

Západočeská univerzita v Plzni

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Bakalářská práce

**Analysis of the usage emoji in Internet
communication on WhatsApp**

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Bakalářská práce

**Analysis of usage emoji in Internet communication
on WhatsApp**

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Prohlašuji, že jsem práci zpracovala samostatně a použila jen uvedených pramenů a literatury.

Plzeň, duben 2022

.....

Poděkování

Tímto bych ráda poděkovala vedoucí mé bakalářské práce PhDr. Alici Tihelkové, Ph.D. za věnovaný čas, cenné rady a ochotu při psaní práce.

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1 INTRODUCTION

Emotions and feelings are an integral part of our lives, namely joy, sadness, regret, anger and many others. Emotions express a state of experience that is associated with physiological changes in the body. When we communicate with someone face to face, we reveal a lot of information about ourselves through non-verbal communication. In non-verbal communication, this information is conveyed through gestures, postures, looks or facial expressions. In the digital world, this communication is replaced by the use of emoji. And it is precisely this topic that the bachelor thesis will deal with, namely the use of emoji in the mobile application WhatsApp.

The bachelor thesis entitled Analysis of emoji usage in Internet communication on WhatsApp will be divided into two parts. The first section, the theoretical part, will concentrate on digital communication in general. Furthermore, it is going to introduce the most popular types of mobile applications used for sending text messages quickly. In addition, basic terms will be defined for a better understanding of the content of this bachelor thesis. This chapter will also introduce emojis, their history, meaning and use in the communication application WhatsApp, which was chosen for this bachelor thesis, as it is one of the most used applications for communication.

The second segment, the practical part, will focus on the analysis of emoji on WhatsApp through a questionnaire survey. The questionnaire survey will be conducted through a written online survey of the targeted people of different age categories in order to get the opinion of a wide range of ages. The questions from the questionnaires will focus on the use of emoji in the mobile application WhatsApp.

I chose the topic "Analysis of emoji usage in Internet communication on WhatsApp" due to the fact that I myself use this application on a daily basis. I personally find this topic very interesting. Emoji, i.e. the use of smileys in written texts, are fun in themselves and I myself use them to the fullest. I think they play

a rather important role in written text these days. If one thinks about it, written communication takes on a whole other level - it becomes more entertaining, more attractive and more effective. With the help of emojis, people can express their feelings in written texts and, moreover, the message is better understood by the other side.

For the preparation of my bachelor thesis, I used information from printed literature and internet sources, which I present in the literature used. To process the analysis, I created and used my own questionnaire survey.

2 THEORETICAL PART

2.1 Definition of basic terms

Emotions are absent in digital communication, and that is why in today's modern times, the writers of their messages can express their feelings, moods and emotions with emoticons and emojis. It is important to clarify the difference between emoji and emoticons as people often confuse them or use the words interchangeably. The definitions of these terms are as follows:

2.1.1 Emoji

Emoji (plural: emoji or emojis) are Unicode images that are increasingly used in digital communication. In March 2015, Facebook reported that nearly 50 per cent of text on the social network Instagram contained emoji. These characters first appeared in Japan in connection with the use of smartphones. The word emoji has nothing to do with the word "emotion", but is a combination of two Japanese words that mean 絵 (e ≅ picture) 文字 (moji ≅ written character).¹

It is not possible to create characters on the keyboard, but they are selected from the menu of already created emoji. Similar to emoticons, they express emotions, but the difference is that emoji are small images that represent animals, different characters, or different objects such as transportation, food, weather, sports, places, international flags and symbols. Their task is to underline and supplement the essence of the text. Thus, they are a modern replacement for emoticons. Among examples are 😊, 🚗, 🐼, 🍷 or 🌸.²

¹ Available at: <https://www.unicode.org/reports/tr51/#Introduction>

² Černá, Anna. Emoji neboli emodži- Naše řeč, p. 271

2.1.2 Emoticon

An emoticon (plural: emoticons) is created with alphanumeric characters. They include ASCII characters representing a face that can be used in digital communication to express feelings. Emoticons are older than Unicode and emoji, but were later modified to include Unicode characters. They are composed of punctuation marks, letters or numbers found on the keyboard. The author often tries to express his mood, attitude or emotions through emoticons. These symbols add drama to the written text. Among the most famous emoticons are faces, e.g. :-), :(and (^.^). They were first introduced in 1982. When people write these symbols, they are sometimes automatically transformed into a more attractive visual form, e.g. 😊.³

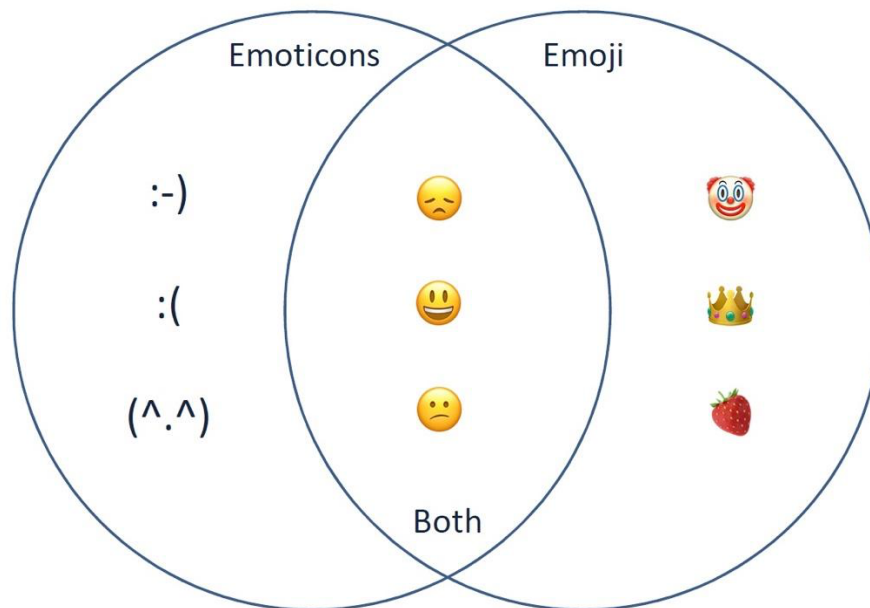


Figure 1: Difference between emoji and emoticon

³ Available at: <https://cz.emclient.com/blog/pouzivani-smajliku-a-emotikonu-v-obchodnich-e-mailech--ano-ci-ne-457>

2.1.3 Pictogram

Many signs, symbols and colours are everywhere in the course of the day without us being aware of them, and often we do not even pay them the attention they deserve. Signs and symbols can sometimes tell us more than words. As already mentioned, non-verbal communication, which includes symbols, existed before words. We can say that symbols were the precursors of words. Pictograms are considered the oldest form of writing. They are pictures or symbols that represent a word or a phrase.⁴

2.1.4 Unicode

Unicode is an internationally recognised form of character encoding. It aims to give each character, including punctuation marks, symbols and arrows, a unique number. After its introduction, modern software providers were very interested in it. After its introduction, modern software providers were very interested in it as Unicode made it possible to transmit data without corruption. Today, Unicode is used, for example, in laptops, smartphones, browsers and on the internet.⁵

2.2 Non-verbal communication in a digital world

Non-verbal communication includes communication expressions that we do not signal with words. We can therefore say that these are extra-verbal expressions taking place unconsciously. In non-verbal communication we involve our senses: Hearing, smell, touch, sight. Other sources can be facial expressions, gestures, postures, signs and symbols. It is a language that is not

⁴ Calero, Henry. The Power of Nonverbal Communication, p.169

⁵ Available at: <https://www.twilio.com/docs/glossary/what-is-unicode>

taught in our education system and that was used before humanity began using spoken language as we know it today.⁶

Most of the time people are not aware of what they are communicating to their surroundings with their own non-verbal signals. Body language is very important and improves our communication, which also leads to better relationships. It accounts for about 55% of communication. How a person feels at a given moment can be shown, for example, by smiling, frowning, the position of the hands or the movement of the eyebrows or even the direction of the feet in a conversation.⁷

38% of communication is shown by tone of voice. Surprisingly, only 7% of communication is expressed in words. Although digital communication is convenient and fast for us, it lacks 93% of the signals one sends to another person or people in face-to-face communication.⁸

2.3 Digital communication

What is digital communication? Digital communications encompasses an organization's online communication efforts. Most organizations today use a variety of online channels - from their websites to mobile chats to blogs - to connect with current and potential customers, employees and other stakeholders.

The world of the Internet offers two types of communication. The first type is called asynchronous communication. Asynchronous communication does not require an immediate response from the recipient. It is therefore a real communication between two or more people. For synchronous communication, we can use applications such as WhatsApp, Skype, Messenger, Telegram or

⁶ Calero, Henry. The Power of Nonverbal Communication, p.171

⁷ Available at: <https://www.hubgets.com/blog/nonverbal-communication-digital-world/>

⁸ Available at: <https://www.hubgets.com/blog/nonverbal-communication-digital-world/>

Snapchat. Communication can also be done via discussion forums or email. This means that the sender sends the letter and the recipient can respond within minutes, hours, days, or even weeks.⁹

Therefore, if we need the fastest possible response from the recipient, it is advisable to choose synchronous communication. This communication takes place in real time through a chat. Chat is a very fast and short communication through a communication network. This can include applications such as Skype, WhatsApp, Viber or Messenger.¹⁰

We know many advantages of digital communication. Digital media have multiplied the speed and reach of communication. However, communicating with people without seeing or hearing them also has the disadvantages that nonverbal communication offers. Since digital communication lacks certain gestures, facial expressions, emotions, and tone of voice, emoji have been developed to help us express the meaning of digital messages.

