A first analysis of the survey

Total number of people considered. They're all female
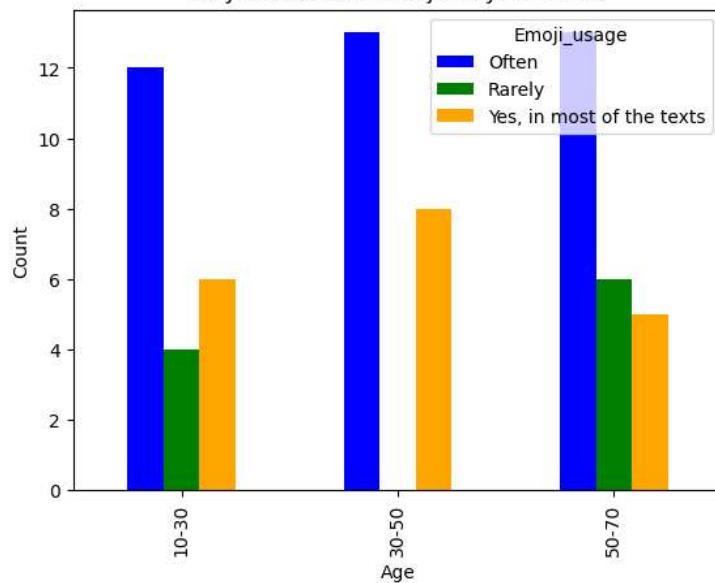
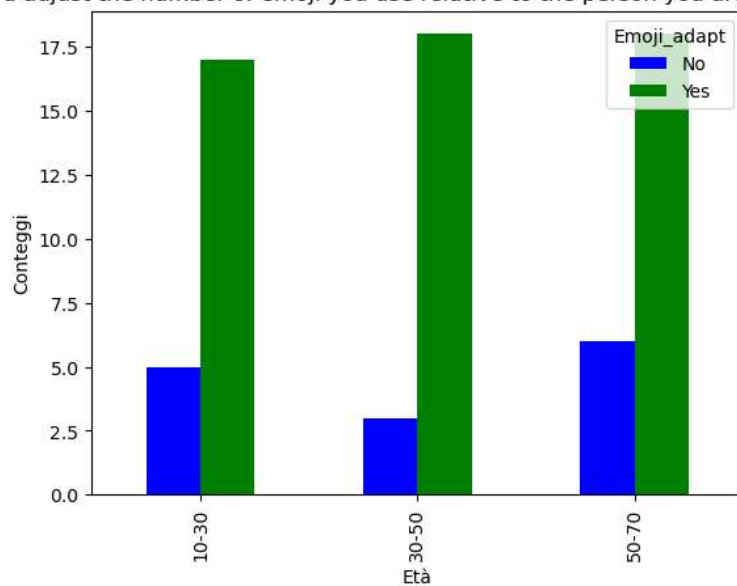| Age	n_resp
10-30	22
30-50	21
50-70	24

1. GENERAL USE OF SOCIAL MEDIA

Compared to people your age, do you feel that you use social media…
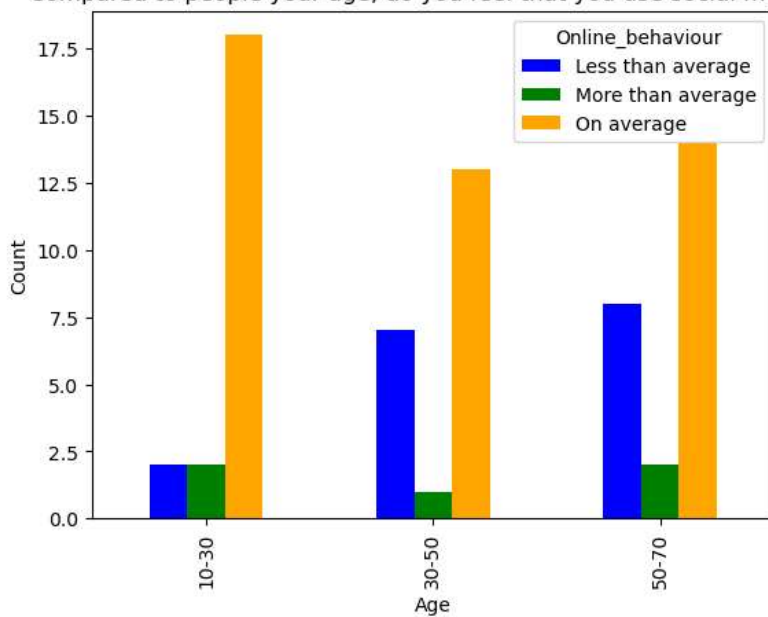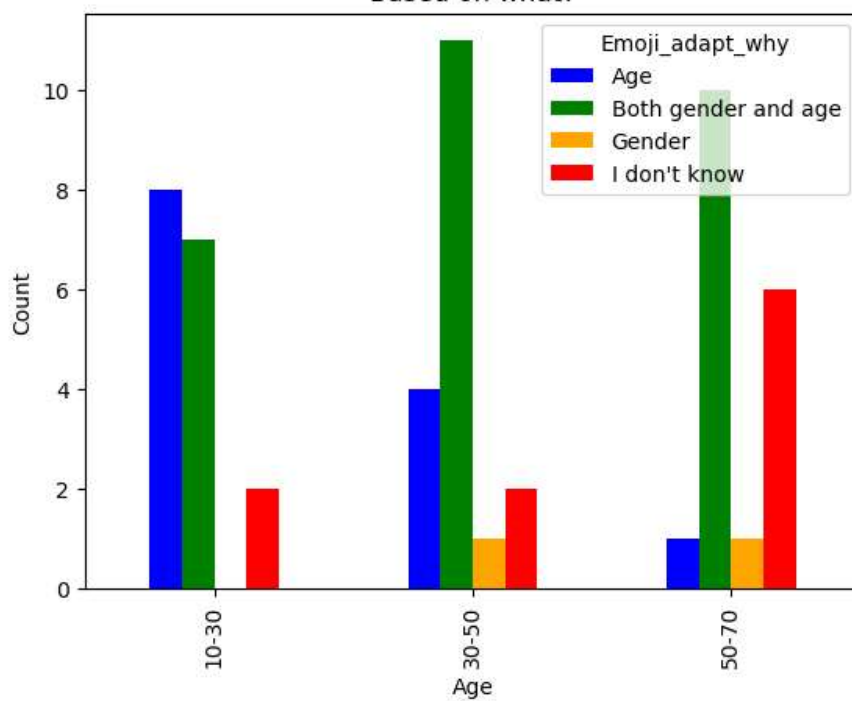

Do you often use emojis in your texts?

Do you adjust the number of emoji you use relative to the person you are texting with?

Based on what?

Do you have a favorite emoji?

