

Animals Proposal for Unicode v10

To: UTC

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Disclaimer

This document is a proposal whose contents are subject to UTC review, and any and all details are therefore subject to change. Any characters that are contained in this proposal, along with their attributes, including, but not limited to, their names, code points, and representative glyphs, should not be construed as final. There is also no guarantee that the characters will be added to the Unicode standard.

Summary

The ESC proposes five animals in the table below for encoding in Unicode v10.

The five animals listed below are specifically requested of Unicode by organizations such as Emojipedia, Emojination, and EmojiXPress, as well as several additional dinosaurs proposed by individuals. All of the animals proposed below are all in the Emojipedia's top 30 most-requested emoji[1].

Name	Color Image*	emojirequest.com Requests	Other Key Selection Factors (for inclusion)
GIRAFFE FACE		6,941	Frequently requested (Twitter, Emojipedia, Emojination)
SAUROPOD <ul style="list-style-type: none"> Annotations may include Brontosaurus, Diplodocus, Brachiosaurus, Argentinosaurus, Qijianglong, etc. 		5,099	Frequently requested (Emojipedia and public submissions -- more than almost any other emoji), Multiple use (obsolete, lethargic, facing extinction)

T-REX • Tyrannosaurus Rex			Frequently requested (public submissions), Multiple use ('T-Rex arms')
ZEBRA FACE		4,970	Multiple use ('change its stripes'), Frequently requested (Twitter; Emojipedia)
HEDGEHOG FACE		4,737	Frequently requested (Twitter, Emojipedia)

* All images are used with explicit permission of EmojiXPress.

Note that though emojirequest.com also shows FOX FACE, GORILLA FACE, and BUTTERFLY, these three animals are already encoded as of Unicode version 9.0.

SELECTION FACTORS FOR INCLUSION

A) Compatibility

N/A

B) Expected Usage Level

a) Frequency

The above table lists the emojirequest.com request count. Four of the five animals in this proposal are the highest requested animals on the web site.

Instagram statistics are as follows:

GIRAFFE FACE — 1,853,988 posts

BRONTOSAURUS — 16,677 posts (dinosaur with 1,829,937 posts)

T-REX — 57,137 posts

ZEBRA FACE — 2,349,245 posts

HEDGEHOG FACE — 1,519,133 posts

As a case for the popularity of dinosaurs, Jurassic World is the fourth highest-grossing film, and the only film in the top twenty with non-fictional animals[2].

Google Trends statistics are at the bottom of this document.

b) Multiple use

Many of the animals in this proposal have multiple uses.

Proposals for dinosaurs (see below) described multiple uses such as meaning “impractically large”, “obsolete”, and “bound for extinction.” Milan’s proposal listed many other uses in several good paragraphs on the subject and points out the frequent use of dinosaur emoji will likely be “figurative rather literal.”

An example of multiple use of ZEBRA FACE is the question, “Can a zebra change its stripes”?

Below are just a few links to additional uses and cultural links:

https://en.wikipedia.org/wiki/Giraffe#Relationship_with_humans

https://en.wikipedia.org/wiki/Dinosaur#Cultural_depictions

https://en.wikipedia.org/wiki/Tyrannosaurus#In_popular_culture

https://en.wikipedia.org/wiki/Zebra#Cultural_depictions

https://en.wikipedia.org/wiki/Hedgehog#In_popular_culture

C) Image Distinctiveness

All of the animals proposed to be emoji have very distinct images -- save perhaps HEDGEHOG which might be mistaken for a porcupine or an Echidna.

D) Completeness

SAUROPOD and T-REX fill a gap for dinosaurs and prehistoric animals.

