

Proposal for Emoji Beetle for Unicode 13.0

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Identification

CLDR short name: beetle

CLDR keywords: beetle | insect | bug

Proposed emoji

Images ([link](#))



(72px)

(18px)

License

Design by Erik Carter, to be licensed for public use

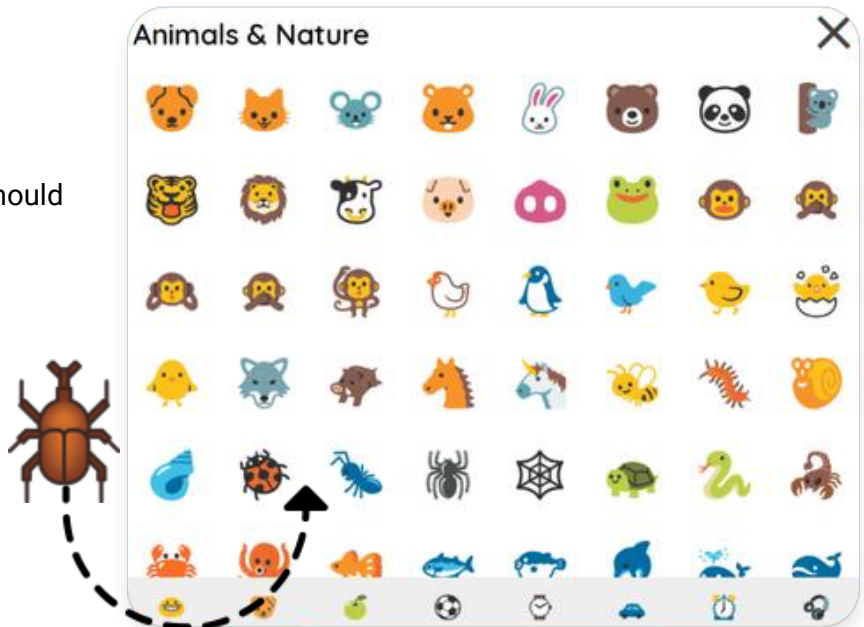
Sort Location

Category: Animals & Nature

The emoji in that category that it should come after: 🐞 and before 🐜

Reference Emoji

Type: animal-bug. Median emojis: penguin bird, rice plant



Introduction

This proposal is to request the inclusion of a BEETLE emoji representing the hard-bodied, winged, bilaterally symmetrical insects. Beetles are often depicted as tough and tenacious characters with a hard job to get done. They are also clumsy and not threatening to humans and have wider appeal than other more threatening insects. Though LADYBEETLE emoji exists, it does not have the distinct visual appearance or character of the more common variety just described.

Selection Factors - Inclusion

A. **Compatibility**

This is a new emoji proposed for inclusion in Unicode emoji standard and other platforms.

