

Proposal for Emoji: WOOD

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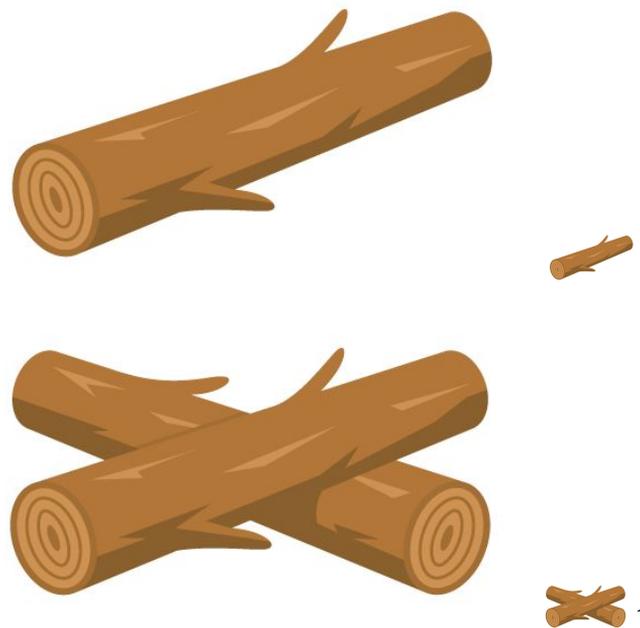
Date: February 2019

Name: wood

Sort Order: the WOOD emoji should appear after HAMMER AND WRENCH and before DAGGER in the TOOL category

Reference Emoji: WRENCH

Keywords: wood, log, lumber, timber



Two designs for the wood emoji, with one log on the left and two on the right.

1. Abstract

This proposal requests the addition of the wood emoji to the Unicode emoji library. Wood is the fibrous part of trees which is used as a material to construct things like buildings, tools and furniture and is burned in fires for heat and for communal gatherings.² Cities make use of wood as a core part of buildings and infrastructure. Adding a wood emoji will provide another way for people to connect not only to our environment but to trees, forests and plants.

¹ Image credit: Aphelandra Messer

² <https://en.wikipedia.org/wiki/Wood>

Selection Factors: Inclusion

Compatibility

This emoji does not currently exist on popular messaging services.

