

Twitter Emoji Frequency

Emoji Analysis, NYCDA

Alea Nalesnik and Nova Eeken

Dec 7, 2017

Keyhole [1] is an online control panel that offers real-time analytics on Twitter hashtags, accounts, keywords, mentions and URLs. Using the “keyword” option on Keyhole’s search bar, we input different emojis to see how often each character is used on the microblogging platform.

Before we could utilize Keyhole, we needed to scale down the vast amount of existing emojis to examine. According to the top-ranking Emoji website Emojipedia, there are 2,666 emojis in the Unicode Standard as of June 2017 [2].

Because reports on Twitter emoji use are scarce and powerful analytical tools come at a costly price, we decided to reduce our emoji data set first by investigating Instagram. We downsized the scope of our project based on the number of hashtags of each emoji. In addition, we took into consideration reports on emoji routine such as Business Insider’s “...most popular emoji on iPhones in the United States, according to Apple” [3].

From there, we used Keyhole to get a better idea of how frequent emojis are used to better suit our project’s goal, which is to analyze emotional sentiment on Twitter based on emojis. Below is approximately 100 emojis that were scanned applying Keyhole and their corresponding figures. The names associated with each emoji are provided by Emojipedia[2].

More research on how we categorized Emojis as positive, negative or neutral can be found in our research documentation.

[1] Keyhole, <http://keyhole.co/>

[2] Emojipedia, <https://emojipedia.org/faq/>

[3] *Here are the most popular emoji on iPhones in the United States, according to Apple, Business Insider [Nov 3 2017]; https://www.businessinsider.nl/most-popular-emoji-us-apple-2017-11/?international=true&r=US*

Positive Emojis

Sample size: 29

😊	62,832,876	Smiling Face With Open Mouth & Smiling Eyes
😁	54,387,135	Grinning Face With Smiling Eyes
😂	41,205,188	Face With Tears of Joy
💕	39,909,872	Two Hearts
😎	35,304,590	Smiling Face With Sunglasses
❤️	33,816,047	Red Heart
↑ TOP	28,386,420	Top Arrow
👍	17,660,753	Thumbs Up
😊	15,193,307	Smiling Face With Smiling Eyes
👏	10,873,108	Clapping Hands
😁	10,032,888	Smiling Face With Open Mouth
☺️	8,175,599	Smiling Face
👌	7,896,165	OK Hand
😍	7,895,090	Smiling Face With Heart-Eyes
😄	7,205,430	Grinning Face
😉	6,092,986	Winky Face
🤗	5,240,035	Hugging Face
光环的笑脸	5,172,978	Smiling Face With Halo
🎉	5,076,885	Party Popper

	4,785,747	Face Blowing a Kiss
	4,250,652	Smiling Face With Open Mouth & Closed Eyes
	2,815,995	100 Points
	2,302,540	Rainbow
	1,928,228	Relieved Face
	1,129,430	Fire
	1,050,087	Face Savouring Delicious Food
	426,224	Folded Hands
	132,348	Smirking Face
	43,904	Kissing Face With Closed Eyes

Negative Emojis

Sample Size: 30

	32,100,415	Middle Finger
	19,527,071	Pile of Poo
	14,537,715	Disappointed Face
	11,728,907	Weary Face
	11,493,439	Dizzy Face
	8,434,261	Tired Face
	8,845,234	Face With Steam From Nose
	7,922,878	Pouting Face

	7,838,199	Thumbs Down
	7,329,552	Skull
	7,026,760	Face With Open Mouth & Cold Sweat
	5,960,776	Pensive Face
	5,618,047	Crying Face
	5,494,402	Broken Heart
	5,239,612	Angry Face With Horns
	4,513,361	Disappointed but Relieved Face
	4,251,876	Face With Medical Mask
	4,239,690	Thinking Face
	4,118,645	Unamused Face
	3,987,164	Worried Face
	3,510,884	Face With Rolling Eyes
	3,111,135	Anguished Face
	3,086,527	Persevering Face
	2,181,158	Face With Cold Sweat
	2,171,818	Confused Face
	2,002,682	Angry Face
	1,993,695	Fearful Face
	1,407,789	Confounded Face

	1,211,300	Face Screaming in Fear
	1,208,354	Frowning Face

Neutral Emojis

Sample Size: 35

	79,617,894	Sleeping Face
	49,551,851	Soccer Ball
	47,851,938	Rose
	41,571,302	Crown
	38,764,112	Musical Notes
	34,657,362	Victory Hand (Peace Sign)
	16,004,150	Waving Hand
	14,792,610	Grimacing Face
	13,136,841	Ghost
	13,014,769	Unicorn Face
	10,679,760	Airplane
	10,472,983	Smiling Face w/ Horns
	10,345,381	Palm Tree
	10,011,915	Eyes
	9,543,818	Pizza
	8,828,734	Flushed Face

	7,501,638	
	6,429,384	Face With Stuck-Out Tongue & Winking Eye
	6,061,432	Loudly Crying Face
	5,402,632	Hot Beverage
	4,742,154	Alien
	4,332,139	Christmas Tree
	4,317,188	Wine Glass
	3,727,145	Cat Face
	3,353,301	Dog Face
	3,275,475	Nail Polish
	2,990,107	Peach
	2,687,134	Nerd Face
	2,682,567	Tongue
	2,371,593	Beer Mug
	2,195,134	Face Without Mouth
	2,012,361	Neutral Face
	1,511,938	Money-Mouth Face
	575,102	Sparkles
	111,367	Key