We can say anything with words without really meaning it, but nonverbal communication is often involuntary. In verbal communication, we only perceive messages that are understandable. This sounds simple, but we need to appeal to all the senses, which is becoming increasingly difficult today. The reason for this is digital communication, which is displacing face-to-face communication.¹¹

Time spent receiving all media content (including phone calls, social networking communications, etc.) is increasing and currently exceeds ten hours per day among the adult population. In addition to e-mail communication, Internet applications through which messages can be sent are becoming increasingly important. Last year, one third of the adult population corresponded

⁹ Available at: <https://resources.owllabs.com/blog/asynchronous-communication>

¹⁰ Available at: <https://www.nebojteseinternetu.cz/page/3416/on-line-komunikace/>

¹¹ Zárubová-Pfeffermannová, Neomi. Moravec, Václav. (Ne)emoce v digitální sféře, p.395

regularly via these applications. Social networks (e.g., Facebook, Instagram, Twitter and others) are another major digital communication tool.¹²

2.4 Advantages and disadvantages of Internet communication

Internet communication has many advantages and disadvantages. The Internet has literally changed the way social network users communicate. The internet allows us to be online, which means we can be in touch with anyone, anywhere. Nowadays, teenagers cannot imagine if the internet did not exist. On the other hand, older people have some reservations about using Internet communication, probably because they did not grow up in this internet age as teenagers. For some, using Internet communication can be a great advantage, but for others it can be a disadvantage. Below are some examples.

If we start with the advantages, the biggest advantage of Internet communication is undoubtedly the time-saving and money-saving. Instant messaging apps allow us to communicate with anyone in the world, wherever we are, even with a camera, for example. Another advantage is the creation of new jobs such as computer programmer, hardware developer, etc. Undoubtedly, another great advantage is globalisation. Internet communication has reduced language borders, thus allowing people from different nations to communicate with each other. It is necessary to mention that Internet communication is not at all costly so it saves a lot of money especially when communicating abroad.¹³

People are often unaware of the disadvantages of communicating over the internet because of the many advantages it has. It is certainly important to mention the security threats associated with sharing personal data, which can put us at financial risk. To a large extent, Internet communication has had a negative

¹² Zárubová-Pfeffermannová, Neomi. Moravec, Václav. (Ne)emoce v digitální sféře, p.396

¹³ Available at: <https://kashmirvision.in/2021/08/27/advantages-and-disadvantages-of-internet-communication/>

impact on interpersonal skills. People nowadays prefer to communicate online, so they may not feel comfortable in face-to-face communication. Another disadvantage is poor interpretation. In face-to-face communication, components such as facial expressions and gestures play a big role. By missing these components in online communication, emoji are the substitute aspect.¹⁴

2.5 Emoji in internet communication

According to studies, instant messaging users who use emoji are more empathetic, friendly and socially outgoing. Moreover, it was proved that a person associates emoticons with a real emotion. This thesis will also mention the importance of creating a positive mood in the recipient. Psychologist Linda Kaye in a forum post published in Trends in Cognitive Sciences said that emoji use is an indication of how people understand each other and how they are likely to behave in interpersonal communication. She further explained that emojis can tell about the emotional state of a particular user.¹⁵

A huge advantage of using emojis is knowing their meaning. Thanks to them, people can become aware of how the person with whom the conversation was started is looking at them. Kaye further said that people make judgments about each other based on the way they use emoji. However, it also depends on whether emoji are used at work, for example, or between family and friends. The judgments can vary depending on the environment.¹⁶

In internet communication, emoji are mostly used in a positive rather than a negative context. Marcel Danesi has confirmed this claim in his book named The Semiotics of Emoji. People can even check this themselves by using the

¹⁴ Available at: <https://www.techwalla.com/articles/the-disadvantages-of-online-communication>

¹⁵ Available at: <https://www.mic.com/articles/165858/people-who-use-emojis-are-nicer-according-to-this-new-study>

¹⁶ Available at: <https://www.from.digital/insights/emoji-tools-digital-communication>

website emojitracker.com, where the use of emoji is updated in real time. According to Marcel Danesi, the reasons for using emoji in instant messaging are social and psycho-emotional. Danesi also states in his book that emojis are a visually based version of "small talk". It is a short, casual conversation that breaks down barriers between people. It also keeps conversations pleasant and open. Below are explained three of the most common phatic emoji functions:

- 1) **Utterance opener** - The smiling emoji is very often used instead of greetings such as "Hi!". Its purpose is to create a cheerful atmosphere in conversation. This type of emoji is meant to strengthen friendships. However, it can also be used in a message with a negative thought.
- 2) **Utterance ending** - Instant messaging, such as a text message or a tweet, can be subject to unexpected termination. This carries the risk that the recipient will misunderstand the message and end the conversation. If the sender uses a smiling emoji instead of "goodbye", the risk of misunderstanding is reduced.
- 3) **Silence avoidance** - In interpersonal communication, people find moments of silence very uncomfortable. And therefore they try to fill these gaps with irrelevant sentences like "It is nice out today, is it not?" etc. In these cases, we can use emoji in internet communication. This happens in a situation where the receiver expects more information, but the sender wants to avoid it.

These three phatic functions show that they are mainly used to maintain friendly relations. They are mainly used in informal conversations, e.g. with family members, friends and colleagues. In contrast, it is uncommon to use them

in formal texts such as essays, documents, scientific papers, etc. According to Danesi, the use of emoji in formal texts might seem rather ironic.¹⁷

2.5.1 History of emoji

It can be said that the history of emojis itself is relatively young. In 1999, Japanese graphical designer Shigetaka Kurita created 176 symbols for the operator NTT Docomo with the intention of using them in the i-mode, an early mobile internet platform. It was a substitute for the Internet for small screen cell phones. In Europe, this service was known as WAP. Kurita wanted to create a system that would convey information in a simple way, for example through an icon. Consequently, Kurita designed a set of 12- by 12-pixel images. This was positive for the growing market, so everyone could start using it in a relatively short period of time. They only gained popularity after they were incorporated into the iPhone by Apple. However, this led to a major problem, as each company that made mobile phones developed its own emoji sets. These sets were not compatible with each other, particularly in different world regions.¹⁸

After a relatively short time, it became apparent that emoji can facilitate communication for people communicating across different cultures. Emoji can convey emotions that are difficult to describe with words.

The Unicode Consortium has worked to solve this problem. It is a system that brings together companies such as Apple, Google, Facebook, IBM or Yahoo. In 2010, they switched emoji to Unicode and it was thus the beginning of the legitimisation of emoji as a form of communication.¹⁹

¹⁷ Danesi, Marcel. *The Semiotics of Emoji*, p.19

¹⁸ Available at: <https://www.fastcompany.com/4023031/these-original-1999-emoji-are-now-officially-little-tiny-works-of-art>

In 2014, Unicode offered 722 emoji. Complaints were made that the emoji set, for example, did not offer African cuisine, that the Palestinian flag was missing from the selection, that there were no emojis for single parents, etc. In general, it was about digital cultural appreciation. A year later, Unicode did a major emoji update and increased the number by 250. Unicode made it possible to choose the skin tone of emoji people, even during various activities. It was added to accommodate all cultures around the world. Since then, something new has been added with every update. Now, for example, users can find cyclists, surfers, emojis with turbans and hijabs in the emoji selection.²⁰

As emojis become more and more popular in digital communication, it can be assumed that they will appear more and more frequently on the internet. Emojis evolved from much older emoticons. Therefore, it is necessary to investigate ancient history.



Figure 2: First emoji set created by Shigetaka Kurita

Source: <https://www.wired.com/story/guide-emoji/>

It is not entirely clear who the first founder of the emoticon was. There are also claims that the first one to use an emoticon was Abraham Lincoln in a speech in 1862. Levi Stahl, editor and publicity manager at the University of

¹⁹ Gavin, Lucas. The story of emoji, p.45

²⁰ Available at: <https://www.wired.com/story/guide-emoji/>

Chicago Press, announced that he has discovered what is believed to be the first emoticon. It is a 17th century poem by Robert Herrick. Stahl's discovery went around the world. Then it turned out that it was just a typographical red herring without the intention of creating an emotional illustration.²¹

ROBERT HERRICK

TO FORTUNE

**Tumble me down, and I will sit
Upon my ruines (smiling yet :)
Teare me to tatters ; yet I 'le be
Patient in my necessitie.
Laugh at my scraps of cloaths, and shun
Me, as a fear'd infection :
Yet scarre-crow-like I 'le walk, as one,
Neglecting thy derision.**

Robert Herrick




Figure 3: An illustration from Herrick's poem

Source: https://www.huffpost.com/entry/robert-herrick-emoticon_n_5152580

The first to officially use characters to create emoticons to complement a text message was Professor Scott Fahlman. On September 19, 1982, he sent an e-mail with the following text.

²¹ Available at: <https://slate.com/human-interest/2014/04/emoticon-robert-herrick-s-17th-century-poem-to-fortune-does-not-contain-a-smiley-face.html>

```
19-Sep-82 11:44 Scott E Fahlman :-)  
From: Scott E Fahlman  
  
I propose that the following character sequence for joke markers:  
  
:-)  
  
Read it sideways. Actually, it is probably more economical to  
mark  
things that are NOT jokes, given current trends. For this, use  
  
:-(  

```

Figure 4: Fahlman's report on emoticon use

Source: <https://www.nbcnews.com/news/world/29-years-ago-smiley-was-born-flna120616>

The idea was for the university's discussion server to use a combination of characters at the end of the post. It was an important place for teachers, students and staff to discuss important matters. If the post was funny, they used :-), while the combination :- (was used for a serious comment, possibly for displeasure, anger, discontent. These symbols soon spread among Carnegie Mellon University students and staff through the then simple computer networks.²²

Although emoji are universal in communication, Western and Eastern emoticons were created in the late 1980s and 1990s. The reason for this was the different keyboards in different regions of the world. We can compare it, for example, with the fact that some nationalities write from right to left and other nationalities write the opposite. So it is because people in the West are different from people in the East. In short, they have a different view of the world. Moreover, they also differ from each other by using different keyboards.

