To: UTC
From: Apple Inc.
Date: July 25, 2018

Abstract

Apple is requesting the addition of a new emoji for "Deaf Person" (as well as ZWJ sequences for the corresponding woman/man versions) to provide an emoji option for individuals in the Deaf community.

Introduction

While we are appreciative that the vast majority of the emojis Apple proposed in our March 2018 proposal were approved, the emoji for the Deaf community was not included in Unicode's draft emoji candidates for 2019. We believe Unicode should rethink this lack of representation given the importance of providing an emoji option for the over 466 million individuals around the globe with disabling hearing loss. The current selection of emoji provides a wide array of representations of people, activities, and objects meaningful to the general public (and soon, those with a range of disabilities), but none explicitly speak to the life experiences of those who are deaf. Diversifying the options available helps fill a significant gap and provides a more inclusive experience for all.

The inclusion of this character to use for the emoji images below is endorsed by the World Federation of the Deaf. The World Federation of the Deaf (WFD) is an international non-governmental organization representing and promoting approximately 70 million deaf people's human rights worldwide. The WFD is a federation of deaf organizations from 135 nations; its mission is to promote the human rights of deaf people and full, quality and equal access to all spheres of life, including self-determination, sign language, education, employment and community life. WFD has a consultative status in the United Nations and is a founding member of International Disability Alliance (IDA). They provided support for the proposed emoji images with the following statement:

The WFD Board has discussed the emoji design and recognizes that there are multiple signs for Deaf around the world and the choice of the one finger is a valid option and one in which we are supportive of for this emoji.

At Apple, we believe that technology should be accessible to everyone and should provide an experience that serves individual needs. Adding emoji emblematic to users' life experiences helps foster a diverse culture that is inclusive of disability. Emoji are a universal language and a powerful tool for communication used extensively in the Deaf community and we believe that not only would we be unfairly leaving the Deaf community out should there be no emoji option included for 2019, but that the image included is the most universal option as expressed by the WFD.

Proposed emoji and related ZWJ sequences

466 million individuals are deaf or hard of hearing.[1] Apple believes that the emoji lexicon should include an option to represent those individuals and their life experience.

proposed code point	sample images		proposed CLDR name
U+1F9CF			deaf person

Notes:
- While there may be other expressions of "Deaf Person" depending on the local sign language, the World Federation of the Deaf has stated that "the choice of the one finger is a valid option and one in which we are supportive of for this emoji."
- Proposed collation position: Near 🙋 U+1F64B person raising hand
- Proposed emoji property values: Emoji_Presentation=YES, Emoji_Modifier_Base=YES
- Proposed variants: Skin tone, gender (see proposed ZWJ sequences below)

proposed code sequence	proposed CLDR name
U+1F9CF deaf person <optional emoji modifier> U+200D ZWJ U+2640 female sign U+FE0F emoji variation selector	deaf woman
U+1F9CF deaf person <optional emoji modifier> U+200D ZWJ U+2642 male sign U+FE0F emoji variation selector	deaf man

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[1] http://www.who.int/mediacentre/factsheets/fs300/en/index.html

Emoji selection factors

A. <u>Compatibility</u> Are these needed for compatibility with high-use emoji in existing systems? N/A.
B. <u>Expected use</u>
   1. <u>Frequency</u> Is there a high expected frequency of use?
      The proposed emoji are expected to have high usage in the Deaf community, including friends and family. As noted, this community includes almost half a billion people worldwide. That said, the most compelling factor for this proposal is not frequency of use of each character, but the desire to be inclusive in representation.
   2. <u>Multiple usages</u> Does the candidate emoji have notable metaphorical references or symbolism?
      No.
   3. <u>Use in sequences</u> Can the candidate be used in sequences? Yes, and two are proposed.
   4. <u>Breaking new ground</u> Does the character represent something that is new and different?
      Yes, there are currently no emoji that can be used to depict deafness or deaf people.
C. <u>Image distinctiveness</u> Is there a clearly recognizable image of a physical object that could serve as a paradigm, one that would be distinct enough from other emoji?
   The images depict a gesture that is distinct from any existing emoji.
D. <u>Completeness</u> Does the proposed pictograph fill a gap in existing types of emoji?
   Yes, the proposed emoji fill a significant gap in representation and inclusiveness among existing emoji.
E. <u>Frequently requested</u> Is it often requested of the Unicode Consortium, or of Unicode member companies?
   These have been frequently requested of Apple, and by external organizations.

COUNTERARGUMENTS TO FACTORS FOR EXCLUSION
F. <u>Overly specific</u> Is the proposed character overly specific?
   No, there are no other existing emoji that can depict deafness.
G. <u>Open-ended</u> Is it just one of many, with no special reason to favor it over others of that type?
   There are other gestures that can be used to indicate deafness. However the proposed gesture is the most common, and is endorsed by the World Federation of the Deaf.
H. <u>Already representable</u> Can the concept be represented by another emoji or sequence?
   No other existing emoji can depict deafness or deaf people. Using a sequence to represent this could involve 11 or more characters, including several which are Emoji_Modifier_Base.
K. <u>Faulty comparison</u> Are proposals being justified primarily by being similar to (or more important than) existing compatibility emoji? N/A.

FREQUENCY DATA
The primary arguments for the proposed emoji are inclusiveness and expected high frequency of usage within a specific, but relatively large community. However, the following sections do provide the data requested in the "<u>Evidence of Frequency</u>" section of the <u>guidelines</u> for submitting emoji proposals. These use the following four search terms:
- "deaf sign" and "deaf person" to represent the proposed emoji, quoted in search if necessary to generate results (some searches treated these as too ambiguous without quotes).
- "person raising hand" as one reference; among the person-gesture emoji, this has approximately median usage in the data available to the Emoji Subcommittee, with low standard deviation.
- "woman with hijab" as a second reference, suggested by the Emoji Subcommittee as having useful frequency statistics for comparison.

