

Proposal for Emoji: HEART (ORGAN)

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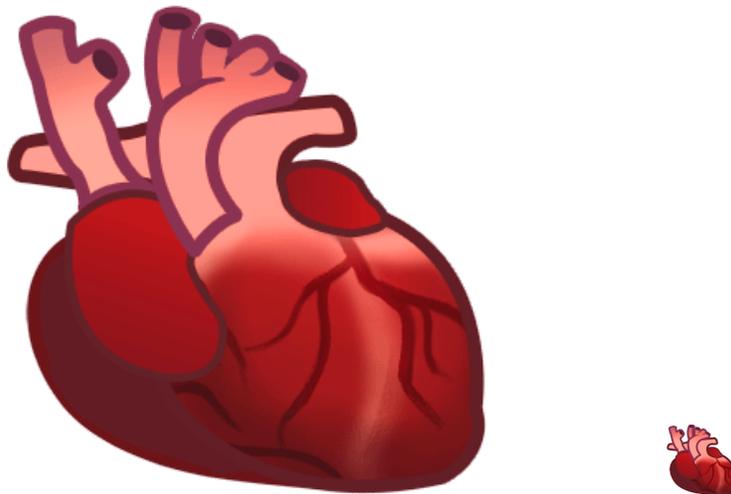
Date: March 30th 2019

Emoji Name: HEART (ORGAN)

Sort Order: in the BODY PARTS category, after BRAIN

Reference Emoji: NOSE

Keywords: heartbeat, pulse, center



*Credit: Anna Zeng/Emojination Free for use in conjunction with this proposal
Black and white images pending finalization of color*

Abstract

This proposal requests the addition of a HEART (ORGAN) emoji. The HEART (ORGAN), along with the BRAIN and LUNG, is one of the most iconic organs in the body and represents the entire cardiovascular system. While there are already many existing HEART emoji, none are anatomically accurate images of the human heart — which matters in an anatomical context, as it is different from the love. The current absence of the HEART (ORGAN) is a notable gap in the BODY PART category, and if it were added, frequent and widespread usage would be expected.

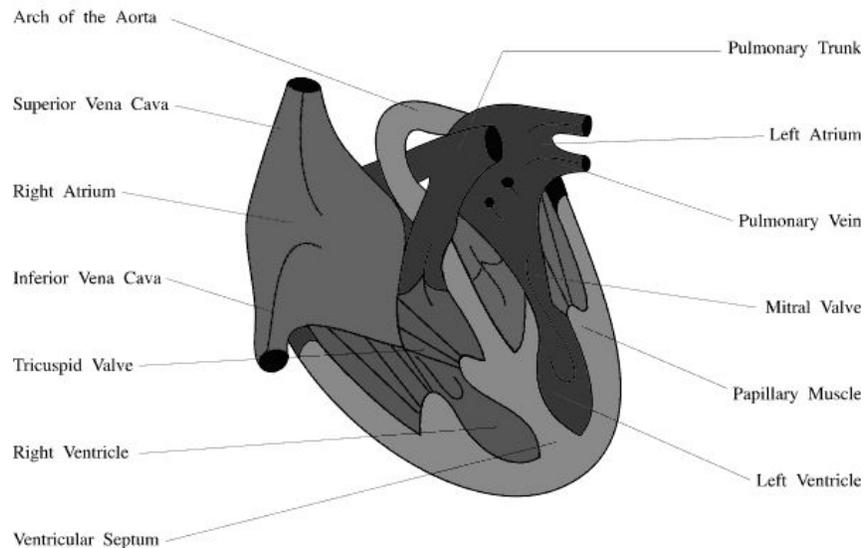
Introduction

The human heart is one of the most vital organs to our existence. For this reason, heart health affects the entire world in a profound way. The HEART (ORGAN) emoji would have far reaching utility to the more than 59 million healthcare professionals around the globe and the hundreds of millions of people affected by cardiovascular diseases.

