Research Article

Research on Emoji Culture and User Behaviour: Analysis Based on WeChat Platform

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ARTICLE INFO	ABSTRACT
	With the popularity of social media and instant messaging platforms, emojis, as a unique digital communication method, play an important role in modern social culture. As one of the most popular social platforms in China, WeChat is extremely frequently used in user interaction. This article aims to analyze the communication characteristics of emojis on the WeChat platform and explore the behavior patterns of users in the process of using emojis and their socio-psychological impact. This article reviews the cultural background and development process of emoticon packs and explores the process of emoticon packs evolving from an early symbol system to modern digital cultural symbols. Through questionnaire surveys and data analysis, users' preferences for emoticon packs and their interactive behaviors were analyzed. The study found that factors such as age, gender and cultural background significantly affect the frequency and preference of users' use of emojis, and young users are more inclined to use personalized and emotionally expressive emojis. At the same time, the use of emoticon packs has enhanced the social connection between users to a certain extent, reduced the burden of text communication, and improved communication efficiency. Through a comprehensive analysis of emoji culture and user behavior, this article provides a new perspective for understanding the digital communication mode in modern social platforms and also lays the theoretical foundation for the research of future social interaction methods. **Keywords:** emoticon pack, WeChat, user behavior, digital communication.

INTRODUCTION

1.1 Research background

With the rapid development of information technology and the widespread popularity of social media, digital communication has gradually replaced traditional means of communication and become an important part of people's daily life. Against this background, Emoji, as an emerging visual communication tool, has risen rapidly and has been widely used on social platforms. Emoji packs not only enrich people's online communication methods, but also deeply affect users' social behavior and emotional expression. Emoji is an important symbol used by the public on social media to express personal emotions and views. Nowadays, the emojis mentioned in people's mouths are

mainly pictures, sometimes supplemented by words. The content of the pictures includes real people, cartoon images, natural scenery, various animals, etc. 1)

The origin of the emoticon pack can be traced back to Japan in the 1990s. It was originally used as a text supplement symbol to enhance the emotional color of message transmission. With the popularity of smartphones, emojis are gradually becoming global and are widely used on various social media platforms. As one of the largest social platforms in China, WeChat provides rich emoji pack functions, making it an indispensable tool for users' communication. The study found that emoticon packs can effectively convey emotions, enhance the fun and vividness of communication, and help users better express their inner emotions and attitudes. However, although emojis play an important role in digital communication, existing studies still have relatively limited discussions on their cultural background and user behavior. First of all, most of the research focuses on the design and technology of emoji packs and lacks in-depth analysis of the cultural characteristics of emoji packs. For example, as a cultural symbol, how does emoticon reflect the emotional expression and social identity in different cultural contexts? In addition, the relationship between the actual effect of emoticon packs in social interaction and user behavior has not been fully studied. What factors are affected by users when using emoji packs? What are the differences in the preferences and usage habits of users of different ages, genders and cultural backgrounds? Therefore, this article will take the theme of "Emoji Culture and User Behavior Research: Analysis Based on the WeChat Platform" to fill in this research gap. Specifically, this article will conduct an in-depth discussion through the following aspects: first, analyze the cultural background and development process of emojis, and explore their global dissemination and acceptance; second, focus on the current situation of the use of emojis on the WeChat platform, and examine its communication characteristics and the interaction behavior of users; finally, Through questionnaire survey and data analysis, we explore the behavior patterns of users in the process of using emoji packs and their socio-psychological impact.

This study will provide a new perspective to understand the multi-dimensional characteristics of emojis as digital cultural symbols, and reveal the unique role played by emojis in modern social platforms. By deeply exploring the relationship between emoji culture and user behavior, this article not only hopes to provide the basis for empirical research for the academic community but also provides practical suggestions for the design and development of social platforms.

As emojis become more and more important in digital communication, it is especially necessary to explore the relationship between their cultural background and user behavior. This article hopes to help people understand this emerging way of communication and its impact on modern social culture through systematic research.

1.2 Purpose and method of research

This study aims to deeply explore the relationship between emoji culture and user behavior, especially the specific application scenarios based on the WeChat platform and reveal the unique role of emoji in digital communication. The specific research purposes include analyzing the cultural background and development process of emoticon packs, examining the communication characteristics of emoticon packs on the WeChat platform, exploring the influencing factors of user behavior and preferences, and analyzing the socio-psychological impact of emoticon packs. By systematically analyzing these aspects, this article will provide a new perspective for understanding the

digital communication mode in modern social platforms.