E) Frequently Requested

DINOSAUR PROPOSALS

The ESC and Unicode have received four dinosaur proposals to date. These are:

- Craig Cummings, December 18, 2014
- Dominik Schwarz, March 22, 2016
 - <http://www.unicode.org/L2/L2016/16289-dinosaur-schwarz.pdf>

- Courtney Milan, April 2, 2016
 - <http://www.unicode.org/L2/L2016/16072-jurassic-emoji.pdf>
- Andrew West, April 29, 2016
 - <http://www.unicode.org/L2/L2016/16103-jurassic-fdbk.pdf>

Additionally, dinosaur emoji has been frequently requested on to Emojipedia, Twitter, and emojirequest.com. Dinosaur is one of Emojipedia's top four animals requests for 2016[1]. On [Twitter emoji requests](#), dinosaur is the second most requested animal. The Washington Post even published an article entitled "[What the world needs now is a dinosaur emoji](#)".

OTHER REQUESTS

GIRAFFE, HEDGEHOG, and ZEBRA were also part of Emojipedia's top 30 requested emoji for 2016 [1]. GIRAFFE also saw strong support and was requested by Emojination.

In terms of [Twitter emoji requests](#), GIRAFFE was the highest with eight Twitter emoji requests. HEDGEHOG and ZEBRA each received a single Twitter emoji request.

SELECTION FACTORS FOR EXCLUSION

F) Overly Specific

N/A

G) Open ended

Dinosaurs and other prehistoric animals could be open-ended if not carefully managed. At this time, the decision is to propose two dinosaurs, based in part, on success in emojirequest.com. It is possible that other dinosaurs may be added at a future time.

H) Already represented

None of the animals are represented already.

Possible ZWJ combinations for dinosaur categories using LIZARD and ZWJ could lead to obscure and unreliable fallback. While there is a HORSE emoji, there is not a good 'stripes' character with which it could be combined and it would suffer from the same potential fallback problems as a dinosaur sequence.

