

**Title: Proposal for Emoji Man Feeding Baby**

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*Emoji art by Rune Fogh*

## 1. Identification

- A. CLDR short name:** man feeding baby, baby feeding, father feeding baby, bottle feeding, father
- B. CLDR keywords:** father, baby, man with baby, father with baby, baby feeding, man feeding baby, father feeding baby, man nursing baby, father nursing baby, nursing, bottle, bottle feeding, feeding, holding a baby

## 2. Image

- A. Zip File:** The images can be found in ManFeedingBaby.zip in size 18x18, 72x72 and 1200x1200.
- B. License:** The image was drawn by the author. The images are free to use in the context of the proposal.

## 3. Sort location

### A. Category

It is suggested that the emoji is categorized within person-role.

### B. Order

It is suggested that the emoji is placed after the breast-feeding emoji.

## 4. Reference Emoji

Construction worker

## 5. Selection factors - Inclusion

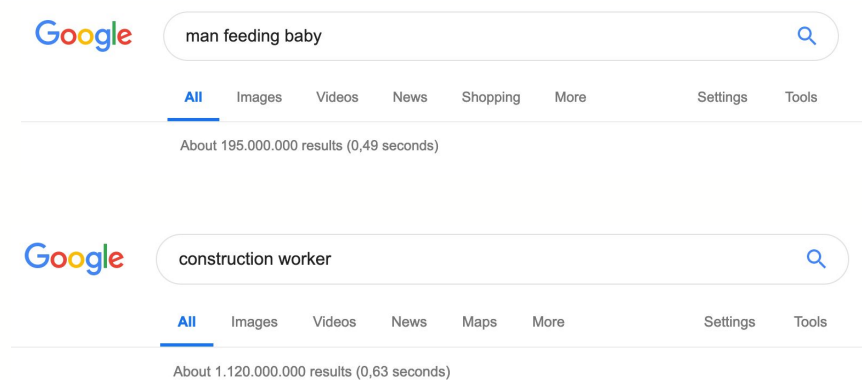
A. **Compatibility:** N/A

B. **Expected usage level**

1. Frequency: The Man Feeding Baby emoji is expected to be used frequently due to its global relevance as feeding babies and fatherhood is a common and critical practice worldwide. Fatherhood and taking care of children is global practice for thousands of years. Of recent decades, with the introduction of artificial feeding, experts have been encouraging fathers to be involved and hold their babies right after they are born [1]. This is important as research shows that if the father is involved and bonds with the child through holding and interaction, it improves the child's development and provides better emotional, social and behavioral outcomes [2, 3]. As such, there has been a worldwide shift in which parental roles have shifted in which the father also feed infants and not just mothers. Furthermore, the advancement of breast-pumps, refrigerators, and baby formula have helped increased the involvement of fathers in the task of feeding infants by taking turns during feeding times.

In Europe, specifically in Scandinavia, it is common to see fathers on parental leave taking care of their infant children and spending time with them – with Finland being a country where fathers spend more time with their children than mothers [4]. Mandatory paternity leave has also been increasing over the past decade with a handful of countries introducing new policies [5]. It could be used for both its literal meaning of a father/man feeding a baby, its symbolic meaning of paternity leave, fatherhood, and caretaking, as well as relevant phrases and expressions.

### Evidence of Frequency - compared to construction worker



man feeding baby

All News Images Videos | My saves

6,010,000 Results

construction worker

All Images Videos News | My saves

33,700,000 Results

man feeding baby site youtube.com

All Images Videos News Shopping More Settings Tools

About 78.400.000 results (0,48 seconds)

