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The Analysis of Graphic Switching and Social Implementation of CMC Using WhatsApp, Facebook Messenger, Instagram

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ABSTRACT

This paper examines graphic use in computer-mediated communication (CMC) among young adults in Multan, Pakistan, focusing on WhatsApp, Facebook Messenger, and Instagram. The study explores the use of emojis, stickers, GIFs, and images in digital communication through a quantitative survey of 167 students, predominantly female (86.83%) and aged 22-25 (88.02%). The results show WhatsApp as the most popular platform (64.67% agreement, mean = 3.67), followed by Instagram (46.11%, mean = 3.17). Facebook Messenger is less popular (8.99%, mean = 1.99). Graphic switching is common, with 53.89% of individuals switching between types of graphics during conversations (mean = 3.35). Emojis are mainly used to express emotions (77.24%, mean = 3.86), stickers are popular in informal communication (76.05%, mean = 3.59), and GIFs are frequently used to convey humor (64.08%, mean = 3.63). Cultural and social factors significantly influence graphic selection, with 71.26% tailoring emoji use with elders (mean = 3.72) and 68.86% avoiding certain graphics due to religious or social reasons (mean = 3.66). These practices enhance emotional clarity but only moderately reduce misunderstandings (49.70%, mean = 3.40). The research emphasizes how cultural background shapes CMC and offers insights for designing platforms to improve online communication.

Key Terms: Graphic Switching, Emojis, Social Media, Computer-Mediated Communication

Introduction

Computer-Mediated Communication (CMC) has significantly transformed social life, as the invention allows people to communicate over distances with greater ease and speed than before (Thang & Trang, 2023). WhatsApp, Facebook Messenger, and

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Instagram have become part of daily communication, especially among young adults who spend most of their time on these digital platforms for personal and academic purposes (Omipidan & Snusi, 2024). All these platforms offer a variety of tools beyond text, voice, and graphics, including emojis, stickers, GIFs, and photos, adding layers of emotional and contextual meaning to conversations. However, the art of switching between these graphic elements—called graphic switching—and the social significance behind it remains largely unexplored.

Computer-Mediated Communication (CMC), which has transformed significantly over the last two decades, has altered the way people socialize in Pakistan (Shahwani et al., 2024), especially in major cities like Multan, known as the cultural hub with numerous educational centers and young people. Apps such as WhatsApp, Facebook messaging, and Instagram now serve as the main platforms for communication among young adults, particularly students studying technology-related courses (Collis & Eggers, 2022), who use these services for both academic and social interactions. The addition of elements like emojis, stickers, GIFs, and pictures enhances digital conversations by better conveying emotions, humor, and context, enriching the cultural and social fabric of Pakistani society. Young adults in Multan experience a blend of traditional atmosphere and modern digital trends as they use the internet to connect with family, peers, and academic networks.

The social implications of the graphic switching practice, however, have not been thoroughly explored, nor have their impacts been widely accepted (Eberhard, 2023). This practice involves switching between graphic elements and platforms based on the situation or audience. Cultural factors, such as respect for elders or sensitivities related to religion, influence how communication is conducted. This paper, which focuses specifically on Multan, examines how young adults use graphic switching online through computer-mediated communication (CMC). It addresses habitual platform use and the cultural reasons behind tendencies toward graphic switching in online communication within this vibrant urban environment.

Statement of the Problem

The rise of Computer-Mediated Communication (CMC) systems like WhatsApp, Facebook Messenger, and Instagram has changed how people interact, especially among young adults. However, the social and cultural aspects of graphic switching—using emojis, stickers, GIFs, and images—are not yet well-studied. It remains unclear why users switch platforms or choose specific elements of a graphic interface for communication in social interactions. Additionally, cultural, social, or contextual factors that influence these choices are not thoroughly explored, leaving a gap in understanding effective digital communication. This lack of knowledge increases the risk of misunderstandings during conversations where tone or intent may be missed. Investigating graphic switching and its social applications can help make digital communication clearer, enhance emotional expression, and increase cultural relevance—especially among tech-savvy young people navigating both academic and social environments.

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Research Objectives

To explore how and to what extent graphical switching (emojis, stickers, GIFs, images) occurs in our daily communication through platforms like WhatsApp, Facebook Messenger, and Instagram.

To examine how social and cultural factors influence young adults' choice of graphic elements in Computer-Mediated Communication.

To determine the contribution of graphic components in communication to prevent misunderstandings and enhance the emotional aspect of digital communication.

Research Questions

What are the changing frequencies at which youth share graphical communication (emojis, stickers, GIFs, and images) on WhatsApp, Facebook Messenger, and Instagram?

What are the social and cultural factors that influence the choice of elements presented in Graphics in Computer-Mediated Communication among young adults?

What role do graphics play in minimizing misunderstandings and increasing the level of emotional communication within online conversations?

Significance of the Study

Further research on graphic switching and the social practice of implementing Computer-Mediated Communication (CMC) through WhatsApp, Facebook Messenger, and Instagram is essential for understanding digital interactions in today's society, especially among young adults. Discussing the mechanisms and reasons behind platform changes and the use of graphic elements like emojis, stickers, GIFs, and images helps reveal communication preferences and behavioral patterns. It highlights the importance of understanding how these aspects enhance emotional expression and reduce confusion during digital communication. The findings could guide developers in creating features that improve platform usability and user experience. Additionally, the research underscores the influence of cultural and social factors on graphic choices and the development of inclusive communication tools that respect diverse contexts. For teachers and communicators, it offers insights on how to adopt successful digital communication strategies, particularly in the academic world dominated by tech-savvy youth. Overall, the study advances the field of CMC and future social interaction research in technology, promoting more effective and thoughtful communication in digital spaces.

