

## HIKING/RUGGED BOOT Emoji Submission



*Credit: Aphelandra Messer. Licensed for use in any context that describes the proposal*

### **Proposal for a New Emoji: HIKING BOOT/RUGGED BOOT**

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#### **Abstract**

This proposal is to request the addition of the HIKING BOOT/RUGGED BOOT as a new Unicode emoji character. This is important for footwear completeness, as the only boot currently in the emoji set is a WOMAN'S BOOT emoji, which is not sufficient to cover the range of boots and uses in the world today. This new boot denotes function and can also used to convey WORK BOOT or MILITARY BOOT.

#### **Introduction**

Boots, in general, have existed in some form since roughly 1000 BCE and since have been a prominent piece of footwear found across cultures around the world. The specific style of boot we are presenting — lace-up, usually leather, with a thick rubber sole — is commonly used in industrial and outdoor contexts. The HIKING BOOT evolved as a specialty boot designed for outdoor activities like walking and hiking, while RUGGED BOOT evolved for work such as construction. The recreational style of boot

has become more recognizable since the creation of the Timberland boot in 1973. While created as the first waterproof leather work boot, it has since evolved to be associated with a wide variety of recreational activities.

The addition of this emoji would allow for its usage in a wide variety of commonplace phrases used globally where the high-heeled WOMAN'S BOOT might not feel appropriate:

- “get the boot” – to be dismissed from one's job;
- “to boot” – to vomit;
- “to boot” – to kick out;
- “boot” – the trunk of a car (British English);
- “too big for your boots” – behaving as if you are more important than you really are;
- “tough as old boots” – resilient;
- “the boot is on the other foot” – the situation has reversed, especially when the weaker become the more powerful;
- “quake in one's boots” – to be very afraid;
- “bet your boots” – you can be certain;
- “bootstrapping” – get (oneself or something) into or out of a situation using existing resources;
- “boot up” – start a computer;
- “boots on the ground” – deployment;

and many more.

Beyond the utility of being used in common phrases (above) and representing a common object, the image of a HIKING or RUGGED BOOT connotes travel, adventure, and endurance, making it an excellent candidate for a versatile, enduring emoji.

## 1. Identification

### **1 A. CLDR Short Name**

Recommended name: hiking boot or rugged boot

### **1 B. CLDR Keywords**

Recommended keywords: boot; hiking

## **2. Images**



*Hiking Boot Emoji – art by Aphelandra Messer*

## **3. Selection Factors – Inclusion**

### **3 A. Compatibility**

This is a new emoji for inclusion in Unicode and then other systems. None of the major vendors have a RUGGED BOOT that we can observe.