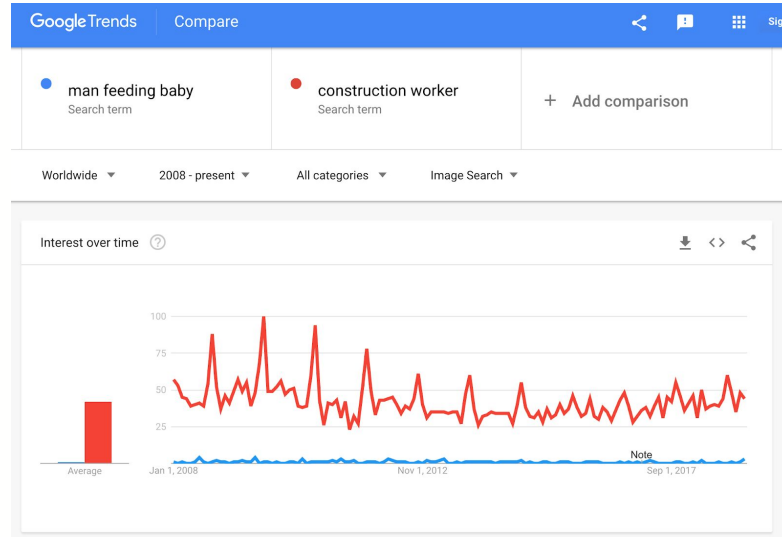
construction worker site: youtube.com

All Images Videos News Shopping More Settings Tools

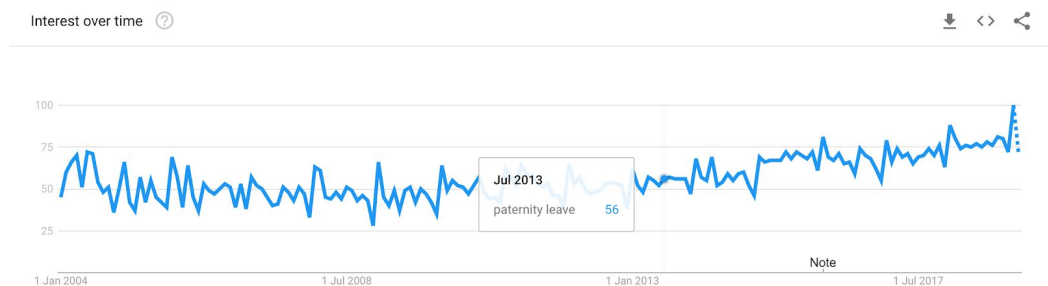
About 193.000.000 results (0,47 seconds)

*youtube.com doesn't show search result count on their site*





## Evidence of Frequency - paternity leave on the rise



Paternity leave (blue) has been rising since 2004 in frequency indicating that fathers are increasingly taking time to raise and feed their young children after birth.

2. Multiple usages: The suggested emoji not only represents fatherhood, but also takes on a variety of meanings including:
  - Parental/Caretaker kindness and love
  - Caretaking
  - Parenting
  - Single fathers
  - Hungry baby
  - Bottle feeding
  - General baby feeding

The phrase “father of the year” is used to indicate an excellent father or father figure who takes on tasks such as feeding the baby and raising their child with care and kind consideration.

Health organizations and researchers have published articles and uploaded videos about how fathers can be more involved with raising their baby by feeding them especially if the mother is having difficulty breastfeeding. Research and videos also indicate the importance of skin-to-skin contact and baby-feeding to enhance bonding and improve child development [6].

3. Use in sequences: This Man Feeding Baby emoji stands alone as its own complete representation.
4. Breaking new ground: YES.  
The Man Feeding Baby emoji is breaking new ground by including the male equivalent of feeding and nursing a baby.

#### **C. Image distinctiveness: YES**

Because a man holding a baby and feeding it with a bottle is an identifiable practice, the Man Feeding Baby would be immediately identifiable from other emojis but will be seen as related to the woman feeding a baby as a part of the caretaking realm of emojis.

#### **D. Completeness**

As fatherhood is common and with the rise of paternity leave and health organizations increasingly encourage fathers to be involved, this emoji will complete the set of emojis around child-rearing and caretaking together with pregnant woman and Breast-Feeding.

#### **E. Frequently requested**

On Instagram, there are 3.3 million posts with #dadlife, showcasing all types of fathers raising their children (feeding, holding, disciplining, etc). There are 1.8 million posts with #fatherhood. On Twitter, there are also millions of tweets about #dadlife and #fatherhood as well.

### **6. Selection factors - Exclusion**

#### **F. Overly specific**

Fathers/men feeding their baby is a global practice so it is not overly specific.

**G. Open-ended**

A man/father-figure feeding a baby does not lead to an open-ended variety of emojis though one could also use it to show an uncle or father figure feeding a baby or even a much older brother feeding a baby in the context of their messages.

**H. Already representable**

The Man Feeding Baby cannot be represented using an existing emoji. One cannot use the woman breastfeeding to indicate the man feeding a baby. However, using a combination of the 3 emojis: Man, Baby Bottle, and Baby would give a similar message.

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

The proposed emoji does not associate with logos, brands, icons, signage, specific people or deities.

**J. Transient**

Men feeding babies is common and sometimes critical so it is unlikely the emoji will fall out of usage or relevancy.

**K. Faulty comparison**

This emoji was only submitted for its own usage and purpose and was not submitted due to existing emoji.

**L. Exact images**

The Man Feeding Baby emoji can be visualized in many different ways, thus not relying on an exact image.

## CITATIONS

[1] “How Dads Bond.” <https://www.babycentre.co.uk/a1013021/how-dads-bond>

[2] Lamb, Michael. (1981). *The Role of the Father in Child Development* / M. R. Lamb.

[3] Lupton, D., & Barclay, L. (1997). *Constructing fatherhood: Discourses and experiences*. Thousand Oaks, CA, US: Sage Publications, Inc.

[4] “Finland: the only country where fathers spend more time with kids than mothers.”

<https://www.theguardian.com/lifeandstyle/2017/dec/04/finland-only-country-world-dad-more-time-kids-moms>

[5] “Which Countries Guarantee That New Dads Get Paid Paternity Leave?”

<https://www.npr.org/sections/goatsandsoda/2018/06/14/619604235/which-countries-guarantee-that-new-dads-get-paid-paternity-leave>

[6] Deng, Qingqi et al. “Early father-infant skin-to-skin contact and its effect on the neurodevelopmental outcomes of moderately preterm infants in China: study protocol for a randomized controlled trial” *Trials* vol. 19,1 701. 22 Dec. 2018, doi:10.1186/s13063-018-3060-2