Literature Review

The use of social media in journalism has transformed newsroom activities, especially platforms like WhatsApp, which promote media convergence. According to Jenkins (2006), media convergence refers to the merging of economic, organic, cultural, global, and technological factors that enable content to flow smoothly across different platforms. WhatsApp is a cross-platform messaging app that enhances communication efficiency and multimedia sharing in real-time, playing a vital role in how news is gathered and processed today (Yeboah, 2014). Literature indicates that WhatsApp and

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other social media have changed how journalists operate by providing faster access to sources and increasing speed (Mwongela, 2012). However, their integration into newsroom content management systems remains limited, leading to sporadic use and ethical concerns (Wamunyu & Wahutu, 2019). Issues around credibility, privacy, and content verification have arisen due to the absence of specific policies guiding WhatsApp's use in newsrooms (Mwinzi, 2023). Moreover, the debate between traditional and user-generated content, as discussed by Dimitrov (2014), raises questions about the professionalism of journalism in the social media era. This highlights the need for well-established frameworks that harness WhatsApp's power while addressing ethical and operational challenges in newsroom convergence.

The rise of the ephemeral form of social media, especially Instagram Stories, has changed how young people portray themselves in visual mobile communication. Launched in 2016, Instagram Stories allow users to share content that disappears after 24 hours, creating a sense of urgency and authenticity in digital interactions (Instagram, 2016). This transient nature encourages aesthetic self-disclosure, which feels both spontaneous and carefully curated (Bayer et al., 2016). Scholars note that the platform's features, including filters and interactive tools, enable a variety of creative visual expressions, making it easier for users to share personal stories (Georgakopoulou, 2021). A study by Barnea et al. (2023) highlights that ephemeral content influences how people process information, as they tend to spend more time analyzing temporary visuals than permanent posts. This trend is amplified by the widespread use of smartphone photography, where sharing images is a key part of young people's lives (Serafinelli & Villi, 2017). However, issues like context collapse and reduced anonymity complicate self-presentation strategies, as users must navigate diverse audiences (Hollenbaugh, 2021). While Instagram remains dominant among the 16-24 age group (Kemp, 2023), academic research on Stories remains limited. This area needs more qualitative studies to understand how socio-cultural factors shape visibility and identity online.

The emergence of computer-mediated communication (CMC) has significantly impacted language, leading to both semantic changes and lexical innovations driven by industrialization. Usamovova (2025) also emphasizes that platforms like Facebook, Instagram, YouTube, and Telegram foster rapid development of neologisms and reshape the meanings of terms such as likes, tags, and stories to fit the digital environment. This aligns with the concept of a new linguistic register called Netspeak, as described by Crystal (2006), which has developed through online communication featuring abbreviations, emoticons, and vocabulary reuse. According to Katamba (2005), one external factor promoting linguistic change is technological advancement, which broadens the development of globalized vocabularies across languages. Similarly, Malec and Rusinek (2015) highlight that neologisms emerge from sociocultural and psycholinguistic influences and spread quickly through social media. Thorne and State (2003) stress the importance of the internet in establishing specialized registers in English for Specific Purposes (ESP), driven by user creativity and platform design. These changes demonstrate that language has adapted to digital communication, redefining the construction and expression of identity (Usamovova, 2025). The interaction between language and technology reflects the dynamism present in all

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linguistic systems, shaped by societal shifts.

The integration of machine learning into communication platforms has enabled the enhancement of contextual understanding in chatbots and natural language processing, contributing to more accurate and meaningful digital conversations (Janjua et al., 2024). Similarly, the application of machine learning in healthcare, such as the classification of lung diseases, reflects the broader impact of AI in refining communication, particularly in understanding and processing complex, domain-specific data (Rehman et al., 2024). In the context of hybrid agile models, the ability to manage change effectively improves how teams collaborate, which is analogous to how graphic switching in digital communication allows users to adapt to various conversational contexts (Janjua et al., 2016). Machine learning and rule induction techniques have also been successfully applied in various sectors, optimizing decision-making processes and aligning with how individuals switch between different graphic forms in social media communication (Almansour et al., 2024). Additionally, AIoT-based intelligent systems, like those developed for agricultural disease forecasting, highlight how technological innovations can be tailored to specific domains, much like the tailored use of emojis, stickers, and GIFs based on the platform and social context (Abbas et al., 2023).

These studies underscore the importance of technological adaptation in shaping how we communicate. From healthcare to agriculture, machine learning and AI technologies offer new avenues for improving understanding and decision-making, much like the evolving role of graphic switching in enhancing digital communication. The growing impact of AI and contextual technologies aligns with how users in digital spaces, like WhatsApp, Instagram, and Facebook Messenger, adapt and personalize their communication based on social and cultural contexts.

The literature review on Internet of Things (IoT)-supported virtual-private social networks (VPSN) and text messaging approaches highlights their importance in secure communication and data storage or management. According to Wu et al., big data collected by IoT devices and social networks is highly vulnerable to security and privacy challenges, with the spread of viruses via social media being one example (Wu et al., 2020). They conclude that privacy-preserving techniques are more likely to succeed compared to traditional methods, such as using acquaintance information, to protect network data on a large scale. Similarly, Cecilia et al. (2020) discuss mobile crowd sensing (MCS) in terms of receiving and sharing information related to mobile devices, emphasizing its role in public health, especially during the COVID-19 pandemic in Spain; in this context, MCS was vital for implementing smart quarantine policies. King et al. (2020) examine the use of text messaging as a way to deliver tailored health interventions, demonstrating their effectiveness in promoting physical activity among Latino adults through SMS-based telehealth programs. Additionally, Sivarajah et al. (2020) highlight the importance of big data and social media analytics for enhancing business-to-human sustainability within participatory web environments. Collectively, these studies underscore the potential of IoT-based VPSNs and text messaging plans for secure, scalable, and impactful intercommunication while addressing privacy and security challenges.

