

**PERCEPTION AND USES OF SOCIAL MEDIA NON-  
VERBAL MESSAGES IN INTERPERSONAL  
COMMUNICATION AMONG KWARA STATE  
POLYTECHNIC STUDENTS**

**BY**

**OLADUNJOYE OLUWATOBI AYOMIDE**

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### **CERTIFICATION**

This is to certify that this research work has been read and approved as meeting the requirement for the award Higher National Diploma (HND) Mass Communication Department, Institute of Information and Communication Technology, Kwara State Polytechnic, Ilorin.

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**MR. YISA I.O**  
**(Project Supervisor)**

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**DATE**

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**MR. OLOHUNGBEBE F.T.**  
**(Head of Department)**

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**DATE**

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**MR. OLUFADI B.A**  
**(Project coordinator)**

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**DATE**

---

**EXTERNAL SUPERVISOR.**

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**DATE**

## **DEDICATION**

This Research work is dedicated to Almighty Allah, whose grace, guidance, and strength have made this journey possible and sparing my live to witness the success of this project.

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## **ABSTRACT**

In the contemporary landscape of digital communication, social media platforms serve as pivotal arenas for interpersonal interaction among students. This study delves into the nuanced realm of non-verbal messages within this context, examining their perception and multifaceted uses. Through a blend of qualitative and quantitative analyses, this research explores how students interpret and employ non-verbal cues such as emojis, GIFs, memes, and multimedia content in their online interactions. By investigating the role of perception in discerning tone, intent, and emotions embedded within these messages, this study sheds light on the intricacies of social media communication. Furthermore, it examines the diverse purposes served by non-verbal messages, ranging from fostering social connections to expressing humor and empathy. This study adopted quantitative research method using survey design with Questionnaire as instrument and data collected were analyzed using frequency table and simple percentage; 100 respondents were selected using Accidental sampling due to the time frame of the study. Cultural and contextual factors are also scrutinized to elucidate their influence on the perception and utilization of non-verbal cues in online communication. Ultimately, this research contributes to a deeper understanding of the dynamics shaping interpersonal communication on social media platforms, with implications for both theoretical frameworks and practical applications in educational and social contexts.

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 BACKGROUND TO THE STUDY**

It is an incontrovertible truism that communication is one of the most essential qualities possessed by human which distinguishes them from other kind of mammal. Moreover, it is to be noted that the major tool embedded in this quality (communication) is the use of language. It can thus, be agreed that the ability to make use of language by an encoder in the process of codifying a message to a decoder is a pivotal quality of human existence.

Communication allows people to have deeper relationships by exchanging different points of views with each other. It plays an important role of expressing and understanding ideas and emotions. One of which is nonverbal communication, the method of conveying and accepting messages without using words but through physical behaviors. Bryant (2010) stated that what really gets the message across are facial expressions, hand gestures, posture, voice, and eye contact. These body cues may give listeners deeper understanding of what the speaker has to say or do otherwise. One can state an assumption, however, accidental movements produced may refute the accuracy of what is being inferred and may affect the listener's perception of what is being presented. Lock (2020) explained that body language plays a vital role in the success of any presentation. It has the power to engage with the audience with crystal clear messages but may also confuse them, leaving them doubting on what the speaker has said. Words and content of speeches are clearly important but non-verbal communication improves the speaker's ability to connect with others. Through the correct application of nonverbal gestures, contact between the speaker and the listener can become easier.

However, the use of language has been proven beyond every reasonable doubt to be determined by the society, also, the structure of the society is often shaped by the language of the people, hence, language is seen as a means of socio-cultural identification. Moreover, the relationship between the duo – language and society – can be compared to that of a Siamese twin, a split may lead to the inconclusive study of the phenomena. Thomas Hulmes as quoted by Wardhaugh (2016, p. 23) observes that “language is by its very nature a communal thing;



that is, it expresses never the exact thing but a compromise – that which is common to you, me and everybody.” In this statement, it is believed that language is a social tool which expresses not the exact representation as against the concept of ‘correctness’ proposed by Chomsky, (2015) but the social acceptability, which can be shaped by different social variables such as age, social status, educational background, occupation, sex, culture etc. A myriad of study on the phenomenon (language) have been made as a social tool, Halliday (2018) observed it as a social semiotic, Hymes (2014) theorized the SPEAKING model affecting language use which he based on social context, also, the works of J.J. Gumperz are noteworthy in describing language as a social phenomenon, his article titled “The Speech Community” (1968) succinctly attest to this fact, furthermore, Labov (2001) in his study of the ‘r’ variation in America identified how the social status affects the use of language.

However, the use of language as a means of communication may take different forms such as verbal and nonverbal form. The former, shall encompass the written, speaking and sign language (for the deaf) (Sebeok, 2011) skills which makes use of the combination of speech symbols structurally to convey thought, while the later involves the non-vocalize cues which aids the verbal cues in communication, examples of the non-verbal cues available in the English language are: body language, chronemics, stress, pitch, space, smileys/emoji’s (as in written text) etc. All these forms (verbal and non-verbal) are being termed signs (semiotic resources) in the field of semiotics for their capabilities of conveying meaning. Sign as a semiotics item of study as simply put by Chandler (2022, p. 1). Semiotics is conceived by Eco (2016, p. 7) as being ‘concerned with everything that has to do with sign’.

The use of non-verbal cues in written system is mostly evident in social media platforms in this modern century through the use of graphic symbols representing facial expression, mood, settings etc. known as smileys/emojis. At this early moment, the users make use of punctuation marks, numbers and alphabets to express emotions on mails, thus, had it name coined from the words ‘emotion’ and ‘icon’ (source: Wikipedia). Rapid growth in technology and advent of social media platforms such as Twitter, Facebook, WhatsApp and lots more demand a change in this symbol to a well descriptive means including an image of the face and also making use of colors. However, being a handy tool in the social media platforms, many users tend to utilize it more to convey their thought, buttress their utterances

and also to save them the stress of typing long messages. It shows that the item is a sign which requires a semiotics investigation. Moreover, having discussed earlier that language usage is often determined by the context of usage, it is conceivable that the use of smileys/emojis are shaped by their socio-cultural environment, thus, smileys/emojis can be conceived as a social semiotic resources.

It is worthy of note that like other sociolinguistic geographical context, The Nigerian multilingual circumstance has shaped the use of the English language in different communicative media; the social media platforms, written conversations, oral conversations etc. thus, we tend to come across phenomenon as code- switching/mixing, neologism, borrowing from the various native language influencing the usage of English language which is accorded special/official role in the country. In one of his paper presentations titled, “The Linguistic Features of Nigerian English and Their Implications for 21st Century English Pedagogy”, Adedimeji (2017, p. 3) purports that:

As noted above it can be concluded that the use of smileys/emojis (which is a form of language usage) in the conversations of students in Nigerian Universities are usually shaped by the socio-cultural views of the conversant who wish to satisfy the demands of his/her society.

