

Title: Proposal for Emoji - Man nursing baby

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Abstract

The intention of this document is to advocate for the inclusion of a new emoji, the Man Nursing / Feeding a Baby, as a Unicode character. Given the increasing trend towards men looking after their children, the proposed emoji would be a versatile, cherished and perhaps most importantly, socially important, addition to the existing library.



Regular size



Small size

Introduction

I am proposing an emoji to symbolise a man nursing / feeding a baby. We currently have a woman breastfeeding a baby but we do not have a man feeding a baby. I believe this emoji is of significant social importance. It helps promote gender equality. It promotes acceptance for men to take shared parental leave (something which Europe and the US has been slow to adopt). It promotes the importance of dads being actively involved with their children. It recognises the fact that men can be the primary care giver to their child. It acts as a positive role model to the younger generation, where the man can look after the child. Children have a better outcome in their life if both parents are actively involved in bringing them up

1. Identification

- A. **CLDR short name** – Man feeding baby | Man nursing baby | MFB | MNB
- B. **CLDR keywords** – Man | baby | nursing | feeding | paternity | shared paternity leave

2. Images

One sample color image and one sample black&white image for each proposed emoji must be included in the proposal and in an attached zip file. These are to illustrate how each character might be displayed. The format and license must be as specified in Images.

- A. **Zip File** – attached
- B. **License.** – images created by myself, Simon Tyszko
- C. **Document. The images must be included in the document at the top in two sizes: 18x18 and 72x72 pixels. The 18x18 image is to provide immediate feedback (to you and the committee) as to whether the image is distinctive enough.**

3. **Sort location**

A. **Category** – Person-Role

B. **Comes after** – Comes after breast-feeding



4. **Reference Emoji**

A. **Role** – construction worker

5. **Selection factors — Inclusion**

A section that addresses all Selection Factors for Inclusion, and for each one provides evidence as to what degree each of the proposed characters would satisfy that factor.

A. **Compatibility** – There is currently no representation of Man Nursing Baby on major digital platforms

B. **Expected usage level**

a. **Frequency**

- A universal symbol for a man looking after a child, the Man Nursing Baby emoji is projected to have widespread appeal and use. When compared to the reference emoji – construction worker, while there is less interest it is still a material number. More importantly, however, when you compare the search trend to the construction worker, you will see the Man Nursing Baby trending up. This is in line with the global trend of men taking a more active role in the upbringing of their children and the trend towards sharing parental responsibilities

b. **Multiple usages** – There is a wide range of scenarios in which a user could employ the Man Nursing Baby emoji:

- When they are on parental leave
- That they are looking after their child
- When they have just had a baby
- Etc

- c. **Use in sequences** – Some common sequences including the Man Nursing Baby emoji would be:
- Man Nursing Baby + Home: at home looking after the baby
 - Man Nursing Baby + bicep: dad goals
 - Man Nursing Baby + hands up: managed to get the baby to feed from the bottle
 - Man Nursing Baby + beer: milk for baby, beer for dad
 - Man Nursing Baby + any sports symbol: feeding baby and watching sport
 - etc
- d. **Breaking new ground** – Yes. It helps promote gender equality. It promotes acceptance for men to take shared parental leave (something which Europe and the US has been slow to adopt). It promotes the importance of dads being actively involved with their children. It recognises the fact that men can be the primary care giver to their child. It acts as a positive role model to the younger generation, where the man can look after the child. Children have a better outcome in their life if both parents are actively involved in bringing them up

C. **Image distinctiveness** – Yes. It is clear that the dad is holding the baby and nursing it / feeding it. The closest image is the woman breastfeeding the baby

D. **Completeness** – Yes. There is an emoji where there is a woman breastfeeding a baby, but no emoji to symbolise a man nursing a baby.

E. **Frequently requested** – There is significant and an increasing trend for a Man Nursing Baby per the Google Trends analysis shown in the appendices

6. **Selection factors — Exclusion**

A section that addresses all Selection Factors for Inclusion, and for each one provides evidence as to what degree each of the proposed characters would satisfy that factor.