Cardiovascular diseases—disorders of the heart and blood vessels—are the leading cause of death in the world, killing nearly twice as many people each year as all forms of cancer, the second leading cause of death. According to the World Health Organization, 17.91 million people died of cardiovascular diseases in 2016. Of these deaths, 85% were caused by heart attacks and stroke. The European Society of Cardiology estimates that 20% of emergency department visits are preventable and half of these are due to cardiovascular disease, highlighting the pressing need for greater awareness and education on heart health. In total, cardiovascular diseases account for a staggering total of 31% of worldwide deaths, with 82% of these deaths coming from low and middle-income countries where access to medical treatment, education, and quality nutrition are lowest.

The addition of the HEART (ORGAN) emoji would promote clearer, more accessible communication between healthcare professionals and patients, allowing users to represent the complex cardiovascular system with a single character. Reducing barriers to open discussions of the risk factors, symptoms, and patient impact of cardiovascular diseases has the potential to raise global awareness of the importance of heart health.

Heart



The heart muscle is present in most mammals and in all vertebrate. In humans, a four chambered heart is located in the chest and pumps approximately 2,000 gallons of blood throughout the the body's 60,000 miles of blood vessels each day, supplying oxygen and nutrients to the other organs and tissues, without which they would die. On average, the human heart beats 115,000 times per day.

Because the heart is located in the center of the chest, it is often associated with the center of a being. For this reason, in ancient civilizations, it was believed that the heart was the origin of emotions, and this association has persisted to today in part through the idea heart's representation of love and emotion.

The heart is notably affected by diet and exercise, two most significant factors in heart health. Exercise raises an individual's heart rate relative to the intensity of the activity and the individual level of fitness, strengthening the heart over time and lowering blood pressure. Thus, in addition to the specific medical contexts of the HEART (ORGAN) emoji, it would further represent the organ in the broader context of health for both the general public and for athletes across the world.

Selection Factors – Inclusion

Compatibility

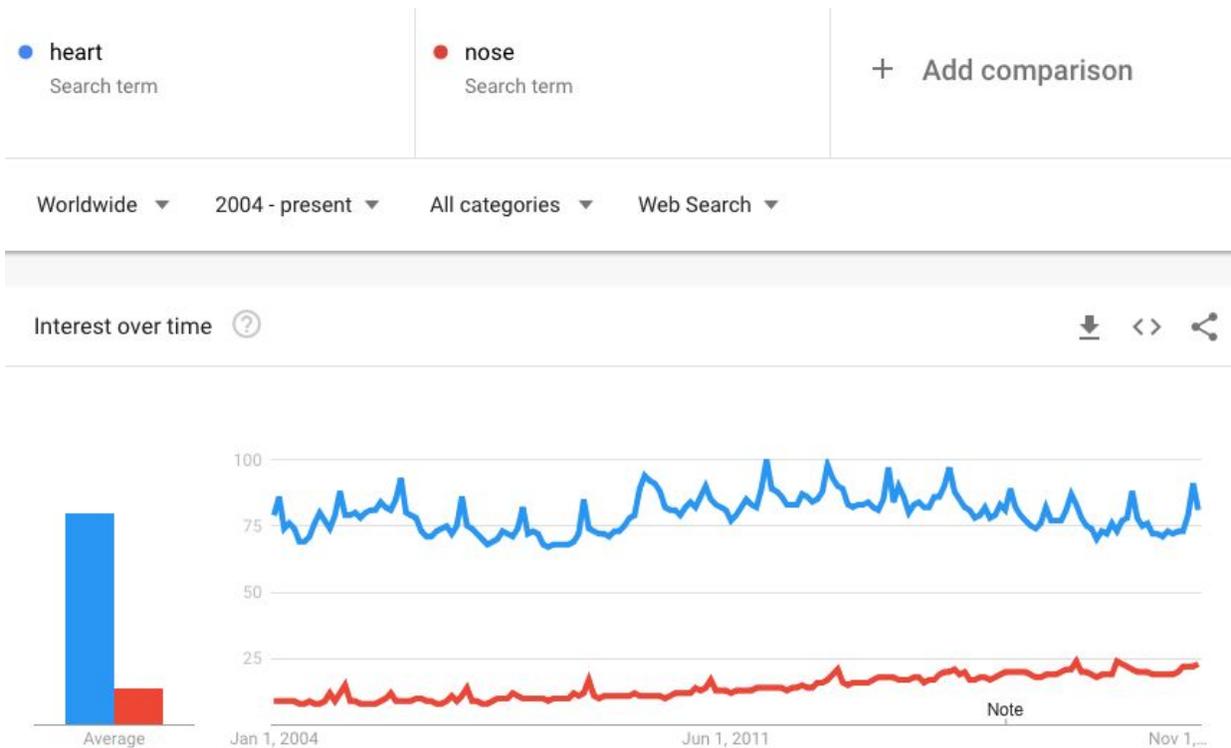
Not applicable.

