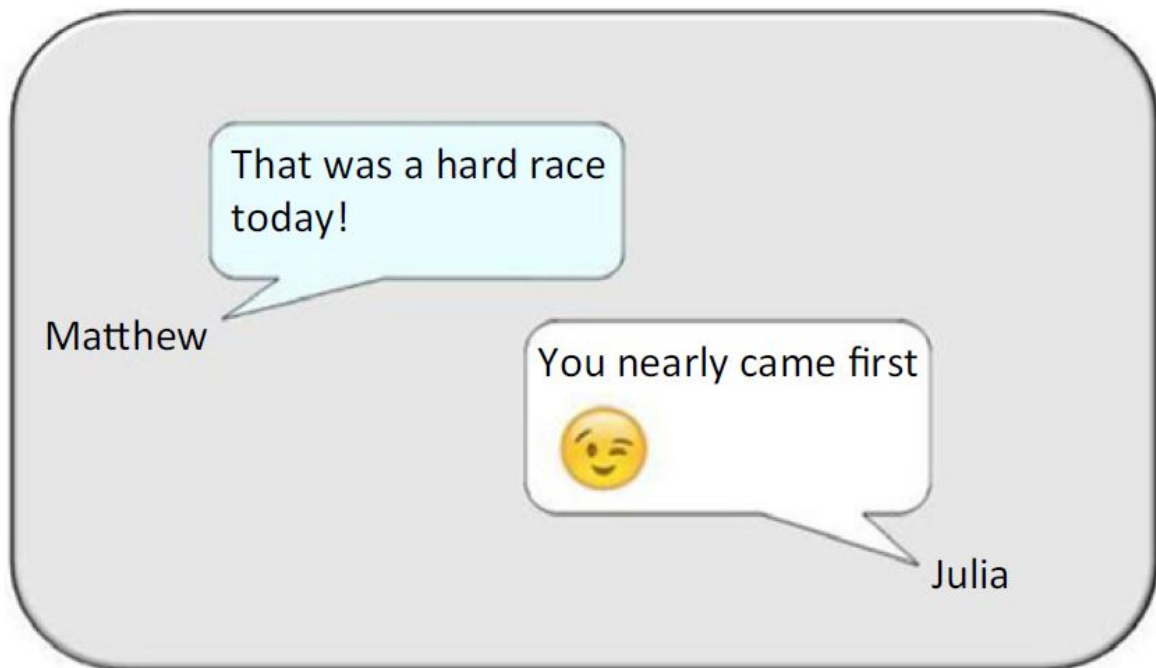


# Why scientists should research emojis and emoticons :-P

January 17 2017

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An example of the communicative power of emojis in reducing ambiguity in written discourse. Credit: *Trends in Cognitive Sciences*

More than 90% of online populations now incorporate emojis and emoticons into their texts and emails, and researchers are wondering what the use of (~\_^), (>\_

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