

Proposal for Emoji: CHAINSAW

Submitter: Bryan Kappa - parappathekappa@gmail.com

Date: 9 April 2019

Revised submission date: 10 April 2019

Revised submission date: 5 June 2019

Revised submission date: 3 September 2019

1. Identification

A. CLDR short name: CHAINSAW

B. CLDR keywords: chainsaw | saw | cut | deforestation | logging

2. Images



Color image license: Transfer of Copyright (<https://fiverr.com>)

Black and white image license: Royalty-free license, paid by Bryan Kappa to release attribution requirements from original Creative Commons License (<https://thenounproject.com>)

3. Sort location

A. Category: tool

B. After: AXE or WRENCH

4. Reference Emoji

Type	Representative
tool	wrench

5. Selection Factors – Inclusion.

A. Compatibility - n/a

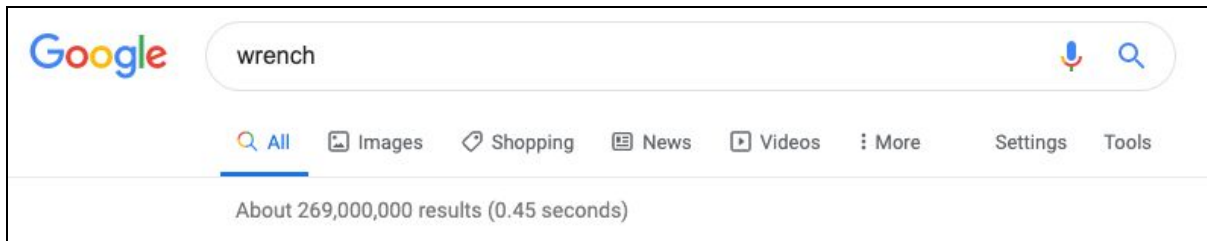
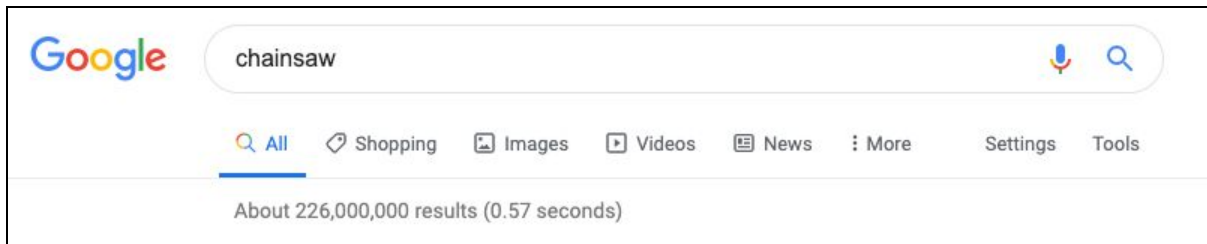
B. Expected Usage Level

1. Frequency

The chainsaw is a symbol for many professions and industries, including logging and arboriculture. Even to the layperson, the sight of a 36-tooth cutting chain attached to a 2 stroke motor elicits a visceral reaction. In short, chainsaws are 'cool'. For this reason and those illustrated in this report, CHAINSAW is expected to be a popular and widely used emoji. I'm sure many of its uses are yet-to-be discovered. As shown below, it groups well with existing emoji to create sequences like 'wildland firefighter', 'horror movie', and 'sawing logs'.