B. **Expected usage level**

1. Frequency

Google Search Terms

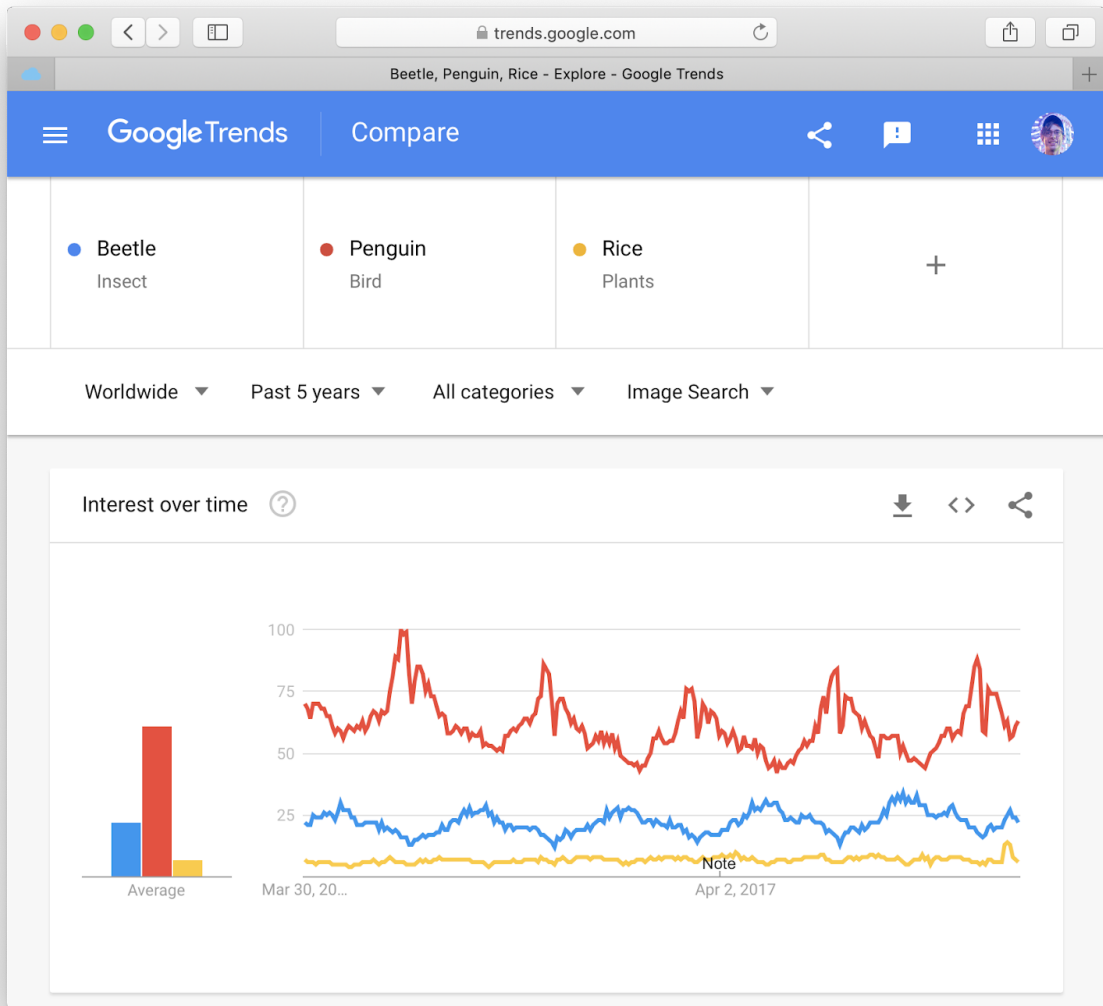
A BEETLE emoji is expected to have high usage. Looking at google search terms it compares favorably to the median animal-bird and plant emojis.

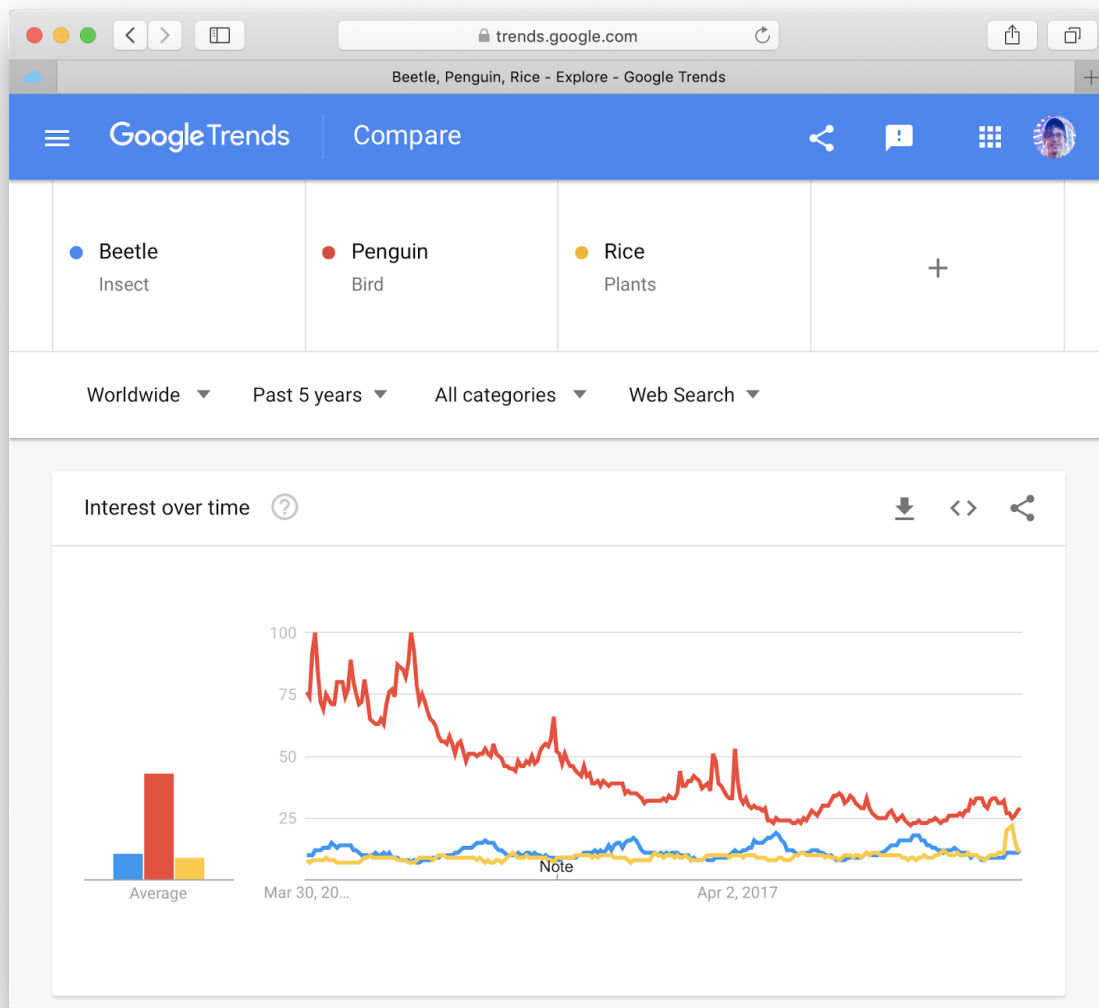
| | Google Search | Bing Search | YouTube |
|--------------|---------------|-------------|----------|
| beetle bug | ~3,390,000 | ~855,000 | ~93,000 |
| penguin bird | ~410,000 | ~132,000 | ~65,400 |
| rice plant | ~1,230,000 | N/A | ~127,000 |

