

Proposal For New Emoji: Pinch

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1 Abstract

We are requesting the addition of a hand emoji, indicating a "pinch." The proposed hand symbol will fill the gap in the current Emoji set of a method for expressing a "pinch" or "tiny amount" of anything, either material or non-material. The symbol can either be titled 'pinch' or if that's not specific enough 'pinch hand gesture' could be used.



*Art created by Christopher Beamont,
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2 Selection factors -- Inclusion

2.1 Compatibility

No other emoji in the Unicode, major platforms (Apple, Google, Yahoo, Microsoft) or system have created an emoji like this. We do not see this a deterrent, but rather an opportunity to be the first system to allow users to express the "pinch" scale.

2.2 Expected Usage Level

2.2.1 Frequency

The proposed "pinch" Emoji is a useful shortcut to represent a small quantity or size. Conveying measurement is a very important tool for communication. Quantity and size can be used to describe everything from trade to emotion to time. Since communicating quantity and size are such a necessity in day to day living we consider this Emoji to be used daily in high frequency, not just a trend.






2.2.2 Multiple Uses

Used in any situation where there is a need to convey a "small amount" of something or "small in scale". People can be "small in scale" and their positions can be "small amounts." *Eg Jenny is small, she is five feet tall, has a tiny*

dog and has very little money.” Since quantity or size can be used as an adjective to describe anything, material or not, the possibilities for use are limitless.

2.2.3 Use in sequences

Below is a table where we pair the proposed “pinch” emoji with current emojis. The table below displays the proposed emoji in all of the current emoji skin tones and the breadth of cases the proposed emoji can be used in.

| | | | | | |
|--------------------|---|---|---------------------|---|---|
| Kind of sick |  |  | Little bit of money |  |  |
| Little bit naughty |  |  | Small world |  |  |
| Not very smart |  |  | Tiny house |  |  |
| Lil bit of love |  |  | Short flight |  |  |
| Kind of tired |  |  | Short time period |  |  |
| Drank a pinch |  |  | Kind of hungry |  |  |

2.3 Image distinctiveness

There currently are no other hand/body or other Emoji that measure size or quantity making the proposed “pinch” Emoji unique. There is also no other graphic in the current library that the ‘pinch’ emoji could easily be confused with.

2.4 Completeness

The proposed “pinch” Emoji would fall into the “body” section of the current emojis.

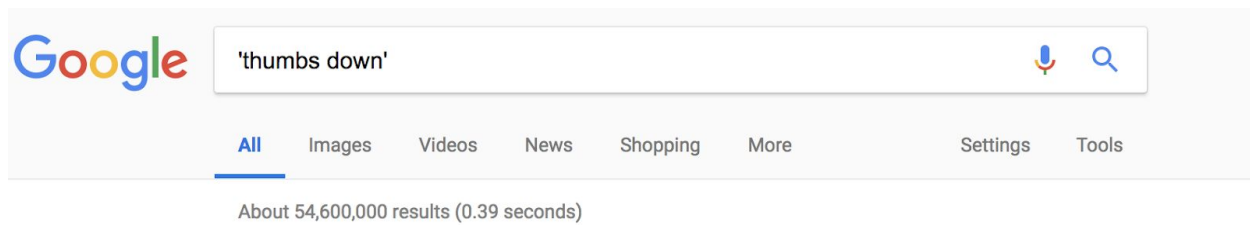
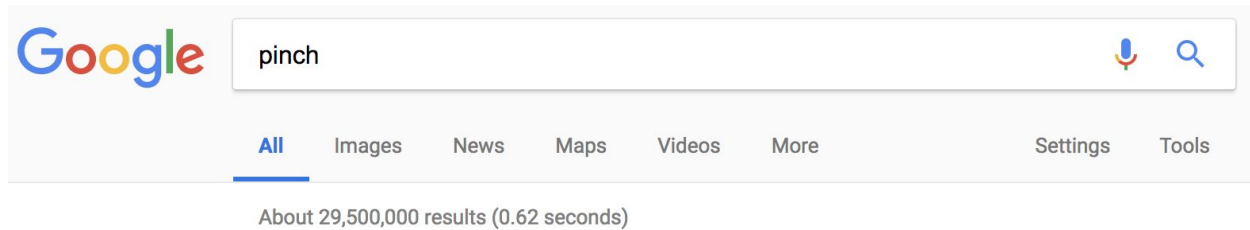
2.5 Frequently requested

Being able to express quantity is a must in day to day communication. Quantity can describe everything from items like money or houses to emotions like love or hate.