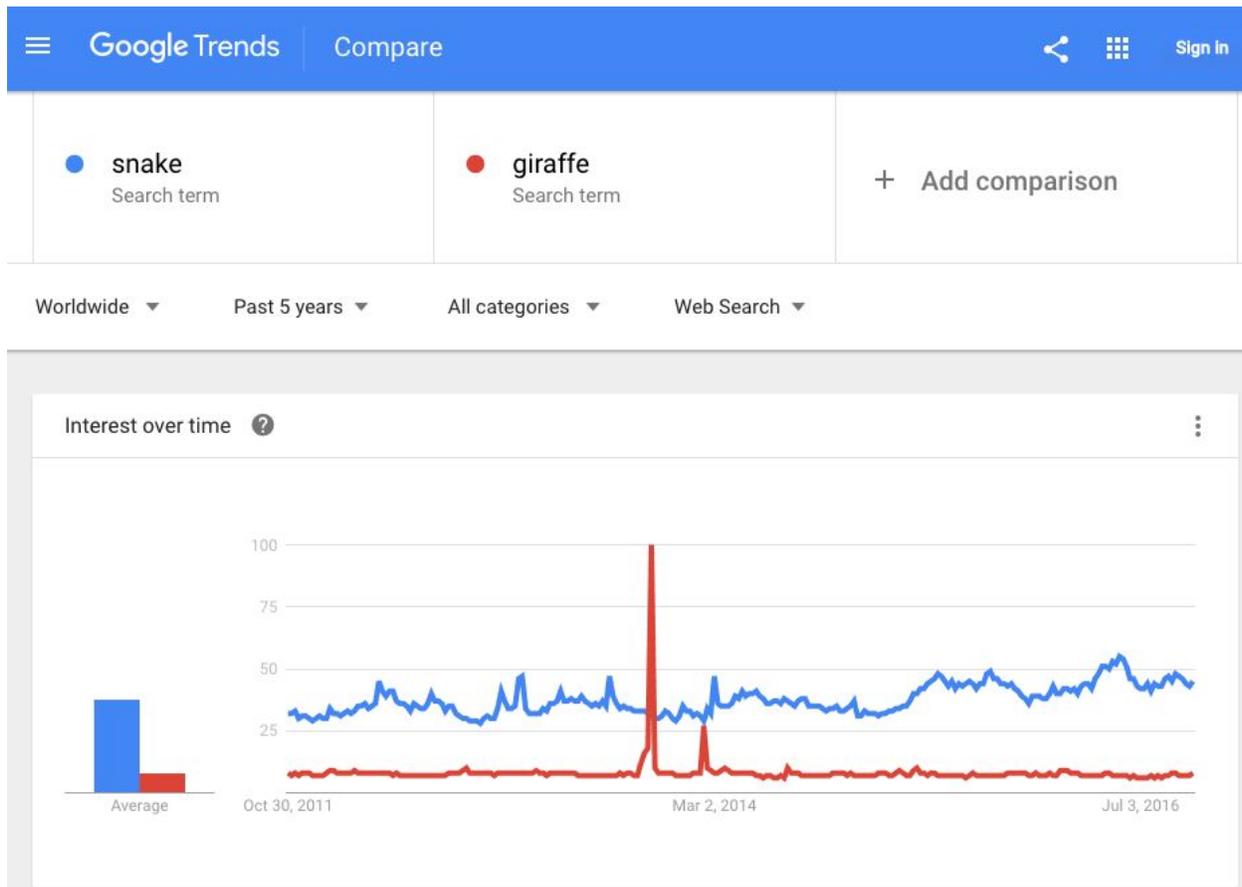
REFERENCES

[1] <http://blog.emojipedia.org/top-emoji-requests-2016/> (posted March 15, 2016) identifying the top 30 emoji requests to Emojipedia for 2016.

[2] https://en.wikipedia.org/wiki/List_of_highest-grossing_films

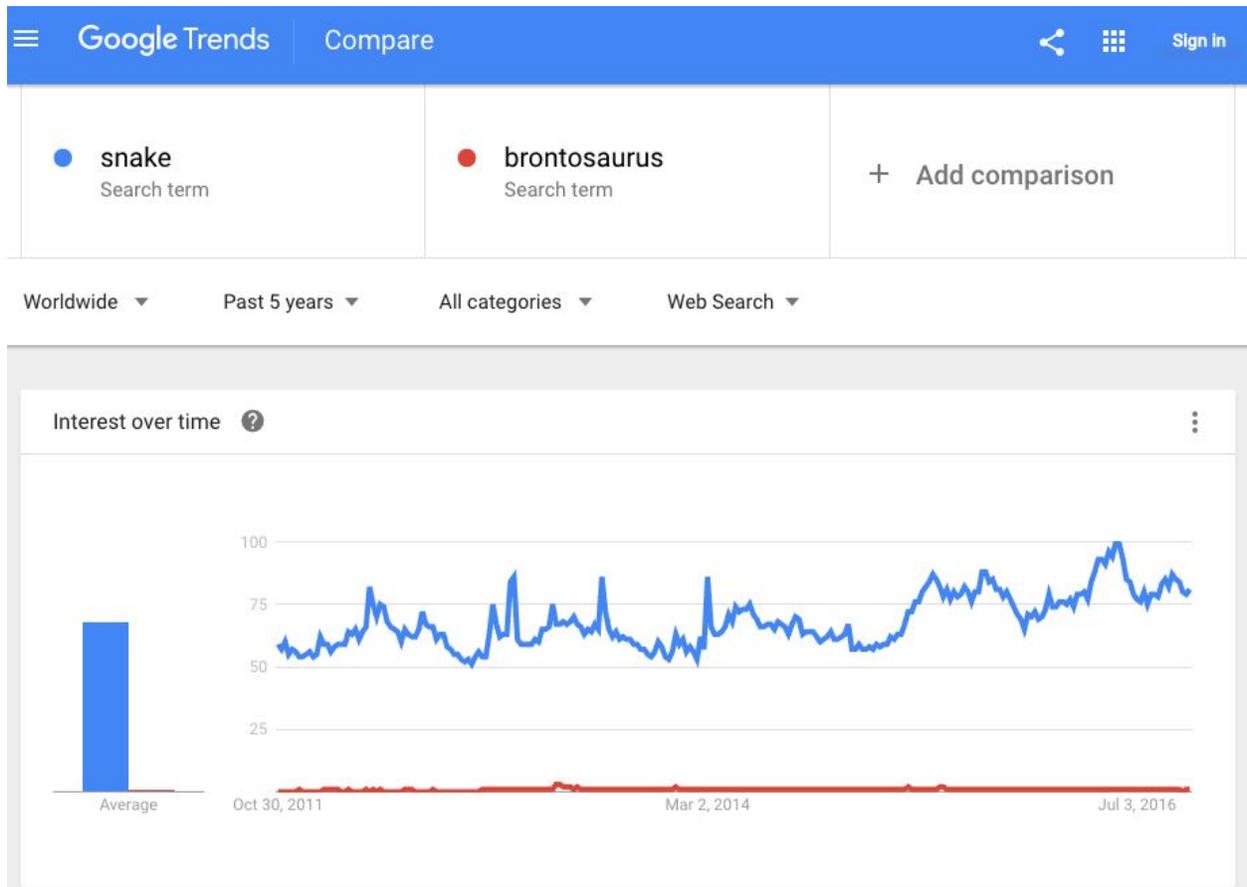
Popularity Estimation of Proposed Characters

