

# SEMIOTIC ANALYSIS: EXAMINING EMOJI USAGE ON THE 'PALESTINE' COMMUNITY FACEBOOK PAGE

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## Abstract

Language is not the only key element in communication; nonverbal cues like tone, gestures, and facial expressions are also essential for successful interactions. However, in online discussions where these cues are absent, emojis become vital tools for conveying emotions and enhancing communication. This study investigates the meanings and roles of emojis used by Facebook users on the 'Palestine' community page. Drawing on theories from Saussure (1959) and Evans (2017), the research aims to identify how emojis function as substitutes for nonverbal communication. The analysis reveals a strong link between specific emoji categories and their communicative roles. Notably, the complementing role, where emojis enhance or clarify the accompanying text, is the most frequently observed. Additionally, smiley emojis emerge as the most commonly used category, indicating their importance in expressing positive emotions and fostering a sense of community among users. Overall, the study underscores the significance of emojis in online communication, highlighting their role in bridging the gap left by the absence of traditional nonverbal cues.

*Keywords: Emojis, Meaning, Role, Semiotics*

## Introduction

Pictures and visuals have become a significant part of modern communication. While language remains our primary tool for sharing information, we now often rely on images just as much, if not more, than words. Visual communication has been used for centuries, but

mastering it effectively can be challenging. Unlike language, which is governed by strict rules like grammar and vocabulary, visuals—encompassing elements such as images, their arrangement, colors, fonts, and even motion or emotion lines in comics—lack such rigid guidelines (Forceville, 2020).

Some view language as a simple collection of words corresponding to objects, but this view is criticized for being overly simplistic. It assumes that ideas exist before words, which is not always true, and it doesn't clarify whether a word represents a sound or a mental concept. This view does emphasize, however, that a linguistic unit consists of both a concept and a sound image, which are interconnected in the mind. A linguistic sign does not simply connect a word to an object; it links a concept to a sound image, which is not the actual sound but the mental impression it creates, as seen in inner speech. To avoid confusion, it's recommended to refer to the sounds and syllables of a word, recognizing their connection to the mental sound image. The linguistic sign is a psychological unit with two interrelated parts: the concept and the sound image. Understanding a word's meaning depends on the associations formed within a specific language. The term "sign" is often used to refer only to the sound image, neglecting its conceptual side. To clarify this, the author suggests using "signified" for the concept and "signifier" for the sound image, helping to differentiate between the two elements and the complete linguistic sign (Saussure, 1959).

Similar to language, certain visuals are "coded," meaning people recognize them based on learned conventions. Examples include brand logos, pictograms, traffic lights, and even emojis, as noted by (Forceville, 2020). Emoji originated in Japan in the late '90s, created by NTT DoCoMo for mobile internet use. Initially, there were only 176 emojis, but their numbers grew significantly in the 2000s due to competition in Japan's mobile technology industry (Evans, 2017). Today, in the age of instant communication, people send over six billion emojis daily. Ranging from simple smiley faces to more complex expressions, these symbols have become integral to everyday conversations (Markey, 2023). The widespread use of emojis is driven by their multiple functions in online communication, helping people express emotions, add emphasis, and make interactions more friendly. Emojis serve various purposes, such as indicating friendship, flirting, or expressing emotions like happiness or sadness, with smileys being the most commonly used (Manganari, 2021).

Emojis are symbols encoded in fonts specifically designed for electronic communication, commonly used in digital messaging and on social media platforms (Evans, 2017). Facebook is one of the platforms where emojis are frequently used in online interactions. According to Statista, as of October 2023, Facebook has the largest user base among social media platforms.

Facebook offers features like chats, events, and community pages where users with shared interests can connect. Groups on Facebook can have different privacy settings (public or private), while pages are usually public and managed by an administrator or team. Users can follow these pages to receive public updates.

Launched on February 4, 2004, Facebook quickly gained popularity, becoming as influential as Google. Initially restricted to Harvard students, it gradually expanded to other colleges and, by September 2006, was open to anyone aged 13 or older with an email address. As Facebook grew beyond its student base, its user numbers skyrocketed (Alba & Stay, 2008). Grzybowski (2015) identifies several factors contributing to Facebook's popularity. Its user-friendly interface, marked by simplicity and easy navigation, makes it accessible even to those less familiar with technology. This straightforward design has made Facebook a widely used platform not only for individuals but also for companies, celebrities, and organizations. Beyond being a tool for staying informed and connected, Facebook provides entertainment and enables users to reconnect with old friends easily. The platform's seamless features for sharing photos, videos, statuses, and feelings add to its appeal, offering a variety of options accessible from a single page with just a click. Unlike some other social networks, Facebook includes an adult content filter, creating a safer online environment. Recent algorithm changes prioritize content based on user interaction, ensuring that the most engaged users see content first. Finally, Facebook emphasizes user security, reassuring users that their accounts are protected from potential hackers. These combined features make Facebook a versatile and widely used platform.

