

# Nicknames/Profile images as Social Signals

profile photos function as important cultural codes that go beyond simple images, conveying **belonging, messages, and even subtle emotions**. Especially for younger generations, profile photos play a central role in expressing themselves, communicating with friends, and sometimes reinforcing the identity of the group they belong to.

## Emojis as Emotional Shorthand

*"People can show intimacy when using KakaoTalk emoticon graphic elements"*

## Typing Indicators and Responsiveness

This real-time feedback reinforced co-presence: even when strangers had never met offline, the awareness that someone was actively replying generated warmth. At the same time, the absence of response—so-called “읽씹”(read without reply)—was noted as a small but sharp reminder of the fragility of such belonging

## Voice room

Unlike text-based exchanges, voice rooms create a stronger sense of ambient co-presence

설문 문항	감정 표현
나의 감정표현을 카카오톡 이모티콘을 통해 전달한다.	.867
카카오톡 이모티콘을 통해 감정표현을 할 경우 좀 더 많은 감정을 표현한다.	.835
나의 감정상태를 카카오톡 이모티콘의 그래픽 요소를 통해 전달한다.	.821
카카오톡 이모티콘의 그래픽 요소는 의미를 보다 잘 전달할 수 있다.	.818
카카오톡 이모티콘 그래픽 요소를 사용할 경우 친밀감을 표시할 수 있다.	.800
나는 카카오톡 캐릭터 이미지의 디자인에 흥미를 느낀다.	.797
카카오톡 이모티콘을 사용할 경우 정보 내용을 이해하기 쉽다.	.765
나는 카카오톡 이모티콘을 통해 나의 현재 기분이나 감정 상태를 표현하고 싶다.	.721
카카오톡 이모티콘을 사용할 경우 텍스트에 비해 시간을 줄일 수 있다.	.706
카카오톡 이모티콘은 상세한 정보 전달을 할 수 있다.	.693
카카오톡 이모티콘의 그래픽 요소는 사적인 내용을 표현하기 쉽다.	.680

