

Addendum of Selection Factors for Parrot Animal Emoji Proposal

To: UTC

Author: Craig Cummings (craig@unicode.org)

Last updated: August 1, 2017

Draft: 1

A proposal for a TROPICAL BIRD animal emoji was submitted to the Emoji Subcommittee on Katie McLaughlin on November 3, 2016. It is linked here:

<http://www.unicode.org/L2/L2017/17280-tropical-bird-emoji.pdf>

The Emoji Subcommittee believes the more specific PARROT represented in the proposal is a good candidate for encoding.

This documents adds investigation regarding selection factors for potential frequency of use for PARROT.

First, Emoji Request (emojirequest.com) shows PARROT with 9,426 votes, putting it at a rank of fourth in the list of future animal emoji candidates.

Second, YouTube searches for 'parrot' and a more specific 'parrot animal' results show 4,020,000 and 1,640,000, respectively. These stats put parrot in the top ten of those being considered for the Unicode v11 candidates list. Likewise, Instagram stats (2,255,047 posts) combined with Google Trends information, also put PARROT in a top ten ranking amongst other animal emoji candidates.

Below is a snapshot from Google Trends comparing PARROT with an existing, median stats value animal emoji, in this case SNAKE.



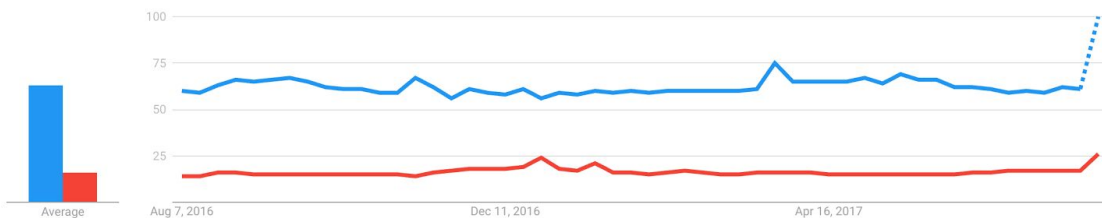
● **snake**
Search term

● **parrot**
Search term

+ Add comparison

Worldwide ▾ Past 12 months ▾ All categories ▾ Web Search ▾

Interest over time ?



Average