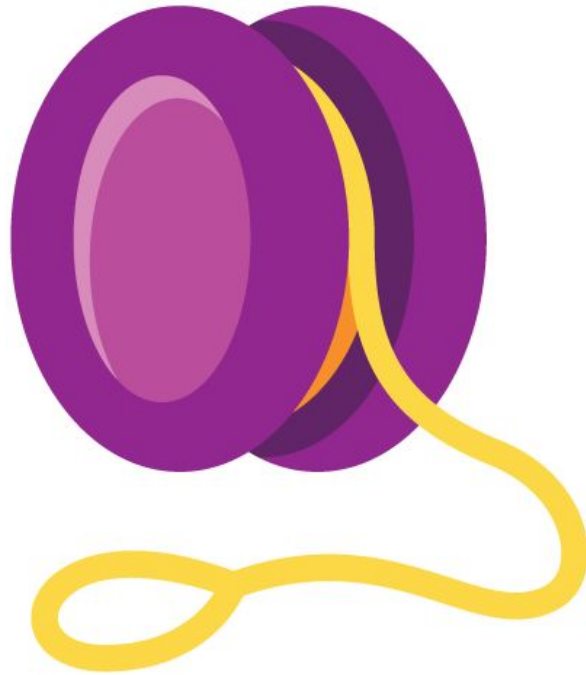


# Yo Yo Emoji Proposal

Authors: Doc Pop, Alex D. Marx and Jennifer 8. Lee of Emojination

Date: March 6, 2018



## Abstract

This proposal requests the addition of the YO-YO to the Unicode emoji library.

Second to the doll, YO-YOs are believed to be one of the oldest toys in the world. The YO-YO has been around for at least 2,500 years, but reached a new found popularity in the 1920s when Pedro Flores, a Filipino immigrant living in the United States popularized a new method of attaching a string to the axle. This small change allowed the YO-YO to “sleep” and spawned a golden age of yo-yos. Since then, several YO-YO booms have swept the world, often landing on 7 year cycles of boom then bust. Some may say that the YO-YO has its ups and down.

## Introduction

The modern word “yo-yo” derives from the Filipino word “yoyo”, but yo-yo like toys have appeared throughout history in various parts of the world. The first documented yo-yos date back to ancient Greece in 500 BC. Greek records from that time describe spinning toys made out of wood, clay, or metal. Ceremonial yo-yos made of painted terracotta were offered to the gods when a child came of age.

Though yo-yos can be found in toy stores for as low as \$5, high end yo-yos can often retail for \$150 or more. During the Grand Old Opry's inaugural broadcast in 1974, country music star Roy Acuff gave President Richard Nixon a famous yo-yo lesson on live TV. After the singer's death, that yo-yo was sold in auction for \$16,029.

In 1985, a yo-yo was brought aboard the space shuttle Discovery as part of the “Toys In Space” program. Astronauts hoped to use the toys popularity to teach kids about the scientific method and to demonstrate principles of gyroscopic physics and gravity.



*Boy playing with a terracotta yo-yo, Attic kylix, c. 440 BC ([via Wikipedia](#))*

Yo-yo sales have had several peaks in the past 60 years. These "booms" often occur every 4 years regionally, with major booms almost every 7 years since 1933. In 1963, yo-yo sales hit a major peak; with Duncan alone selling 33 million during the year, a new record. 1997-1998 was seen as a turning point and major year for modern yoyoing. There were huge new innovations and total sales for the industry reached an estimated \$400 million. The Duncan Imperial and Butterfly yo-yos were the number one selling toy for 28 consecutive months. "Duncan was making over half a million yo-yos every week," says Mike Burke, the National Sales & Marketing Manager at Duncan Toys, "and could barely keep up with the demand".

Nowadays, newer and smaller manufacturers are dominating the market of yo-yoing. In the US alone, there are at least 80 companies focusing solely on yo-yos in 2018. Some great examples of these small but popular companies are SF and G2. G2 has developed a huge following and is solely run by just one guy out of his house. Opportunities and companies like these are just part of what makes the yoyo community so amazing.

