

**BEYOND JUST SMILE AND TEARS: FUNCTIONS AND REASONS FOR USE  
OF THE EMOJI “FACE WITH TEARS OF JOY” IN COMPUTER-MEDIATED  
CONVERSATION**

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**Abstract**

Emoji is widely used and recognized as a “worldwide language” that can ignore language barriers. But according to research, people from different cultures could understand the same emoji completely differently. This essay will focus on the emoji “face with tears of joy”. By using the questionnaire methodology and big data available on the Internet, this essay separated the differences in people's views and usage of this emoji and discovered the reasons behind them. Apart from the complexity of this emoji itself, the different contexts and situations within which people use it, as well as individual variations, can all affect their interpretation. Through the research and analysis of the “face with tears of joy” emoji, this essay will attempt to explain why it has become popular in recent years and what influence this trend may have in the future.

**Keywords: emoji, memes, language, culture, diversity**

**1. Introduction**

How would you reply to your friend’s dinner invitation in WhatsApp? A very formal and sincere acknowledgement, or an exaggerated meme representing your joy and excitement? Answers may vary among people, but the use of memes and emoticons in text-based conversation is without doubt, frequent.

In the rush to substitute language with semiotic symbols, Emoji is the most basic and most frequently used one on all platforms. Composed by plenty of pictures including facial expressions, body gestures, common objects and so on, Emojis are realistic painting style facial expressions that highlight emotions in daily life. To better organize

this graphical text, each approved emoji is organized with their own Unicode, as well as corresponding textual description which can be viewed as a ‘name’. For example, the emoji shown in graph 1 is coded as U+1F602, and its textual description is “face with tears of joy”.



Graph 1 “face with tears of joy” emoji

As emoticons are welcomed across all platforms, emojis’ related industries are also ubiquitous in movies, advertisements, merchandise and even dictionaries. There are many sites like Emojipedia where all emojis and their images and annotations on different platforms are included. This usage seems to stand to imply that the meaning of emojis can be fixed, but in fact emojis are “open to interpretation” (Miller, Hannah, et al, 2016). Everyone interprets them according to their own ideas. When people meet new words, they will look up the dictionary, but people will rarely go for the official description of the emoji. In addition, official Unicode sites only describe emojis in text, they do not specify what an emoji should be like. So, the same emoji may look completely different in different platforms.

Thus, for various reasons, emojis play different roles in different situations. They are far more than just smileys or facial emoticons, and have significant value in social, cultural, and economic aspects (Stark & Crawford,2015). The social impact of Emojis since their emergence has been profound. Yet, despite their impact, there have been


few studies on emoji interpretation and emojis' function. Using the “face with tears of joy” emoji as an example, this essay will focus on its linguistic and sentimental functions and how people understand it within different contexts.

### Face With Tears of Joy





A laughing emoji which at small sizes is often mistaken for being [tears of sadness](#). This emoji is laughing so much that it is crying tears of joy.

This emoji has been in the top 10 most popular emojis on Emojipedia in the years 2014-2018 and it was deemed the [2015 word of the year](#) by the Oxford English Dictionary.


*Face With Tears of Joy* was approved as part of [Unicode 6.0](#) in 2010 and added to [Emoji 1.0](#) in 2015.

Copy and paste this emoji: 

#### Also Known As

-  Laughing
-  Laughing Crying
-  Laughing Tears
-  LOL

#### Apple Name

-  Face With Tears of Joy

Apple



Graph 2 The emoji and its appearance we are using, derive from emojipedia.com.

## 2. Literature review:

### 2.1 Emojis' history

Emojis were first created as an additional function of mobile phones by DoCoMo engineer Shigetaka Kurita in late 1990s Japan (Ljubešić & Fišer, 2016). Emoji is named after “E” because it is computer-mediated; and “Moji” comes from Japanese, meaning letter and character (Kerslake & Wegerif, 2017). This function was so popular among young people that emoji had become the core competence in killing feature for the first time, helping to gain nearly 40% market share for DoCoMo products. The original

emojis were designed according to Japanese popular culture at that time and was influenced by Japanese comics (manga).

They can be used to refer a particular emotion or a certain object, and they can also deliver “illocutionary force” within speech (Dresner & Herring, 2010). They can have the same effect as punctuation and modal particles, and even some emojis can replace the existence of speech.

After being added into the Unicode standard in 2015 (Davis & Edberg 2015), emoji as a unique cultural phenomenon has emerged in “typographic habits, corporate strategies, copyright claims, online chat rooms, and technical standards disputes” (Stark & Crawford, 2015). In 2015, the emoji “face with tears of joy” was selected as the word of the year by Oxford dictionary because “it reflected the ethos, mood, and preoccupations of 2015” and its frequency of use in the UK and the US (Skiba, 2016), reflects the spread of emojis as a communication method that can “cross language barriers” and ameliorate the current language (Moschini, 2016).

## **2.2 Emoji as sentimental expression**

Because of its flexibility of expression and its social utility, emoji blurred the border between life and work, especially for city office workers. They frequently use the smiley face via email, SMS or LinkedIn to work efficiency, to maintain a concordant atmosphere with colleagues, or to give business partners a good impression. Emoji is now an essential constituent in relationship maintenance, sustenance, and continuation (Dresner & Susan, 2010).

