

Proposal for New Emoji: Disguised Face

ABSTRACT

The intention of this document is to advocate for the inclusion of a new emoji, the Disguised Face, as a Unicode character (See Fig. 1). The suggested formal label is Disguised Face as referenced from this point forward in this proposal, but other naming considerations include Incognito Face or Face in Disguise. Given its global recognition and broad scope of use, the proposed emoji would be a versatile, cherished and perhaps most importantly, fun, addition to the existing library.

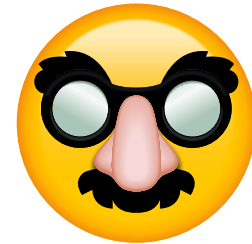


Fig. 1

Disguised Face emoji created by Mo Hy, free for use and distribution by the Unicode Consortium

INTRODUCTION

Consisting of black frames attached to exaggerated features (a large plastic nose, a bushy moustache, and equally bushy eyebrows) nose glasses are lauded as the most recognizable, most widely used, and most iconic novelty item in the world. Since its introduction into the market in the early 1940s, its was quickly adopted and acknowledged as a universal symbol of humor across the globe. At the turn of the century in 2000, it was deemed one of the most enduring masks of the 20th century by *The New York Times*.¹

The Disguised Face illustrates more than just comedy. The rise of social networks has made today's generation the most scrutinized of all time. While technology has created the opportunity for greater connection, it has also introduced a very modern stressor — the pressure to put one's best face forward online. Aside from generally communicating the idea of a physical disguise, the proposed emoji represents self-awareness of curated identity. While it acknowledges the online personas that have emerged from today's social pressures, the Disguised Face emoji lightens up online conversations and serves as a reminder to not take yourself so seriously.

¹ Giddins, Gary (June 18, 2000). "There Ain't No Sanity Claus". *The New York Times*. Retrieved July 16, 2018.

IDENTIFICATION

CLDR SHORT NAME

Disguised Face

CLDR KEYWORDS

face | glasses | nose | disguise | incognito

SELECTION FACTORS — INCLUSION

COMPATIBILITY

EmojiXpress, an iOS keyboard app with 50 million+ users, offers a disguised face emoji that averages 1K uses per day.

EXPECTED USE LEVEL

Frequency

A universal symbol for humor, the Disguised Face emoji is projected to have widespread appeal and use. When compared to reference emojis in the search queries below, it demonstrates similar interest and stability over time. (see Fig. 2, 3, 4).

Fig. 2

The Google Trends search comparison between “disguise + face” and “drooling + face,” the median reference emoji in the face category, worldwide over the last five years. The volume of interest of the two are nearly identical.

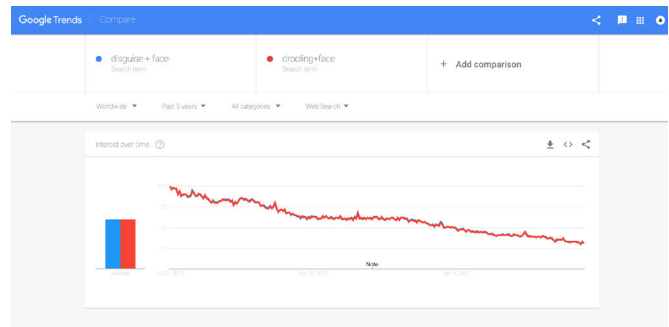


Fig. 3

The Google Trends search comparison between “nose + glasses + disguise” and “clown” worldwide over the last five years. As a more general expression of a costume, “nose + glasses + disguise” has consistently outperformed “clown” in terms of volume of search queries.

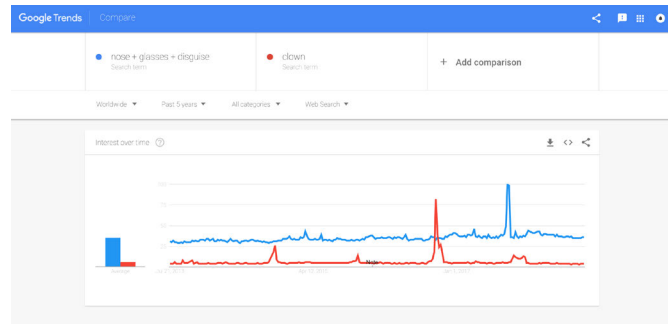
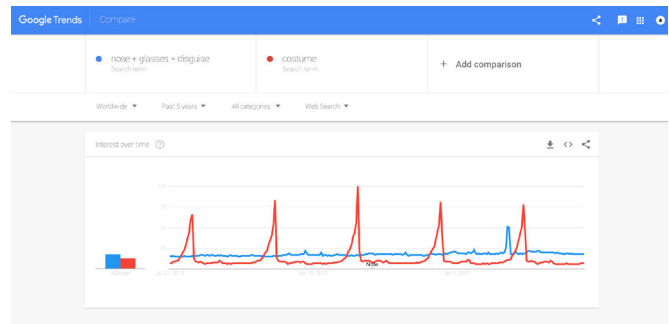


Fig. 4

The Google Trends search comparison between “nose + glasses + disguise” and “costume” worldwide over the last five years. While “costume” is a seasonal search term, “nose + glasses + disguise” demonstrates consistent interest throughout the entire year.



EXPECTED USAGE LEVEL (CONT.)

Multiple Uses

There is a wide range of scenarios in which a user could employ the Disguised Face emoji:

- Emphasis of an on-the-nose joke, i.e. a dad joke (See Fig. 5)
- Engagement in clandestine behavior at an embarrassing location / in a situation in which you'd want to remain unseen by another party (See Fig. 6)
- April Fool's Day / Halloween / Ben and Jerry's Free Cone Day
- Symbol for "finstagram" (fake + Instagram)² where users feel liberated to post unflattering selfies or inside jokes without disrupting the image curation of their main account (See Fig. 7).