²² Available at: <http://www.cs.cmu.edu/~sef/sefSmiley.htm>

The Difference Between Western and Eastern Emoticons		
Emotion	West	East (Korea)
Happy	:)	^^
Sad	:(TT
Surprised	:O	>O<
Bored	:/	=_ =

(c) Organic Korean 2015

Figure 5: Cultural difference between emoji

Source: <https://steemit.com/life/@miri.choi/asian-facial-expressions-and-emojis-not-universal>

2.5.2 Emoji as a new language

In recent years, people could experience an increasing use of emoji on social media. During this period, the people’s time spent on social platforms has also increased. This has its advantages, on the other hand, there are some disadvantages. Often people find it more convenient to express their feelings through emojis. It is easier for them, and therefore lack the desire to express their feelings face to face. People often use only emoji in digital communication, it follows that they do not need any words to convey information.

Emoji and text often complement each other. They can be compared to, for example, gestures that appear simultaneously with speech. In recent years, research has confirmed that hands play an important role in communication, and the same can be said about emoji. For example, if a smiley emoticon or a sad emoticon is sent, it can determine whether the expression is sad or happy. This is a very important point in the use of language. Our natural language rarely reduces itself to pure speech. People often use gestures when they speak to make clear what they mean. For this reason, linguists argue that language has multiple uses. When writing in digital communication, non-verbal information is removed, but with emojis it can be integrated back into the text.

Emoticons are not just for decoration; a string of characters can also have its own meaning. To consider them as a language of their own would require grammar.²³

Grammar is needed for statements to make sense. Grammar is a system of rules that allow us to structure sentences.²⁴

Individual units of grammar have a specific meaning in a sequence, for example as verbs and nouns in sentences. Depending on how the grammatical structure of the sentence is used, the meaning does not have to change, even if the order is different. For example, an active sentence (Shakespeare wrote Hamlet) has a similar meaning to a passive sentence (Hamlet was written by Shakespeare).

When emojis stand alone in a sentence, they follow simple rules as they have their own meaning. Tyler Schoenbelen found in his study that people tend to write emoji chains that together make a meaning. An example of this can be seen in the illustration below.²⁵

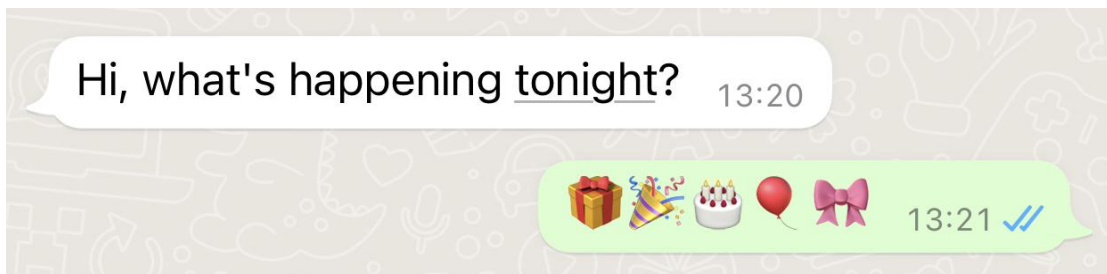


Figure 6: Emojis arranged differently but still have the same meaning

If temporal continuity were important, the emoji would have to be arranged, for example, as in the illustration below.

²³ Available at: <https://www.bbc.com/future/article/20151012-will-emoji-become-a-new-language>

²⁴ Available at: <https://writer.com/blog/what-is-grammar-grammar-definition-and-examples/>

²⁵ Available at: <https://www.bbc.com/future/article/20151012-will-emoji-become-a-new-language>

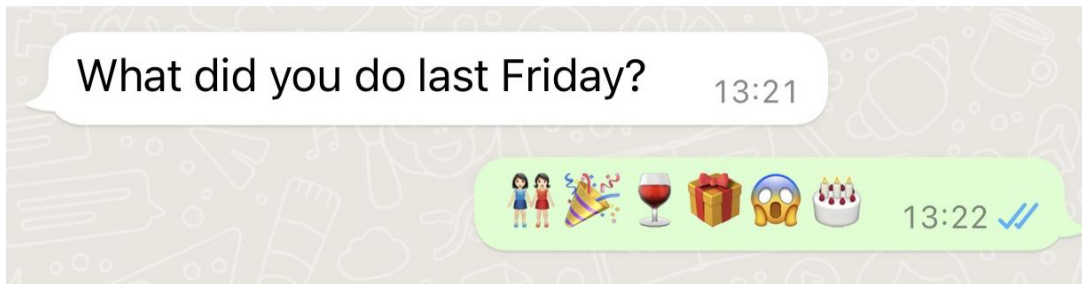













Figure 7: Sequences of emoji representing successive events








Originally a small pixelated icon, emoji are now part of modern culture and are used in everyday communication. Emoji represent a language that almost the whole world understands.²⁶

2.5.3 Interpretation of emoji

Emoji	Emoji name	Emoji meaning
	Smiling-Happy Faces	Very often used when expressing happiness.
	Smiling Face with Open Mouth And Cold Sweat	This emoji is used to express happiness in texts that depict a negative event, however with a positive impact.
	Face With Tears Of Joy	This emoji shows a laugh and is usually used as a reaction to a funny event.

²⁶ Available at: <https://www.languageinsight.com/blog/2021/is-emoji-a-global-language/>

	Smirking Face	Surprisingly, this emoji is used in messages that convey affection.
	Winking Face	This emoji means that the message should not be taken so seriously.
	Smiling Face with Tear	Emoji with tear expresses gratitude or also an attempt to look happy though is sad.
	Thinking Face	The emoji with the index finger placed on the chin can be used to question.
	Smiling Face With Sunglasses	It is used to show self-confidence and composure.
	Smiling Face With Heart-Shaped Eyes	Emoji expressing love, gratitude or affection.
	Devil Faces	Both emojis express devilish or immoral thoughts.
	Unamused Face	This emoji is often associated with expressing disappointment.

	Star-Struck	Emoji with stars instead of eyes can express fascination or impressiveness.
	Crying Face	Used in response to sad news.
	Neutral Faces	It is often used to express boredom or lack of emotion.
	Flushed Face	This emoji expresses shyness or embarrassment. However, it could be used to express surprise or amazement.
	Face With Cold Sweat	This is an emoji with a drop of sweat falling from its forehead. It is used when stress is manifested.
	Loudly Crying Face	This emoji expresses very intense sadness or ironic intent.
	Worried Face	An emoji often associated with worry or fear.




	Angry and Pouting Faces	These emojis express anger, red is more intense in this case.
	Folded Hands	Two joined hands express thank you, please or even a greeting.
	Fire	Used for metaphorical expressions associated with fire. May also express attractiveness.

Table 1: Interpretation of emoji

Source: Danesi, Marcel. *The Semiotics of Emoji*, p. 24

2.5.4 Advantages and disadvantages of emoji

Many of us have reached the stage where not using emoji often leaves us feeling unfamiliar. Emojis are part of internet communication and many of us can not imagine communicating on social media without them, especially with friends or family. We live in a time where emoji are constantly updated and new ones are developed. These little colourful pictures were originally used to express our feelings. However, in today's modern times, these little images have found their way into the world of fashion or, surprisingly, into political discussions. They also appear on the pages of magazines and, last but not least, they are widely used in professional communication. However, their use is certainly not suitable for every user of an instant messaging app. For some, the use of emoji can be childish and even annoying. Therefore, here are some concrete examples of the advantages and disadvantages.

A very significant advantage of using emoji can be that adding emoji to messages can make the text seem sympathetic and friendly to the reader. Messages without emoji sometimes come across as cold. Another advantage is that emoji are a universal language, which means they make it easier to communicate with people from different parts of the world. Adding emoji to messages can also save us a lot of time, as we do not have to itemize messages. Another advantage of emoji is that they can be used to advertise a brand, for example. Various companies have started using them in emails for business communication, as their appearance makes them more appealing to the reader.

As already mentioned, the emoji also has its disadvantages. One major disadvantage is that there are a lot of them. Their users may have different interpretations of their meaning, which can naturally lead to frequent misunderstandings when using them. Another disadvantage is that their overuse in instant messaging can make some people seem less serious or even childish. In fact, people sometimes prefer a more serious conversation, especially in professional communication. Due to emoji, we often do not have to recognise how the person we are writing to really feels. They make it very easy to fake real feelings. Although emojis make communication much easier, they are still no substitute for a face-to-face conversation, even if the choice is wide. Another disadvantage of emojis is that we do not have to write as long sentences when we use them, which deteriorates vocabulary, especially for children.²⁷

2.5.5 WhatsApp emojis

Emoji have become a fundamental form of communication in smartphones. As mentioned above, emojis play an important role in digital communication. It is commonly agreed that the use of emoji is closely associated with positive emotion. Due to emojis, we can express our feelings and emotions

²⁷ Available at: <https://netivist.org/debate/emoji-text-messages>

when chatting with our loved ones, making instant messaging more authentic. Although emojis make communication more interactive, they cannot replace a personal conversation.

