

THE EFFECT OF EMOTICONS IN SMS ON RESPONSE

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Abstract

In the last 50 years, the flourishing of information technology electronic communication becomes a significant part of daily lives. As electronic languages are written text, it is divorced from facial expressions, gestures and prosodic features such as rhythm, volume and intonation. That is why emoticons has entered cyberspace; they infuse electronic communication with a human emotional touch. This paper deals with the effect of emoticons in SMS. The research covers 20 text messages collected with anonym questionnaire around three months. After a graphic analysis of emoticons, we define two main uses of the emoticon: verbal and non-verbal. The former is the more frequent use, it is considered in more detail in the paper. Analysis have shown that emoticons are not only preverbal devices, but also structural markers and they play significant role in the formation of the sentence.

Key Words: *Emoticons, Emotions, SMS (Short Message Service), Response, Mobile phone.*

Introduction

The chalk-talk method was dominating in the past centuries as the Students of that generation were acquainted and adopted to that. They were considered to be totally instructor dependents. After the development of information technology, the chalk-talk method was being replaced along with self-instructional packages and Computer Assisted Instruction [CAI] which were used to promote self-learning. Since the generation changes, the educators need to change their teaching approach and update their efficiency in handling the innovative device for their classroom. The present study investigator adopted a convenient sampling technique to find out "The Effect of Emoticons in SMS on Response" through which surveyor tries to pave way to utilize emotion and inspiration blended messages to enhance the absorption of subject matter in an easy and clever manner.

Need for the Study

Industrial revolution brought out abundant prosperity throughout European nations. Because of that revolution several devices were invented through which large-scale production was possible in textiles and machineries etc., it clearly shows that techno based instrument based education alone will be helpful to impart bulk level education along with simplified form of education

According to national policy on education (1992) "Every Effort will be made to extend science education to the vast numbers who remained outside the pale of formal education".

As stated above the education commission stressed the importance of science and technical education through which the needs of future generation can be fulfilled. In this point of view the researcher think that pictorial approach will improvise the absorbing attitudes of the thoughts.

Objectives of the Study

1. To construct short message with and without emoticons.
2. To find out the considerable difference in responding properly to short messages with and without emoticons.
3. To find out the gender difference in responding to short messages.

Hypotheses of the Study

1. There is no considerable difference in responding to short messages with and without emoticons.
2. There is no considerable difference in responding properly to short messages with and without emoticons.
3. There is no considerable difference in response to short messages between men and women.

Method of the Study

The present study the investigator adopted experimental method with single group design.

Population and Sample

The present study the investigator selected 30 persons in two group from Tamil University Thanjavur. Convenient sampling technique is followed for this study

S. No	Gender	Total Number of Students
1.	Men	15
2.	Women	15
3.	Total	30

Tools

In this study the researcher constructed two types of tools namely

1. SMS with emoticons
2. SMS without emoticons

Analysis of Data

1. There is no considerable difference in response to short messages with and without emoticons.

Category	No. of SMS Sent	No. of SMS Received	Overall % of Response
SMS with Emoticons	15	11	73.33%
SMS without Emoticons	15	9	60%
Total SMS sent	30	20	66.66%

The above table shows the percentage analysis of difference in response to short message with and without emoticons.

2. There is no considerable difference in responding properly to short messages with and without emoticons.

Category	No. of SMS Sent	No. of SMS Received	Responded perfectly	Overall % of Response
SMS with Emoticons	15	11	10	90.9%
SMS without Emoticons	15	9	8	88.8%
Total SMS sent	30	20	18	90%

The above table shows the percentage analysis of difference in responding properly to short message with and without emoticons.

3. There is no considerable difference between men and women responding to short messages.

Category	No. of SMS Sent	No. of SMS Received	Responded Perfectly	Overall % of Response
Men	16	9	8	88.8 %
Women	14	11	10	90.9 %
Total	30	20	18	90 %

The above table shows the percentage analysis of difference between men and women responding to short messages.

Findings of the Study

The major findings of the study are as follows

1. There is a considerable difference in response to short messages with and without emoticons.
2. There is a considerable difference in responding properly to short messages with and without emoticons.
3. There is a considerable difference between men and women responding to short messages.

Conclusion

Today's world is rotating on the axis of technology. Technology intermingled with our life from our womb to tomb. Without technology and innovative findings the modern man can't live comfortably and happily. Technology is doing its touch to every inch and spare of our life. Education is not exempted from this techno touch. More over our bursting population can be educated and equipped only through technology but not by the orthodox and traditional methods only hence possible, rational applicable and useful innovative measures should be taken. Then only our modern techno oriented education will reach the shore of prosperity. In this view iconic applications will play a considerable role in the field of education in due course of time.

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