

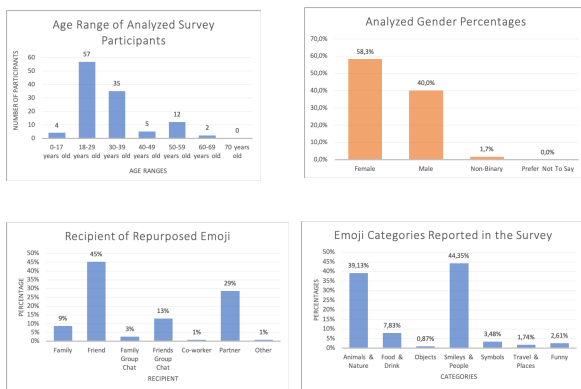
Culture, Age & Gender on Repurposing Emoji: How "💃" Can Mean a Turkish Folk Dance

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Abstract

Culture, Age & Gender on Repurposing Emoji: How "💃" Can Mean a Turkish Folk Dance is an Experimentally Focused Research Thesis. The goal of this paper is to understand how individuals are using emojis in ways other than their intended uses and how or whether this interaction alters between different age, gender and culture groups. The outcome of this paper aims to understand people better in order to contribute to User Experience and possibly in the presence of different uses by cultures contribute to cultural emoji design processes.

Diagrams



Research Methodology

Method:

- A 2-part survey with "Demographics" and "Emoji" sections.

Procedure:

- A web-based survey that is created using Google Forms was distributed using social media, friends, family and eventually through Snowball Sampling.

Participants:

In total 404 participants responded; 115 participants' responses were used to analyze the data.

Data Processing:

- Survey was open for 30 days collecting data
- the data was cleaned, and null responses were flagged and removed from the actively analyzed data
- The codes that were previously created by Wiseman & Gould were used to produce the content analysis of this study

Introduction

This paper will focus on personal communications between individuals and how those individuals are using the emojis in a way that is different than their intended use and aims to get a better understanding of the role of culture, age and gender when it comes to micro-conversations.

- Does the emoji repurposing that is; using emojis in a different way than their intended use; in personalized communications differ in Turkish, British and American cultures, based on age and gender or the users?
- H1: Females will be repurposing for affection purposes more often than males.
- H2: Younger people will be repurposing more than older people.
- H3: Emoji repurposing will show difference between Turkish, British and American cultures for when a culture is less represented in the Unicode it might force that culture to repurpose more in need.

Background

- Dr Wiseman and Dr Gould found "Normally used for speed, some emoji are instead used to convey intimate and personal sentiments that, for many reasons, their users cannot express in words"
- "Examining the "Global" Language of Emojis: Designing for Cultural Representation" is a study that researches the adoption of emoji use and how those emojis are identified by recipients in different cultural backgrounds. They have found that there is a significant difference between cultures
- The study of "Through a Gender Lens" shows that there is gender-based differences in the usage frequency, preference and transmitting sentiment with emojis
- Barbieri, F., Kruszewski, G., Ronzano, F., & Saggion, H. found different intention of meanings when use of emoji between British English and American English in their paper that led me to hypothesize another difference will be seen when it comes to Turkish as an added language.

Research Results

Emoji Recipients:

- The most common repurposing was done between Friends with 45% of all responses then followed by Partners with 29%.

Reported Emoji:

- Overall 115 emoji were reported in the survey with 100 of them being unique.
- Smiley's & People are the most commonly used category comprising 44,35% of the total.

Emoji Sentiment:

- Aimed to get a clear understanding of what the respondent wanted to convey to the recipient with this particular emoji
- "Emotion" category was the most commonly coded category in emoji sentiment analysis with 36%

Reasoning Behind Chosen Emoji:

- Aimed to understand why participants were using that specific emoji to transmit their sentiment or message
- "Historical" category was the most commonly coded category in when defining the reasoning behind chosen emoji with 22%

Reason for Using an Emoji:

- Aimed to understand why the participants were using an emoji to express their sentiment instead of using words in their personal communications
- the most common reason for using an emoji was for 'Ease' purposes with 35%

Conclusions & Future Work

Gender: With the data I collected it cannot be concluded that females are repurposing for affection purposes more than males.

Age: we do not have the necessary sample size data to prove or nullify this hypothesis.

Culture: This study found examples of culturally specific emoji repurposing in Turkish culture but have not found any in other languages

Future Work: more representation with more participants can allow reaching a conclusion on the effect of age on the emoji repurposing, also it can achieve more examples of cultural repurposing examples that would go beyond only the Turkish – English comparisons.

Conclusion: there are differences among different cultures when it comes to emoji repurposing and the potential or new research in this area is needed and can be developed further.