred by females respectively males (4.1.), what functions emojis have in the conversations of males and females (4.2.), and if there is a difference between males and females in terms of replacing (4.3.) or complementing (4.4.) actual words or letters through the use of emojis.

Participants’ answers on function of emojis

The answers of the participants on function of emojis have been summarized and categorized in accordance with the themes.

Amplify/emphasize the message: in this category the participants stated that they use emojis to amplify and emphasize what cannot be understood through solely written words. The participants also specified that emojis can clarify certain feelings.

Don’t use emojis: in this category one female participant stated that she prefers to use emoticons instead of emojis but the participant also ticked the box for using emojis in general.

Easy, fun or quick: Participants specified that they use emojis because it is easier and more fun.

Avoid risking negative misinterpretation: the participants stated that they use emojis because it makes communication easier with less risk of being misunderstood negatively.
Illustrate my state of emotion: in this category the participants stated that they use emojis in order to illustrate what state of emotion a phrase would actually be conveyed in real life. Participants also answered that using emojis makes them feel polite and warm, they convey emotion more dynamically. One participant stated that even though emojis demonstrate what one is feeling, this participant does not use emojis when feeling negative emotions.

Participants’ answers on replacing and complementing
The answers of the participants on usage of emojis to complement and replace words or letters have been summarized and categorized in accordance with the themes.

Amplify/emphasize the message: in this category the participants stated that they use emojis because they emphasize and amplify what one is trying to convey, and they also add an emotive value in terms of both complementing and replacing.

Don’t use emojis: in this category the participants answered that they do not use emojis to replace words or letters, due to the risk of a message losing vital information, and it interrupts the flow of a message. Those who were categorized into this category also provided statements that using emojis is too complicated, sentence disruptive and as well it appears to be annoying to translate emojis which replaces words. There was one participant who believed that emojis do not add anything.

Easy, fun or quick: in this category, the participants specified that they use emojis to complement and replace words because it is easy, and they use emojis to replace words only because it is not necessary to write correctly, it provides more variation to the language, it is faster and saves time.

Avoid risking negative misinterpretation: in this category, solely male participants stated that they do not use emojis to replace words or letters. Their specified reasons were that there is a risk of being misunderstood due to a loss of context of a sentence within instant messages. It should be noted that two males were categorized into the category of avoid risking negative misinterpretation and not the category of don’t use emojis due to the sole reason for them not wanting to be misunderstood. Furthermore, only males were categorized into this category in terms of complementing words. Their reasons were that they do not want to risk being misunderstood, due to experiences where people believed that the participants were in a bad mood if they did not use emojis within the messages.

Illustrate my state of emotion: in this category, it was only male participants who stated that they use emojis to replace words or letters in order to express or describe feelings. Both male
and female participants stated that they use emojis to complement words in order to convey what state of emotion they are in.

5.1. Emojis Preferred by Females and Males Respectively
A quantitative analysis was conducted, in which males’ and females’ responses were summed, based on how many times each of the 30 participants marked each of the 30 presented emojis. Males’ and females’ responses were compared and ranked in accordance with the order that the emojis were presented in the questionnaire. Five out of the 30 emojis were not selected by any of the participants. As presented in the results, males reported using more of the 30 presented emojis in comparison to females. Altogether males marked 23 out of 30 emojis, while females marked 20 out of 30 emojis. The results for the marked emojis by males and females can be seen in the frequency table 1 below.