표 1. 카카오톡 이모티콘 이용동기에 대한 요인 분석

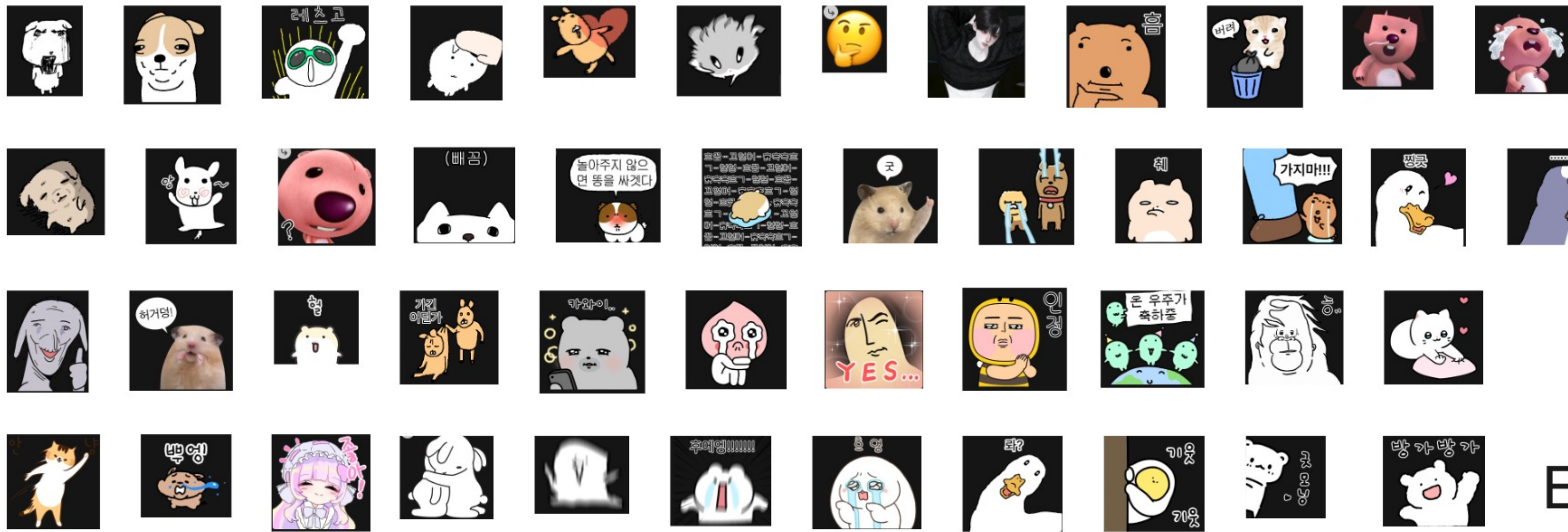
# **Memes and Image Sharing**

memes are not just humorous add-ons but function as a social language through which young people express emotions, mark generational belonging, and cultivate solidarity

## **Abbreviations and Insider Codes**

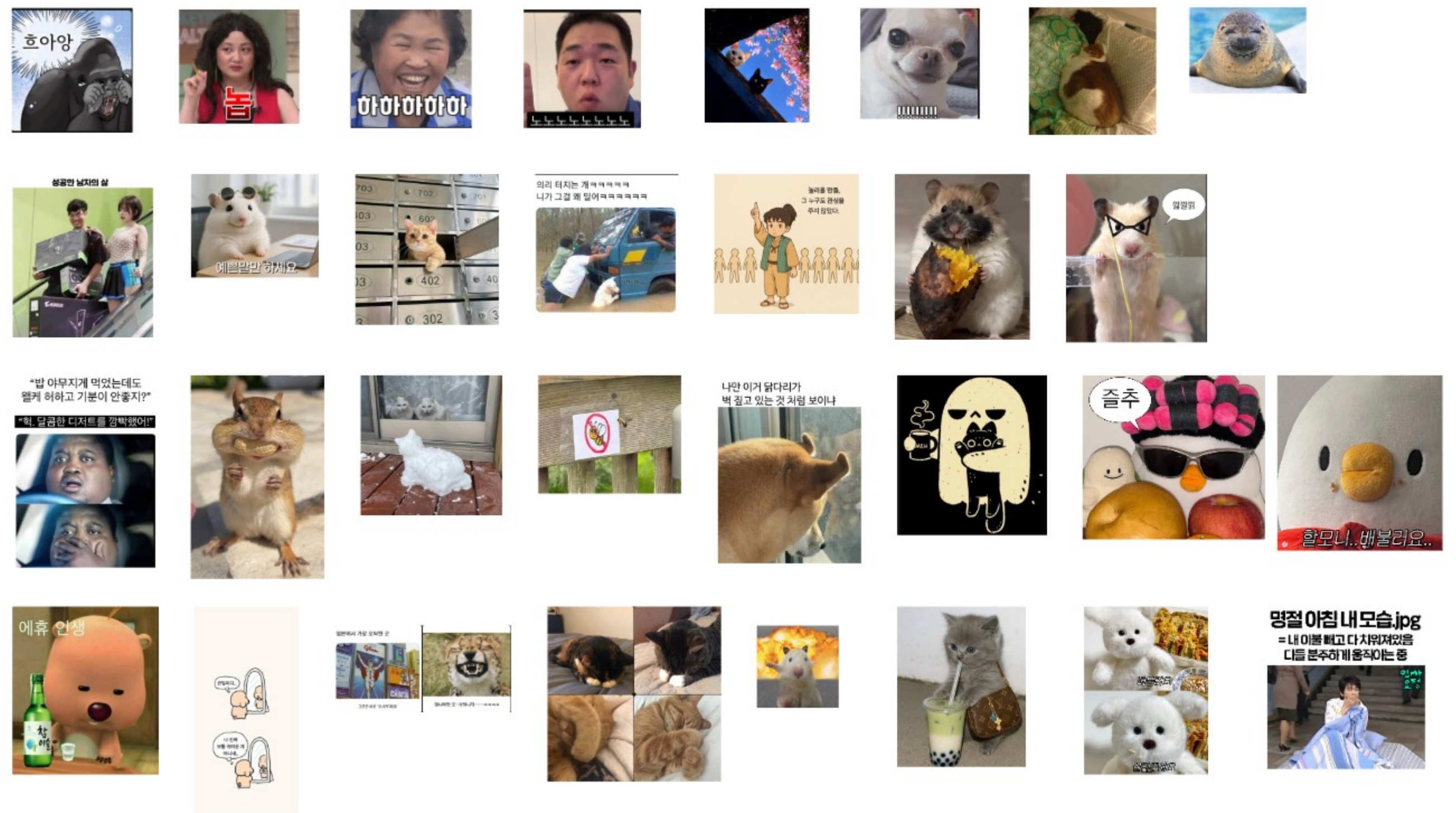
This abbreviation functioned as an insider code: only those immersed in the group could understand its meaning, strengthening in-group belonging