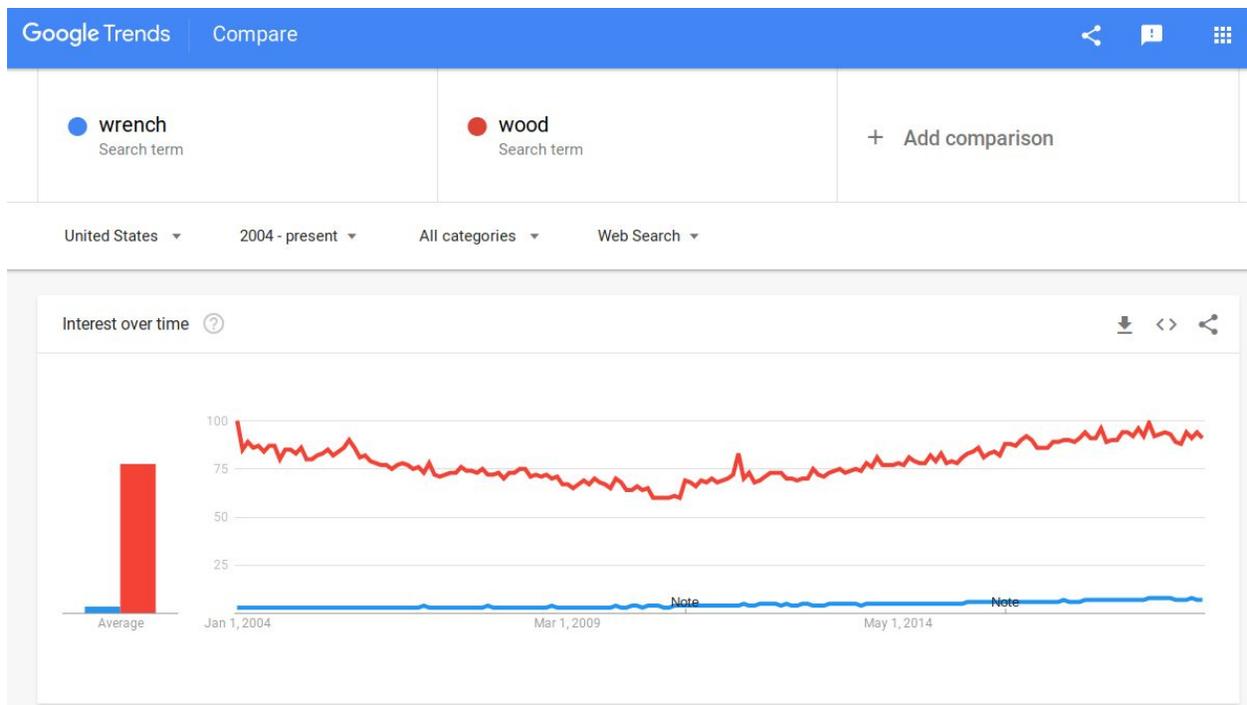
Expected Usage Level

Frequency

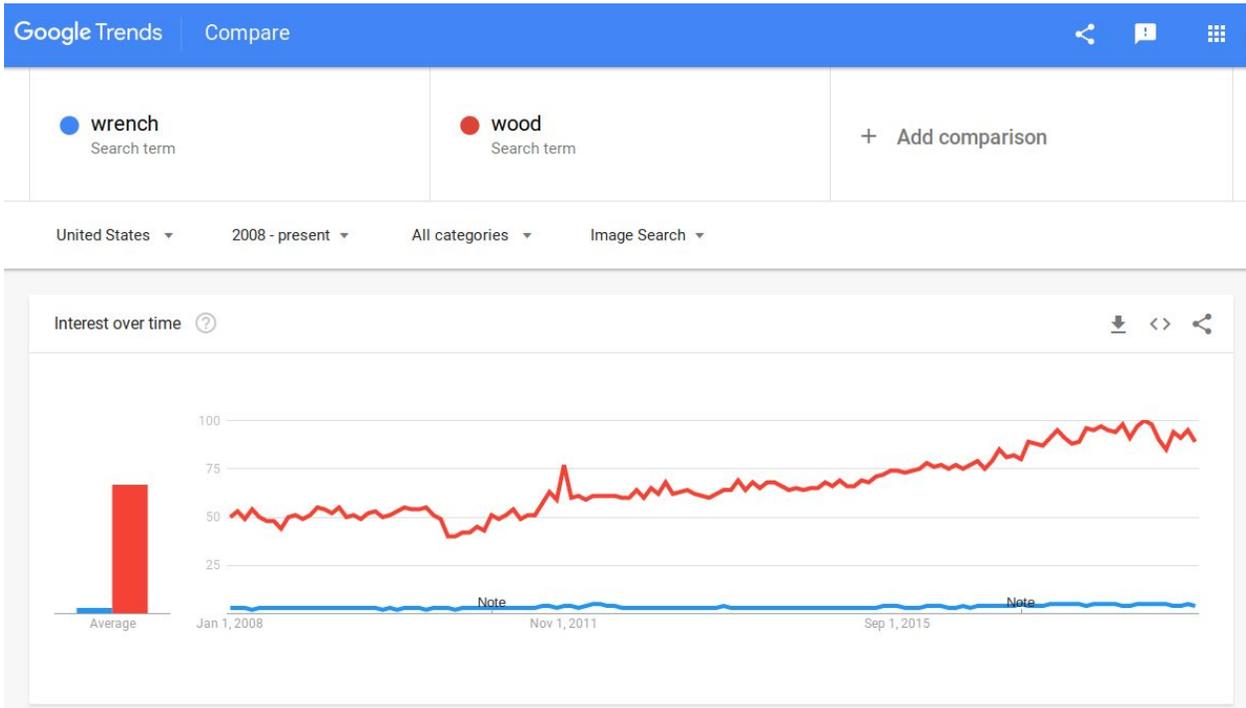
Evidence of Frequency

A Google Trends comparison over the past five years reveals that “wood” searches are nearly 15 times more frequent than searches for “wrench.” This suggests a high expected usage for the WOOD emoji.