Researches on emojis sprung up after 2015, chasing after the trend of using emoji. Novak et al. (2015) counted 1.6 million tweets in 13 European languages and found that 4% of tweets contain emojis and made an emoji sentiment ranking of 751 emojis;

Pavalanathan and Eisenstein (2015) discussed whether emojis will come to replace emoticons in social media; Tauch and Kanjo (2016) found that users of Twitter tends to use more positive emojis than negative ones; Riordan (2017) found that non-face emojis can also contain emotional meanings and increase perceived emotion. Moreover, Rathan (2017) and his team regarded emoji as one of the sources that can evaluate peoples' sentiments toward certain advertisement in social media; Berengueres and Castro (2017) found that sentimental differences of understanding lie between writer and reader of emoji.

### **2.3 Other perspectives of emoji**

Markman and Oshima argued that apart from the basic use like punctuating, clarifying the structure, or reinforcing the stand and the mood, emoji can be used as “autonomous units of meaning, or turn construction units” (2017) which enable the conversation goes on; Stark and Crawford think that emoji can help people maintain social relations, reduce hierarchical inequality to a certain extent on social networks, and express an optimistic world-view(2015); Moschini analysed why “face with tears of joy” could be the word of the year, and she assumed that this emoji indicates the “merging of Japanese and American cultures in the discursive practices of geek communities” (2016); Ljubešić and his colleagues found that the using of emoji is related to geographic location, in other words socio-economic background will can affect how people use emoji and what emojis they tend to use(2016); Wei and his schoolmates argued that “while entity-related emojis are more likely to be used as alternatives to words”, emojis relating with sentiment are “significantly more prevalent in a sentimental context” (2017).

Emojis can now be strung together to create meaningful statements, but can they be defined as a new language? Some discussed and argued that just like Sumerian cuneiform, emoji is more “an evolution of older visual language systems that make use of digital technology to create greater layers and nuance in asynchronous communications” rather than a new language developed by the young millennials. (Alshenqeti, 2016)

Unlike early emoticons, emoji can be placed in any position from the text, not just in the end, at the same time, the role of emoji is not only convey the positive or negative overtones, and more specific feelings and emotions, such as anger, happy or sad, and there is evidence that they are used to define activities, place or object of interest (Novak et al, 2015). Similar to non-verbal communication in face-to-face communication, emoji may be used to: (a) providing information; (b) regulating interaction; and (c) expressing intimacy (Derks & Jasper, 2007)

#### **2.4 The trend of emoji**

The technic boost in smart devices has never stop or slow down, various platforms are now trying to maximize the role of emoji. For example, the newest version of Apple watch, a wearable smart watch, can “concrete” the heart emoji or heartbreak emoji by add vibrates, which can be very suitable for intimate relationships such as a couple. Some voice argue that emoji is too much connected with consumerism culture, from food and vine to manicured women fingers, and among them a lot of features are seemed to be femininity. Just a few years ago, emoji was considered to be mostly white

and heterosexual because of the color of faces and lack of other cultural factors, although this is not the original intention of the designer (Dresner & Susan, 2010).

Although emoji has enriched the choice of skin color, added elements from various cultures, and the original emoji has always been revised, the controversy voice always existed, for example, Chinese people hope to add the dumpling emoji which represents Chinese food. Its constant enrichment and development make emoji more and more like a complete language system, but it also runs counter to the original simple and convenient. What ironically is that people originally thought of emoji as a choice of personalized expressions, now this unique faded out with the abundant and standardization of emoji. From telecommunications operators to social network platforms, from keyboard on the small screen to movie on the big screen, Emoji Is gradually developing into a huge commercial ecological chain(Dresner & Susan,2010).

A famous blogger “Xing Shi Xiang” in China has done an experiment, requiring more than 5300 people to text-chat without emoticons within 24 hours. What they found is texting without emojis, people felt awkward, embarrassed, unsocial and unhappy (2016); The Grouplens team suggested two further study avenues, one is how people interpret emoji together with the context surrounded, another lies in “the potential for cultural differences in interpretation of emoji”(2015); Similarly, Ljubešić and his colleagues wanted to understand more about the meaning of emojis and how are emojis involved in natural language syntax (2016); Pavalanatha and his team indicated that using emoji can lead to a decline in orthographic variation (2015).

### **3. Research questions**

Despite the fact that the same emoji may look different in various platform, the original version of emoji “face with tears of joy” is selected in this essay to control variables, reduce differences, and focus more on people's ideas.

The target of this essay is to find out how people view and use the emoji “face with tears of joy”, and is broke down to two research questions for more accurate analysis:

RQ1: How do people view and interpret the given emoji “face with tears of joy”?

RQ2: What functions do this given emoji” face with tears of joy” have and why?

These two questions actually reflect the two aspects that people usually define emoji: sentiment and semantic.

#### **4. Methodology**

In order to investigate how people think about the “face with tears of joy” emoji, questionnaire is used as methodology in this essay. Trying to reach as much as possible participants, an online questionnaire applicant is included to help deliver and collect questionnaires, and data gathered can be seen more directly and clearly as well. This web application, called “SmartSurvey”, is an online application that can help create surveys and is used and trusted by 190000 and more customers. However, since the condition and limitation of this essay, the amount of data obtained is not very large, so it is necessary to use some data from research and investigation reports on the network to provide a cogent support , as well as some chatting history available online for demonstration.



