

KANGAROO EMOJI PROPOSAL

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Date: July 1, 2017



"It's like trying to pin down a kangaroo on a trampoline." - Sid Waddell

Proposal for a New Emoji: Kangaroo

This proposal is to request inclusion of the KANGAROO emoji. It gives better marsupial representation among emoji (as currently it is the only the KOALA emoji represents marsupials) and also acts as a symbol for Australia.

Introduction

The **kangaroo** is a marsupial from the family Macropodidae (macropods, meaning "large foot"). In common use, the term is used to describe the largest species from this family, especially those of the genus *Macropus*: the red kangaroo, antilopine kangaroo, eastern grey kangaroo, and western grey kangaroo.

This emoji will be inclusive of millions of people around the world – and could be used in a variety of ways. For example, kangaroos are native to Australia – and alongside wallabies - are often used as an informal symbol of the country.

However, one of the most important additions this emoji will provide is to allow people from around the world to use it in various phrases. For example:

- "Have a few kangaroos loose in the top paddock" – Australian slang meaning to act in an eccentric, irrational or foolish manner.
- "Kangaroo Court" – an unofficial court; one that disregards current laws and conducts unfair trials.

It is also used to denote other meanings, as will be discussed below.

2. Names

2.1 CLDR Short Name

Recommended name:

Kangaroo

2.2 CLDR Keywords

Recommended keywords:

Kangaroo, Wallaby

3.



Images Kangaroo Emoji -- CCO: For any use

4. Selection Factors – Inclusion

4.A Compatibility

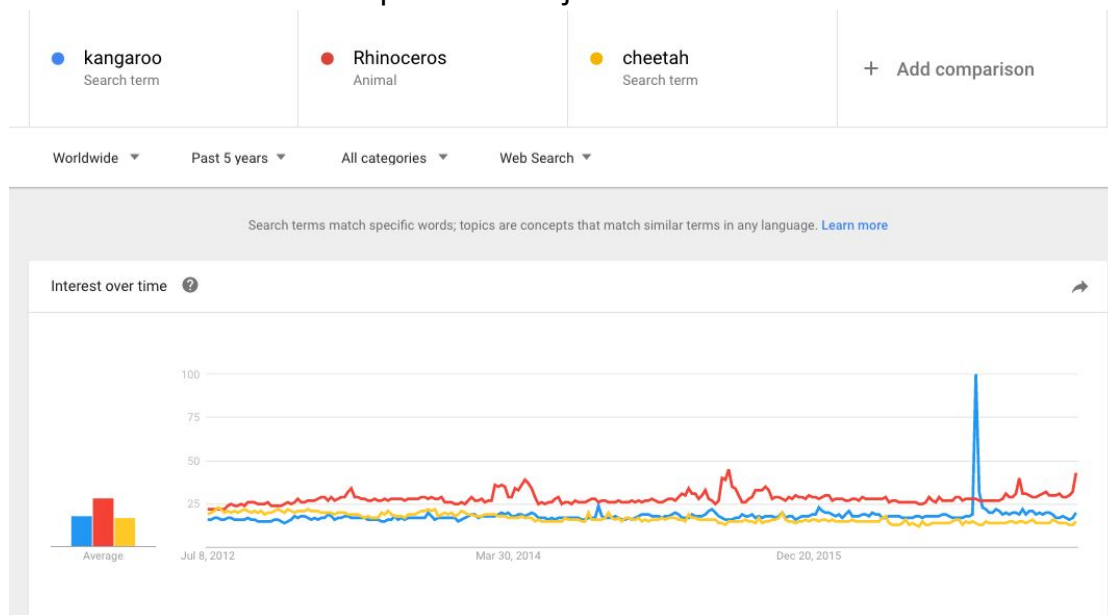
This is a new emoji for inclusion in Unicode and then other systems. It will contribute to the various phrases and usages defined below.

4.B Expected usage level

4.B.1 Frequency

It's the proposer's expectation that the kangaroo emoji will have high and widespread, global use. Kangaroos are, I think, warmly regarded internationally - and often cited as a favourite animal by children. The many and varied options of use - from actual representation of the animal itself, to

common phrases and representations of Australia, make this furry fun guy a no brainer for membership of the emoji zoo.



In Google trends KANGAROO is less popular than RHINOCEROS and more popular than CHEETAH.

There are over 1 million tags on instagram for #kangaroo or #kangaroos.

4.B.2 Multiple usages

One of the real strengths of this submission is that in addition to being a cool animal, kangaroos have many meanings beyond the literal and appear regularly in pop culture.

- “Kangaroo” – A hooded sweatshirt with a pouch in the front to put your hands in if you get cold.
- “Kangaroo” - A person that you like that always seems to hop away whenever you are in reach of them.
- “Kangaroo” – to convict someone with false evidence.
- “Kangaroo” – a young man that has a fondness for older women.

These phases could readily be captured in emoji and used widely by people.

Within pop culture: If you split the word in half (Kanga and Roo) you get two characters, mother and son, from the Winnie the Pooh stories by A. A. Milne.

4.B.3 Use in Sequences

The kangaroo emoji is a singular item and will work effectively by itself.

4.C Image distinctiveness

The kangaroo is a clearly identifiable shape – even on small screens as an emoji character. It will be clearly differentiated from things of related shapes, like gorilla.

4.D Completeness

This will continue to build out the Animal part of the emoji language.

5 Counterarguments to Factors for Exclusion

5.F Overly specific

The kangaroo emoji is not overly specific, and can be used in a range of contexts through its use in numerous phrases, ideas, and concepts.

5.G Open-Ended

Kangaroos are not just one of many items within a set; they are distinct and do not open up a direct open-ended set of related symbols.

5.H Already Representable

Kangaroos cannot be represented using existing emoji.

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

The kangaroo emoji is not directly associated with any specific logos, brands, UI icons, signage, specific people, or deities. It's a simple and versatile emoji, free from any single stigma or brand identity. It is a commonplace animal that is universally recognisable – as both itself – and as an informal symbol of Australia.

5.J Transient

This is one animal that there is no need to fear being transient. Kangaroos have been around for many thousands of years - and remain one of the most populous species in Australia.

5.K Faulty Comparison

The submission for the kangaroo emoji is one made on its own merits - in line with the Unicode selection factors for inclusion - and it avoids the

factors for exclusion. No case is made that the kangaroo emoji should be included due to other emojis, emoji patterns - or due to comparison.

6 Sort Location

6.A Category

The proposer suggests that the kangaroo emoji be inserted within Animals.

6.B Emoji before

There are a few places that this would effectively fit, but it is recommended to fit before, "crocodile", or before, "horse". This would place it within the context of other similar animals.

7 Other Information

If you require any further information, please let me know.

Other Character Properties

The other character properties are suggested to be defined as follows.

General Category: So

Canonical Combining Class: 0

Bidirectional Class: ON

Decomposition Type: Decomposition Mapping:

Numeric Type:

Numeric Value:

Bidirectional Mirrored: N Unicode 1 Name:

ISO Comment:

Simple Uppercase Mapping: Simple Lowercase Mapping: Simple Titlecase Mapping:

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