Expected Usage Level

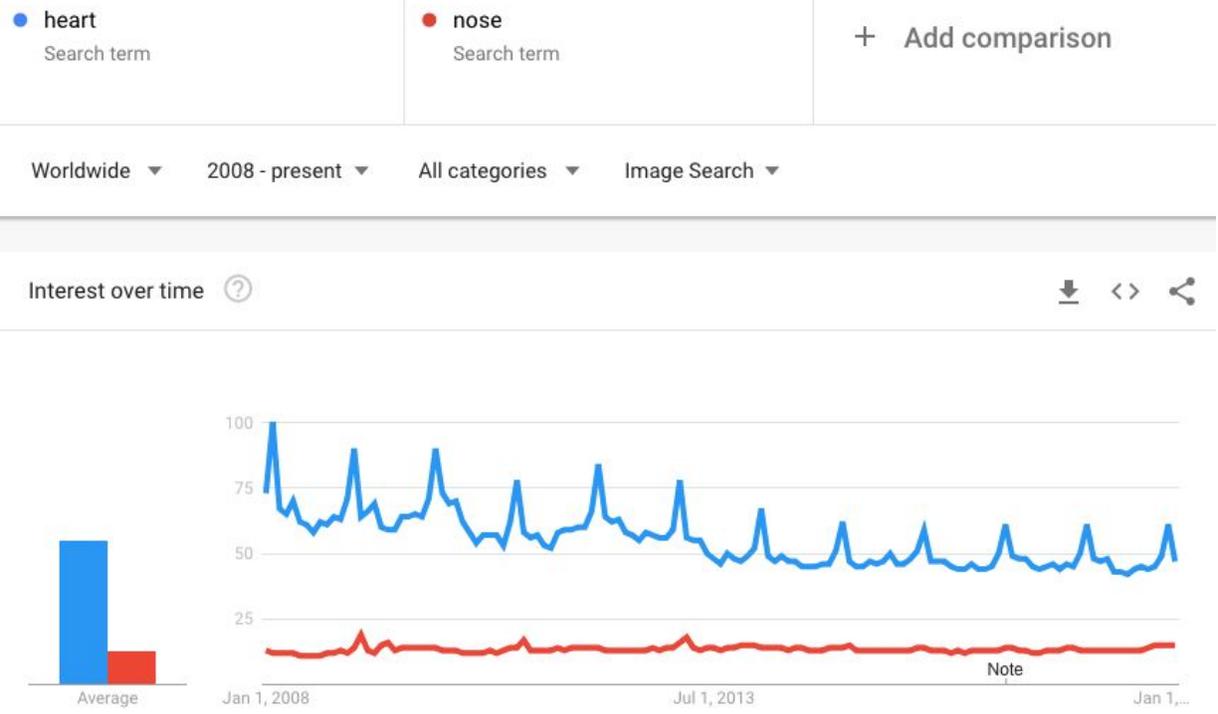
Frequency

The expected usage of the HEART (ORGAN) emoji is high. NOSE, another BODY PART, has been chosen as a distinct emoji of median popularity for comparison in the data below. HEART can be seen to hold more significantly more interest over time than NOSE across popular search engines, in publications, and in searches for visual media.