<table>
<thead>
<tr>
<th>Emojis</th>
<th>Amount of female users (out of 15 females)</th>
<th>Amount of male users (out of 15 males)</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-1😊</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>E-2❤️</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>E-3😍</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>E-4😢</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>E-5😂</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>E-6😭</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>E-7😭</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>E-8😢</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>E-9😭</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>E-10🚀</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>E-11😭</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>E-12😭</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>E-13😢</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>E-14😢</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>E-15👍</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>E-16😊</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>E-17🥰</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>E-18😊</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>E-19👍</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>E-20😢</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>E-21😭</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>E-22😭</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>
As the results show, the most selected, and by definition the most preferred emoji by both male and female participants, is E-1, “face with tears of joy” (frequency table 1 and appendix B). There was a clear preference of E-12 by male users as they marked it seven times, in comparison to female users who marked it one time. The participants’ choices differed in such that males, in comparison to females, selected a higher amount of emojis communicating different expressions and signs. Females on the other hand, in comparison to males, selected less amount of differing emojis, and instead focused on emojis who had more similarities with each other in terms of communicating positive expressions and signs of love. Furthermore, out of the 30 emojis that were presented to all the participants, there were low differences regarding both genders in majority of the presented emojis. The range of variance accounted for a number of zero participants up to three participants.

5.2. Functions of Emojis in Written Conversations
A frequency analysis was conducted from the questionnaire in which a total of 15 female and 15 male responses were given regarding what functions emojis have in their written conversations.

MALES
In terms of what functions emojis have in instant messages, the majority of the male participants replied with answers which focused on amplifying/emphasizing the message and illustrating a state of emotion. The results are displayed in table 2 below, illustrating the amount and percentage of the 15 male responses in terms of given categories.

<table>
<thead>
<tr>
<th>Emoji</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-23</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>E-24</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>E-25</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>E-26</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>E-27</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>E-28</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>E-29</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>E-30</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
ANALYSIS OF THE EMOJI USAGE

<table>
<thead>
<tr>
<th>Functions of Emojis</th>
<th>Number of Participants</th>
<th>Percentage of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amplify/emphasize the message</td>
<td>7</td>
<td>47%</td>
</tr>
<tr>
<td>Illustrate my state of emotion</td>
<td>5</td>
<td>33%</td>
</tr>
<tr>
<td>Easy, fun or quick</td>
<td>2</td>
<td>13%</td>
</tr>
<tr>
<td>Avoid risking misinterpretation</td>
<td>1</td>
<td>7%</td>
</tr>
</tbody>
</table>

Table 2: Male responses on functions of emojis

FEMALES

The females’ responses regarding what functions emojis have within instant messages were mainly about illustrating a state of emotion, and that the usage of emojis makes it easy, fun or quick. It should be noted that one female participant stated that she prefers to use emoticons instead of emojis, thus, her answer was added to the category don’t use emojis. The results can be seen in table 3 below which show the amount and percentage of the 15 female responses in terms of given categories.

<table>
<thead>
<tr>
<th>Functions of Emojis</th>
<th>Number of Participants</th>
<th>Percentage of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illustrate my state of emotion</td>
<td>5</td>
<td>33%</td>
</tr>
<tr>
<td>Easy, fun or quick</td>
<td>4</td>
<td>27%</td>
</tr>
<tr>
<td>Amplify/emphasize the message</td>
<td>3</td>
<td>20%</td>
</tr>
<tr>
<td>Avoid risking misinterpretation</td>
<td>2</td>
<td>13%</td>
</tr>
<tr>
<td>Don’t use emojis</td>
<td>1</td>
<td>7%</td>
</tr>
</tbody>
</table>

Table 3: Female responses on functions of emojis

As displayed in the results, except for the two categories of easy, fun or quick and illustrating a state of emotion, the female participants, also prefer to use emojis for the purpose of amplifying/emphasizing the message. In comparison to the male participants, as they believe that the function of emojis in written conversations is mainly amplifying/emphasizing the message and illustrating a state of emotion. It is worth mentioning that both male and female participants believe that the function lies in illustrating a state of emotion.

5.3. Replacing Actual Words or Letters through the Use of Emojis

The results display that 8 out of 15 male participants use emojis to replace words or letters, while 11 female participants do not use emojis for this purpose.
MALES
The males’ preferred to replace words or letters with emojis mainly because it was easy, fun or quick, and in order to illustrate a state of emotion. Table 4 displays the percentage of male responses in connection with the given categories regarding why they use or do not use emojis to replace actual words or letters.

