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UNIVERSAL VS DIVERSITIES EMOJI CREATION: A SYSTEMATIC LITERATURE REVIEW

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Abstract

The initial idea of Emoji creation was to create a standardized, universal and ubiquitous language to perform phatic function in Computer Mediated Communication (CMC). However, due to the popularity and wide spread of emoji use across geographical and cultural boundaries, problems of misinterpretation and ambiguity among different use of emoji arose. This has enticed many researchers to conduct research in the area of local culture specific form of emoji in recent years. This also raised the issue of universal form vs diversified form of emoji code which is a typical design issues faced by information system design through the years as in the area of web internalization vs web localization as well as cross-cultural information system studies in the history of information system development. This article presents a systematic literature review that describes the current research scenario which provides significant insight and direction for future research of emoji research.

Keywords: Emoji, Computer Mediated Communication (CMC), Cross-Cultural Studies.