Age	Yes	No	Idk
10-30	15	4	3
30-50	11	9	1
50-70	16	8	0

10-30
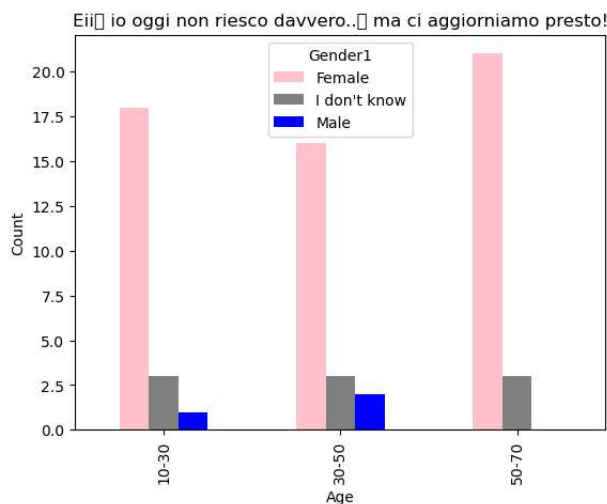2🥰 🥹 😂1 ❤️ 👻 😜 ☺️ 😋 😌 🤣 🐵 👀 👻 🫶
30-50
3😘2 ☺️ 1 ❤️ 🍀 😂 ☺️ 😍 🤣
50-70
5😊 2 🥳 😂1😋 😂 ☺️ 😍 🤩 🥰 😊 👍 + A flower, I love you

2. GENDER DETECTION

Eii💗 io oggi non riesco davvero..🥺 ma ci aggiorniamo presto! (F)
Eii💗 I really can't today..🥺 but we'll update soon!

Among the 67 respondents, just 40 explained their vote

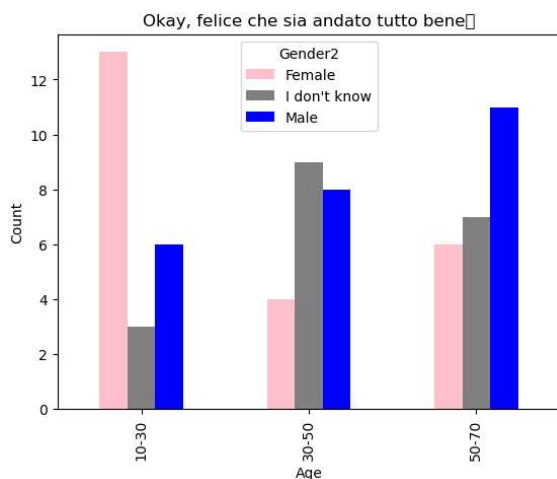| Gender_why_1	Age	emoji type	attitude	grammar	emoji num	experience	mess_len (f>m)
	10-30 F	3	4	1	1	1	1
	30-50 F	8	1				
	30-50 M						2
	50-70 F	10	3			1	1

10-30 → They based their decision on the type of emoji (pink heart) and the fact that the text shows empathy and it's sweet.

30-50 → The emoji type is almost the only factor, but the fact that is a short message is mentioned by the ones who voted M

50-70 → The emoji type is almost the only factor, but they mention that is sweet and kind. Someone thinks that is a long message so voted F.
They mention their experience.

Okay, felice che sia andato tutto bene✨ (M)
Okay, glad it worked out✨

37 explained their decision

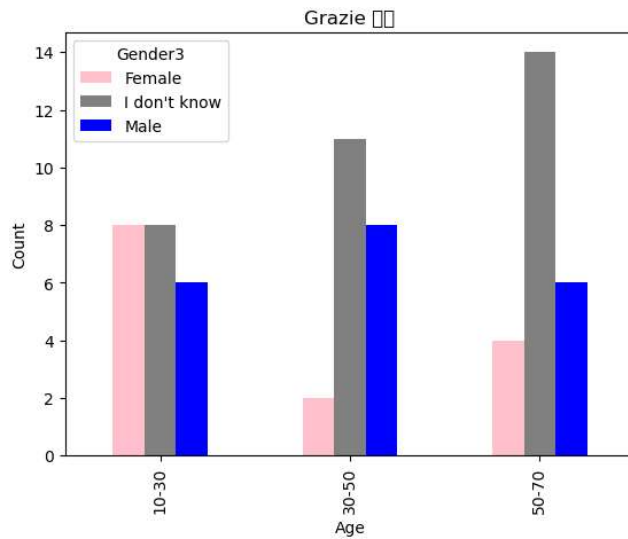| Gender_why_2	Age	emoji type	attitude	grammar	emoji num	experience	mess_len (f>m)
	10-30 F	3				2	
	10-30 M		1				1
	30-50 F	1					1
	30-50 M		1				2
	50-70 F	3	1			1	
	50-70 M	1					7

10-30 → That emoji type in their experience was used mostly by female. Who voted male, said that the text is short but kind, other thinks it's serious

30-50 → who voted male mention that is short, who voted female mention the stars and thinks that "Il maschio avrebbe risposto solo ok"

50-70 → most of them think it's too short so it's written by a male. Stars led to a female. Same arguments are used by idk respondents in all the age groups.

Grazie 🙌 🥹 (M)
Thank you 🙌 🥹

27 explained

Gender_why_3	Age	emoji type	attitude	grammar	emoji num	experience	mess_len (f>m)
	10-30 F	1	1		1		
	10-30 M	1					
	30-50 F						
	30-50 M	1			1		4
	50-70 F	1	1		2		
	50-70 M	4					1

10-30 → number of emojis led to female, but emoji type to male

30-50 → explained only who voted male: mentions "Sintetico e diretto", so the text is short and goes straight to the point. also the emoji type

50-70 → explained only who voted male and idk: same as before, since there's no heart can be a female, the hand emoji is used more by male

Chic come sempre😜 (F)
Chic as always😜
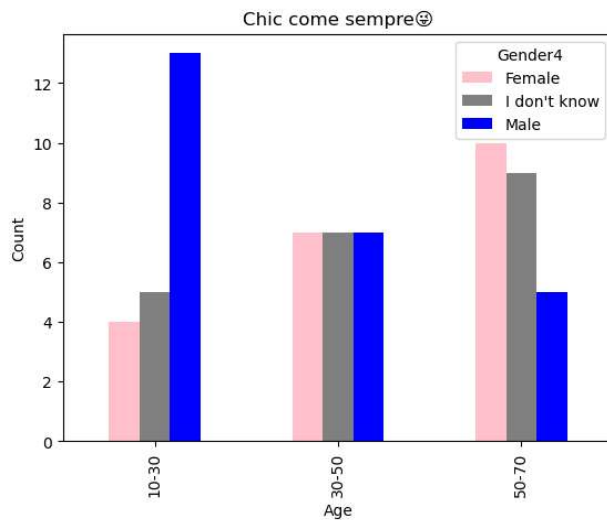
27 explained

Gender_why_4	Age	emoji type	attitude	grammar	emoji num	experience	mess_len (f>m)	word_choice
	10-30 F							
	10-30 M	2	1			1		
	30-50 F		1					2
	30-50 M		3					
	50-70 F		1			1		2
	50-70 M	1	1			1		

10-30 → explained only who voted male, and they read a bad joke made during a flirt: "Sembra un tentativo di flirt con un emoji usata male", and "Emoji da marpione".

30-50 → The word chic led to a woman, while the irony led to a man: "Perché è ironico una donna è difficile che lo sia". They didn't mention the flirt.

