Toxicity Behavior in Emote Feature in Game: A Case Study in Roblox

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ABSTRACT

This study explores how the rapid growth of the digital metaverse has transformed online platforms like Roblox into popular social and communicative spaces for younger generations. Existing research on game-based learning primarily focuses on the social-emotional impact of non-verbal interactions, such as avatar emotes. This qualitative case study investigates how players in the Roblox community utilize programmed emotes—such as waving, dancing, and gesturing to express emotions and build digital relationships. Data collection involves direct virtual observations of gameplay, semi-structured participant interviews, and video analysis of player interactions. The data is then analyzed thematically.

Keywords: Roblox, Emotes, Game-Based Learning, Qualitative Case Study, Non-Verbal Communication, Metaverse.

INTRODUCTION

Background of the Study

The rapid growth of the online video game industry has made digital interactions an important part of modern community life, especially among youth. However, the commonality of toxic behavior on the Roblox platform has become unmanageable and challenging, which is affecting the players' well-being and digital community harmony.

The Roblox community is kind of related to other online games, such as Rec Room, or other sandbox games, mini-games, and virtual hangouts, but Roblox is somehow much different than any other online game. What is the difference? Roblox is one of the platforms that allows players to build games, and this digital world is immersive, offering millions of social interaction alternatives. This platform provides space for the user community to explore, create, and share experiences without limit (Roblox, 2026). In other words, the Roblox platform also provides a social ecosystem that allows interaction in a global community, working together, and building a social network without physical restraint. This phenomenon demonstrates players' tendency to form an internal community (clan) that shares interests, engages in simulation or roleplay, and uses digital communication to maintain long-term relationship closeness (Yuningsih, 2026).

The nature of the cyber community is dynamic and keeps transforming to require an adaptive regulatory approach. Other than that, the safety standard platform is not static; it is subject to continuous modification in order to face the interaction patterns and new challenges that will come into the ecosystem (Roblox Corporate, 2026).

Emote features are the animation framework in Roblox that provides a certain level of fluid and realistic movement for character models. Within the setup, Emotive Gestures (Emotes) function as specific behavioral actions that a player's avatar can execute (Roblox, 2025). Emote features can be extremely or very important in helping players feel fully represented inside experiences (Creator Hub, 2025). Therefore, players can discover emotes on Marketplace in Catalogs, in a dedicated sort and under the "Animations" tab. Emotes can also be purchased inside experiences. Emotes are not typically an avatar but more to an asset's accessories.

The importance of this topic is to understand the toxicity that comes from verbal disturbance or text into mechanical manipulation that is not verbal, such as the emote feature. Analyzing how these visual features were misused is critically important for the field of video game development and media psychology, as it can restrain a digital ecosystem that is not healthy before it gets worse.

Based on past literature reviews, most of the major sections focus on the text-based toxicity analysis and the effectiveness of the automated chat filtering system. From the previous research studies, many discussed how artificial intelligence (AI) algorithms are used to detect verbal disturbance, as well as studying the impact of psychology on cyberbullying in text format in the chat logs. In addition, the literature about user rights in video game platforms such as Roblox often discusses the effectiveness of safety features, for example, “Safe Chat,” which was created to limit the sharing of sensitive information or inappropriate language, thus setting the understanding about how the traditional communication control system works in a virtual community.

The main justification of this study was to bridge the research gap where past studies or past research had completely ignored the non-verbal toxicity, which has been manifested through animation or emote features. The traditional text filtering that has been widely researched has failed to detect these visual disturbances, while in reality, players were creative in using the animation to bully and lower other players' self-esteem without violating the word restriction.

This study is also urgent in social needs because of the Roblox ecosystem's domination by the youth demographic, which is sensitive to the negative emotional effects, and adds to the worrying trend where some developers are starting to monetize toxic animation for commercial purposes.

Based on these premises, this study is intended to identify, analyze, and evaluate the types, usage, and psychological impact of toxic behavior that is related to the emote features in the Roblox platform. Particularly, this study was carried out to answer several research questions: (1) What are the common types of emotes considered as toxic behaviors within Roblox communities? (2) How does the usage of emotes lead to toxic interactions among Roblox players? (3) How does emote affect the social attitudes and emotional well-being of young players?

