

FROWNING POO or POO WITH SAD FACE Emoji Submission

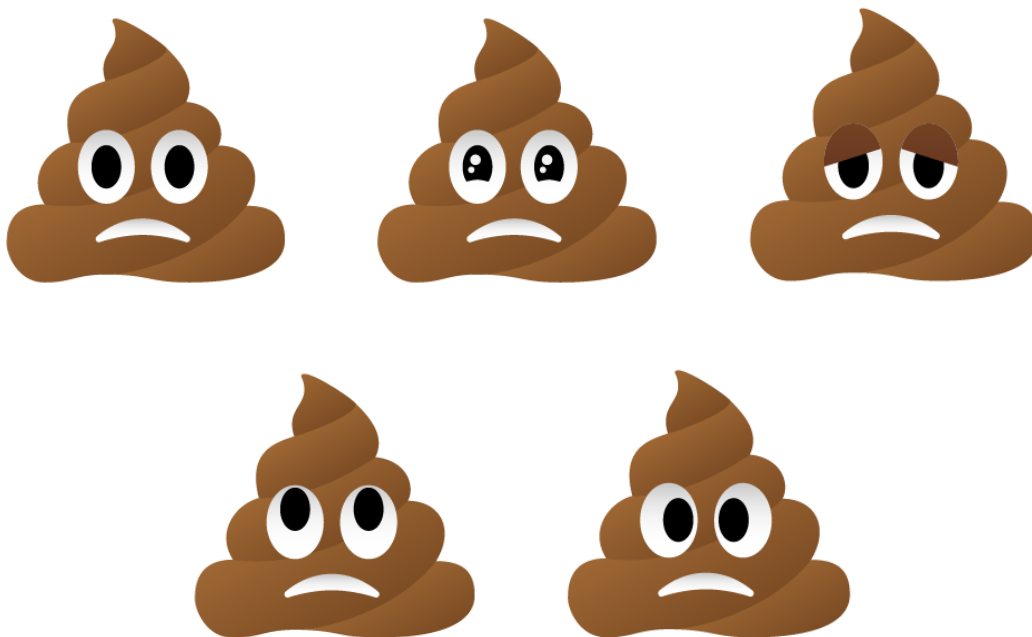
To: Unicode Consortium

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Date: August 2, 2017

Abstract

Following the precedent created by the imp emoji pair, a FROWNING POO emoji should be added as an alternate option to the smiling PILE OF POO, which will be referred to as “smiling poo” throughout this proposal. The smiling poo emoji has received widespread fandom and attention, which suggests a similar fate and following for the FROWNING POO.

**Introduction**

The PILE OF POO emoji, a brown swirl with a smiling face, has attained star-like status in the emoji world. According to one analysis, the poop emoji made it to the top 100 most frequently used emoji on Instagram in April 2015¹. It has spawned endless paraphernalia² ranging from poop emoji loafers³ to balloons, inspired poop cupcakes⁴,

¹ <https://www.cnn.com/2015/06/05/this-is-the-most-used-emoji-on-instagram.html>

² https://www.buzzfeed.com/jessicaprobos/everybody-poops?utm_term=.wrJJP3gx#.tcz3dya2B

and even sparked a Dump Trump campaign in 2016⁵. It appears that whatever the poop emoji touches goes on to achieve instant popularity⁶.



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The PILE OF POO emoji has garnered such widespread appeal for a number of reasons. The image of a smiling poo is funny, heartwarming, and whimsical but also nuanced and universal. With a smiling poo, you can convey popular swear words like

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<https://www.bustle.com/articles/67060-a-poop-emoji-dress-exists-and-its-surprisingly-classy-from-far-away>

⁴ <http://www.abc.net.au/news/2016-12-10/the-popularity-of-the-poo-emoji/8102762>

⁵ <http://www.independent.co.uk/news/world/americas/us-elections/dump-donald-trump-artist-hanksy-on-the-grassroots-bowel-movement-that-is-defining-the-2016-us-a6955676.html>

⁶ <http://www.independent.co.uk/news/world/americas/us-elections/dump-donald-trump-artist-hanksy-on-the-grassroots-bowel-movement-that-is-defining-the-2016-us-a6955676>.