WhatsApp founder Mark Zuckerberg is aware of this, which is why WhatsApp created its own set of emoji in 2017. Before WhatsApp created its own set of emojis, it had a set of similar emojis from Apple that were available on both Windows and Android platforms. WhatsApp probably did not want to rely on emojis created by third parties and in 2019 decided to update and introduce new skins for 6 emojis. WhatsApp adopted the tried and tested skins with a slight graphical change.²⁸

Moreover, it is possible to send gifs and stickers in the WhatsApp application. There are multiple applications that allow people to create their own stickers and gifs that are compatible with WhatsApp.²⁹

2.6 Instant messaging apps

Instant messaging apps (abbreviation IM apps) is a means of communication that allows two or more people to connect in real time via the Internet. Instant messaging apps have become an integral part of our lives in this modern world. People can stay in touch through them with their family, colleagues or friends wherever they are. Every day people send dozens of these messages without realizing it.³⁰

Nowadays, it is possible to make a call or a video call through these applications. The app users can open the messages from multiple devices and are free to use. However, unlike text messages, it is required that the recipient uses

²⁸ Available at: <https://www.elitedaily.com/news/whatsapp-emoji-reactions>

²⁹ Available at: <https://www.telemessage.com/express-your-emotions-with-whatsapp-and-wechat-emojis/>

³⁰ Available at: <https://www.britannica.com/topic/instant-messaging>

the same application. Instant messages can only be received when the smartphone is connected to the Internet. The most popular instant messaging apps are Facebook Messenger with 2.8 billion users, followed by WhatsApp with 2 billion. Instant messaging not only allows for quick and personal communication, but is also an effective way to improve communication and teamwork.³¹

2.6.1 History of instant messaging apps

The first attempt at "instant messaging", or IM for short, dates to 1969. A student programmer named Charley Kline sent the first message using ARPANET, a precursor to the modern Internet. This happened at 10:30 p.m. on October 29, 1969, in an empty computer lab at the University of California at Los Angeles. The message contained only two letters, namely "Lo" instead of the intended word "login". The system then crashed. An hour later, he was able to log in successfully.³²

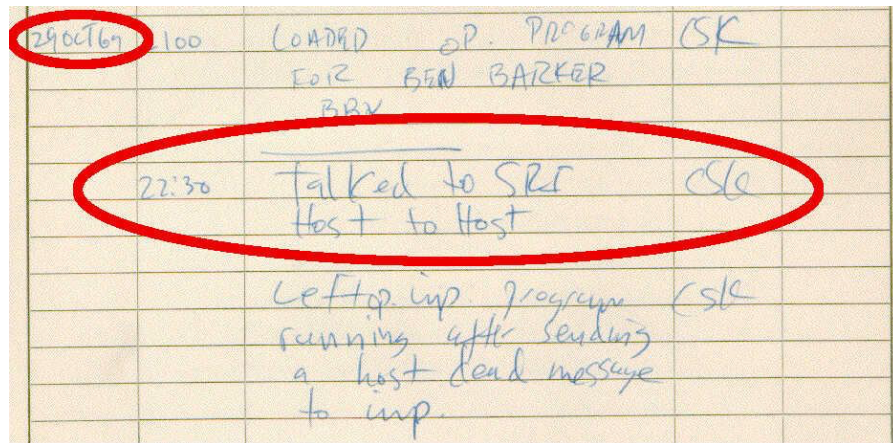


Figure 8: The first message ever sent over the ARPANET

Source: <https://www.npr.org/templates/story/story.php?storyId=114280698&t=1659110316618>

³¹ Available at: <https://www.brosix.com/blog/what-is-instant-messaging/>

³² Available at: <https://www.historyofinformation.com/detail.php?entryid=1108>

Instant messaging via apps has changed a lot over time. There are now various versions of apps on the market. With the rise in smartphone usage, instant messaging apps have become very popular. They are now even used more frequently than SMS (Short Message Service). Apps now come in many different forms.

2.6.2 Most popular messaging apps

According to the latest data, as of 2022, WhatsApp is the most popular instant messaging app with two billion active users. Since WhatsApp is the most used application and also the topic of this bachelor's thesis, the following section will focus on WhatsApp in detail, both in the theoretical and in the practical part. The second most popular instant messaging app is Facebook Messenger. WhatsApp and Facebook Messenger are owned by the same company, Meta (formerly known as Facebook). Another very popular application is Telegram, as a popular alternative to WhatsApp. This platform offers more features and more privacy options than its competitor. For example, text messages can be set with a self-destruct timer for secret messages. When a message is sent and the recipient views it, the message disappears after a few seconds. Viber is another versatile application with millions of users worldwide. What is very interesting about this application is that it allows users to make calls to landlines for \$5.99 per month.³³

2.6.3 WhatsApp

WhatsApp is a cross-platform instant messaging application designed for sending messages between two or more users. In addition to text messages, users can also send each other pictures, videos and audio messages, documents,

³³ Available at: <https://zapier.com/blog/best-texting-app/>

locations, contacts, gifs, stickers, as well as calls and video calls with several participants at same time. It was originally developed for smartphones. The service is very similar to SMS services. However, since WhatsApp uses the Internet to send messages, the cost of using WhatsApp is considerably lower than SMS. It is one of the first mobile apps and, as mentioned above, the most widely used instant messaging app. WhatsApp allows you to send an unlimited number of messages. This is also one of the main reasons why its popularity has increased rapidly in recent years.

This mobile application was founded in 2009 by former Yahoo employees. The interest in the app was so extremely massive that they had to introduce service fees to slow down the development.³⁴

Using WhatsApp is very simple. To use the application, a compatible smartphone, mobile Internet and, of course, a phone number to pair WhatsApp with is needed. Thus, during the installation, it is necessary to specify the phone number to which the validation code will be sent. Unlike other applications, it is not necessary to integrate any password to access the service. After successful installation, the cell phone's saved contacts will be synchronized automatically. The application can be used not only on a smartphone, but also on a desktop version. It uses end-to-end encryption that is compatible with various platforms, including iPhone, Android, Mac, Windows smartphones and PC.³⁵

This application offers the service free of charge, even for users who write instant messages abroad. There are also no fees to register. In the near future, WhatsApp is supposed to be financed by companies that will use it for their business.³⁶

³⁴ Available at: <https://www.lifewire.com/who-owns-whatsapp-5095864>

³⁵ Available at: <https://www.webwise.ie/parents/explainer-whatsapp/>

³⁶ Available at: <https://blog.whatsapp.com/>

According to aritmetrics.com, around 100 billion messages are sent via WhatsApp every day and users spend an average of 38 minutes on it.

2.6.3.1 History of WhatsApp

WhatsApp was founded in 2009 by Jan Koum and Brian Acton, who previously spent a total of 20 years at Yahoo. After leaving work, Brian Acton and Jan Koum went for a walk and applied for jobs on Facebook, where they were rejected. In January 2009, when Koum bought an iPhone, he realized that it would be convenient to create an application. They came up with the idea that it would be a good concept to create a global free messaging service that would be available considering that text messaging and calling were very expensive.³⁷

His goal was to develop an application that would facilitate communication between friends, family and business partners. Koum managed to ask five partners from Yahoo to cooperate. To realize their idea, they also needed iPhone developers. With the help of a friend, Alex Fishman, they found a Russian developer named Igor Solomennikov.³⁸

Koum chose the name "WhatsApp" and founded WhatsApp Inc. on February 24. in California. The first WhatsApp did not work as well as they would have liked - the application kept crashing. Koum was on the verge of giving up. At this point, his colleague Acton motivated him and suggested that they work harder on their product. Koum started working on this app again and made some changes. For example, when a user changes his status, all contacts in his address book are notified.

³⁷ Available at: <https://www.feedough.com/history-of-whatsapp/>

³⁸ Available at: <https://www.feedough.com/history-of-whatsapp/>

In June 2009, Apple introduced notifications that allowed the application to be seamlessly downloaded onto a smartphone. A few of Kouma's friends downloaded it and were thrilled. In August, the improved WhatsApp 2.0 was released and the number of active users increased to 250,000. In October 2009, Acton contacted five of his former Yahoo colleagues and convinced them to invest \$250,000 as seed money. As a result, he received co-founder status and a share. On November 1, he officially joined.³⁹

In November 2009, the application was made available to iPhone users and two months later to Blackberry users. In 2011, WhatsApp ranked among the most downloaded apps in Apple's US App Store.⁴⁰

In 2013, WhatsApp had 50 employees and over 200 million active users, and in December of the same year, WhatsApp reported 400 million active users.

41

In February 2014, Meta Platforms, formerly named Facebook, Inc., announced that it was buying WhatsApp for \$19 billion. It was the largest acquisition in the company's history. Facebook paid \$4 billion in cash, \$12 billion in Facebook stock, and the final \$3 billion in restricted stock. After the announcement of WhatsApp's change of ownership, users noticed losses in services, which caused consternation throughout the Internet.⁴²

³⁹ Available at: <https://www.feedough.com/history-of-whatsapp/>

⁴⁰ Available at: <https://www.feedough.com/history-of-whatsapp/>

⁴¹ Available at: <https://www.feedough.com/history-of-whatsapp/>

⁴² Available at: <https://www.feedough.com/history-of-whatsapp/>



Figure 9: Jan Koum signs the \$19 billion Facebook deal contract

Source:<https://www.forbes.com/sites/parmyolson/2014/02/19/exclusive-inside-story-how-jan-koum-built-whatsapp-into-facebooks-new-19-billion-baby/?sh=23c03b9e2fa1>

As a result, an enormous number of WhatsApp users have switched to other services. For example, Telegram, which announced that the number of new users has increased by 8 million. Line also announced that it had gained 2 million new users. Following this decline, Koum announced that they were working on introducing voice calls and that the new smartphones would be sold with the WhatsApp brand. He further announced that they would try to have WhatsApp on all smartphones.

