

## Emoji dialectology

An emoji design may appear with different cultural variations (e.g. skin-tone alternatives, gender-neutral options) or give rise to different associations among regional, social, or ethnic groups. Preference surveys already point to the emergence of a new field of study: emoji dialectology.

Technology company Swiftkey 2014–15 analysed a billion smartphone emojis from around the world in 2014–15, reporting the results in an *Emoji Report* that ranked them from least to most popular. English-speaking nations showed different preferences, as this selection of findings illustrates.

- Britons used the ‘winking’ emoji twice as often as other nations.
- Americans led with food-related and female-oriented emojis, and used LGBT (lesbian, gay bisexual, transgender) emojis 30 per cent more than other nations.
- Canadians used money-related emojis twice as much as anyone else, and led in sports-related emojis.
- Australians led with emojis related to alcohol, holidays, and fast food.