Proposal for Emoji: WOOD

Submitted by: Dylan Sherry, Dwight Knell, Amanda Hickman, Ankita Devasia, Jenny 8. Lee of Emojination
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. 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: Aphelanda 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

Interest over time

- wrench
- wood

United States
2008 - present
All categories
Image Search
Hashtag Popularity on Instagram

<table>
<thead>
<tr>
<th>Material</th>
<th>Hashtag Frequency</th>
<th>Percent Frequency of Wood Hashtag</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wood</td>
<td>23,332,310</td>
<td>--</td>
</tr>
<tr>
<td>Wrench</td>
<td>101,904</td>
<td>0.44%</td>
</tr>
</tbody>
</table>

Google Search

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

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3 https://en.wikipedia.org/wiki/Hygge
4 http://minecraft.wikia.com/wiki/Wood
5 http://www.ultracatan.com/game-rules.php
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:

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:

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

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

12:49 PM - 22 May 2013

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

*Claudia Smukler*  
@cdsmukler

**Is there a "knock on wood" emoji?**

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

1 Like

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
Author Bios

**Dylan Sherry** ([dylanjsherry@gmail.com](mailto: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](mailto: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](mailto:ankita.devasia@gmail.com)) is an incoming college freshman, freelance Japanese translator, and emoji enthusiast.