Problem Statement

In the vibrant world of Roblox, players often encounter various challenges, including toxic behavior from others. It was reported by The Guardian News that parents express serious worries about the safety of their children on the Roblox platform. This critical issue, which was resurrected, includes digital addiction; the critical issue that has been centered includes content exposure that triggers trauma, as well as safety risk by online anonymous consequences (Brooks and Otte, 2025). In Roblox articles, on 20 August 2019, Roblox created the emotes for players to animate their avatars without saying a word. At first, the emoticon gestures helped players to communicate who do not know or are not fluent in English, but modern developers these days, with huge skills in 3D animation, create bad gestures, for example, the ‘L sign’ or swear words, also stomping on other players, which could downgrade other players mentally. This shows that toxicity in Roblox can be detrimental for many reasons, including the emoticons users.

The problem with emotes nowadays is that various developers created way too many styles of emotes that followed the trending movement, and somehow players in Roblox are starting to use the same emotes. For example, the ‘Pose 28’ which features avatars placing their legs shoulder-width apart and pushing their pelvis forward as they lean back by interlacing their fingers pose and a type of emote in the game “Dress to Impress”, became Gen Z's favourite pose, players saw the trend where fashion influencers spammed the emote to showcase their outfits. (Pradeep, 2024). Because the emote is viral in social media, it has become a trend and several fashion influencers in Roblox also started recreating iconic poses.

To understand more about emotes, they were included as UGC (User-Generated Content), which refers to any text, images, videos, reviews, or audio created by everyday individuals rather than the Roblox game design company. In the article with the title ‘Harmful

Design in the Metaverse and How to Mitigate it: A Case Study of User-Generated Virtual Worlds on Roblox', this UGC allowed players to push the idea even further and create a business model in Roblox. However, the users or developers who have been given a license to design UGC on Roblox platforms have not come with adequate oversight. Roblox has regularly made headlines for harmful designs generated by its developers Yubo Kou and Xinning Gui, 2024).

Aims of Study

The main goal of this case study is to analyze the role and implications of the use of emotes in the Roblox platform on the digital culture of the young generation, the virtual economy, and online social interaction patterns. In particular, this study aims to understand how this digital animation has changed its function from just an aesthetic decoration to a critical non-verbal communication tool as well as a social status symbol among players. Finally, through the exploration of this issue, this study intends to provide a deeper understanding to society, parents, and educators regarding the psychological and financial pressures faced by teenage players in today's virtual world ecosystem (metaverse).

Research Questions

The following research questions:

1. What are the common types of emotes considered as toxic behaviors within Roblox?
2. How does the usage of emotes lead to toxic behaviors in Roblox?
3. How does toxic behavior's emote affect the social attitudes and emotional well-being in Roblox?

Research Objectives

This study aims to achieve specific objectives, as follows:

1. To identify common types of emotes considered as toxic behaviors within Roblox.
2. To analyze how the usage of emotes leads to toxic behaviors in Roblox.
3. To evaluate how the toxic behavior's emote affects the social attitudes and emotional well-being in Roblox.

Significance of the Study

This study has importance in that it will give a new understanding of the cultural landscape of digital and social attitudes in this younger generation. Thus, this study might have a bigger impact on these three: First, on the parents and guardians. This study can open their eyes to the reality of gaming for the younger generation. Parents will be more understanding that the purchased emotes in Roblox are not only a waste of money, but are also encouraged by strong psychological pressure from friends (peer pressure) to maintain their digital social status. This will help parents to monitor their children's spending activities and emotions effectively.

Second, to the future academic community and researchers. Since local studies on digital cosmetics, such as skins and emotes, are still limited, this study can be used as an initial reference (additional literature) in social science or any related studies, especially for research in the metaverse.

