

Two People Hugging Emoji for Unicode 13.0

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Identification

CLDR short name

two people hugging emoji

CLDR keywords

Love you, thanks, hello, good bye, hug, I'm sorry to hear that, great to catch up

Closest unicode emoji



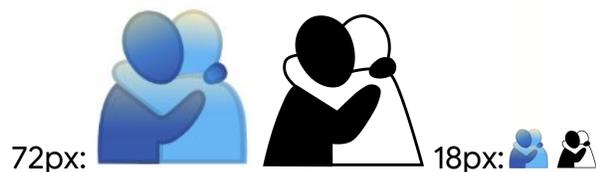
Note: These are both hug emojis. Facebook on left, Apple on right. A popular use of this emoji has come to indicate "jazz hands" given it's design on almost all platforms, as seen in the appearance on the right, which is the more commonly displayed.

Possible ZWJ



Proposed emoji

Images



Notes:

- This proposal does not require skin tone or gender support.

License

We certify that the images have appropriate licenses for use by the Unicode Consortium and were created by the author of this proposal.

Sort location

People - Symbols



Reference Emoji

The reference emoji we're using for evidence of frequency is the median people gesture emoji: Massage 🤲

Introduction



A hug is a form of nonverbal communication that depending on culture, context and relationship can indicate support, comfort, and consolation, particularly where words are insufficient. A hug usually demonstrates affection and emotional warmth, sometimes arising from joy or happiness when reunited with someone or seeing someone absent after a long time.

The act of hugging releases oxytocin, a hormone that promotes feelings of devotion and trust. As Matt Hertenstein, psychologist at DePauw University, told NPR, the release of oxytocin “really lays the biological foundation and structure for connecting to other people.” Not only do people release tension as a result of feeling safe in the arms of someone they trust, but the action also reduces the amount of the stress hormone in our bodies.

TWO PEOPLE HUGGING is iconic of appreciation, empathy, and friendliness and would be a welcome addition to unicode.

Selection factors — Inclusion

A. Compatibility

These characters are not proposed for compatibility with non-Unicode emoji on an existing system, therefore compatibility is not applicable.

B. Expected use

1. Frequency

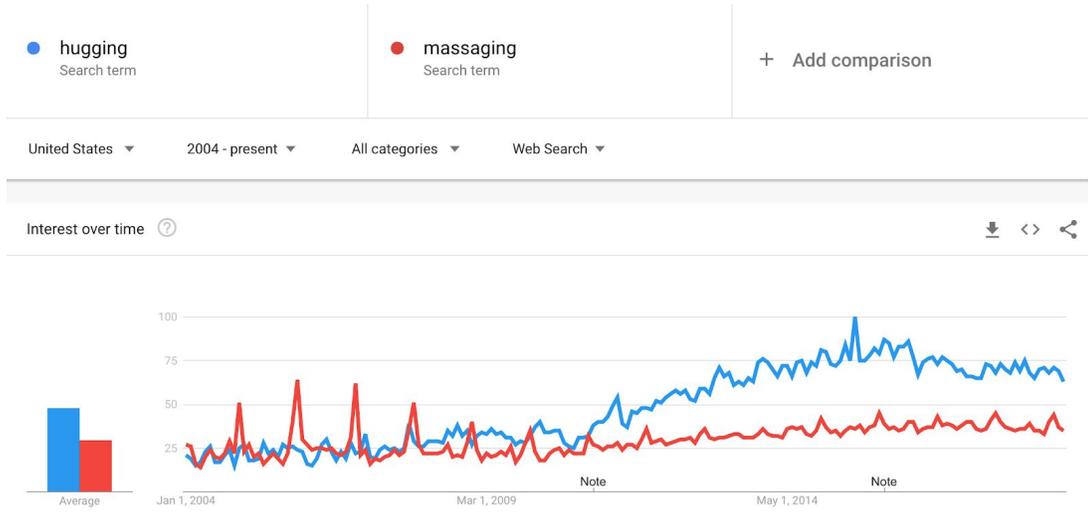
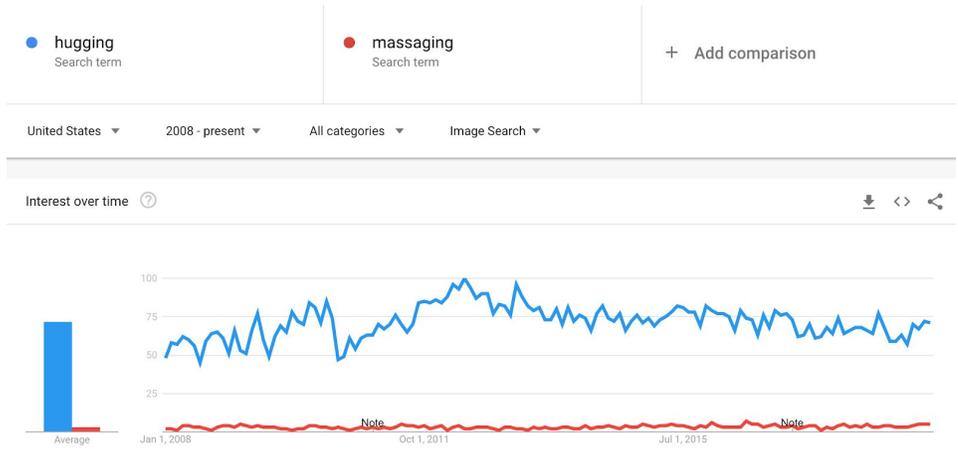
Google Search Terms

A TWO PEOPLE HUGGING emoji is expected to have high usage. Looking at google search terms it over doubles google results for the median comparable emoji. And, “two people hugging” is more common “a one person hug” 🤗.