To achieve the above research purpose, this paper will adopt a research method that combines quantitative and qualitative. First, the literature review will help sort out relevant research results at home and abroad, identify research gaps, and provide a theoretical basis for this research. Secondly, design a questionnaire for WeChat users to collect data on users' emoji usage habits, preferences and their impact on social interaction, to fully understand users' behaviors and attitudes.

In terms of data analysis, statistical software will be used to conduct descriptive statistical analysis, correlation analysis and regression analysis of the collected data to reveal the relationship between user behavior and its characteristics, and the impact of these factors on social interaction. Through the above methods, this article hopes to provide an in-depth empirical basis for the study of emoji culture and user behavior, and promote further exploration in this field.

2.THEORETICAL BACKGROUND

2.1 The origin and evolution of emoji packs

The development history of emoticon packs is relatively short. In 1982, Farman created the first smiley symbol by combining characters on the basis of ASCII encoding. 2) It is generally believed that the smiley face symbol born in 1982 is regarded as the first emoticon in human history. At that time, online communication mainly depended on words, and emotional expression was relatively single <Figure 1>. Since then, emoticon packs have continued to evolve and show diversified development in form. In order to enhance the emotional color of text communication, programmer Shigetaka Kurita developed the first 176 emojis in 1999 <Figure 2>. These emojis not only contain facial expressions, but also a variety of daily life elements such as weather and transportation, which became the rudiment of early emojis. The design of Yu Ishii aims to provide richer expressions for mobile communication and help users convey emotions more intuitively in communication. Compared with the previous simple symbols (such as ":-)"), emojis express emotions in an imaged way, filling the emotional gap in textual communication.
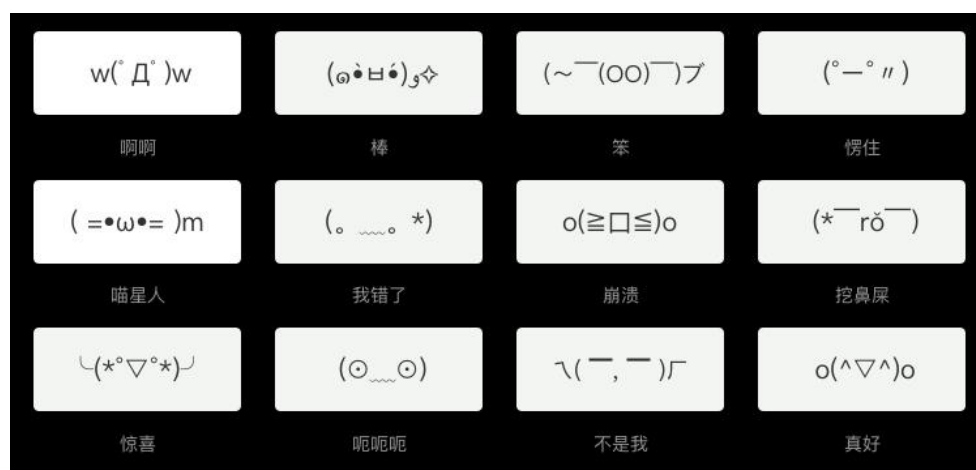

Figure 1: Emoticons. *UISDC*. https://www.uisdc.com/emoji-design

Figure 2: 176 original patterns of 12×12 pixels. *Douban*.

https://www.douban.com/note/663430756/?%20_I=9653594efMNodD&_i=9123712eXM8MP4,9123746eXM8M

P4

With the development of mobile communication technology, emojis are gradually widely used in SMS and instant messaging software, especially among young users in Japan and South Korea. In 2007, Apple introduced the emoji function in its iPhone operating system for the first time, marking the globalization of emojis <Figure 3>. Then, other smartphone manufacturers and social media platforms followed suit, promoting the widespread application of emojis. With the continuous expansion of the emoji library, a variety of new emojis have been born, covering a wider range of emotional expressions and cultural symbols, meeting the growing needs of users.

Figure 3: iOS yellow face emoji. *UISDC*. https://www.uisdc.com/emoji-design

In 2010, the Unicode Alliance officially incorporated the emoticon pack into its character set, making it an international standard. This initiative not only promotes the global spread of emojis but also ensures the compatibility between different operating systems and devices. The standardization of Unicode enables users to maintain the same visual effects when using emojis on different platforms, which enhances the role of emojis as a cross-cultural communication tool.