- F. **Overly specific** - Not overly specific, it is just the counter part to the women feeding/nursing the baby
- G. **Open-ended** – No other available emoji expresses the same ideas as the Man Nursing Baby emoji, giving it unique purpose
- H. **Already representable** – There is no way to elegantly represent the Man Nursing Baby emoji
- I. **Logos, brands, UI icons, signage, specific people, deities** – No
- J. **Transient** – Men have been nursing babies since the 1850s
- K. **Faulty comparison** – The Man Nursing Baby emoji is not primarily justified by being similar to existing emoji
- L. **Exact Images** - The proposal does not request an exact image

7. **Other information**

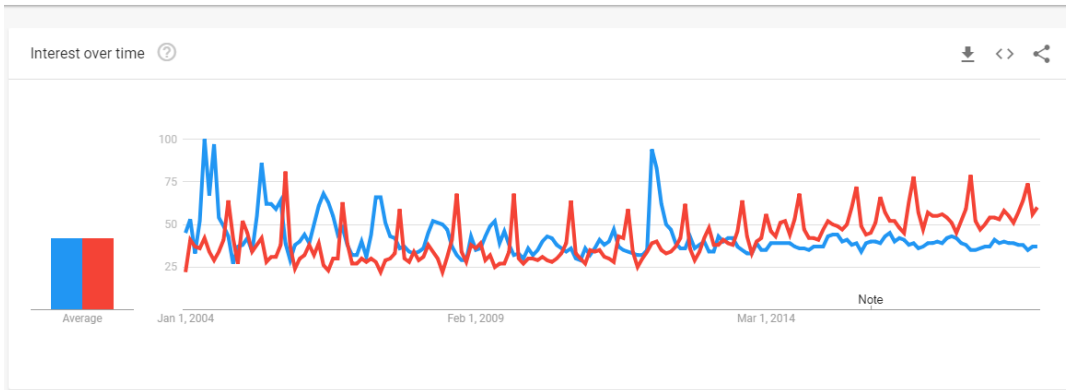
None

Appendices – Frequency

Google Trends: Web Search

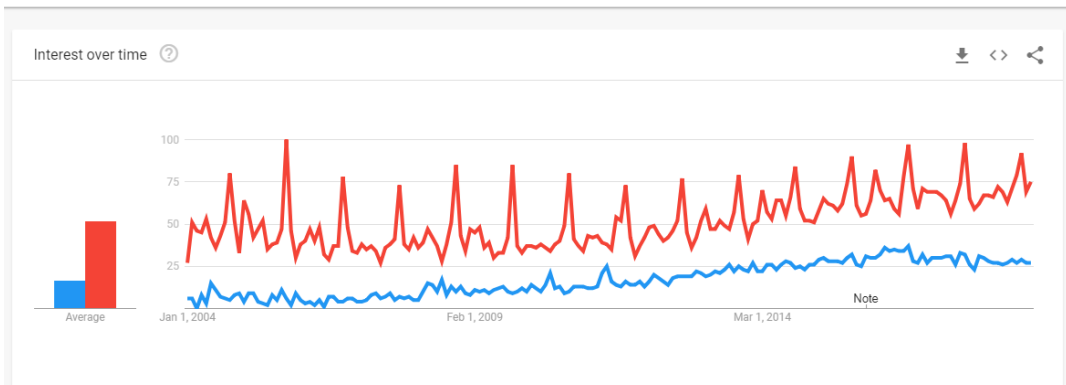
<input checked="" type="radio"/> "feeding baby" Search term	<input checked="" type="radio"/> "construction worker" Search term	+ Add comparison
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Worldwide ▾ 2004 - present ▾ All categories ▾ Web Search ▾