See the appendix section for screenshots

Google Trends

When it comes to Google Trends web-search data worldwide, BEETLE BUG performs comparably to the median animal-bird emoji PENGUIN BIRD and outperforms median plant emoji RICE PLANT over the past 5 years.











2. Multiple usages



- **TOUGHNESS** Beetles can be used to represent toughness because they are often large and sturdy. Males often have horns to compete for mates.
- **BAD DAY** Some beetles are known for rolling dung. A beetle could be used for communicating you have a difficult and unglamorous job to do
- **POP CULTURE** Could be used to reference the popular culture. The Beatles, Beetle shaped vehicles and Beetlejuice. Edgar Allan Poe wrote about a beetle in "The Gold-Bug"
- **TRANSFORMATION** Beetles could also be used to communicate a feeling of transformation and alienation. Franz Kafka famously referenced transformation into a beetle in The Metamorphosis.

3. Use in sequences

 or  — dung beetle with a hard job to do

   — Beatles crossing Abbey Road

   — Listening to the Beatles

  — woke up as a bug

  — Beetlejuice

  — holding/giving/showing off a beetle pet

   — beetle in nature

4. Breaking new ground

Other than the LADYBUG and CATERPILLAR emoji which are also small, clumsy and nonthreatening, there are currently no emojis that can be used to communicate the BEETLE emoji's tough and unglamorous nature.

C . Image distinctiveness

BEETLES are iconic and distinct from existing emojis particularly within the animals group. Beetles have a distinct body shape. They have a marked sexual dimorphism, the males having dramatically enlarged mandibles that are visually distinct among insects. The effect is similar to the plumage of male peacocks and makes beetles very iconic and recognizable. Additionally, at both large and small sizes this image is clearly a beetle.

D. Completeness

The proposed BEETLE emoji provides a significant advance in coverage to depict non predatory animals (The beetle would represent the first tough but non predatory insect.)

E. Frequently requested

A BEETLE is often requested via Twitter. A [search](#) reveals many tweets that complain that there is no beetle emoji despite the existence of the ladybug emoji.

Counter Arguments to Factors for Exclusion

F. Overly specific

Beetles are one of the most common life-forms on earth. They are recognizable worldwide. The

beetle emoji design is no more specific than it needs to be in order to represent it's subject matter.

