People’s Attitude in Using Emoji/Emoticon in Emails

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**Abstract**

It is a growing trend that people used different non-verbal cues in the form of emojis to convey their message. This specific phenomenon also exists in the form of an email. Email is characterised as the effective form of communication to convey a message to the receiver. There are different predictors that influence the approach of using emojis in emails. The focus is to determine the impact of people’s attitude and nature in the form of using emojis in emails. Statistical approaches in the form of regression analysis and ANOVA were utilised to test all the four hypotheses crafted for the study. The outcomes of both the tests enhance this domain that attitude of people directly linked with the perspective of using emojis in emails for different purposes.

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**Introduction**

Use of emoji/emoticons in conversations is the growing trend that influences the lives of individuals in different forms. It is established that the phenomenon of using emoticons in different forms. It is perceived that communication of people can never be imagined without the consideration of the emoji/emoticons. It is worthy to mention that the enhancing idea of emoji/ emoticons in conversation can also observe in the form of emails. Email is identified as an important indicator when it comes to the approach of conversation. People consistently use email as a mode of communication to convey important messages to others. It is interesting to explore the increasing perspective of emoji/emoticons specifically for the case of emails. It is necessary to explore specific attitudes and perceptions adopted by the people when it comes to the idea of using different emoji/emoticons in case of emails. This form of consideration also helps to determine how effectively emoji/emoticons present the moods and actual attitude of people. It is also true that there is a presence of limited empirical studies that significantly focus to determine the impact of emoji/emoticons in the form of communication. It is vital to examine the impact of emoji/emoticons in the entire perspective of communication. This form of exploration helps to figure out the difference between the conventional methods of communication and the increasing inclination of emoji/emoticons (Stark & Crawford, 2015). Here the particular focus is to critically discuss the overall nature and predictors of people’s attitude when it comes to the use of emoji/emoticon in emails.

It is important to observe the nature of people associated with the entire idea of using emoji/emoticons in emails in different forms. Exploration of the nature of emails is essential to determine the actual attitude linked with the idea of using emoji/emoticons in communication mode. Former research work focused to explore whether it is fine to use emoji/emoticon in formal business emails to convey a message to the receiver. This form of consideration is closely linked with the nature and different predictors of people’s behaviours that enhance their inclination to use emoji in different forms of communication such as the approach of emails. Undoubtedly, emojis are increasing practical measures in the form of computer-mediated communication. People utilise this approach to convey their message to the sender without the use of appropriate words. It is important to indicate that the phenomenon of using emoji/emoticons in emails directly linked with the behavioural aspects of the individuals. The actual attitude of people in the form of using emoji/emoticons can observe with the consideration of different relevant and crucial predictors. Currently, using emoji/emoticon is the increasing approach concerning the idea of computer-mediated communication (CMC).

The practical implications of considering emoji/emoticons involve critical consideration of different important predictors. Thorough consideration of these aspects helps to determine the people’s inclination towards the utilisation of emoji/emoticons in the form of business emails. It is observed that people used emojis to convey nonverbal cues to the receiver in computer-mediated communication such as in the form of an email. The approach of emails is established as the alternative mode of communication to convey different important messages to each other. It is vital to explore this aspect in the form of consideration of different elements that are directly linked with the attitude of individuals when it comes to using emojis/emoticons. Personality is characterised as an important indicator to make better inferences about the overall attitude of the individual when it comes to utilisation of emojis/emoticons in the form of emails (Walther & D’Addario, 2001). It is established that usually email is considered as the formal mode of communication that makes it essential to overview the behavioural perspective of people. It is important to figure out the actual context of the use of email. This domain is better examined in the form of use of emails for business purpose or for personal use. Proper identification of the personality eventually helps to better examine the true aim of sending emoji/emoticons in the form of an email. Consideration of the overall frequency of using emoji is also important to determine the actual interpretation of the message which is come up with the approach of emoji/emoticons. The broad factor of the frequency of emoji use can better apprehend through the certain perspectives of writing email, sending an email, and the inclination of an individual to post it on any social media platform (Prada et al., 2018). Detailed exploration of the existing research works on the phenomenon of people’s attitude in using emoji/emoticons in emails helps to develop appropriate research questions. Construction of the research questions established as the suitable roadmap to effectively meet the domains of descriptive and inferential statistics. Concerning the actual issue, research questions for this study are formulated as follows:

RQ1: What are people’s attitudes towards the use of emoji/emoticon in emails?

RQ2: Which variables predict people’s attitude towards the use of emoji/emoticon in emails?

Development of suitable research questions further assists the researcher to draw required hypotheses. Formulation of appropriate hypotheses is used to test the statement crafted by the researcher. Development of the research questions assists to determine that people’s attitude and use of emojis in emails are linked with each other in both directions. This form of exploration further helps to draw suitable hypotheses. Hypotheses recognised as the testable form of research questions developed for the study. Hypotheses for the study crafted as:

H1:People’s attitude does have a significant association with emoji/emoticons used in emails

Ho: People’s attitude does not have a significant association with emoji/emoticons used in emails

When it comes to considering emoji/emoticons as independent variable than hypotheses are formulated as follows:  
H1: Emoji/emoticons does have a significant association with people’s attitude when it comes to using emojis in emails.