In China, in 2006, the "Tuski" series of emoticon packs created by Wang Maomao, a student of the Animation Department of Communication University of China, was born. The birth of this series of emoticons marked the beginning of the emoticon to enter the animated era. 3) In 2015, Tencent launched the WeChat emoji open platform. With the continuous growth of the number of WeChat users, emoji packs are rapidly popularized, and the scale of users is gradually expanding. The use of emoticon packs has gradually become a habit for the majority of users, especially young people, when chatting online.

With the popularization of emoticon packs, the influence of cultural communication has also gradually emerged.

Emoticon packs carry rich cultural connotations and reflect the diversity and uniqueness of cultures of various countries, becoming an important part of modern social communication.

2.2 Social function and mental effect of emoticon packs

As a visual symbol system, emoticon packs play an important role in digital communication. Traditional words are not enough to express personal emotions. The non-verbal symbol characteristics of emoticon packs can better convey emotions. While assisting chat, it makes human-computer interaction, adding interest and humanity.

The emoticon pack makes up for this shortcoming through intuitive image expression, making the message transmission richer and more vivid. For example, using smiley expressions during a chat can quickly convey friendly and pleasant emotions without having to explain your mood through length. This non-verbal communication method not only improves the efficiency of communication but also increases the fun and vividness of interaction. Emoji packs also play a role in building a sense of identity in group culture and community. Specific emojis often become the iconic symbols of certain groups, enhancing the sense of belonging and identity among group members. For example, popular emojis in specific social platforms or communities can become a part of user identity and culture, so that users can have a strong sense of collective identity when using these emojis. This phenomenon is especially obvious in the online community. Users have formed a unique subculture and group identity by sharing and disseminating emojis.

Not only that, but emoji packs also have certain etiquette functions in online interaction. In online communication, emoticon packs are often used to express politeness, gratitude, apology and other emotions, which plays a role in lubricating social relationships. For example, using smiley faces or heart-shaped expressions when replying to other people's messages can convey a friendly and respectful attitude and reduce the possibility of misunderstandings and conflicts. In this way, emojis play an important role in online etiquette, making online interaction more harmonious and smoother. From the perspective of psychological effects, emojis play a significant role in expressing and regulating emotions. They can help users convey their emotional state more intuitively and accurately and avoid misunderstandings of verbal expression. For example, the use of crying expressions can directly convey sadness, while anger expressions clearly express dissatisfaction and anger. By using emojis, users can communicate emotionally more effectively and promote mental health and emotional management. In addition, the widespread use of emojis also reflects people's high demand for emotional expression in digital communication.

Emoji packs also add humor and entertainment to social interaction, making the communication process easier and more enjoyable. Many emojis are characterized by exaggerated expressions and funny images, which can quickly trigger laughter and pleasant emotions. For example, funny expressions and funny animations are often used to enliven the atmosphere and relieve awkwardness and tension during the chat. This kind of humor not only enhances the fun of communication but also promotes the harmonious development of interpersonal relationships. Finally, emoticon packs also have a significant effect on relieving social stress and promoting easy communication. In face-to-face communication, individuals often feel greater social pressure and always need to pay attention to their speech and behavior. In online communication, using emojis can effectively relieve this pressure and make the interaction easier and more natural. For example, when faced with difficult topics, users can use appropriate emojis to ease the atmosphere and reduce the tension of communication. This function of emoticon packs provides users

with a more free and relaxed way of communication, which promotes the smooth progress of social interaction.

As an important tool in modern social networks, emoticon packs have multiple social functions and psychological effects. With the continuous development of productivity and culture, people pay more and more attention to the rich needs of the spiritual world, and the concept of "emotional value" has gradually attracted attention. Emotional value refers to the power that can bring pleasure, comfort and relaxation to others. By conveying positive emotional value, it can not only bring positive emotional experience to interpersonal relationships, but also add positive energy, and also play a role in decompression and self-healing. Therefore, as a carrier of emotional value, emoticon packs carry the spiritual elements of "being paid attention to, cared for and respected". It not only promotes information exchange and emotional expression but also plays an important role in establishing a sense of group identity and online etiquette. In the future, with the development of digital technology and the change of user needs, the functions and effects of emojis will be further enriched and diversified, bringing more possibilities and innovative space for social interaction.