G. Open-ended

As mentioned previously, the BEETLE emoji provides a significant advancement in the depiction of an extremely common group of tough, clumsy and unglamours insects. It is more general than the existing LADYBEETLE emoji, which is overly specific.

H. Already representable

The concepts depicted in the proposed set are not representable with existing emoji. While ladybug is a specific example of a beetle, it is overly specific and cannot not be used to represent the more common example of the insect.

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

N/A, there are no logos, brands, signage or otherwise among the proposed characters. The ancient egyptian sun god, Ra, was sometimes represented by a scarab but this deity is from the 25th century BC.

J. Transient

As mentioned earlier, beetles are found worldwide and are some of the most common life-forms on earth. They are unlikely to become a fad. In the figure shown above, Google trends shows more consistent interest in beetles over the past five years than for penguins.

K. Faulty comparison

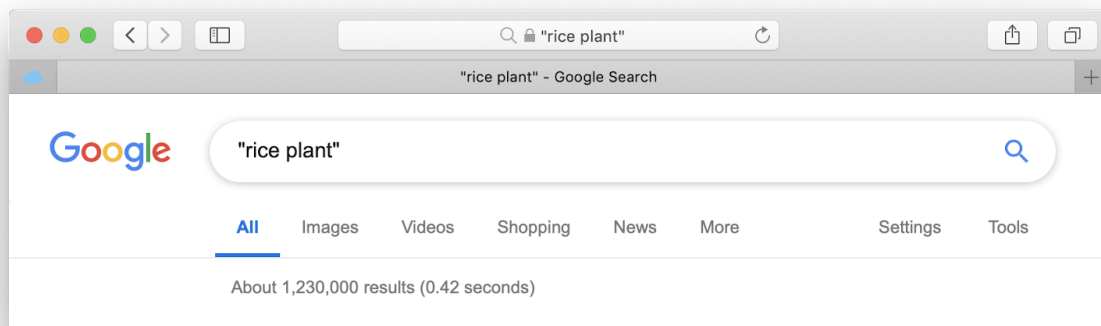
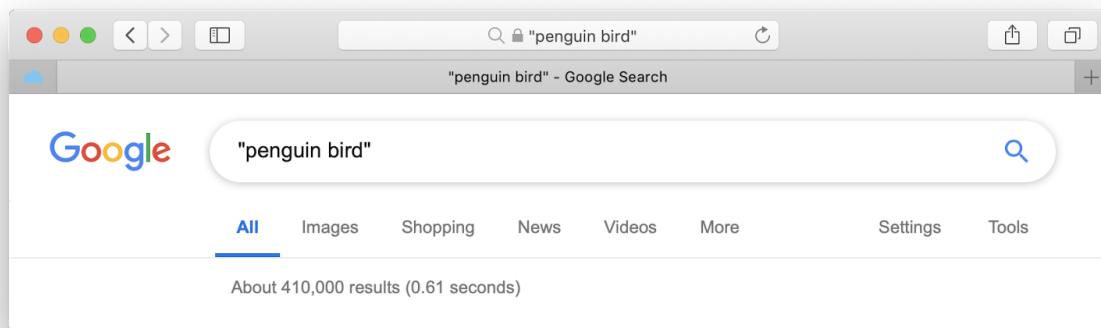
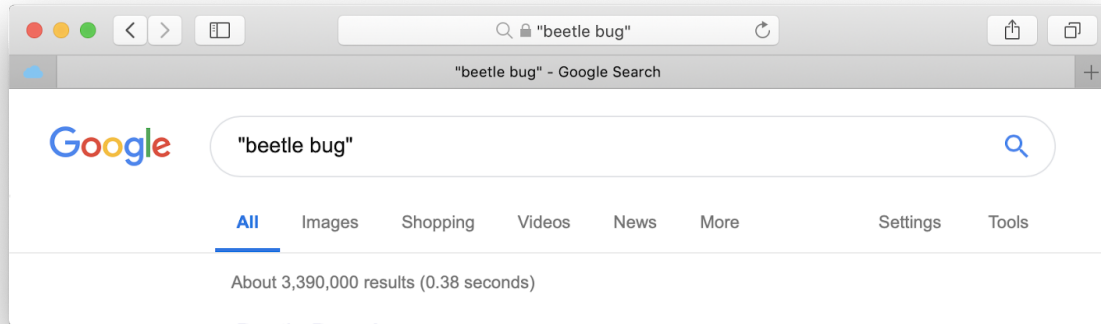
Justification for encoding the proposed emoji does not depend on analogy with other emoji that were encoded only for compatibility reasons.