Search term	Google all	Bing All	Youtube all	Is it an emoji already?
hugging	204,000,000	11,400,000	131,000,000	no
massaging	141,000,000	6,440,000	405,000	yes
“One person hug”	3,270	4,820,000	553	yes
“Two people hugging”	183,000	179,000	46,800	no
“Hugging face”	154,000	220,000	206	yes
"people hugging"	635,000	314,000	1,790	no
"people massaging"	14,900	183,000	8	yes

Google Trends

When it comes to Google Trends web-search data worldwide, HUGGING greatly outperforms the median people-gesture emoji (MESSAGE).

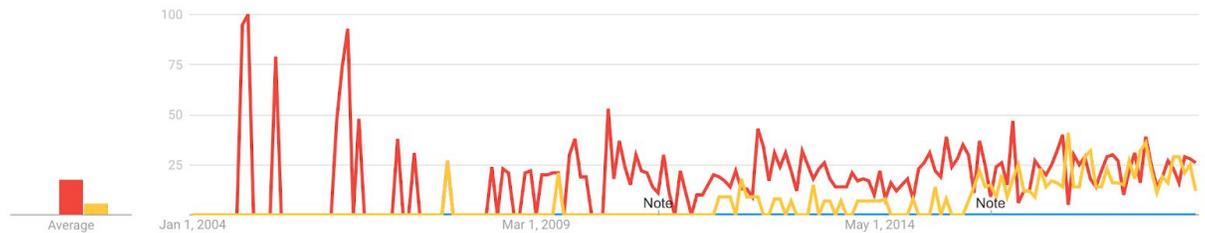


Reinforcing earlier points, TWO PEOPLE HUGGING also out performs ONE PERSON HUGGING and HUGGING FACE.

● "one person huggi...
Search term
● "two people huggin...
Search term
● "hugging face"
Search term
+ Add comparison

United States ▼ 2004 - present ▼ All categories ▼ Web Search ▼

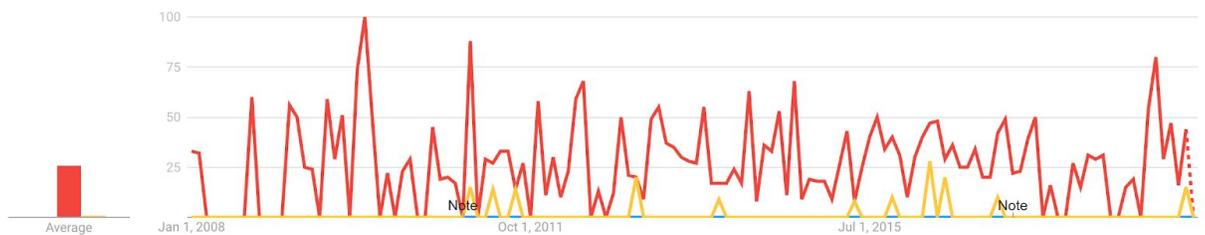
Interest over time ?



● "one person huggi...
Search term
● "two people huggin...
Search term
● "hugging face"
Search term
+ Add comparison

United States ▼ 2008 - present ▼ All categories ▼ Image Search ▼

Interest over time ?



More Frequency data found in the Appendix

2. Multiple usages

- TWO PEOPLE HUGGING is a universally understood form of endearment that has many variations depending on who is involved. There are:
 - Warm hugs
 - Polite (formal) hugs
 - A hug for a buddy - to say “hello” or “goodbye”
 - The bear hug for close relationships

- The comfort hug — to offer condolences
- The tight squeeze hug
- The flirty affectionate hug
- The soulful passionate hug
- A playful cuddly hug.

3. Use in sequences

In gboard, half of the most popular (non-repeating) emoji bigrams are about L-O-V-E. An additional affectionate emoji is anticipated to operate very well in the manner in which emojis are used.

 +  = I really miss and love you

 +  = I'm so proud of you

 +  = That brings me comfort

 +  = have a safe flight

 +  +  +  = Hugs and Kisses

 +  = see you soon!

 +  = thank you so much!

 +  = We like pancakes

4. Breaking new ground

Other than the  FOLDED HANDS emoji which means please or thank you in Japanese culture, there are currently no emojis that can be used to depict “thank you” in a universally familiar and endearing manner.