Google Trends: Web Search



Google Trends: Image Search

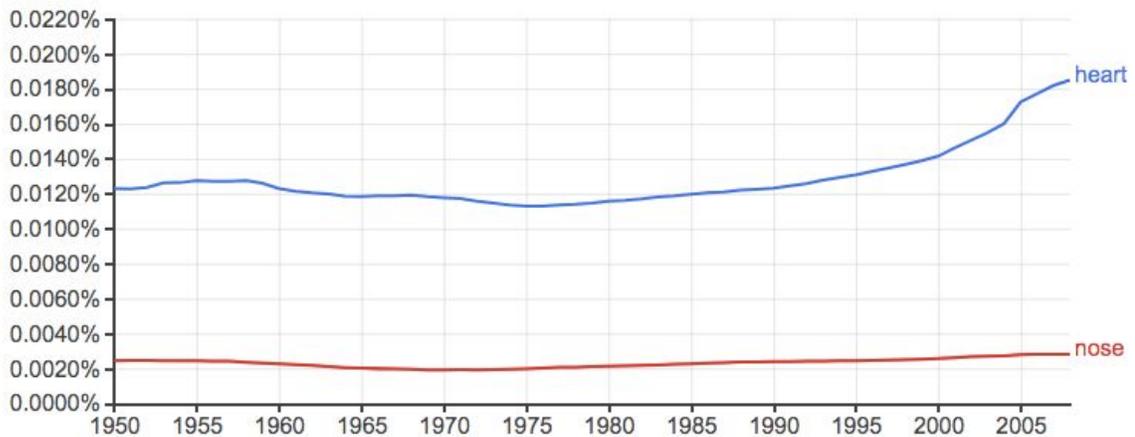


Ngram Viewer

Google Books Ngram Viewer

Graph these comma-separated phrases: case-insensitive

between and from the corpus with smoothing of [Search lots of books](#)



Google Search

Google  

[All](#) [Images](#) [Videos](#) [News](#) [Books](#) [More](#) [Settings](#) [Tools](#)

About 5,850,000,000 results (0.98 seconds)

Google  

[All](#) [Images](#) [News](#) [Shopping](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 1,300,000,000 results (0.78 seconds)

YouTube Search

Google  

[All](#) [Images](#) [Videos](#) [News](#) [Books](#) [More](#) [Settings](#) [Tools](#)

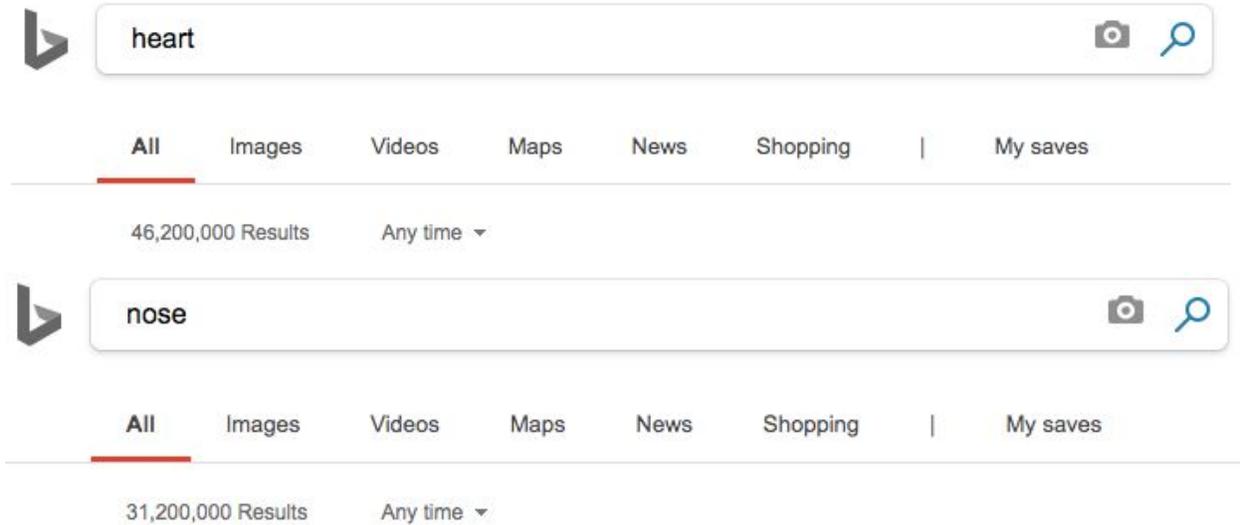
About 2,610,000,000 results (0.44 seconds)

Google  

[All](#) [Images](#) [News](#) [Shopping](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 259,000,000 results (0.50 seconds)