GIRAFFE - 21% popularity: Snake 38 vs Giraffe 8



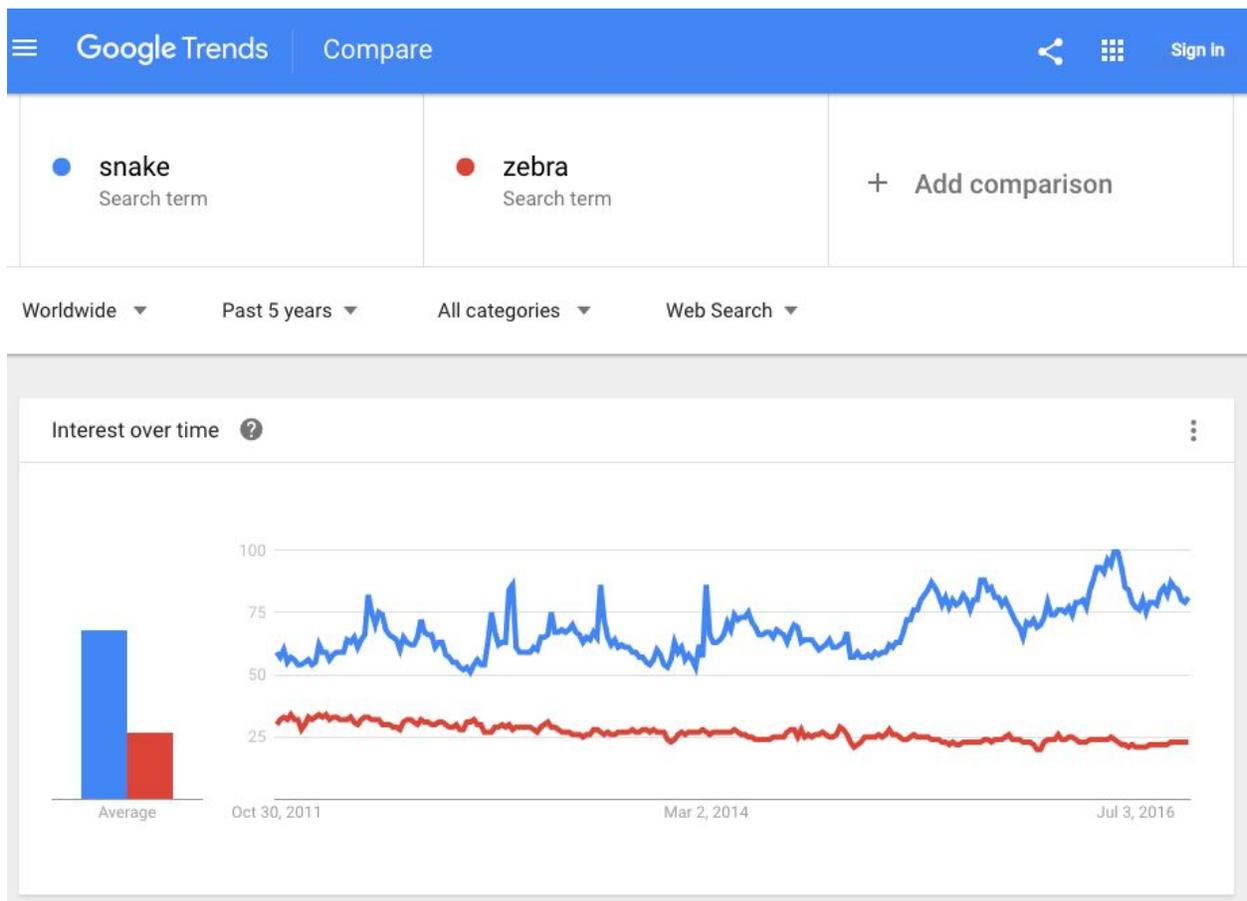
<https://www.google.com/trends/explore?q=snake,giraffe>