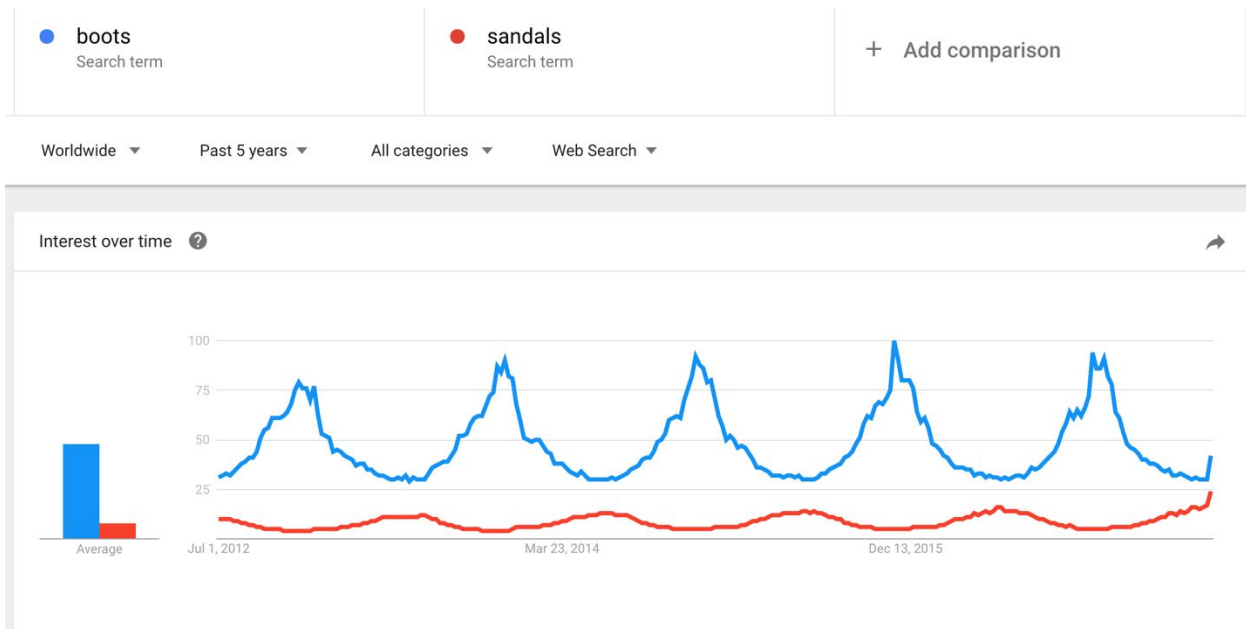
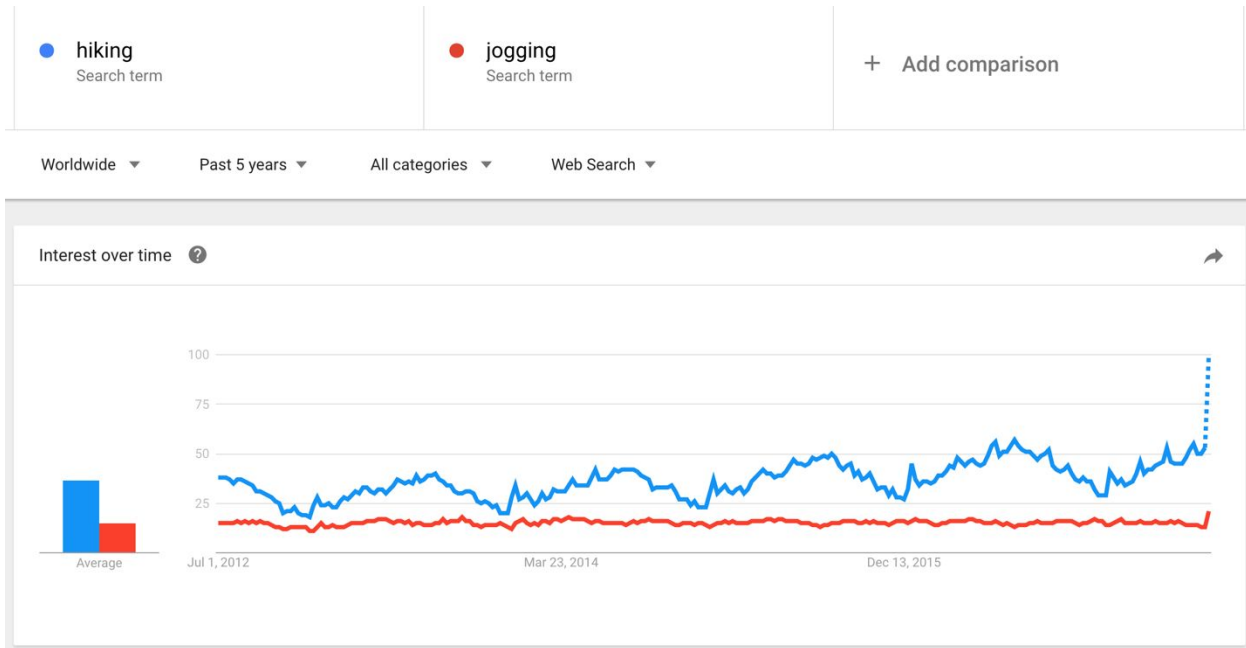
### **3 B. Expected usage level**

#### **3 B-1. Frequency**

The HIKING BOOT or RUGGED BOOT emoji can be expected to have a widespread global usage. The variety of applications of this emoji, from the representation of the

actual object, to the activities the object represents, to the common phrases the word boot it is used in, would lead to prevalent use of the HIKING BOOT emoji.