Google Trends: Web Search

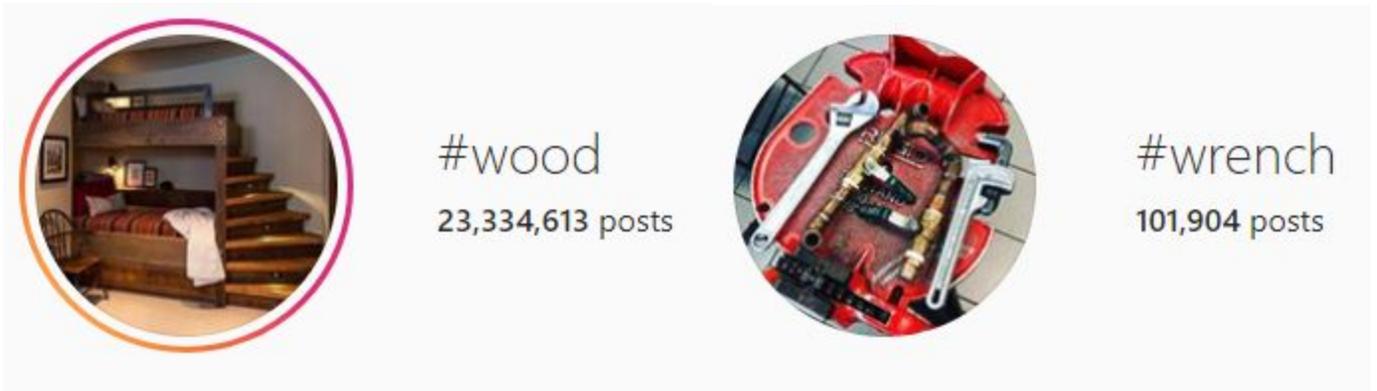


Google Trends: Image Search

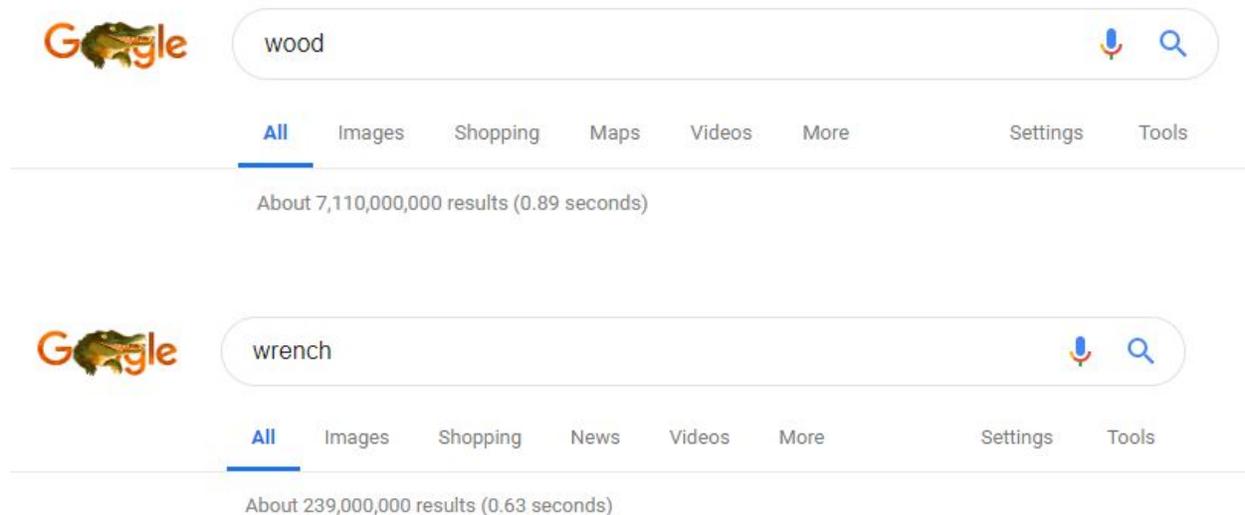


Hashtag Popularity on Instagram

Material	Hashtag Frequency	Percent Frequency of Wood Hashtag
Wood	23,332,310	--
Wrench	101,904	0.44%



Google Search



There are nearly 30 times as many results for “wood” than for “wrench.”