## **1.2 STATEMENT OF THE PROBLEM**

The interpretations of smileys/emojis in communication are based on the denotative meaning as a result of their multi-modal components. However, it is observed that the interpretations of the smileys/emojis used in interpersonal conversations extend beyond the denotative interpretations.

## **1.3 AIM OF THE STUDY**

This research aims at investigating on nonverbal messages in interpersonal communication among tertiary institution students.

**Objectives are;**

- i. To identify the types of social media non-verbal messages commonly used by students.

- ii. To examine the purposes and motivations behind the use of non-verbal messages in student interactions on social media.
- iii. To explore how social media non-verbal messages influence emotional expression and interpretation among students.

#### **1.4 RESEARCH QUESTIONS**

The following research questions shall be examined to conceal the validity and reliability of this research work:

- i. What are the most frequently used forms of non-verbal communication, such as emojis, GIFs, and stickers, among students on social media platforms?
- ii. What are the primary reasons and intentions for students to incorporate non-verbal messages in their online communication with peers?
- iii. How do non-verbal messages on social media platforms contribute to the conveyance and perception of emotions among student users?

#### **1.5 SIGNIFICANCE OF THE STUDY**

The research work will focus on the Perception and Uses of social media nonverbal in interpersonal communication among students. The study will cover, Main Campus in Kwara State Polytechnic. The areas of the study are chosen because there is the varieties of presence of students social media. The study will make use of primary data from respondents through interview guide and questionnaires and secondary source of data which include online materials, textbooks, journals and publications.

#### **1.6 SCOPE OF THE STUDY**

The scope of studying the uses of social media non-verbal messages in interpersonal communication is broad and multifaceted. It encompasses various dimensions that explore the impact, dynamics, and implications of non-verbal communication within the context of social media interactions. The scope of this research shall be to analyse the use of smileys/emojis based on their context of usage using some socio-semiotic tools and the “image-text relation”.

#### **1.7 OPERATIONAL DEFINITION OF TERMS**

**Social Media:** Online platforms that facilitate the creation, sharing, and exchange of user-generated content, allowing individuals to connect and interact with others in a digital environment. Examples include Facebook, Twitter, Instagram, and Snapchat.

**Non-Verbal Messages:** Expressions, cues, or signals that convey information without the use of words. In the context of social media, non-verbal messages include visual elements such as emojis, GIFs, stickers, images, videos, and other symbolic representations.

**Interpersonal Communication:** The exchange of information, thoughts, and feelings between individuals through verbal and non-verbal means. In the context of this study, it specifically refers to communication occurring within the framework of social media platforms.

**Emojis:** Small digital images or icons that represent emotions, objects, or concepts and are commonly used to convey non-verbal cues in online communication. Emojis may include facial expressions, gestures, and symbols.

**Visual Content:** Any form of content that is primarily visual, including images, photos, infographics, videos, and other graphic elements shared on social media platforms.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 CONCEPTUAL REVIEW**

**2.1.1 Human Communication:-** Although humans have a varying number of skills, communication is considered key (Levinson and Holler, 2014). Communication plays a role in every part of life and is one of the principles of advanced being, as it allows us to define reality and organize concepts and experiences. Communication helps to think. In this section, we will explore the basics of human communication, to provide a knowledge base for further research on Computer Mediated Communication, text-based emotion detection and synthetic voice generation.

**2.1.2 Meaning of Verbal Communication:-** Communication itself refers to use of speech, writing or another medium to share information with others (Press, 2022). The usual train-of-thought when imagining the concept of communication starts with spoken communication. In scientific terms, this is defined as verbal communication, the use of language, both to speak and to write. Verbal communication also includes written communication and is rule-governed, meaning that there is a set of rules that form a common understanding used to convey desired meanings.

#### ***Formal and informal communication***

In verbal communication, differences exist between spoken and written communication. The first usually being informal at its core, is used on a daily basis when interacting with others in-person, such as at work or on the phone. Alongside is formal communication, usually applied in written verbal communication. Where informal communication allows for the use of slang, verbal mistakes and divergent grammatical structures without users being inclined to correct those mistakes (Akmajian, 2015), formal communication is usually expected to be more strictly obeying those aforementioned rules in verbal communication. However, there are exceptions to these precedents. With the introduction and increasing use of communication technology, such as email and IM, including informal communication traits into written texts to make them *feel* more like a conversation is increasingly common (Kristiansen and Coupland, 2017).

### ***Synchronous and asynchronous communication***

Another aspect separating spoken and written communication is one of timing. Communication using speech is overwhelmingly ***synchronous***, where it is mainly used in real-time, for example in a conversation with a teacher. Even when speech is used as a form of mass-communication, such as giving a presentation, it is still synchronous, as the speaker gets an immediate response to what they are saying from other beings, such as an applause or a response to a greeting.

***Asynchronous*** communication occurs over time. This is usually the case with written communication, where one can expect a delayed response to their input, for example when communicating using letters or email.

#### **2.1.3 Nonverbal communication**

Using only verbal communication, or words, deciphering a message may be difficult, due to the abstract core of languages. However, long before verbal communication existed, humans relied on nonverbal communication cues for thousands of years (Head et al., 2013). Nonverbal communication means to convey meaning in ways other than using words, although both usually go hand in hand. Nonverbal communication specifically means to communicate meaning through sounds, artefacts and behavior other than verbal communication. Nonverbal communication is best seen as a process alongside verbal communication, not the same, although part of the same system. This also shows in the processes in the human brain, where the left side is typically tasked with verbal communication, whilst right side is simultaneously accountable for the creation of non-verbal cues (McGilchrist, 2019). Nonverbal communication is usually happening as an unconscious process, where verbal communication is conscious.

#### **2.1.4 Types of nonverbal communication**

Scientific research on nonverbal communication began in 1873 when Charles Darwin published his book "The Expression of the Emotions in Man and Animals". Since, countless research has been published on the subject. Like verbal communication, nonverbal communication can be categorized. In contrast to verbal communication, multiple types of nonverbal communication are usually used at the same time, complementing, changing or contradicting the verbal message. At the same time, nonverbal communication is dependent

on culture, common understanding and other shared aspects. These have an influence on the following types of nonverbal communication.

**Posture** can convey many types of gestures, due to its many variations. For example, resting hands on the hips with elbows pointing out indicates confidence and makes the person look bigger, leaning forward can show interest, and raising hands can show enthusiasm.

**Head movements** are mostly used to confirm something or show interest. For example, nodding the head is associated with *yes*, shaking our head side-to-side is accepted as a denying gesture, the equivalent of saying *no*. Tilting the head to a side can convey a feel of interest, intimacy or trust.