The survey started on 28th of June and was closed for participation on 13th of August in 2018. In this period, the questionnaire reached 82 people and 37 pieces of validated questionnaire were finally gathered. Ethic approval was sent to certain school institutions in advance, and an information sheet and declaration of informed consent page was concluded in the questionnaire as the first two pages, so only participants who claim to agree with all the content can take part in the survey. For data security, SmartSurvey using ISO27001 and Cyber Security Essentials Plus to encrypt data during transit and at rest. On account of the location of the author, participants of this survey are almost come from UK and China, which can bring two different cultural backgrounds so that can facilitate the study of differences that cultural backgrounds bring to the emoji interpretation.

The questionnaire was designed according to a famous study done in 2016 by a group of researchers from University of Minnesota. Their aim of study was to find out how and why there are various interpretations of emoji, and they designed a questionnaire to “solicit people’s interpretations” of sample emoji with their different images from mainstream platforms. Similarly, the question they used have massive reference meaning, despite the difference that sample changed from a group to a single one.

The survey began with acquiring some basic information which is related, such as age, gender, social platform that was often used, and frequency of using emoji, etc., and then gave an image of “face with tears of joy” and began to ask questions. Here the iOS version image of this emoji is used as the sample, so that the cognitive bias caused by the different appearances of emoji on different platforms can be avoided. The whole questionnaire and data result can be seen in the appendix.

Question 8 to 10 derives from the questionnaire of the 2016 study, soliciting people's interpretation of "face with tears of joy" from the two dimensions of sentiment and semantic. Options were designed according to previous research and online reports, each of them is based on a huge amount of participants and is reliable and referential. Following up is the question 11, intended to view whether this emoji is precisely frequently used or not, other than the oftenest that people think they are using this emoji.

## **5. Results**

Among all the participants, young people account for the vast majority of all participants, 10 of whom are 18-24 years old, 24 are between 25-34 years old, and 2 are over 35 years old. This is also in line with the overall trend in the use of smart devices ; In terms of gender, female account for nearly 83%, while male have almost 17%. Twenty-nine of the participants were from China, six were from the UK, and one was from Vancouver. Most of the participants from China are from the first-tier cities of Beijing and Shanghai, and one third-tier city from Sichuan Province. Therefore, among these participants, urban dwellers account for the vast majority of the proportion. Until this question, there were all single-choice questions for basic information.

About 86% of the social platforms that participants usually use, they often use the instant messaging platform, which is also a platform for chat function as the main function; nearly 67% of people often use the micro blogging platform. The social media communication begins with a short message posted by the user unilaterally, rather than one-to-one or multi-person live chat of the instant messaging platform; the media sharing community ranks in the second echelon, and nearly 41% of people use this community frequently. In apps such as Instagram and YouTube, streaming media such

as pictures and videos are more eye-catching than text messages; About 31% of people claim to use social networking platforms frequently, where communication is relatively more formal due to the inevitable real-name certification that every user had to do. Two people chose others and two chose the most traditional social platform - discussion forums as well. People who choose other say they will often use “line”, which is actually an instant messaging platform, and “weixin”, which is the pinyin of WeChat in Chinese. All in all, the instant messaging platform has an absolute advantage in the social software that people use every day.

When discussing whether to use emoji frequently, except for one person who thinks him/her "can't tell", all the others have chosen “yes”, which is a very amazing and absolute proportion. Likewise, when asked whether the “face with tears of joy” emoji appears in their “frequently used” list in the keyboard, 92% percent of participants choose “yes” while only 3 people selected “no”. Although this is also a sharp contrast, it can reflect that despite the popularity around the world, there is a geographical or cultural gap in the use of this “face with tears of joy” emoji.

However there is no such strong contrast in other questions about this emoji. While rating the positive-negative degree of this emoji, nearly 45% participants think it is positive, about 39% chose “not sure” and 11% felt that it is positive. Moreover, there are respectively one person chose the extreme options—strongly positive and strongly negative. Overall, the number of people who think that this emoji is positive is relatively large.

People also have different opinions about the emotions that emoji can express. A similar number of participants believe that this emoji can express feeling of humorous or embarrassing, the proportion is more than 60%; slightly less than the supporters, nearly

47% choose the self-mockerying option, while 31% in favor of “feeling of helplessness”; in the last echelon, nearly 20% thought that this emoji could express pleasing emotions, 14% thought it could represent derisive emotions, and 8% thought it represented unpleasant.

In terms of the role of this emoji, there is an absolute advantage - 94% of people think it is "simply an expression of emotion". One in three thinks it can "keep a conversation going" and a quarter of people think it can "ending a conversation". Only one person chose another option and wrote "don't know what to say", so most people still use this emoji with the function of an emoji.

## **6. Analysis**

RQ1: How do people view and interpret the given emoji “face with tears of joy”?

As is shown and calculated before, although it is defined to be “face with tears of joy”, which sound to be more a positive emotion, this emoji still don’t have a clear image in a large part of people, while a small group of people will define it as negative. The image of this "face with tears of joy" emoji itself is complex. Other facial emojis, such as “smiley face” emoji and “loudly crying face” emoji, are figurative actions that represent single emotion. This emoji, , although it is “seemingly infantile” and “instantly recognizable” (Stembergh, 2014), contains downwardly curved eyebrows and eyes and a wide opened mouth with grin as well as two drops of tears hung under the eyes, as if the tears were added on later to a laughing face. The complex and unclear emotions contained in this emoji therefore lead to differences in the interpretation of it. In addition, the difference between every one’s perceptual system is the main reason for the difference in interpretation.