⁷ <http://jezebel.com/poop-emoji-loafers-can-be-yours-for-a-mere-340-1551327009>

⁸ <http://www.abc.net.au/news/2016-12-10/the-popularity-of-the-poo-emoji/8102762>

shit or *crap* and the numerous phrases that accompany them⁹. You can bemoan a bad situation, reference criticism, or simply troll someone. The smiling poo emoji is at once a direct replacement for negative adjectives and nouns but also a uniquely identifiable symbol. It seems to say in its odd and humble way that when life is less than ideal, there is some humor in accepting and connecting over that¹⁰.

The smiling poo, however, was not always smiling and it is worth briefly examining the history of the smiling poo emoji to understand why its taciturn twin, a FROWNING POO emoji, deserves its own spot in the emoji lexicon. Poo is a cultural symbol in Japan. Not only do people pay respects to the toilet god, *Kawayu-no-kami*, who emerged from the poo of the Japanese Earth goddess¹¹, but *Kin no unko*, a golden swirling poo charm has achieved high demand in Japan. The Japanese view *Kin no unko* as a symbol of good luck because the Japanese words for *poo* and *luck* share similar initial sounds¹².



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Emoji first became available on cellphones in Japan in 1999¹⁴ (the poo emoji arrived a year later¹⁵) but did not migrate to the United States until 2008 when Google tried to increase Japanese usership

⁹<https://www.fastcompany.com/3037803/the-oral-history-of-the-poop-emoji-or-how-google-brought-poop-to-america>

https://www.buzzfeed.com/leonoraepstein/gloriously-hilarious-ways-to-use-the-poop-emoji?utm_term=.bqQ7L1NO2#.mtbXjxkPq

¹⁰ <http://www.abc.net.au/news/2016-12-10/the-popularity-of-the-poo-emoji/8102762>

¹¹ https://www.washingtonpost.com/news/worldviews/wp/2015/12/15/how-japans-toilet-obsession-produce-some-of-the-worlds-best-bathrooms/?utm_term=.d82be7d1d39b

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¹³ <https://shikibook.wordpress.com/contact/slice-of-life/golden-poo/>

¹⁴ <http://www.independent.co.uk/news/world/americas/us-elections/dump-donald-trump-artist-hanksy-on-the-grassroots-bowel-movement-that-is-defining-the-2016-us-a6955676.html>

<http://www.japantimes.co.jp/life/2016/09/17/digital/emoji-evolution-emoticons/#.WYPFQzOZOYU>

¹⁵ <https://www.wired.com/story/history-of-poop-emoji/>

of their email platform. In order to do so, they realized they needed to incorporate emoji, and Google's Japanese product manager identified the poo emoji as the promising pioneer for emoji in America¹⁶. Google's original poo emoji was also a brown conical swirl but it included flies and lacked any facial expression¹⁷.



Since then the poo emoji has spread to all major platforms including Apple, Facebook, and Twitter. Only later on did platforms adopt and converge upon the ubiquitous smiling poo we are familiar with today¹⁸ (Google adopted the smiling poo in 2015)¹⁹.

The rest is history. In 2015 the smiling poo emoji launched into stardom as evidenced by its commercial and cultural proliferation. Now you can find all manner of smiling poo emoji ware online. The dedicated fan can craft entire wardrobes from poo emoji clothes. There are baby onesies, jewelry, socks, shirts²⁰, and even stylish dresses printed with the smiling poo emoji²¹. You can purchase an emoji night light called Mr. Poo²². The poop emoji has even become the most popular emoji pillow sold by the company Throwboy²³. In August 2016, someone turned a rock in San Francisco into the iconic smiling poo rock²⁴.