**Eye contact** is another important part of gestures. While also studied in other branches of studies, in this area eyes are usually an important focus during interactions. Eye states can be tied to emotional states such as 'sparkling eyes' and 'angry eyes'. At the same time, eye contact is an important cue in the turn-taking in conversations, and keeping connection whilst having interactions to show interest. Similarly, avoiding eye contact indicates a lack of interest for communication.

**Facial expressions** are one of the most versatile ways of showing expression. In many languages, there is a saying along the lines of *one look is worth a thousand words*. We can for example think about a picture of people taken at a party; even though it's just a second frozen in time, there are still many emotions to read from captured faces. According to research, facial expressions can be generally be divided into five baseline groups; happiness, anger, disgust, fear and sadness. These are found in most cultures, although their interpretation might differ based on different norms (Andersen, 1999).

**Haptics** are a form of communication by touch. Communication by touch is one of the most exquisite and powerful forms of the nonverbal ones, where being educated on when, where and how to use it is regarded key and differs per culture. Think for example about giving a hug or even a kiss as a greeting; a powerful moment, regarded normal (even for strangers) in some countries, whilst in others it is reserved for the most intimate contacts - something that needs to be taught.

Additionally, there are functional and social levels of touch. In a professional environment, a firm handshake can be a standard interaction to start off a meeting. On a social level, they help to start off and end interactions, eventually becoming part of a ritual.

**Vocalic:-** are part of the aforementioned paralanguage. It defines the nonverbal aspects of a spoken message. Vocalic consist of verbal fillers, pitch, volume, speaking rate and quality of speech. There is an array of interesting observations by Andersen (1999) regarding pitch, as it helps to define meaning, message intensity and regulate flow. Questions usually end with a higher pitched ending, greetings and goodbyes emphasize the end of a sentence, and a slightly different pitch occurs when conveying sarcasm.

Volume helps to communicate with more intensity, and is usually adjusted based on the situation. Whispering can be appropriate in private and personal messages, whilst in public it might lower the credibility of the speaker.

Similarly, the speaking rate indicates the time it takes for a person to convey what they are saying. On average, people speaking English use 120 to 150 words per minute (Buller and Burgoon, 1986). Speaking faster can be seen as more intelligent, while speaking slower can result in loss of interest and distraction of the receiving party.

Tone-of-voice is what is controlled using the volume, pitch and emphasis, although this varies for all humans. Usually, people prefer voices with a lot of variation, according to Andersen (2019). Verbal fillers are used to fill up the silences in our speech while we think about how to continue. They are common and usually not disrupting the conversation, as they help to keep the attention from shifting from shifting to another focus.

Nonverbal communication is the most used and most powerful way of human communication, and people have found many ways to include it in CMC. Vocalics play an essential role in the creation of modern synthetic voices, and in written communication. Choice of words and sentence structures add sentiment and emotion to text, which can be detected by sentiment and emotion detection algorithms.

## **2.2 THEORETICAL FRAMEWORK**

This study is carried out using “Uses and Gratification Theory” communication theory:

*The Uses and Gratification Theory*



**Uses and Gratifications Theory (UGT)** is an approach to understanding why and how people actively seek out specific media to satisfy specific needs. The driving question of UGT is: Why do people use media and what do they use them for? UGT discusses how users deliberately choose media that will satisfy given needs and allow one to enhance knowledge, relaxation, social interactions/companionship, diversion, or escape. It assumes that audience members are not passive consumers of media. Rather, the audience has power over their media consumption and assumes an active role in interpreting and integrating media into their own lives.

Unlike other theoretical perspectives, UGT holds that audiences are responsible for choosing media to meet their desires and needs to achieve gratification. This theory would then imply that the media compete against other information sources for viewers' gratification.

**Assumptions of the Theory:**

- The audience is active and its media use is goal oriented
- The initiative in linking need gratification to a specific medium choice rests with the audience member
- The media compete with other resources for need satisfaction
- People have enough self-awareness of their media use, interests, and motives to be able to provide researchers with an accurate picture of that use.
- Value judgments of media content can only be assessed by the audience.

*Modern Applications of Uses & Gratifications Research Internet Usage*

Modern communication scholars such as Tomas E. Ruggiero, highlight the necessity of UGT in understanding the proliferation and success of computer-mediated communication forms. Ruggiero states that UGT provides a "cutting-edge theoretical approach in the initial stages of each new mass communications medium: newspapers, radio and television, and now the Internet." Furthermore, Ruggiero argues that new media forms require analysis of potentially new uses and gratifications; for example, interactivity, hypertextuality, asynchronous communication, and demystification.

Scholars like LaRose et al. utilize UGT to understand Internet usage via a socio-cognitive framework to reduce uncertainties that arise from homogenizing an Internet audience and explaining media usage in terms of only positive outcomes (gratifications). LaRose et al. created

measures for self-efficacy and self-disparagement and related UGT to negative outcomes of online behavior (like Internet addiction) as well.

New Media Examples of UGT: The application of New Media to the Uses and Gratifications Theory has been positive. The introduction of the Internet, social media and technological advances has provided another outlet for people to use and seek gratification through those sources. Based on the models developed by Katz, Blumler, Gurevitch and Lasswell, individuals can choose to seek out media in one outlet, all falling within the proscribed categories of need. The only difference now, is that the audience does not have to go to multiple media outlets to fulfill each of their needs. The Internet has created a digital library, allowing individuals to have access to all content from various mass medium outlets.

*Being Immersed in Social Networking Environment: Face book Groups, Uses and Gratification, and Social Outcomes*

In 2007 a study was conducted to examine the social media groups ‘users’ gratifications in relation to their civic participation offline, a set of level of agreement questions to properly gauge their level of life satisfaction.

The study ultimately yielded results through principal components factor analysis with varimax rotation. The results showed that there were four needs for using social media, "socializing, entertainment, self-status seeking, and information."