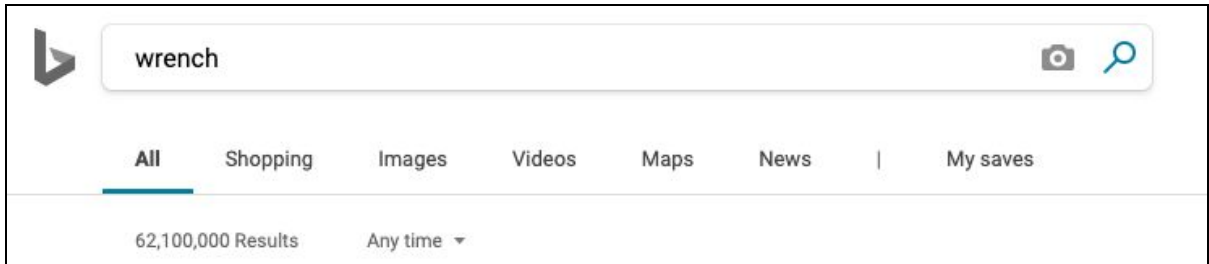
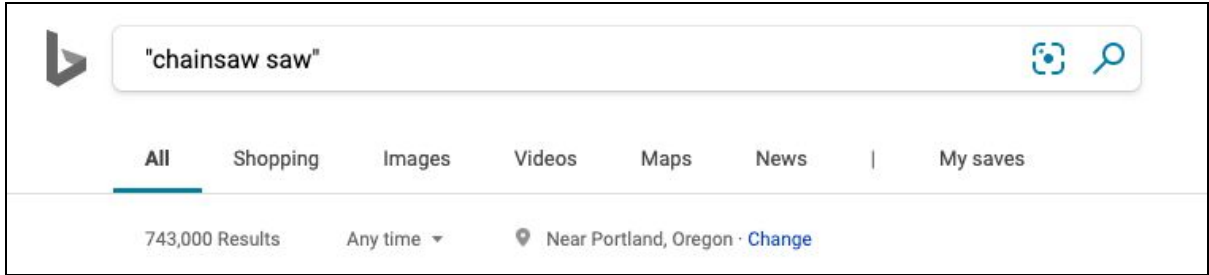
The below searches were done in a Google Chrome incognito window.

Google Search



Bing Search

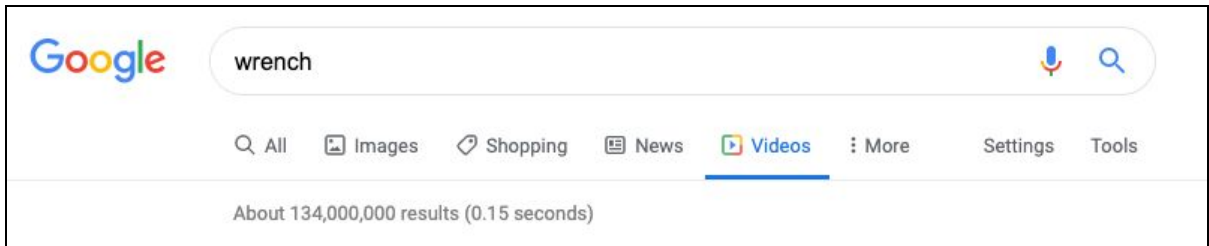
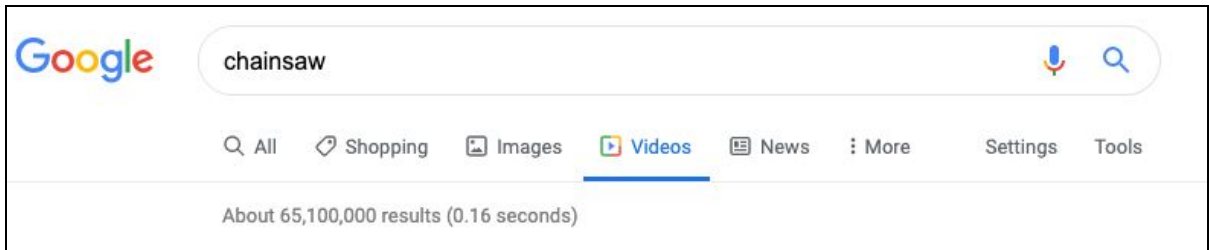
When searching "chainsaw" Bing would not show the total number of search results, so we added a qualifier term which likely reduced the total number of results. We kept wrench by itself to display a more conservative result.