Third, as for the Roblox company itself, this research will help the company to collaborate with other companies for better experiences for players of all ages, so they can generate their ideas more deeply and share the skills with other players in the Roblox community. Because in the Medium journal, the title is about "Roblox Continues to Ignore Toxicity, Racism, and Condo Culture on Its Platform!", the article talked about the testimony of several players based on a player named Midnight. Instead of taking swift action, Roblox continues to allow users like Midnight to operate unchecked. Even when racist messages, harassment, and

condo involvement are reported, bans rarely follow, and if they do, they're temporary or easily bypassed (Robloxjournalism, 2025). Even though several testimonies have been made to this player, Midnight, it shows that Roblox itself has not made a clear effort to give a better solution to these problems.

Scope and Limitation

This research scope is focused only on the negative aspects of using emotes in the Roblox platform, especially in the player's social dynamic community. This study will not discuss aspects of pros or other digital cosmetic functions that were not related to emote features, such as skins or accessories. In addition, by focusing on content analysis of three-dimensional cons that are main in this study: First, the Cyberbullying issue, including excommunication of players who did not have premium emotes (cultural discrimination "noobs"). Second, the impact on psychology based on the players' behaviors. The scope of data in this study is global and open, and filtered based on content analysis of secondary documents, for example, articles, journals, digital news reports, and video transcriptions about community critics on YouTube.

For limitations, there are several problems faced while running this study. First and foremost, the selection of secondary data. Since this study was only for the cons of emotes that lead to toxic behavior, the data that has been gathered will probably set aside the pros or entertainment function of emotes to the community. Next, the difficulty in organizing the accuracy of secondary data. Researchers totally depend on YouTube transcription, digital news, and articles that have been published by third parties, where the expression of negative emotions or reports about cyberbullying on the platform may not be confirmed, or cannot be interviewed face-to-face with researchers in real life.

Definition of Key Terms

Key Terms	Definition
Roblox	Refers to an immersive online gaming and creation platform that offers people millions of ways to be together or socialise, inviting its community to explore, create, and share endless unique experiences.
Emotes	Refers to purchasable or unlockable in-game cosmetics that let the player dance, pose, or even flex stats created by Roblox game designers and were released in 2019. They can be obtained from the Roblox catalog, bundles, the Season Pass, and certain events.
Game-based learning	Refers to an educational approach where games are utilized as tools to enhance student engagement and help with the learning process. It is a method that draws on the principles of sociocultural learning theories, which emphasize the importance of community, cultural context, and tools in learning.
Qualitative case study	Refers to an approach to research that facilitates an exploration of a phenomenon within its context using a variety of data sources. To ensure that the issue is not explored through a single lens but through a variety of lenses, allowing multiple aspects of the phenomenon to be revealed and understood.
Non-verbal communication	Refers to a method to share information without speaking. This method includes many different cues, like facial expressions, hand gestures, body language, and tone of voice. Allowing people to show feelings through actions and movements and to present themselves.
Metaverse	Refers to a permanent online world where reality and digital are blended. A massive, shared virtual space where people can hang out, work, and play with people from anywhere by using technology like a VR headset or smart glasses to make it feel completely real.

LITERATURE REVIEW

Introduction

This chapter will critically discuss literature reviews, theory, and past studies that are relevant to this research scope. The main scope for this analysis is to explore the academic writing, media reports, and digital community discussions that are discussed on the virtual platform of Roblox. Through this chapter, the study will focus on the answer to Research Question 1 (RQ1) and Research Objective (RO1). This literature review is divided into several main subtopics that are related to the question and objective. All secondary documentation data that has been analysed in this chapter will be a solid foundation to support the research arguments and questions that were centered in the Introduction chapter.

Definition of Online Gaming Communities

According to Williams et. al. (2006), online gaming communities are defined as a social network which is formed by the players to build interpersonal relationships, self-culture, as well as unique group norms in a virtual environment. Before the internet era started to dominate video games, social interaction and the culture of the players were formed on a small scale, for example, coding activity in the garage or in an arcade battle, such as Pac-Man and Galaga. Either through a simple match or an early game session, the community at the time is likely limited based on the scale, where the most extensive information-sharing platform is through magazine publication, which is distributed to their community (WePlay Holding, 2021). For the youth who face difficulty in building friendships in school or face-to-face, the online gaming community can function as a safe alternative and a comfortable place for them to interact (St. Michael's Catholic College, 2022).