50-70 → Most of them think it's neutral, but someone cites "La faccina un pó sfrontata" and "Vuol fare il simpatico" (flirt again)

Sei bellissima ❤️ ❤️ ❤️ ❤️ **(F)**
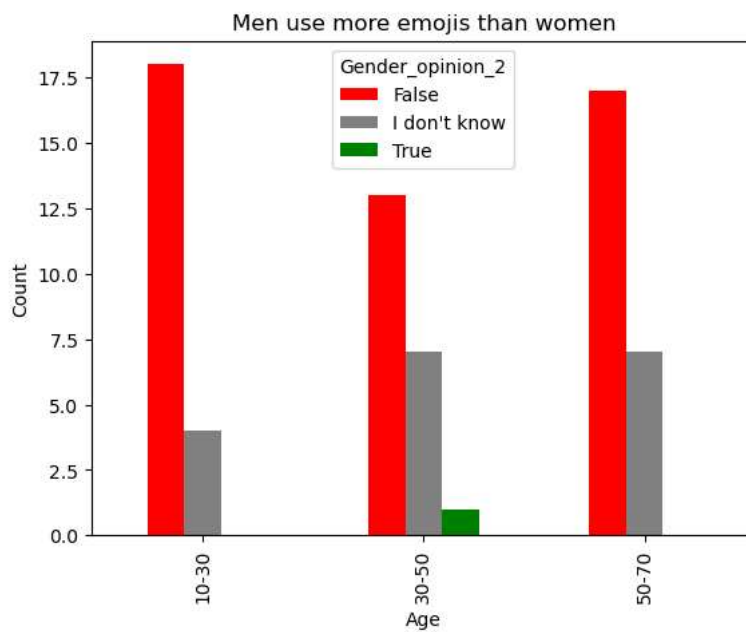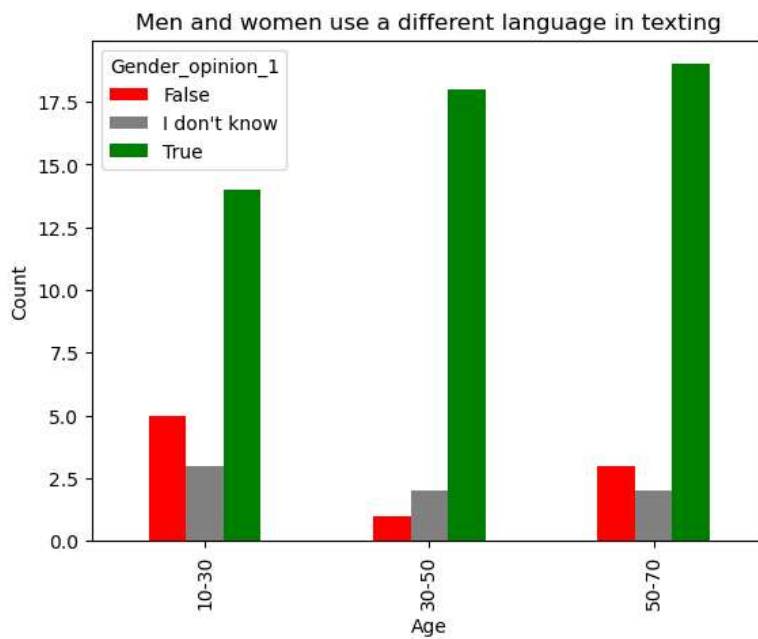**You're beautiful** ❤️ ❤️ ❤️ ❤️

Sei bellissima❤️❤️❤️❤️
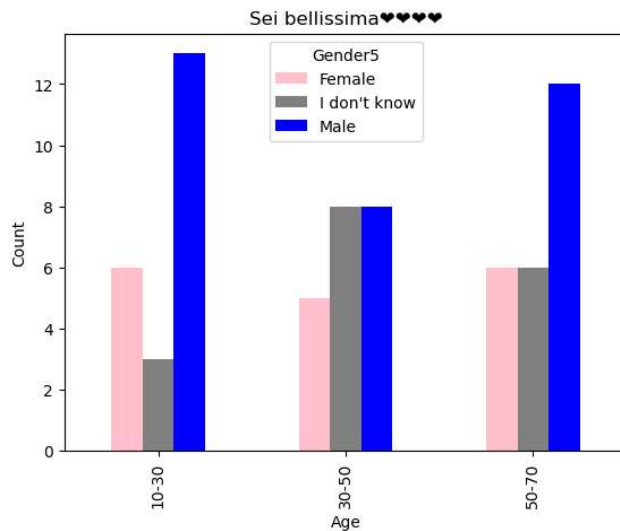
31 explained

Gender_why_5	Age	emoji type	attitude	grammar	emoji num	experience	mess len (f>m)	word choice
	10-30 F				2			1
	10-30 M		2		1	2		
	30-50 F				1			1
	30-50 M				1			1
	50-70 F		1		1	1		
	50-70 M		4			1		

10-30 → Some said that the number of hearts is more f, others said it's more m. who voted m says both true compliment and flirt

30-50 → same thing with the number of hearts. Someone says that women usually don't write those messages to other women(unfortunately)

50-70 → who voted f said "È una speranza, ci leggo sorellanza" and the number of hearts, who voted m reads both flirt and love

3. GENDER OPINION

Men and women use a different language in texting

Men use more emojis than women

Men answer faster than women

Women care more about the grammar when writing texts
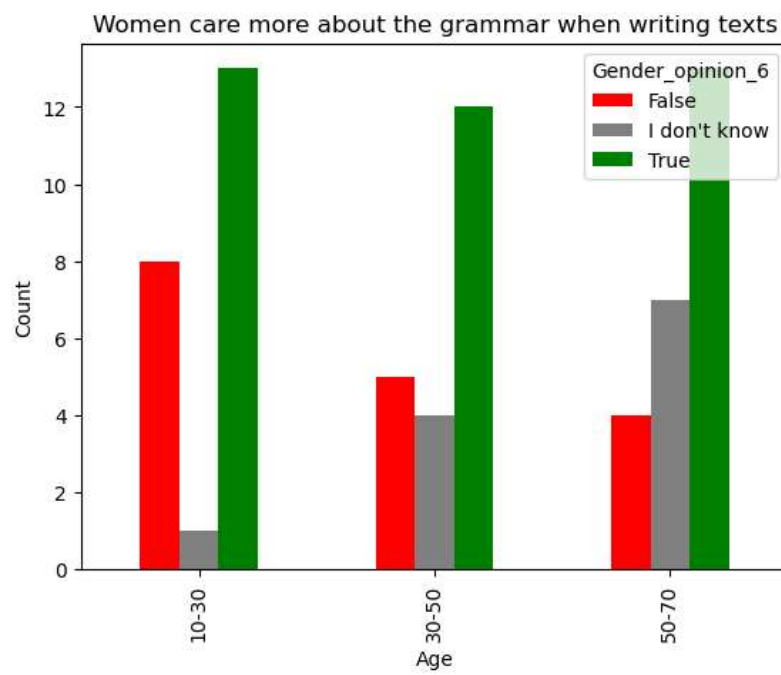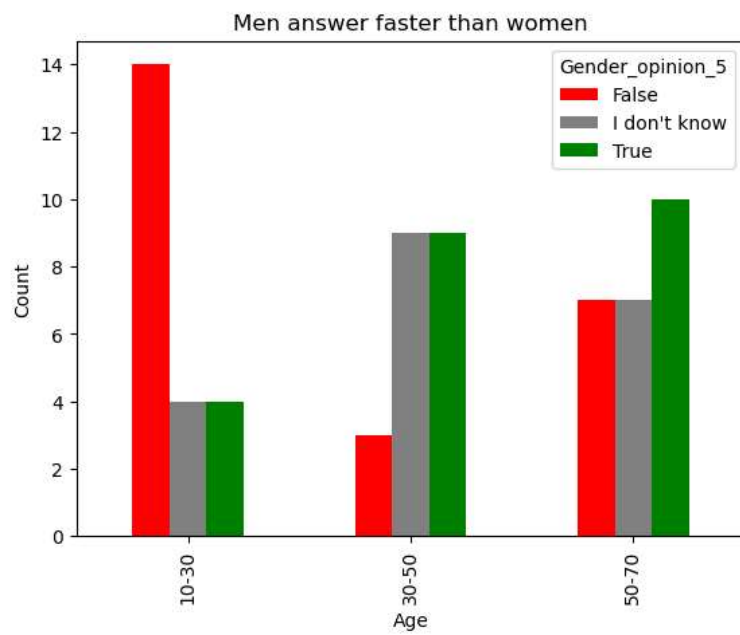
4. AGE DETECTION