BRONTOSAURUS - 1% popularity: Snake 68 vs Brontosaurus 1



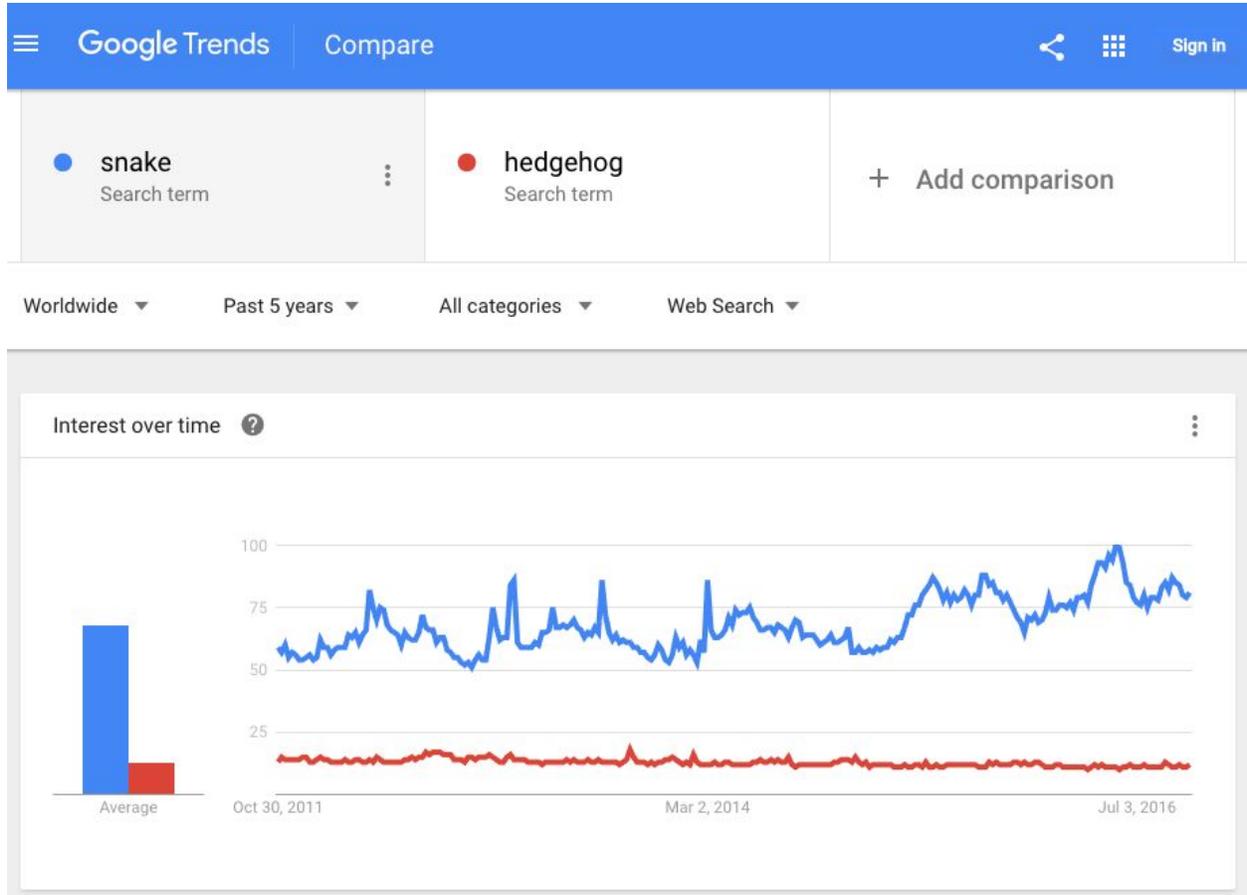
<https://www.google.com/trends/explore?q=snake,brontosaurus>