¹⁶<https://www.fastcompany.com/3037803/the-oral-history-of-the-poop-emoji-or-how-google-brought-poop-to-america>

¹⁷<https://www.fastcompany.com/3037803/the-oral-history-of-the-poop-emoji-or-how-google-brought-poop-to-america>

¹⁸ <https://emojipedia.org/pile-of-poo/>

¹⁹ <https://www.wired.com/story/history-of-poop-emoji/>

²⁰ https://www.buzzfeed.com/jessicaprobust/everybody-poops?utm_term=.wrJJP3gx#.tcz3dya2B

²¹ <https://www.betabrand.com/think-tank-2/funded/womens-poo-emoji-casual-pocket-dress>

²²<https://direct.asda.com/george/home-garden/bedding/kids-bedding-accessories/emoji-night-light-mr-poo/050210339,default,pd.html?cgid=D25M7G1C6>

²³ <http://www.npr.org/2017/03/06/518858273/emojis-begin-cropping-up-outside-of-your-smartphone>

²⁴ <http://www.businessinsider.com/poop-emoji-san-francisco-2016-8>



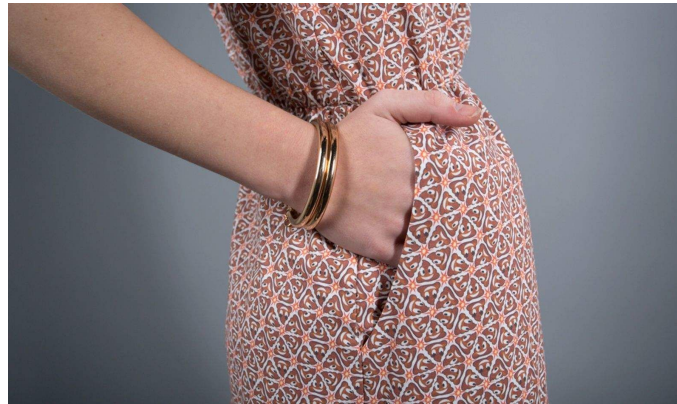
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²⁵<https://www.pricerighthome.com/emoji-mr-poo-illumi-mate-colour-changing-light.html>

²⁶ <https://www.betabrand.com/poo-emoji-baby-onesie>

²⁷ <https://www.cultofmac.com/315076/poo-emoji-clothes-latest-steaming-hot-fashion/>

²⁸ <https://throwboy.com/products/poop>



2016 was the year that the smiling poo emoji prominently entered the national political conversation. The year before, street artist Hanksy had painted a mural of Donald Trump's face as a colossal poop emoji in Manhattan. The mural suddenly won him 20,000 new Instagram followers. Hanksy passed out thousands of Dump Trump badges in New Hampshire and soon enough a "Dump Across America" campaign emerged. The image became a cultural sensation and political emblem, showing up in anti-Trump rallies across the U.S. and even inspiring the popular mobile app Trump Dump³⁰. In late 2016, the poo emoji even made a brief appearance on Donald Trump's website. This was first thought to be the work of a hacker, though later it was discovered that this was merely due to "a URL trick, in which any string inserted into the URL appears in the banner."³¹

²⁹ <http://www.businessinsider.com/poop-emoji-san-francisco-2016-8>

³⁰ <http://www.independent.co.uk/news/world/americas/us-elections/dump-donald-trump-artist-hanksy-on-the-grassroots-bowel-movement-that-is-defining-the-2016-us-a6955676.html>

³¹ <http://nymag.com/selectall/2016/11/poop-emoji-featured-prominently-on-trumps-site.html>



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The poo emoji has also become a phenomenon in the food world. Take for instance food blogger Matthew Cetta's "poop peeps," which he first posted in March 2016³⁴. The number of visitors to his blog Nomageddon skyrocketed from 100 per day to more than 25,000 per day all because of one poop emoji sweet treat³⁵.