In August 2014, WhatsApp was one of the most popular instant messaging apps in the world, with 600 million users. In January 2015, WhatsApp announced that it had 700 million monthly users and sent over 30 billion messages a day. In September 2015, it had 900 million active users and in February 2016, it had one billion.⁴³

⁴³ Available at: <https://tigerweb.towson.edu/aallen24/projectthree/about.html>

The first voice calls between two users were implemented in the application in March and April 2015.

In January 2016, Jan Koum announced that he would eliminate the \$1 annual subscription fee for users who do not have a credit card. In the same year, it was officially declared that more than 100 million voice messages were sent through WhatsApp every day. In November the company enabled two-step verification for Android users to improve protection. In the same month, Facebook stopped collecting data from WhatsApp users for advertising across European countries.

In 2017, Facebook was fined by the European Commission for "misleading information about the WhatsApp acquisition" in 2014. The Commission announced that Facebook had falsely claimed that it was not possible to combine user data from Facebook and WhatsApp. Facebook acknowledged the violation, but said it was not intentional.

Co-founder Brian Acton decided to leave the company in 2017 and started a company called Signal Foundation. This company was a major competitor to WhatsApp. In the same year, WhatsApp was preparing a business platform that could offer services on a much larger scale and at the beginning of the new year, WhatsApp Business was launched.⁴⁴

In April 2018, co-founder Jan Koum left WhatsApp over disagreements about privacy concerns from Facebook. He and his colleague Acton gave up \$1.3 billion. Kouma was subsequently replaced by Chris Daniels. The same year WhatsApp introduced several new features. These were group audio and video calls and replying to messages with a so-called "Swipe to Reply". A year later, WhatsApp was named the 3rd most popular mobile app from 2010 to 2019.

⁴⁴ Available at: <https://www.theguardian.com/technology/2021/oct/04/facebook-instagram-and-whatsapp-hit-by-outage>

In 2020, WhatsApp made a few more updates. For example, a "dark mode" was introduced to reduce eye strain or the option to mute someone for 8 hours, a week or 1 year.⁴⁵

WhatsApp and other Meta social networks have experienced the biggest outage in their history around the world in October 2021, which was caused by a configuration error. Thus, users did not have access for several hours. Facebook took to Twitter to express its regret to users who depend on the network.⁴⁶

In December, WhatsApp made another update. It started hiding users' online status from people who are not in user's contacts. However, this setting can be changed.⁴⁷

⁴⁵ Available at: <https://www.theguardian.com/technology/2021/oct/04/facebook-instagram-and-whatsapp-hit-by-outage>

⁴⁶ Available at: <https://www.theguardian.com/technology/2021/oct/04/facebook-instagram-and-whatsapp-hit-by-outage>

⁴⁷ Available at: <https://en.wikipedia.org/wiki/WhatsApp#2009%E2%80%932014>

2.7 Glossary

Stakeholder - podílník

Corporate executives need to think about the whole business and how it creates value for customers and stakeholders. (Cambridge Dictionary)

Interchangeably- zaměnitelně

Sometimes we speak interchangeably of parameter, dimension and degree of freedom. (Cambridge Dictionary)

Intention - záměr

He thought the time was right to let his intentions be known. (Cambridge Dictionary)

Discontent - nespokojenost

There is a lot of discontent among young people. (Cambridge Dictionary)

Versatile - všestranný

This jacket is very versatile - you can dress it up for the evening. (Cambridge Dictionary)

Precursor - předchůdce

Biological research has often been a precursor to medical breakthroughs. (Cambridge Dictionary)

Landline - pevná linka

The service allows users to make calls to landlines and mobile devices through the use of a computer. (Cambridge Dictionary)

Encryption - šifrování

In surveys, most lawyers say they don't use encryption. (Cambridge Dictionary)

Red herring - falešná stopa

The police investigated many clues, but they were all red herrings. (Cambridge Dictionary)

Facilitate – usnadnit

The new ramp will facilitate the entry of wheelchairs. (Cambridge Dictionary)

Cuisine – kuchyně

The tourists do not come here for our weather or our cuisine. (Cambridge Dictionary)

Subsequently – následně

The students were subsequently trained in class for 4 weeks. (Cambridge Dictionary)

Penetrate – proniknout (Cambridge Dictionary)

Their minds could not penetrate the mystery.

3 PRACTICAL PART

3.1 Methodology

The main goal of the practical part of this bachelor thesis was an online questionnaire survey and its analysis. The survey called Using emoji on WhatsApp consisted of 15 questions. A total of 72 people participated in this research. The participants were 55 women and 17 men. The study investigated how people perceive emoji in general and how much they incorporate them into their writing in Internet communication on WhatsApp.

The questionnaire survey was carried out electronically, was distributed in Czech and subsequently translated into English. Both the original Czech version and the English translation are placed in the appendix. The online survey was created using a platform called Survio. The questionnaires were sent via a link on social networks. Participation in the survey was not restricted by age or other criteria. It is a quantitative survey, while the questionnaire was structured in the form of closed-ended questions and contained standardised questions with fixed answers. Therefore, respondents chose their answers from the options listed.

The questionnaire survey was conducted on the basis of online electronic voting, which is the fastest and cheapest method of sending questionnaires. The results of the questionnaire survey are presented by means of charts and briefly commented on.

3.2 Survey terminology

3.2.1 Questionnaire survey

A questionnaire survey is a quantitative method of public opinion research often used in sociology or also in the field of management, consulting or marketing. They can be shared or sent to a group of people and a large amount of data can be obtained due to this. In this method, data is collected on the basis of a contact between the respondent and the researcher using predetermined questions.⁴⁸

3.2.2 Respondent

A respondent is a person who is invited to complete a questionnaire. This is a participant in a questionnaire survey.

3.2.3 Quantitative method

The quantitative research method is intended for data collection in both scientific and non-scientific fields. It works with a great number of respondents. The respondents answer the questions in the form of questionnaires. This method is most commonly used because of its unpretentiousness and simplicity.⁴⁹

3.2.4 Closed-ended questions

Closed-ended questions require a simple answer. Respondents can often answer them with a short and clear answer, for example "yes" or "no" or with

⁴⁸ Kozel, Roman. Mynářová, Lenka. Svobodová, Hana. Moderní metody a techniky marketingového významu, p. 199

⁴⁹ Kozel, Roman. Mynářová, Lenka. Svobodová, Hana. Moderní metody a techniky marketingového významu, p. 158

other listed answers. It is therefore a question where the respondent has the opportunity to choose an answer.⁵⁰

⁵⁰ Available at: <https://www.formpl.us/blog/close-ended-questions>

Analysis and interpretation of results

3.2.5 Survey

Question Number 1: Do you know what the word emoji means?

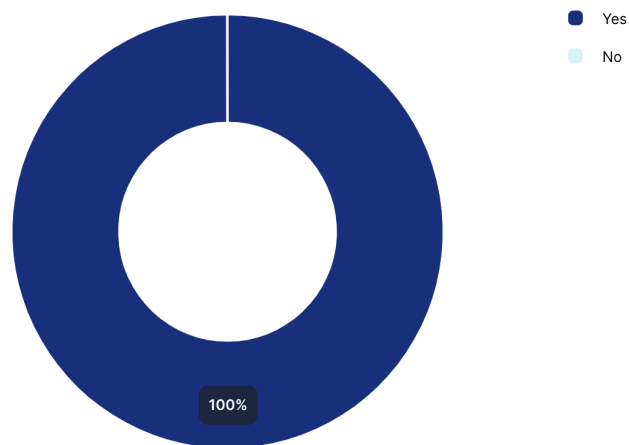


Chart 1: Question no. 1 from the questionnaire survey

Considering that in the previous question on the age category, most respondents in the 19-30 age group filled in the questionnaire and only one respondent from the 50+ age group, one might assume that the answer is clear. However, if more respondents aged 50 and above filled in the questionnaire, the result on this question would probably not be so clear. It shows that emojis have penetrated the subconscious of many people and have thus become a part of our lives.

Question Number 2: Do you use emoji on WhatsApp?

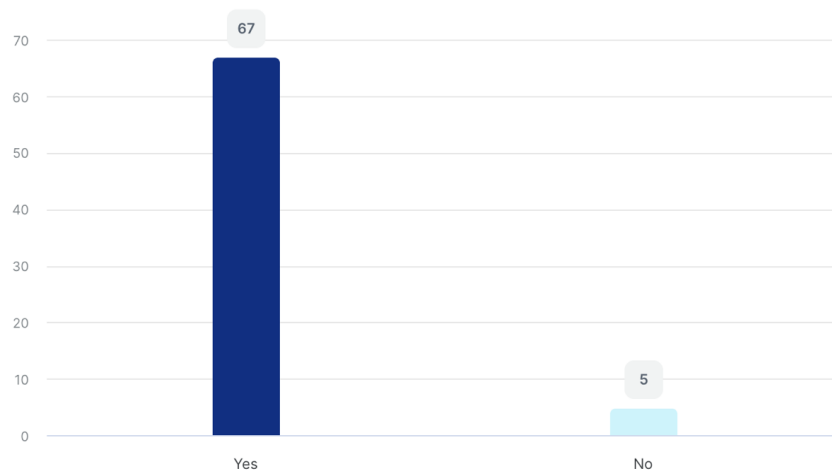


Chart 2: Question no. 2 from the questionnaire survey

The second question on whether respondents use emoji on WhatsApp was answered by 72 respondents, 67 of whom answered that they use emoji on WhatsApp, while 5 respondents answered that they do not use emoji at all on WhatsApp. In this question, we can confirm the information that people consider emoji as an important part of their daily communication.