ZEBRA - 40% popularity: Snake 68 vs Zebra 27



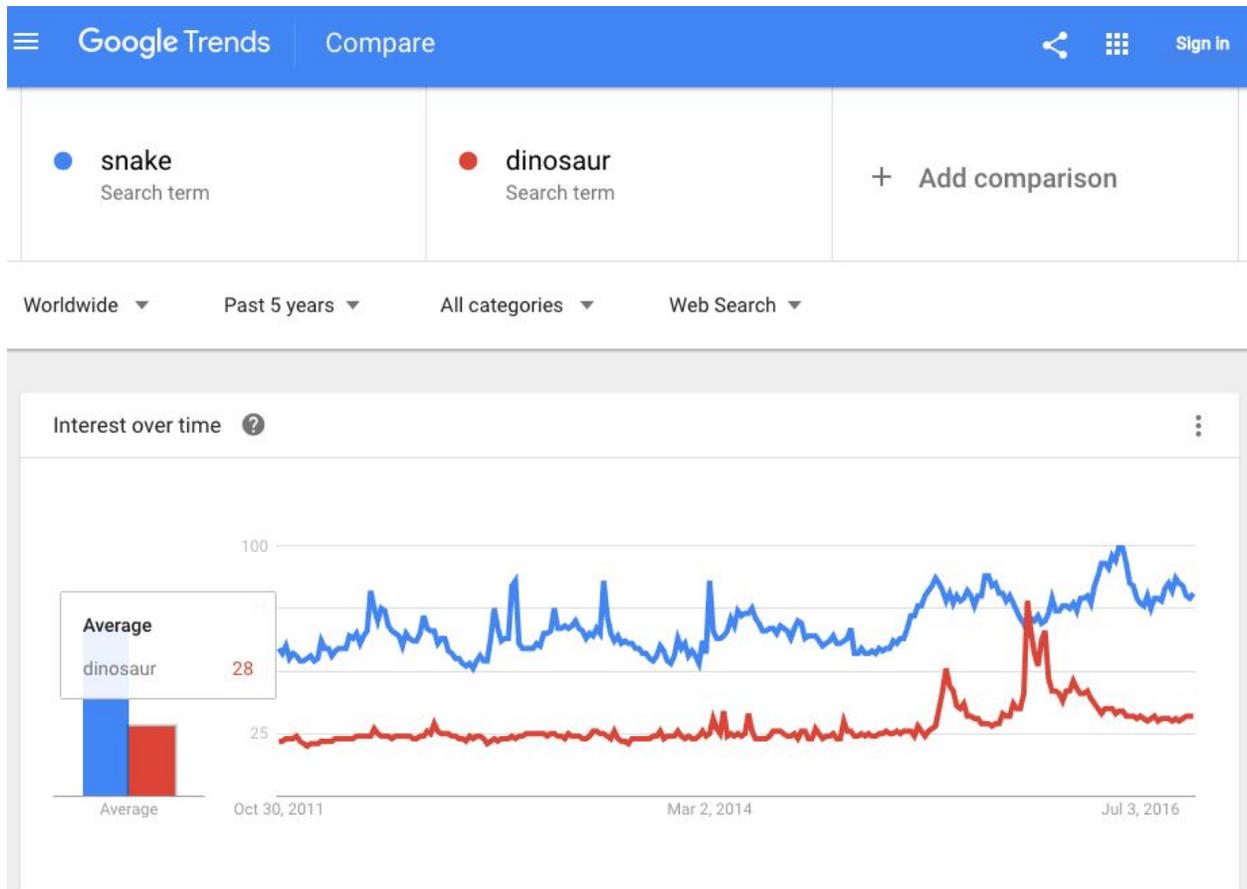
<https://www.google.com/trends/explore?q=snake,zebra>