The Definition of Toxic Behavior in Online Games

In terms of toxicity, it came from the Latin word, where it was recorded in the early 1880s, which refers to "poison" (Online Etymology Dictionary, 2014). From a conceptual point of view, this toxic term was functionally expanded to explain something or an act of giving the effect or impact that is harmful and poisonous to the environment (Lipman-Bluemen, 2005).

Kordyaka et al. (2020) explained that the manifestation of toxic behavior in video games affects various types of players, not only corrupting their emotions and experience, but also bringing bad implications to the commercial industry through an increase in player attrition rate (player churn) that affects company income. Based on Adinolf and Turkay's (2018) findings, they found that the forms that are often detected among players are an act of extreme provocation (flaming), which is destructive to an individual's emotions, as well as an act of baiting players (trolling) that disturbs the dynamics of team cooperation. The study shows that toxic experiences were experienced internally, or the realization of negative mistakes by the team or the opponent, even in a systematic way, through the overall culture of the game's community. Interestingly, a sensitive issue like racism or gender discrimination is rarely reported; in fact, major parts of players assume that it is formed by the behavior as a common norm in the gaming community.

Non-verbal Communication in Online Games

Non-verbal communication is an information delivery method for sharing ideas without oral speech, which includes various forms such as facial expression, sign language, body language, and tone of voice. This medium allows an individual to manifest their emotions and thoughts in a visual form through an act and certain physical movements. In an interaction context, signs like smiles or nods can reinforce positive communication, whereas movements that are not suitable can risk delivering conflict messages; therefore shows the importance of these hints in building interpersonal skills (Cleveland Clinic, 2025). To conclude this, non-verbal cues are simply the cues that are expressed without using words, such as talking. It was like using sign language in real life, but in online games, it was like giving the order to the avatars of the character to move to show the owner of the player's idea of expressions.

Furthermore, non-verbal cues play a critical role in face-to-face social interaction because they function to translate the mental state and an individual's inner emotions, which sometimes happens without conscious effort, into the actual form of physical behavior (Fiani & Marsella, 2022).

Definition of Emotes

The word "emote" does not come by itself, people often wonder where it comes from.

Most people thought it came from a game such as Fortnite.

From the point of view of linguistic history, the word "emotion" appeared first before the word "emote" (expressing emotion) started to be used in the early 20th century. These terms are rooted in the old French word "emouvior," which means "arouse" or "move", and was derived from the Latin word "emovere," which means "moving out", "moving", or "exciting" (Vocabulary, 2026). And this is where the word "emote" came from, but it was used rarely until the gaming era came.

In the context of gaming, emotes are referred to as movements or animations that specialise the digital avatar in order to express physical expressions such as waving, dancing, and cheering. These usage features function as a visual communication medium and social instrument to celebrate or facilitate player-to-player interaction, as well as creating a better dynamic and interactive gaming ecosystem (Czaja, 2025).

The Classification of Toxic Emote Behavior

Emotes can be classified as toxic behavior in any online game. Based on the research conducted by Bastien Kordyaka (2026), various types of toxic behavior are related to toxic emote behavior, one of them is "Trolling", which is used to provoke or cause frustration to other players through disruptive play, sometimes overlapping with intentional feeding. This type of emote was intentionally disruptive to provoke others. Next is "Raging", or rage-inducing which tells of an extreme anger or outburst by the players in response to perceived injustice, failure, or provocation. These types of emote are used by players who have angry outbursts after setbacks or perceived unfairness. Cheating, which is the use of hacks or unauthorized programs to gain an unfair advantage. Usually, the category often targets bots, map hacks, script usages. Lastly, "Flaming", or "Flexing", where an individual insults others intentionally during gameplay. Often insults, targeted blame to others, and belittling teammates.

Summary

To summarise, past studies in this chapter were deeply discussed on the answers for Research Question 1 (RQ1) and Research Objective (RO1). Through this literature analysis for the first Research Objective (RO1), it was found that emotes are not just neutral visual expression features anymore, but have been categorized as visually provocative and mocking, with the intention of bullying. Conclusion, the types of toxic emotes can be identified, which include rage-inducing emotes, "Flexing", "Trolling", and cheating emotes. All of these types will be used in another topic in order to answer other questions.