There is no simple or direct link between social media use and loneliness among young adults. According to Matthews et al. (2025), there was no significant linear relationship

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between the amount of time spent on social media and loneliness, which suggests that it is not just social media use itself, but the quality of interactions with these platforms that matters. The displacement hypothesis is based on the idea that excessive social media use can replace high-quality online and offline interactions, potentially increasing feelings of loneliness (Matthews et al., 2025). Conversely, the stimulation hypothesis states that online platforms can compensate for offline deficits in social experiences, especially for those who are lonely (Nesi et al., 2016). The prevalence of online victimization, including 33% experiencing cyberbullying and 21% encountering unwanted sexual content, has been linked to a higher risk of loneliness, particularly among individuals with pre-existing mental health issues (Matthews et al., 2025). Pouwels et al. (2021) note that negative online experiences can also contribute to social isolation in some adolescents; however, others feel more connected to peers through social media. Even circumstances like the COVID-19 pandemic complicate these dynamics, as lockdowns increase reliance on digital communication (Ha & Gutman, 2021). Thus, the impact of social media on loneliness varies depending on individual experiences.

Research Methodology

This research, which uses a quantitative design, examines graphic switching and the social use of Computer-Mediated Communication (CMC) on WhatsApp, Facebook Messenger, and Instagram. A survey method was selected to collect structured data about user behaviors, preferences, and perceptions regarding platform usage and graphic features such as emojis, stickers, GIFs, and images. The design helps measure the frequency, patterns, and social effects of digital communication and can be analyzed based on the responses. Standardized data collection is achieved through a Likert-scale questionnaire, enabling statistical analysis to identify trends and correlations in graphic switching and its social impact among young adults.

Population

The target population will include young adults involved in higher education, especially those in programs related to technology, as they are some of the most active users of CMC platforms. They are ideal for studying trends in digital communication and their highly tech-savvy engagement with social media. The population consists of students from various educational institutions, particularly focusing on those who regularly use WhatsApp, Facebook Messenger, and Instagram for both social and academic communication.

Sample

The sample group consists of students from various educational institutions, mainly in technology-related programs, and is composed of young adults. The size of the sample was designed to provide adequate representation of the target population, capturing diverse perspectives on CMC usage. Inclusion criteria prioritized students who actively use at least one of the platforms under study, making it relevant to the research objectives. All participant categories include both men and women, but a significant number of female-dominated institutions are represented, highlighting the demographic

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specificities of some educational environments.

Sampling Process

The participants were also selected through purposive sampling, meaning they were chosen based on specific criteria of being young adult students who actively use WhatsApp, Facebook Messenger, or Instagram. A non-probability sampling method was used to obtain a large and relevant sample of individuals with experience in CMC, ensuring meaningful responses. The recruitment of participants was done through educational institutions, either by direct outreach via invitations sent through academic networks or through social media groups. The sampling process aimed to include students from various programs and different institutions, focusing on those who are highly technologically oriented and representing diverse communication practices.

Data Collection

A structured questionnaire was used to collect data from participants. The questionnaire included Likert-scale questions (e.g., Strongly Agree to Strongly Disagree) that helped the researcher identify key aspects, such as the frequency of using a platform and graphic switching, along with preferences for emojis, stickers, GIFs, and pictures, as well as social and cultural factors influencing these behaviors. To maximize participation, it was distributed both online and in person to ensure all individuals had an equal opportunity. The online survey was shared via email and social media, while the in-person surveys were conducted during academic classes. The questionnaire was designed to be concise yet comprehensive, covering platform usage, graphic element preferences, and contextual influences. Clear directions and instructions were provided to ensure participants could respond accurately and honestly. Data was collected over a specific period to maintain consistency.

Analysis Process

The descriptive statistical analysis was used to summarize the responses and identify trends in the data that was collected. The Likert-scale-type questions had frequencies and percentages calculated to determine the prevalence of behaviors like platform switching or the use of graphics. Average scores were computed to gauge how much responses clustered around the middle, and standard deviations assessed the diversity of answers. The data were organized into tables to facilitate comparison of responses, such as preferences for WhatsApp and Instagram or stickers and emojis. Data were analyzed using precise statistical software. The analysis addressed the research objectives to answer questions about the clues of graphic switching, the influence of culture, and the role of graphics in promoting clear communication.

Data Analysis

Demographic Information

Age Group	F	%	Gender	F	%	Institute	F	%	Program	F	%
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18-22	13	7.78%	Male	21	12.57%	Women University	120	71.86%	BSCS	51	30.54%
22-25	147	88.02%	Female	145	86.83%	NCBA&E	14	8.38%	BSIT	28	16.77%
30+	7	4.19%	Other	1	0.60%	USP	7	4.19%	BS Bio.Tech	21	12.57%
						BZU	6	3.59%	Others	67	40.12%
						Others	20	11.98%			
Total	167	100%	Total	167	100%	Total	167	100%	Total	167	100%

Table No. 1

Analysis

The study included 167 participants, predominantly aged 22-25 (147, 88.02%), followed by 18-22 (13, 7.78%) and 30+ (7, 4.19%), with a focus on young adults. The gender distribution shows a high number of females (145, 86.83%) and males (21, 12.57%), with a small percentage of others (1, 0.604). This results in a female-dominated sample, likely influenced by the fact that most participants attended Women University (120, 71.86%). Other institutions such as NCBA&E (14, 8.38%), USP (7, 4.19%), BZU (6, 3.59%), and others (20, 11.98%) indicate diverse institutional representation. Among the main academic programs, BSCS leads (51, 30.54%), followed by BSIT (28, 16.77%), BS Bio.Tech (21, 12.57%), and other programs (67, 40.12%), highlighting a focus on technology fields. The underrepresentation of students in technology-related courses at Women University reflects a gender bias toward young female students, which is relevant in the context of social media and digital communication features. Such trends influence platform affiliations like WhatsApp and Instagram, as online communication demands youth engagement who are highly accustomed to using technology.

Question No. 5: Do you use social media daily?