A Facebook community page acts as an informal platform where individuals can engage in discussions about a particular organization, topic, or celebrity. It's important to understand that these community pages are not officially affiliated with or representative of the entity being discussed. The presence of a community page badge at the top of the page indicates its unofficial status. The type of Facebook page a user creates depends on their specific purpose. For business-related content, an official Facebook page is recommended, whereas community pages are intended for fun, allowing users to collaborate and connect with others who share similar interests or wish to discuss a topic (Barath, 2021).

According to Webster (2023), people often prefer collecting data from community pages rather than groups due to the enhanced visibility and post management options. On community pages, only administrators can create posts, helping to keep discussions on topic, while groups allow all members to post, which can sometimes lead to off-topic discussions. An example of a current community page is the 'Palestine' Facebook page, which shares news, images, and

expressions of support for Palestine. During the ceasefire period from November 24th to November 30th, 2023, this page saw a significant use of emojis in comments, as people used them to express their reactions, sentiments, and solidarity. Emojipedia.org provides a list of Facebook emojis, where users can track the evolution of Facebook's emoji versions, from version 1.0 in 2014 to the latest version 15.0 released on February 27th, 2023. Facebook emojis are categorized into nine groups: Smileys, People, Animals and Nature, Food and Drink, Activity, Travel and Places, Objects, Symbols, and Flags.

The term "emoji" comes from the Japanese word 絵文字, where 'e' means "picture" and 'moji' means "letter" or "character," making an emoji essentially a "picture-word." In English, the term can be used both in singular form as "emoji" and pluralized as "emojis." The first emoji symbols were created in 1998 by Shigetaka Kurita, a Japanese telecommunications worker and manga fan, marking a shift from traditional emoticons. Before this, in 1997, emoticons based on the American Standard Code for Information Interchange (ASCII) became popular as internet use grew. Nicolas Loufrani, the son of the journalist who trademarked the smiley symbol in 1972, introduced "portrait emoticon forms" in 1997 to bring a more positive tone to news. The smiley then became an international symbol of "positivity" and "cheerfulness" (Danesi, 2017).

This research examines comments containing emojis, as well as those that use only emojis, on posts during the Palestine-Israel ceasefire from November 24th to November 30th, 2023, on the community Facebook page 'Palestine'. The study applies Saussure's theory to uncover the meanings behind these emojis and Evans' theory to identify their roles within the community's discussions.

Several other studies have explored emoji usage in online conversations. For example, Arafah & Hasyim (2019) analyzed the linguistic function of emojis in WhatsApp conversations using a semiotic approach based on Barthes and Morris (1938). Feng (2019) investigated how emojis reflect users' internal emotional expressions on WeChat by rating the frequency of their recently used emojis. Additionally, Cramer et al., (2016) studied the intended functions of emojis, motivations for their usage, linguistic roles, placement, and interpretation in mobile messaging in the U.S. These studies offer valuable insights into various aspects of emoji usage and interpretation across different platforms.

However, recent studies have generally provided broad insights into emoji use but lack focus on specific contexts during particular timeframes. This research, by concentrating on the use of emojis on the 'Palestine' community Facebook page during the ceasefire, offers a unique geographical and community perspective. This specific context and temporal focus may

significantly influence how emojis are used and interpreted within this community. Furthermore, employing Evans' and Saussure's theories introduces a novel approach to exploring emoji usage. These considerations highlight the research's aim to provide a more detailed understanding of emoji use in specific online conversations, contributing valuable insights to the broader field.

## **Review of Literature**

According to Evans (2017), a key issue with using emojis in online communication, such as on Facebook, is that they are not a true language. They lack the grammar and vocabulary necessary to avoid the ambiguity that often arises in communication. To interpret the meaning of emojis, Saussure's semiotic theory can be applied, which breaks down signs into two components: the 'signifier' and the 'signified.' As per Saussure (1959), the signifier refers to the outward form or appearance of the emoji, while the signified is the concept or idea it represents. For instance, a smiley face emoji's signifier is its visual depiction, while the signified could be the concept of happiness or positivity. Saussure emphasized that a linguistic sign, including an emoji, does not directly link an object with a name, but rather connects a concept with a form. Therefore, understanding an emoji involves recognizing both its visual appearance and the idea it conveys.