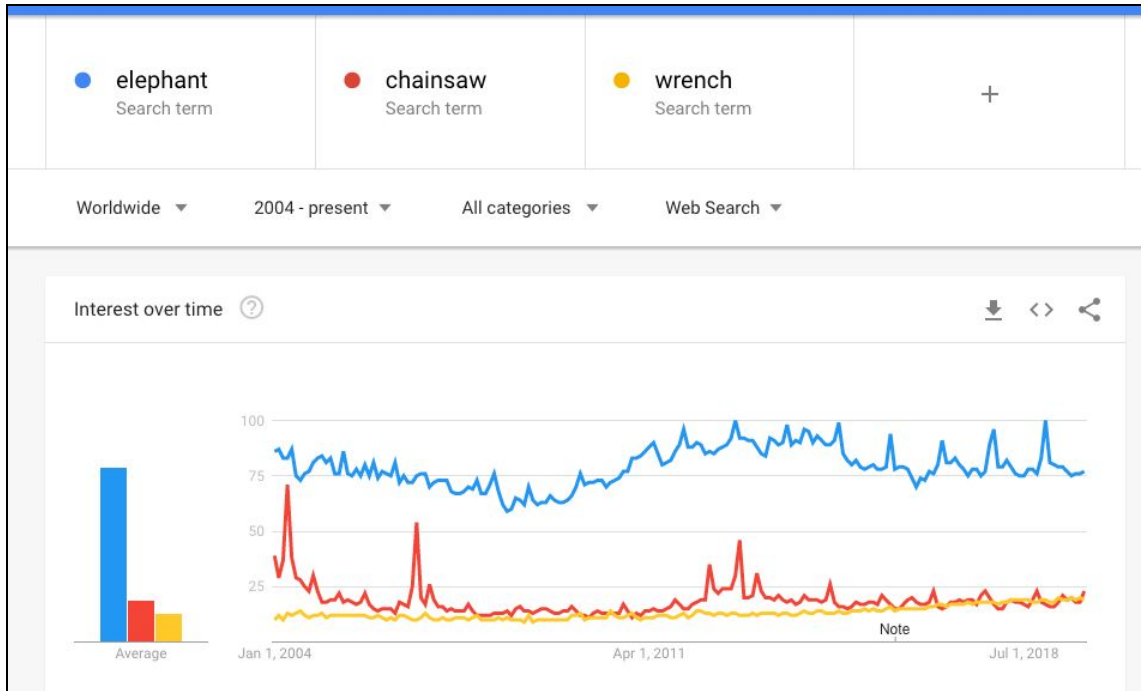
We also searched the terms "chainsaw emoji" and "wrench emoji" to try and compare parallel terms, but the total number of results was much fewer, 53.9K and 49.1K, respectively.

Google Video

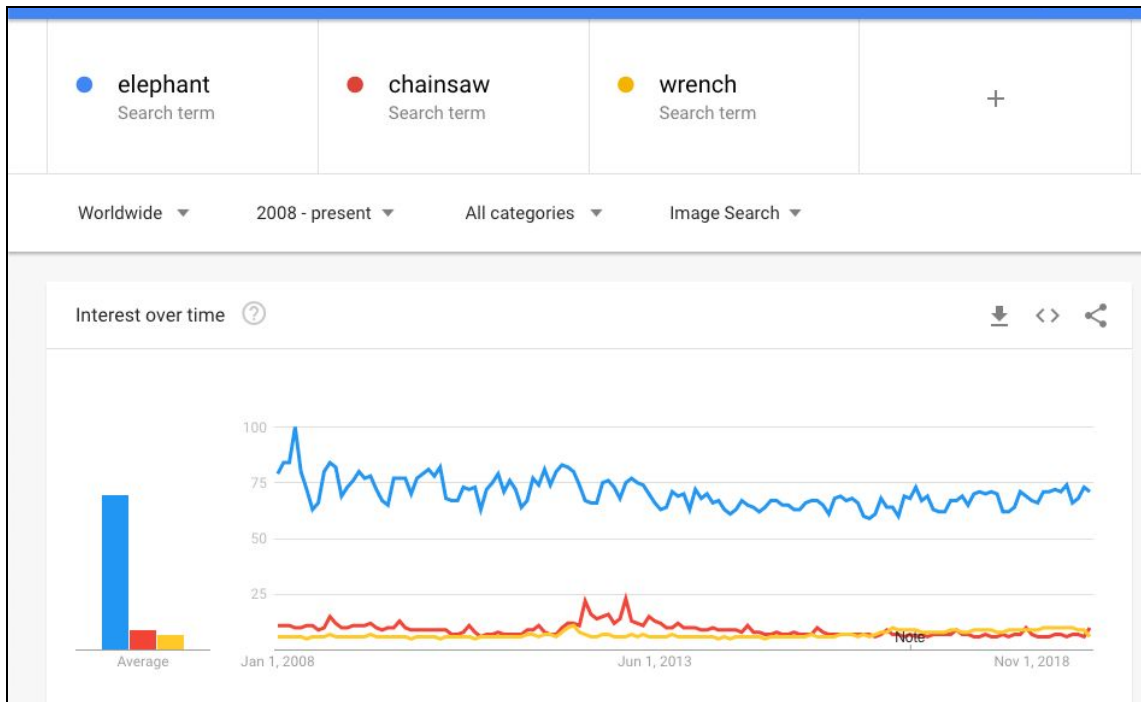
The top 5 search results for these two terms were relevant video results with topics about chainsaws and wrenches, and not about movies or false comparisons to other terms.