Table No. 2

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
Frequency	38	88	27	7	7	167	3.86	0.96
Percentage	22.75	52.69	16.17	4.19	4.19	100		

Analysis

The 'feel free to come to my rescue' dimension received an average response of 3.86 with a standard deviation of 0.96. Among 167 respondents, 38 (22.75%) strongly agreed, 88 (52.69%) agreed, 27 (16.17%) were neutral, 7 (4.19%) disagreed, and 7 (4.19%) strongly disagreed. The high level of agreement (75.44%) emphasizes that social media is a constant presence in everyday communication. The average score of 3.86 indicates a strong tendency toward habitual participation, with a moderate standard deviation of 0.96 reflecting consistent responses. Disagreement was at 8.38%, showing that most people agree. The neutral responses (16.17%) suggest some variability, likely due to differences in communication needs or access. These figures demonstrate that

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social media has become a part of daily life, and there is little variation in behavior, making it a vital method of communication in various contexts.

Question No. 6. I use WhatsApp more frequently than other platforms?

Table No. 3

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
Frequency	34	74	34	20	5	167	3.67	1.02
Percentage	20.36	44.31	20.36	11.98	2.99	100		

Analysis

Out of 167 respondents, 8 (20.36%) strongly agreed, 74 (44.31%) agreed, 34 (20.36%) were neutral, 20 (11.98%) disagreed, and 5 (2.99%) strongly disagreed, with a mean of 3.67 and a standard deviation of 1.02. The agreement level of 64.67% clearly shows that WhatsApp is the preferred choice in this context. The average score of 3.67 indicates high usage, while the standard deviation of 1.02 reflects a moderate level of variability, suggesting the presence of some other preferences. The neutral responses (20.36%) and the 14.97% of disagreement show that although WhatsApp is the most common platform, a portion of respondents still use other platforms equally or more. This highlights WhatsApp's multifunctionality for quick communication, although various interests influence its use, possibly driven by social or functional needs.

Question No. 7. I use Facebook Messenger more frequently than other platforms.

Table No. 4

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
	4	11	24	69	59	167	1.99	0.99
Frequency	2.40	6.59	14.37	41.32	35.33	100		

Analysis

Out of 167 participants, 4 (2.40%) strongly agreed, 11 (6.59%) agreed, 24 (14.37%) were neutral, 69 (41.32%) disagreed, and 59 (35.33%) strongly disagreed, with a mean of 1.99 and a standard deviation of 0.99. The low agreement percentage (8.99%) and the high disagreement percentage (76.65%) suggest that Facebook Messenger is not favored. The mean of 1.99 indicates strong rejection, and the standard deviation of 0.99 shows that responses are fairly consistent. The neutral response rate (14.37%) suggests that Messenger is sometimes used, but the data clearly indicates users are beginning to abandon the platform they once used. This may be because Messenger faces competition from more popular apps that offer additional features or are more appealing to users.

Question No. 8. I use Instagram more frequently than other platforms

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Percentage	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
	23	54	36	36	18	167	3.17	1.22
Frequency	13.77	32.34	21.56	21.56	10.78	100		

Analysis

The extent of agreement on the 0-7 scale was 23 (13.77%) strongly agreeing, 54 (32.34%) agreeing, 36 (21.56%) neutral, 36 (21.56%) disagreeing, and 18 (10.78%) strongly disagreeing out of a total of 167 respondents, with a mean of 3.17 and a standard deviation of 1.22. A moderate preference for Instagram is indicated by the 46.11% of respondents who prefer it. The mean of 3.17 suggests quite frequent usage, while the larger standard deviation of 1.22 indicates variability in preferences. The middle-ground and disagreement percentages (21.56% and 32.34%) demonstrate that Instagram is not a widely popular platform, perhaps because its visual orientation does not appeal to all communication styles. This information highlights that Instagram does not dominate platform use but still plays an important role.

Question No. 9. Do you switch platforms depending on who you're talking to?

Table No. 6

Percentage	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
	22	66	45	21	13	167	3.38	1.10
	13.17	39.52	26.95	12.57	7.78	100		

Analysis

Out of 167 respondents, 22 (13.17%) strongly agreed, 66 (39.52%) answered that they agree, 45 (26.95%) were neutral, 21 (12.57%) answered that they disagree, and 13 (7.78%) strongly disagreed, with an average of 3.38 and a standard deviation of 1.10. The 52.69 percent agreement rate indicates a high level of platform switching according to communication partners. A mean of 3.38 suggests a moderate response to this behavior, and the standard deviation of 1.10 reflects variability. Some consistency in platform use is shown by the neutral responses (26.95%) and the 20.35% who disagreed. These figures suggest adaptable communication practices suitable for various societal situations and reflect differing habits among respondents.

Question No. 10. I switch between platforms 1-2 times in a day?

Table No. 7

Frequency	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
Percentage	12	80	41	26	8	167	3.37	0.99
	7.19	47.90	24.55	15.57	4.79	100		

Analysis

Out of the 167 respondents, 12 (7.19%) strongly agreed, 80 (47.90%) agreed, 41

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(24.55%) were neutral, 26 (15.57%) disagreed, and 8 (4.79%) strongly disagreed, with a mean of 3.37 and a standard deviation of 0.99. The 55.09 percent agreement rate suggests that platform switching occurs at low frequencies in most cases. The average of 3.37 indicates moderate involvement, and the standard deviation of 0.99 indicates consistent responses. The 20.36% disagreement and the neutral responses (24.55%) tend to favor the use of a single platform. This information shows a pattern of low daily switching, meaning people tend to use different platforms based on their communication needs.

Question No. 11. I switch between platforms 3-5 times in a day?