RESEARCH METHODOLOGY

Research methodology is a method, system, procedure, and technique designed to systematically collect and analyze data to answer research questions. For the case study titled "Toxicity Behavior in Emote Feature in Game: A Case Study in Roblox", this chapter will discuss in detail the research approach used to explore the phenomenon of emote misuse as a toxicity behavior instrument. In general, this chapter also discusses the justification for the selection of the research design, types of data collection articles, news, blogs, and first-person observation on YouTube. Other than that, this part will also elaborate on the research instrument that has been used, the thematic of the data analysis procedure, and the research ethics that are followed throughout the research process. The organized structure of the methodology was important to ensure the obtained data has a high level of trustworthiness and is capable of answering all three research objectives.

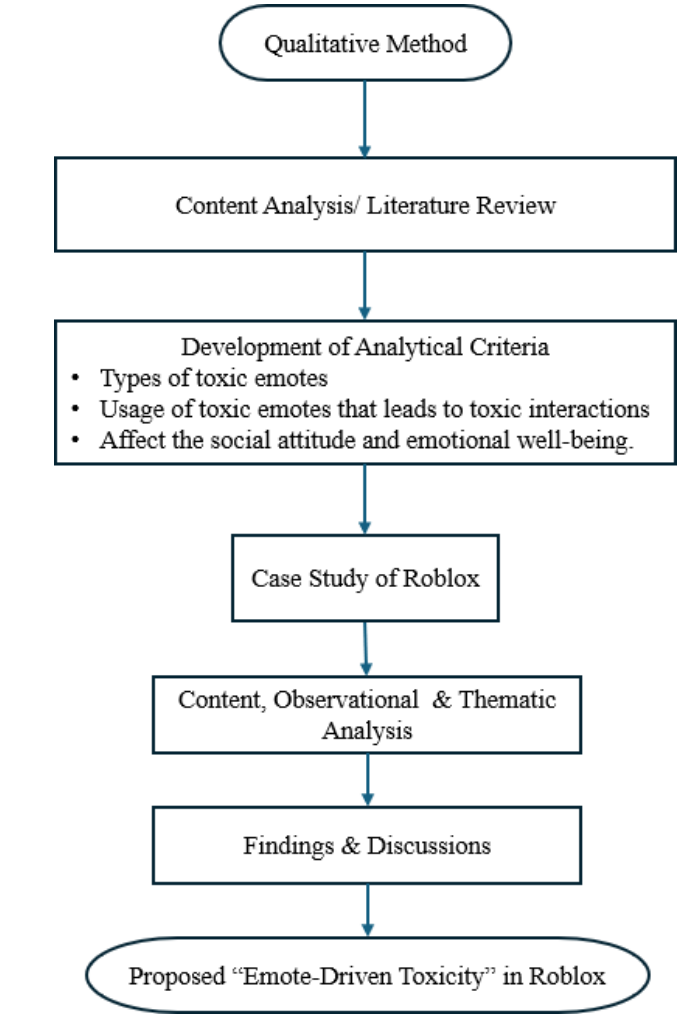


Figure 1: Qualitative Method Flowchart

In this study, a qualitative approach was used to explore how players perceive the influence of emotes on toxic interactions within the Roblox community. By analysing the experiences and related data of avatar-based communication, this study aims to answer all Research Questions (RQ1, RQ2, and RQ3) and Research Objectives (RO1, RO2, and RO3). By understanding these mechanisms, hopefully, it can contribute to a more comprehensive evaluation of current game design practices and provide recommendations for resting in healthier, more positive online social environments.