Data from Google Trends, depicted in the series of charts below shows the usage of hiking, boots, and hiking boots compared to alternative footwear and activities. Additionally, as can be seen from the last chart in the series, the usage of men's boots, which currently have no representation in the footwear emoji, have a usage comparable to women's boots.



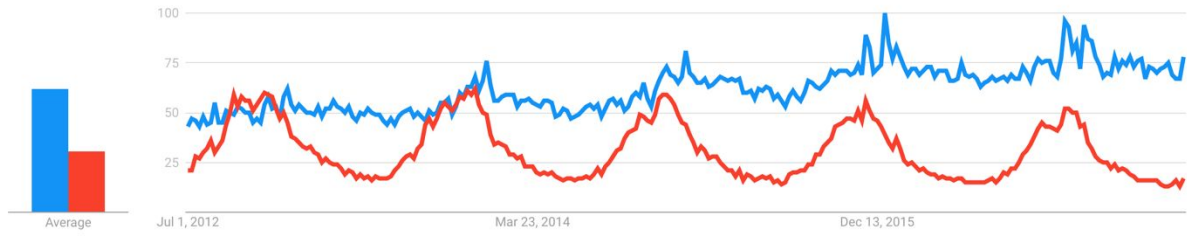
● hiking boots  
Search term

● fashion boots  
Search term

+ Add comparison

Worldwide ▼ Past 5 years ▼ All categories ▼ Web Search ▼

Interest over time ?