Ho: Emoji/emoticons do not have a significant association with people’s attitude when it comes to using emojis in emails.

**Method**

It is important for the researcher to have a clear idea of using appropriate research methods according to the requirements of the study. Adoption of significant methods closely aligned with the predictors of the study appeared in the form of dependent and independent variables. There is a need for offering a clear understanding of the participants for this study. The sample of 120 participants is selected to test the crafted hypotheses for both regressions. The particular individuals were selected through the approach of random sampling from the ones who regularly use the approach of emails for communicating with others.

Different statistical methods are considered to attain desired forms of descriptive and inferential statistics for the research work. Consideration of these methods helps to make better inferences about the association between the variables of people’s attitude and use of emoji/emoticons in emails.

Measures of frequency and central tendency are used to determine the descriptive statistics for all the considered predictors. This form of consideration helps to assess the overall score of each predictor. When it comes to the consideration of inferential statistics than the broad idea of hypotheses is applied to attain outcomes for the study. The statistical approach of regression and ANOVA are considered to figure out the existing association between the factors of people’s attitude and use of emoji/emoticon in emails. The perspective of regression will be helpful to determine the trend of the relationship exist between dependent and independent variables for this study. Test of ANOVA also recognised as the analysis of variance. ANOVA is a suitable approach to compare the statistical significance of multiple groups appeared in the form of predictors.

**Results**

Empirical results are existing both the considered regressions to determine better outcomes about the formulated hypotheses. Regression and ANOVA testing are applied to both groups. One form of regression is classified with the approach when people’s attitude is the dependent variable whereas in other considered group, using emojis/emoticons established as the dependent variable.

**RQ**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. The error of the Estimate |
| 1 | .406a | .165 | .162 | 1.484 |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **ANOVA** | | | | | | | | Model | | Sum of Squares | df | Mean Square | F | Sig. | | 1 | Regression | 606.208 | 4 | 151.552 | 68.813 | .000b | | Residual | 3076.734 | 1397 | 2.202 |  |  | | Total | 3682.942 | 1401 |  |  |  | |  | | | | | | | |  | | | | | | |   R2   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Model Summary** | | | | | | Model | R | R Square | Adjusted R Square | Std. The error of the Estimate | | 1 | .107a | .011 | .009 | 1.173 | |  | | | | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **ANOVA** | | | | | | | | Model | | Sum of Squares | df | Mean Square | F | Sig. | | 1 | Regression | 22.245 | 4 | 5.561 | 4.039 | .003b | | Residual | 1920.954 | 1395 | 1.377 |  |  | | Total | 1943.199 | 1399 |  |  |  | | | | | |

**Discussion**

The method of regression provides an overview of both the research questions used for this study. Both the procedures of ANOVA and regression are separately used for both the research questions to determine better inferences about the idea of people’s attitude when it comes to using emojis in emails. The first research question provides direction to assess the existing association between people’s attitude and use of emojis in emails. The statistical approach of ANOVA helps to evaluate the perspective of regression in the form of analysis of variances. The statistical phenomenon of ANOVA also helps to determine the existing association between dependent and independent variables. It is vital to discuss the results for both the research questions separately to examine the actual association exists in the form of people’s attitude and use of emojis/emoticons in emails.

The first table provides a model summary for the first research question. The main focus of this form of consideration is to check the existing association between people’s attitude and the use of emojis in email. The value of R square is identified as .165 that indicate the existing association between both forms of variables. It is worthy to mention that the statistical value of R square indicates the overall significance of the model through the inclusion of people’s attitude and use of emojis in email. The value of r square ranges between o to 1 that helps to determine how effectively independent variable explain the overall movement in the model. It is established that R Square have significant value in the form of .165 that explains that people’s attitude is closely linked with the perspective of using emojis in emails. The ANOVA table show the value of significance that helps to check the suitability of the overall model.

The results for second research questions also helps to determine the existing relationship between different predictors of people’s attitude and their impact on the use of different emojis in emails. The significance value for the second research question reflects as .003 that indicate the significant association between the predictors and the use of emojis in emails. The outcomes help to determine that people’s attitude positively influence the approach of using emojis in the emails.

**Conclusion**

To conclude the discussion about the focal point of using emojis in emails, it is worthy to indicate that this growing trend is closely influenced by the people’s attitude and nature. There is consideration of different predictors that explain the entire perspective of the use of emojis in emails that are influenced by the nature of people. Two significant models are used to make inferences about both the research questions to assess the existing association between people’s attitude and use of emojis in emails. The second crafted questions assist to determine all the relevant predictors that play their role in the entire scenario of using emojis in the form of an email.

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Appendix

