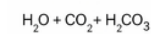
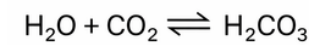


Beyond Decoration: How Emojis Recontextualize Science on Social Media

Mechanisms of Scientific Recontextualization

Intersemiotic Reformulation

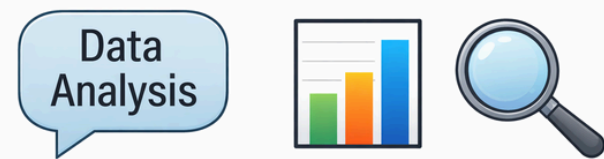


$$a_{\text{ext}} = a_{\text{detect}} = \frac{d(a)}{dt} + \frac{N_2}{(g \cdot \text{Ht}_3)}$$

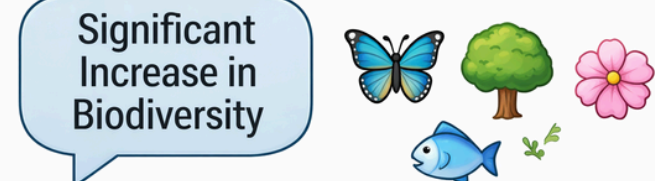


Emojis restate complex verbal research content in a visual format to aid public understanding.

Formulating vs. Reformulating Emojis

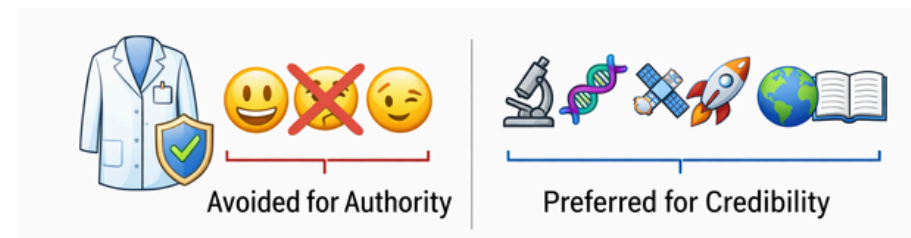


Formulating
Substitute for words.



Reformulating
Illustrate and reinforce existing text.

The Power of Non-Facial Emojis



Research accounts favor object-based icons over facial emojis to maintain a professional, authoritative voice.

Strategic Benefits for Research Dissemination

Managing Professional Identity



Emojis allow research groups to be engaging and interactive without sacrificing scientific prestige.

Strategic Attention-Getting



Emojis act as interpretive “clues” and organizational tools to highlight the newsworthiness of findings.

Fostering Global Engagement



Emojis provide a cross-cultural visual shorthand that helps communicate global issues to a worldwide audience.