The yo-yo has gained a remarkable place in the popular imagination, inspiring art, music, television shows, and more. The toy has inspired songs from The Kinks, Wham!, and Serge Gainsbourg. In the original Zoolander film, Owen Wilson's character Hansel shows a mastery of the yo-yo as he casually walks around a high fashion party. On July 29th, 2010, over 2,000 participants in Virginia broke the world record for the largest simultaneous group of yo-yoers at the same time. Doctor Lucky Meisenheimer, a surgeon from Orlando, owns the largest collection of yo-yos in the world. Worth around \$250,000, this collection includes over 10,000 yo-yos.

## Names

- CLDR short name: yoyo
- CLDR keywords: yoyo, toy, yo-yo, return top, ヨーヨー, yo, ioiô, 悠悠, Jo-Jo, 요요, Йо-йо

## Selection Factors Inclusion

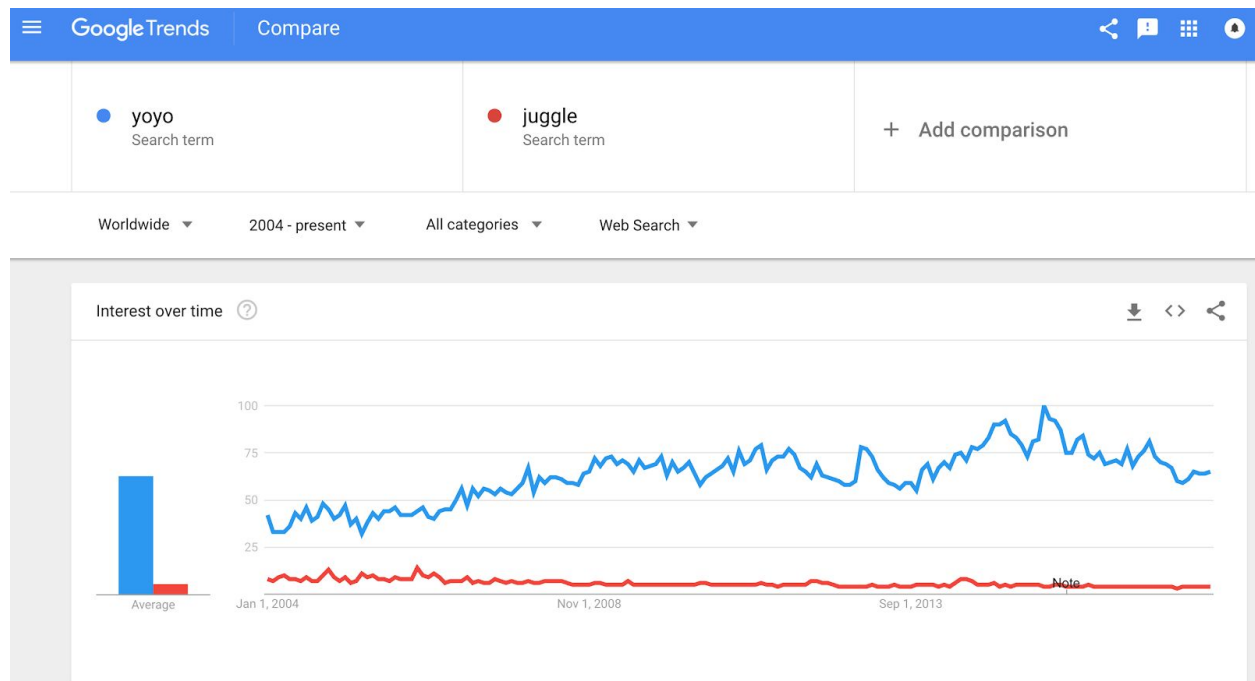
### Compatibility

Major platforms currently have no yo-yo emoji.