<table>
<thead>
<tr>
<th>Responses to Replacing</th>
<th>Number of Participants</th>
<th>Percentage of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy, fun or quick</td>
<td>4</td>
<td>27%</td>
</tr>
<tr>
<td>Illustrate my state of emotion</td>
<td>4</td>
<td>27%</td>
</tr>
<tr>
<td>Don't use emojis</td>
<td>3</td>
<td>20%</td>
</tr>
<tr>
<td>Amplify/emphasize the message</td>
<td>2</td>
<td>13%</td>
</tr>
<tr>
<td>Avoid risking misinterpretation</td>
<td>2</td>
<td>13%</td>
</tr>
</tbody>
</table>

Table 4: Male responses on replacement of words and letters

FEMALES
The proportion of female responses concerning replacing words or letters with emojis were mainly focused on participants stating that they do not use emojis. The results are displayed in table 5, illustrating the percentage of female responses in terms of given categories regarding why they do or do not use emojis to replace actual words or letters.

<table>
<thead>
<tr>
<th>Responses to Replacing</th>
<th>Number of Participants</th>
<th>Percentage of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don't use emojis</td>
<td>10</td>
<td>67%</td>
</tr>
<tr>
<td>Easy, fun or quick</td>
<td>4</td>
<td>27%</td>
</tr>
<tr>
<td>Amplify/emphasize the message</td>
<td>1</td>
<td>7%</td>
</tr>
</tbody>
</table>

Table 5: Female responses on replacement of words and letters

As the results display, the females’ responses did not vary through several categories, instead most of them did not use emojis to replace words or letters. While the males varied more than the females in terms of the number of categories. Furthermore, the males use emojis to replace words or letters because it is easy, fun or quick, and to illustrate a state of emotion with an equal percentage as the top two categories, in contrast to most of the females who did not use emojis for the purpose of replacing.
5.4. Complementing Actual Words or Letters through the Use of Emojis

Regarding the participants being asked if they use emojis to complement words or letters, the results had a minor difference. More specifically, all male participants specified that they use emojis to complement words or letters, and 13 out of 15 females use emojis to complement words or letters within instant messages.

MALES

The majority of the male participants’ answers corresponded with the category of amplifying/emphasizing the message. The results can be seen in table 6, displaying the percentage of males’ responses in connection with the given categories regarding why they use or do not use emojis to complement actual words or letters.

<table>
<thead>
<tr>
<th>Responses to Complementing</th>
<th>Number of Participants</th>
<th>Percentage of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amplify/emphasize the message</td>
<td>9</td>
<td>60%</td>
</tr>
<tr>
<td>Avoid risking misinterpretation</td>
<td>3</td>
<td>20%</td>
</tr>
<tr>
<td>Easy, fun or quick</td>
<td>2</td>
<td>13%</td>
</tr>
<tr>
<td>Illustrate my state of emotion</td>
<td>1</td>
<td>7%</td>
</tr>
</tbody>
</table>

Table 6: Male responses on complementing words and letters

FEMALES

Approximately half of the female participants stated that they complement words or letters with emojis with the intention of amplifying/emphasizing the message. Table 7 illustrates that the majority of females mainly use emojis to complement words or letters with the intent of amplifying or emphasizing their messages, which is similar to the male participants.

<table>
<thead>
<tr>
<th>Responses to Complementing</th>
<th>Number of Participants</th>
<th>Percentage of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amplify/emphasize the message</td>
<td>7</td>
<td>47%</td>
</tr>
<tr>
<td>Easy, fun or quick</td>
<td>3</td>
<td>20%</td>
</tr>
<tr>
<td>Illustrate my state of emotion</td>
<td>3</td>
<td>20%</td>
</tr>
<tr>
<td>Don’t use emojis</td>
<td>1</td>
<td>7%</td>
</tr>
<tr>
<td>No answer</td>
<td>1</td>
<td>7%</td>
</tr>
</tbody>
</table>

Table 7: Female responses on complementing words and letters

Overall, there are some differences between the male and female participants regarding complementing words or letters with emojis. Firstly, the females had one
participant who did not use emojis, in comparison to the males, as all of the male participants stated that they use emojis in order to complement words or letters. Secondly, three male participants want to avoid risking misinterpretation, while none of the female participants provided an answer which corresponds with wanting to avoid risking misinterpretation.