Bing Search



Multiple Usages

In addition to direct representation of the physical organ, the HEART (ORGAN) emoji can be used to in contexts where a phrase references the heart in a physical manner. In such scenarios, the HEART (ORGAN) emoji would be more apt than the HEART emoji in the EMOTION category which better represent the abstract connotations of the heart, such as romance and love. For example:

- "My heart beats for you"
- "My heart skipped a beat"
- "A place in my heart"
- "My heart bleeds for you"
- "Cross my heart and hope to die"
- "To tug your heartstrings"

Because of the heart's location in the chest, the HEART (ORGAN) is often associated with the concept of the center:

- "To get to the heart of the matter"
- "At the heart of things"

Use in sequences

Some of the many possible Sequences would be:

- HEART (ORGAN) + STETHOSCOPE → HEARTBEAT
- HEART (ORGAN) + CHART INCREASING/DECREASING → HEART RATE
- MALE/FEMALE HEALTH WORKER + HEART (ORGAN) → CARDIOLOGIST
- HEART (ORGAN) + FIRE → HEARTBURN
- DROP OF BLOOD + HEART (ORGAN) → BLEEDING HEART
- FACE SCREAMING IN FEAR + STOP SIGN + HEART (ORGAN) → HEART STOPPING
- BACKHAND INDEX POINTING RIGHT + HEART (ORGAN) → FINGER ON THE PULSE

Breaking new ground

No. The BRAIN emoji has already opened the door for anatomical organs. In addition, BONE also indicate internal body parts

Image Distinctiveness

As an internal organ, the HEART (ORGAN) lacks the cute appeal of the HEART emoji in the EMOTION category, yet it is universally recognizable due to its essential role in human existence. The existing HEART emoji could not be visually mistaken for the HEART (ORGAN)'s distinctive shape.

Completeness

The HEART (ORGAN) helps complete the category of BODY PARTS as an essential organ in the body. We feel that BRAIN, HEART and LUNG form a basic iconic triumvirate of recognizable body organs. No existing emoji adequately represent its form or function, nor do any convey its connotations relating to the universal biological process of breathing.

Frequently Requested

The frequent requests for and a realistic, anatomically correct HEART (ORGAN) emoji over the years on Twitter demonstrate the demand for the emoji and illustrate inadequacy of existing HEART emoji for many contexts.

 **Sophia** @sophia_three · 3 Feb 2017 ▼
There needs to be a **heart (organ) emoji**

 **zvqi** @viscus_ · 10 Feb 2012 ▼
I wish they had a brain emoji.. And a **heart organ emoji**

 **jalisa** @jalisauce · 30 Jan 2018 ▼
And also... I learned so much! So like... that's always a good thing 🧠💡***actual heart organ emoji*** lol

 **Dames!** 🇺🇸 @upinflaames · 3 Nov 2018 ▼
they added new science emojis but not an **anatomical heart emoji** we've been **ROBBED**