This is also the only emoji depicting physical affection in a way that is not explicitly romantic in nature (Existing emojis that clearly depict two individuals in contact: , , ).

C. Image distinctiveness

Hugs are iconic and TWO PEOPLE HUGGING is distinct from existing images particularly within the smileys and people groupings. Additionally, at both large and small sizes this image is clearly two people embracing.

D. Completeness

The proposed HUGGING EMOJI provides a significant advance in coverage to depict various forms of comfort, appreciation, politeness and fills a gap in expression and

among existing emoji. Merely having one emoji to convey “Thank you” is insufficient in an inventory 3,000 large. Of the top 50 emoji searches in gboard, 47 of these queries respond with multiple appropriate emojis. The only three that don’t are: **hug**, 100, gun, and diwali. Additionally, “Thank you” is the top sentiments searched for in gboard and yet there is only one emoji associated with this common query (🙏 Folded Hands) and as previously noted it is largely regionally specific to Japan, and has become to be associated with prayer and high-fiving.

E. Frequently requested

There are strong signals in gboard queries for a desire to express “thank you” with imagery. “Thank you” is the top queried search terms across stickers, gifs, and emojis in gboard and “Heart” and “Cry” are two of the top four queries for emojis in gboard.

Selection factors — Exclusion

F. Overly specific

The HUGGING emoji is no more specific than it needs to be in order to represent the intended range of expression. The intent of this emoji concept is to keep it abstract¹ and by obscuring both the faces, gender, and race of the characters this emoji allows it to be incredibly flexible for a range of types of hugs.

G. Open-ended

TWO PEOPLE HUGGING is iconic and an experience in which people have very myriad of associations with.

H. Already representable

I know what you’re thinking. “Doesn’t a hug emoji already exist? 🤗”

But, does it?

The concepts depicted in the proposed TWO PEOPLE HUGGING is not representable with this existing emoji. Hugs aren’t always happy hugs, sometimes they are meant to offer comfort and the existing HUGGING FACE emoji would be wholly inappropriate to send when engaged in a “heavy” conversation. See the below comparison to the existing “hug” emoji and the proposed new TWO PEOPLE HUGGING EMOJI.

Emoji in context

¹ <https://understandingcomics177.wordpress.com/about/1-2/2-2/3-2/>

I'm so sorry for your loss 🧑🏻 I'm so sorry for your loss 😊	Wish I was there 🧑🏻 Wish I was there 😊
I miss you 🧑🏻 I miss you 😊	Things will get better 🧑🏻 Things will get better 😊

The intent of this emoji is to convey the intimacy, nuance, and affection that only being hugged or hugging someone can articulate. A singular figure cannot express the sentiment effectively and the proposed TWO PEOPLE HUGGING emoji includes two figures in a warm embrace.

Frequently noted publicly, the “😊” emoji is wholly insufficient in communicating the feeling of a hug and has come to be known as “jazz hands”². Due to its dependency on being a smiley, HUGGING FACE emoji is regularly appears on “emojis you are using wrong lists.”³

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

Not applicable. There are no logos, brands, signage or otherwise among the proposed characters.

J. Transient

Not applicable. As evident in the introduction, concepts and practices represented here are enduring.

K. Faulty comparison

Justification for encoding the proposed emoji does not depend on analogy with other emoji that were encoded only for compatibility reasons.

² <https://www.newsweek.com/elon-musk-emoji-jazz-hands-hug-834606>

³ <https://metro.co.uk/2016/04/15/8-commonly-confused-emoji-and-what-they-really-mean-5814591/>

Appendix

Google | Bing | Youtube

hugging

hugging

All Images Videos News

About 204,000,000 results (0.33 seconds)

All Images

11,400,000 Results

hugging site:youtube.com

All Images Videos N

About 131,000,000 results (0.70 sec)

massaging

massaging

All Videos Images Shopping

About 141,000,000 results (0.37 seconds)

All Images

6,440,000 Results

massaging site:youtube.com

All Videos Images Shopping

About 405,000 results (0.54 seconds)

"one person hug"

"one person hug"

All Images Shopping Videos

About 3,270 results (0.28 seconds)

All Images Videos

4,820,000 Results Any time ▾

"one person hug" site youtube.com

All Images Shopping Videos

About 553 results (0.33 seconds)

"two people hugging"

All Images Videos

179,000 Results

Any time ▾

"two people hugging" site:youtube.com

All Images News Shopping Videos

About 86 results (0.33 seconds)

"hugging face"

All News Images Shopping

About 154,000 results (0.31 seconds)

"hugging face"

All Images Videos

220,000 Results

Any time ▾

"hugging face" site:youtube.com

All News Images Shopping

About 206 results (0.20 seconds)

"people hugging"

All Images Videos News

About 635,000 results (0.37 seconds)

"people hugging"

All Images Videos

314,000 Results

Any time ▾

"people hugging" site:youtube.com

All Images Videos News

About 1,790 results (0.25 seconds)

"people massaging"

All Images Videos

183,000 Results

Any time ▾