Graph 3 “loudly crying” emoji

The perceptual system refers to the sum of the subjective factors of the emoji user. It includes the user's identity, thoughts, personality, cultivation, situation, state of mind, religious beliefs, etc., all of which affect the establishment and recognition of the similarity. In addition, most people don't pay attention to the exact meaning of emoji's expression, so they think that there are too many similar expressions or not abundant expressions to accurately express the information they want to convey. This leads many people to use emoji according to their subjective judgment, plus when using emoji. Everyone's mood is different, and the changes in people's communication are different, so there is a bias in understanding the same emoji.

One thing noticeable is that the “face with tears of joy” emoji is extremely welcomed in China, which is a typical example that can show how culture background can affect emoji interpretation. Reported by Xinhua News Agency, the official news agency of PRC, this emoji is the most used one among China in 2017 and it was used more than 760 million times that year on the two biggest local social platform QQ and WeChat (Li, 2017). Chinese netizens have been enthusiasm for memes this year. In addition to discovering the new memes image, people have developed a method of subversive use

of emoji. Many emojis have the same status as memes in China, such as the standard smiley. Face can express contempt, and goodbye expression can express the relationship of the break (Huang, 2017). Named after a Chinese idiom, it is called” 哭笑不得” (ku xiao bu de)in China which means “don’t know whether to cry or laugh”. This idiom can be used as a predicate, an attributive, or a complement, describing a mood that is complex and awkward situation. Therefore, this embarrassing emoji has a more extended and universal usage in China, that is, to use a friendly attitude to gently mock your audience,” while conveying the fact you find their unfortunate situation rather humorous”(Li,2017).

Another factor that affects emoji interpretation is the use of context. The context refers to the objective environment in which emoji users use emoji for cognitive and communicative activities, including objective factors such as specific time, place, occasion, and developmental changes of the cognitive object itself. For example, like is shown in the questionnaire data, the application people use in their daily life to chat with others may vary from person to person. Different social platforms represent different social objects and social relationships, and each has a different user interface, so you can receive funny pictures from friends on the young and lively snapchat of the interface style, and comment on Facebook with serious interface style. In disappointing political news, responding to the same “face with tears of joy” can represent “humorous” and “derisive” respectively.

RQ2: What functions do this given emoji” face with tears of joy” have and why?

Basically the function of emoji depends on the meaning behind, so admittedly, the perceptual system and the context mentioned before will have an impact on the understanding of emoji, and will directly affect the personal positioning and usage

habits of emoji. The specific function of emoji varies with the situations. As for the situation where emoji used, it contains both the context and the relationship among the dialogue participants. In which application does the conversation happened and how close the relationship is can affect with the function and interpretation of emoji. In Gullberg's research, informants all claimed would not use emoji in email at first, and later they made a concession that if the email context became more like chats, they would still use emoji appropriately (2016).

Emoji is used extensively in conversations, whether in intimate relationships or in distant and unfamiliar relationships. You can use emoji to show off, active conversations, close relationships, etc. You can also use emoji to suggest unpleasant emotions and end the conversation. Especially when there is concern about the relationship, such as the dialogue between colleagues, using emoji instead of the harsh negative vocabulary can also ease the atmosphere and maintain the stability of the relationship. And when dialogue occurs in a more intimate relationship, because emoji is an emoticon different from text and speech, with extended meaning beyond the surface image, sometimes emoji is a common "code" between interlocutors, ie dialogue. It is customary to give a certain usage of emoji. Among these interlocutors, this emoji has the function of a cipher, which is an important part of the commonality between interlocutors and is important for communication (Clark, 2005). Unfortunately, this feature was not taken into account when the questionnaire was originally designed, but was discovered and added during the later literature review procedure.

However, emoji itself is different from the characteristics of the text, but also an important factor in its various functions. In general, the emoji "face with tears of joy" can make the conversation continue or end, or simply as an expression of emotion.

As the most general idea, emoji can help make communication smoother, and as a more efficient way to make conversations happen quickly. From a linguistic point of view, emoji as a kind of existence between spoken and written language is a mixture of the two, and the dialogue using emoji is usually attached to the existence of communication software, so emoji has more characteristics of spoken language. Using emoji's text chat is more similar to face-to-face conversations. To a certain extent, emoji replaces some modal particles, verbal terms, body language and expression reaction in text based conversation, so emoji often uses these functions to ensure that both people (multiple peoples) can receive responses, so that Conversation continues or ends the conversation; or use emoji instead of and supplement the voice or text as a more interesting expression to help manage the atmosphere of the conversation, such as easing the tone of tension or making the lively atmosphere more enjoyable. As mentioned earlier, emoji can be used as a punctuation mark in text based conversations (Sugiyama, 2015), and emoji itself is different from the appearance of words in the form of natural formation between sentences and phrases. A separation can be used to indicate pauses, turn taking or topic switching, etc., to continue the conversation.

After research, McIntyre found that emoji has the functions of "smoothing/softening, reinforcing, personality marker, primary reaction and modifying" (2016). Among them, other functions can be summarized as options in questionnaire, and personal marker is a new point, that is, a special emoji can be a kind of existence like a personal motto. Similarly, Gullberg invited 5 Swedish university students as a focus group to study the various interpretation of emoji. In this research, emoji was regarded to be mainly used for enhancing emotion, and has other functions such as "Punctuation mark, Communication climate, Personal aesthetic, To represent objects, Relationship maintenance" and "Confirm that a message is read"(2016). What's more, they also



agreed that using emojis can add friendliness while lack of emojis will bring a formal and serious atmosphere to the dialogue (Gullberg, 2016). These are the functions that are not taken into account, they also did not appear in the answers given by people. It can be seen that people sometimes do not realize the significance of using it when using emoji on a daily basis.