HEDGEHOG - 19% popularity: Snake 68 vs Hedgehog 13



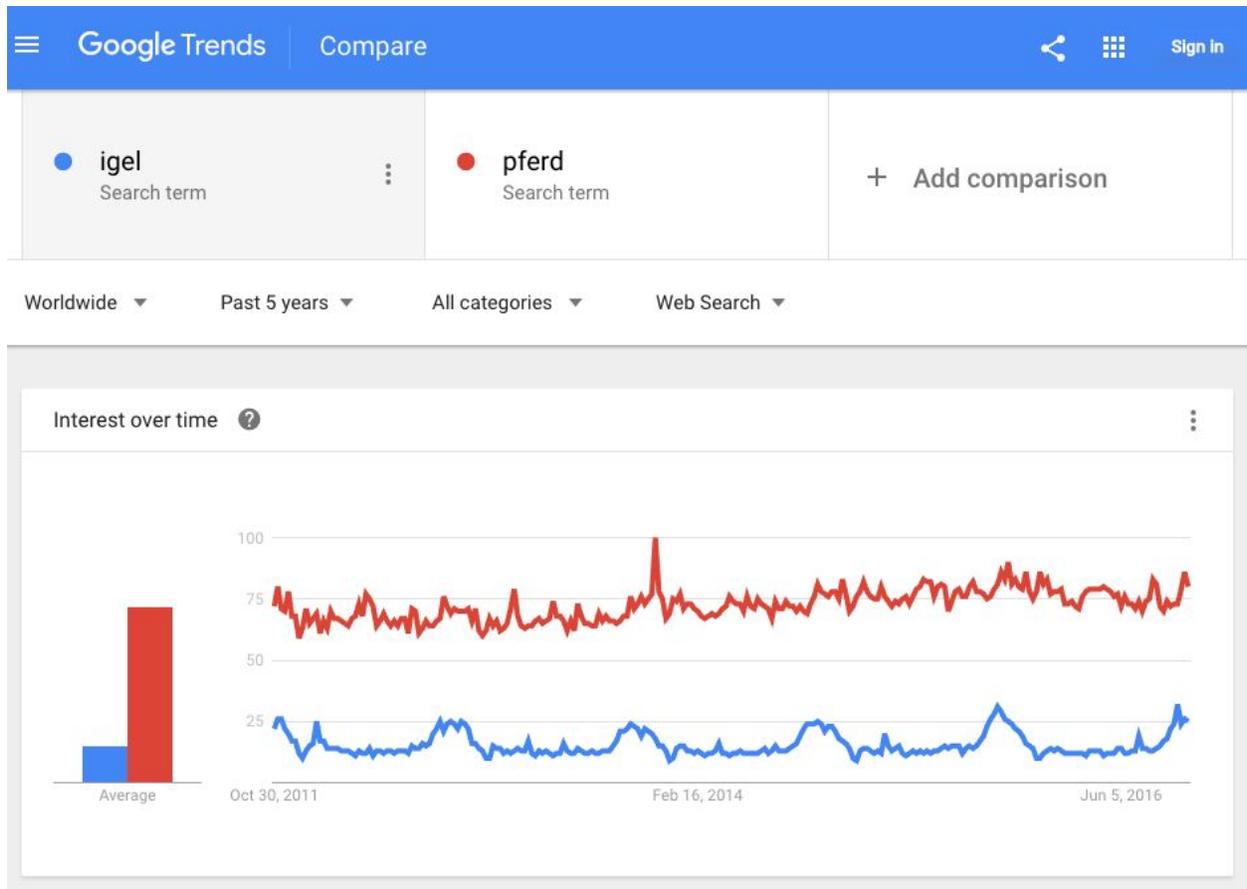
<https://www.google.com/trends/explore?q=snake,hedgehog>