Table No. 8

Frequency	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
Percentage	11	58	48	37	13	167	3.10	1.06
	6.59	34.73	28.74	22.16	7.78	100		

Analysis

Out of the 167 respondents, 11 (6.59 percent) strongly agreed, 58 (34.73 percent) agreed, 48 (28.74 percent) were neutral, 37 (22.16 percent) disagreed, and 13 (7.78 percent) strongly disagreed, with a collective standard deviation of 3.10 and a standard deviation of 1.06. The agreement rate of 41.32 percent indicates moderate platform switching at moderate frequency. The average score is quite low, with a mean of 3.10, suggesting occasional behavior, and the standard deviation of 1.06 indicates mixed responses. The 28.74 percent neutral responses and 29.94 percent disagreement show that some respondents switch platforms less frequently. Based on this information, moderate usage corresponds to 3 to 5 switches per day, with respondent habits varying.

Question No. 12. I switch between platforms more than 5 times in a day?

Table No. 9

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
Frequency	14	36	40	58	19	167	2.81	1.15
Percentage	8.38	21.56	23.95	34.73	11.38	100		

Analysis

Out of 167 respondents, 14 (8.38%) strongly agreed, 36 (21.56%) agreed, 40 (23.95%) were neutral, 58 (34.73%) disagreed, and 19 (11.38%) strongly disagreed, resulting in a mean of 2.81 and a standard deviation of 1.15. The 29.94% agreement rate suggests that there are few switching periods on high-frequency platforms. The low mean of 2.81 and large standard deviation of 1.15, along with 46.11% disagreement, indicate that most respondents do not switch frequently. Neutral responses (23.95%) show some instances of high-frequency switching. This data suggests that high-frequency switching is uncommon and most people prefer fewer switches.

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Question No. 13. I use emojis to express emotions.

Table No. 10

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
Frequency	38	91	21	10	7	167	3.86	0.97
Percentage	22.75	54.49	12.57	5.99	4.19	100		

Analysis

The findings from the research involved 167 respondents, of whom 38 (22.75%) strongly agreed, 91 (54.49%) agreed, 21 (12.57%) were neutral, 10 (5.99%) disagreed, and 7 (4.19%) strongly disagreed, with a mean score of 3.86 and a standard deviation of 0.97. The 77.24% overall agreement emphasizes the widespread use of emojis as a means of sharing emotional expression. The high mean of 3.86 and moderate standard deviation of 0.97 indicate consistent reliance. The proportion of those disagreeing is low at only 10.18%, and neutral responses are negligible at 12.57%. This evidence highlights the significance of emojis in expressing emotions, as the very high level of agreement demonstrates how effective emojis are in enhancing the clarity of digital communication.

Question No. 14. I use stickers when chatting with close friends.

Table No. 11

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
Frequency	0	127	17	17	6	167	3.59	0.81
Percentage	0.00	76.05	10.18	10.18	3.59	100		

Analysis

Among the 167 who responded to this question, 0 (0.00%) strongly agree, 127 (76.05%) agree, 17 (10.18%) are neutral, 17 (10.18%) disagree, and 6 (3.59%) strongly disagree, with a mean of 3.59 and a standard deviation of 0.81. The high agreement rate of 76.05 percent suggests that sticker usage is common among close friends. The mean of 3.59, paired with a low standard deviation of 0.81, indicates consistent behavior. The absence of strong agreement and 13.77% disagreement imply that stickers are used more broadly but not in every situation. Neutral responses (10.18%) reflect minor indecision. This data confirms the popularity of stickers as a form of informal communication, as their use is relatively uniform among respondents.

Question No. 15. I send GIFs to make chats funny or interesting.

Table No. 12

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
Frequency	36	46	24	43	18	167	3.23	1.33
Percentage	21.56	27.54	14.37	25.75	10.78	100		

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Analysis

In a survey of 167 respondents, 36 (21.56%) strongly agreed, 46 (27.54%) agreed, 24 (14.37%) were neutral, 43 (25.75%) disagreed, and 18 (10.78%) strongly disagreed. The mean response was 3.23, with a standard deviation of 1.33. The use of GIFs to make jokes or conversations more interesting is moderate, with 49.10% agreement. The average score of 3.23 suggests some level of engagement, while the high standard deviation of 1.33 indicates a wide range of preferences. The 36.53% level of disagreement and 14.37% neutral responses suggest that many respondents do not prioritize GIFs, possibly because they focus more on other graphic elements or verbal communication. This data implies that respondents use GIFs mainly to spice up chats, but their usage varies significantly, reflecting different communication styles.

Question No. 16. I use images/screenshots to explain something.

Table No. 13

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
Frequency	32	82	35	13	5	167	3.74	0.96
Percentage	19.16	49.10	20.96	7.78	2.99	100		

Analysis

Out of 167 respondents, 19.16% strongly agreed with this statement, 82 agreed, 35 were neutral, 13 disagreed, and 5 strongly disagreed. This results in an overall mean of 3.74 and a standard deviation of 0.96. The 68.26% level of agreement suggests that using images or screenshots to provide explanations is common. The mean of 3.74 is quite high, indicating frequent participation, while the standard deviation of 0.96 shows responses are fairly consistent. Only 10.77% expressed disagreement, and 20.96% provided neutral answers, reflecting some uncertainty. This data emphasizes that images are a key method for conveying information in digital communication, with most respondents showing a strong and consistent agreement on their use.

Question No. 17. I use Emojis more than other graphic elements?

Table No. 14

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
Frequency	30	86	29	17	5	167	3.71	0.97
Percentage	17.96	51.50	17.37	10.18	2.99	100		

Analysis

There were 30 (17.96%), 86 (51.50%), 29 (17.37%), 17 (10.18%), and 5 (2.99%) respondents who selected strongly agree, agree, neutral, disagree, and strongly disagree, respectively. The mean was 3.71; the standard deviation was 0.97, and the standard error was 0.14. The 69.46 percent of cases where respondents agreed that emojis are preferred over other graphical elements indicates a strong overall preference. The moderate standard deviation of 0.97 and high mean of 3.71 suggest that emojis are

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used consistently. The disagreement rate of 13.17 percent and the neutral response rate of 17.37 percent show that some respondents also use other graphics. This data highlights the dominance of emojis in online communication, likely because they are easier to use and can express a wide range of emotions or ideas.