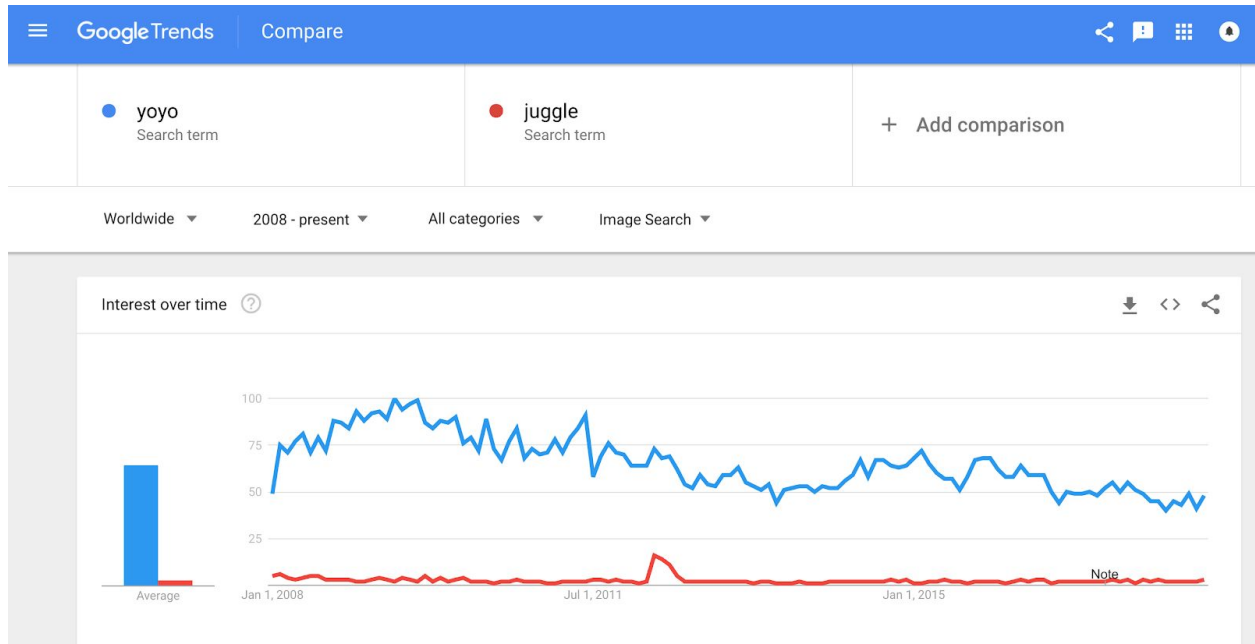
### Expected Usage Level

As there are very few toys in the emoji character set, we benchmarked yo-yo against JUGGLE, which has an emoji 🎮. On most platforms, the demand for yo-yo seems far higher.