Text: Perfetto!! /Perfect!! 🔥 (22)
Age group: 10-30, Mean answer: 22.818181818181817, Median answer:21.5
Age group: 30-50, Mean answer: 31.714285714285715, Median answer:30.0
Age group: 50-70, Mean answer: 35.708333333333336, Median answer:39.0

Text: Non ne posso più/ I can't handle it anymore😭😭😭😭 (28)
Age group: 10-30, Mean answer: 21.863636363636363, Median answer:22.0
Age group: 30-50, Mean answer: 33.666666666666664, Median answer:37.0
Age group: 50-70, Mean answer: 41.458333333333336, Median answer:44.5

Text: NON VEDO L'ORAAAA / I CAN'T WAITTTT (20)
Age group: 10-30, Mean answer: 23.863636363636363, Median answer:22.0
Age group: 30-50, Mean answer: 31.80952380952381, Median answer:26.0
Age group: 50-70, Mean answer: 31.041666666666668, Median answer:26.0

Messaggio: Allora ci sentiamo domani 👍 (58)
Age group: 10-30, Mean answer: 43.40909090909091, Median answer:47.0
Age group: 30-50, Mean answer: 41.23809523809524, Median answer:39.0
Age group: 50-70, Mean answer: 47.333333333333336, Median answer:47.5

Messaggio: Grazie dell'aiuto / thanks for the help (54)
Age group: 10-30, Mean answer: 42.68181818181818, Median answer:42.5
Age group: 30-50, Mean answer: 44.76190476190476, Median answer:45.0
Age group: 50-70, Mean answer: 48.708333333333336, Median answer:53.5

Messaggio: Sei fantastica / you're amazing 😘😘😘😘😘😘😘😘😘 (77)
Age group: 10-30, Mean answer: 34.22727272727273, Median answer:35.0
Age group: 30-50, Mean answer: 28.333333333333332, Median answer:28.0
Age group: 50-70, Mean answer: 39.5, Median answer:38.5

residuals 10-30: 0.5 6 11 2 11.5 42 → 12,1
residuals 30-50: 8 9 19 6 9 49 → 16,6
residuals 50-70: 17 16.5 11 6 0.5 38.5 → 14,9

age_detection_why

10-30 → 4 people said that young people when using a lot of emojis, tend to use different ones. Old people instead use the same emoji repeated a lot of times.
emoji type, young people use more emojis, and it is too difficult for old people to use emojis.

"Direi che un giovane adesso scrive in tanti modi diversi, invece persone più anziane o comunque oltre ai 30/35 anni tendono ad usare le stesse emoji in continuo." x4

30-50 → "Particular emoji I associate with boys or older women who have time and enjoy choosing, dry answers I associate with older men"
"Kids in a hurry tend to write less",
"Kids under 18 use their abbreviated language and have retired Italian grammar".

"Emoji particolari le associo a ragazzi o donne anziane che hanno tempo e si divertono a scegliere, risposte asciutte le associo a uomini più anziani"
"I ragazzi hanno fretta tendono a scrivere meno",
"I ragazzi sotto i 18 anni usano un linguaggio tutto loro abbreviato e hanno mandato in pensione la grammatica italiana"

50-70 → 'Higher age without emotions'.
They do not agree: half say that more emphasis and emotion are for young, others that more emojis for older people. Some think that the more old and the more the message is complicated, others the contrary. Many of them think that it's impossible to tell who wrote them.
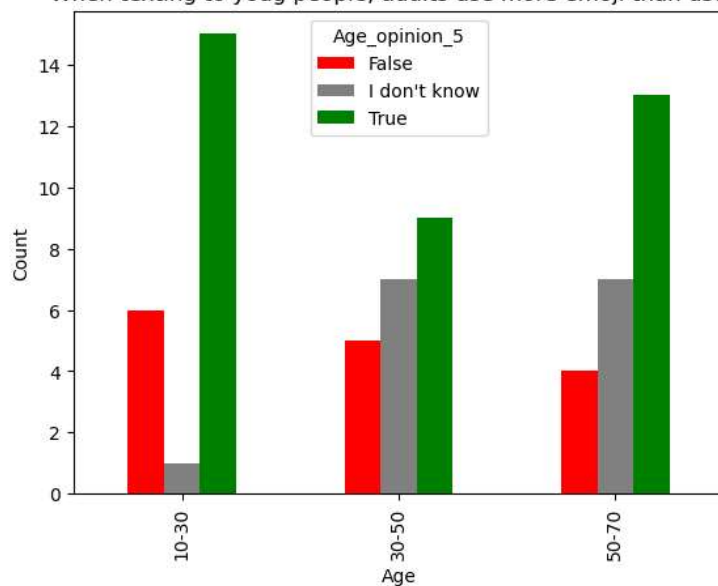
5. AGE OPINION