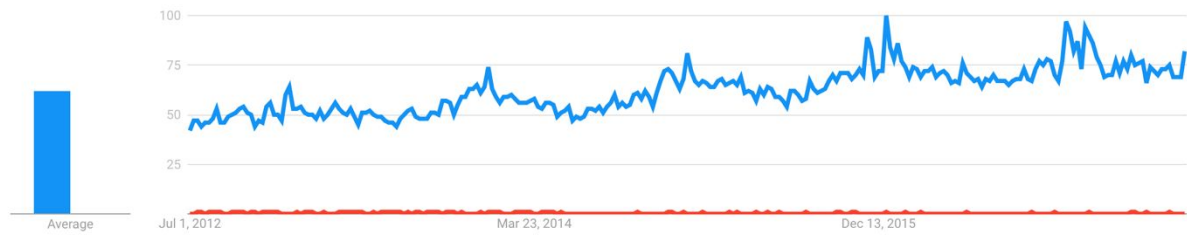
● hiking boots  
Search term

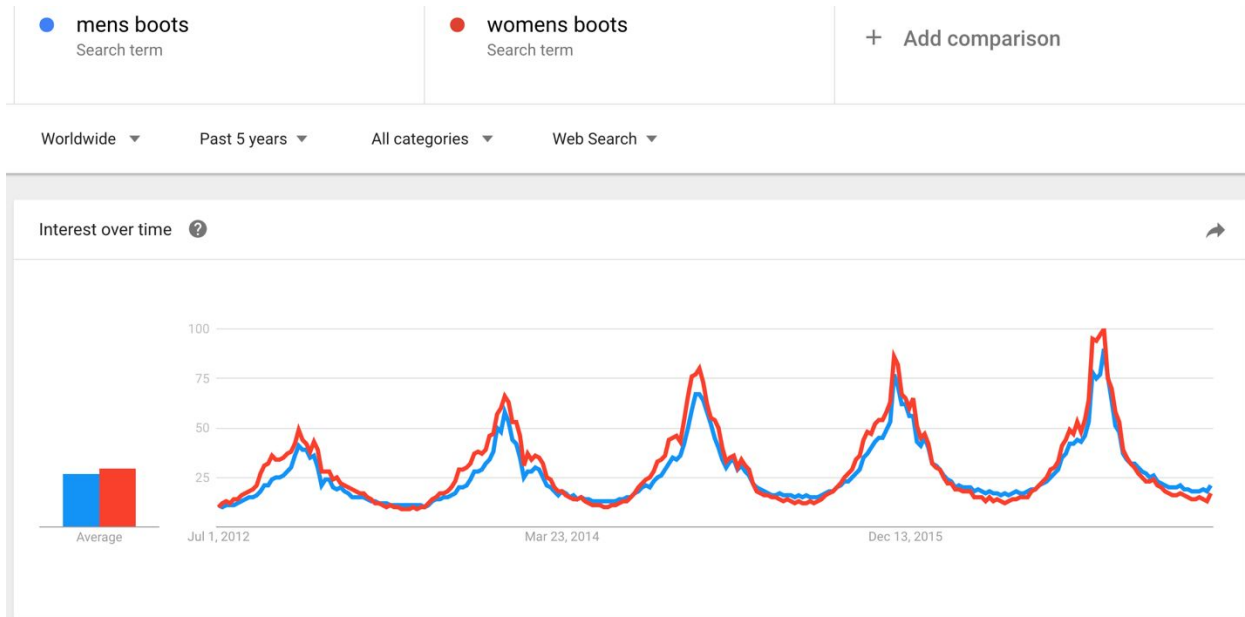
● high-heeled shoes  
Search term

+ Add comparison

Worldwide ▼ Past 5 years ▼ All categories ▼ Web Search ▼

Interest over time ?





Date source: Google Trends – June 27, 2017

### 3 B-2. Multiple usages

The HIKING BOOT emoji is a strong candidate due to the fact that it can be used to represent multiple activities, such as hiking and working in an industry site.

The above phrases could be easily conveyed through the use of the hiking boot, adding a flexibility of meaning far beyond the object and its associated activities.

### 3 B-3. Use in Sequences

The hiking boot emoji could be used in combination with the tongue emoji or one of the face with tongue emoji to convey the term “bootlicker.”

Used in combination with the tent emoji, the hiking boot emoji would convey “boot camp.”

### 3 C. Image distinctiveness

The HIKING BOOT is visually distinct relative to the WOMAN’S BOOT. The WOMAN’S BOOT on various platform generally features a heel and it ends in the upper area. In contrast, the HIKING or RUGGED BOOT has a thick sole (no heel) and ends just above the ankles.