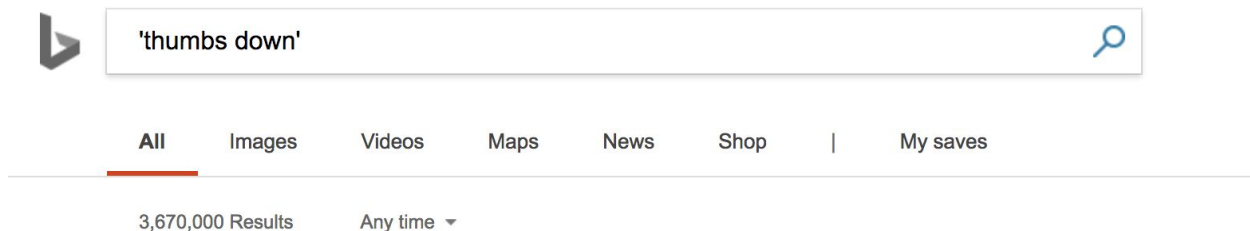
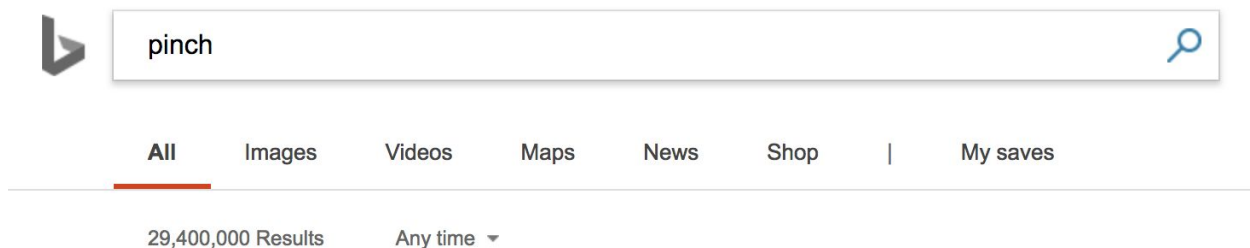
2.6 Evidence of frequency

Below the term “pinch” is being compared to “thumbs down” in Google, Bing, and Youtube searches. Google trends web search and and Google trends image search were also included. “Thumbs down” because there are currently no other ways to measure strictly quantity with the current emoji set, but thumbs down is expressing a “low” amount of approval. You can see “pinch” measured up well across the board.