Question No. 18. I use graphic elements to replace words i cannot express easily.

Table No. 15

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
Frequency	15	58	48	39	7	167	3.21	1.03
Percentage	8.98	34.73	28.74	23.35	4.19	100		

Analysis

Out of the 167 respondents, 15 (8.98%) strongly agreed, 58 (34.73%) agreed, 48 (28.74%) were neutral, 39 (23.35%) disagreed, and 7 (4.19%) strongly disagreed, with a mean of 3.21 and a standard deviation of 1.03. The agreement rate of 43.71 percent suggests that graphic elements were used moderately as an alternative to words that are difficult to represent. A mean of 3.21 indicates some level of engagement, while the standard deviation of 1.03 shows a wide range of implementation. Most respondents had neutral responses (28.74%), and 27.54% disagreed, indicating they do not consider graphics essential for achieving this objective. This data shows that the use of graphic features to enhance verbal expression is applied selectively, reflecting varied preferences among the respondents.

Question No. 19. I use Stickers more than other graphic elements?

Table No. 16

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
Frequency	21	73	41	25	7	167	3.46	1.02
Percentage	12.57	43.71	24.55	14.97	4.19	100		

Analysis

The mean scores of 21 respondents strongly agreeing, 73 agreeing, 41 neutral, 25 disagreeing, and 7 strongly disagreeing, with standard deviations of 3.46 and 1.02 out of a total of 167, indicate a clear trend. The overall agreement rate of 56.28% suggests a significant appreciation of stickers compared to other graphic usage. The average score of 3.46 shows that stickers are frequently used, while the standard deviation of 1.02 indicates a moderate level of variability. The disagreement percentages of 24.55 and 19.16 reflect that some respondents prefer other graphics or texts. This data demonstrates the popularity of stickers, especially in informal communication, despite differing opinions among participants.

Question No. 20. I use GIFs more than other graphic elements?

Table No. 17

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
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Frequency	15	31	48	51	22	167	2.80	1.16
Percentage	8.98	18.56	28.74	30.54	13.17	100		

Analysis

Out of a sample of 167, 15 (8.98%) strongly agreed, 31 (18.6%) were neutral, 48 (28.74%) disagreed, and 51 (30.54%) strongly disagreed, with a mean of 2.80 and a standard deviation of 1.16. The low percentage of agreement (27.54%) indicates that few people wanted to use GIFs compared to other graphics. This average score of 2.80 suggests that GIFs are used to some extent, but the high standard deviation of 1.16 shows significant variation. The 28.74% passive responses and 43.71% disagreement imply that most respondents prefer other types of graphics. These findings suggest that GIFs are not as popular as might have been expected, since most people tend to use them only in specific situations, such as making jokes or emphasizing a point, with diverse views and responses among participants.

Question No. 21. I use images more than other graphic elements?

Table No. 18

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
Frequency	9	50	53	42	13	167	3.00	1.04
Percentage	5.39	29.94	31.74	25.15	7.78	100		

Analysis

Out of 167 respondents, 9 (5.39%) strongly agreed, 50 (29.94%) agreed, 53 (31.74%) were neutral, 42 (25.15%) disagreed, and 13 (7.78%) strongly disagreed. The average score was 3.00, with a standard deviation of 1.04. The agreement rate of 35.33 percent shows a moderate preference for images over other graphics. The value of 3.00 indicates a moderate level of usage, while the standard deviation of 1.04 suggests inconsistent usage. The responses, along with the proportions of those who never use the image (31.74%) and those who disagree (32.92%), indicate that many respondents use images as often as other elements. This data suggests that images are used selectively for specific purposes and reflect varied graphic preferences among respondents.

Question No. 22. Do you use different graphic styles depending on the platform?

Table No. 19

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
Frequency	11	65	40	46	5	167	3.19	1.01
Percentage	6.59	38.92	23.95	27.54	2.99	100		

Analysis

Out of the 167 respondents, 11 (6.59%) strongly agreed, 65 (38.92%) agreed, 40 (23.95%) were neutral, 46 (27.54%) disagreed, and 5 (2.99%) strongly disagreed, with a mean of 3.19 and a standard deviation of 1.01. The 45.51 percent agreement on

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graphic styles indicates moderate adaptation across platforms. The average score of 3.19 suggests some platform-specific use, while the standard deviation of 1.01 shows that practices vary. Neutral responses (23.95%) and the 30.53 percent of disagreements reflect that some respondents maintain consistent graphic styles. This data implies that graphics are selectively adapted based on platform features or audience, with different habits and dynamics influencing these choices.

Question No. 23. Do you switch from emojis to stickers or GIFs in a single conversation?

Table No. 20

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
Frequency	24	66	31	37	9	167	3.35	1.13
Percentage	14.37	39.52	18.56	22.16	5.39	100		

Analysis

With 167 respondents, 24 (14.37%) were strongly agreeable, 66 (39.52%) were agreeable, 31 (18.56%) were neutral, 37 (22.16%) were disagreeable, and nine (5.39%) were strongly disagreeable, with a mean of 3.35 and a standard deviation of 1.13. The reported frequency of switching between graphic types during conversations, at 53.89 percent, is high. The average score of 3.35 suggests focused use, while the standard deviation of 1.13 indicates varied usage. The disagreement rate of 27.55 percent and neutral responses at 18.56 percent suggest that some respondents prefer to stick to a single type of graph. This data highlights the dynamic application of graphics according to conversation purpose and different practices.

Question No. 24. I change the way I use emojis when talking to elders vs. friends.

Table No. 21

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
Frequency	28	91	27	16	5	167	3.72	0.95
Percentage	16.77	54.49	16.17	9.58	2.99	100		

Analysis

The 167 respondents showed strong agreement, with 28 (16.77%) strongly agreeing, 91 (54.49%) agreeing, 27 (16.17%) remaining neutral, 16 (9.58%) disagreeing, and 5 (2.99%) strongly disagreeing, resulting in a mean of 3.72 and a standard deviation of 0.95. It is positive to see a high usage of emojis in context, which was 71.26% in agreement. The low standard deviation suggests consistent behavior, and the high mean of 3.72 supports this. The percentage of those who disagreed was very low at 12.57%, and the neutral responses amounted to 16.17%, indicating not indecision. This data suggests that emojis are used adaptively according to social context, with attention to being sensitive to the audience.