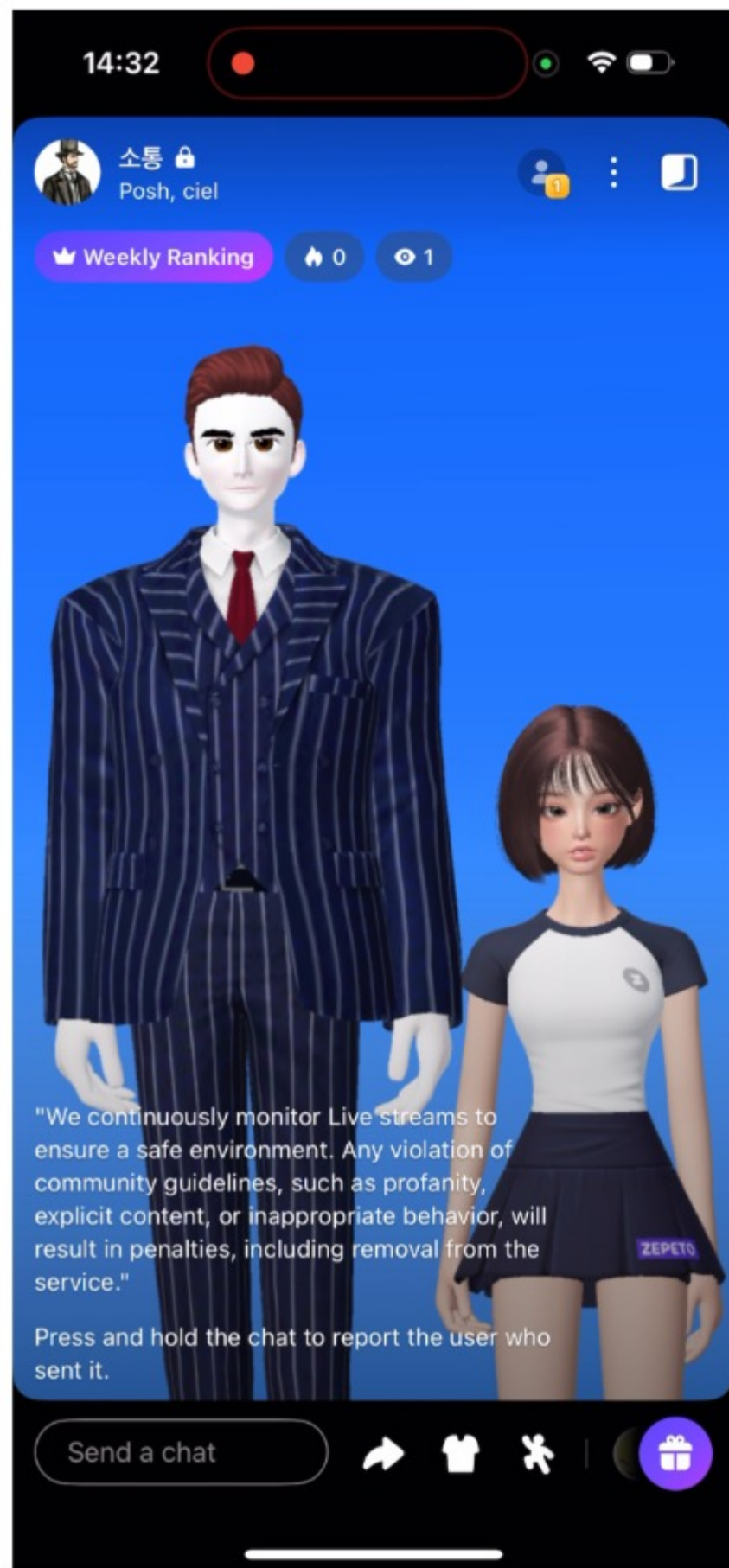
Emoticons

Categorize them depending on what kind of emotions

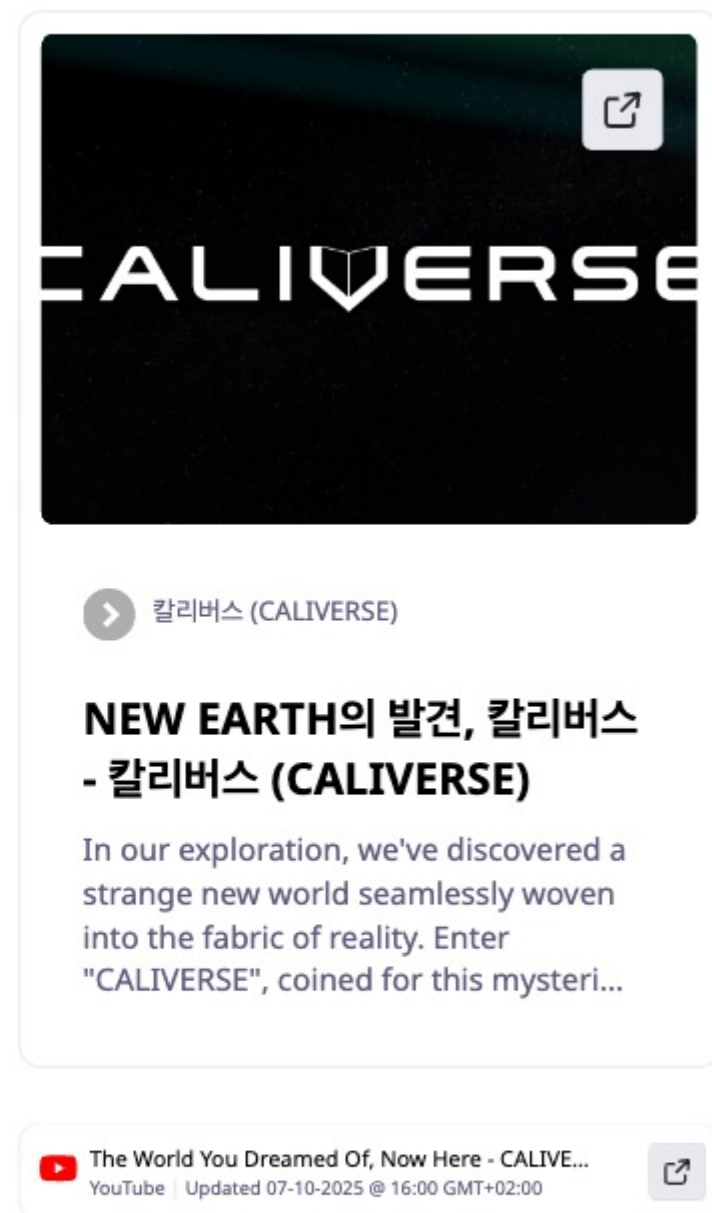


Meme





Zepeto Early User: Posh



칼리버스는 재능, 기량, 품질을 뜻하는 '칼리버(Caliber)'와 유니버스(Universe), 메타버스(Metaverse)의 어근인 '버스(verse)' 합성어로 한 번도 경험하지 못한 새로운 세상을 구현한다는 메시지를 담고 있다.