6. Discussion
This study examined how men and women respectively make use of emojis within instant messaging applications. Three research questions were used to shed light on the differences between men and women regarding their usage of emojis respectively. To begin with, contrary to my hypothesis, the results in this study display that males selected a greater amount of emojis within instant messages in comparison to females. Male participants also selected emojis with more expressive variety than female participants. This information leads one to wonder whether choosing to use more of different emojis, equals to using a higher amount of emojis in instant messages. It could be that males are in need of a larger repertoire of emojis, in order to express themselves within instant messages, and females might not have the same need of using emojis in instant messages when expressing themselves. The differences between male and female participants might indicate that males are more expressive in CMC than females, and in contrast, females are more expressive in F2F interaction. This is indicated by previous studies (Kring and Gordon, 1998; Kelly & Hutson-Comeaux, 1999; Wolf, 2000) which show that conventionally, women are stereotypically more expressive than men in real life. This would indicate to some extent gender differences in terms of emoji usage, which can be observed in the results (see 4. – 4.4) of this study.

The results do not provide enough information about the actual significance of emoji usage. Further information is required regarding the motivational use of emojis and whether it differs across the gender groups. While the results indicate that certain selected emojis are preferred more by men and some by women, there does not appear to be a large enough of a difference to conclude that these findings can be generally applied on differences between men and women and their usage of emojis in CMC. The motivation behind one’s choice and usage of specific emojis, could possibly clarify why the groups have different results in both amount and type of emojis. In addition, most of the participants in both groups selected the same emojis, which they claim to use in instant messages out of the emojis that were presented in the questionnaire.

The results of this study indicate that the emoji called “face with tears of joy” was the most selected by both men and women. The men appear to have focused on varying expressions of
emotions expressed by the emojis, such as, happiness, humor, love and hand signs. Women on the other hand, narrowed their selected emojis to those of love and happiness, which is partly similar to earlier mentioned research (Kelly & Hutson-Comeaux, 1999, p. 107). It does not correspond with Herring’s study from 1998 (as cited in Herring, 2003, p.210), as women contributed with representations of smiling and laughter three times more than the males did. In this study, males contributed more than the females, in terms of variety and in total. Simultaneously, the findings are to a certain degree similar to previous research (Wolf, 2000, p. 830), where same-gender groups of females used emoticons which focused on positive emotions, much like the women did in the present study. In Wolf’s study (2000), men within same-gender groups focused on different emoticons depicting positivity, which is similar to the males in this study who focused on various types of emojis, where positivity is included. Although, what a person considers as positive is open to interpretation in regards to emojis and emoticons. For instance, a person who sends E-14 (😊) for the purpose of joking might only see it as jocular, while the recipient might not understand the received emoji(s) as jocular, but rather as flirtatious. This is because emojis such as E-14 (😊), can be used to express several expressions such as a joke, flirtation, suggestion and irony (Emojipedia, n.d.).

The study show that men seem to use emojis with the priority of amplifying and emphasizing their messages, and secondly to illustrate their state of emotion. With this in mind, the participants’ state of emotion should be clarified for future studies on this matter, since the participants were not asked to clarify whether their state of emotion was connected to the recipient or to a particular topic, at the time the message was written. In contrast to the men in this study, the women prioritized illustrating a state of emotion. This could indicate that the results of this study corresponds with previous studies, where the conventional belief is that women are the more emotionally expressive sex (Kring & Gordon, 1998; Kelly & Hutson-Comeaux, 1999, and Wolf, 2000). Women use emojis with the function of it being easy, fun and quick as their second priority, and thirdly for amplifying and emphasizing their instant messages. Interestingly, while females select fewer varying emojis, they vary in reasons for using emojis in computer-mediated communication, males select more varying and a greater amount of emojis. However, in this study they do not vary as much in reasons for using emojis in instant messages. Men seem to have a more clear and continuing purpose for using emojis within instant messages, while women appear to have a more flexible method of usage. It seems that men and women in this study differ perhaps in their flexibility when using emojis in written conversations. It would be interesting to further measure whether the participants’ variation in
emoji usage is due to the gender of the recipient of an instant message which would be similar to Wolf’s study (2000), or if it has to do with the relation the sender has with the recipient.

