



A Global Analysis of Emoji Usage

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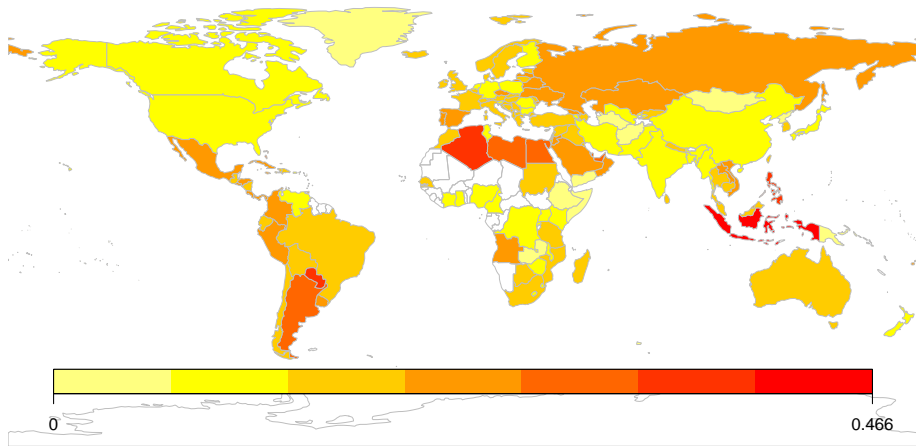
WaC-X workshop

Berlin, 2016-08-12

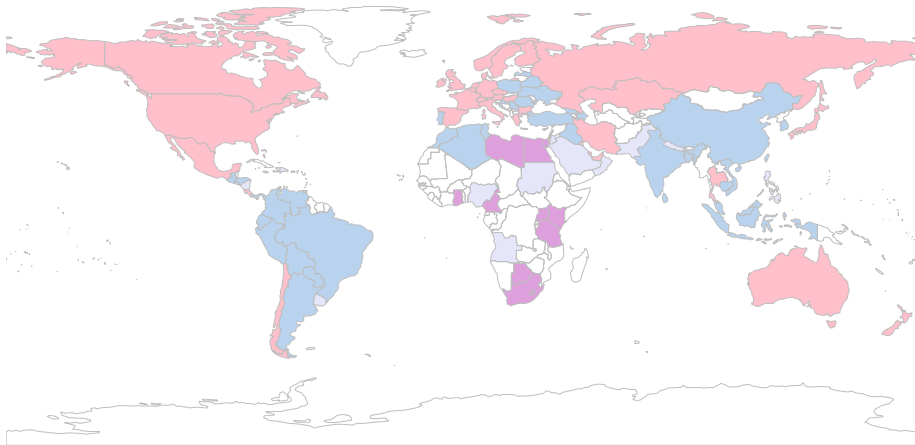
Motivation

- emojis – new communication phenomenon recently gaining momentum through inclusion in mobile platforms
- first attempt at performing a global analysis via Twitter stream
- main questions (and methods):
 1. How popular are emojis in different parts of the world?
(estimate the probability of emoji occurrence in a tweet given the country)
 2. Does emoji usage differ in various parts of the world?
(cluster countries represented as emoji probability distributions)
 3. Does emoji usage reflect local living conditions?
(correlation analysis of World Development Indicators and distributions of specific tweets across countries)















































































Emoji popularity
























Variation in emoji usage



Variation in emoji usage

cluster	most distinctive emojis
	                   
	                   
	                   
	                   

Correlation with WDI

	positive	negative
Life expectancy at birth	   	      
Total tax rate	 	
Trade in services	  	
GDP per capita	    	 



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