



Can't Look Away Face Proposal for Unicode 14.0

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Humans are inherently curious animals. We want to know what's happening, even when we know we shouldn't be looking. It's this very human compulsion that is captured by the CAN'T LOOK AWAY FACE emoji 🙈 that we are proposing. In surveys of emoji use and popularity, gesture and face emoji frequently fill the list. This emoji proposal adds another common human interactional gesture to the range of emoji options.

I. Identification

Sample Image	Proposed Unicode and CLDR name	Possible CLDR English keywords	Closest Unicode Emoji
	Peeking-Eyes	I can't look away, captivated, staring, peeking, peep	

II. Images



License

We certify that the images have appropriate licenses for use by the UTC.

III. Sort location

Face-hand



II. Selection factors — Inclusion

A. Compatibility

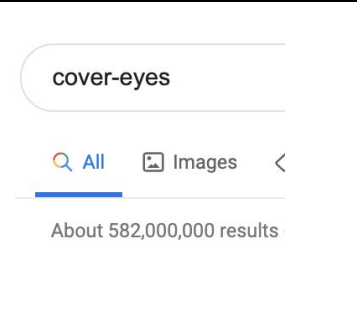
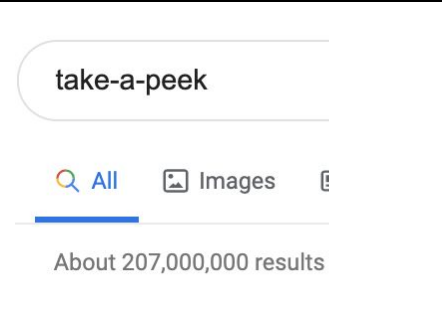
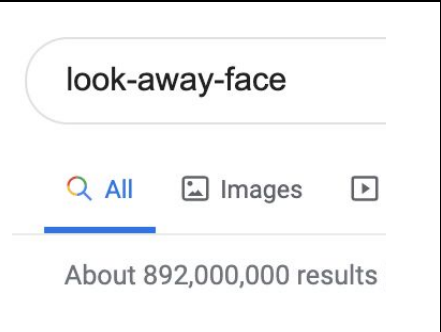
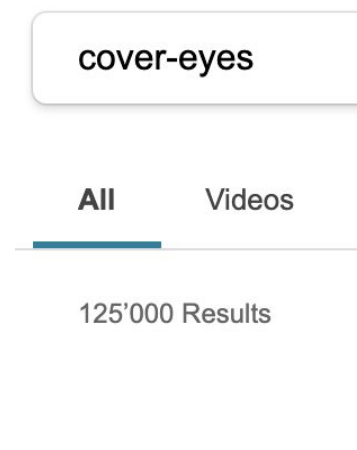
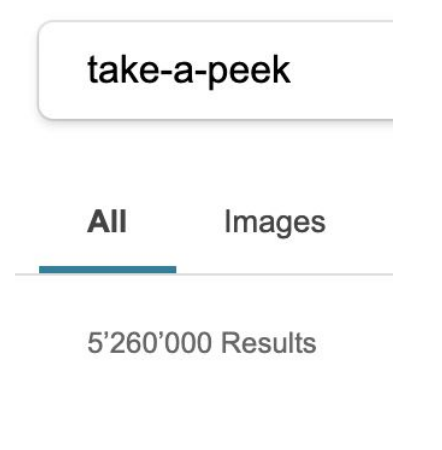
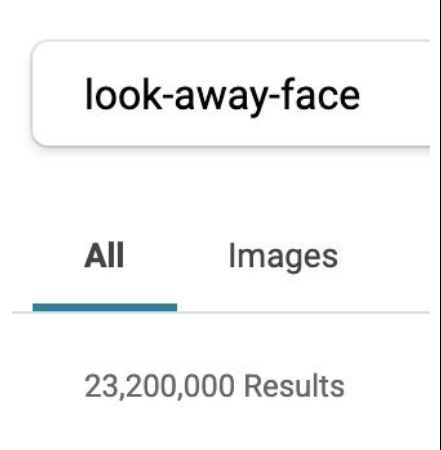
n/a