3. THE SPREAD OF EMOJIS IN THE WECHAT PLATFORM

3.1 The current situation of the use of WeChat emoji packs

With the rapid development of social media, emoticon packs have become an indispensable part of digital communication. Especially in China, WeChat, as one of the most popular instant messaging applications, reflects the communication habits and emotional expression needs of users. WeChat emoji not only enriches users' communication methods, but also adds interest to social interaction. There are a wide variety of WeChat emojis to meet the diverse needs of users. Users can use WeChat's built-in emoticon packs and can also download and share various creative emojis through third-party platforms. These emojis include common smiles, crying and other basic emotional expressions, as well as some theme emojis that reflect specific cultures and popular trends, such as emojis related to festivals and hot events. Especially among young users, personalized and creative emoticon packs are popular, and users are happy to show their emotions and personality through these emoticon packs. The use of WeChat emojis is very wide. In daily chat, users often replace text by sending emojis to enhance the vividness of communication. For example, when expressing congratulations, comforting or teasing, users often choose emojis that match the situation, which can convey emotions more intuitively. In addition, emojis also play an important role in group chats. The interaction in group chats is often more active. Users frequently use emojis to create a relaxed and pleasant atmosphere, which promotes the deepening of social relationships.

Although the use of WeChat emoji packs brings convenience to communication, there are also some problems. Some users' use of emojis on formal occasions may be considered not serious enough, affecting the formality of communication. At the same time, different users may have different understandings and interpretations of emojis, which is easy to lead to misunderstandings. For example, the same expression may be interpreted as different emotions in different cultures or social contexts, causing communication barriers. Therefore, when using emojis, users need to consider the background and communication environment of the other party to ensure the accurate transmission of information.

The current situation of the use of WeChat emojis reflects the transformation of modern people's communication methods. It not only meets the needs of users in emotional expression but also enriches the form of social

interaction. With the development of social networks, the application scenarios and types of emojis will continue to expand, but users need to be sensitive when using them to ensure the effectiveness and accuracy of their communication. In the future, with the progress of technology and the evolution of culture, the use and connotation of WeChat emojis will also continue to evolve and become a more important component of digital communication.

3.2 The transmission mode and characteristics of WeChat emoji pack

Emotional communication actually emphasizes the expression, dissemination and interaction of emotions. "Expressing and spreading emotions" is the most prominent role of WeChat emoji pack, and it is also one of the reasons for its long-term existence and prevalence. 5) Emotional expression refers to an individual who conveys his emotions and feelings to others through facial expressions, voices or body movements after generating inner emotions, so that the other party can understand and form a basis for further communication. WeChat emoticon packs generally repire the process of emotional expression, which is more intuitive and efficient than written language in many cases. Therefore, it is popular in daily WeChat dialogues and has become one of the main ways for people to convey emotions.

3.2.1 The spread mode of WeChat emoji pack

① point-to-point communication mode

WeChat's emoticon packs are mostly spread between individuals, forming a point-to-point communication mode. In private chat, users will choose emoticon packs that match the other party's topic and context, gradually enrich the other party's contact with emoticon packs, and arouse further interest. This point-to-point communication method enables the efficient transmission of emoticon packs among acquaintances, enhances the emotional links between users, and accumulates emotional resonance in the transmission, making emoticon packs rapidly popular in a small scale.

② Group diffusion mode

As a many-to-many communication mode, WeChat group provides an ideal scene for the widespread dissemination of emojis. In the WeChat group, users will choose some common and universally accepted emoticon packs to create an interactive atmosphere in the group. In group chat, emojis are not only a tool for emotional transmission, but also a part of interaction. Through intensive and repetitive use, they quickly penetrate all group members, thus greatly increasing the exposure and frequency of use of emojis. Once the emoticon pack in the group is used frequently, it may become a common symbol for all members, accelerating the spread of the emoticon pack.

③Social platform extension mode

With the popularity of social media, many WeChat users will post their own emoji collections or upload homemade emojis on public platforms such as Moments. This extension mode expands the spread of emojis from private conversations and social groups to larger circle of friends and even cross-platform communication. Through the circle of friends, the emoticon pack has achieved secondary dissemination among a wider range of users, attracting users to actively download and use. In particular, some popular emoticon packs and emoticon packs designed by celebrities can quickly form a trend through the social expansion of Moments.

④Platform's own communication mode

As a channel to obtain emoticon packages provided by WeChat, the WeChat Emoji Store also plays an important role in communication. Users can find the latest and hottest emojis in the emoji store to download and share, which not only makes the dissemination process of emojis convenient, but also centrally displays and guides user preferences, so that some creative emojis can quickly be known to the public.