*Gratification Received from Use of Facebook Groups*

- i. Socializing: Students interested in talking and meeting with others to achieve a sense of community and peer support on the particular topic of the group
- ii. Entertainment: Students engaged with the groups to amuse themselves
- iii. Self-Seeking: Students maintain and seek out their personal status, as well as those of their friends, through the online group participation
- iv. Information: Students used the group to receive information about related events going on and off campus

## **2.3 EMPIRICAL REVIEW ON RELATED STUDIES**

This chapter attempts to reveal some relevant and existing researches and literatures already written by scholars on the Perception and uses of social media nonverbal messages in interpersonal communication among students. Many scholars of communication, International

and domestic communication organizations had conducted researches and writings on the concept of nonverbal communication, some of which are highlighted below:-

Shipan Yu (2023) study on Influence of Social media on interpersonal relationships using emoji in instant messaging, the study was conducted to understand the impact of emoji in instant messaging and to examine the results of the frequency and variety of emoji's used among the people and how it is affecting the relationship between the users. The research also gives suggestions to the audience of how to improve the understanding of emoticon usage and the researchers predict the future of emoticons in instant messaging on smartphones and social media. The methodology used is data analysis and the author has analyzed the pros and cons of the computer based communication. The findings of the study show the richness of instant messaging using emoticons and show that the instant messaging technique has replaced the verbal communication to a larger extent, without them communication is losing its value among social media users. And it even showed that people are very much attracted to the animated emoticons. A very little is known about the specifically about the study of emoticons so the author broadens this interesting topic and studies it among the people and their perception towards it. From this study the researchers can inculcate the relevance of these emojis in smartphones and in instant messaging. It can benefit us by the various suggestions given by the authors to use the emoticons in the most effective way and the better methods to use the emojis in the simplest manner so that it can be easily understood.

Maryam Khan (2021) studied on the Influence of Non Verbal Communication on Human Interaction This study focuses on another aspect-sentiment of emojis and the author gives us a definite section i.e. how they are being used in Twitter. It shows how the modern communication has evolved by the usage of emojis and how the users are targeted by social media. The objective of the study is how emojis are used as graphical symbols as a shorthand to express concepts and ideas and the researcher even studies the content of the emojis and their real meaning. The study also suggests the sentiment analysis of emoticon usage to draw interesting results. Emojis are very much used in twitter and after every tweet an emoji is inserted. The methodology used is again data analysis and also a graphical method determining sentiment distribution to analyze the key properties of emoticons. Detailed maps showing the frequency of the kind of emojis used by people at situations basically the overall human perception about different emoticons. Next the study examines the tweets with and without emojis and how far it's influencing the public and through the tests we can learn that there are two populations having equal sentiment scores. We can learn that emoticons are positive and are

emotionally loaded. There is an overall explanation about Emoji Sentiment Lexicon and its ranking. An analysis of the properties of emojis in depth with conclusions.

And the researchers can deduce some interesting facts of emojis how they are being used in the Social Media giant twitter, including the tweets in 13 languages. The sentiment factor of emojis and criticism of controversial emojis and monitoring the role of emoji as a modifier and elaborator this can benefit in studying of influence of emoticons on the general public.

Eqra Imam (2023) Reviewed a paper on Role of social media in interpersonal relationship among youths, Emojis are positive but they can also cause miscommunication and this causes problems on not understanding the emotion delivered. Problems could be caused by the misinterpretation of the meaning of emojis. Many times people link their sentiments with the emojis which can turn small problems to big issues. The main goal of this paper to investigate if the variety of emojis can cause miscommunication and also to study how people interpret emojis and the fundamental shift of text messaging to emoticons. We can determine the role of emojis in human communication, how mandatory they have become that excess use of these are causing issues at certain situation. A quantitative study where a survey among youngsters about their perception, with around 5 platform presenting and the participants were asked the emotional meaning and the sentiment of each render of the emojis in a scale forma and with a number of graphs and maps the results where charted and in many of the cases it was found that emojis can cause failure of conversing. It was found that many people interpret the same emoji in different ways. There were some people who thought emojis were very positive but a few found them irritating and useless. From this study a researcher can go in depth about emojis, the small complications occurring because of emojis and how to solve them. The researchers can get a clear idea and clarification about the sentiments and rendering of emojis. But leaving the negative part aside, you get awareness about building the technology in languages using emojis for the future generations.

Akoja, M. (2020) research on Influence of social media use on signs to face interaction. This research is done to study the impact of the most trending text tool emoticons as an emotional and sarcastic approach towards communication. The main purpose is to study how emoticons are used to clarify ambiguous and confusing messages, how they add more depth into conversations and study's highlight is to see the influence of emoticons in sarcastic communication. The method used was again quantitative study where a survey was conducted and the participants were given emails, messages and they were asked to read all kinds of

messages including positive, negative, astonishing and even emotional messages and were told to compare with normal messages. And they did to even make to respond about their attitudes, feelings, intentions and emotion transmitted by the messages. And the results showed that 85 percent of the cases associated with wink face had sarcasm in it. And the study showed that messages were not accepted differently when an emoticon was present or absent. The researchers came into a conclusion that emoticons can obviously complement a message but it can never contradict or enhance its meaning. We can know about the sarcastic factor of emoticons in this study and we can evaluate their value and effects in the field of communication. They can support or beautify messages but they cannot replace verbal text to a large extent this is what the above study depicts. We can realize the emotional impact for sarcasm in contrary to literal comments.

Muhammed (2017) Reviewed “The effectiveness of symbols/ emojis in interpersonal communication. The main goal of the study is to understand the difference in a user’s psychology of how they interpret different emojis and how positively or negatively they take it. Comparison on effect of emoticons was done among people of different age groups. The methodology used was the quantitative method where again a survey was done where each participant was asked to rate the effect and intensity of around 36 instant messages with the animated faces emoticons. The results showed that emojis did not increase the positivity, but they were more extreme much more than punctuation marks. Gone are those times where we use exclamation marks and punctuation marks now it’s the era emoticons, which are used after every sentence as an accelerator to the messages sent. The analysis also proved that emoticons had a higher impact and among the emoticons it’s the positive emojis which have a higher impact it boosts up the messages. And from this research we can learn that, despite the very normal simple instant messages emoticons can make a big difference in how emotionally they take messages with emoticons. It might create some problems in communication as the usage and reading becomes less and graphics become more still they are considered very significant for messaging among the users.

Ahmang (2020) Reviewed on the usage of emoticons to support online learning. Electronic mediated communication is very mandatory for this digital era. Every day we can see in digital communication and one such technique is the use of emoticons to represent the emotions to increase the effectiveness of a message. Therefore, online users value the techniques that have

the capacity to improve text based communication. In this study the main initiative take is to study the use of these emoticons mainly as in online optimizer for better online learning. The paper also gives awareness about the future improvements in technology to enhance the online learning methods by making it graphically attractive with emoticons. Now people prefer e-learning and smart teaching methods and emoticons are being used for even educational purpose for a more acceptable input for students and it provides recommendations and suggestions for online users to use the emoticons in the most efficient way to make the best use of it. Data analysis and review of literature study of many research papers were done by the authors and the authors tried their level best to summarize the highlights and even issues that researches left unsolved and by reviewing around 46 articles the main aim was to synthesize the existing work and recommendations for further research and including the previous studies around 67 articles were referred and the behaviour of these nonverbal communication tools was studied in depth and the research findings showed that emojis influence how people use emojis more than any kind of variables such as gender, caste, nationality etc, and these graphically attractive tools are mostly being used by college students because it's their age where they are fragile and emotional and these emoticons affect them the most.