The study shows that that men more often than women use emojis in order to replace words or letters in written messages. Furthermore, the men stated that the main reason for them to replace words with emojis, was to illustrate their state of emotion, as well as the replacing of words or letters was considered to be easy, fun and quick. The results display that the majority of women in this study stated that they do not use emojis to replace words or letters in instant messages. In regard to using emojis to complement words or letters within instant messages, there was a minor difference between the men and women. All of the men claimed that they use emojis to complement, while a minor amount of the women did not. Both groups of participants stated that the main reason for using emojis to complement words or letters was in order to amplify/emphasize the message. The men also specified that they complement words or letters with emojis because they wish to avoid risking any negative misinterpretation. Women, on the other hand, stated that they prefer to complement words or letters with emojis in order to illustrate their state of emotion, and because it is easy, fun and quick. Altogether, out of the 30 participants that took part in this study, 28 stated that they use emojis in order to complement words or letters, while in terms of replacement, 12 out of the 30 participants, claimed that they use emojis in order to replace words or letters. These results are similar to previous studies (Cramer et al., 2016, p. 508), which show that people prefer using emojis in order to complement words rather than to replace them.

The participants in this study stated that they use emojis to replace words because it is faster and saves time. This is similar to the earlier study by Cohn et al. (2018, 1527) who stated that “words following normal emoji substitutions suggest a more rapid integration into the meaning of the sentence”. However, it should be noted that the participants did not state anything that resembles as to when it is appropriate to replace words with emojis, only that they mainly do it because it is faster. This could indicate that the participants’ choice of replacing words is not necessarily faster, as they all have their own individual ideas of what is faster in terms of replacing words with emojis. The participants’ ideas of what is faster does not necessarily correspond with the “normal emoji substitution” which was mentioned (Cohn et al. 2018, 1527). This could result in the recipient of a message either not being able to read or comprehend the message, or it could result in the pace at which the recipient reads the message being reduce, as mentioned earlier (see 2.3.1).
As the majority of men in this study are positive about replacing words with emojis it would be interesting to examine whether men might use emojis to replace punctuation marks such as periods, commas, exclamation marks, question marks, colons and semi-colons. If this is the case, the emoji might not only be a part of language, but perhaps it would also mean that it could invoke changes to a language, having moved beyond its part as word of the year.

6.1. Limitations
Due to the low amount of participants and a limited number of available emojis to select from in the questionnaire, the difference between the two gender groups is not high. Furthermore, the questionnaire (see appendix A) could have included more and better developed questions, this could have an impact on the participants’ answers which in turn might provide different results.
7. Conclusion

In conclusion, more studies appear to be necessary regarding the topic of differences in emoji usage across genders. Our world is progressing in a way that is for many of us too fast to comprehend, however, using emojis might help us become more efficient and clearer, in regard to computer-mediated communication.

Both men and women in this study provided interesting responses regarding what types of emojis they prefer respectively. While the men selected emojis that varied in expression, the women were more unanimous in preferring emojis which expressed affection or positive feelings. It is possible to see that the men were focused on using emojis with the function of amplifying/emphasizing the message and illustrating a state of emotion. While the women considered illustrating a state of emotion to be the main function of emojis, they also focused on emojis making it easy, fun or quick. It seems as if the men need emojis in order to make their messages clear as they interact through CMC.

