



New visual trends and language in Internet communication

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Outline

- Introduction: global view
- Development and design of new technologies
- Visual communication and emoji
- Social media
- Languages in education
- Future considerations



Introduction

- Technologies change our daily routines
- Technologies penetrate all parts of the world
 - Changes are very fast
- What are the affordances of new technologies, particularly in the Global South?
 - visual technologies such as images & videos
 - wide range of characters like emoji
 - mobile devices allow connection
 - speech processing



Theoretical position

- Future studies
- Postcolonial theory
- Homi Bhaba: The location of culture
 - The agency of the colonized; resistance to colonialism
 - Cultures are part of an ongoing process; cultures come after the hybridizing process
 - Cultures are a matter of becoming, they are invented
 - Cultures on the move, cultures are being narrated
- My own background:
 - ICT, education, cognitive science, anthropology



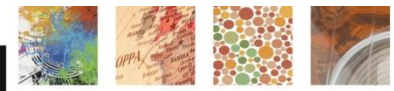
Cognitive basis of current ICTs

- The Western science dominates research and education
- The logic of systems and applications has been purely based on Western science.
- The psychology behind the usability and user interfaces of the devices and applications is based on research made predominantly among US college students



Design of new technologies: current trends

- Computers were developed in the US
 - Internet was developed in the US
 - Main IT companies are located in California
- but***
- UNCTAD: Asian economies are larger than the rest of the world in 2020
 - China purchasing power parity (PPP) is largest in the world
 - CD, DVD, digital cameras, mobile phones
 - manga, anime, videogames, K-pop, Bollywood
 - robotics



China

- Leading manufacturer of mobile devices
- Leading country in face recognition technologies and use (population control)
- Even 60-80% of AI research already in China
- Mobile payment dominant
- Chinese characters require lots of hand movement control and visual memory
安

問



Visual communication and characters

- Internet nearly everywhere in the world
- English alphabet dominated character-based communication on computer systems until 21st century
- Mobile: Sending text messages “natural in English”
- From ASCII alphabetic characters to Unicode standard that includes ideograms and syllabic characters



Visual communication and characters

- All world's languages are included in Unicode and can be used in writing messages
- Capacity for storage and communication channels allows pictures and moving image



Japan

- Kawaii, cuteness
- cute fashion and personas were emblematic of young women's subversion of traditional norms in the 1970s



Emoji 🚲 🌴

- Emoji, from Japan 1999 for mobile phones
- 😂 😍 😎 👍
- E-moji "picture-character"
- Extension of emoticons, smiley faces
- Japanese character sets:
 - Hiragana, katagana, kanji, romanji
- A global "language" with numerous local "dialects"; Unicode standard
- Emoji are phatic, which means they are 'used typically for establishing social contact and for keeping the lines of communication open and pleasant'



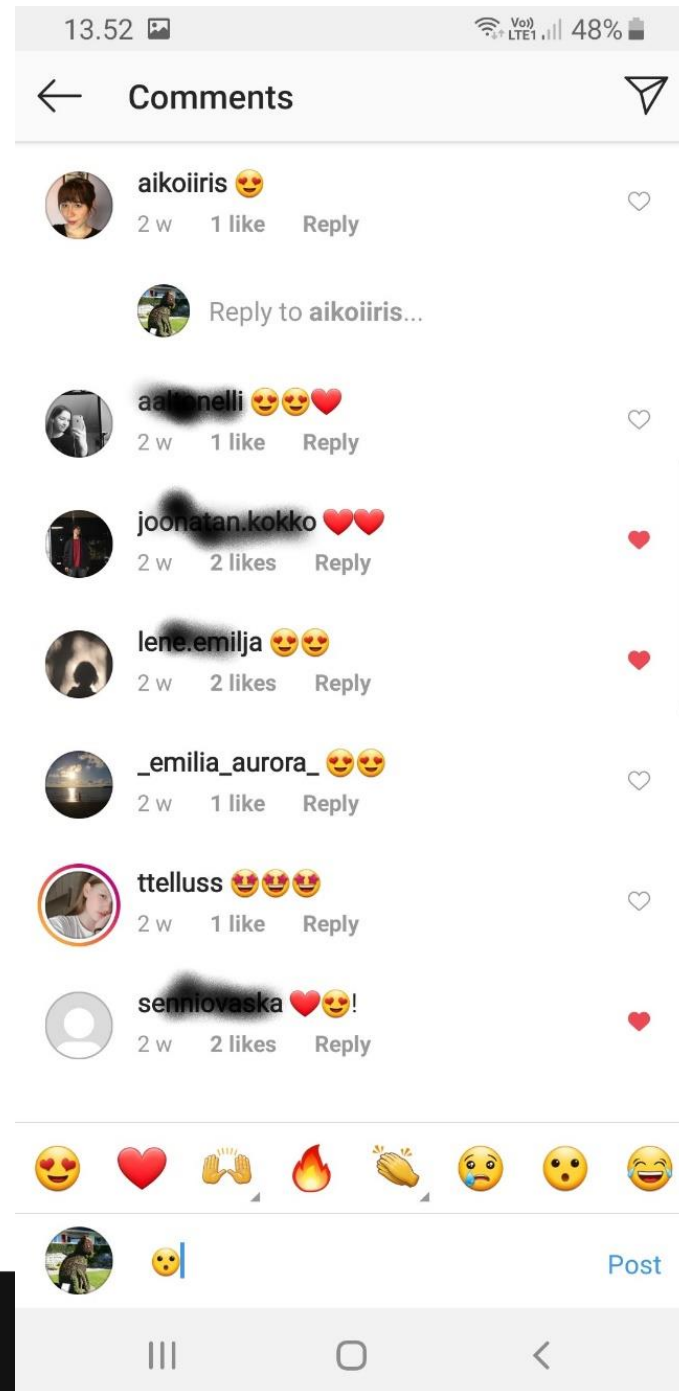
Emoji 🧐

- Emoji usage research through twitter API etc.
- Over half of Instagram messages contained emoji already in 2016
- France: frequent heart symbols (smart phones, young adults) 🧐
- Loudly crying face controversy: happy or not? 😂
- China: can replace kanji characters to avoid censorship 🌐 🐰 "me too"




Instagram screenshot May 2019

Finland, young people



Varied meanings: Japan

- Poo: wishing good luck 
- Wise monkey: see no evil, hear no evil, talk no evil
- <https://www.bbc.co.uk/newsround/41107639>



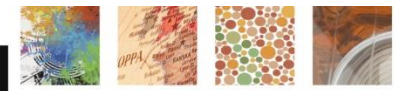
Social media

- In Philippines, Indonesia & Thailand people spend 10 hours a day in internet (?)
- Youtube influencers
- Facebook & Whatsapp rumors
 - India kidnapping, Rohingya
- Election meddling
 - Facebook uses Africa as test laboratory
- Fake news, trolls
- Travel destinations getting overwhelmed
- Instagram beauty ideals
- Wedding customs influenced in Niger



Languages in education: Africa & Asia

- India has over 800 languages
- Africa has nearly 2000 languages
- Primary education:
 - local language/s first
 - then a national language
- Secondary education & HE
 - a colonial language or large national language
- Mother tongue education rare in small languages
- Universities teach in English or French



Conclusion: Challenge for research

- How do we use these new technologies to benefit communication, education and people's thinking skills?
- Global interplay of cultural adaptation
- Learning and communication modes can change through videos and online chat – languages, particularly small languages to benefit
- Language learning revolution





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