B. Expected use

1. Frequency

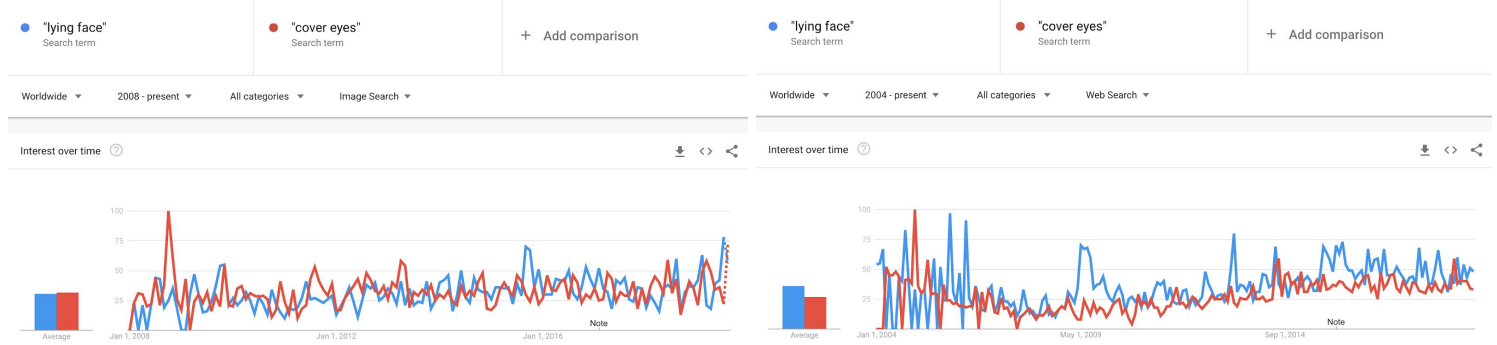
Usage is expected to be extremely high given that the smiley face emoji are the most-used category of emoji overall and the following search results indicate this expression could perform well over-median.

Search term	Google Search	Bing Search	Google Video Search	Google Trends: Web	Google Trends: Image
cover-eyes	582,000,000	125'000	91,500,000	See below	See below
take-a-peek	207,000,000	5,260,000	13,000,000	See below	See below
look-away-face	892,000,000	23,200,000	102,000,000	See below	See below

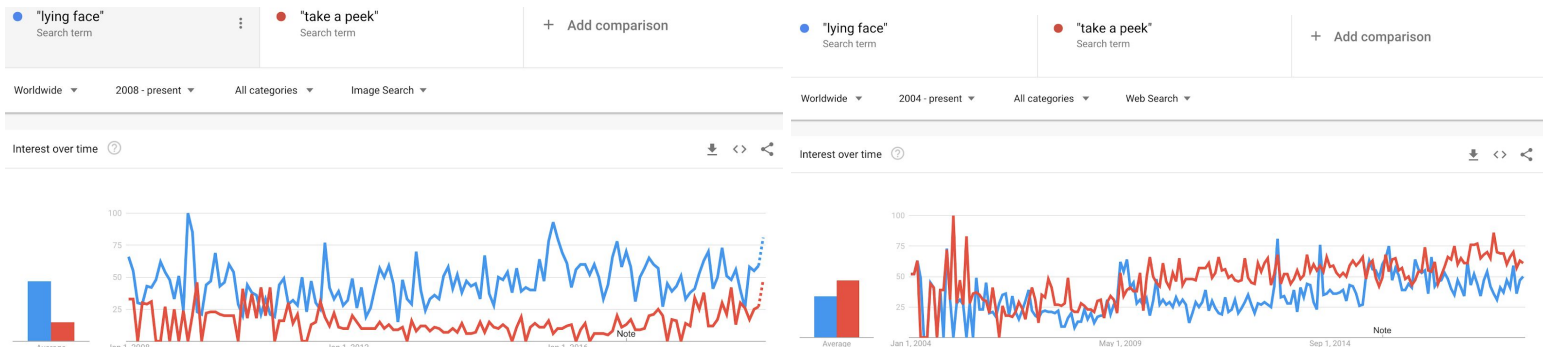
	Cover-eyes	take-a-peek	look-away-face
Google search			
Bing Search			

<p>Google VideoSearch</p>	<p>cover-eyes</p> <p>All Images</p> <p>About 91,500,000 results</p>	<p>take-a-peek</p> <p>All Images</p> <p>About 13,000,000 results</p>	<p>look-away-face</p> <p>All Images Videos</p> <p>About 102,000,000 results (0.39 seconds)</p>
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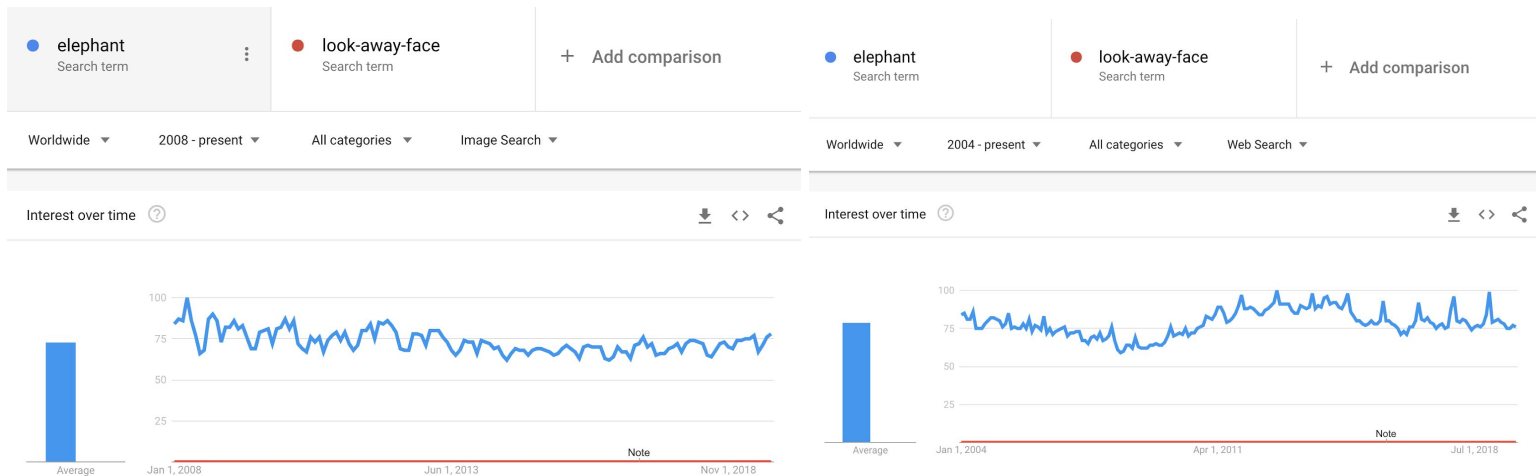
Cover-eyes for Google Trends Web Search and Google Trends Image Search:



Take-a-Peak for Google Trends Web Search and Google Trends Image Search:



Look-away-face for Google Trends Web Search and Google Trends Image Search:



2. Multiple usages

Can convey a range of conflicting feelings.

- Peeking, sneak peek
 - Show me how you look in your new dress! 🙈
- Can't look away, fixated
 - I can't handle this episode of the Bachelor 🙈
- Don't want to look
 - Dying my hair blue for the first time and I'm scared to look 🙈
- I can't believe it
 - Hottie sitting across from me, trying not to get caught staring 🙈
- What is this I don't even
 - The person next to me on the bus is eating a whole roast turkey 🙈
- OMG
 - New Beyonce album just dropped 🙈
- Cover eyes
 - Peakhour traffic in this city is terrifying 🙈
- Aghast, looking on in horror
 - What a trainwreck 🙈
- Homer fading into bushes gif
<https://media0.giphy.com/media/4pMX5rJ4PYAEM/giphy.gif>
 - Just called my boss 'mom' 🙈
- Drama, watching drama
 - Two people in this karaoke bar arguing over who is going to sing Wonderwall 🙈
- Popcorn gif
 - Watching my kids try and figure out how to use an old-fashioned rotary phone 🙈
- Suspense
 - Totally freaking out about the new Avengers movie, who is going to die this time? 🙈

3. Use in sequences

This emoji can be used in combination with other facial expressions to indicate “even though I feel a particular way, I can't stop from doing the thing that is making me feel this way:

- "I can't believe the game is this close with only 5 minutes left 🤔🙈"
- "omg this episode of Grey's Anatomy 🙈😭"
- "My friend has got me watching blackhead-squeezing videos 🤢🙈"

Can be used with non-face emoji, to indicate what a person can't look away from:

- "I can't believe how this octopus is escaping from its tank 🐙🙈"
- "trying to ignore the cake in this cafe when it's not treat day 🍰🙈"
- "omg this artist is so skilled, I can't stop watching 🎨🙈"

Can be used with the existing see-no-evil monkey, or the whole money set as a cheeky counterpoint

- "I can't watch them bicker any more!! 🙈🙄"
- 🙈🙈🙈🙄

4. Breaking new ground

This emoji fills an important gap in existing face options. It allows the user to show hesitation, curiosity, indecision, and a bit of indulgence that comes with a particular set of feelings. Because it is a representation of a common body action, is more likely to convey meaning to the broadest possible range of emoji users. Research has shown that hand, face, and heart emoji are the most-used categories of emoji overall (Medlock & McCulloch 2016) and when a new face or hand emoji is added, it quickly joins the top 100 most-used emoji (e.g. the thinking face in 2015 and the mind-blown face in 2017).

A recent paper proposes that this popularity of faces and hands is because emoji have a similar role in written communication as gesture does in spoken communication (Gawne & McCulloch 2019) so continuing to fill in the set of common gestures represented as emoji is sensible from both a theoretical and a practical, usage-based perspective.

C. Image distinctiveness

This is the only emoji that covers the face, but still shows the eyes, as opposed to the facepalm (🙄) and blind monkey (🙈). It is also distinct from other eye-centric emoji, such as eyes (👁️) or rolling eyes (🙄) which are notable for looking in a particular direction, not for being partially covered. The covering/not covering duality at the heart of this action makes it distinct in the emoji set.



D. Completeness

We can choose to watch something (👁️) or to not watch something (🙈), but humans are inherently curious, unable to look away from things that intrigue us. Be it excited trepidation, polite curiosity, or riveted attention against one's own best judgement, this emoji ensures this important human impulse is represented in the emoji set.

E. Frequently requested

n/a

III. Selection factors — Exclusion

F. Overly specific

No. This design is iconic of how you feel when you “can’t look away”. It is cartoonishly expressed in pop culture and in media.

G. Open-ended

No, this is not part of a set of similar items.

H. Already representable

No.

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.

K. Faulty comparison

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

L. Exact Images

An exact image is not required.