Question Number 3: Do you agree that emojis make it easier to express yourself?

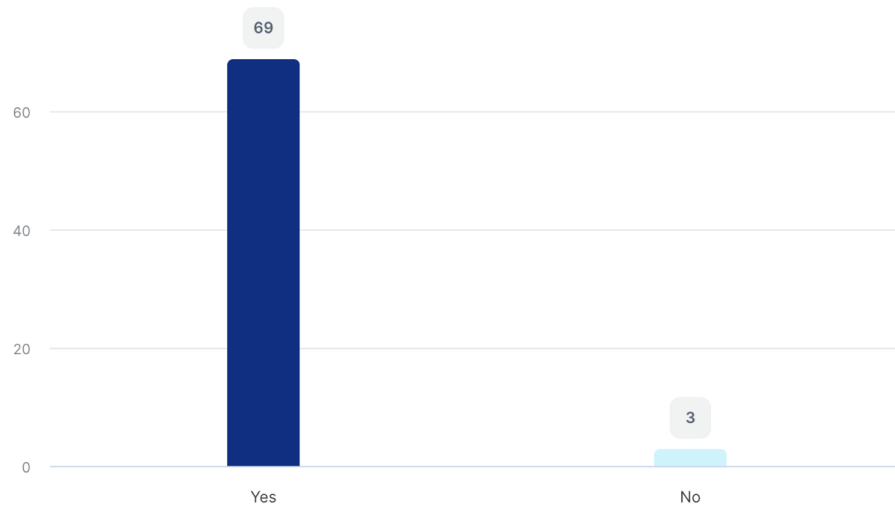


Chart 3: Question no. 3 from the questionnaire survey

Since emojis have been constantly improving since their inception, they are now able to replace written words in WhatsApp internet communication. Therefore, it can be seen from the graph that almost 96%, specifically 69 out of the total number of 72 respondents, answered that their use makes it easier to express themselves. Only 3 respondents, i.e. 4%, answered that emojis in WhatsApp internet communication do not make it easier for them to express themselves.

Question Number 4: How often do you use emoji on WhatsApp?

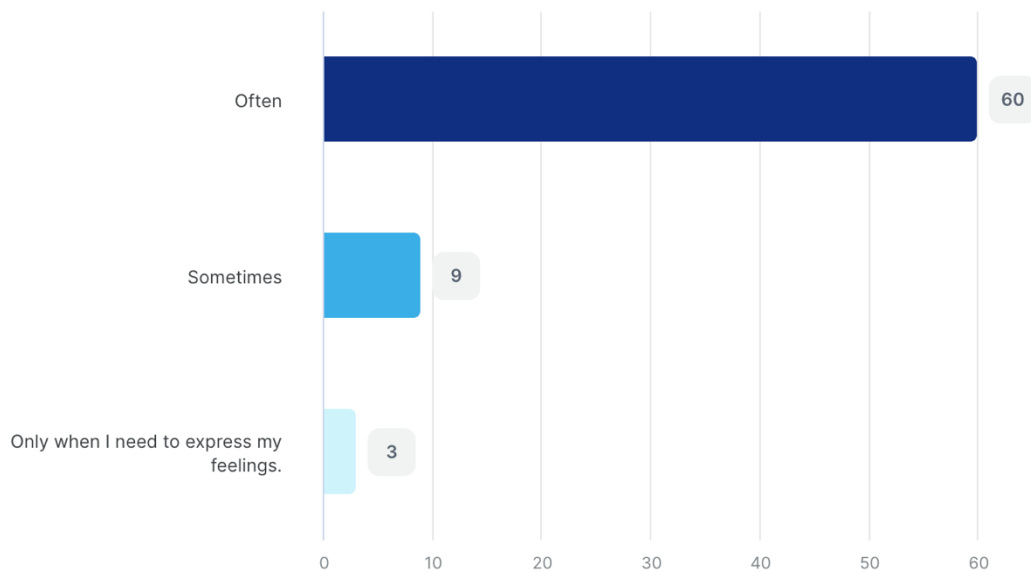


Chart 4: Question no. 4 from the questionnaire survey

When asked how often they use emoji on WhatsApp, the majority of respondents, i.e. a total of 60, answered that they use emoji often. It can be said that they use them in most conversations. In addition, 9 respondents answered that they only use emojis sometimes and only 3 respondents answered that they only use emojis when they need to express their feelings.

Question Number 5: What do you think about the overuse of emoji?

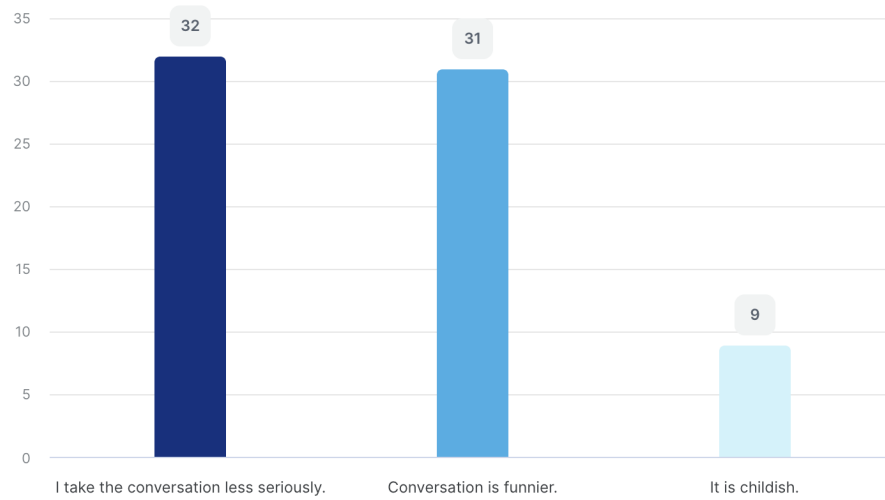


Chart 5: Question no. 5 from the questionnaire survey

For question number 5, what respondents think about the overuse of emojis, two out of three of the answers came out almost evenly, with 32 of the 72 respondents saying that the overuse of emojis makes the conversation less serious. In contrast, 31 respondents said that overuse of emoticons makes the conversation funnier. However, the remaining 9 respondents consider it childish.

Question Number 6: Do you use emoji in professional communication on WhatsApp?

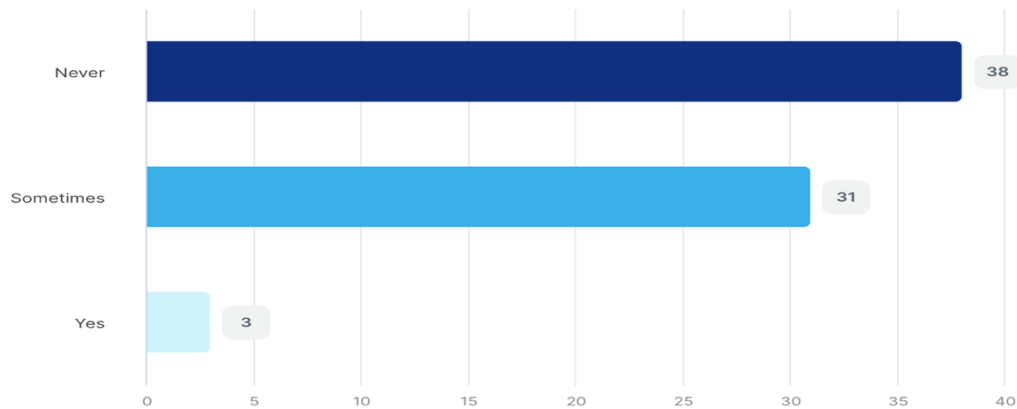


Chart 6: Question no 6. from the questionnaire survey

For question number 6, whether respondents use emoji in professional communication on WhatsApp, it was found that 38 respondents, i.e. almost 53%, never use emoji in professional communication on WhatsApp. On the contrary, 31 respondents, i.e. 42%, answered that they sometimes use emoji in professional communication. 3 respondents answered that they use emoji in professional communication. It is therefore obvious that emojis have also penetrated professional communication, for example between a customer and a supplier.

Question Number 7: Do you use emoji to express your feelings?

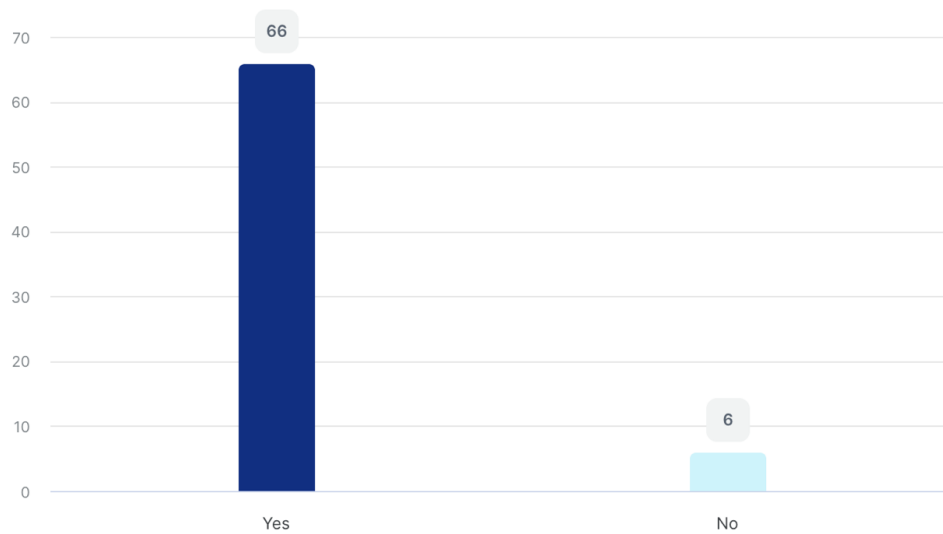


Chart 7: Question no 7. from the questionnaire survey

To the seventh question asking whether respondents use emoji to express feelings, 66 respondents answered yes. This means that it is easier for most of them to use emoji to express their feelings. Only 6 respondents answered that they do not use emoji at all to express their feelings. Based on these answers, it is clear that emoji users use them to express themselves more easily when writing instant messages.