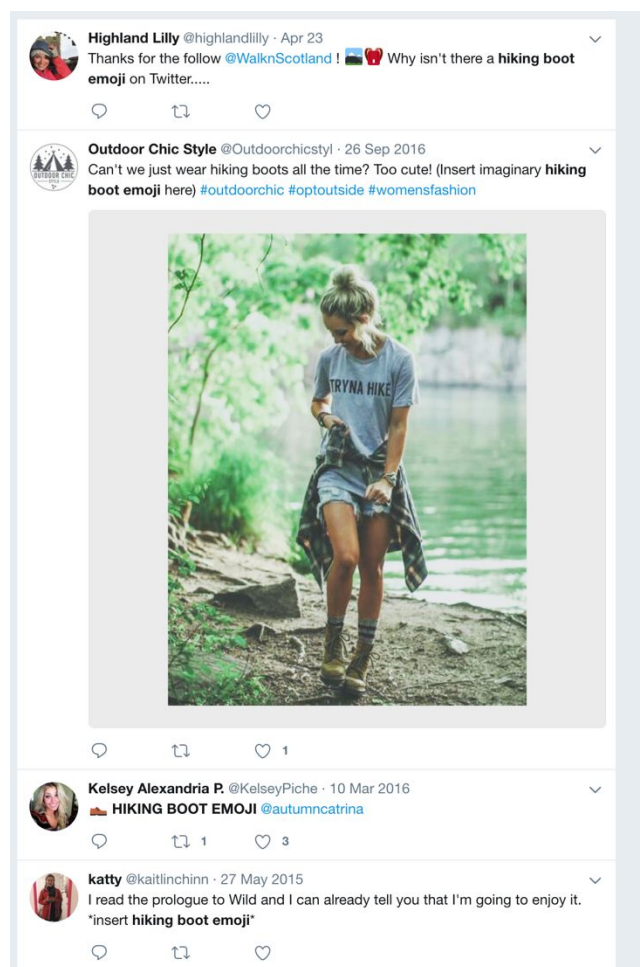
### 3 D. Completeness

This proposal makes the argument that the hiking boot emoji would help to complete the footwear group within the Clothing category which currently include MAN’S SHOE,

RUNNING SHOE, HIGH-HEELED, WOMAN'S SANDAL and WOMAN'S BOOT. The HIKING BOOT emoji would represent a common piece of footwear that cannot be properly communicated given the current set of emoji.

### 3 E. Frequently requested

The tweets below are an example of the desire specifically for a HIKING BOOT emoji.



More generally, there is a large, and frequent demand for any kind of emoji that represents hiking. The page below features additional tweet requests as well as alternative or hypothetical text uses of a hiking emoji.



**Breezy** @Bre\_Awkwafina · Jun 18

Replying to @TracyA22

To celebrate our Father's Day let's go hiking on Saturday \*hiking emoji\*

1



**Kylie Brandyberry** @kylieberry\_ · Jun 7

I need a **hiking emoji** please

1



**Shahryar Altaf** @Sheritaf · May 26

Replying to @Sheritaf

Plus we need man **hiking emoji** @SamsungMobile

1



**Emily Meyers** @\_emily\_meyers · May 9

Replying to @TristanHughes20 @REI

Perfect 🥳 (I have no **hiking emoji**.)

1



**Griffin Belzer** @GRYFN\_ · May 2

Why is there a Water Polo emoji, but no **Hiking emoji**???

2



**Samantha Batal** @BatalSamantha · Apr 9

❤️👍🕶️🧢🏔️🏔️ (no **hiking emoji** 😞) @ Mushroom Rock

[instagram.com/p/BSruOVByI0/](https://www.instagram.com/p/BSruOVByI0/)

2



**Cobes** @cobypor13 · Mar 23

\*insert **hiking emoji**\*

1



**mara** @marmarzinks · Feb 5

No offense but in what world would I need a FIELD HOCKEY emoji and not a **hiking emoji**?? I send "🏔️🧑" like once a day and i NEED a real emoji

7



**Tony Gaeta** @tgaeta · Jan 16

Replying to @ProductHunt

maybe the dev could map 'walk' to the **hiking emoji**?

1



**Carrie** @UnCruelEats · 29 Dec 2016

July 2016...Nannie Ridge Trail in Washington

#tbt 😊 Where in the hell is the **hiking emoji**? 😂...

[instagram.com/p/BOoGAt2hZQ8/](https://www.instagram.com/p/BOoGAt2hZQ8/)



On Instagram, there are over 23,421,000 posts tagged #hiking, over 2,211,000 tagged #hikingadventures, and 10,673,590 posts tagged #boots (which of course is over inclusive of RUGGED BOOTS, but a quick scan shows about one quarter of them refer to RUGGED BOOT)

## **Counterarguments to Factors for Exclusion**

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

The design of the hiking boot is similar enough to the designs of other men's boots that it can be effectively used for any context in which "boot" would be appropriate.

Moreover, in its exact context, it is still symbolic of a range of ideas including hiking, trekking, walking, and outdoor activities.