YouTube Search

The first screenshot shows a Google search for "site:youtube.com wood". The search bar contains the text "site:youtube.com wood" and a magnifying glass icon. Below the search bar are tabs for "All", "Images", "Shopping", "Maps", "Videos", "More", "Search", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 562,000,000 results (0.53 seconds)".

The second screenshot shows a Google search for "site:youtube.com wrench". The search bar contains the text "site:youtube.com wrench" and a magnifying glass icon. Below the search bar are tabs for "All", "Images", "Shopping", "News", "Videos", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 7,670,000 results (0.42 seconds)".

Bing Search

The first screenshot shows a Bing search for "wood". The search bar contains the text "wood" and icons for a camera and a magnifying glass. Below the search bar are tabs for "All", "Images", "Videos", "Maps", "News", "Shopping", and "My saves". The "All" tab is selected. Below the tabs, it says "Also try: wood group · tiger woods · fox 17" and "45,400,000 Results Any time ▾".

The second screenshot shows a Bing search for "wrench". The search bar contains the text "wrench" and icons for a camera and a magnifying glass. Below the search bar are tabs for "All", "Shopping", "Images", "Videos", "Maps", "News", and "My saves". The "All" tab is selected. Below the tabs, it says "24,800,000 Results Any time ▾".

Bing yields similar results, with “wood” having nearly twice as many results as “wrench.”

Multiple Usages

The wood emoji could be used to communicate any of the following concepts and activities:

- Woodworking, furniture making
- Construction
- Logging, milling, paper manufacturing
- Camping (for the campfire, sitting on a lot, etc)

- Environmentalism, sustainability, trail work
- Puns (“<wood> you like to <dance>?”, “<log> off”, etc.)
- A feeling of coziness, perhaps in connection with wintertime far from the equator³
- Holidays: yule log
- An element in the popular video game Minecraft⁴
- An element in the popular board game Settlers of Catan⁵

In 2014, actor, writer, comedian and woodworker Nick Offerman collaborated with comedian Conan O’Brien to create solid “handcrafted wood” emojis, which were pitched to viewers as a more tangible alternative to communication via electronic emojis.⁶ Had the wood emoji existed, it’s likely a wooden wood emoji would have been included in the offering for extra irony.

Use in Sequences

Below is a list of possible sequences which are made possible by the inclusion of the wood emoji:

1. Constructing something out of wood (crane/construction)
2. The act of harvesting wood: tree → axe → wood
3. A logging truck: wood → truck
4. Lumberjack: wood → axe → construction worker
5. Wooden boat/canoe: wood → boat
6. Wooden house: wood → house
7. Making a campfire: wood → fire, or wood → fire → tent
8. Woodwind instruments⁷: wood → wind
9. Wooden brain, to suggest confusion or sluggishness: wood → brain
10. Wooden shoes (clogs): wood → shoe
11. Used with falling or dead leaf emoji to indicate the transition from fall to winter: falling leaf → wood → snowflake
12. The expression “knock on wood”: oncoming fist → wood
13. Clamp/compression emoji with wood, as a woodworking task: clamp → wood
14. Acoustic or wooden guitar: wood → guitar

Image Distinctiveness

The wood emoji would appear markedly different from any of the tree emojis, which all have various shapes of green leaves. It would appear different from all the fire and combustion emojis because it wouldn’t have any flame.

³ <https://en.wikipedia.org/wiki/Hygge>

⁴ <http://minecraft.wikia.com/wiki/Wood>

⁵ <http://www.ultracatan.com/game-rules.php>

⁶ <https://offermandwoodshop.com/press/nick-offermans-handcrafted-wood-emojis-conan/>

⁷ https://en.wikipedia.org/wiki/Woodwind_instrument

Completeness

Wood is an important material which is completely unrepresented in emojis to date.