Question Number 8: Do you know the meaning of each emoji?

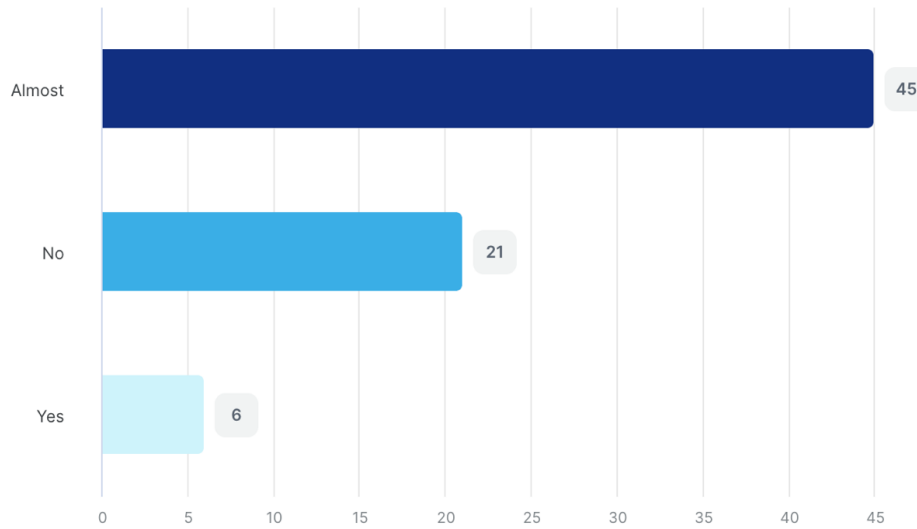


Chart 8: Question no. 8 from the questionnaire survey

Responses for question 8, which asked whether respondents know the meaning of each emoji, were as follows. Only 6 respondents know the meaning of all emojis. This result is quite logical due to the large variety of emoji. Most respondents, 45 in particular, know almost the meaning of individual emojis. 21 respondents answered that they do not know the meaning of individual emojis.

Question Number 9: Do you think emojis are the cause of misunderstandings in communication?

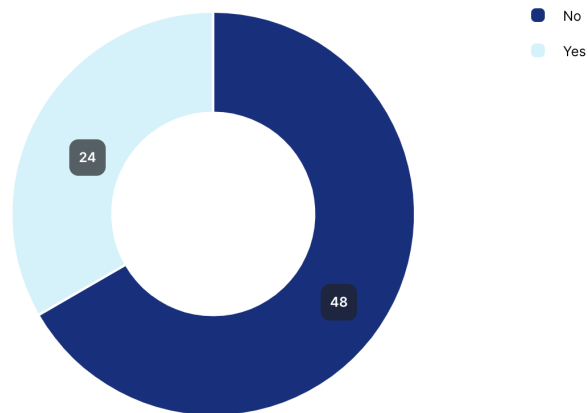


Chart 9: Question no. 9 from the questionnaire survey

According to the results of question number 9, whether respondents think that emojis are the cause of misunderstandings in communication, the majority of them answered that emojis are not the cause of misunderstandings in messages, namely 48, i.e. almost 67%. 24 respondents, i.e. 33%, think that emojis cause misunderstandings in messages.

Question Number 10: Do you think emojis can change the meaning of text?

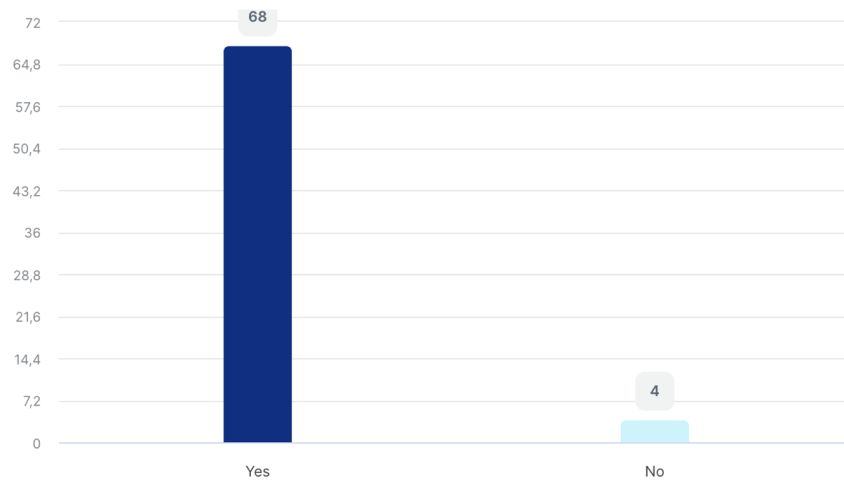


Chart 10: Question no. 10 from the questionnaire survey

Question number 10, whether the respondents think that emojis can change the meaning of the text, was answered almost unequivocally, when 94.4%, i.e. 68 respondents answered that they think that emojis can change the meaning of the text. Based on these results, one could evaluate that it is not entirely appropriate that emoji can change the meaning of the idea of the text. While 4 respondents, i.e. 5.6%, think that emojis cannot change the meaning of the text.

Question Number 11: How would you feel if the use of emojis in internet communication was completely stopped?

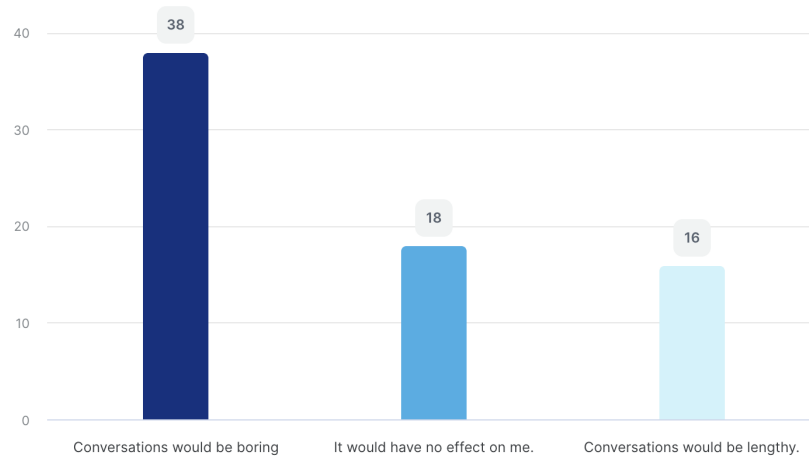


Chart 11: Question no. 11 from the questionnaire survey

According to the results of question number 11, 38 respondents answered that they would find conversations boring if the use of emoticons on WhatsApp has stopped. For 18 respondents, this would have no effect and for 16 respondents, conversations would seem too lengthy. For the majority of respondents, emojis are of great importance in written conversations, where they replace many words, feelings and emotions.

Question Number 12: Which emoji do you use the most on WhatsApp?

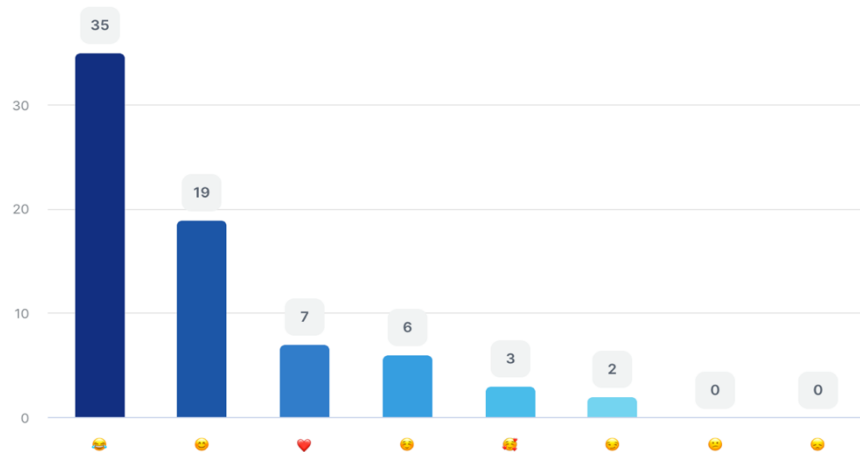


Chart 12: Question no. 12 from the questionnaire survey

Question number 12 was asked with the aim of finding out which of the selected emoji respondents use most often in internet communication on WhatsApp. Not surprisingly, the face with tears of joy "😂" emoji took first place and was chosen by 35 respondents. The second most used emoji called Smiling face with smiling eyes "😊" was chosen by 19 respondents. The emoji red heart "❤️" was the third most used by 7 respondents. Furthermore, 6 respondents marked the emoji named Smiling face "😄". This is followed by an emoji called Smiling Face with Hearts "😍" with 3 respondents. The emoji Smiling Face "😁" was selected by only 2 respondents. From the graph we can see that the negative emoji did not receive any number of votes.

Question Number 13: Do you perceive this emoji 🙄 positively or negatively?

