

# HOW PEOPLE UNDERSTAND SARCASTIC EMOJI DIFFERENTLY?

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## ABSTRACT

The study, which investigated how Eastern and Western people aged 18 to 24 understand sarcastic emoji, also focused on emoji's mouth curvature. The findings suggest that Eastern and Western users have different preferences for understanding emojis, influenced in part by mouth curvature. Additionally, Western respondents demonstrate a more even distribution in preference for different emojis, unlike the Eastern respondents, who favour emojis with minimal mouth curvature for conveying sarcasm.

## INTRODUCTION & BACKGROUND

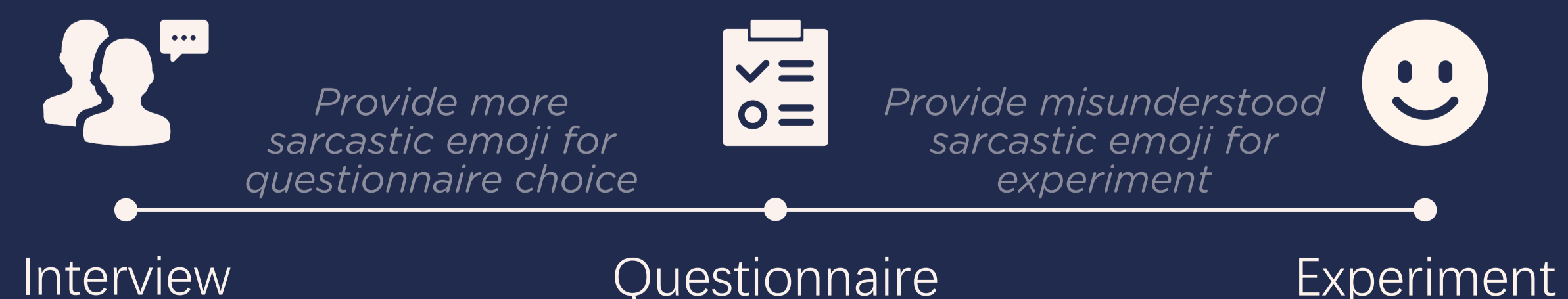
### Purpose and Need

The aim of this study is to gain insight into how cultural backgrounds and the curvature of the mouth affect the understanding of sarcastic Emoji. This area is still a low research density field and it is a crucial topic for cross-cultural communication and emoji design.

### Literature Background

Although previous studies have found that the understanding of sarcastic emoji may be influenced by a variety of factors such as occupation, age, context, and interpersonal relationships, little research has been conducted on the specific effects of cultural context. In addition, studies on the relationship between facial features (such as the curvature of the mouth in the Chernoff face study) and emoji recognition provide potential research directions.

## RESEARCH METHODS



## SEMI-STRUCTURED INTERVIEW

To get more sarcastic emoji and know more about the misunderstanding situation and usage habits.



## QUESTIONNAIRE

### Demographics

Age/Gender/Culture background

### Emoji

- Commonly used sarcastic emoji
- Sarcastic emoji with differences in comprehension
- Factors that contribute to the differences



it was decided to focus the study on participants between the ages of 18 and 24, as this age group accounted for 72.2 per cent of the total responses.

### COMMONLY USED SARCASTIC EMOJI

#### Westerners



"marked preference"

#### Easterners



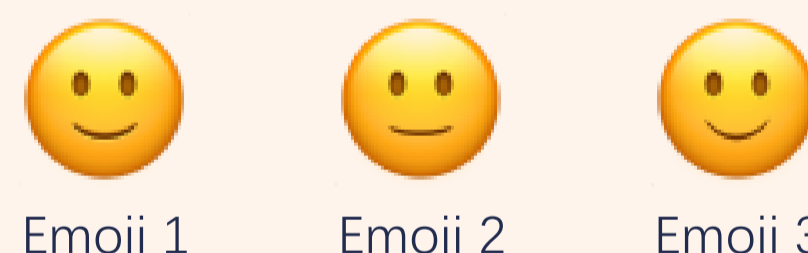
"more varied in their choice"

### UNDERSTOOD SARCASTIC EMOJI

"Top choice for both"



## EXPERIMENT



This is a 2 (cultural context: East vs. West) \* 3 (emoji mouth curvature: three kinds of smile curvature) experiment. Participants were asked to use **1-to-7 scale** to rate the sarcasm of the group of emoji.

## RESULTS



**Easterners:** Emoji 2 is more sarcastic by Eastern respondents

**Westerners:** No clear preference



**Easterners:** Mouth curvature matters

**Westerners:** No significant effect

## CONCLUSION & FUTURE WORK

Eastern and Western people do differ in their understanding and use of sarcastic emoji, but there is also some commonality. Mouth curvature and cultural background seem to interact in influencing the recognition of sarcastic Emoji. In Eastern cultures, mouth curvature has a significant effect on sarcasm perception, but this is not evident in Western cultures. Gender seems to be an important factor influencing sarcasm emoji comprehension in Eastern cultures. The small sample size and its focus on 18-24 year olds limits the broad applicability of the findings. This study just focuses on such large categories as Eastern and Western cultures, and does not capture enough of the diversity and complexity inside the various cultures. In the future, a larger scale survey is considered to increase statistical validity and the credibility of the results.