DINOSAUR - 41% popularity: Snake 68 vs Dinosaur 28



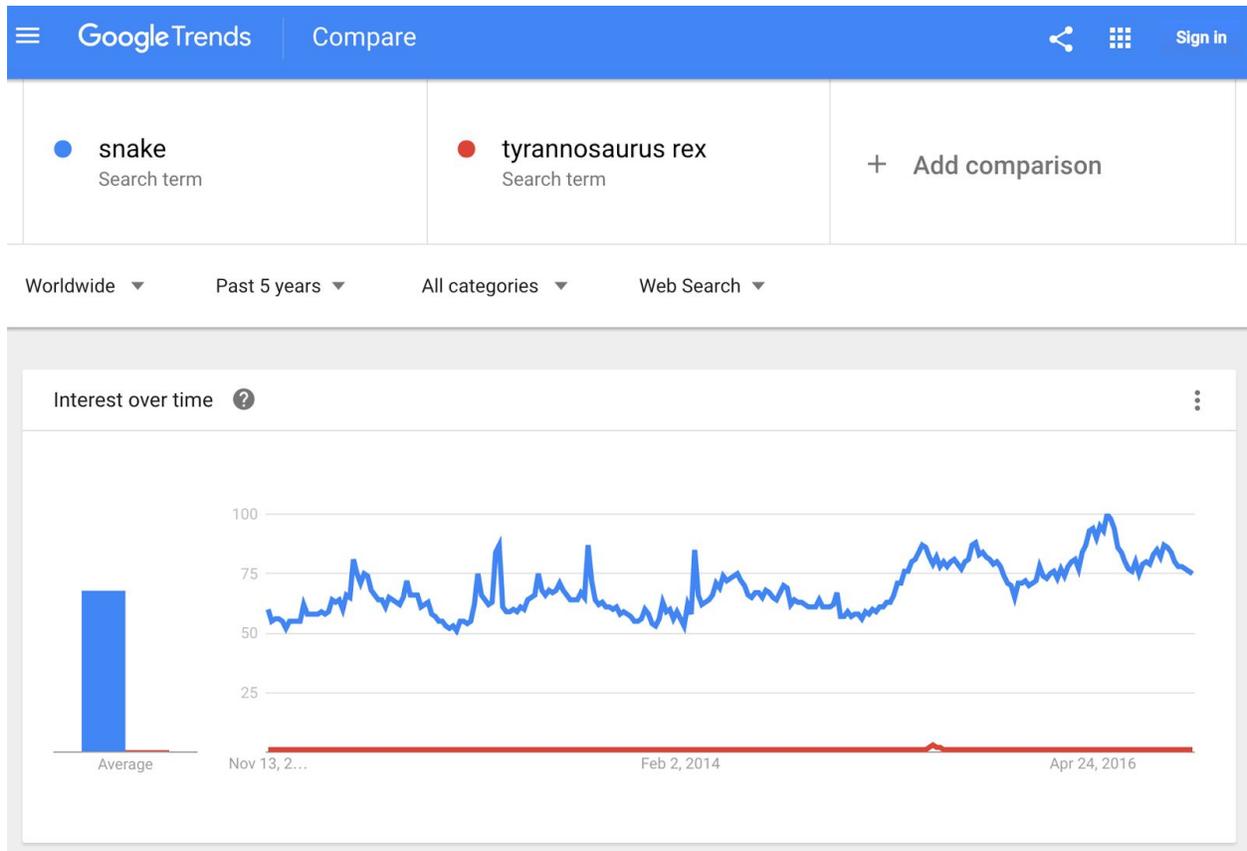
<https://www.google.com/trends/explore?q=snake,dinosaur>

HEDGEHOG (German) - 21% popularity: Igel 72 vs Pferd (Horse) 15



<https://www.google.com/trends/explore?q=igel,pferd>

TYRANNOSAURUS REX - 1% popularity: Snake 68 vs T-Rex 1



<https://www.google.com/trends/explore?q=snake,tyrannosaurus%20rex>