## **7. Reflection**

The habit of people browsing information in the 21st century is fast-paced, visually centered, and the graphical symbols such as emoji just meet the needs of users in this era, and its use in network communication is also open, and with The development of the times, its own meaning and usage are constantly enriched, becoming a culture that spans race and country. However, because emoji is both an emoticon and an image itself, it does not have a clearly accepted definition like text. Even with names and definitions, people still have different interpretations for each emoji. For example, in China, the “slightly smiling face” represent disdain, contempt and ridicule in young people; emoji of peaches has the meaning of pornography and sexual hints across the world, in fact, “Only 7% of people use the peach emoji as a fruit” (Emojipedia,2018); for the emoji with hands clasped together, some people think that this is a typical action when you pray, someone will think that this is an applause, while the official definition of it is a custom action from japan indicating please or thank you, and the name of it is “folded hands”. Thus it can be easily seen that not only "face with tears of joy", many emoji have a variety of interpretations that vary from person to person. Psycholinguistic theory holds that in order to avoid problems with communication, it is best to keep the double-issue emoji's interpretation consistent (Miller, Hannah et al., 2016). Therefore,

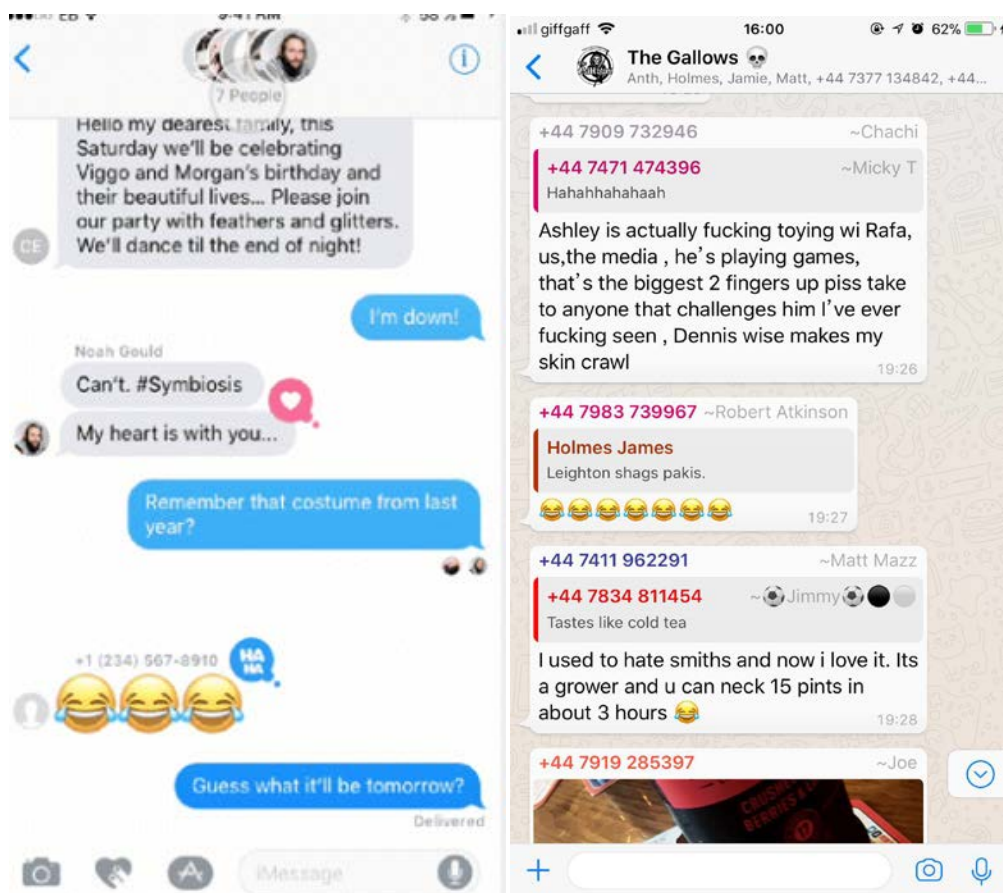
even if the more and more emoji system can surpass the limitations of language, express more vivid images, and make expression more efficient, simple and fast, the use of emoji still has hidden dangers, and even it will make communication difficult.



Graph 4 “slightly smiling face”, ”peach” and “folded hands”

A recent trend in the use of emoji is to overlay multiple emojis to express strong emotions. When two "face with tears of joy" are not enough to express emotions, people will use a long list of them to express true "Very happy," really "smiles and laughs"; at the same time, there is only one emoji, people will feel perfunctory, or people who chat with themselves do not really have the emotions represented by this emoji. For

example, the pictures in the example, these chat records from the Internet show that people tend to use multiple emoji overlays.



