

Female Runner Emoji Submission

To: Unicode Consortium

From: Molly Huddle, with Róisín McGettigan-Dumas

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Introduction:

We are requesting the addition of a female runner emoji to complement the male-looking RUNNER emoji (U+1F3C3). The RUNNER emoji has come to represent running as sport among its other meanings (running late, rushing, etc) and despite descriptions as gender neutral, it appears male when contrasted with such emojis as the female-looking DANCER (U+1F483) or the female character of the FAMILY emoji (U+1F46A) or when compared to the male character of the FAMILY emoji, due to the short hair and male body shape.

Although debatable, this is not as much of an issue for some of the other gender neutral sport emojis due to specifics of their design, but ideally there would be a more decidedly female gender option for these as well. Additionally, if skin tone can be customized on the emoji, via recent addition of the Fitzpatrick Modifier, emojis begin to take on less generic representations, so we feel gender should also be relevant.

1. Support

A. Compatibility -N/A

B. Expected Usage

1.Frequency-

A.) As of 10/20/2015, iemoji.com places the RUNNER emoji at rank #153 of 1679, for a sense of projected popularity of a running woman. <http://www.iemoji.com/view/emoji/75/people/runner>

B.) The universal and National popularity of running sports (track and field, road racing and cross country running) are supported by the following statistics:

1.)Track and Field is the third most widely participated sports in the world (<http://www.topendsports.com/world/lists/popular-sport/federations.htm>)

2.)Expected use among female runners/runners/female athletes. 19 million people finished U.S. running events in 2013, 10.8 million (57%) were women. <http://archive.freep.com/article/20140817/COL26/308170076/Women-runners-popularity-of-marathons>

2.Multiple use-

a.) Used to convey sport (as well as “rush” and “on my way”)

b.) Can use with other emojis as modifier of women’s sports, (ex. with BASKETBALL for female basketball player, etc.) and can symbolize female athlete in general (of which there is low representation in emoji).

3.Emotional content-N/A

4.Persistence-

a.) Female participation in sport is encouraged and trending upward. It will likely increase in popularity as a measure of increased attention towards gender equality. An example pertaining to running:

-There is global growth of mass participation running sports such as marathoning, which has increased by 13% in 2015 and of which women's participation has increased globally by 27% in 2015 (<http://runrepeat.com/research-marathon-performance-across-nations>)

C. Image Distinctiveness-ponytail/female body shape/possible clothing style or color would clearly symbolize female runner.

D. Completeness-all sport emoji aside from SURFER appear male, so would fill a missing niche in sport emoji

E. Frequently requested-

1.) there is demand in the interest of gender equality

<http://nytlive.nytimes.com/womenintheworld/2015/04/09/10-tweaks-the-diverse-new-emojis-need-in-order-to-advance-gender-equality/>

2.) A personal tweet to a segment of the running community (as Róisín and myself are professional distance runners and 2008/2012 Olympians, we are considering our twitter followers as a small representation of the running community) requesting a female runner emoji on 10/18/15 yielded over 400 likes of support and over 30,000 impressions, indicating a resonance of this idea among runners and track fans.

Tweet activity ✕

Molly Huddle @MollyHuddle
When can we get a girl runner emoji? It's hampering my communication 🏃
#putaponytailonit #itstime #ispeakinemoji

Impressions	32,450
<small>times people saw this Tweet on Twitter</small>	
Media views	1
<small>all views (autoplay and click) of your media are counted across videos, vines, gifs, and images</small>	
Total engagements	1,585
<small>times people interacted with this Tweet</small>	
Detail expands	536
<small>times people viewed the details about this Tweet</small>	
Favorites	431
<small>times people favorited this Tweet</small>	
Profile clicks	409
<small>number of clicks on your name, @handle, or profile photo</small>	
Retweets	162
<small>times people retweeted this Tweet</small>	
Follows	18
<small>number of people who followed you directly from this</small>	

(<https://twitter.com/MollyHuddle/status/655545067680223232>)

3.) Mentions of popular twitter and instagram campaigns promoting female sport participation:

a.) Procter and Gamble's #likeagirl=launched during 2015 Super Bowl XLIX, saw 400,000 social media mentions in one day.

- most influential ad of SuperBowl 2015

<http://admeter.usatoday.com/2015/02/02/adobe-second-screen-top-10/?adbid=562268782853230592&adbpl=tw&adbpr=15151711&scid=social39782577>)

-usage volume 23,375 tweets per month according to hashtagscout.com

b.) UK's #thisgirlcan=launched in early 2015, as of 10/25/15 has over 82k twitter followers.

-launch video had 1 million views in 3 days

<http://www.independent.co.uk/voices/comment/could-thisgirlcan-be-the-first-female-health-campaign-that-doesnt-shame-or-exclude-women-9981166.html>

-usage volume 365,241 tweets per month according to hashtagscout.com

2. Proposal:

A. Proposed Entries for Unicode



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B. Line Breaking

The proposed character can appear at the end of a line, has no specific behavior at the end of a line, can be broken across the line even if it comes before or after surrounding characters as it has no relation to surrounding characters.

C. Collating and Ordering

N/A as it is an emoji

D. Identifiers

N/A as it is an emoji

3. Appendix:

A. Character is uncased

B. Character is stand alone symbol

C. Character is not white space nor does it separate other characters

D. Character has no numeric value

- E.** Character can combine with other emoji-characters
- F.** Character is not a combining character
- G.** Character is not a punctuation character