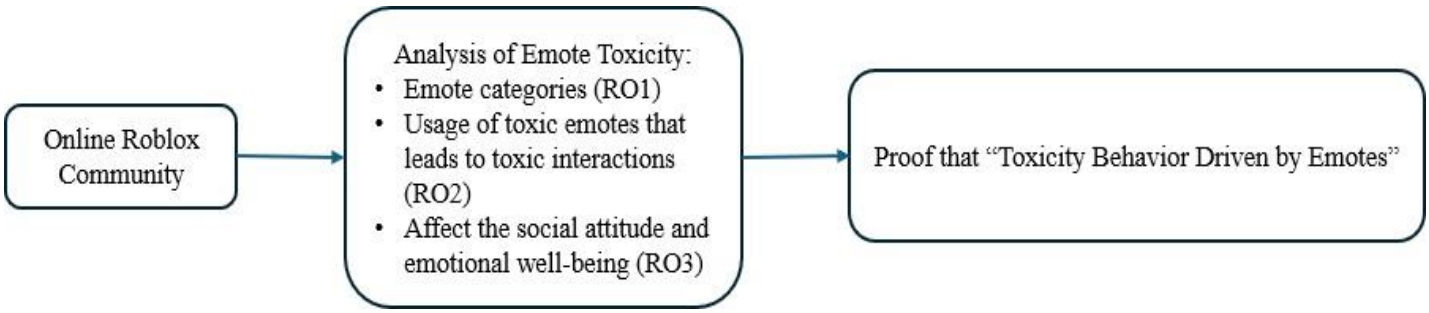


Figure 2: Conceptual Framework Flowchart

The Conceptual Framework Flowchart based on Figure 2, the data that has been gathered about online Roblox community will be used to analyse the research questions, collecting data, and searching for findings.

Research Design

Bil.	Research Questions	Research Objectives	Research Method
1	What are the common types of emotes considered as toxic behaviors?	To identify common types of emotes considered as toxic behaviors.	Qualitative Content Analysis: Analysis of types of emotes that are commonly used by players and considered toxic behavior from the observation of in-game interactions based on the Roblox content creator on YouTube about emotes within Roblox servers.
2	How does the usage of emotes lead to toxic interactions among Roblox players?	To analyze how the usage of emotes leads to toxic interactions among Roblox players.	Qualitative Observational Analysis: Analysis of behavioral and gameplay-based interactions that come from emote usage within Roblox servers.
3	How does emote affect social attitudes and emotional well-being?	To evaluate how the emote affects the social attitudes and emotional well-being.	Qualitative Thematic Analysis: Analysis of core emotional and psychological issues based on the articles, news, and discussions on social platforms by players in Roblox.

Table 1: Research Design

In this study, the qualitative method is used to achieve the goal of the study. Qualitative research is reasonable and accurate because the main focus of this study is to explore more deeply into one type of feature in Roblox, which is emotes, factors, and impact dynamics of social behavior based on the usage of emotes. Therefore, this study will not use the quantitative method, such as interviews based on numerical statistics, because the numbers will not be able to elaborate on how the players' emotions are affected or how manipulative toxicity interacts through game cosmetic elements.

Data Collection

In this topic, Research Question 2 (RQ2) and Research Objective 2 (RO2) will be answered according to the method that has already been shown. Based on the data, the observational analysis was conducted as a third-person observer, and the analysis of behavioral studies of the players in Roblox was taken from YouTube videos and other related sources that can be used as proof to support the objective and answer the research question.

Observed Player Action	Triggered Response by F2P player (Free to Play) / Opponent / Target Player	Analytical Interpretation & Power Dynamics (Thematic analysis)
Rage-Inducing Emotes: Spams the emote right over the defeated player's avatar.	Experiences by typing toxic insults in the public chat or chasing the player to fight back.	The emote triggers or provokes a verbal toxic conflict. The game server atmosphere shifts from competitive to hostile.
		
Figure 3: Player A uses the "Ls" emote on defeated Player B.	Figure 6: Player B insults Player A in the public chat.	

<table>
<tr><td></td><td></td><td rowspan="13">The toxic behavior transitions from a psychological taunt into active, functional gameplay disruption