Exact Images

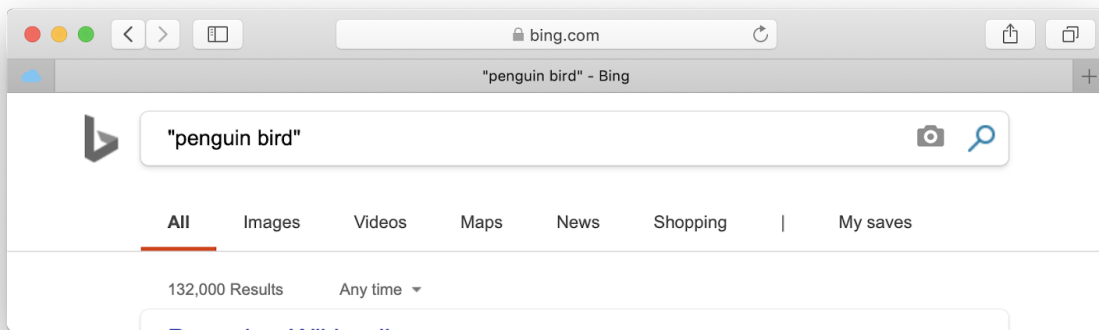
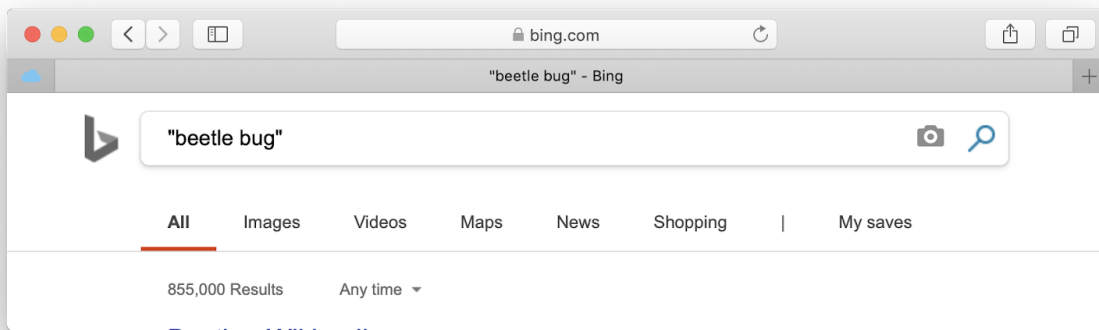
Beetles, especially males, have a very distinct shape and body. The emoji should include an example that highlights this characteristic.