   1

 **Sam** @SkirtWad · 6 Feb 2018 ▼
Anatomical heart emoji #Vote2018

  1  4

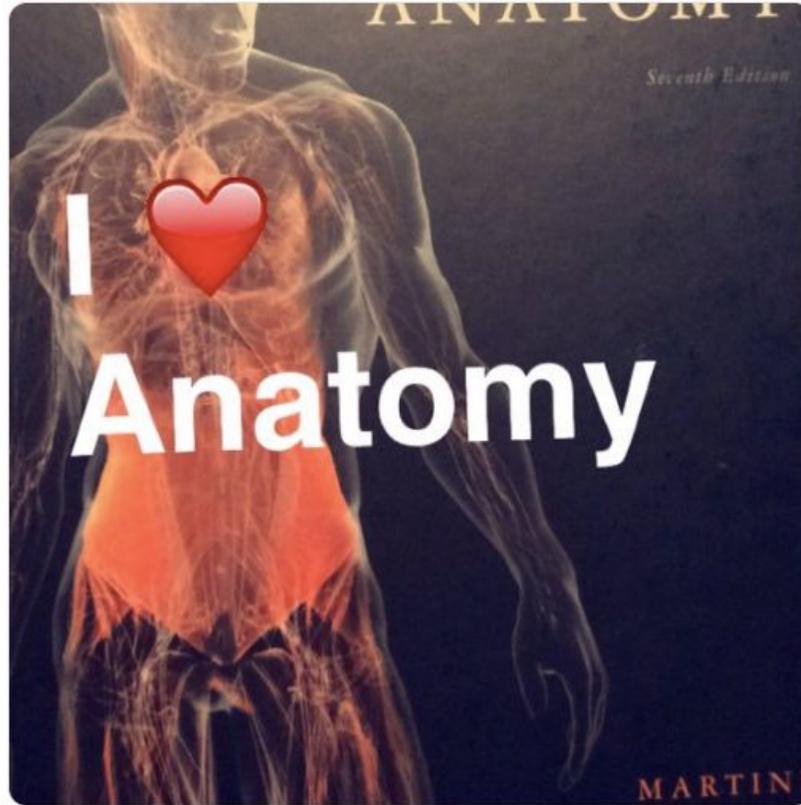
 **Hannah Maguire** @MsHMaguire · 8 Nov 2017 ▼
I've had the loveliest evening at @WstoneCrouchEnd listening to @jenvcampbell and @leenanorms talk about fairytales and #TheBeginningoftheWorld (which I cannot wait to finish reading) (why is there no **anatomical heart emoji**?)

 1  3  8



Emily Sarnacki @SwimChik_Em · 22 Jan 2016

There needs to be a more realistic heart emoji. @Chegg



Emily Fridenmaker @emily_fri · 19 Dec 2018

Other specialties I would consider if in med school again I: none.

Medicine forever. [insert anatomical heart emoji]

Liz Lemon, MD @babbymd

Other specialties I would consider if I were in med school again:

None. I refuse to work in an environment without stickers.

twitter.com/mcsassymd/stat...

2 2 17



jas @jasleau · 12 Mar 2013

Replying to @tiffanylorica

@tiffanylorica :3 Whoo! (Anatomical heart emoji in normal sinus rhythm)

1



violet @violet_shin · 6 Sep 2014

If only they had a **real heart emoji**



5 1 41



inactive @17shiba · 31 Dec 2015

the **real heart emoji** is the one inside u

1 1 3



L @dancingswifts · 13 Oct 2017

she legit is using a **REAL HEART emoji** for likes... queen of science and helping me study anatomy

Selection Factors – Exclusion

Overly Specific

The HEART (ORGAN) is not overly specific as it is an organ universal to all humans and to many other animals.

Open Ended

The HEART (ORGAN) is not only part of the body, but one of its most important organs and therefore does not create an open-ended need for new BODY PARTS. The HEART (ORGAN) also differs greatly from the HEART emoji in the EMOTION category and does not encourage demand for new emoji in that series.

Already Representable

While there are currently many HEART emoji in the EMOTION category, they have no anatomical accuracy and can thus only carry abstract connotations of the heart and love, rather than signify the essential anatomical organ of the body. The HEART (ORGAN) offers a representation of the actual organ, allowing it to be used more effectively in discussions pertaining to the bodily state of the heart, heartbeat, and pulse. Someone writing a message about physical pain in their heart, for example, would be poorly served by the classic RED HEART emoji due to its connotations of love, romance, and positivity conflicting with the potential seriousness of an acute medical condition.

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

The HEART (ORGAN) represents no logos, brands, icons, signage, deities, or specific people.

Transient

The HEART (ORGAN) is an essential organ in the human body and can thus expect stable, long-term usage. Because the HEART (ORGAN) can be used representatively for the entire cardiovascular system, it will continue to have a place in its relation to health and science.

Faulty Comparison

This proposal for the HEART (ORGAN) emoji is submitted on its own merits with no argument made due to inclusion of existing emoji.

Exact Images

The HEART (ORGAN) conforms to a general shape and color, but does not require an overly specific representation.

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

Christian Kamkoff (ckamkoff@gmail.com) is an MFA candidate in Creative Writing at Columbia University. He has been told he has a big heart.

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Melissa Thermidor (thermidor.melissa@gmail.com) is the Social Media Lead at NHS Blood and Transplant, where she advocates for individuals to give blood and join the Organ Donor Register to help save and improve lives.