

WHATSAPP STICKERS AND EMOJIS USAGES AMONG STUDENTS IN THE UNIVERSITY OF ILORIN, KWARA STATE, NIGERIA

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Abstract

In recent years, the emergence of digital communication has been marked by the unprecedented use of visual elements such as WhatsApp stickers and emojis among students. In view of this, this study investigated the extent of usage of WhatsApp stickers and emojis among students at the University of Ilorin, Kwara State, Nigeria. A survey research design was adopted for this study using Google questionnaire to collect data from the respondents. A stratified sampling technique was used to select five faculties that represented the population of this study. A total of 325 respondents represented the sample for this study. In terms of frequency of usage, findings revealed that religious stickers and body parts emojis were mostly used among students. It further revealed diverse reasons for using stickers and emojis such as adding humor, conveying emotions, and illustrating points among others. However, no significant gender difference was found in the perceived benefits of stickers and emojis. The results of this study has shown that the use of WhatsApp stickers and emojis has come to stay as an integral component of online communication among students. Therefore, WhatsApp and other messaging platforms should continue to develop and expand their sticker and emoji libraries to meet the evolving needs of users.

Keywords: WhatsApp, Stickers, Emojis, Usage, Student