### **4 G. Open-Ended**

The HIKING BOOT emoji is a distinct image that does not promote an open-ended series of related emoji. In fact, that style of rugged boot covers a wide range of boots: HIKING BOOT, WORK BOOT, MILITARY BOOT. **As a halo effect, this boot can also cover the need for STYLISH BOOT due to the Timberland boot which has evolved the work boot into a fashion statement.**

### **4 H. Already Representable**

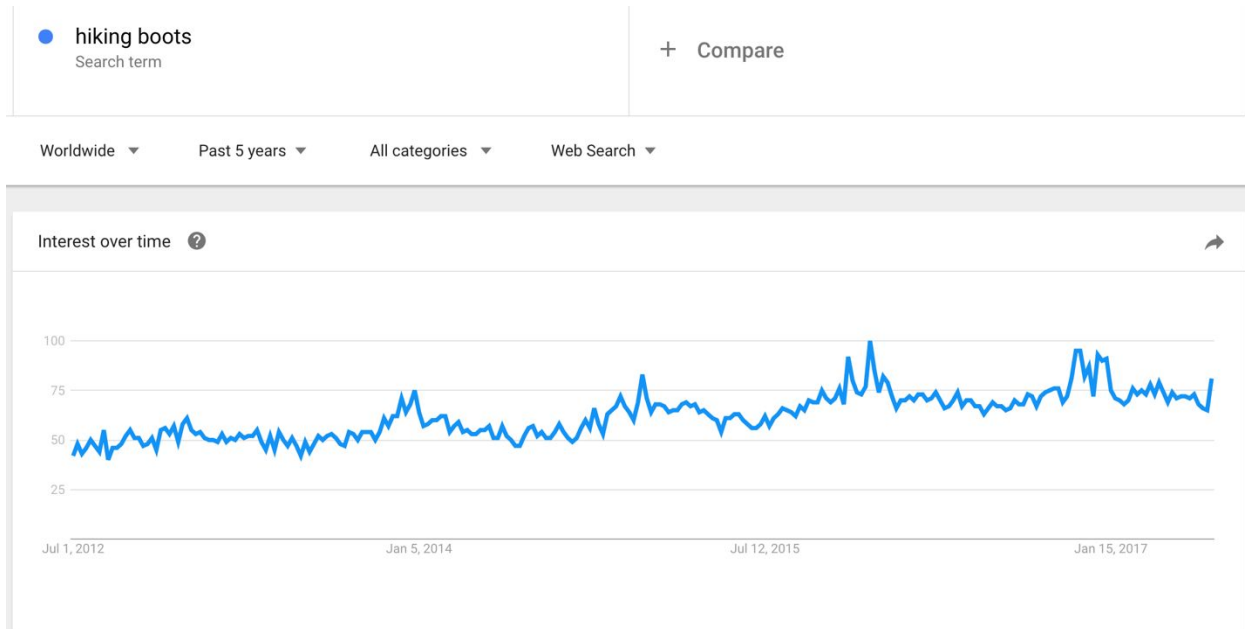
A HIKING BOOT cannot currently be represented using existing emoji. Although a woman's fashion boot exists, this emoji is not representative of the meanings detailed in this proposal nor does it aptly function in the same array of phrases. The RUNNING SHOE the most closely related footwear emoji, and walking, the most closely related activity emoji, cannot clearly represent hiking boots or the activity of hiking.

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

The hiking boot 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's a commonplace item that is near universally recognizable.

### **4 J. Transient**

Given the extensive history and ubiquity of rugged boots as footwear, this emoji should raise no concerns over fleeting usage.



*Google Trends Data Since 2012 - Accessed: June 27, 2017*

Data retrieved from Google Trends shows a positive trend in hiking boots over the past five years and interest can be expected to remain consistent for the foreseeable future.

#### **4 K. Faulty Comparison**

This proposal for the hiking boot emoji is submitted on its own merits with no argument made due to inclusion of existing emoji.

#### **5. Sort Location**

##### **5 A. Category**

It is proposed that the hiking boot emoji be categorized within Clothing.

##### **5 B. Order**

This proposal makes the recommendation that the HIKING BOOT emoji be placed after RUNNING SHOE.