Google Search



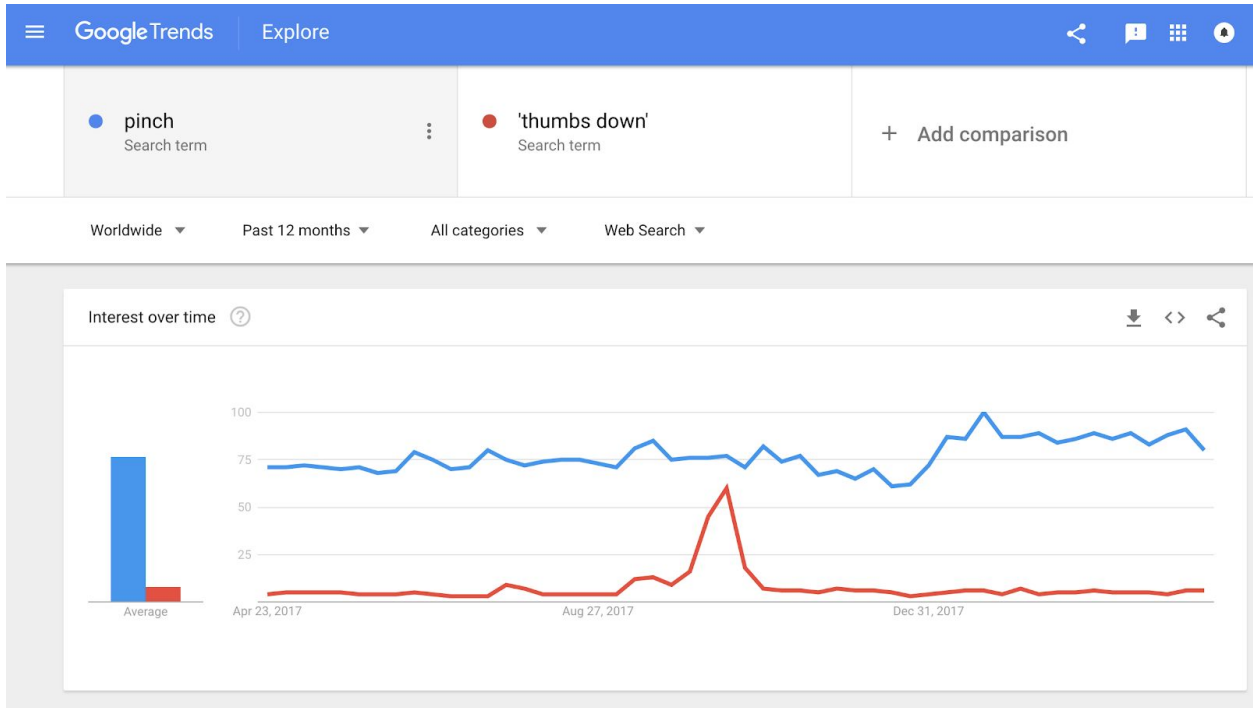
Bing Search



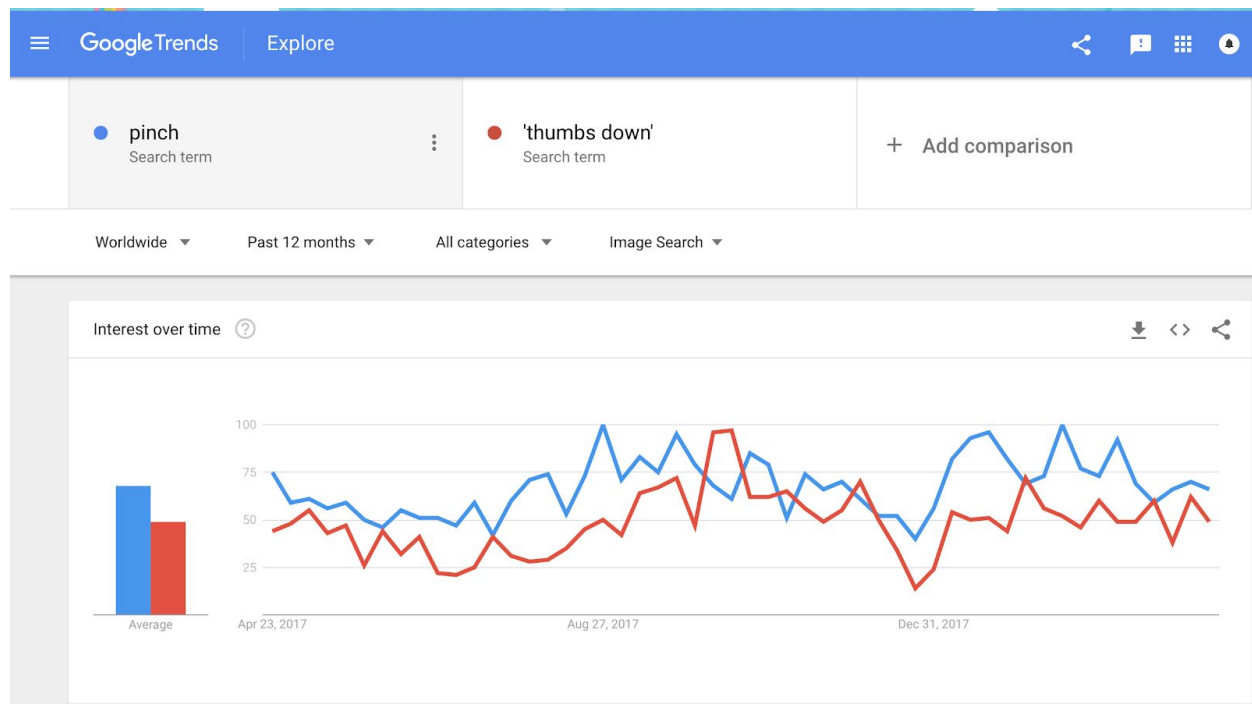
Youtube Search

The first screenshot shows a YouTube search for 'pinch' with approximately 1,750,000 results. The second screenshot shows a YouTube search for 'thumbs down' with approximately 5,220,000 results. Both screenshots include the YouTube Red logo and a search bar.

Google Trends Web Search



Google Trends Image Search



3 Selection factors -- Exclusion

3.1. Overly specific

The proposed "pinch" hand emoji is not over specific as it is an adjective that can be used to describe many things. The proposed "pinch" hand emoji can be used to describe either quantity or size for both physical and non physical things making it very robust.

3.2 Open-ended

Although versatile, the proposed "pinch" hand emoji is not open-ended. It clearly denotes quantity or size across cultures.

3.3 Already representable

The proposed "pinch" hand emoji is not already represented in the current emojis, nor or are there any other emojis that describe size or quantity, big or small.

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

The proposed "pinch" hand emoji is not associated with any logo, brand, UI icon, signage, specific people or deities.

3.5 Transient

People have had hands since the beginning of the time. They have been measuring size and quantity since before they had language. Unless some unforeseeable evolutionary event occurs we anticipate people will continue to need the ability to measure size & quantity until the end of time. For these reasons we believe the “pinch” emoji is not a fad.

4 Sort location

We suggest that the proposed "pinch" be included in the body section, and within the hands grouping. A suggested location for the proposed "pinch" emoji could be placed in between the "right-facing fist" and "raised back of hand" but could probably easily be placed anywhere in the "hand" group of "body" section.

5 Other Information

5.1 Suggested Annotations

Hand, smidge, small, tiny, kind of, not very, scosche, little bit

5.2 Images

This pinch symbol was created by Christopher Beamont. The image is licensed for non commercial use: free to share and use. Adobe illustrator file with vector artwork can be supplied upon request to jennykortina@gmail.com. Download the a zip file is attached to the email which includes one color 72x72 png and one black & white 72x72 png of the proposed “pinch” emoji.