The above study gives us an overview of the emoticon usage mainly in online communication and for useful purposes in this digital age. The research also recommends the online instructors and online tutors a strategy to improve communication and also to build relations and communities. The research says if used efficiently emoticons can be used as an efficient tool for education for the future generation.

Susi, H (2019). Researched on The Interpersonal communicative functions of emojis in workplace e-mails in enhancing service provision. Computer based communication presents emojis as visual representations of the emotion of the writers. Therefore, emoticons are not only used to depict the emotions but also in order to enhance the effect of the information to be delivered. They help to maintain the interpersonal relations while the interactions between the users. The main objective of this study is to see how emojis have entered the workplace and in the e-mails. To identify the authentic functions of emoticons and how now even employees use it as effective tool of communication. As the emotional state of the person is clearly understood by the users and how they are being used to compensate for the lack of non-verbal communication aspects. The research is proposed in order to analyze or study the concepts in order to identify

what type of speech for what type of emojis for what kind of official message. Research on the use of emojis in e-mail over the years has brought issues regarding their functions as indicators of the state of the communicator. The method used is the quantitative method where the data consisted of a total of 1606 e-mail messages which were collected from three different companies and a lot more data especially emails were collected from various sources which gave valid input to the researchers, even speech acts of various emoticons were examined. The results of the study were very interesting and all were well organized and presented in a systematic table format. And the outcome shows how emoticons mark a positive attitude and how they act as softeners in communication. And they play the role of strengtheners in the e-mail communication and the visible practice of using emojis in e-mail correspondence in the companies analyzed.

The author gives a systematic review of the communicative functions of emojis and their multifunctional features. Before emojis were only used in messaging but now even in e-mails and official conversations, this research clearly proves it. The researchers have suggested the people to fulfil their communicative needs by using emoticons and use effectively in every medium including e-mails, online media and all platforms where communication is possible non-verbally.

Rachana (2020) worked on The effect of emojis in simplex and complex task oriented communication on social media: An Empirical study of instant messaging. This study again depicts the little known facts about emojis and their usage in the workplace. An exploratory experiment was conducted in order to express the positive, negative and neutral emotions, test the emotional effects and to examine and study the specific reason if the usage of emojis in the workplace. The emojis which were positive have only created a good impact in complex communication and for females in simple communication. The goal of the study is to understand the intention behind the usage of emojis in social and official based communication and how you can broaden the reach of your message with the addition of emojis. And how emoticon psychology differs with gender as a factor is also studied. The methodology used in the study is Quantitative method and a survey was conducted where the participants received messages with different scenarios, where variety of emojis were used in each scenario positive, negative, neutral or none, questionnaires were circulated which to evaluate the emotional instant reactions to the emojis and the findings of the study showed positive emojis enhanced emotions when instant messaging was practiced and was especially used in unpleasant situations and the



study also recommends that some users find “flaming emoticons” irritating and they need to be avoided because these may transfer unexpected negative emotions between the communicators.

We can deduce some interesting facts about emojis, they assist e-mail senders and also that females use it more than men because the emotional factor is more in females and so they are prone to using it more even in workplace. For a smooth and enjoyable communication in the workplace emojis can be used especially and pressure situations.

Mwangi (2013) A global analysis of emoji usage on social media among Teenagers. Emojis are spreading in a swift manner and its creating a phenomenon in a global perspective. Emoji was actually the most used word in 2015 and was awarded “The word of the year”, for this nomination Oxford University had partnered with Swift Key company. This shows how prominent emojis are in the present world. The main idea of this paper deals with cluster analysis of emoji distribution and their performance analysis and the analysis is mainly focused on the usage of emojis on twitter. The messages with and without emojis were analyzed and the differences between the emoji-using and emoji abstaining users regarding their number of tweets. The distribution shows that in more than half of the tweets containing emojis are very much popular in social media and the differences in the popularity of emojis on twitter around the world in different countries are neutralized in the study and the emoji density used in every country is analyzed. The method used for the data collection and analysis is data analysis. In this type of analysis the popularity of a single emoji in each country is analyzed and cluster results were determined and compared and from the study we could get the worldwide spatial study of emoji usage and the popularity of the emojis on twitter were studied. The study also presented the understanding how emojis are being used in the natural language syntax.

From this study we study the usage and impact of emojis in a global perspective. The results show that emojis in twitter are most popular in South-Eastern Asia and South America, while in USA and Japan the usage frequency is much lower and the emojis also depict the living conditions, the lifestyle and the culture of different groups of people around the world.

Hujihh (2019) Psycho emotional impact of emojis on Social media. Emojis are obviously to express emotions but now they are also to determine concepts and ideas. The emojis have the potential to manipulate emotional aspects of the consumer and can also be a cause of stress and psychological trauma. The main aim of the research is to assess the potential psycho-emotional



impact of digital emojis on instant messaging application users. And the study was also conducted to survey the users of e-messaging on social media and the emotional inclination of the users towards these communication tools used on Social media. The psychological dependence of the users towards this quick and easy message transfer by graphics was clearly shown in the results. The method used was quantitative where a questionnaire survey to study the impact was implemented among 97 people in Rawalpindi. Percentage responses were compared, calculated and accurate results were deduced. Around 90 percent of the people found emoji communication more meaningful. Most of the assessed participants were independent of age, gender influence and time spent on social media. Emoji effectiveness for emotion expression, mood swings and kind of messages sent revealed that it was depended on the age and gender factor and the study recommends a more careful usage of emojis so that it brings a smooth communication between users. Humans are prone to emotions and the fragile minds can get affected by some negative emojis or representations especially on social media. So the author suggests a more cautious usage of emojis.

From the research we can study that the impact of emojis is high and these emojis need to be softened for spreading positive vibes among people and not to distress them. The emojis can actually adverse the emotional and psychological effects on the users. Emojis are used along with text but their graphical meanings is left to the recipients how they take it, They are just graphical elaborations we needn't take these emojis in an sentimental manner ,this what the authors suggest.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

This chapter presents the method and techniques that will be employed to collect and analyze data on Perception and uses of social media nonverbal messages in interpersonal communication among Kwara state polytechnic students to be precise. This chapter will cover the following: research design, location of study, study population, sampling technique, method of data collection and methods of data analysis.

#### **3.1 RESEARCH DESIGN**

Research design is a complete scheme that summarizes how a research enterprise will be accomplished with minimum problems. Hence, a research design essentially maps out the plan, the structures and strategies of a scientific investigation to ensure that a study completely achieve its set objectives. for the purpose of this study, the Cross-sectional survey research method will be adopted for the purpose of this study. The method is found to be appropriate for this study because it is suitable for a research with both small and large population. Sulaiman (2017) stated that survey research method allows the researcher to gather data from the respondents who constitutes sample of the study. he stated that, the purpose of survey is not only the collection of data but the discovery of meaning in the data collected, so that facts and events can be better understand, interpreted and explained.