Emojis also play a vital role in helping people correctly interpret messages. Visuals, including emojis, make messages more easily understandable because they aid readers in interpreting the content (Handayani et al., 2019). Evans (2017) further explains that emojis are not intended to replace language but to provide non-verbal cues, such as gestures, facial expressions, and body language, which are absent in online communication. Emojis help add emotional expression to online conversations, making them clearer and more effective. By using emojis, people can better understand each other, even when communicating through text alone.

Moreover, Evans (2017) emphasizes that emojis play a crucial role in textspeak by enabling emotional expression and fostering empathy. Just as non-verbal cues enhance spoken interaction, emojis provide the missing non-verbal elements essential for effective communication in text-based conversations. They function similarly to kinesics and paralanguage in spoken language, fulfilling the same six functions that non-verbal cues serve in face-to-face communication.

The first function of emojis is their substitution function, where a simple emoji can replace words. For example, in response to a particularly funny comment, a face with tears of joy emoji (😄) can effectively convey amusement with just one symbol. Emojis also serve a reinforcement function. A notable example is Julie Bishop, an enthusiastic emoji user and an influential Australian Member of Parliament. In a tweet before Christmas on December 4, 2015, she utilized emojis to reinforce her message. For instance, the post office emoji (📮) was used to emphasize references to Parliament, as its dome resembles a parliamentary structure. Additionally, thumbs-up and hand-clapping emojis (👍👏) emphasized gratitude, while star-themed emojis (🌟🌟) reinforced the concept of a stellar year.

Emojis can also express a contradictory tone. For instance, consider the eye-rolling emoji (🙄), often seen as a "snarky grace note." In a tweet during the Euro 2016 soccer tournament, British sports personality Gary Lineker humorously commented on England's loss to Iceland, saying, "Can't see why we were so critical of England. Look how difficult France are finding it playing against Iceland." The eye-rolling emoji (🙄) added irony, suggesting that he didn't genuinely believe what he was saying.

The complementing function of emojis is also important. They help soften messages that might otherwise come across as harsh or threatening, especially in online communication where non-verbal cues are absent. Just as we use polite phrases like "please" or "thank you," emojis can soften the tone of a message. For example, if someone says, "Late again!" with a smile or wink emoji (😊😏), it conveys a lighter tone compared to using an angry face (😡). Thus, emojis not only enhance words but also provide insight into the emotional context behind a message.

Emojis also serve an emphasizing role. When used alongside words, they can strengthen the message's impact. In Julie Bishop's tweet, the emojis associated with "parliament" and "stellar year" provided additional support to her message. For example, she used thumbs-up and hand-clapping emojis (👍👏) to underscore her gratitude to the staff at the Department of Foreign Affairs and Trade.

Lastly, emojis serve a discourse management function. They are often placed at the beginning or end of messages, signaling various conversational cues. When an emoji appears at the start, such as a smiley face (😊) or thumbs-up (👍), it may indicate acknowledgment of a previous message. When placed at the end, it acts as a meta-comment that guides the interpretation of the preceding words and indicates that the thought is complete, allowing the

recipient to respond without interrupting. This creates what conversation analysts call a "transition relevance place," signaling the end of an idea and the conclusion of the message, making it clear that no follow-up is intended.

## **Methodology**

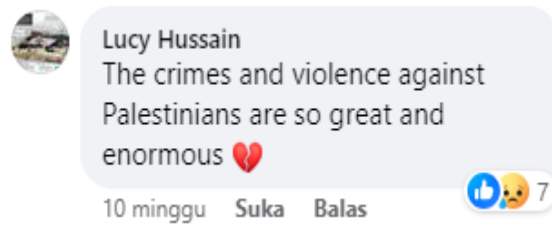
To systematically gather and analyze information, a structured approach to data collection was employed, ensuring precision and comprehensiveness in acquiring and interpreting data. The first step involved navigating to the Community Facebook page 'Palestine,' where the focus was on understanding the conversations surrounding the Palestine-Israel ceasefire period from November 24th to November 30th, 2023.