Graph 5 online resources of chatting groups using triple and more emoji

Regardless of the text or emoji, in the sense of semiotics, they are symbols that express meaning. Before the advent of the Internet, the so-called "dictionary" was related to words, which is a view in the traditional sense. In fact, the space that can be interpreted by the expression is larger than the text. From the perspective of semiotic changes, there may be more symbols like emoji entering the expression category in the future, with the same ideographic space as the text. Although linguists believe that emoji does not have all the conditions to become a language, the cultural significance of emoji's popularity is extraordinary. It embodies the progress of society, keeps pace with the

times and is highly inclusive, and also witnesses the world. The culture of each corner communicates and influences the spectacular process of interaction. Emoji not only promotes cultural exchanges, but also constantly improves and develops itself. At the same time, it stimulates traditional language to absorb and innovate. Despite the short history, the potential of emoji is still being discovered. The younger generation is also more willing to express themselves because of emoji. However, overusing emoji may also have hidden dangers. The large use of seemingly friendly emoji, but it makes people feel the lack of physical communication and real emotions, the distance between people and people; plus two-dimensional communication is more on the Internet, the cost of interpersonal communication is lower, relative to Entering one by one, people think that using emoji is a perfunctory, which is already a function mentioned before.

## **8. Conclusion**

Although about 8% of our survey participants said that “face with tears of joy” is not in the list of emojis they use frequently, the data indicates that June 17th of the 2018th - the World Emoji Day- This emoji is still ranked third in the most used emoji on the iOS platform. This expression is enduringly popular, and even the popularity of emoji and memes is not just a superficial phenomenon. At the beginning of this writing, the understanding of emoji is more from personal feelings. In fact, with the deepening of reading, I found that the meaning of emoji has gone far beyond my understanding. It has actually become a worldwide one. A phenomenon that involves culture, entertainment, and the purchase of the economy, which has emerged from the plane world.

This article has many shortcomings. Due to space and time constraints, the article explains the interpretation, function, and reasons behind "face with tears of joy," but it

does not give a concise example to help understand. In addition, the design of questionnaire is not comprehensive enough, and the options need to be more perfect.

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## **10. Appendices**

### **10.1 Ethics:**

1. This essay will contain online questionnaires.
2. I'm using primary data from questionnaire.
3. Data will be collect via email.
4. No SAFETY problem should be worried.
5. There's no need to provide name in the questionnaire, and other personal information are just for statistical use.
6. No SENSITIVE topics will be involved.
7. No help from gatekeeper will be needed.

## **10.2 Participant Information Sheet**

1. You are invited to take part in a research study entitled "Beyond just smile and tears: Functions of emojis in computer-mediated conversation and the reason behind "
2. Please read this document carefully and ask any questions you may have before agreeing to take part in the study.
3. The study is conducted by Yuemeng Lu as part of her post graduate program at Newcastle University.
4. This research project is supervised Dr. Peter Sercombe from the School of Education, Communication & Language Sciences at Newcastle University.
5. The purpose of this study is to research the different usage of emoji and the reasons.
6. You have been invited to take part in this study because you represents some certain culture background that is needed in this research.
7. If you agree to take part in this study, you will be asked to fill in the questionnaire.  
*If the data elicitation process is likely to cause distress or some other concern to the participant, please state.*
8. Your participation in this study will take approximately 10 minutes.



9. If you find more about the topic you wanted to add in, or you want a change of your words, please feel free to contact the author. The contact information is listed in no.12.

10. You are free to decide whether or not to participate. If you decide to participate, you are free to withdraw at any time without any negative consequences for you.

11. All responses you give or other data collected will be kept confidential. The records of this study will be kept secure and private in an encryption online drive. All files containing any information you give will be password protected and/or locked. In any research report that may be published, no information will be included that will make it possible to identify you individually. There will be no way to connect your name to your responses at any time during or after the study.

12. If you have any questions, requests or concerns regarding this research, please contact me via email at [y.lu46@newcastle.ac.uk](mailto:y.lu46@newcastle.ac.uk) or by telephone at 4407410391699/8615317811761.

This study has been reviewed and approved by the School of Education, Communication & Language Sciences Ethics Committee at Newcastle University (date of approval:27/06/2018)

Faithfully yours

Yuemeng Lu

### **10.3 Declaration of Informed Consent**

- I agree to participate in this study, the purpose of which is to research the different usage of emoji and the reasons.

- I have read the participant information sheet and understand the information provided.
- I have been informed that I may decline to answer any questions or withdraw from the study without penalty of any kind.
- I have been informed that data collection will involve the use of recording devices.
- I have been informed that all of my responses will be kept confidential and secure, and that I will not be identified in any report or other publication resulting from this research.
- I have been informed that the investigator will answer any questions regarding the study and its procedures. The investigator's email is [y.lu46@newcastle.ac.uk](mailto:y.lu46@newcastle.ac.uk) And they can be contacted via email or by telephone on 4407410391699/8615317811761.
- I will be provided with a copy of this form for my records.

Any concerns about this study should be addressed to the School of Education, Communication & Language Sciences Ethics Committee, Newcastle University via email to [ecls.researchteam@newcastle.ac.uk](mailto:ecls.researchteam@newcastle.ac.uk)

Date Participant Name (please print) Participant Signature

I certify that I have presented the above information to the participant and secured his or her consent.

Date Signature of Investigator

#### **10.4 Questionnaire and data**

how do you feel about this emoji-face with tears of joy?