Young people use more emojis

Old people use a less formal language
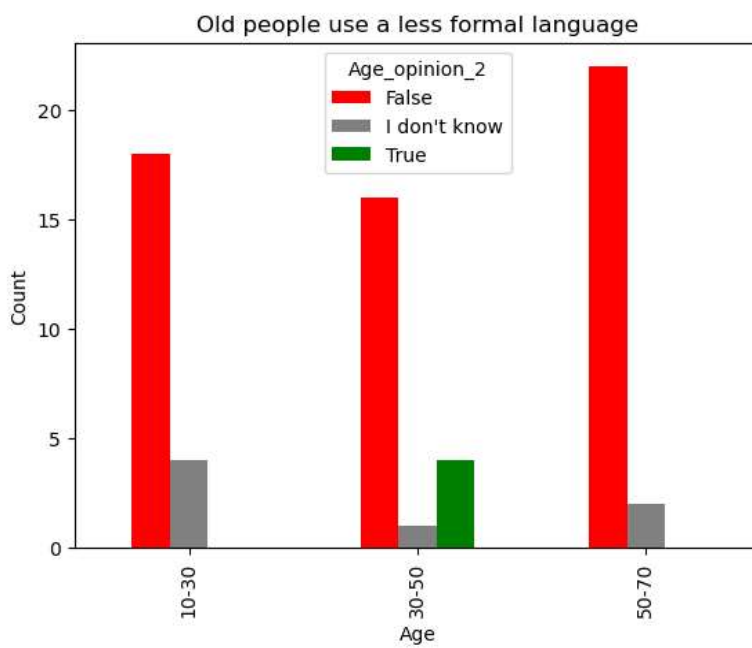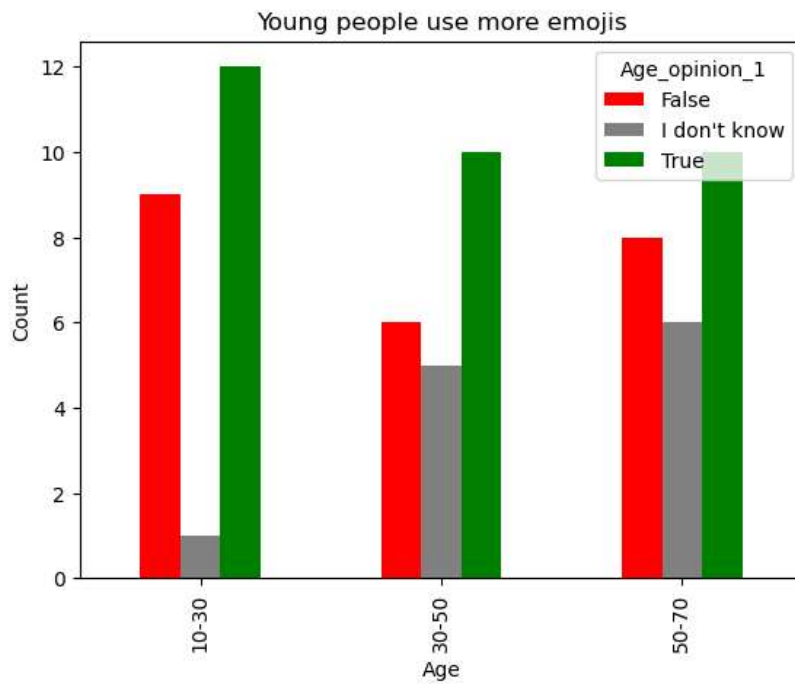
Young people use more negative words, old people more positive
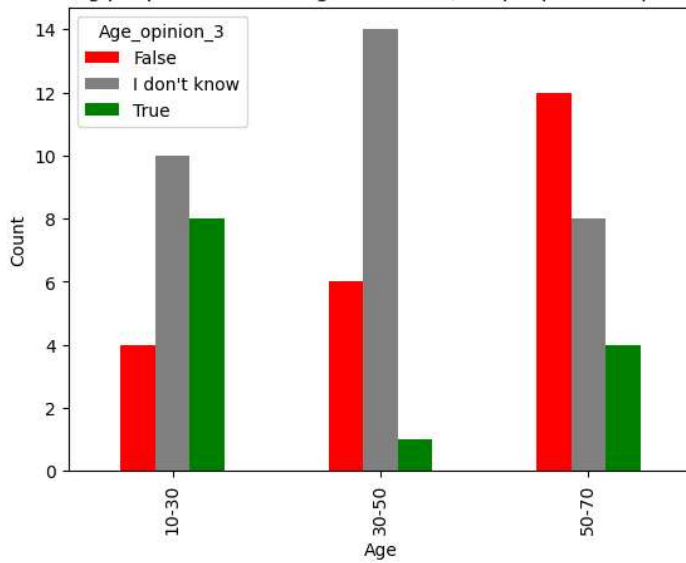
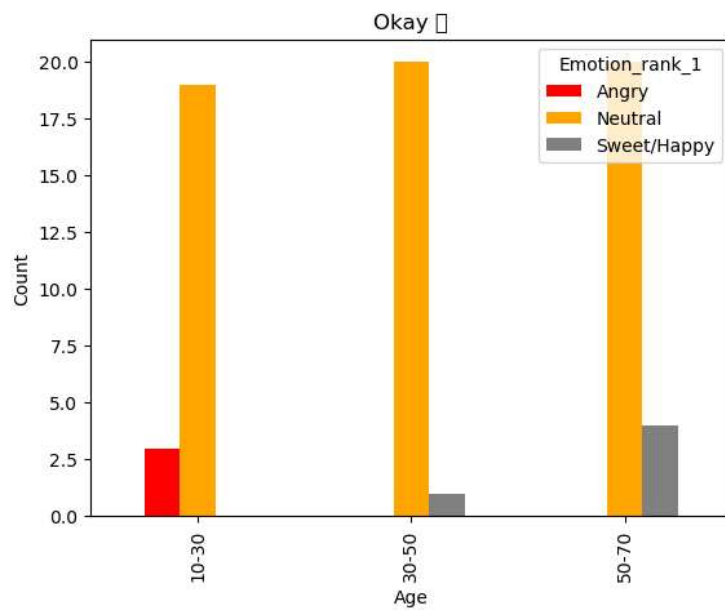## Young people mention future more, old people mention past more
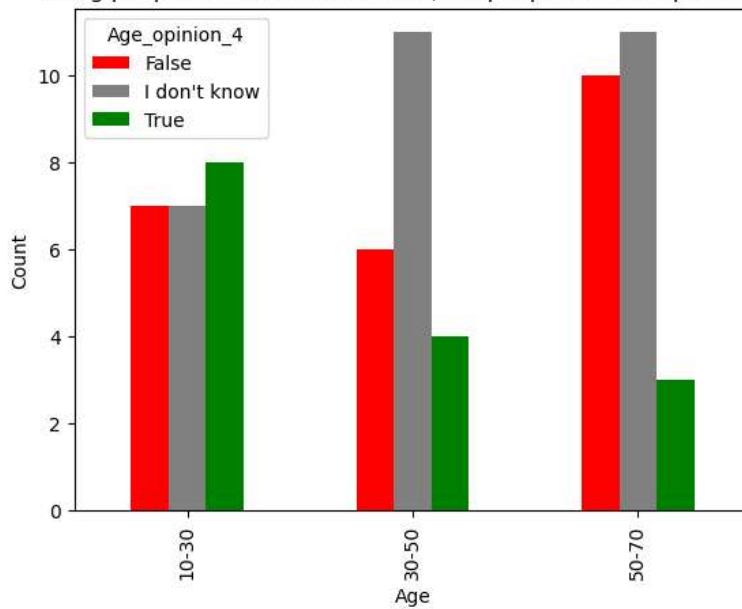
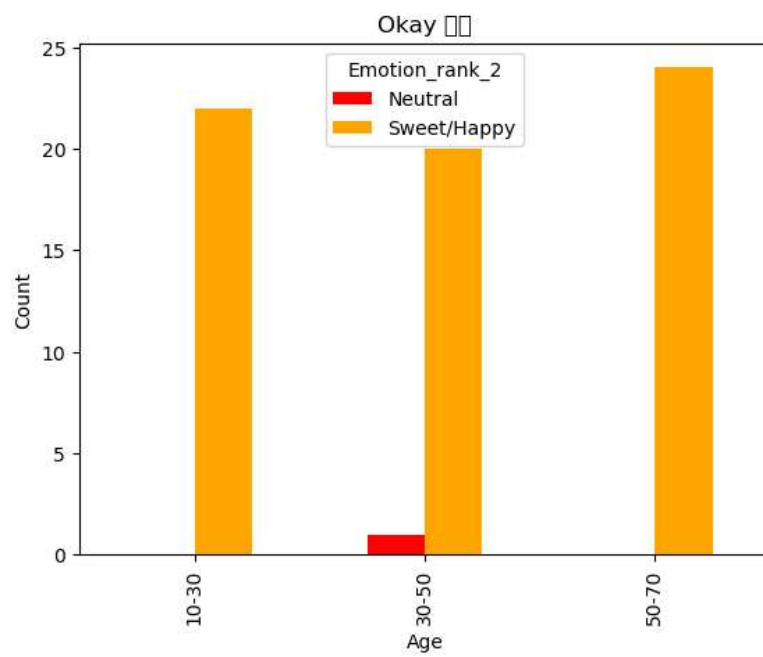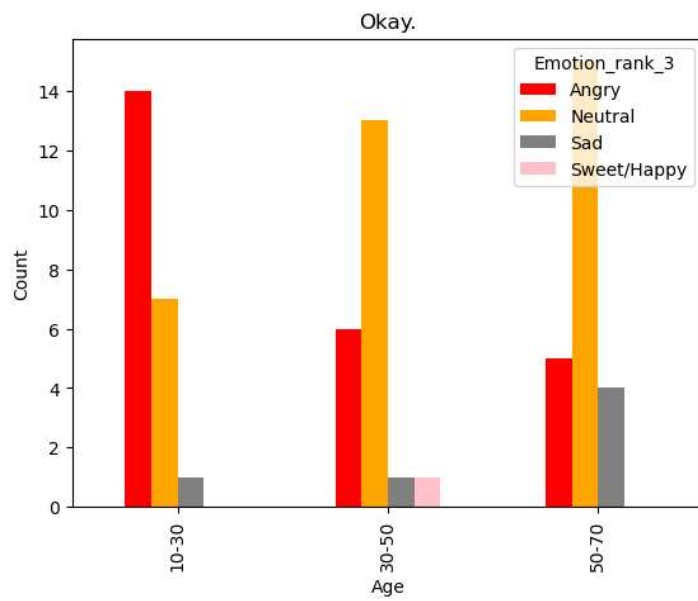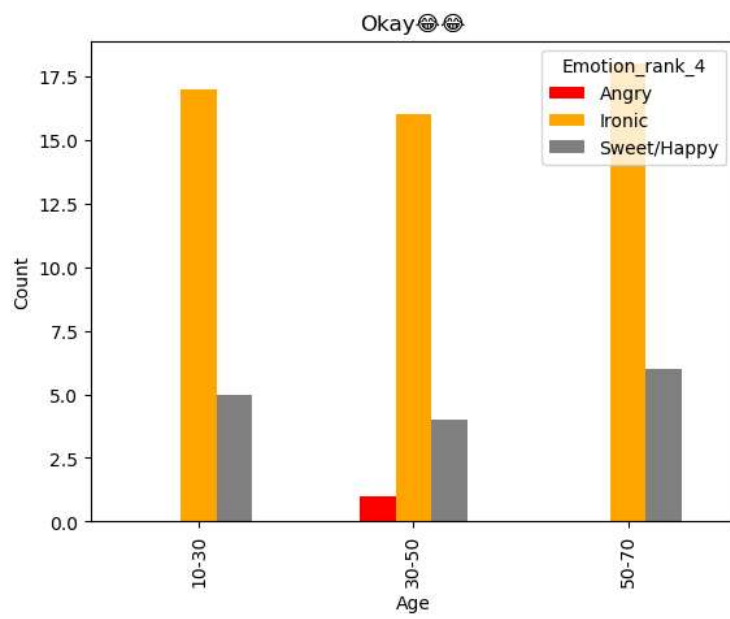## When texting to youg people, adults use more emoji than usual
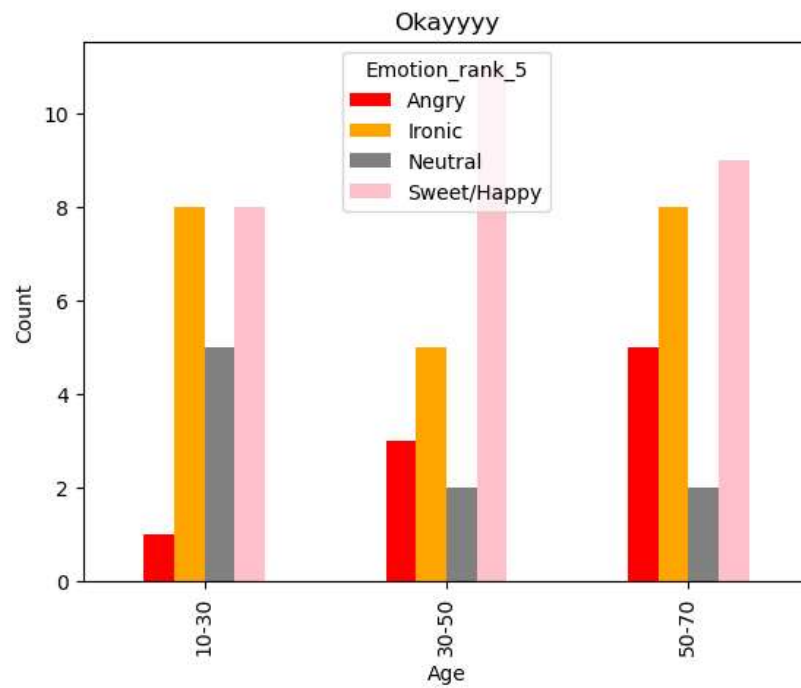
6. EMOTION RANK