Once on the page, the researcher meticulously analyzed the comments containing emojis, paying close attention to how these symbols were used to express sentiments and reactions during this significant period. This involved not just reading the comments but also understanding the context in which they were posted. To capture the findings, the researcher took screenshots of the relevant comments, creating a visual record of the emoji usage that would be crucial for later analysis. To delve deeper into the meanings and roles of the emojis, the researcher drew on the theoretical frameworks established by Saussure (1959) and Evans (2017). Saussure's theories helped unpack the complex meanings behind each emoji, while Evans' insights provided a lens through which to explore their roles in online communication.

For the analysis itself, the researcher employed Spradley's (1980) analysis model from his book *Participant Observation*, which offers a comprehensive framework for qualitative analysis. This model consists of four distinct steps: domain analysis, taxonomic analysis, componential analysis, and cultural theme analysis. By following these steps, the researcher aimed to gain a deeper understanding of how emojis functioned within the conversations on the Community Facebook page, revealing not just what was communicated, but also the underlying cultural themes and sentiments that shaped the discussions during this critical time.

## **Findings and Discussion**

### **Findings**



**Figure 1 The Second English Comment Containing Emojis on the First Post**

P1D4: 💔

Signifier: The signifier in this datum is the emoji itself, 💔, which is classified as a symbol emoji.

Signified: The emoji 💔 represents a broken heart. According to emojiopedia.org, this emoji typically conveys the pain of missing someone dearly. However, in this specific context, it signifies the profound ache felt by the user in response to witnessing the crimes and violence inflicted upon Palestinians.

Role: The 💔 emoji plays a complementing role by expressing the heartbreaking emotions experienced by the user. It aids in helping another user interpret the intended sentiment within the text, enhancing emotional understanding in the conversation.



**Figure 2 The Fourth English Comment Containing Emojis on the First Post**

P1D6: 🇵🇸

Signifier: The signifier in this datum is the emoji itself, 🇵🇸, which is classified as a Flags emoji.



Signified: This emoji represents the flag of Palestine, enriching the ongoing discussion by providing a visual element that aligns with the topic being discussed. It enhances the clarity of the text by offering a recognizable symbol of Palestinian identity.

Role: The 🇵🇸 emoji serves to reinforce the linguistic expression of the word "Palestine" within the text. By doing so, it emphasizes the identity and representation of Palestine in the statement, enhancing the overall message of solidarity and support for the Palestinian cause.



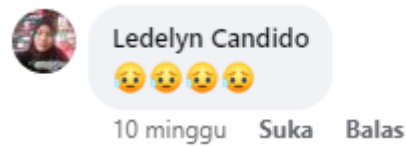
**Figure 3 The Eighth English Comment Containing Emojis on the First Post**

P1D14: 💔

Signifier: The signifier in this datum is the emoji itself, 💔, which is classified as a symbol emoji.

Signified: The emoji 💔 depicts a broken heart, commonly associated with the pain of missing someone dearly. However, in this specific context, it signifies the heartbroken feeling experienced by the user due to the tragic loss of children.

Role: The broken heart emoji 💔 serves to emphasize the idea that the user's feelings are genuinely heartbreaking. It enhances the message of profound sadness and empathy for the tragic loss of the children, highlighting the emotional impact of the user's sentiment.



**Figure 4 The Twenty-Frist English Comment Containing Emojis on the First Post**

P1D43: 😭

Signifier: The signifiers in this datum are the emojis themselves, 😭, which are classified as smiley emojis.

Signified: The 😭 emoji signifies sadness or sympathy, particularly in response to the tragic loss of Palestinian children.

Role: The repeated crying face emojis 😭😭😭😭 serve a substitution function. In this context, where the comment consists solely of these repeated emojis without accompanying text, each 😭 emoji represents the emotion of sadness, effectively substituting for words. This conveys the intense feelings of grief and sympathy for the tragic event depicted in the post.



**Figure 5 The Second English Comment Containing Emojis on the Sixth Post**

P6D2: 😊

Signifier: The signifier in this datum is the emoji itself, 😊, which is classified as a smiley emoji.

Signified: In this context, the 😊 emoji typically signifies a positive or light-hearted tone. However, its use in the comment may also carry a hint of sarcasm or irony. The commenter subtly suggests skepticism or criticism of Israel's actions by implying that labeling the hostages as criminals is absurd. Essentially, the 😊 emoji lightens the mood of the comment while conveying this underlying sarcasm.