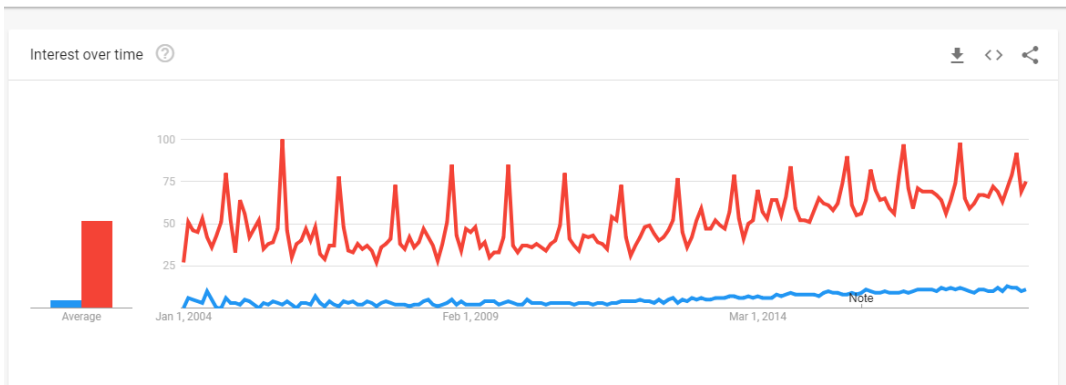
<input checked="" type="radio"/> "man baby" Search term	<input checked="" type="radio"/> "construction worker" Search term	+ Add comparison
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Worldwide ▾ 2004 - present ▾ All categories ▾ Web Search ▾



<input checked="" type="radio"/> "dad baby" Search term	<input checked="" type="radio"/> "construction worker" Search term	+ Add comparison
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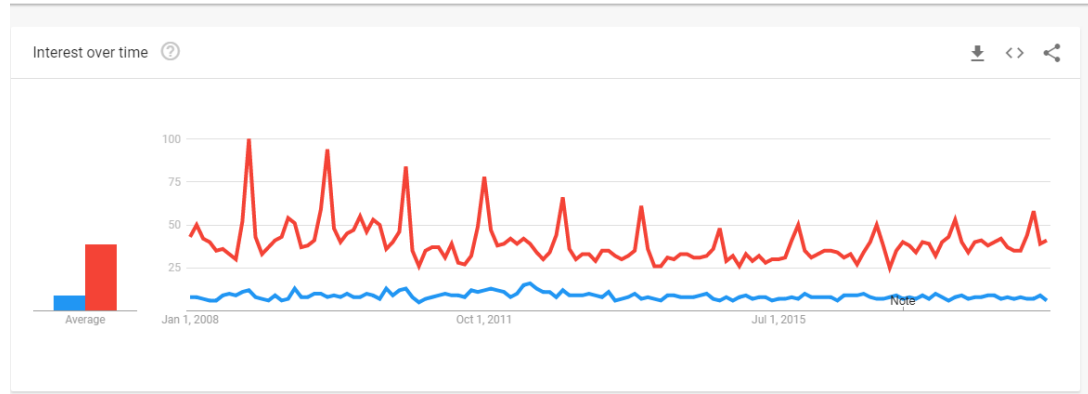
Worldwide ▾ 2004 - present ▾ All categories ▾ Web Search ▾