<b>1. I declare that I am informed:</b>			
		<b>Respon se Percent</b>	<b>Respon se Total</b>
1	I agree to participate in this study, the purpose of which is to research the different usage of emoji and the reasons.	97.14%	34
2	I have read the participant information sheet and understand the information provided.	94.29%	33
3	I have been informed that I may decline to answer any questions or withdraw from the study without penalty of any kind.	94.29%	33
4	I have been informed that data collection will involve the use of recording devices.	94.29%	33

<b>1. I declare that I am informed:</b>			
		<b>Respon se Percent</b>	<b>Respon se Total</b>
5	I have been informed that all of my responses will be kept confidential and secure, and that I will not be identified in any report or other publication resulting from this research.	94.29%	33
6	I have been informed that the investigator will answer any questions regarding the study and its procedures. The investigator's email is y.lu46@newcastle.ac.uk And they can be contacted via email or by telephone on 4407410391699/861531781176 1.	94.29%	33
7	I will be provided with a copy of this form for my records.	97.14%	34

<b>1. I declare that I am informed:</b>			
		<b>Response Percent</b>	<b>Response Total</b>
8	Any concerns about this study should be addressed to the School of Education, Communication & Language Sciences Ethics Committee, Newcastle University via email to <a href="mailto:ecls.researchteam@newcastle.ac.uk">ecls.researchteam@newcastle.ac.uk</a>	94.29%	33
9	I certify that I have presented the above information to the participant and secured his or her consent.	94.29%	33
		answered	35
		skipped	2

<b>2. Declaration date</b>			
		<b>Respon se Percent</b>	<b>Respon se Total</b>
<b>1</b>	*	100.00 %	35

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1	03/07/2018	14:52	PM
ID: 89354437	03/07/2018		
2	03/07/2018	14:52	PM
ID: 89354783	03/07/2018		
3	03/07/2018	15:00	PM
ID: 89355639	03/07/2018		
4	03/07/2018	15:09	PM
ID: 89356708	03/07/2018		
5	03/07/2018	15:15	PM
ID: 89357609	03/07/2018		
6	03/07/2018	15:17	PM
ID: 89357661	03/07/2018		
7	03/07/2018	15:21	PM
ID: 89358278	03/07/2018		
8	03/07/2018	15:27	PM
ID: 89358428	03/07/2018		
9	03/07/2018	15:29	PM
ID: 89359370	03/07/2018		
10	03/07/2018	15:35	PM
ID: 89360054	03/07/2018		
11	03/07/2018	15:35	PM
ID: 89359855	03/07/2018		
12	03/07/2018	15:35	PM
ID: 89359944	03/07/2018		

13	03/07/2018	15:37	PM
ID: 89360064	03/07/2018		
14	03/07/2018	15:45	PM
ID: 89360996	03/07/2018		
15	03/07/2018	15:46	PM
ID: 89361260	03/07/2018		
16	03/07/2018	15:55	PM
ID: 89362085	03/07/2018		
17	03/07/2018	16:07	PM
ID: 89363571	03/07/2018		
18	03/07/2018	16:15	PM
ID: 89364414	03/07/2018		
19	03/07/2018	16:22	PM
ID: 89365046	03/07/2018		
20	03/07/2018	16:35	PM
ID: 89366229	03/07/2018		
21	03/07/2018	17:09	PM
ID: 89369250	04/07/2018		
22	03/07/2018	17:18	PM
ID: 89369835	04/07/2018		
23	03/07/2018	17:19	PM
ID: 89369937	04/07/2018		
24	03/07/2018	17:41	PM
ID: 89371578	04/07/2018		



25	03/07/2018	17:47	PM
ID:	89371975	04/07/2018	
26	03/07/2018	19:12	PM
ID:	89376843	03/07/2018	
27	03/07/2018	22:24	PM
ID:	89387689	04/07/2018	
28	03/07/2018	22:59	PM
ID:	89389645	04/07/2018	
29	03/07/2018	23:18	PM
ID:	89390315	04/07/2018	
30	04/07/2018	01:52	AM
ID:	89393335	04/07/2018	
31	04/07/2018	03:29	AM
ID:	89394318	04/07/2018	
32	04/07/2018	03:36	AM
ID:	89394485	04/07/2018	
33	04/07/2018	08:59	AM
ID:	89402955	04/07/2018	
34	06/07/2018	05:09	AM
ID:	89566660	06/07/2018	
35	06/07/2018	05:15	AM
ID:	89566831	06/07/2018	

2. Declaration date		
	Response Percent	Response Total
	answered	35
	skipped	2

### 3. Questions

3. .What is your age group?			
		Response Percent	Response Total
1	18-24	27.78%	10
2	25-34	66.67%	24
3	35-54	5.56%	2
4	55+	0.00%	0
		answered	36

3. .What is your age group?			
		Response Percent	Response Total
		skipped	1

4. What is your biologically gender?			
		Response Percent	Response Total
1	Male	17.14%	6
2	Female	82.86%	29
3	Other	0.00%	0
		answered	35
		skipped	2

<b>5. What is your current location?</b>			
		<b>Response Percent</b>	<b>Response Total</b>
1	Open-Ended Question	100.00 %	36

1	03/07/2018	14:52	PM
ID: 89354437	the UK		
2	03/07/2018	14:52	PM
ID: 89354783	England		
3	03/07/2018	15:00	PM
ID: 89355639	UK		
4	03/07/2018	15:09	PM
ID: 89356708	shanghai		
5	03/07/2018	15:15	PM
ID: 89357609	China		
6	03/07/2018	15:17	PM
ID: 89357661	China		
7	03/07/2018	15:21	PM
ID: 89358278	PR China		
8	03/07/2018	15:27	PM
ID: 89358428	shanghai		
9	03/07/2018	15:29	PM
ID: 89359370	China		
10	03/07/2018	15:35	PM
ID: 89360054	China		
11	03/07/2018	15:35	PM
ID: 89359855	shanghai		
12	03/07/2018	15:35	PM
ID: 89359944	China		