Role: In this context, the 😊 emoji serves a contradictory function by introducing a light-hearted tone that contrasts with the seriousness of the situation depicted in the post. The commenter uses the emoji to soften the message and add a touch of humor or irony, thereby highlighting the absurdity or injustice of labeling the Palestinian hostages as criminals.

**Table 1 Componential Analysis**

Categories of Emojis	Roles of Emojis					Total
	R1	R2	R3	R4	R5	
C1	23	1	0	46	13	83
C2	7	0	0	11	1	19
C3	0	0	6	8	0	14
C8	14	0	1	19	11	45
C9	3	0	35	26	0	64
Total	47	1	42	110	25	225

- Notes : R = Role
- C = Category
- R1 = Substitution
- R2 = Contradictory
- R3 = Reinforcement
- R4 = Complementing
- R5 = Emphasizing
- R6 = Discourse Management
- C1 = Smileys

C2 = People

C3 = Animals and Nature

C4 = Food and Drink

C5 = Activity

C6 = Travel and Places

C7 = Objects

C8 = Symbols

C9 = Flags

## **Discussion**

The research findings indicate that only five out of the nine emoji categories and five out of the six emoji roles were identified in the comments from the Facebook community page 'Palestine'. This absence of certain categories and roles can be attributed to their lesser relevance to the discussions taking place. Specifically, categories such as Food and Drink, Activity, Travel and Places, and Objects were absent, likely due to their lack of connection to the main subject matter at hand. Additionally, the role of discourse management was notably absent, which can be attributed to the nature of the comments that typically do not invite responses from other users. This lack of interactive discourse limits the occurrence of discourse management roles within the dataset.

The analysis revealed that Smileys were the most frequently used category of emoji, appearing eighty-three times and encompassing every role except reinforcement. Among these roles, complementing was the most common, occurring forty-six times, likely due to Smileys' ability to express a wide range of emotions and complement users' expressions effectively. The substitution role followed closely with twenty-three occurrences, as Smileys allowed users to convey emotions without textual elaboration. The emphasizing role was the third most frequent, with thirteen occurrences, highlighting users' feelings in comments. Contradictory usage was rare, appearing only once, possibly due to the sensitive nature of the topic discussed. Notably, Smileys did not serve the reinforcement function, as they are not naturally suited for that role.

The second most frequently used category was flags emoji, totaling sixty-four usages. Among these, the reinforcement role emerged as the most prevalent, with a total of thirty-five instances. Users commonly incorporated flag emojis alongside mentions of countries in their comments, utilizing them to visually reinforce textual references to specific nations. This visual

representation enhanced the association between the comment and the country under discussion. The complementing role closely followed, with twenty-six usages, as users often employed flag emojis to express national identity or support for Palestine. However, the substitution role was least utilized, with only three instances, indicating a preference for flags to reinforce or complement rather than substitute textual comments. Notably, the contradictory and emphasizing roles were rarely found in flag usage, likely due to flags being less relevant to these particular roles.

The third most frequently used category was symbols, totaling forty-five usages. Among these, the complementing role was the most frequent, with a total of nineteen usages. This role involves using emojis to enhance the user's comment with their intended feeling, guiding the interpretation of their words. The substitution role followed with fourteen occurrences, while the emphasizing role had eleven usages. Symbols effectively enhanced users' feelings, as they feature various heart-shaped designs that can convey both positive and negative emotions. Remarkably, no instances of contradictory roles were found, and only one case involved symbols serving a reinforcing role. The absence of data in these roles can be linked to the sensitive issues discussed within the community and the symbols' limited relevance to these specific roles. The contradictory role, typically used to convey irony, was not deemed appropriate due to the sensitive nature of the discussions.

The fourth most commonly found category was people emojis, totaling nineteen usages. Among these, the most frequent role associated with people emojis was the complementing role, observed eleven times. People emojis encompass various designs related to individuals, gestures, expressions, and body parts, providing users with versatile options for conveying sentiments. One frequently used emoji in this category was the folded hands emoji, often employed to signify prayer. The substitution role followed closely with seven usages, allowing users to effectively substitute textual words. However, the emphasizing function was the least used, with only one occurrence, likely due to the limited availability of emojis within this category that effectively emphasize users' feelings. Contradictory and reinforcing roles were absent, primarily due to the sensitive nature of the topics discussed and their lack of relevance to this emoji category.

