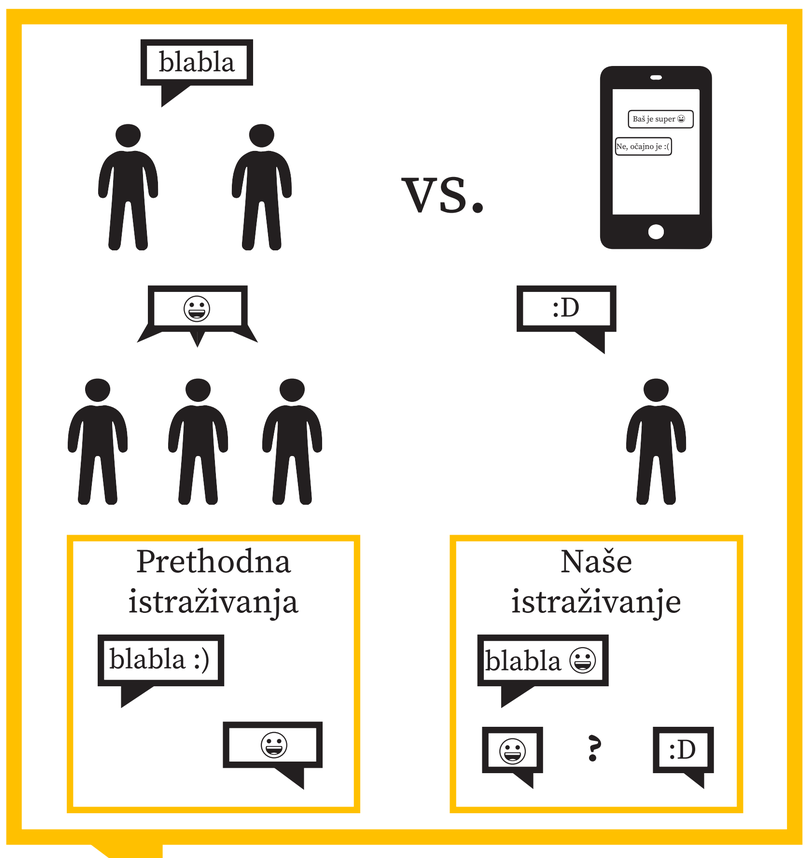
KAKO SE PIŠE IRONIJA?

Uloga valence emotikona i emodžija u proceni ironičnosti i jasnoće poruke

Luka Jovičić,
IV razred, Matematička gimnazija,
Beograd

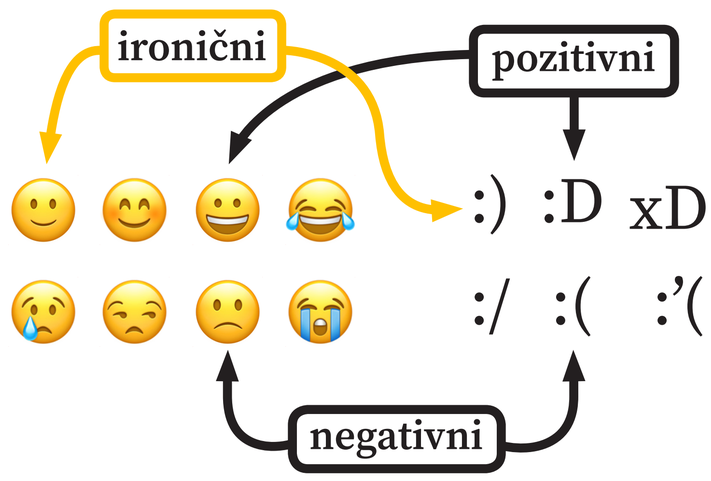
Tijana Nikitović,
studentkinja master studija, Filozofski fakultet, Univerzitet u Beogradu