Okay 👍

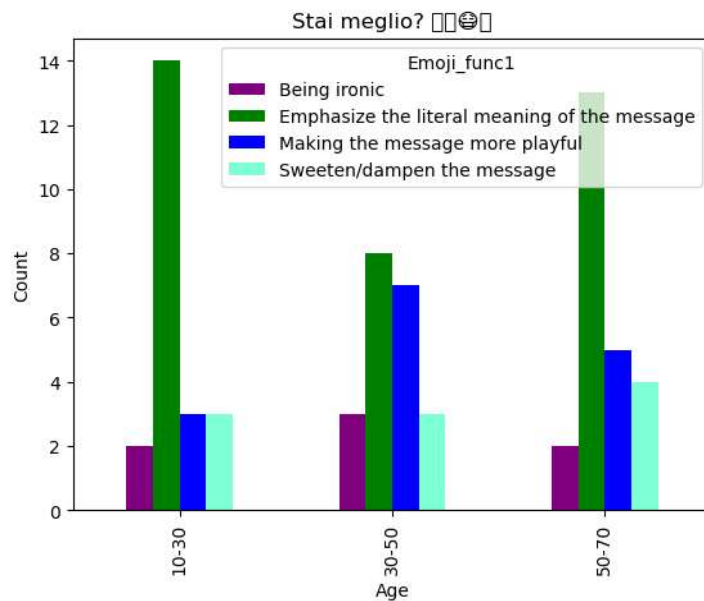Okay 💕 💘

Okay.