1. Google searches
(many hits for "person raising hand" were specifically for the existing emoji)

Google deaf sign All Images Videos News About 77,700,000 results (0.44 seconds)	**Google** deaf person All Images Videos News About 75,900,000 results (0.48 seconds)
Google person raising hand All Images News Videos About 144,000,000 results (0.36 seconds)	**Google** woman with hijab All Images Videos News S About 45,900,000 results (0.23 seconds)
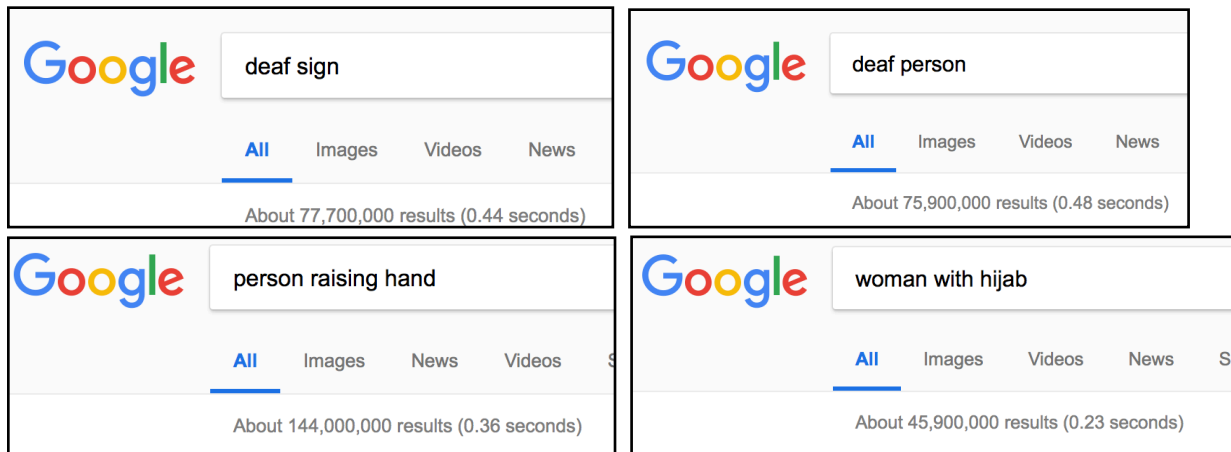
2. Bing searches
(Had to quote "deaf sign" and "deaf person" to get results, which lowers their relative count)

b "deaf sign" All Images Videos M 481,000 Results Any time ▼	**b** "deaf person" All Images Videos 1,530,000 Results Any time ▼
b person raising hand All Images Videos N 8,790,000 Results Any time ▼	**b** woman with hijab All Images Videos N 6,800,000 Results Any time ▼
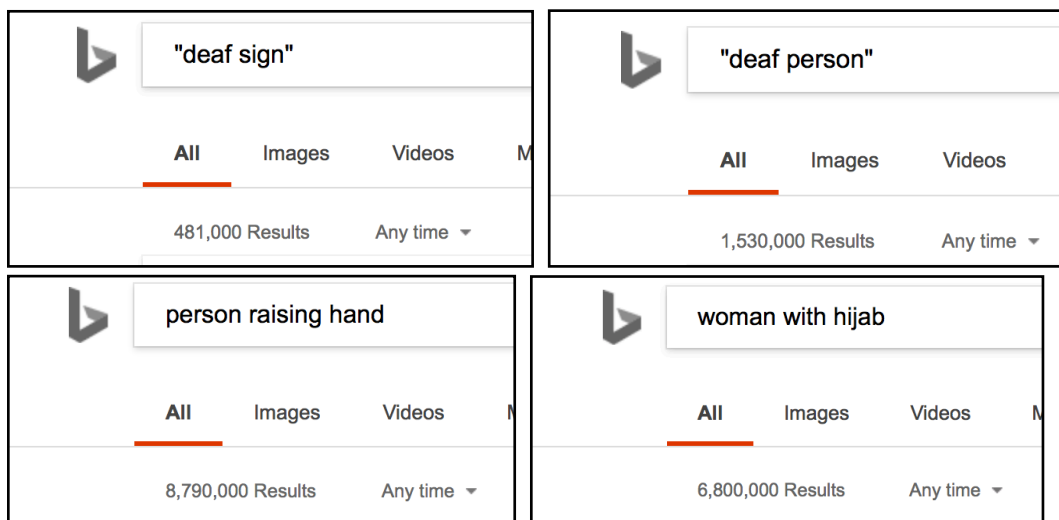
3. YouTube searches
(had to quote "deaf person", same issue as for Bing searches)

☰ ▶ YouTube deaf sign About 1,220,000 results	☰ ▶ YouTube "deaf person" About 54,500 results
☰ ▶ YouTube person raising hand About 530,000 results	☰ ▶ YouTube woman with hijab About 984,000 results

4. Google Trends web and image searches

| deaf sign Search term | deaf person Search term | person raising hand Search term | woman with hijab Search term | + |

Worldwide ▾   Past 12 months ▾   All categories ▾   Image Search ▾

Interest over time ⓘ   ⬇ ‹› ⤶

100
75
50
25
Average   Jul 16, 2017   Nov 26, 2017   Apr 8, 2018

| deaf sign Search term | deaf person Search term | person raising hand Search term | woman with hijab Search term | + |

Worldwide ▾   Past 12 months ▾   All categories ▾   Web Search ▾

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