### **3.2 POPULATION OF THE STUDY**

The population of this study shall comprise of male and female students in various institute at Kwara State polytechnic main campus. This is because they are central to the issue under investigation. Hence, they will be able to have some information useful to the researcher in line with the objectives of the study.

### **3.3 INSTRUMENTATION**

The questionnaire, interview and personal observation where used for the collection of the data. The instrument used for the collection of data are meant for Kwara state polytechnic as a case study of the research

### **3.4 SAMPLE SIZE AND SAMPLING TECHNIQUE**

A multi-stage cluster sampling procedure shall be used to select Two Institute (2) in Kwara State Polytechnic, Main Campus, namely; Institute of Information Communication Technology (IICT) and Institute of Applied Science (IAS) respectively. The areas of study are chosen because there is the availability of female students that are liable of experiencing social media nonverbal communication. Out of the two (2) institutes, Fifty (50) students will also be selected respectively from the five selected institute This is because the numbers of respondents were sufficient enough to enable the researcher to compile questionnaire for this study.

### **3.5 VALIDITY AND RELIABILITY OF THE INSTRUMENT**

The concurrent validity method used to ensure that the instrument measured what they are expected to measure

The instruments used are valid because it enables the researcher to obtain quick and accurate information data.

The instrument made straight effort to reach the selected group and the sample member were able to give the required information needed for concrete conclusion of the research work.

### **3.6 METHOD OF DATA COLLECTION**

The method of data collection for this study shall be the quantitative and qualitative methods. For the quantitative method, the instrument that will be used to collect information will be the questionnaire, which is one of the primary sources of data.

The total of one hundred (50) questionnaires will be administered to the students in various departments. The structured questionnaire would comprise of both open and close-ended questions in order to cover the demographic data of the respondents as well as the objectives of

the study. The questionnaire is closed-ended and a few open-ended designed by the researcher basically on the topic of the study. In closed-ended questions, the respondents will be given alternative options to each question which will cover the complete range of probable responses from which they are to choose. While the open-ended questions will allow the respondents the choice to express his/herself as pleases without being restricted to choosing from a number of options.

### ***In-dept-interview***

In-dept interview (IDIs) refers to unstructured, direct, personal interview in which a single respondent probed by a highly skilled interviewer to uncover underlying motivations, beliefs, attitude, and feelings on a topic. In dept interview are more flexible than any other research method. They can be used to ask people about their past attitudes, their past, present and future behavior, their motives, feelings and other emotions that can observed directly. In-depth interview explore each question and issue in as much depth a superficially as they wish (Haralambos and Holborn, cited in Muhammad Z., 2018). With the use of in-dept- interview, the lecturers, student affairs and security officers shall be at liberty to express their feelings in a more accurate and simplified manner. The interviews for this study shall be done with a tape recorder to record the conversation on every session of the in-depth interview in order to avoid loss of information.

### **3.7 METHOD OF DATA ANALYSIS**

The simple proportion and percentage method of data analysis were both adopted and for easy application and understanding the work has been analyzed by using these methods. The statistical method was equally adopted as a result of the fact that the population and samples were not too large. But it is viewed that the method will be accurate in the analysis and presentation of data obtained.

## **CHAPTER FOUR**

### **DATA PRESENTATION AND ANALYSIS**

#### **4.0 INTRODUCTION**

The study sets out to analyze the perception and uses of social media nonverbal communication among kwara state polytechnic students.

To carry out the study on 100 people living in Ilorin were sampled randomly and questionnaire containing relevant questions were administered by the researchers to acquire useable data.

This chapter deals with the analysis of data obtained from the field work through the questionnaire.

Each question on the questionnaire would be presented in separate table and analyzed for each comprehension

#### **4.1 DATA PRESENTATION**

##### **4.1.2 ANALYSIS OF AUDIENCE DEMOGRAPHICS**

#### **SECTION A**

**TABLE 1- DISTRIBUTION OF RESPONDENTS BY SEX**

<b>S/N</b>	<b>Sex</b>	<b>No. of Respondents</b>	<b>Percentages %</b>
1	Male	68	68%
2	Female	32	32.3%
	Total	100	100

Sources: Field Work 2024

The table above shows that 68 respondents representing (68%) are Males while 32 of the representing (32%) are females.

**TABLE 2: AGE RANGE OF RESPONDENTS**

S/N	Age		No. of Respondents	Percentages %
1	Below 20		11	11%
2.	21-30		68	68%
3.	31-40		20	20%
4.	41 above		8	8
6.	Total		100	100

Sources: Field Work 2024

The above table shows the distribution of the respondents by age. It states that 11 respondents representing (11%) are within age range of 16-20, 68 representing (68%) are representing the age range of 21-30, 20 respondents representing (20%) are within the age range of 31-40 years while 8 respondents representing (8%) are within the age range 41 above.

**TABLE 3: DISTRIBUTION OF RESPONDENTS BY EDUCATIONAL**

S/N	Educational Level	No. Respondents	Percentages %
1	FSLC	3	3%
2	NCE/ND	26	26%
3	HND/BSC	56	56%
4	SSCE	14	14%
5	POST DEGREE	1	1%
	Total	100	100

Source: Field Work 2024

The above table shows the distribution of respondents by educational qualification, 3 respondents (3%) are Fslc holders, 26 respondents (26%) are ND/NCE holders, while 56 respondents (56%) are HND/BSC holder, 14 respondents (14%) are SSCE holders and 1 respondents (1%) are Post Degree holders.

**TABLE 4: DISTRIBUTION OF RESPONDENTS BY MARITAL STATUS**

S/N	Religion	No. of Respondents	Percentages %
1	SINGLE	82	82%
2	MARRIED	18	18%
3	DIVORCE	0	0
	Total	100	100

Source: Field Work 2024

The above table shows the distribution of respondents by marital status. It states that 82 respondent representing (82%) are single and 18 respondents representing (18%) are married.

**TABLE 5: DISTRIBUTION OF RESPONDENTS BY OCCUPATION**

S/N	OCCUPATION	No. of Respondents	Percentages %
1	STUDENTS	64	64%
2	BUSINESS	26	26%
3	CIVIL SERVANT	7	7%
4	ARTISAN	3	3%
5	TOTAL	100	100

Source: Field Work 2024

The above table shows the distribution of respondents by occupation. 64 respondents representing (64%) are students, 26 respondents representing (26%) are business persons and 7 respondents representing (7%) are civil servants while 3 respondents represents (3%)..