Okay😂😂

Okayyyy

Okay…
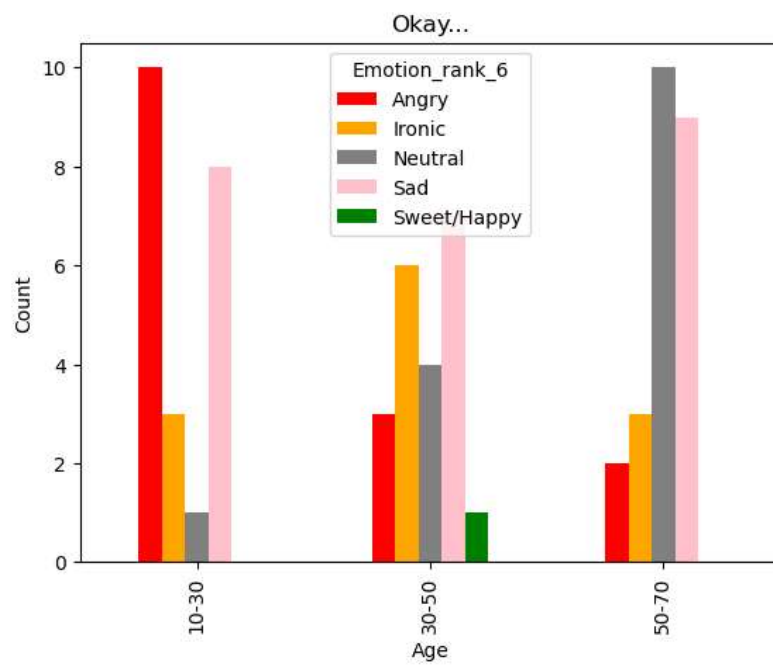
Okay 💙

Okay
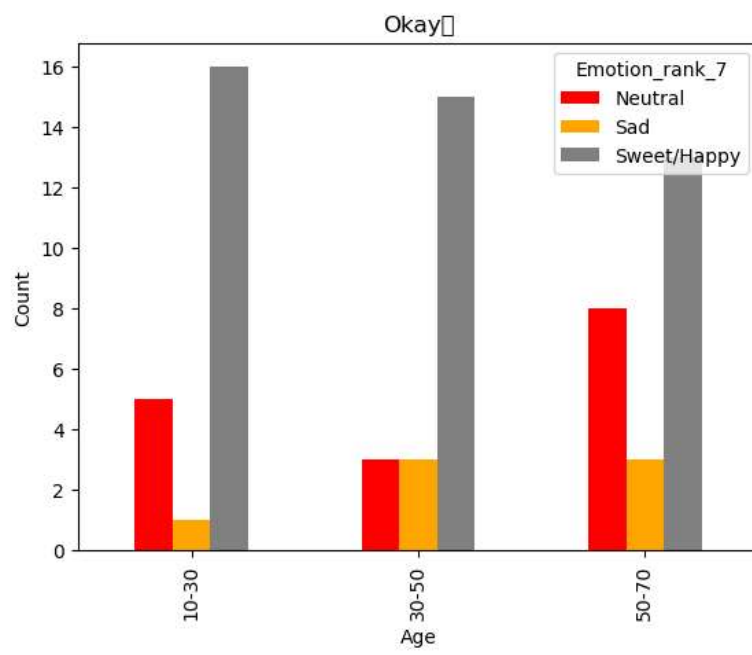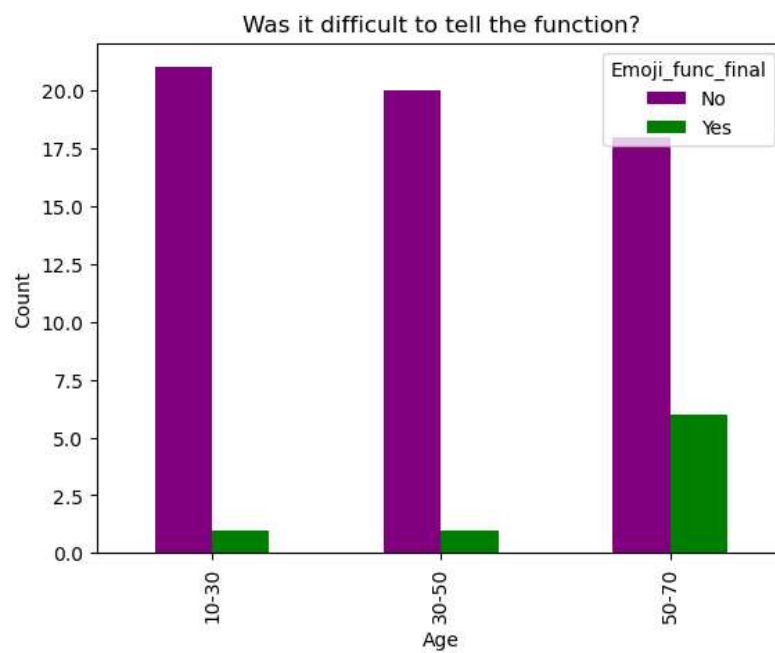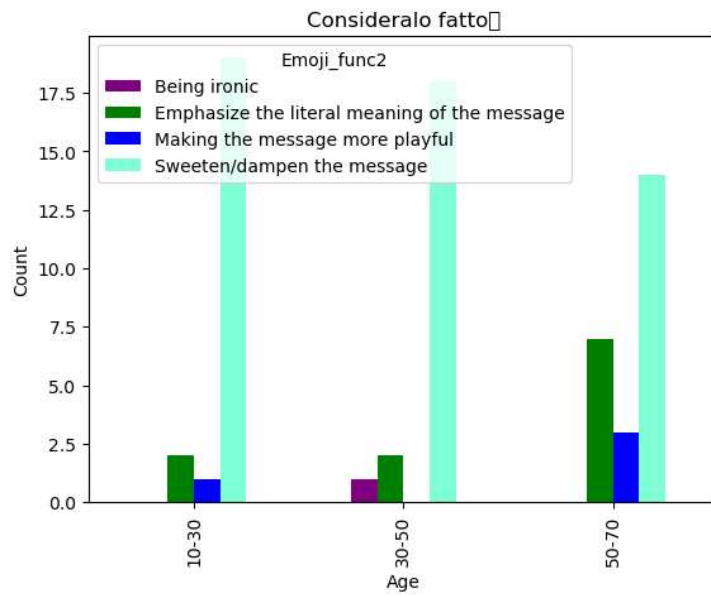
7. EMOJI FUNCTION

Stai meglio? / Feeling better?🤕🤧😷🙏

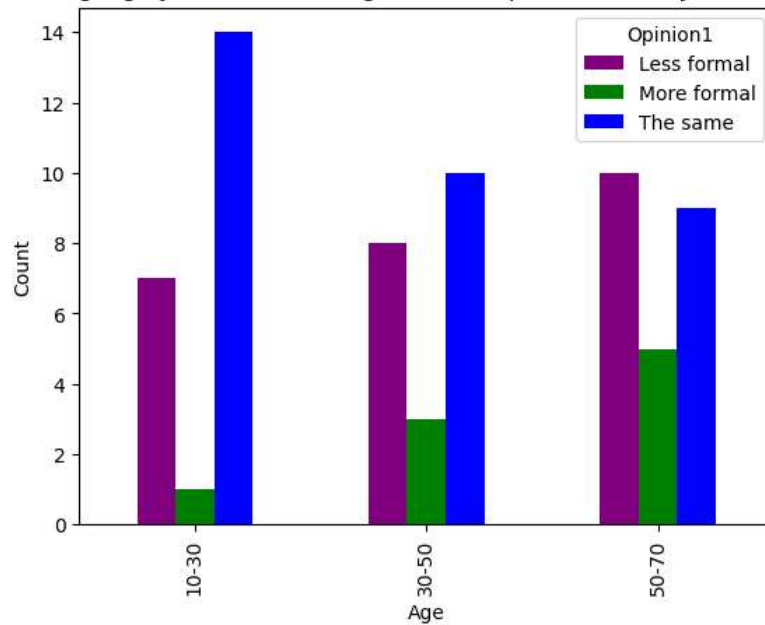**Puoi venirmi a prendere alla stazione?/ Can you pick me up at the station?💕 💕**
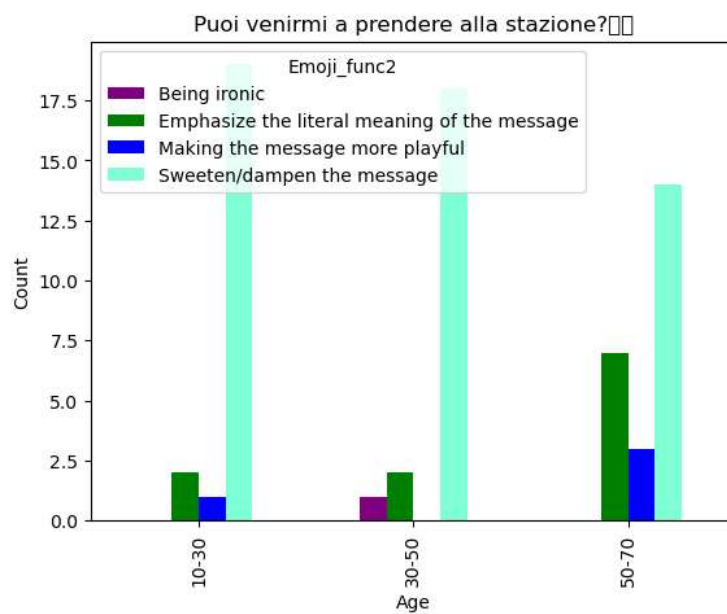
Consideralo fatto / Consider it done👶

