User Experience: WhatsApp Emoticons

KAGGLE DATASET 1

WhatsApp Emoticons Used Across 1.5 Years

Emoticons Used in WhatsApp

- Sad
- Angry
- Happy
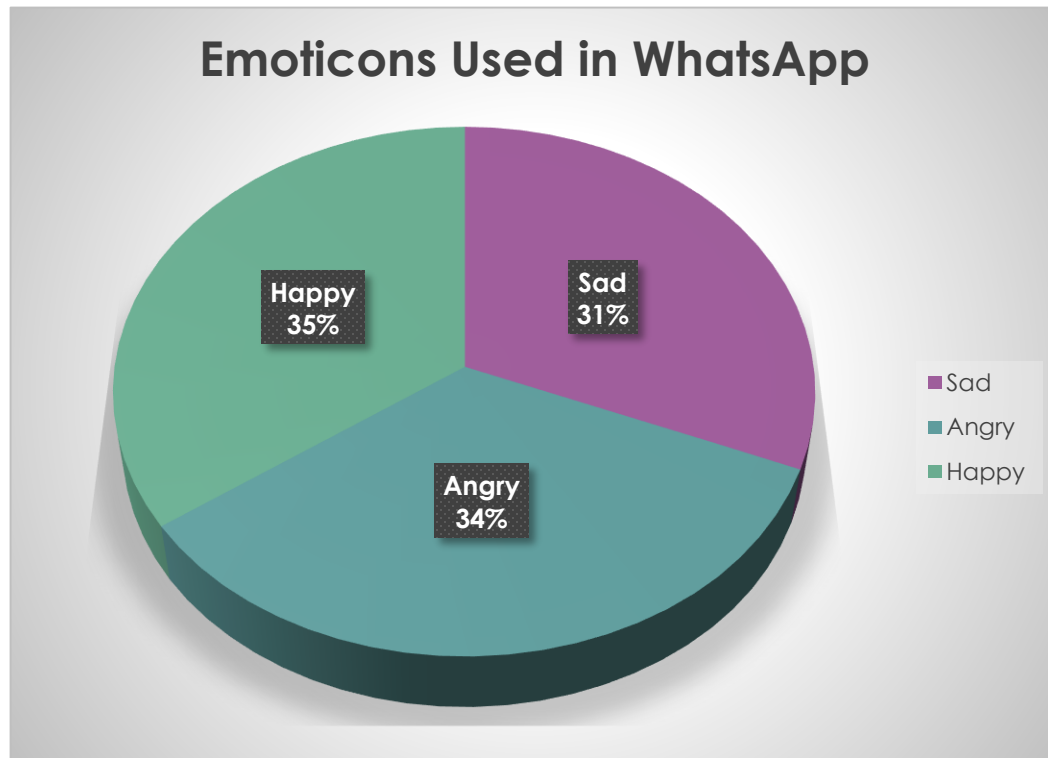
▶ Over the Past 1.5 Years, the **Happy** emoticon was used most often (34 per cent; 709 times). This was followed closely by the **Angry** emoticon (34 per cent).

Emoticon	No. of Times Used
Sad	636
Angry	697
Happy	709

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► High volume of texts (152) relating to the "heart" are relevant to "heartbreak" or "caring too much" – hence the new emoticon to be developed could be a broken heart or a hurt emoticon