3.2.2 The communication characteristics of WeChat emojis

The communication characteristics of WeChat emojis are reflected in its fun, intuitiveness, diversity and strong interactivity. First of all, the emoticon pack allows users to express their emotions in a relaxed and pleasant atmosphere through vivid images, exaggerated expressions and humorous design, which enhances users' sense of participation in communication. Secondly, emoticon packs are more intuitive than words in emotional expression. They can quickly convey specific emotions, so that people can effectively reduce the inconvenience and misunderstanding caused by text description in social scenes. Thirdly, the diversity of emojis meets the needs of different users in various scenarios, from joys and sorrows to various scene expressions. Users can choose suitable emojis according to the situation for personalized expression. In addition, WeChat allows users to customize uploading and sharing emojis. This customization and sharing mechanism further promotes the secondary spread of emojis among friends and promotes emotional resonance among users. Finally, emoticons are very interactive, which can form an emoticon "solitaire" interaction in the dialogue, which makes the interaction more interesting through this continuous use. On the whole, WeChat emoji packs, with their efficient, convenient and flexible characteristics, have become an indispensable way for WeChat users to express their emotions in daily communication.

4. RESULT AND FINDINGS

4.1 Descriptive statistical analysis

According to the results of this questionnaire, emojis have become an important part of most users' daily social activities. <figure 4> is a circle chart of respondents' emoticon packs. Generally speaking, emoticon packs are the most commonly used in chat, followed by comments and circle of friends, and the least used in other scenes. This trend shows that emoji packs are mainly used in instant communication in one-on-one or group chat to meet the needs of users to express their emotions vividly in interaction. Social platforms can further optimize the presentation of emojis in the chat function to improve the user experience and satisfaction.
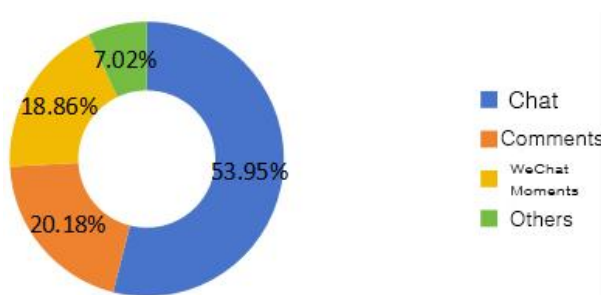

Figure 4: Usage habits of emoji packs

<Figure 5> A circle diagram for the purpose of using the interviewee's emoticon pack. According to the analysis of the figure, the main purpose of most users using emoticon packs is to express emotions and add interest. Most users regard emoticon packs as an emotional expression tool that can convey their moods and attitudes in a more intuitive and vivid way. This use makes emoticon packs a more expressive social means than words. At the same time, some users also use emojis as a tool to replace text. This shows that the emoticon pack is not only a decorative element, but also an effective means for users to achieve fast, intuitive and rich expression. According to this trend, social platforms can pay more attention to diversified emotional expression in the design of emojis, so as to further meet the needs of users.
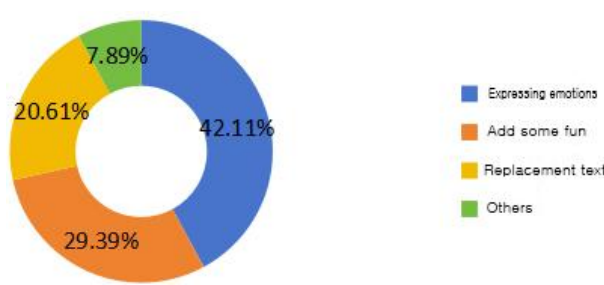

Figure 5: The purpose of using the emoticon pack

<Figure 6> A circle diagram for the emoticon to convey the emotional effect. According to the following analysis, most users recognize the role of emoticon in emotional expression, indicating that emoticon has become a commonly used emotional communication tool in social interaction. However, there are still a considerable number of users who have reservations about their emotional communication effect, which may remind social platforms to add diversified and delicate emotional expression when designing emojis to meet the needs of different users and improve the accuracy and effect of communication.
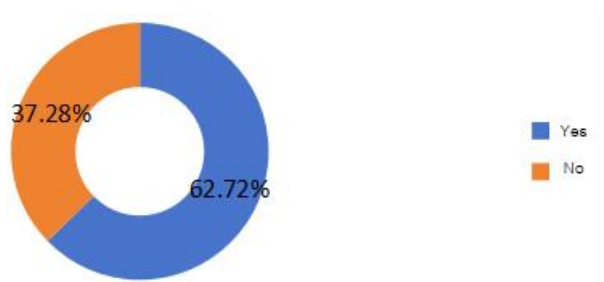

Figure 6: Can emojis effectively convey emotions?