Appendix

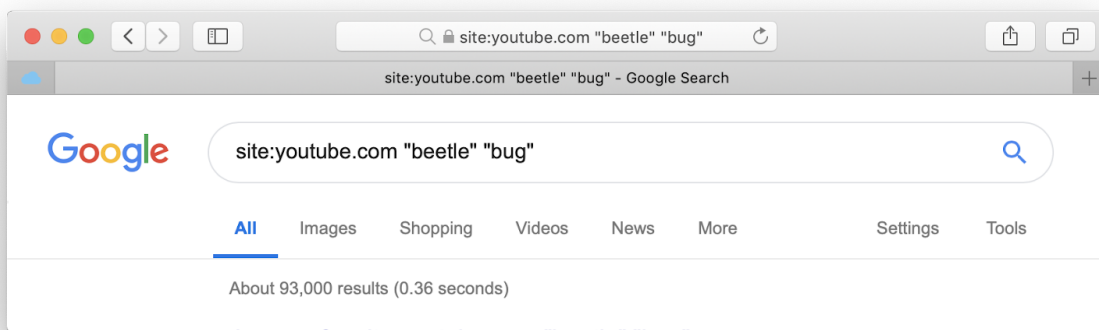
Google search

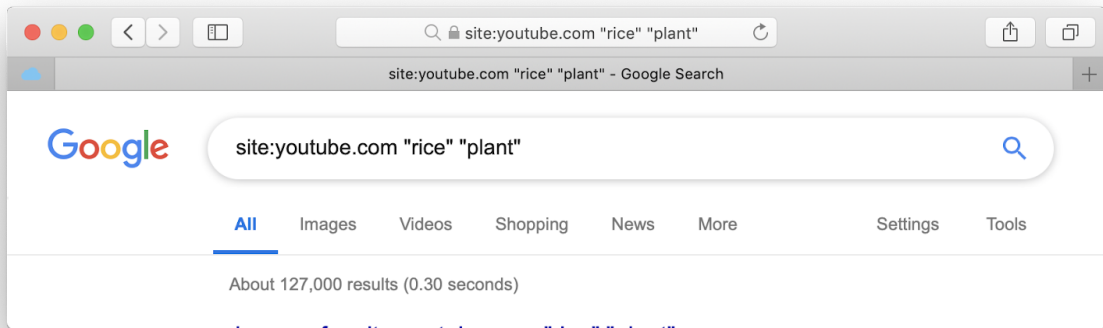
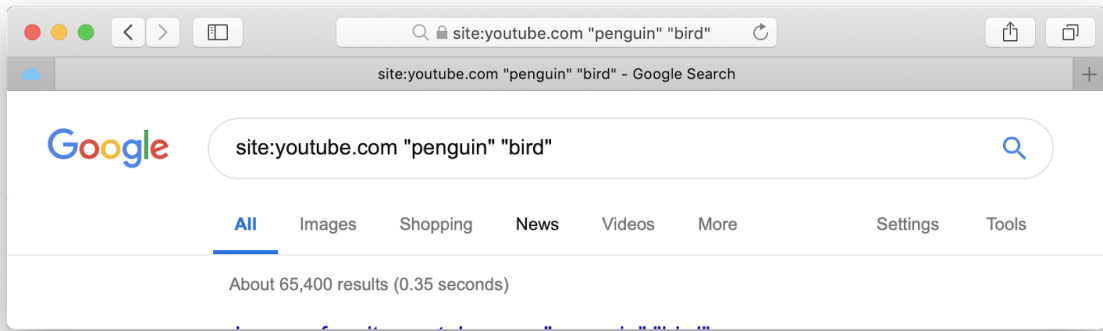


Bing Search



YouTube





Twitter

Chelsea Magbanua
@chelseamagbanua

Follow

My playmate 🐞(no beetle emoji)

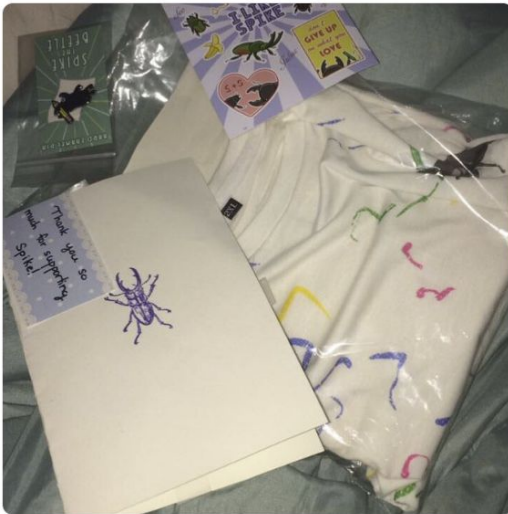


6:21 AM - 4 Jul 2014

Abby is gonna save the animals
@abbybickleyikes

Follow

Shoutout to Spike and his mom, this is my new favorite shirt and the cutest package! 🐞❤️ (there's no beetle emoji)



3:25 PM - 8 Jan 2018

Nicole Lesperance
@NicLesperance

Follow

Replying to @thewritinghippo

🐞🐞🐞 Why is there no beetle emoji?

6:19 PM - 20 Mar 2018

Kween Audrey Rose
@KweenAudreyy

Follow

I know you wouldn't hurt a beetle 🐞🐞🐞
🏠😊🎵🎵🎵 (no beetle emoji 😊)

2:04 AM - 16 Jul 2014 from California, USA

Kate G. Davis
@KateGruetzDavis

Follow

Paul McCartney crew. # 🐞🐞🐞
#nobeetleemoji #blamejameis
[instagram.com/p/uMOzP5N2Nr/](https://www.instagram.com/p/uMOzP5N2Nr/)

4:11 PM - 15 Oct 2014

meredith
@capricornmere

Follow

there is no beetle or juice emoji



9:04 PM - 25 Oct 2016