³² http://www.huffingtonpost.com/entry/dump-trump-mural-removed_us_5873c0e7e4b099cdb0fe7de4

³³ <http://nymag.com/selectall/2016/11/poop-emoji-featured-prominently-on-trumps-site.html>

³⁴ <http://nomageddon.com/poop-peeps/>

³⁵ <http://www.independent.co.uk/news/world/americas/us-elections/dump-donald-trump-artist-hanksy-on-the-grassroots-bowel-movement-that-is-defining-the-2016-us-a6955676.html>



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The overwhelming popularity of the smiling poo emoji in pop culture suggests that a FROWNING POO emoji might be received with similar fervor. FROWNING POO can express a range of meanings that the smiling poo emoji cannot. Where the smiling poo emoji aptly conveys irony (what is happy about feces?), the FROWNING POO emoji would allow users to discuss unfortunate things that are indeed shitty or that they are unable to joke about yet. Where the smiling poo lends levity to a bad situation, the FROWNING POO offers gravity and acknowledgement of something difficult or painful.

Furthermore, in all the circumstances in which the smiling poo emoji might be used to replace swear words, the FROWNING POO emoji can also be used but would simply offer a useful variation in connotation. For instance, if someone finds out their friend just won the lottery, they might say, “wow, that’s a shitload of money” with the smiling poo emoji because it is an event that merits both celebration and perhaps jealousy, which the contrast between the poop image and mischievous smile conveys perfectly. However, if someone wanted to express how genuinely depressed they feel about the shitload of work they have to do or a terrible life choice they’ve made, they might use a FROWNING POO emoji instead. These sorts of permutations are endless. Additionally, when a person chooses to use a frowning poo emoji to express their feeling, it gives their statement a softened and informal tone that is sometimes lost in written communication when actual words are used.

Another practical example of when a FROWNING POO emoji becomes useful is in the actual discussion of one’s bowel movements. For instance, if someone wants to share whether they had a healthy versus unpleasant bowel movement (particularly in the context of travel or gastrointestinal health), the smiling poo is limited and may not always be suitable.

³⁶ <http://nomageddon.com/poop-peeps/>

Lastly, the SMILING FACE WITH HORNS 🤪 and ANGRY FACE WITH HORNS 😡 emojis, which were approved by Unicode in 2010³⁷, set a precedent for smiling/frowning emoji pairs. We would like to propose the addition of a FROWNING POO to the already existing smiling poo so that passionate poo emoji users have access to a wider range of choice when conveying meaning.

Names

CLDR Short Name: FROWNING POO emoji or SAD POO emoji

Other Keywords: feces, diarrhea, shit, crap, poop, turd, dump

Factors for Inclusion

I. Compatibility

Currently no FROWNING POO emoji exists.

II. Expected Usage

Evidence of Frequency

In 2015, the smiling poo emoji was one of the top 100 most frequently hashtagged emoji on Instagram coming in at number 91,³⁸ which suggests that the FROWNING POO might also experience heavy usage, even if this means that smiling poo is used less often. The proliferation of the smiling poo image and theme in pop culture (as described in the Introduction) also provides additional evidence that the FROWNING POO emoji has an enormous captive audience.

Multiple Uses

(See Introduction and Image Distinctiveness)

There are an infinite number of ways in which the FROWNING POO emoji could be used: as a more literal replacement for the words *shit*, *crap*, or *poop* (and their caravan of associated phrases), to describe the unpleasant experiences that come with food poisoning, or to express serious anger, disgust, indignation, disapproval, or frustration.

³⁷ <https://emojipedia.org/smiling-face-with-horns/>
<https://emojipedia.org/imp/>

³⁸ <https://www.entrepreneur.com/article/246925>

For example, New York Times restaurant reviewer Pete Wells may have benefitted from having access to the FROWNING POO emoji in his review for Japanese restaurant Sugarfish: “Sugarfish lets you apply your own (wasabi) from some concentric bloops of stuff that tastes like watery horseradish and looks like a green version of the poop emoji, without the smile.”³⁹

Uses in Sequences

The possibilities here are also numerous mostly because there exists a diversity of popular phrases using the word shit. Some examples include:

FROWNING POO emoji + DELIVERY TRUCK emoji = Shitload

FROWNING POO emoji + UMBRELLA WITH RAINDROPS emoji = Shitstorm

CHURCH + FROWNING POO emoji = Holy Shit

FROWNING POO emoji + FACE WITH OPEN MOUTH = Shitfaced

FROWNING POO emoji + PISTOL = Shoot the shit

SCISSORS emoji + FROWNING POO emoji = Cut the crap

HORSE emoji + FROWNING POO emoji = Horse shit⁴⁰

The list goes on...