13	03/07/2018	15:37	PM
ID: 89360064	China		
14	03/07/2018	15:45	PM
ID: 89360996	UK		
15	03/07/2018	15:46	PM
ID: 89361260	shanghai		
16	03/07/2018	15:55	PM
ID: 89362085	Shanghai CHINA		
17	03/07/2018	16:07	PM
ID: 89363571	china		
18	03/07/2018	16:15	PM
ID: 89364414	China		
19	03/07/2018	16:22	PM
ID: 89365046	Shanghai		
20	03/07/2018	16:35	PM
ID: 89366229	UK		
21	03/07/2018	17:09	PM
ID: 89369250	Shanghai		
22	03/07/2018	17:18	PM
ID: 89369835	China		
23	03/07/2018	17:19	PM
ID: 89369937	Shanghai China		
24	03/07/2018	17:41	PM
ID: 89371578	Shanghai		

25	03/07/2018	17:47	PM
ID:	89371975 中国		
26	03/07/2018	19:12	PM
ID:	89376843 Vancouver		
27	03/07/2018	22:24	PM
ID:	89387689 China		
28	03/07/2018	22:59	PM
ID:	89389645 Shanghai, China		
29	03/07/2018	23:05	PM
ID:	89389333 China		
30	03/07/2018	23:18	PM
ID:	89390315 Si chuan, China		
31	04/07/2018	01:52	AM
ID:	89393335 CHINA		
32	04/07/2018	03:29	AM
ID:	89394318 上海		
33	04/07/2018	03:36	AM
ID:	89394485 Shanghai, China		
34	04/07/2018	08:59	AM
ID:	89402955 Uk		
35	06/07/2018	05:09	AM
ID:	89566660 China		
36	06/07/2018	05:15	AM
ID:	89566831 北京		

5. What is your current location?		
	Response Percent	Response Total
	answered	36
	skipped	1

6. What kind of social media do you use most ?			
		Response Percent	Response Total
1	Social networking(Facebook,LinkedIn...etc)	30.56%	11
2	Micro blogging(Twitter,Tumblr,Weibo...etc)	66.67%	24
3	Instant messaging(Wechat,WhatsApp,IMessage...etc)	86.11%	31



6. What kind of social media do you use most ?				
			Response Percent	Response Total
4	Media sharing community(Instagram, Snapchat, YouTube...etc)		41.67%	15
5	Discussion forums(Reddit, Quora, TianYa...etc)		5.56%	2
6	Others (please specify):		5.56%	2
			answered	36
			skipped	1
Others (please specify): (2)				
1	03/07/2018	15:45		PM
	ID: 89360996	LINE		
2	03/07/2018	16:15		PM
	ID: 89364414	Weixin		

<b>7. Do you use emojis in text based communication? For example text chatting and making comments in social media.</b>			
		<b>Response Percent</b>	<b>Response Total</b>
1	Yes	97.22%	35
2	No	0.00%	0
3	Can't tell	2.78%	1
		answered	36
		skipped	1

<b>8. How do you feel about this emoji?Is it positive or negative?</b>			
		<b>Response Percent</b>	<b>Response Total</b>
1	strongly positive	2.78%	1
2	positive	44.44%	16
3	not sure	38.89%	14
4	negative	11.11%	4

<b>8. How do you feel about this emoji?Is it positive or negative?</b>			
		<b>Respon se Percent</b>	<b>Respon se Total</b>
5	strongly negative	2.78%	1
		answere d	36
		skipped	1

<b>9. Which of these words do you think can be used to describe the emotions expressed by this emoji?</b>			
		<b>Respon se Percent</b>	<b>Respon se Total</b>
1	Feeling of humorous	63.89%	23
2	Pleasing	19.44%	7
3	Feeling of helplessness	30.56%	11
4	Derisive(expressing contemp or ridicule)	13.89%	5
5	Embarrassing	66.67%	24

<b>9. Which of these words do you think can be used to describe the emotions expressed by this emoji?</b>			
		<b>Response Percent</b>	<b>Response Total</b>
6	Unpleasant	8.33%	3
7	Self-mockerying	47.22%	17
8	Others (please specify):	0.00%	0
		answered	36
		skipped	1
Others (please specify): (0)			
No answers found.			

<b>10. In which one or ones of the occasions will you use this emoji?</b>			
		<b>Response Percent</b>	<b>Response Total</b>
1	Keep a conversation going	33.33%	12
2	Ending a conversation	25.00%	9

<b>10. In which one or ones of the occasions will you use this emoji?</b>			
		<b>Respon se Percent</b>	<b>Respon se Total</b>
3	Simply an expression of emotion	94.44%	34
4	Other (please specify):	2.78%	1
		answered	36
		skipped	1
Other (please specify): (1)			
1	03/07/2018	16:15	PM
ID: 89364414 I don't know what to say.			

<b>11. Is this emoji among those emojis that you use most? (check the "frequently used" list in your emoji keyboard as is shown below)</b>			
		<b>Respon se Percent</b>	<b>Respon se Total</b>
1	Yes	91.67%	33

11. Is this emoji among those emojis that you use most? (check the "frequently used" list in your emoji keyboard as is shown below)			Response Percent	Response Total
2	No		8.33%	3
3	Not sure		0.00%	0
			answered	36
			skipped	1