Consideralo fatto👶

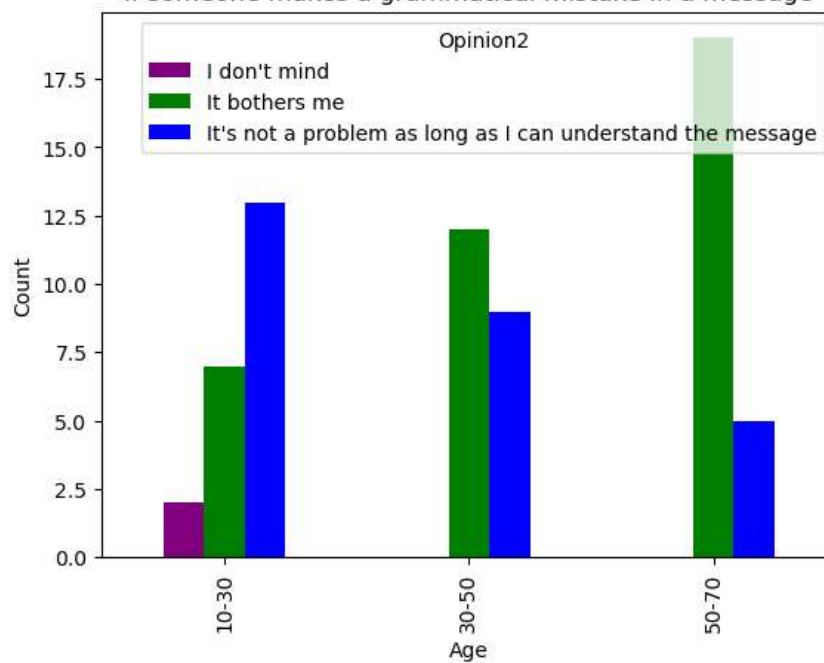Was it difficult to tell the function?
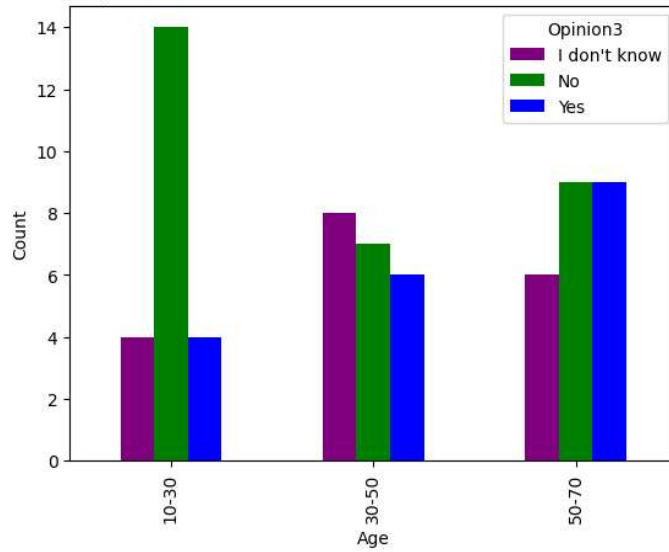
ONLINE LANGUAGE OPINION

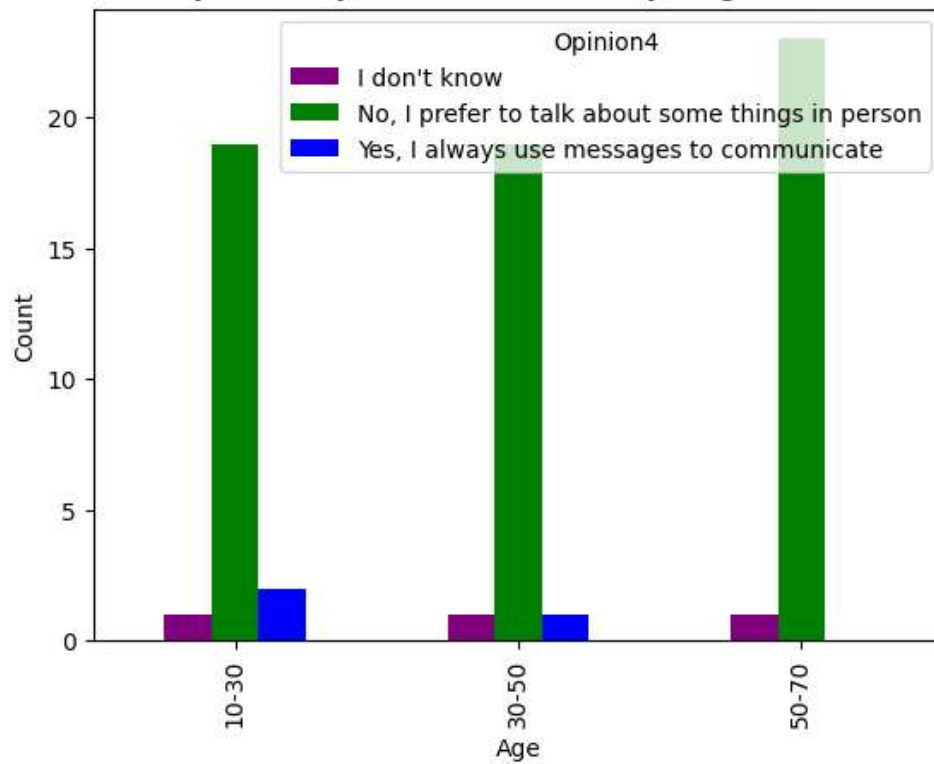The language you use in messages is... compared to what you usually use

If someone makes a grammatical mistake in a message

Do you think that people who use social media a lot write worse than those who don't use them?

Do you think you can talk about anything over text?

EMOJI EXPLANATION

😂

10-30
laugh 20
irony 2

30-50
laugh 20
irony 1

50-70
laugh 23
irony 1

🫠

10-30
tired 6
melting from the heat 4
awkwardness 3
something/someone is beautiful 2
I have no words 2
bored 1

30-50
melting from the heat 7
bored 2
tired 2
stressed 2
happy 1

50-70
melting from the heat 3
kind/gentle 4
happy 2
awkwardness 1
heartbreaking 1

😊

10-30
fake satisfaction/ irony 7
happy/smile 6
angry 2
awkwardness 1
being formal 1
no words 1

30-50
happy 8
neutral 5
loving 3

50-70
happy 12
friendly 5
formal 2
fake happy 1

🙃

10-30
ok but not ok 7
confused 4
fun/playful 4
ironic 2
awkward 2
bored 1

30-50
playful 8
confused 6
happy 2
ironic 2

50-70
playful 8
confused 4
happy 2
awkward 1
ironic 1