The emote can create an unfair game server that may prevent other players from winning or enjoying comfortable gameplay.</td></tr>
<tr><td>Figure 4: Player A uses the “Salt Shaker” emote on defeated opponent C.</td><td>Figure 7: Player C charges towards Player A to rematch.</td></tr>
<tr><td>“Flexing” / Discrimination Emotes : Show off the premium emotes to the players to humiliate the opponents.</td><td></td></tr>
<tr><td></td><td></td></tr>
<tr><td>Figure 5: Player A shows off the Anime character, “Gojo” emote to Player B.</td><td></td></tr>
<tr><td>Trolling Emotes:
Disrupt other players' experience
</td><td>Becomes highly distracted and frustrated because the troll uses the physical avatar emote to disrupt the gameplay.
</td></tr>
<tr><td>Figure 8: Troller using “e/ fly” emote to trick Player D.</td><td>Figure 9: Player D tries searching the Troller.</td></tr>
<tr><td>Cheating Emotes: Gaining an unfair advantage to win the gameplay.</td><td>Forced to leave the server (Rage-Quitting) because the server is no longer playable fairly.</td></tr>
<tr><td></td><td></td></tr>
<tr><td>Figure 10: Cheater using “weird” emote to camouflage with the dead player.</td><td></td></tr>
</table>

		
Figure 11: Player E comes to where the murder takes place.	Figure 13: Player E leaves the server.	
		
Figure 12: Player E got tricked and killed by the Cheater.		

Table 2: Data Collection of the Usage of Emotes that could Lead to Toxic Interactions Among Roblox Players

FINDINGS AND DISCUSSIONS

In this section, the study will present the findings, along with a deeper analysis based on qualitative data collection. All narrative data collected from articles, news, and third-person observations on YouTube about the Roblox platform were analyzed using thematic analysis to answer the research questions. To ensure this chapter is systematic and focused, the study will also present the assigned research objective hierarchy.

Findings

The findings of this study confirm a significant negative relationship between Roblox online games and psychological well-being. Based on the data that has been collected, there are two effects that have been found:

1) Affects on the Emotional Well-Being

Rage-Inducing Emotes:



Figure 15: "L" emote

Rage-inducing emotes also make the player emotionally disrupted, like stressed out while in the gameplay. By using rage-inducing emotes or spamming this type of emote, after defeating the target player many times, they are not only making the player in public chat and charging at the person using it; the target player can abruptly leave the server because it triggers the player's emotions.

“Flexing” Emotes:

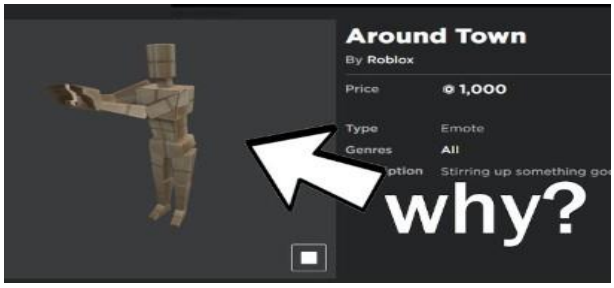


Figure 16: "Around Town" emote

As for the “Flexing” emote, using this emote where the user shows off their assets or premium item with emotes can also trigger the target player to fight back; the target player insults the user because it makes them embarrassed with their non-premium items. When wealthy players spam these animations in public lobbies, it creates a clear class divide. High-cost animations like the “Around Town” emote, or hyper-expensive trending UGC dances that cost thousands of Robux. Non-paying players feel marginalized and embarrassed by their default or non-premium items, which triggers defensive behavior, leading them to insult the "flexing" user to protect their own self-esteem.

“Trolling” Emotes:



Figure 17: "Body Swap" emote

The “Trolling” emotes. These animations are used to mock, annoy, or disrupt another player's concentration and enjoyment without necessarily killing their character. For example, the body swap emote tricks the target player's screen to confuse them. This direct harassment makes the target feel helpless and constantly annoyed, turning a relaxing game into a highly irritating and hostile experience.