Fig. 5

An example of a self-aware dad joke

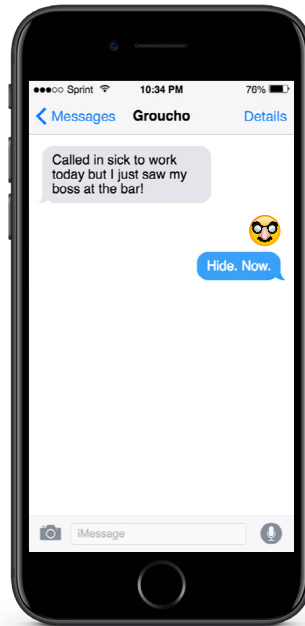


Fig. 6

An example of a compromising situation

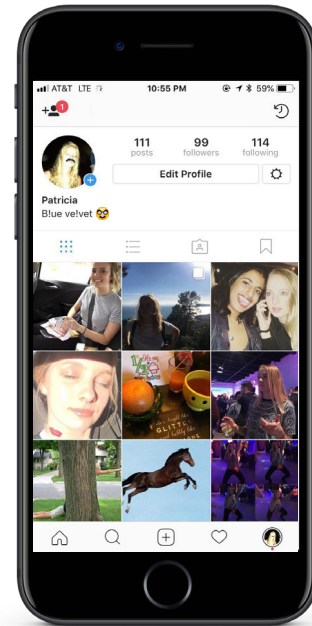







Fig. 7

An example Finstagram profile, username redacted for privacy

Uses in Sequences

In conjunction with the existing Emoji glyphs, the Disguised Face emoji can convey several different expressions with nuanced meanings, ranging from embarrassment to lightheartedness.

 +  /  = **Embarrassing Situation**

 +  = **Comedic Situation**

 +  = **"It Wasn't Me"**

Breaking New Ground

The Disguised Face emoji is not a nuance of an existing character. It introduces a new concept to the current offering.

² <https://www.nytimes.com/2015/11/19/fashion/instagram-finstagram-fake-account.html>

SELECTION FACTORS — INCLUSION (CONT.)

IMAGE DISTINCTIVENESS

The Disguised Face emoji is visually distinct in appearance. Its closest relatives in the current emoji library in ideological meaning would be the Clown and the Performing Arts Masks while its closest visual relatives would be the Face with Monocle and Nerd Face, but it is substantially different from all of these counterparts.

COMPLETENESS

While the Disguised Face would be a valuable addition to the face-role category, it would also join the ranks of the Tragedy and Comedy masks (labeled Performing Arts) as enduring cultural icons.

FREQUENTLY REQUESTED

On EmojiRequest.com, a face emoji in disguise has been requested 22,580+ times.³

SELECTION FACTORS — EXCLUSION

OVERLY SPECIFIC

Considering the several use cases as previously described, the Disguised Face emoji can be used for holiday-specific communication (i.e. Halloween, April Fools), but it is also general enough to be used simply to symbolize humor.

OPEN-ENDED

No other available emoji expresses the same ideas as the Disguised Face emoji, giving it unique purposes.

ALREADY REPRESENTABLE

There is no way to elegantly represent a general disguise with the current emoji offering.



This is a sequence that could hint at the idea, but it is neither as clear nor as telegraphic as a singular proposed emoji.

SPECIFIC PEOPLE, LOGOS, BRANDS, UI ICONS, SIGNAGE, DEITIES

While the original nose glasses were inspired by Groucho Marx, their meaning today is no longer inherently tied to the man himself. This association is further weakened in light of the fact that the comedian was active in the early half of the 20th century while millennials, the largest user group of emojis, were born between 1982–2004⁴; thus, familiarity with Groucho Marx as a public figure and his association with the disguise is tenuous at best (See Fig. 8). In both major retail sites and novelty gift stores, the disguise often does not mention the name Groucho in any capacity, instead of opting for more generic descriptive names such as “Specs n’ Nose” or “Nose Glasses and Mustache.”



Fig. 8

The male and female singer emojis. The face makeup pays tribute to David Bowie following his passing, but this likeness did not preclude them from being inducted into the library.⁵ This example provides a precedent for an emoji that honors a figure.

³ <https://www.emojirequest.com/r/DisguisedEmoji>

⁴ <https://bit.ly/2mgs8BS>

⁵ <https://www.billboard.com/articles/columns/rock/7564675/david-bowie-tribute-lightning-bolt-emoji-update>

SELECTION FACTORS — EXCLUSION (CONT.)

TRANSIENT

First appearing on the market in the early 1940s, the nose glasses have been around as a novelty item for nearly 80 years and have become a globally recognized symbol that has stood the test of time.

FAULTY COMPARISON

The disguised face emoji is not primarily justified by being similar to existing emoji.

EXACT IMAGE

The proposal does not request an exact image.

SORT LOCATION

CATEGORY

Face-Role

EMOJI ORDER

After Nerd Face
(See Fig. 9)

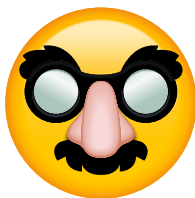


Fig. 9 *Disguised Face emoji in situ on Apple's emoji keyboard placed after Nerd Face*

ADDITIONAL CONSIDERATIONS

Nose glasses disguises have historically been depicted with either round or horn-rimmed frames. This proposal suggests the round frames in order to clearly differentiate from those of the Nerd Face emoji that it follows in the proposed order.

FULL-COLOR IMAGE



72 x 72PX



18 x 18PX

BLACK AND WHITE IMAGE



72 x 72PX



18 x 18PX