4.2 Descriptive statistics of variables related to frequency of use and satisfaction

<Table 1> is the descriptive statistical results of the frequency of use of emojis, usage satisfaction, the impact of emojis on social interaction, the influence and dissemination of emoji culture and comprehensive evaluation. According to the analysis, in 228 valid sample sizes, the usage frequency 1-4 represents the frequency of use from low to high, and the average score of 3 represents the respondents. The frequency of using emojis in WeChat is high, which shows that most users frequently use emojis in daily social networking, and emojis have become an important tool for social communication. Satisfaction 1-4 represents the respondents' satisfaction with the emoticon provided by WeChat from low to high, and the average score of 2.851 means that the respondent is highly

satisfied with the WeChat emoticon, which indicates that WeChat emoticon may meet the expected needs of users in terms of design, type or user experience, which can effectively enhance their Emotional expression in the flow. The 1-3 of the impact of social interaction, cultural influence and dissemination, and comprehensive evaluation respectively represent the negative, no impact and positive impact of the use of emojis on respondents in three aspects. The score of the impact of social interaction is 2.25, which shows that the emoticon pack has had a positive impact on the respondents in terms of social interaction. This score shows that emoji packs help to enhance social interaction, close the relationship between people, and improve the fun and intimacy of communication. In terms of cultural influence and communication, it is worth dividing it into 2.31, which is also at a relatively positive level, which shows that WeChat emoticon packs are not only used for personal communication, but also have a certain cultural communication role, so that users can convey specific cultural or emotional elements in the interaction. The comprehensive evaluation score is 2.28, which is also positive, indicating that the respondents feel positive about the overall experience of using emoticon packs, which shows that emoticon packs are not only a simple tool in WeChat, but also enrich the social experience to a certain extent and improve the overall satisfaction of users.

Table 1 Technical statistical analysis results

Name	Minimum value	The maximum value	The average value
Frequency of use	1	4	3.000
The degree of satisfaction	1	4	2.851
Social interaction	1	3	2.250
Cultural influence and exhibition welshonion	1	3	2.311
Comprehensive evaluation	1	3	2.276

4.3 Trust validity analysis and related analysis

4.3.1 Credibility test

Conduct Cronbach's Alpha confidence test on the questionnaire. If this value is higher than 0.8, it means that the confidence is high; if this value is between 0.7 and 0.8, it means that the confidence is better; if this value is between 0.6 and 0.7, it means that the confidence is acceptable; if this value is less than 0.6, it means that the confidence is poor. For the "CITC value", if the CITC value is less than 0.3, you can consider deleting the item.

Conduct Cronbach's Alpha confidence test on the questionnaire. The statistical results show that the CITC coefficients of each variable are as follows: the CITC value of the frequency of use of emojis is 0.493, the CITC value of satisfaction of the use of emojis is 0.506, the CITC value of social relationship influence is 0.549, and the CITC value of cultural impact and dissemination is 0.5. 88. The CITC value of the comprehensive evaluation is 0.453, and the CITC value of the analysis items is greater than 0.4, indicating that there is a good correlation between the analysis items, and also shows that the confidence level is good. The confidence coefficient is 0.745, which is greater than 0.7, which indicates that the confidence quality of the research data is very good and can be used for further analysis.

Table 2 Reliability Analysis

Name	TOtal calibration items Relationship(CITC)□	Cronbach α coefficent□
Frequency of use	0.493	
Use satisfaction	0.506	
Social influence	0.549	
Cultural Influence and Exhibition		0.745
Welsh onion	0.588	
Comprehensive evaluation	0.453	

4.3.2 VALIdity test

Conduct validity analysis and test on the scale. Among them, the KMO and Bartlett ball test methods are adopted. If this value is higher than 0.8, it means that the research data is very suitable for extracting information and has good validity; if this value is between 0.7 and 0.8, it means that the research data is suitable for extracting information and has good validity; if this value is between 0.6~0.7, it means that the research data is more suitable for extracting information, and the validity is average. ; If this value is less than 0.6, it means that the data validity is average.