Cheating Emotes:

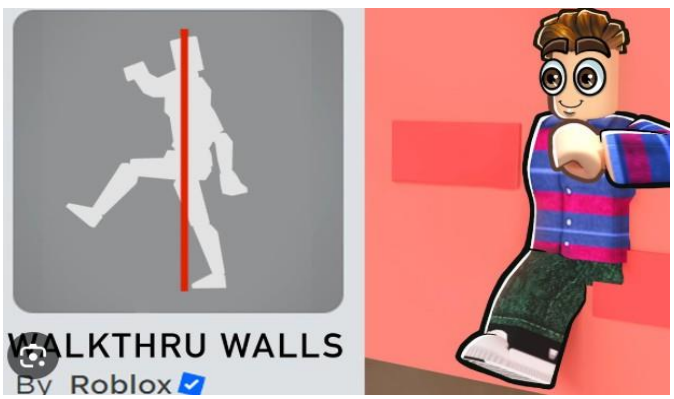


Figure 18: "Walkthru Walls" emote

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Lastly, the cheating emote encourages users to take advantage during gameplay. System exploits where animations cross the line from visual expression into breaking the game's physics. Using glitch-heavy emotes like the “Wallkkthru Walls” to manipulate the game systems. This creates an unfair competitive advantage, destroying the integrity of the gameplay and leaving honest players feeling cheated and deeply frustrated.

2) Affects on Social Attitudes: Toxicity Normalisation

Some players can be triggered in buying the premium emotes on Roblox Catalog just by watching the Roblox community trend, where the toxic emotes are used by users with the intention of having fun.

Rage-Inducing Emotes:

TikTok and YouTube Shorts are flooded with Roblox compilation videos titled "Making kids rage quit" or "Toxic moments in Jujutsu Shenanigans." Seeing influencers get millions of views by toxic stomping normalizes cyberbullying. Young players copy this, believing that ruining someone else's day is just a standard, acceptable way to celebrate a win.

“Flexing” Emotes:

The massive social trend of partitioning players into "Slenders" / "Rich" vs. "Bacons" (default avatars). This normalizes financial bullying. Young players are conditioned to believe that their human worth in a digital space is determined by how much real money their parents spent on Robux, peer-pressuring them into buying premium emotes just to avoid being targeted as "poor."

“Trolling” Emotes:

The popularization of "Stream sniping" and griefer groups who sync their emotes to harass a single player. It normalizes the idea that empathy doesn't matter online. Hiding behind an avatar makes it easy for youth to view other human beings as mere NPCs (Non-Playable Characters) existing purely for their personal entertainment.

Cheating Emotes:

Thousands of YouTube tutorials teach kids "How to glitch through walls using emotes." Because it is done through a harmless-looking "dance," young players don't view it as actual hacking or cheating. This normalizes rule-breaking, blurring their moral understanding of fair play in digital spaces.

CONCLUSIONS

Let us now summarize the key findings of the study.

This study successfully answered all three Research Objectives (RO) regarding the visual toxicity ecosystem among players on the Roblox platform:

In RO1: The study found four main types of emotes that are often misused for negative purposes, namely Flexing, Rage-Inducing, Trolling, and Cheating. Through literature reviews, these emotes have shifted their function from being a tool of a friendly environment to a symbol of negative fighting.

Next, RO2: Analysis reveals that the use of emotes triggers a toxic interaction through one-sided visual provocation. Based on the observations as a third-person observer, there is a power struggle and social hierarchy oppression between Premium (wealthy) players and F2P (Free-to-Play) players. Not only that, disrupting the comfort zone of the server itself.

RO3: From a psychological impact perspective, these toxic emotes not only affect the emotional well-being of gamers (triggering anger and gaming anxiety), but also change their social attitudes through a process of

normalization. Victims of visual bullying end up tending to imitate this toxic behavior towards other gamers to protect their cyber status.

Implications of the Research (Research Proposal)

The findings of this study have important implications for behavioral control in Roblox virtual worlds. Therefore, several recommendations are presented:

Developers (Roblox Corporation): Need to tighten the reporting system to detect the misuse of emote animations that have visual distractions.

Parents: Need to increase the digital literacy of young children so that they do not normalize non-verbal cyberbullying in games.

Future Researchers: Need to make or publish more articles about Roblox toxicity by using emote features. Expand the scope of this study to other video game platforms.

Overall, this study proves that emotes in Roblox can be seen more as a bad feature or just empty entertainment. They have now been exploited as a visual weapon to bully, show social caste, and disrupt the playing order of other players. It is hoped that this study can open the eyes of the community to the existence of a visual version of cyberbullying that is increasingly prevalent in the young gaming community. No matter what, every online multiplayer game will always have toxic people.

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