

Determinants of emoji use & its impact on communication outcomes

Literature Review



Due to lack of non-verbal cues, users of text-based technologies often include emoji to clarify messages, as they help in conveying emotion and reduce communication ambiguity, thus improving communication processes.

Despite the widespread use, emoji usage is not universal: both women and younger individuals tend to use them more. Use of emoji may also depend on the communication context, as such use is perceived as being of low adequacy on more formal and negative settings.



Objectives & Methods

1 understand emoji use considering individual differences (e.g., 🍰 ♂ ♀), contextual cues (e.g., - +, 👨 👩 👨 👩)

- focus group
- surveys



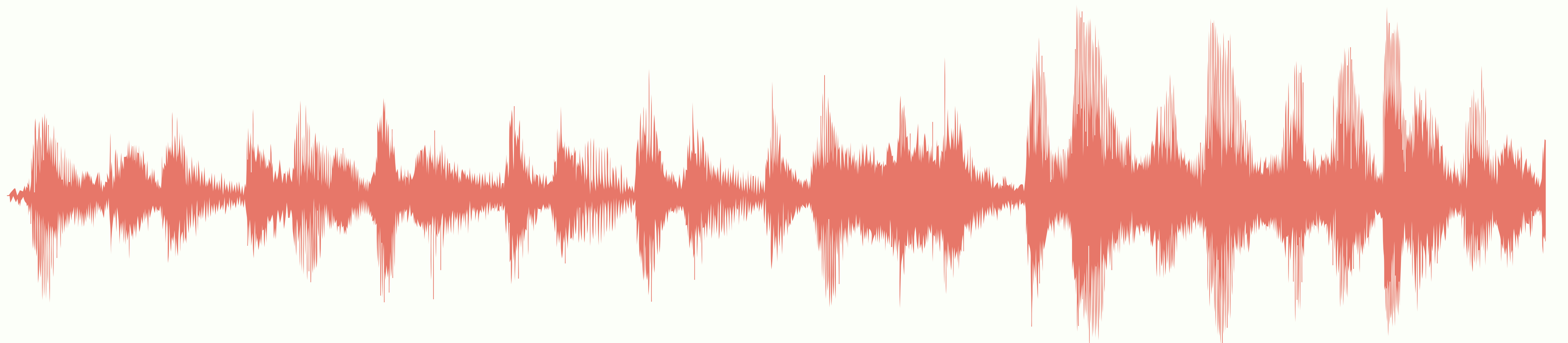
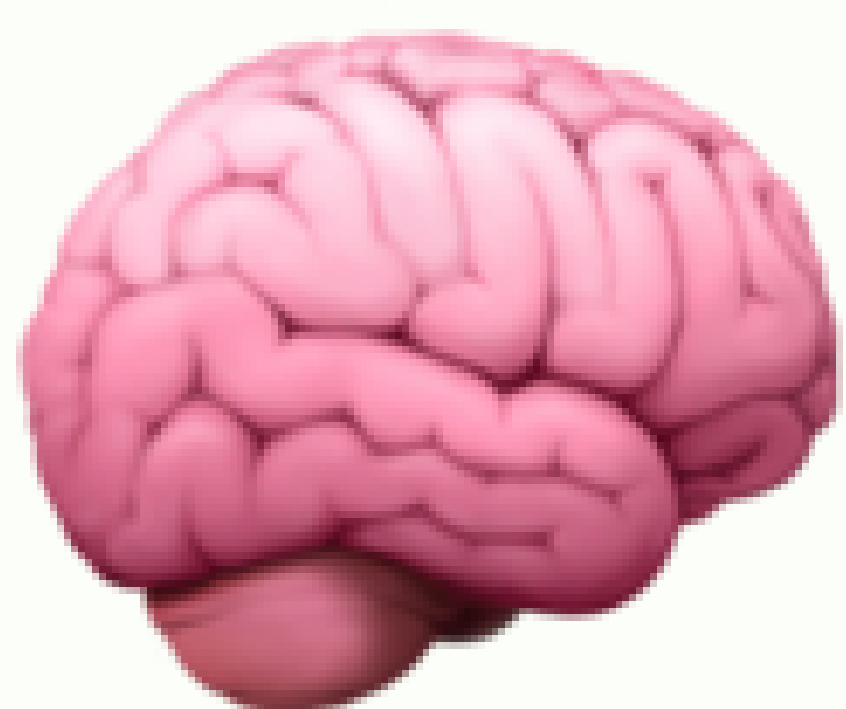
2 experimentally test how using emoji on messages influences message interpretation, recipient's affective state.

- experimental surveys



3 examine applied potential of using emoji to promote adherence to health-related behaviors

- experimental surveys with fictional public health advertisement campaign



General discussion

Technology presents new ways of communicating, such as the use of cues, like emoji.

The expected findings of this project are relevant for research on communication and technology, as well as to socially-relevant domains (i.e., health communication), since we examine:

1 qualitatively and quantitatively emoji usage patterns (who and when are they used);

2 impact of emoji on perceptions and impact on communication (e.g., message efficacy);

3 possibility of using emoji in socially relevant domains, such as promotion of health-related communication.