Question No. 25. My culture affects which emojis or stickers I find acceptable.

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Table No. 22

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
Frequency	13	84	38	26	6	167	3.43	0.96
Percentage	7.78	50.30	22.75	15.57	3.59	100		

Analysis

Out of 167 respondents, 13 (7.78%) strongly agreed, 84 (50.30%) agreed, 38 (22.75%) were neutral, 26 (15.57%) disagreed, and 6 (3.59%) strongly disagreed. The mean score was 3.43 with a standard deviation of 0.96. The 58.08 percent agreement rate suggests a strong cultural influence on graphic design. The standard deviation of 0.96 indicates responses were fairly consistent, as the mean of 3.43 reflects a moderate impact. The higher neutral responses (22.75%) and 19.16 percent disagreement highlight the level of autonomy within cultural chains. This information points to culture's role in shaping graphic acceptability, with varying degrees of adherence.

Question No. 26. I avoid certain graphic elements due to religious or social reasons.

Table No. 23

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
Frequency	25	90	26	22	4	167	3.66	0.97
Percentage	14.97	53.89	15.57	13.17	2.40	100		

Analysis

Out of 167 respondents, 25 (14.97%) strongly agreed, 90 (53.89%) agreed, 26 (15.57%) were neutral, 22 (13.17%) disagreed, and 4 (2.40%) strongly disagreed, with a mean of 3.66 and a standard deviation of 0.97. There is a high level of avoidance of specific graphics based on religious or social factors, with a 68.86 percent agreement rate. The high mean (3.66) and moderate standard deviation (0.97) indicate behavioral stability. Some disrespect toward these restrictions is reflected in neutral responses (15.57%) and disagreement (15.57%). This data highlights the influence of social and religious norms on the use of graphics.

Question No. 27. Emojis help me express tone and emotions that text alone cannot.

Table No. 24

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
Frequency	39	79	27	15	7	167	3.77	1.04
Percentage	23.35	47.31	16.17	8.98	4.19	100		

Analysis

The percentage of 'strongly agree' was 23.35 percent, 'agreed' 47.31 percent, 'neutral' 16.17 percent, 'disagreed' 8.98 percent, and 'strongly disagreed' 4.19 percent, with an

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overall mean of 3.77 and a standard deviation of 1.04 among 167 respondents. This 70.66 percent agreement rate highlights the significance of emojis in describing tones and conveying emotions. The high mean of 3.77 and a moderate standard deviation of 1.04 indicate consistent usage. Disagreement accounts for only 13.17 percent, and neutral responses (16.17 percent) suggest little indecision. This data underscores the helpfulness of emojis in emotional readability during online communication.

Question No. 28. Stickers or GIFs help me convey sarcasm or jokes. "

Table No. 25

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
Frequency	29	78	36	17	7	167	3.63	1.02
Percentage	17.37	46.71	21.56	10.18	4.19	100		

Analysis

The results showed that out of 167 respondents, 29 (17.37 percent) strongly agreed, 78 (46.71 percent) agreed, 36 (21.56 percent) were neutral, 17 (10.18 percent) disagreed, and seven (4.19 percent) strongly disagreed, with a mean of 3.63 and an STD of 1.02. The rate of interaction, at 64.08 percent, for using stickers and GIFs to portray sarcasm or humor is high. The moderate standard deviation of 1.02 and the high mean of 3.63 indicate consistent participation. The moderate response rate of 21.56 percent and 14.37 percent disagreement suggest a preference for other strategies. This information emphasizes the importance of stickers and GIFs in adding fun or sarcastic tones to conversations.

Question No. 29. I feel graphic elements reduce misunderstandings in chats.

Table No. 26

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
Frequency	18	65	55	24	5	167	3.40	0.96
Percentage	10.78	38.92	32.93	14.37	2.99	100		

Analysis

Out of 167 respondents, 18 (10.78%) strongly agreed, 65 (38.92%) agreed, 55 (32.93%) were neutral, 24 (14.37%) disagreed, and 5 (2.99%) strongly disagreed, with a mean of 3.40 and a standard deviation of 0.96. The 49.70 percent level of agreement indicates that I have medium confidence in the ability of graphic elements to reduce misunderstandings. The average score of 3.40 suggests some dependence, and the standard deviation of 0.96 shows consistent responses. There are mixed opinions, with 32.93% questioning their effectiveness and 17.36% disagreeing. This data suggests that graphics are seen as useful but not essential for achieving clarity in communication.

Question No. 30. Without emojis or images, messages feel 'flat' or hard to interpret.

Table No. 27

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D
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Frequency	35	74	41	15	2	167	3.75	0.93
Percentage	20.96	44.31	24.55	8.98	1.20	100		

Analysis

Out of 167 respondents, 35 (20.96%) strongly agreed, 74 (44.31%) agreed, 41 (24.55%) were neutral, 15 (8.98%) disagreed, and 2 (1.20%) strongly disagreed, with a mean of 3.75 and a standard deviation of 0.93. The 65.27 percent agreement indicates a strong belief that emojis and images enhance message interpretability. The high mean of 3.75 and low standard deviation of 0.93 reflect consistent views. Only 10.18 percent disagreed, suggesting some indecision, as 24.55 percent responded neutrally. This data confirms a subjective perception of the need to use graphics in digital communication to emphasize sadness and levity.