**TABLE 5: DISTRIBUTION OF RESPONDENTS BY RELIGION**

S/N	OCCUPATION	No. of Respondents	Percentages %
1	ISLAM	71	71%
2	CHRISTIAN	29	29%
3	TRADITIONAL	0	0
4	TOTAL	100	100

Source: Field Work 2023

The above table shows the distribution of respondents by religion 71 respondents representing (71%) are Islam, 29 respondents representing (29%) are Christian

**TABLE 7**

**DO YOU BELIEVE THAT NON-VERBAL MESSAGES PLAY A SIGNIFICANT ROLE IN ONLINE COMMUNICATION**

S/N	Options	No. of Respondents	Percentages %
1.	Strongly Agree	32	32.3%
2.	Agree	60	60%
3.	Neutral	5	5%
4.	Disagree	3	3%
5.	Strongly Disagree	0	0
	Total	100	100

Source: Field Work 2024



The table shows that 32 respondents which made up 67% strongly agreed, those who agree with this claim made up 60% which is 60 respondents, those who disagree made up 3% which is 3 respondents, while those with neutral opinion made up 5% which is 5 respondents.

**TABLE 8**  
**ALL SOCIAL MEDIA HAS A NON-VERBAL CONVERSATION METHOD ON THEIR PLATFORMS**

S/N	Options	No. of Respondents	Percentages %
1.	Strongly Agree	32	32%
2.	Agree	51	51
3.	Neutral	0	0
4.	Disagree	17	17
5.	Strongly Disagree	0	0
	Total	100	100

Source: Field Work 2024

The table shows 32 respondents representing (32%) strongly agreed that peer pressured is influential factor for student involvement in hate speech and 51 respondent representing (51%) agree while 17 respondents representing (17%) disagree.

**TABLE 9****THE USE OF NON VERBAL MESSAGES ON SOCIAL MEDIA IMPACT ON THE QUALITY OF INTERPERSONAL RELATIONSHIPS**

S/N	Options	No. of Respondents	Percentages %
1.	Strongly Agree	35	35%
2.	Agree	53	53%
3.	Neutral	7	7.1%
4.	Disagree	4	4
5.	Strongly Disagree	1	1%
	Total	100	100

Source: Field Work 2024

The table shows 35 respondents representing (35%) strongly agreed, 53 respondents representing (53%) agreed, while 4 respondents representing (4%) disagree, while 7 respondents representing (7.1%) and 1 respondents representing (1%) strongly agreed.

**TABLE 10**

**NON-VERBAL MESSAGES FACED CHALLENGES IN MAINTAINING OR BUILDING RELATIONSHIPS DUE TO MISINTERPRETATION OF NON VERBAL MESSAGES ON SOCIAL MEDIA**

S/N	Options	No. of Respondents	Percentages %
1.	Strongly Agree	32	32%
2.	Agree	53	52.5%
3.	Neutral	7	7.1%
4.	Disagree	4	4
5.	Strongly Disagree	1	1%
	Total	100	100

Source: Field Work 2024

The table shows 32 respondents representing (32%) strongly agreed, 53 respondents representing (52.5%) agreed, while 4 respondents representing (4%) disagree, while 7 respondents representing (7.1%) and 1 respondents representing (1%) strongly agreed.

**TABLE 11**

**NEW FEATURES OR TECHNOLOGIES DESIGNED TO ENHANCE NON-VERBAL COMMUNOCATION ON SOCIAL MEDIA HAS A POSITIVE IMPACT ON COMMUNICATION**

S/N	Options	No. of Respondents	Percentages %
1.	Strongly Agree	37	37
2.	Agree	46	46

3.	Neutral	11	11
4.	Disagree	5	5
5.	Strongly Disagree	1	1
	Total	100	100

Source: Field Work 2024

The table shows that 37 respondents representing (37%) strongly agreed , 46 respondents representing (46%) agreed, 11 respondents representing (11%) choose Neutral, 5 respondents representing (5%) disagree while 1 respondents representing (1%) strongly agreed

**TABLE 12**

**DO YOU THINK SOCIAL MEDIA PLATFORMS SHOULD PROVIDE MORE OPTIONS FOR CUSTOMIZATION OF NON-VERBAL MESSAGES**

S/N	Options	No. of Respondents	Percentages %
1.	Strongly Agree	35	35.1
2.	Agree	53	52.6
3.	Neutral	10	10.3
4.	Disagree	2	2
5.	Strongly Disagree	0	0
	Total	100	100

Source: Field Work 2024

The above table shows that 35 respondents representing (35%) strongly agreed, 53 respondents representing (52.6%) agree, 2 respondents representing (2%) disagree while 2 respondents representing (2%)Neutral.

**TABLE 13**

**DO YOU USE SPECIFIC NON-VERBAL CUES TO CONVEY YOUR TIME OR ATTITUDE IN ONLINE INTERACTION S**

S/N	Options	No. of Respondents	Percentages %
1.	Strongly Agree	26	26.3%
2.	Agree	53	52.5
3.	Neutral	16	16.2
4.	Disagree	5	5
5.	Strongly Disagree	0	0
	Total	100	100

Source: Field Work 2024

The above table shows that 26 respondents representing (26%) strongly agreed that non-verbal cues to convey time or attitude in online interactions and 53 respondents representing (53%) agreed, while 16 respondents representing (16.2%) neutral, while 5 respondents represents (5%)..

**TABLE 14****HAVE YOU EVER EXPERIENCED A POSITIVE OR NEGATIVE OUTCOME IN YOUR RELATIONSHIPS AS A RESULT OF USING NON VERBAL MESSAGES ON SOCIAL MEDIA**

S/N	Options	No. of Respondents	Percentages %
1.	Strongly Agree	27	27.3
2.	Agree	54	53.5
3.	Neutral	9	9.1
4.	Disagree	7	7.1
5.	Strongly Disagree	3	3
	Total	100	100

Source: Field Work 2024

The above table shows that 27 respondents representing (27.3%) strongly agreed that social media inter communication has some positive or negative impact on their relationship and 54 respondents representing (53.5%) agreed, 9 respondents representing (9.1%) choose Neutral and 7 respondents representing (7.1%) disagree while 3 respondents representing (3%)

**TABLE 15****THE USE OF NON VERBAL MESSAGES ON SOCIAL MEDIA HAS HELP IN PROMOTING INTERPERSONAL RELATIONSHIPS**

S/N	Options	No. of Respondents	Percentages %
1.	Strongly Agree	32	32%
2.	Agree	49	49%
3.	Neutral	2	2%
4.	Disagree	6	6%
5.	Strongly Disagree	1	1
	Total	100	100

Source: Field Work 2024

The above table shows that 32 respondents representing (32%) strongly agreed that Non verbal messages on social media has help in promoting interpersonal relationships and 49 respondents representing (49%) agreed, 2 respondents representing (2%) Neutral, 6 respondents representing (6%) disagree while 1 respondent representing (1%) strongly Disagree.