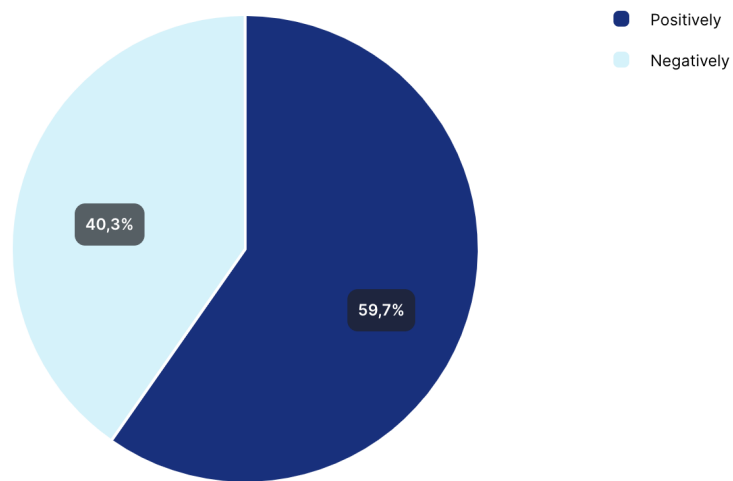


Chart 13: Question no. 13 from the questionnaire survey

Question number 13 asked respondents whether they perceived the winking emoji positively or negatively. 43 respondents answered that they perceive the winking emoji positively. In contrast to 29 respondents who perceive it negatively, even though the winking emoji signals a joke, flirtation or general positivity, according to emojipedia.com.

4 CONCLUSION

The communication application WhatsApp is very popular nowadays in view of the fact that it offers the possibility to communicate completely free of charge only with the help of an internet connection, which is used by almost the majority of smartphone users nowadays. Everyone knows that emojis are a part of this application. And since everything is evolving and improving in today's modern times, emojis are not left behind either. There are more and more new emojis that can replace a certain emotion and thus help to better understand the written text.

The aim of the bachelor thesis was to find out how users of the internet communication WhatsApp perceive the use of emoji in written communication. This was determined on the basis of a questionnaire survey, which was developed and evaluated in the practical part.

The bachelor thesis was divided into two segments, one theoretical and one practical. The theoretical part of the thesis dealt with the meaning of emoji, their history and interpretation. In addition, the characteristics of the basic terms were described here. Furthermore, the history of WhatsApp, its emergence and development were also discussed.

The practical part of the work includes the processing of a questionnaire survey, on the basis of which 72 respondents were approached who answered 15 closed questions on how they perceive emoji in general and to what extent they include them in their written communication and at what level. Respondents chose their answers from the options listed.

The questionnaire survey revealed that emojis have become part of our daily internet communication. We use emojis to better express our feelings and emotions. Thanks to emojis, people can express themselves more easily and are better understood. The idea that the writers exchange is better understood.

According to the respondents, smileys that express a positive emotion are naturally the most used.

In everyday life, when people meet face to face, feelings are often expressed through non-verbal communication, e.g. facial expressions or gestures. In today's modern digital world, this is replaced by emojis, which in this case represent facial expressions and gestures. With the help of emoji, the meaning of the text is no longer so often misunderstood, and thanks to them, the text is not just text, but is supplemented by interesting images, so-called smileys, which add a certain interest and variety to the written text. Most of the participants in the survey themselves stated that they would regret not using emoji in the WhatsApp internet application and would not enjoy such a way of communication. This can lead to the consideration that this app would be less used.

With the help of emoji, we can transfer an idea into digital form faster. With emoji, which are not only images that express emotions, but also activities such as food, buildings, animals, various symbols and sports, we can convey our thoughts to others more quickly and easily.

Emotions and gestures help us to empathise with others in the real world. One can better empathise with the feelings of others. And it is precisely in the digital sphere that the emoji mentioned above help.

The surprise was that emojis are not only used in normal communication between friends and family, however, in addition to that, they penetrate the professional sphere. It is also important to mention that they express ambiguity of meaning, which was stated by one third of the respondents. In their opinion, emojis lead to misunderstandings, such as the "winking" smiley, which only a slight majority, 60%, said they perceived positively. The remaining 40% of respondents, on the other hand, perceive it as negative or even ironic.

In the future, we can certainly expect a greater increase in the number of emojis, which will probably replace more phrases or even entire sentences.

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6 ABSTRACT

The bachelor thesis entitled Analysis of the usage emoji in Internet communication on EhatsApp deals with emoji, their meaning and use in the communication application WhatsApp. The thesis uses research in the form of a questionnaire survey, whose task was to assess the attractiveness and effectiveness of the use of emoji by users of the application.

The work is developed from both a theoretical and a practical point of view. The theoretical part focuses on basic information about emoji, their history, meaning and interpretation. For the practical part, a questionnaire with 15 questions was used, for which 72 respondents of different age groups were approached. The questionnaire focused on analysing the use of emoji in the WhatsApp application or how satisfied the users of this application are with the use of emoji and how important the use of emoji in written texts is to them.

Keywords: emoticons, emoji, WhatsApp, digital communication, non-verbal communication

7 RESUME

Bakalářská práce s názvem *Analýza použití emoji v internetové komunikaci na WhatsAppu* se zabývá emoji, jejich významem a využitím v komunikační aplikaci WhatsApp. V práci byl použit výzkum v podobě dotazníkové šetření, jehož úkolem bylo zhodnotit atraktivnost a efektivnost využívání emoji uživateli aplikace.

Práce je vypracována jak z teoretického, tak z praktického pohledu. Teoretická část se zaměřuje na základní informace o emoji, jejich historii, významem a interpretací. Pro praktickou část byl použit dotazník o 15. otázkách a osloveno bylo 72 respondentů různé věkové kategorie. Dotazník se zaměřoval na analýzu použití emoji v aplikaci WhatsApp, resp. jak jsou uživatelé této aplikace spokojeni s používáním emoji a jakou váhu důležitosti v psaném textu pro ně právě použití emoji má.

Klíčová slova: emotikony, emoji, WhatsApp, digitální komunikace, neverbální komunikace

8 APPENDICES

8.1 Questionnaire (translated by the author)

Hello,

I am a student at the University of West Bohemia studying languages in the field of Foreign Languages for Commercial Practice. Hereby I would like to ask you to fill in the questionnaire, which is completely anonymous and only for the purposes of the bachelor thesis. It will take you 3 minutes to fill it in. I would be very grateful for your answers.

Thank you for your time.

1. Are you male or female?

- Female
- Male

2. How old are you?

- 18 and under
- 19-30
- 31-50
- 51 and over

3. Do you know what the word emoji means?

- Yes
- No

4. Do you use emoji on WhatsApp?

- Yes
- No

5. Do you agree that emojis make it easier to express yourself?

- Yes
- No

6. How often do you use emoji on WhatsApp?

- Often
- Sometimes
- Only when I need to express my feelings.

7. What do you think about the overuse of emoji?

- I take the conversation less seriously.
- Conversation is funnier.
- It is childish.

8. Do you use emoji in professional communication on WhatsApp?

- Yes
- Sometimes

- Never

9. Do you use emoji to express your feelings?

- Yes
- No

10. Do you know the meaning of each emoji?

- Yes
- Almost
- No

11. Do you think emojis are the cause of misunderstandings in communication?

- Yes
- No

12. Do you think emojis can change the meaning of text?

- Yes
- No

13. How would you feel if the use of emojis in internet communication was completely stopped?

- Conversations would be lengthy.
- Conversations would be boring
- It would have no effect on me.

14. Which emoji do you use the most on WhatsApp?

- 😂
- 😍
- 😊
- 😞
- 😔
- 😏
- 😌
- ❤️
- 😐

15. Do you perceive this emoji 😏 positively or negatively?

- Negatively
- Positively

Thank you for filling the questionnaire.

8.2 Questionnaire (in Czech)

Dobrý den,

jsem studentkou na Západočeské univerzitě a studuji obor Jazyky pro komerční praxi. Tímto bych Vás chtěla požádat o vyplnění dotazníku, který je zcela anonymní a slouží pouze pro účely bakalářské práce. Vyplnění zabere 3 minuty. Za Vaše odpovědi budu vděčná.

Děkuji za Váš čas.

1. Jste muž nebo žena?

- Žena
- Muž

2. Kolik Vám je let?

- 18 a méně
- 19-30
- 31-50
- 51 a více

3. Víte, co znamená slovo emoji?

- Ano
- Ne

4. Používáte emoji neboli smajlíky v aplikaci WhatsApp?

- Ano
- Ne

5. Souhlasíte s tím, že emoji usnadňují vyjadřování?

- Ano
- Ne

6. Jak často používáte emoji na WhatsAppu?

- Často
- Někdy
- Jen, když potřebuji vyjádřit své pocity.

7. Jak vnímáte nadužívání emoji?

- Konverzaci vnímám méně seriózně.
- Konverzace je tak zábavná.
- Je to dětinské.

8. Používáte emoji v profesionální komunikaci na WhatsAppu?

- Ano
- Někdy
- Vůbec

9. Používáte emoji k vyjádření svých pocitů?

- Ano
- Ne
- Jen, když potřebuji vyjádřit své pocity.

10. Znáte význam každého emoji?

- Ano
- Téměř ano
- Ne

11. Myslíte si, že emoji jsou příčinou nedorozumění ve zprávách?

- Ano
- Ne

12. Myslíte si, že emoji mohou změnit význam textu?

- Ano
- Ne

13. Jak byste vnímali, kdyby se emoji v internetové komunikaci přestaly úplně používat?

- Konverzace by byly zdlouhavé.
- Konverzace by byly nudné
- Nemělo by to na mě žádný vliv.

14. Jaký emoji nejvíce používáte v aplikaci WhatsApp?

- 😂
- 😘
- 😊
- 😞
- 😌
- 😔
- ❤️
- 😐

15. Vnímáte tento emoji 😏 pozitivně nebo negativně?

- Pozitivně
- Negativně

Děkuji za vyplnění dotazníku.

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