

Face In Clouds Emoji

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I. Identification

Sample Image	Proposed Unicode and CLDR name	Possible CLDR English keywords	Possible ZWJ	Closest Unicode Emoji
	face-in-clouds	confused, delirious, foggy, head in clouds, brain fog, forgetful	 + 	

II. Images



License

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

III. Sort location

Smileys- Neutral



IV. Selection factors inclusion

A. Compatibility

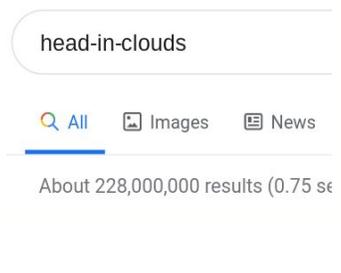
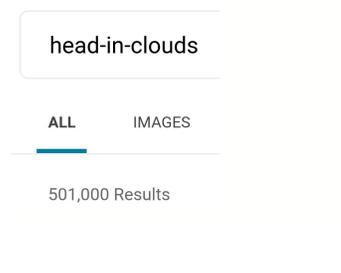
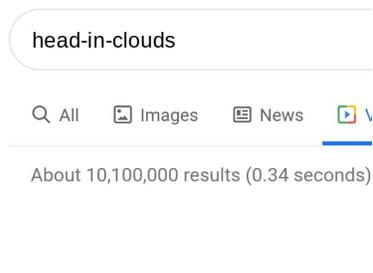
This emoji is not proposed for compatibility with non-Unicode emoji on an existing system, therefore compatibility is not applicable.

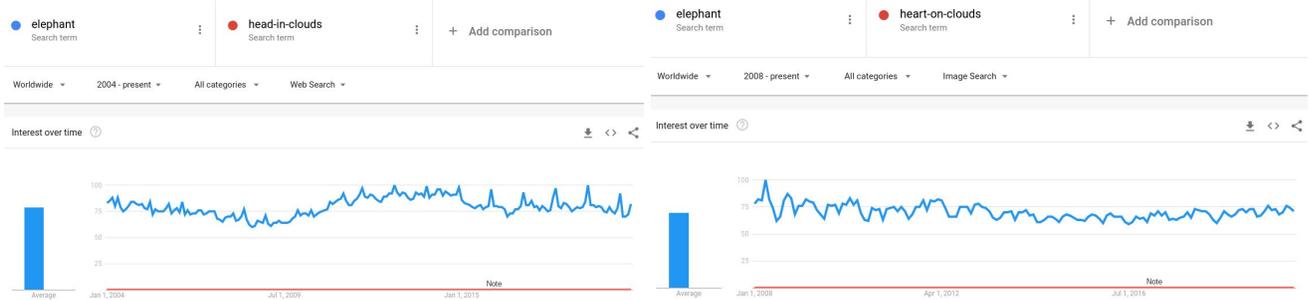
B. Expected use

1. Frequency

Usage is expected to be high. Smiley emojis consistently remain the most frequently used emojis around the world in nearly every language. This design is ambiguous enough to represent multiple high frequent concepts.

Search term	Google Search	Bing Search	Google Video Search	Google Trends: Web	Google Trends: Image
head-in-clouds	228,000,000	501,000	10,100,000	See below	See below

Search term	Google Search	Bing Search	Google Video Search
head--in-clouds			



Above: Google Trends Web, Google Trends Image results for “head-in-clouds”

2. Multiple usages

Emojis have demonstrated a critical role in conveying non literal ideas in literal ways.¹ In this spirit, this document proposes an emoji that is a metaphor for a state of mind (or many states of minds) — confusion, forgetfulness,, and other mild cognitive impairments.

Emblematic of BRAIN FOG. A face surrounded by clouds is a commonly used metaphor to describe a number of non-physical impairments, mental states and cognitive impairments:

- Confusion
- Forgetfulness
- Lose your train of thought

1

<https://www.theatlantic.com/technology/archive/2019/02/how-new-emoji-are-changing-pictorial-language/582400/>

- Overwhelmed with making decisions
- Trouble finding your way
- Poor judgement
- Memory loss
- Dementia

Representative of another wholly unique concept not represented in emoji: HEAD IN CLOUDS. This generally means the person is not paying much attention to what is happening around them, and has their attention on their own thoughts, or their head is filled with unrealistic ideas

- I don't believe it's possible for me to ever have a serious conversation with you, you're always somewhere else. 🤔🤔🤔
- He's learning how to play the drums and thinks it will only take a couple of months to learn. 🤔

This emoji also literally depicts a person to some degree camouflage or obscured from vision.

- Careful what you say, the man is always near 🤔

3. Use in sequences/context

- Good morning 🌅🤔
- Have you seen my keys 🤔🔑?????? 🧑
- I'm a bit lost 🤔
- I can't remember 🤔

4. Breaking new ground

As previously mentioned, this emoji is a visual metaphor and leans less into literally representing someone in a fog to express the *feeling of existing in one*.

Brain fog is an incredibly common experience (14% of men and women aged between 18 and 39 complain of poor memory) and frequently described as memory problems, lack of mental clarity, poor concentration, inability to focus.² Causes of brain fog can be: stress, lack of sleep hormonal changes, diet, medications, medical conditions.

C. Image distinctiveness

FACE IN CLOUDS is distinct from existing emoji particularly within the smiley group.

²<https://newsroom.ucla.edu/releases/poor-health-lifestyle-factors-linked-to-memory-complaints-even-among-younger-adults>

D. Completeness

The proposed HEAD IN CLOUDS provides a significant advance in coverage to depict various forms of “state of being”, fills a significant gap in non-physical expression, and emoji linguistic gaps among existing emoji.

V. Counter Arguments to Factors for Exclusion

F. Overly specific Is the proposed character overly specific?

The HEAD IN CLOUDS emoji is no more specific than it needs to be in order to represent the intended range of expression.

G. Open-ended

As noted, the HEAD IN CLOUDS emoji provides a significant advancement in the depiction of various forms of mental states. We hope this emoji stimulates discussion about possible additional ways to depict non-physical impairments.

H. Already representable Can the concept be represented by another emoji or sequence?

No, unless you count this ornate emoji-art:



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. As evident in the introduction, concepts and practices represented here are enduring.

K. Faulty comparison

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