Findings and Discussion

The results of the research on graphic switching in Computer-Mediated Communication (CMC) among young adults in Multan, Pakistan, provide insights into how social interactions are influenced by the use of discursive elements of digital communication channels, including emoji, stickers, GIFs, and pictures. The data collected from 167 respondents, mainly female (86.83%) and aged 22-25 (88.02%), illustrate the nuanced interdependence of social, cultural, and contextual factors in shaping the communication preferences of tech-savvy youth, especially those in technology-related academic programs. This discussion highlights major patterns of platform usage and switching behaviors and what they reveal about emotional expressiveness, cultural relevance, and effective communication within the broader scope of CMC and Pakistani social and cultural contexts.

Usage and Preferences of Platforms

The paper notes that WhatsApp is the most popular application, with 64.67 percent of participants agreeing that it is their primary app (mean = 3.67, SD = 1.02). This aligns with the fact that it is a flexible, real-time messaging app that supports both social and educational communication, as previously studied (Yeboah, 2014). WhatsApp's popularity can also be attributed to its ease of use, searchability, and ability to support quick, informal communication that suits the fast-paced interaction of young adults. In contrast, Facebook Messenger had less than 10 percent agreement (8.99 percent, mean = 1.99, SD = 0.99), suggesting a shift toward other platforms that may be more engaging or feature-rich. Instagram is moderately popular, with 46.11 percent of participants agreeing (mean = 3.17, SD = 1.22). Users are attracted to Instagram because of its visual storytelling features, especially Stories, which promote aesthetic and spontaneous self-expression (Bayer et al., 2016). The standard deviation of Instagram use (SD = 1.22) indicates diverse communication patterns, with some users focusing more on visual content rather than text-based services.

One notable behavior is platform switching, and the highest level of agreement is that 52.69 percent of people say they switch platforms depending on their communication partner (mean = 3.38, SD = 1.10). However, higher-frequency switching (more than

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five times a day) is less common (29.94 percent agreement, mean = 2.81, SD = 1.15), which suggests that although users customize the platform for specific audiences or tasks, they generally maintain moderate switching habits (1-2 times daily, 55.09 percent agreement). This choice in usage reflects the selectivity of platforms, which often involves strategic thinking or is influenced by factors such as the audience (e.g., peers vs. elders) or context (e.g., academic vs. social).

Graphic Switching and the Emotional Level

The use of graphic elements is vital for ensuring emotional expressiveness and reducing misunderstandings in digital communication. The most common graphic is emojis, with 69.46% of respondents preferring them over other elements (mean = 3.71, SD = 0.97), and 77.24% using emojis to convey emotions (mean = 3.86, SD = 0.97). This aligns with Crystal's (2006) idea of Netspeak, where emojis add emotional nuance often lacking in text messages. The fact that participants strongly agree (70.66%) that emojis can be used to express tone and emotions (mean = 3.77, SD = 1.04) highlights their effectiveness in clarifying intent, especially in cultures where non-verbal communication is important.

Stickers have also gained significant popularity, especially in informal communication, with nearly 75% of individuals using stickers to communicate with close ones (mean = 3.59, SD = 0.81). The fact that they use stickers regularly (low SD) indicates that they are not considered inappropriate, and they can add humor to a situation or make something seem less unfamiliar, particularly among peers. Conversely, GIFs are less popular (27.54% agree, mean = 2.80, SD = 1.16), which is understandable since most agree they can be used to convey sarcasm or jokes (64.08% agree, mean = 3.63, SD = 1.02). The use of images and screenshots is moderate (35.33% of respondents agree, mean = 3.00, SD = 1.04), suggesting they are useful when explaining or covering academic or detailed discussions.

The results of the dynamic switching among different types of graphics in conversations (53.89% agreement, mean = 3.35, SD = 1.13) show the flexibility of users in adapting to conversation needs. For example, emojis create an emotional background, while stickers or GIFs add comic effects or sarcasm to enrich the interaction. This behavior supports the study's goal of exploring how graphic switching can enhance expressiveness and help reduce misunderstandings (49.70 percent agreement, mean = 3.40, SD = 0.96).

Socio-Cultural Influences

The use of graphics strongly reflects cultural and social aspects. Respecting hierarchical norms emphasized in Pakistani culture, 71.26 percent of respondents modify their emoji use by reducing it when communicating with older persons (mean = 3.72, SD = 0.95). Similarly, 58.08 percent consider cultural acceptability when using emojis or stickers (mean = 3.43, SD = 0.96), and 68.86 percent avoid certain graphics due to religious or social sensitivities (mean = 3.66, SD = 0.97). These findings highlight the influence of traditional values in Pakistan. Overall, Multan functions as a cultural hub where respectful behavior toward elders and a pious value system shape communication styles. The average variation in responses (SD = 0.96, 0.97) suggests a consistent cultural framework, although some respondents, possibly influenced by urban and

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technology-driven cultures, demonstrate more independence.

Implications and Future Gap

The implications of the study's findings involve platform designers, teachers, and communicators. The popularity of emojis and stickers indicates that platforms should feature recognizable, culturally relevant graphic elements to enhance user experience. The moderate trust that graphics help prevent misunderstandings (49.70%) suggests that additional features—such as defining intentions through custom graphics or context-based images—could be introduced. With this insight, educators can leverage these tools to teach proper digital communication practices, especially in programs focused on technology-related applications, as these students are frequent users of CMC.

The limitations include a female urban sample (86.83%), which could bias the results toward gendered communication, and the study is confined to the Multan region, so it does not represent the entire country. Future research could focus on gender-balanced samples and conduct regional comparisons across different areas to capture a wider range of cultural influences. Additionally, the reasons for selecting specific graphics and platforms could be explored qualitatively to complement the quantitative findings.

Conclusion

To sum it up, this research sheds light on how young adults in Multan navigate the challenges of CMC by switching platforms and using graphics, shaped by social and cultural norms. These habits enhance emotional expression and cultural relevance, but their effectiveness in preventing miscommunications varies. Understanding these dynamics will help stakeholders develop more inclusive and effective digital communication tools, leading to clearer and more meaningful interactions in an increasingly digital world.

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