In the findings from the community Facebook page 'Palestine', the least frequently encountered category was Animals and Nature, with a total of fourteen usages. Despite this, the complementing role was the most used within this category, observed eight times. While not all emojis in this category directly complemented users' statements or comments, some were evidently suitable for this purpose. Additionally, Animals and Nature emojis served a

reinforcement role, noted in six occurrences, strengthening users' statements. However, the substitution, contradictory, and emphasizing roles were absent, primarily due to the limited relevance of Animals and Nature emojis to the topics under discussion.

Comparing these findings with previous studies reveals several similarities. Arafah & Hasyim (2019) identified smiley and people emojis as the most frequently used across various chat settings, which aligns with this research's findings. Feng, (2019) similarly found smile emojis to be dominant among participants, reflecting internal emotional expressions. Meanwhile, Cramer et al., (2016) noted that complementing functions were the most observed role of emojis, followed by substitution. The prevalence of Smileys can be attributed to their ability to convey a range of emotions.

Research has shown that social media users tend to use emojis to complement their feelings or emotions in digital communication rather than emphasizing feelings expressed through text. This statement is supported by research from Iqbal et al., (2020), which stated that social media users prefer emojis for their user-friendly nature, including understanding, message clarity, and positive impact. Similarly, Qureshi et al., (2021) noted that the tendency to use emojis for conveying feelings has become a necessity, making conversations more engaging and vibrant.

During the data analysis process, instances of emoji misuse were noted, stemming from the similarity in design between certain emojis. For example, the sleepy face emoji on the Facebook platform can be easily misinterpreted as the crying face emoji if users do not pay close attention. Similarly, the sheaf of rice emoji may be misinterpreted as conveying a sad sentiment due to its design resembling that of the wilted flower emoji. These occurrences highlight the potential for confusion and miscommunication arising from visual similarities between emojis, underscoring the importance of careful consideration in emoji usage to accurately convey intended emotions and messages.

The phenomenon of emoji misuse has also been documented in other studies. Various reasons can lead to this occurrence, including the limited selection of emojis available for reacting to posts on the Facebook platform, as stated by (Abdalrahman & Abdullah, 2022). The close layout of emojis can also contribute to misuse (Liu et al., 2020). Simple mistakes, such as typos when users enter messages, can also lead to unintended emoji usage.

In conclusion, the analysis of emoji usage on the 'Palestine' Facebook community page provides valuable insights into the dynamics of digital communication. It reveals clear patterns in the categories and roles of emojis used, with Smileys and Flags being the most prevalent, while categories like Animals and Nature show lesser occurrences due to their limited relevance

to the discussions. Frequent roles such as complementing and substitution highlight the significance of emojis in conveying emotions and enhancing textual messages, aligning with previous research findings. However, this study also underscores the potential for confusion and miscommunication arising from visual similarities between emojis, emphasizing the need for careful consideration in their usage. Moreover, the likelihood of confusion can be compounded by differing interpretations of emojis across various cultures. Distinct differences in emoji usage exist between Eastern and Western cultures, as noted in the study by (Guntuku et al., 2019). Therefore, it is crucial to be mindful of cultural nuances when incorporating emojis into communication to ensure the intended message is accurately conveyed.

## **Conclusion and Suggestions**

Emojis play a crucial role in enhancing communication within online discussions, acting as visual cues that foster empathy, support, and meaningful interactions. Their effective use can significantly contribute to more productive online discourse in real-life contexts. The research emphasizes the importance of considering cultural context when employing or interpreting emojis, as meanings and interpretations can vary widely across different cultural backgrounds. Acknowledging and respecting these differences is essential to prevent miscommunication, adding a layer of complexity to communication dynamics and highlighting the necessity for cross-cultural sensitivity in online interactions.

The researcher suggests that future studies should explore the evolution of emoji usage in online discussions over time. This exploration could consider factors such as social dynamics, technological advancements, and changes in platform policies. Additionally, investigating the effectiveness of emojis as tools for promoting empathy, understanding, and conflict resolution could yield valuable insights for enhancing digital discussions on sensitive topics.

Furthermore, conducting cross-cultural studies to examine how cultural differences influence emoji interpretation and usage patterns within conflict contexts would provide a more comprehensive understanding of emoji communication dynamics. Given the prevalence of emoji misuse in online communication, it is vital to promote good emoji literacy. Future researchers should monitor and address instances of emoji misuse, aiming to develop guidelines or tools that enhance clarity and reduce miscommunication in online interactions. Social media developers are also encouraged to improve the emoji features on their platforms to mitigate the potential for misuse and enhance user experience.

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