- i. What are the most frequently used forms of non-verbal communication, such as emojis, GIFs, and stickers, among students on social media platforms?
- ii. What are the primary reasons and intentions for students to incorporate non-verbal messages in their online communication with peers?
- iii. How do non-verbal messages on social media platforms contribute to the conveyance and perception of emotions among student users?

## **4.2 ANALYSIS OF RESEARCH QUESTIONS**

### **Research Question 1:**

What are the most frequently used forms of non-verbal communication, such as emojis, GIFs, and stickers, among students on social media platforms?

In the cause of the study, in answering these questions, it was encapsulated in table 8 that the above table we can deduce the table shows 32 respondents representing (32%) strongly agreed that peer pressured is influential factor for student involvement in hate speech and 51 respondents representing (51%) agree while 17 respondents representing (17%) disagree.

This entails that majority of the people believe that the almost all social media platform are frequently used for nonverbal communications.

### **Research Question 2:**

What are the primary reasons and intentions for students to incorporate non-verbal messages in their online communication with peers?

In table 11, the table shows that 37 respondents representing (37%) strongly agreed, 46 respondents representing (46%) agreed, this entails that on the average, majority of users believes Reasons and intentions of students to incorporate non-verbal messages in their online communication with peers is the new effect of technologies.

### **Research Question 3:**

How do non-verbal messages on social media platforms contribute to the conveyance and perception of emotions among student users?

In table 13, Responses revealed that the audience who agreed to that are 53(53%), 26(26%) strongly agreed. This entails that on the average, majority of responders students believes nonverbal messages on social media contribute to emotions

## **4.3 DISCUSSION ON FINDINGS**

Based on findings, it was discovered that almost all social media platform has played a significant role on the uses of nonverbal communication skills among Kwara State polytechnic students. According to findings, a great number of the respondents agreed that with more emphasis on the campaign against the menace through Social media has played a significant on



the uses and perception of non verbal communication kwara state polytechnic students. So from the data presentation and analysis findings will be discovered as follows.

Table 7 shows that 32 respondents which made up 67% strongly agreed, those who agree with this claim made up 60% which is 60 respondents, those who disagree made up 3% which is 3 respondents, while those with neutral opinion made up 5% which is 5 respondents.

Table 8 shows that 32 respondents representing (32%) strongly agreed that peer pressured is influential factor for student involvement in nonverbal communication and 51 respondent representing (51%) agree while 17 respondents representing (17%) disagree.

Table 9 shows that 35 respondents representing (35%) strongly agreed, 53 respondents representing (53%) agreed, while 4 respondents representing (4%) disagree, while 7 respondents representing (7.1%) and 1 respondents representing (1%) strongly agreed. That non verbal communication is has impact on quality communication.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 SUMMARY**

This research work is based on "Perception And Uses Of Social Media Non-Verbal Messages In Interpersonal Communication Among Kwara State Polytechnic Students". This research work is divided into five main chapters from chapter one to chapter five of this study clearly reviewing some steps and approach for easy presentation of the contents.

Chapter one of this study is based on the background of the study with emphasize on the illicit sex phenomenon which is now the problem, Research objective, Research question, significant of the study, scope and limitation of the study and the Definition of key terms.

Chapter two of this research work contains conceptual framework, theoretical framework in which the researcher make of Agenda setting theory and it also contain the empirical review which is the related study of other researcher.

Chapter three of this research work, However contains Research methodology which is adopted by researcher, Research design which is survey research method, population of the study, Sample size which is (100) Sampling techniques which is equitability sample techniques, also contain questionnaire and method of data analysis.

Chapter four of this research work also contains how the data gathered was analyzed for proper comprehension, it also contained how data were presented and the discussion of the research finds.

Chapter five of this research work also clearly explained and summarized the whole chapter four, chapter one to chapter five. Its contains conclusion and recommendation presented by the researcher.

## **5.2 CONCLUSION**

Based on the findings of this study, it is apt to conclude that social media platforms play a central role in the Non Verbal Communication. The use of emoji as a supplemental aid is in line with the Media Richness Theory. Emoji is considered a rich medium of communication because it is illustrating more lively and vividly on the tone of the messages intended to be conveyed when there is an emotion that cannot be expressed in words, increasing the clarity of information while reducing ambiguity, and enabling for quick reactions and the availability of information. Besides the advantages, the participants also perceived some disadvantages emoji may impact to the social media communication groups. Messaging using emoji can lead to misinterpretation when nonverbal cues differ between cultures in terms of usage and interpretation. Besides that, emoji might not be suitable for the serious character of a WhatsApp social media academic community. As a result, when speaking with a lecturer or student in social media academic groups, it is vital for students to reflect on their connection with lecturers and how they have negotiated a specific communication style between both sides.

Given the current increase in social media non verbal communication studies, it will be particularly interesting for both lecturers and students to learn how emoji usage has grown more engaging and what emoji-related issues are garnering more study efforts. As a result, students can use this knowledge to determine which criteria in terms of maintaining effective communication should be improved, so that both lecturers and students have a better understanding of communication skills and can contribute to the development of digital literacy. The researcher also suggests that future research should include a bigger number of individuals and a range of postsecondary levels. Only a modest number of people took part in this study (lecturers and students). All of the participants in this study were males and female because they were the only students and lecturers in the class. As a result, the findings may not reflect the entire community. Furthermore, the social media used in this study was not limited to WhatsApp only , but other social media platform that supports non verbal conversstation such as Telegram, Instagram, TikTok, and Facebook are all major social media platforms that offer emoji as common elements in internet-text chatting.

### **5.3 RECOMMENDATIONS**

- i. Develop emotional intelligence to accurately interpret non-verbal cues in digital interactions. Pay attention to subtle changes in tone, language choice, and response time to gauge the emotions and intentions of others. Respond empathetically and appropriately to build stronger connections.
- ii. Non-verbal messages in written communication can sometimes be misinterpreted. To mitigate this risk, use clear and concise language, provide context when necessary, and consider the recipient's perspective before sending messages. Clarify any misunderstandings promptly to prevent conflicts or confusion.
- iii. Be mindful of personal boundaries when using non-verbal messages in interpersonal communication on social media. Respect individual preferences regarding the frequency and type of emojis or visual cues used in conversations. Avoid overusing emojis or GIFs, especially in professional or formal settings, unless it's culturally appropriate or aligns with the established tone of the interaction.
- iv. Social media platforms constantly evolve, along with their users' preferences and communication norms. Experiment with different types of non-verbal messages and observe how your audience responds. Stay updated on emerging trends and adapt your communication style accordingly to stay relevant and engaging.

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