The validity of the related scale part is tested by the KMO and Bartlett ball test methods, and the test results are shown in Table 3. The KMO result is 0.761, which is greater than 0.6, and the data can be effectively extracted. P<0.001 in Bartlett's spherical shape test shows that there are correlation factors between variables, and the validity is relatively good.

Table 3 Validation Analysis

KMO value		0.761
	Approximate square	257.538
	df	10
Bartlett's old version a provincial prosecutor	p 값	0

4.4 Regression Analysis

It can be seen from Table 4 that the correlation analysis is used to study the correlation between the frequency of users using WeChat emojis and the satisfaction of providing emojis on WeChat, and the Pearson correlation coefficient is used to express the strength and weakness of the correlation. The specific analysis shows that the correlation coefficient between the frequency of use and the satisfaction is 0.325, and the significance of the 0.01 level shows that there is a significant positive correlation between the frequency of use and the satisfaction, so there is a reason for regression analysis.

Table 4 Correlation Analysis

	Frequency of use	The degree of satiafaction
Frequency of use	1	
The degree of satisfaction	0.325**	1

*p<0.05   **p<0.01

Based on the theoretical model, this paper conducts regression analysis of the frequency and satisfaction of the use of emoticon packs. Enter the dependent variables and independent variables in turn. It can be seen from Table 5 that the coefficient of use frequency is greater than 0 and significant (P value <0.05), indicating that the frequency of use of emoticon packs has an impact on satisfaction and is a positive impact. The coefficient of the frequency of use of emojis is 0.379, indicating that for every additional unit of the frequency of use of emojis, the satisfaction score will increase by about 0.379 units on average. In this model, the impact of frequency of use on satisfaction is positive, indicating that the more frequently users use emojis, the higher their satisfaction with emojis. The results are statistically significant, indicating that the positive relationship between the frequency of use of emojis and satisfaction is not accidental, but has a practical impact. This shows that users who frequently use emojis are more accepting and satisfied with emojis, and the frequency of using emojis has become an important predictor of satisfaction.

Table 5 Regression Analysis

	Non-standardiztion coefficient		Standardiztion coefficient	t	p	A collinear spirit
	B	Standard error	Beta			VIF
coonstant	1.712	0.232	-	7.385	0.000**	-
Frequency of use	0.379	0.073	0.325	5.17	0.000**	1
R 2□	0.106					
Adjustment						
SR 2□	0.102					
F	$F(1,226)=26.733, p=0.000$					

From the above statistics, it can be seen that the use of high-frequency emojis not only meets the daily communication needs of users, but also further improves the emotional expression effect and communication fun of users. Therefore, users who frequently use emoticon packs have gained higher satisfaction, probably because the use of emoticon packs improves the communication effect and enhances the social experience, which also provides an inspiration for social platforms such as WeChat: increasing the diversity, innovation and fun of emoticon packs may further improve the frequency of users' use, so as to improve the overall satisfaction.

5. DISCUSSION

This study can be treated as a deep, insightful work on emoji culture and user behavior within the WeChat context, contributing to the growing body of literature on digital communication and social interaction. The findings generally point out the significance of emoji packs as a basic element in online interaction, particularly in China

where WeChat is the dominant choice for social networking. This discussion chapter interprets research findings within existing theories and literature, discusses the implications of the findings, and suggests areas for further research.

5.1. Interpretation of Findings

It emerges that emoji packs are widely used and frequently among WeChat users. The conclusion drawn from this study is that emoji packs are used mainly to express emotions as well as increase the fun and enjoyment of interactions in social platforms. This goes in line with earlier research suggesting that emojis work as non-verbal cues in text-based communication to compensate for the lack of facial expressions and gestures. The data also show that users regard emojis as an effective tool for reducing ambiguity and misunderstandings in digital conversations, which further supports the idea that visual symbols can enhance textual communication.

Further, the study also indicates that younger users prefer creative and humorous emoji packs, whereas older users tend to prefer more traditional and straightforward emojis. This is a generational difference in the preference for emojis, which was also indicated in previous research on digital media usage, as younger users tend to be more interactive and expressive with digital tools. The study further emphasizes the use of emojis in terms of cultural importance because users use various emoji packs on festivals or events in vogue to demonstrate their roles within collective social experiences. This emphasizes the role of emojis as cultural artifacts, which reflect and reinforce social identities.