# Interviewees

Korean people who only lived in **Korea** - 1

Korean people who lived in **Korea** and **Swiss** - 1



Users from **Korea** - 1

~~Users from Other countries - 1~~



<Experts>

UI/UX - 1

Developers - 1

Game Sociologist/researcher - 2

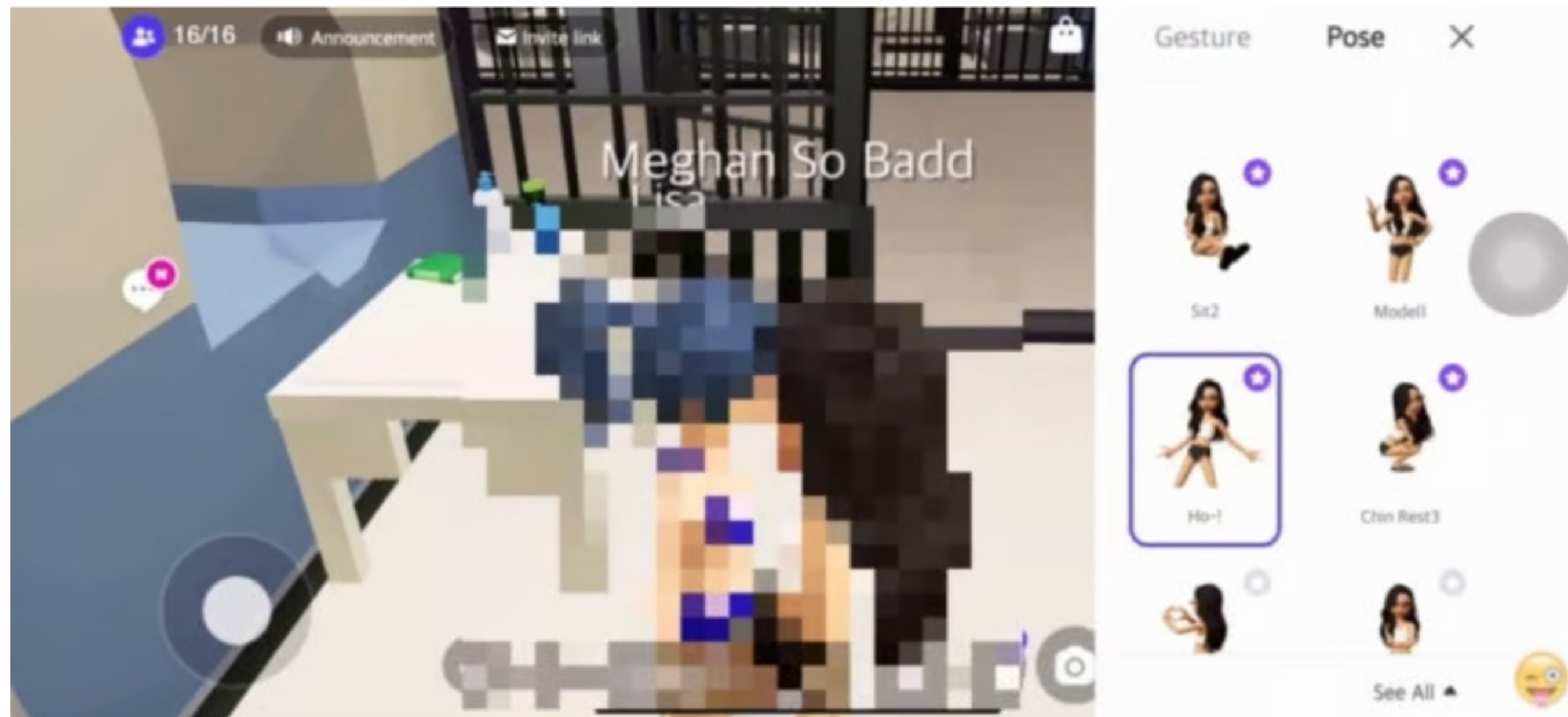


Florie Souday



Loeva La Ragione





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