- Google Trends Web Search



- Google Trends Web Search



- YouTube search

YouTube

yoyo

Home

Trending

About 7,320,000 results

YouTube

juggle

Home

About 2,190,000 results

- Bing Search

yoyo

All Images Videos Maps News

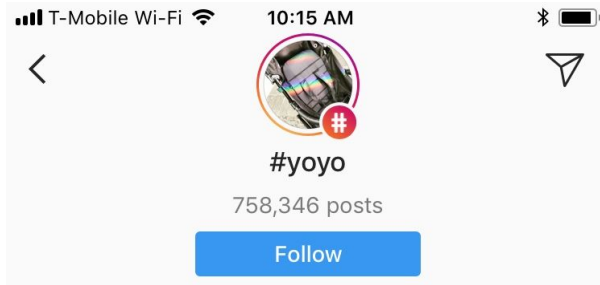
29,500,000 Results Any time

juggling

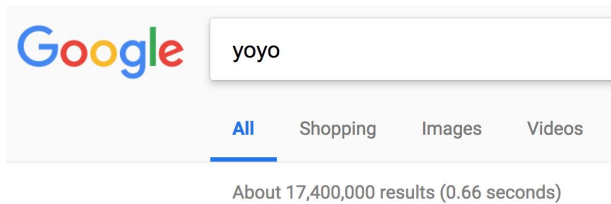
All Images Videos Maps News Shop

12,100,000 Results Any time

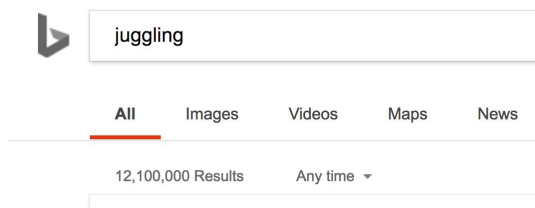
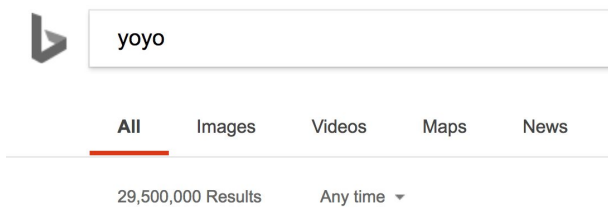
- Instagram



- Google Search



## Bing



The expected use of a yo-yo emoji is extremely high. Apart from its literal representation, yo-yos are often used as a way to express something that has its ups and downs, like the weight gained/lost while dieting. Yo-yos are also used as a symbol of childhood, killing time, or just general fun and games.



**Jack O'Frosty**

@joleary97

Follow



After many long years of frustration, I have finally learned how to use a yo-yo. \*insert non-existent yo-yo emoji here\*

9:29 PM - 26 Mar 2017

11 Likes



**Georgie**

@georgieclairep

Follow



Replying to @grumpy\_pumper

Back at you! So important to give ourselves credit for just getting through the ups and downs!! 💪 p.s. I found a grumpy emoji 🙄

2:49 PM - 30 Dec 2017

The greeting “Yo!” as in, “Yo, what’s up?” would also be a place where a yo-yo emoji could often be used.



**t.**

@taeyongapo

Follow



yo. insert yoyo emoji here.

tuan. @apoyien

Yo [twitter.com/taeyongapo/sta...](https://twitter.com/taeyongapo/status/864444444444444444)

Translate from Spanish

4:32 AM - 20 Jun 2017

## Image Distinctiveness

The yo-yo is one of the most famous toys around the world and its design has changed little in the last 100 years. All it takes are two discs and a piece of string to illustrate a yo-yo, yet it's distinct enough not to be confused with other emojis.

## Completeness

There are currently some emojis of toys and skills, like the TEDDY BEAR or POOL 8-Ball emoji, but the yo-yo emoji fills a wider gap for toys in general. Also, one of its strengths is its longevity, as it has existed for hundreds of years longer than either TEDDY BEAR or POOL 8 BALL.

## Frequently Requested

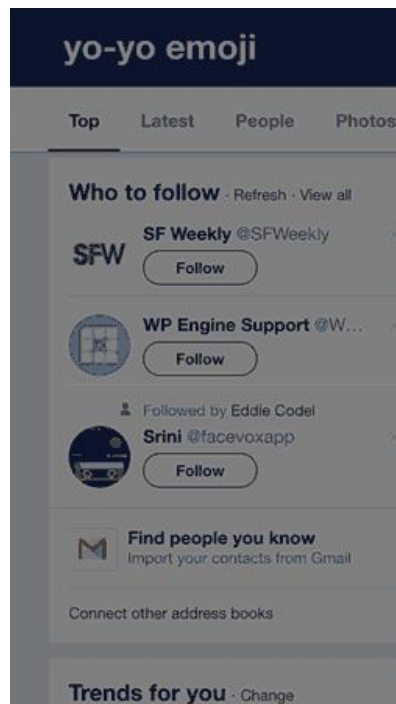
There are constant requests for yo-yo emoji on social networks and online petitions to add yo-yo. Users have even created several [yo-yo themed emoticons](#) to compensate for the lack of yo-yo emoji. This shows a strong demand.