Interestingly, the two genders differed to an extent regarding using emojis to replace words or letters, as most of the women selected that they do not replace, while only a few of the men were reluctant to using emojis as a replacement. In this study, men show that they replace words with emojis, because it is easy, fun or quick, and in order to illustrate a state of emotion. Perhaps replacement makes communication easier and faster for men in synergy with illustrating a state of emotion. The results concerning replacement of words, seem to be stereotypical regarding men being less expressive emotionally through the use of solely written words. Furthermore, emojis might help men express emotions in situations where they experience difficulty in finding the correct choice of word in a way which will allow the recipient to understand their intention.
Sources cited


Appendix A

I am a fourth-year student at Jönköping University (faculty of education and communication) and I am conducting a study in the usage of emojis and emoticons between males and females within instant messaging applications. This questionnaire does not have a time limit, but it should take you approximately 5-10 minutes to fill out. The only requirements of you as a participant is that you have English as your first language and that you answer as honestly as possible. The participation is voluntary, and you may refrain from continued participation at any given time. The answers to the questionnaire are strictly confidential and will only be used for the purpose of this study. If you are interested in taking part of the results, you can provide me with your E-mail address and I will happily share them with you. Observe that an additional page exists at the end of the questionnaire if you require more lines to write your answers on. If you choose to write on the additional page, please elaborate on which question you are answering.

Sex: Male [ ] Female [ ] Other [ ]

Age: __________

Do you use emojis in instant messages?

Yes [ ] No [ ]

If yes: which of the following emojis do you most often use in instant messages? Mark one or more emojis which you most probably would use.
Please describe your definition of the emojis you chose in the previous question.
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

Why do you or why do you not use emojis? Please elaborate.
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

If you were to ask a friend the following question in an instant message: “Wanna grab lunch?”, would you rather abstain from using or would you use emojis in the presented question?
[ ] Abstain from including emojis in the presented question.
[ ] Use emojis in the presented question.
[ ] Circumstantial, depends on how well I know the person.

If you would rather use emojis in the question which is presented above, which of the following emojis would you choose? Mark one or more emojis which you most probably would use.

[ ] 😂
[ ] 💖
[ ] 😊
[ ] 😢
[ ] 😂
[ ] 😂
[ ] 😍
[ ] 😊
[ ] 😫
[ ] 😍
[ ] 😒
[ ] 😊
[ ] 😥
[ ] 😍
[ ] 😎
[ ] 😊
[ ] 😥
[ ] 😊
Please explain your reason for choosing those particular emoji(s).
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

Do you use emojis in instant messages in order to replace your use of actual words/letters?
Yes [ ] No [ ]

Please explain why you use or don’t use emojis in order to replace your actual words/letters within instant messages.
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

Do you use emojis in instant messages in order to complement your use of actual words or letters?
Yes [ ] No [ ]

Please explain why you use or don’t use emojis in order to complement your actual words/letters within instant messages.
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

Thank you for your participation!
Appendix B

The emojis which were used in the questionnaire.

😊 - Face with tears of joy – E-1
❤️ - Red heart – E-2
😄 - Smiling face with heart-shaped eyes – E-3
😭 - Loudly Crying face – E-4
😀 - Smiling face with smiling eyes – E-5
[…]
😊 - Two hearts – E-7
😊 - Face throwing a kiss – E-8
😊 - Weary face – E-9
👌 - OK hand sign – E-10
😊 - Pensive face – E-11
😊 - Grinning face with smiling eyes – E-12
😊 - Smirking face – E-13
😊 - Winking face – E-14
👍 - Thumbs up sign – E-15
😊 - White smiling face – E-16
😊 - Relieved face – E-17
😊 - Smiling face with open mouth and cold sweat – E-18
🙏 - Person with folded hands – E-19
😭 - Crying face – E-20
😊 - Smiling face with sunglasses – E-21
🙌 - Person raising both hands in celebration – E-22
❤️ - Purple heart – E-23
👍 - Victory hand – E-24
🌙 - Sleeping face – E-25
😊 - Smiling face with open mouth – E-26
😊 - Expressionless face – E-27
😄 - Face with stuck out tongue and winking eye – E-28
👏 - Clapping hands sign – E-29
😭 - Disappointed face – E-30