Pilot studija

Izbor simbola i rečenica

Školski kontekst — ironičan



Varijable

Nezavisne varijable

Valenca rečenice — Valenca simbola

Baš sam se super proveo na koncertu sinoć

Baš sam se očajno proveo na koncertu sinoć :(

Tip simbola

Zavisne varijable

Ironičnost | Jasnoća | Dvosmislenost

Primer stimulusa

luka.jovicic16@gmail.com

Text Message
Today 9:49 PM

Žurka je bila sjajna, upoznao sam mnogo kul ljude

Hipoteze

Baš sam se super proveo na koncertu sinoć

Baš sam se očajno proveo na koncertu sinoć

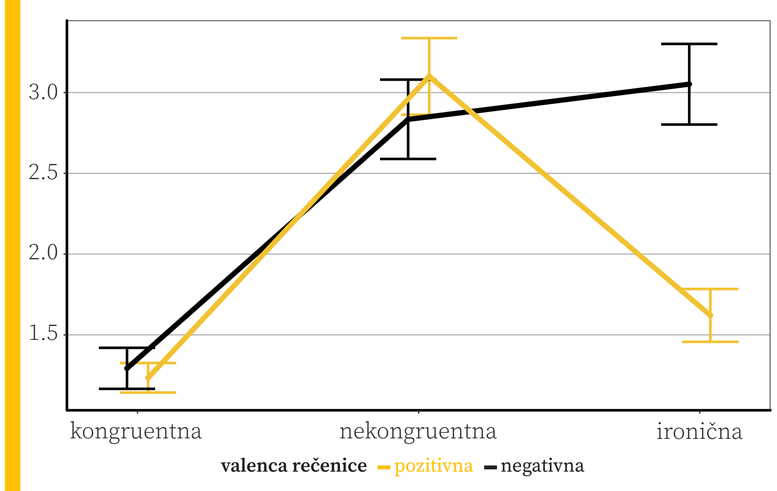
Baš sam se super proveo na koncertu sinoć

Baš sam se super proveo na koncertu sinoć :(

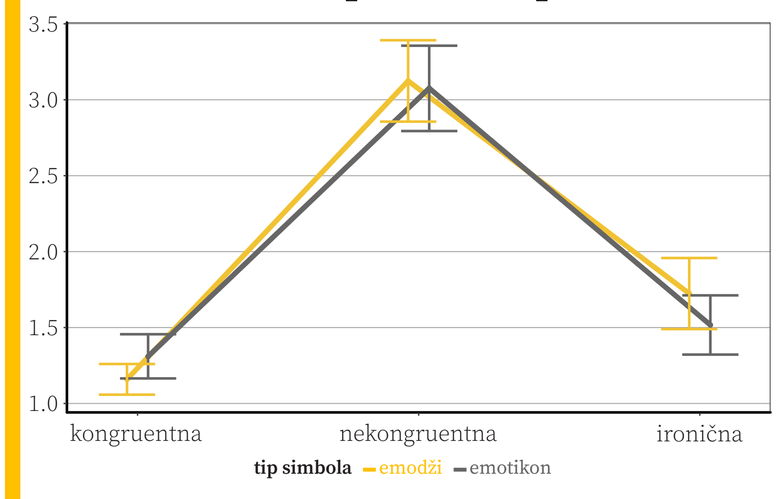
Rezultati

Kongruentnost poruke i procena:

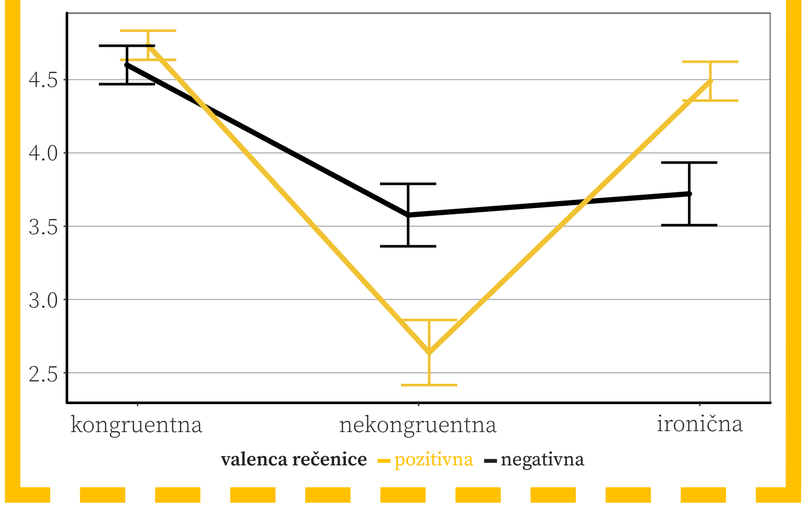
Ironičnost



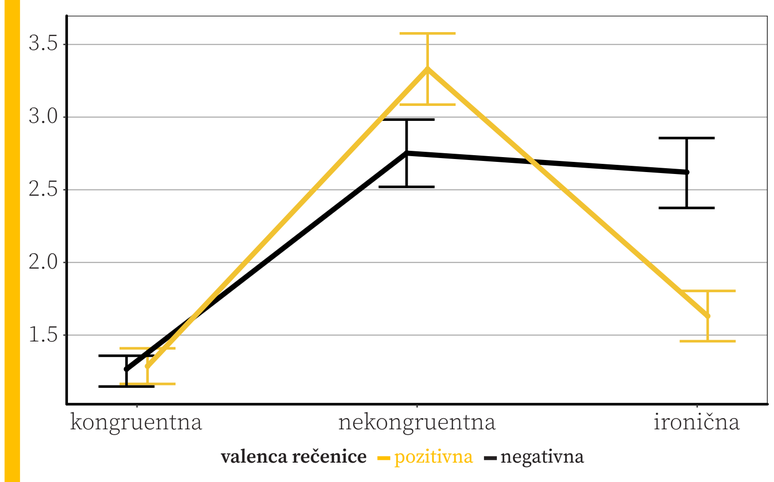
Ironičnost pozitivne poruke



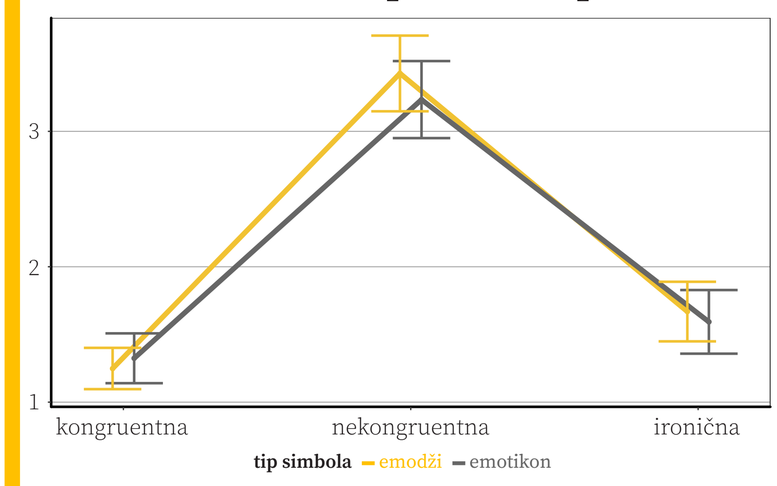
Jasnoća



Dvosmislenost



Dvosmislenost pozitivne poruke

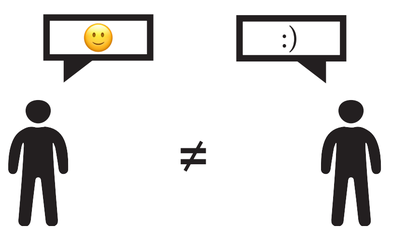


Diskusija

Pozitivna rečenica: > >

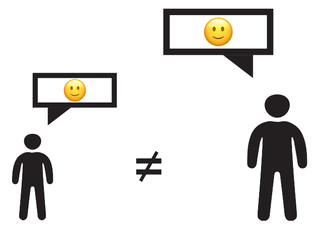
Negativna rečenica: = >

— radostan osmeh i(li) ironičan smešak



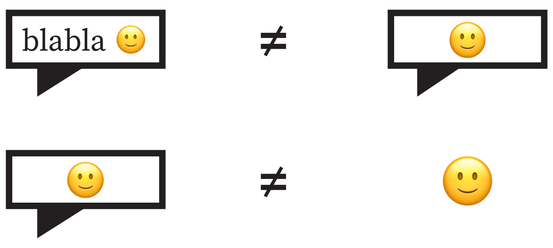
Ne deli značenje sa emotikonom od koga je potekao

Generacijski jaz u upotrebi ?



Zaključak

Tumačenje simbola zavisi od konteksta!



Reference

Derks, D., Bos, A. E., & Von Grumbkow, J. (2008). Emoticons and online message interpretation. *Social Science Computer Review*, 26(3), 379-388.

Miller, H., Thebault-Spieker, J., Chang, S., Johnson, I., Terveen, L., & Hecht, B. (2016). "Blissfully happy" or "ready to fight": Varying Interpretations of Emoji. *Proceedings of the Tenth International AAAI Conference on Weblogs and Social Media*, 259-268.

Pavalanathan, U., & Eisenstein, J. (2016). More emojis, less :) The competition for paralinguistic function in microblog writing. *First Monday*, 21(11).

Rodrigues, D., Prada, M., Gaspar, R., Garrido, M. V., & Lopes, D. (2017). Lisbon Emoji and Emoticon Database (LEED): Norms for emoji and emoticons in seven evaluative dimensions. *Behavior Research Methods*, 1-14.