Google Trends: Web Search



Google Trends: Image Search



2. Multiple usages

CHAINSAW could be used to denote a negative feeling towards something.

CHAINSAW could be used to represent snoring.

CHAINSAWS are very important for killing ZOMBIES.

CHAINSAW could represent famous movies that depict a chainsaw in them.

CHAINSAW could be used in conjunction with another emoji to depict dancing really well (see below).

CHAINSAW could be used to help represent logging and deforestation.

3. Use in sequences

CONSTRUCTION WORKER + CHAINSAW could be used to denote a logger or arborist, or anyone who is doing work with a chainsaw.

FIREFIGHTER + CHAINSAW + FIRE + EVERGREEN TREE could be used specifically to denote wildland firefighters and hot shots who fight forest fires seasonally in areas where brush and forest fires devastate homes and communities.

CHAINSAW + EVERGREEN TREE + SKULL AND CROSSBONES could be used to represent deforestation.

CHAINSAW + CHRISTMAS TREE might be used to express that someone is starting to decorate for the Christmas holiday, but could also have the connotation of negative feelings for the Christmas holiday.

"Let's cut it up tonight."
WOMAN DANCING + CHAINSAW

"Want to stay in and watch a horror movie tonight?"
HOUSE + CHAINSAW + MOVIE CAMERA + POPCORN + CUP WITH STRAW

"Want to go see a horror movie tonight?"
NIGHT WITH STARS + CHAINSAW + FILM FRAMES + POPCORN + CUP WITH STRAW

GHOST + CHAINSAW could be used to denote halloween or horror-related genres and topics.

"Let's watch Walking Dead tonight."
CHAINSAW + ZOMBIE + POPCORN + CUP WITH STRAW

"Sawing logs."
CHAINSAW + TREE + SLEEPING FACE

"Please, make the snoring stop."
SLEEPING FACE + CHAINSAW + HEAR NO EVIL MONKEY

4. Breaking new ground

With only one wood-cutting emoji (AXE) and no power tool emoji available, CHAINSAW is helping break ground in both of these arenas.

C. Image distinctiveness

CHAINSAW is unique and distinctive. The profile of CHAINSAW is ubiquitous and recognizable. The cutting bar with chain, body, handle and pull cord are all very distinctive to CHAINSAW, and set it apart from any other emoji or wood-cutting tool.

D. Completeness

CHAINSAW fills an emoji gap in wood cutting, where only AXE is currently available. CHAINSAW may be more relevant to people in a trade or profession such as logging, forestry, arboriculture, carpentry, landscaping, farming, and even handyman trades, where chainsaws are commonly used, and axes not quite as much.

E. Frequently requested

CHAINSAW was requested previously (#166) and was not declined. It was listed as 'needs modification'.

6. Selection factors – Exclusion.

F. Overly specific

CHAINSAW is a type of saw, but should still be considered because of the popularity of chainsaws in general, as well as the inclusiveness of different trades and professions that use chainsaws around the world. Chainsaws have a wide variety of uses and could be used in many contexts where other types of saws wouldn't make sense.

G. Open-ended

CHAINSAW has many purposes, but there are not many different types of chainsaws. The form of CHAINSAW is very specific and recognizable, and much less regional or trade specific than other types of saws. For example, a carpentry saw in the United States looks a lot different than a carpentry saw in Japan. However, both countries use the exact same type of CHAINSAW.

H. Already representable

There are currently no saw emoji in Unicode. There is a SAW candidate, and if that candidate is accepted then I would still ask that this proposal be considered, as it covers many uses, categories and trades that SAW could not fulfill.

The only available wood cutting emoji is an AXE. While chainsaws are widely used for wood cutting, axes are a bit antiquated, and not really used for wood processing like they were in the past, although they are highly recognizable.

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

Pretty much every chainsaw made, past and present, all have the same distinctive profile. Therefore, the outline of the saw would not make it obvious that CHAINSAW was a particular type of brand or from a specific era. The same goes for color. Almost all major chainsaw brands make their saws in a safety orange color.

J. Transient

Chainsaws have been around for a long time, and will likely continue to exist for as long as wood processing and timber industries continue to harvest trees for wood production.



Chainsaw from the '20's



Modern chainsaw

K. Faulty comparison

This proposal is not justifying CHAINSAW's acceptance based on any existing or proposed emoji.

L. Exact images

This proposal does not suggest an exact image for CHAINSAW.

7. Other information

Special thanks to Jay Peters for reviewing and providing guidance for this proposal.