Although you could use the smiling poo emoji instead in these phrases, the FROWNING POO emoji conveys a more serious tone. Additionally, any time you want to say that something is bad quality or service, you can just replace the FROWNING POO emoji with the negative adjective. For instance, “this is a (FROWNING POO emoji) (HAMBURGER emoji).”

PILE OF POO emoji + FROWNING POO emoji might be used together in a similar way to the various colors of hearts being used together: as ornamentation, to represent the rainbow flag, etc.

III. Image Distinctiveness

The FROWNING POO emoji resembles the PILE OF POO emoji, and this is intentional. These contrasting facial expressions are modeled after the SMILING FACE WITH HORNS and the ANGRY FACE WITH HORNS. There are many ways to design this emoji. The most important feature is the downturned mouth, however there can be

³⁹ <https://www.nytimes.com/2017/03/21/dining/sugarfish-by-sushi-nozawa-review.html>

⁴⁰ https://www.buzzfeed.com/leonoraepstein/gloriously-hilarious-ways-to-use-the-poop-emoji?utm_term=.jk0kJ8exB#.dkJmqjJPa

variation in the color of the mouth, the eyes (and direction they look), eyelids, eyebrows, etc.



Emoji are often used in reaction to things that were previously said. One distinct design variation for this image might come from explicitly guiding designers to make the eyes look upward. This is generally appropriate in a “looking to the heavens” or “Why me?” sense. More notably, it would allow people to use this emoji as a reaction to something that was just said, posted, texted, etc., similar to the way in which people use the EYES emoji.



IV. Completeness

The FROWNING POO emoji would fill in the missing gap in emotions and attitudes that can't be expressed with the smiling poo emoji alone. Like the ANGRY FACE WITH HORNS does for the SMILING FACE WITH HORNS, the FROWNING POO would complement the smiling poo emoji. In instances when you want to say that a situation is bad and there is no silver lining, sarcasm⁴¹, or humor involved, a FROWNING POO fills that void in meaning. Whereas the smiling poo emoji can sometimes be cryptic and hard to read⁴², when you use the FROWNING POO, you can unambiguously convey your displeasure or aversion towards something⁴³.

V. Frequently Requested

Emoji users have called for a FROWNING POO emoji on Twitter since 2012⁴⁴. The following tweets demonstrate that the smiling poo is inadequate and ill-fitting for some situations.

Twitter:

"I am a little sad that there is no frowning poop emoji. WHOSE WITH ME!? #EmojiRevolution #GiveUsWhatWeWant #PoopEmoji"⁴⁵

"Why is there not a frowning poop face? Somedays its not all 🐞 #jokes #poopjokes #everybodypoops #jokesforeverybody"⁴⁶

"There really should be a FROWNING poop emoji. #mood #noteverypoopisahappypoop"⁴⁷

"If there was a frowning poo emoji then that would perfectly describe this summer because it's just been a mixture of uneventfulness&sadness"⁴⁸

⁴¹ https://twitter.com/_maaarg/status/479473898283479041

⁴² <http://www.abc.net.au/news/2016-12-10/the-popularity-of-the-poo-emoji/8102762>

⁴³ <https://www.fastcompany.com/3037803/the-oral-history-of-the-poop-emoji-or-how-google-brought-poop-to-america>

⁴⁴ <https://www.thesun.co.uk/tech/4169077/a-frowning-pile-of-poo-emoji-could-arrive-on-your-smartphone-next-year/>

⁴⁵ <https://twitter.com/JahmarGra/status/679857517854199809>

⁴⁶ https://twitter.com/James_Lawrenceh/status/808342718372085760

⁴⁷ <https://twitter.com/ennisesmer/status/603258761952698368?lang=en>

⁴⁸ https://twitter.com/_maaarg/status/479473898283479041