Google Trends: Image Search

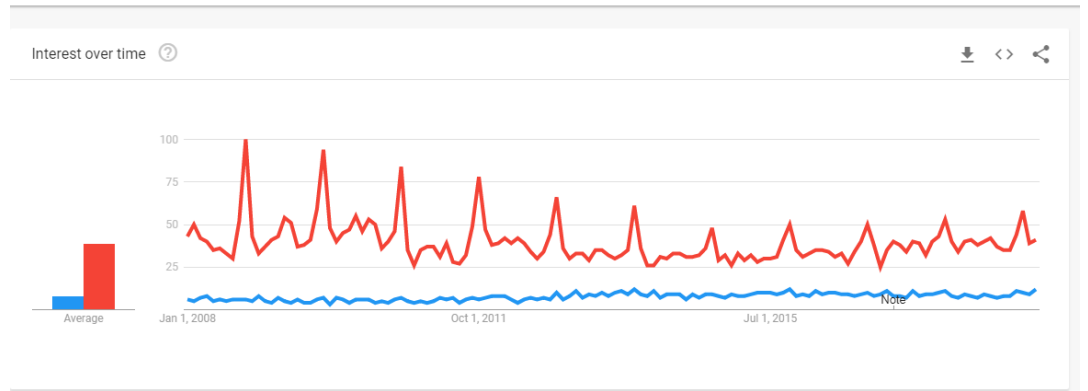
● "feeding baby" Search term ● "construction worker" Search term + Add comparison

Worldwide 2008 - present All categories Image Search



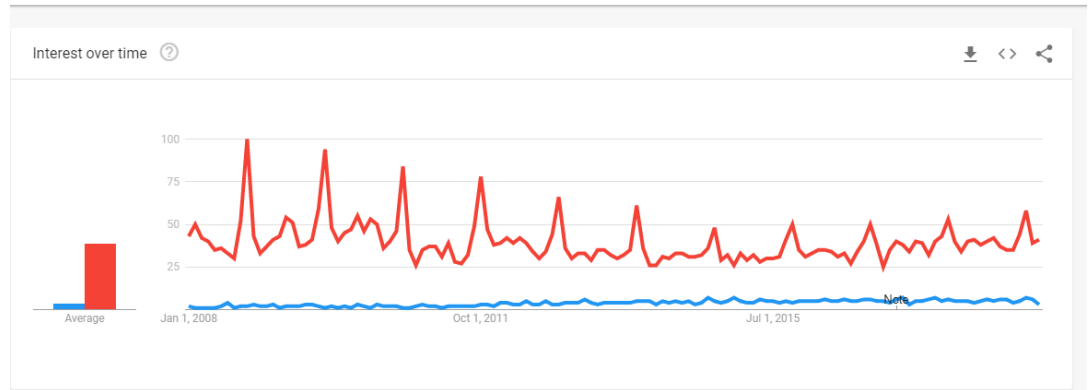
● "man baby" Search term ● "construction worker" Search term + Add comparison

Worldwide 2008 - present All categories Image Search



● "dad baby" Search term ● "construction worker" Search term + Add comparison

Worldwide 2008 - present All categories Image Search



Google

"feeding baby"  


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

About 5,850,000 results (0.54 seconds)

"dad baby"  

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

About 2,210,000 results (0.45 seconds)

"dad feeding baby"  

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

About 17,600 results (0.30 seconds)

"construction worker"  

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

About 29,500,000 results (0.46 seconds)

Bing

"dad feeding baby"



All

Images

Videos

Maps

News

Shopping

|

My saves

11,200,000 Results

Date ▾

Language ▾

Region ▾

"feeding baby"



All

Shopping

Images

Videos

Maps

News

|

My saves

1,120,000 Results

Date ▾

Language ▾

Region ▾

"dad baby"



All

Images

Videos

Maps

News

Shopping

|

My saves

278,000 Results

Date ▾

Language ▾

Region ▾

"construction worker"



All

Images

Videos

Maps

News

Shopping

|

My saves

Select one to refine your search

for women

for kids

for boys

Does not state how many search results there are

Youtube

youtube "feeding baby"



All

Videos

Images

News

Shopping

More

Settings

Tools

About 538,000 results (0.38 seconds)

youtube "dad baby"



All

News

Videos

Images

Shopping

More

Settings

Tools

About 362,000 results (0.33 seconds)

youtube "dad feeding baby"



All

Videos

Images

News

Shopping

More

Settings

Tools

About 5,820 results (0.40 seconds)

youtube "construction worker"



All

Videos

Images

News

Shopping

More

Settings

Tools

About 6,330,000 results (0.45 seconds)