Frequency Requested

The missing wood emoji has been mentioned online often. In February 2018, a Reddit user commented in favor of a wood emoji as follows:

comments

↑ No emoji for wood or log? I don't think the tree emojis "cut it"! (self.rant) (self.rant)

13 submitted 4 months ago by [carlsonivan](#)

↓ 3 comments share save hide give gold report crosspost

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In May 2018, a Twitter user started an excellent chain of wood puns in their recognition of the missing wood emoji, obtaining 355 likes and 2,306 views:

Sara @ AC2018 (N13/N14)
@ServalSketch [Follow](#)

There's no wood emoji [#animowtion](#)

0:12 2,306 views

5:25 PM - 25 May 2018 from California, USA

63 Retweets 355 Likes

5 63 355

Sam the Angel Fox @SamtheAngelFox · May 25
Replying to @ServalSketch
You're really BRANCHING out with the jokes XD

Stumpt Price 🍷 @Stumpt_Price · May 27
Replying to @ServalSketch
Oh hey - I too am Stumpt. :P

GreyWolfs 🐼 @TheGreyWolfs · May 25
Replying to @ServalSketch
The pun is too funny I'm put you under arrest

Sly Piece-A-Pie @ElynxisOfficial · May 25
Replying to @ServalSketch
🌲 close enough

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⁸ https://www.reddit.com/r/rant/comments/7zzikf/no_emoji_for_wood_or_log_i_dont_think_the_tree/

⁹ <https://twitter.com/ServalSketch/status/1000171066906394624>

Others online have had to make due with using poor substitutes for the wood emoji, like the door emoji:



Kylie Corey

@kylieecorey

Follow

Knock on wood! I guess this emoji will have to do... 🚪

12:49 PM - 22 May 2013



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Many doors are not made of wood; this is disappointing and inhibits communication.



Claudia Smukler

@cdsmukler

Follow

Is there a "knock on wood" emoji?

6:30 PM - 7 Sep 2016 from San Francisco, CA

1 Like



1

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¹⁰ <https://twitter.com/kylieecorey/status/337294221872607232>

¹¹ <https://twitter.com/cdsmukler/status/773695036617728000>

Selection Factors: Exclusion

Overly Specific

No existing emoji covers wood conceptually. The tree/plant emojis represent living plants, but wood has a separate place in human society from living plants.

Open-Ended

Wood is everywhere! There's a good chance the tables, chairs, and components of the walls around you have wood in them.

Already Representable

There's no emoji or sequence which clearly communicates wood. A plant followed by a skull could communicate wood, but is more understandable as referring to dead plants. A hammer and plant emoji are more likely to indicate construction, building a greenhouse, etc.

Logos, brands, UI icons, signage, specific people, deities

Wood doesn't refer to any specific brand or celebrity; it's a naturally occurring substance.

Transient

Wood is not going away in the foreseeable future if humanity can care for planet earth well.

Faulty Comparison

The wood emoji is not similar to any existing emoji.

Exact Images

The wood emoji does not need exact images.

Other Information

Other Character Properties

The other character properties are suggested to be defined as follows.

General Category: So

Canonical Combining Class: 0

Bidirectional Class: ON

Decomposition Type: Decomposition Mapping:

Numeric Type:

Numeric Value:

Bidirectional Mirrored: N Unicode 1 Name:

ISO Comment:

Simple Uppercase Mapping:

Simple Lowercase Mapping:

Simple Titlecase Mapping:

Author Bios

Dylan Sherry (dylanjsherry@gmail.com) is a software engineer, data scientist, researcher and musician. When he realized there was no wood emoji, he saw the other emojis just woodn't cut it, so he stopped milling about and chopped this proposal into shape in order to axe-ellerate the new emoji's adoption. He enjoys logging long days on hikes lumbering through the forest, and is excited to help bring this quintessential material into the 21st century pictorial vocabulary.

Amanda Hickman (amanda@velociraptor.info) is a product manager, journalist and teacher. She's also an editor at Emojination. She knows the Ren and Stimpy "Log" jingle by heart and definitely uses wood, boards and logs regularly.

Ankita Devasia (ankita.devasia@gmail.com) is an incoming college freshman, freelance Japanese translator, and emoji enthusiast.