Abstract

In recent years Emoticon and Smiley have become an inseparable part of communication in WhatsApp. This study examined the attitudes of adults regarding the use of Emoji to transmit verbal and emotional messages in WhatsApp. Accordingly, three main questions were asked: (1) What are the characteristics of using Emoji by adults? (2) How do adults value the contribution of Emoji to understanding a nonverbal emotional message? (3) What are the attitudes of adults towards using Emoji as a substitute for language? 110 participants answered an online questionnaire during May 2017. The data analysis reveals that most adults regard Emoji as a fundamental part of digital conversation. They use Emoji to convey nonverbal messages as well as emotional messages, assuming that their message will be understood. This finding correlates to Mayer's Principle of Multimedia (Mayer, 2009), claiming that a combined visual and verbal message is easier to comprehend. Half of the participants claim that Emoji can replace a verbal message, but most of them disagree that Emoji can entirely replace written text. Therefore, despite the growing use of Emoji, it is still difficult to accept the idea that it can be regarded as a new digital language, however it can be a part of written text.

Keywords: Emoji, WhatsApp, adults, visual language.
"WhatsApp" and "Emoji-b" are both platforms used by older individuals. Older adults display varying attitudes towards the use of "WhatsApp" and "Emoji" in messages. The study assessed the attitudes of older adults towards the use of "WhatsApp" and "Emoji" in messages. Older adults are somewhat divided in their opinions about the use of "WhatsApp" and "Emoji" in messages. In general, the majority of older adults use "WhatsApp" and "Emoji" in messages. However, they are more cautious about the use of "WhatsApp" and "Emoji" in messages.

In the long term, the increased frequency of "WhatsApp" and "Emoji" in messages could encourage users to adapt to the new language and expand their vocabulary. The authors conclude that studies should address these issues in the future.

**Keywords:** WhatsApp, emoji, older adults.