( ' ▽ ` ) / ~~~~~ ◎



Several tweets below show people requesting this emoji.





**Kyle Pray**  
@kylepray

Follow

How is there no yoyo emoji? IT'S THE 21ST CENTURY YO!

3:25 PM - 19 Mar 2016



**deadsaw**  
@nastisaw

Follow

Replying to @tricialightyear

i just realized walang yoyo emoji 😞

10:42 PM - 21 Sep 2017



**beezler**  
@R4ikburner

Follow

Replying to @Ellianderfame

es gibt keinen jojo-smiley  
Ich bin sad

Translated from German by Microsoft

@Ellianderfame There's no JoJo-smiley I'm sad

11:27 AM - 12 Sep 2016



**TAMI**  
@cabeyotreasure

Follow

@iphone we need a Yo-yo emoji rn!



**camila** @Camila\_Cabello  
OMG 🌟  
Spotify smarturl.it/OMG\_Sptfy  
iTunes smarturl.it/OMG\_IT  
Havana 🌟 ...

12:12 PM - 3 Aug 2017



**NoEmojiForThis**  
@NoEmojiForThis

Follow

There's no emoji for yo-yo

10:56 AM - 4 Nov 2017

1 Like



**PLUS NO NI-JU GO**  
@CHUCKXXXV

Follow

Blood why is there no Yo-Yo Emoji

8:28 AM - 24 Nov 2016



**~ZICO~**  
@Zicofk

Follow

Replying to @JaeBum\_NSR

No hay emoji de Yo-Yo? (?)

Translate from Spanish



**Ramshackle**  
@RamshackleBris

Follow

WE ARE SO EXCITED FOR TONIGHT. Why is there not a yo-yo emoji



3:30 AM - 20 Jan 2017



**JOSÉ**  
@tinroypankins

Follow

Why sky blue. What water wet. Why is there no yo-yo emoji but there is an abundance of emoji themed yo-yos.

2:53 AM - 2 Dec 2017

2 Retweets 2 Likes



## Selection Factors Exclusion

### Overly Specific

The YO-YO emoji is not too specific and can be used in various contexts thanks to its use in many phrases, ideas and concepts. It can be used to designate a range of activities, such as dieting or back-and-forth movements, or as a direct representation of itself.

### Open Ended

YO-YO is one of a number of toy-related emojis that are coming down the pipeline, including TEDDY BEAR AND KITE. However, it is part of a small set of toys with international longevity. That set is relatively limited, and thus YO-YO doesn't further open up a direct open-ended set of associated symbols.

### Already Representable

YO-YO cannot be easily represented using existing emoji.

### Transient

YO-YO is an emoji that you do not need to worry about being a transient. Yo-yos have been around for thousands of years and remain one of the most popular toys in history.

### Logos, brands, UI icons, signage, specific people, deities

The yo-yo emoji is not directly linked with any specific logos, brands, UI icons, signage, specific people, or deities. It's a straightforward and versatile emoji, free from any single stigma or brand identity. It's a prevalent item that is universally recognisable.

### Sort location

- The yo-yo emoji should be inserted in the Sport category after Bowling.

### 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:

## ABOUT THE THE AUTHOR:

Doctor Popular is a 3rd place world yo-yo champion and the creator of many tricks such as “The Gyroscopic Flop”, “Branding”, “Skin The Gerbil”, and “Pony Farts”. In 2001, he was the first person to be awarded the Trick Innovator Of The Year award at the National Yo-Yo Contest in Chico, CA.

Jennifer 8. Lee ([jenny@emojicon.co](mailto:jenny@emojicon.co)) learned the Chinese yo-yo, otherwise known as a diabolo, in Chinese camp when she was 11. She could throw and catch it behind her back. She got good enough at it that she used to busk in Harvard Square when she was an undergrad.