5.2. The Role of Emojis in Digital Communication

Findings imply that emojis are aspects of improving interpersonal relationships because they create intimacy and shared understanding amongst users. Thus, the results can support the case presented above that emojis help in emotional bonding, especially during online conversations where text alone may not be effective enough to express emotions. The frequent use of emojis in group chats even goes to the extent of fostering the sense of belonging and collective identity of the group members as proposed by social identity theory.

Moreover, emojis are discovered to play a significant role in alleviating social anxiety and pressure in communication. The respondents agree that emojis lighten the tension between people during their conversations, most especially when one is talking with a stranger or in a more formal setting. This means emojis can be perceived as a sort of social lubricant, as they help facilitate users' operations within social norms and expectations. However, the study also raises concerns about the appropriateness of emojis in professional and formal communication, which should be context-dependent.

5.3. Cultural Significance of WeChat Emojis

A particularly fresh input of the current study pertains to WeChat emojis through cultural lenses. Most Western platforms primarily use the Unicode standardized format. In fact, WeChat can be noted to be even more flexible, providing a different dimension to dynamic ecosystem through allowing user-generated as well as customization for emoji packs, leading eventually to the eruption of emoji subculture and hence various specific groups identify themselves along in-group identity using particular sets as cultural flavor trends.

The study also discovers that the meaning for certain emojis varies along cultural and social context. That is, an

emoji that would mean positivity in one context may convey sarcastic or negative undertones in another. This is consistent with other studies on emoji pragmatics suggesting the meaning of emojis is quite fluid and contextually dependent. The ability of WeChat users to create and share custom emojis further supports the argument that digital communication is highly adaptive and culture-dependent.

6. CONCLUSION

Through the analysis of user behaviour and interaction, this study focusses on users' habits and preferences for using WeChat emojis, as well as the impact of emojis on social interaction. Through the questionnaire survey, a large amount of data was collected and quantitatively and qualitatively analysed, and the following main research findings were obtained.

Users use emojis more frequently, which shows their importance in daily communication. According to the survey results, about 86.11% of respondents said they used emojis every day, especially when chatting with friends and family. Users generally believe that emoticon packs can help them express their emotions more vividly and reduce misunderstandings in textual communication. By analysing users' feedback, we find that most users are more inclined to use cute and humourous emojis in chat, which can not only convey emotions, but also activate the chat atmosphere and enhance the fun of social interaction. And the user's preference for emoticon packs shows obvious personalised characteristics. In the questionnaire, respondents' choices of emoticon are often influenced by personal emotions and social background. For example, young users prefer novel and creative emojis, while middle-aged and elderly users tend to use traditional and simple emojis. The survey also found that users will use emoticon packs related to specific festivals or important events to show their identity and participation in the festival culture. This personalised expression not only reflects the emotional state of the user but also enhances the emotional connection in social interaction.

Thirdly, emojis play an important role in social interaction, affecting communication between users. Most respondents believe that emojis can effectively make up for the lack of emotions in textual communication and help them convey emotions more accurately. In specific communication scenarios, users use emojis to express a variety of emotions such as congratulations, comfort, and ridicule. This diversified emotional expression makes social interaction richer. At the same time, the use of emoticon packs is also considered to help reduce social pressure, especially when facing strangers or formal occasions, users can use emojis to relieve tension and promote smooth communication.

However, this study also found that the use of emojis is not without limitations. Some respondents said that in some formal occasions or business exchanges, the use of emojis may be considered unprofessional enough and affect the seriousness of communication. In addition, different users may have different interpretations of emojis, which may lead to misunderstandings and communication barriers. Therefore, when using emoji packs, users need to consider the social environment and objects to ensure the accurate transmission of information.

Finally, users express high expectations for the design and innovation of emoticon packs. The survey results show that the respondents hope to see more personalised and emoticon packs in line with the current popular culture, especially creative designs combined with hot events or social phenomena. This expectation of emoticon design reflects users' desire to seek more fun and interactivity in digital communication.

Through the analysis of the usage habits and preferences of WeChat emojis, this study reveals the importance and diversity of emojis in modern social interaction. Users' frequent use and preference for emoticons reflect its effectiveness in emotional expression, and the role of emoticon in communication also shows its potential to promote social interaction. However, in the process of use, users still need to pay attention to social occasions and cultural differences to improve the effectiveness and accuracy of communication. In the future, with the continuous development of social media and changes in user needs, the design and application of emojis will continue to evolve, bringing new possibilities to digital communication.

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