

Hook Emoji Submission

To: Unicode Consortium

From: Charles Hooker (chuck@hotmail.com)

Version: 3

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Abstract

This is a request for the incorporation of the “hook” in future emoji keyboards. Although many tool emojis exist, the hook, one of the oldest tools in history with multiple uses, is not an emoji. This emoji could also be used to replace words in many common phrases.

Introduction

The hook is a universally recognized tool that has existed before the beginnings of agriculture, with a fish hook being discovered in East Timor that dates as far back as 42,000 years.¹ Today, the usage of the hook as a tool (and as a word) is constant. While majorly used in fishing, the hook is also used in other industries such as fashion, supply chain, medicine, and agriculture in general, as seen on the “Hook” Wikipedia page.² Hook is also used in many phrases such as “off the hook,” “hook-up,” “hook, line, and sinker,” and even in pop-culture references such as “Captain Hook.”³

Identification

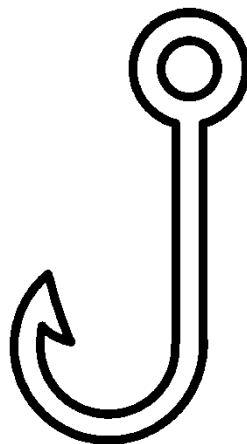
The suggested CLDR short name for the emoji is “hook” or alternatively “fish hook.” The keywords for the given emoji may include “tool,” “fishing,” “catch,” “curve,” and “hook.”

¹ <https://www.nature.com/news/archaeologists-land-world-s-oldest-fish-hook-1.9461>

² <https://en.wikipedia.org/wiki/Hook>

³ <https://www.phrases.org.uk/cgi-bin/phrase-thesaurus/pf.cgi?w=hooks>

Images



Both of the above images (and images contained in the attached ZIP file) were created by Fiverr user “nesele” as a custom order delivered to the author. The author hired her to make an emoji-like hook icon.

Selection factors – Inclusion

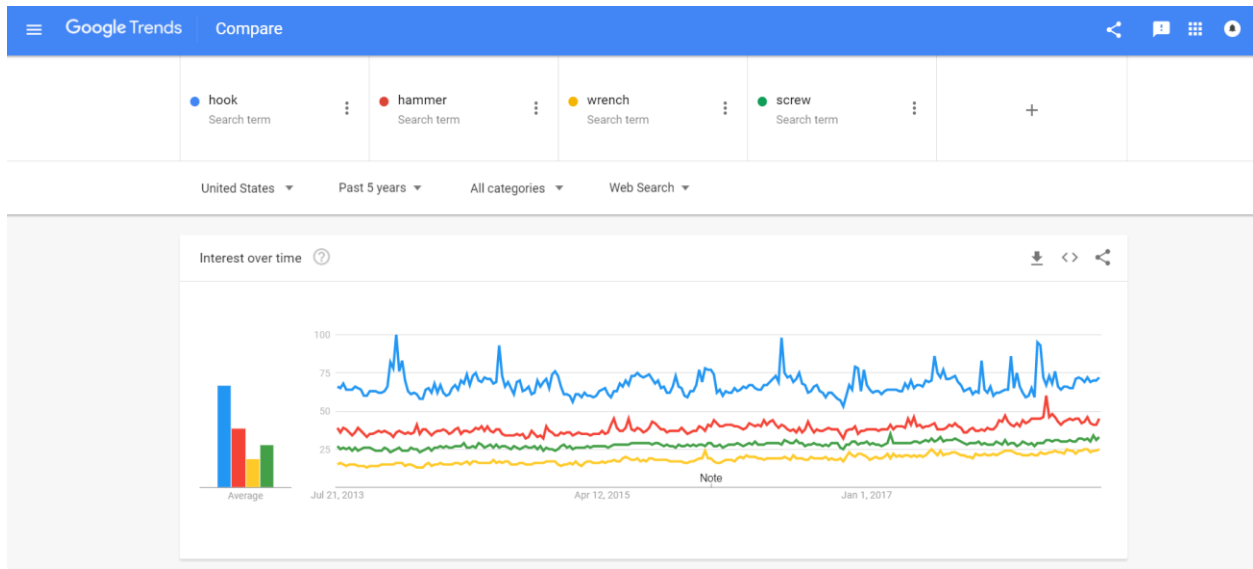
Compatibility

No emoji in the Unicode or any other system has created an emoji similar to the hook and the usage of hook images on major platforms is unknown. The hook emoji could be used on social media and other major platforms to represent the word “curve” and has other usages.

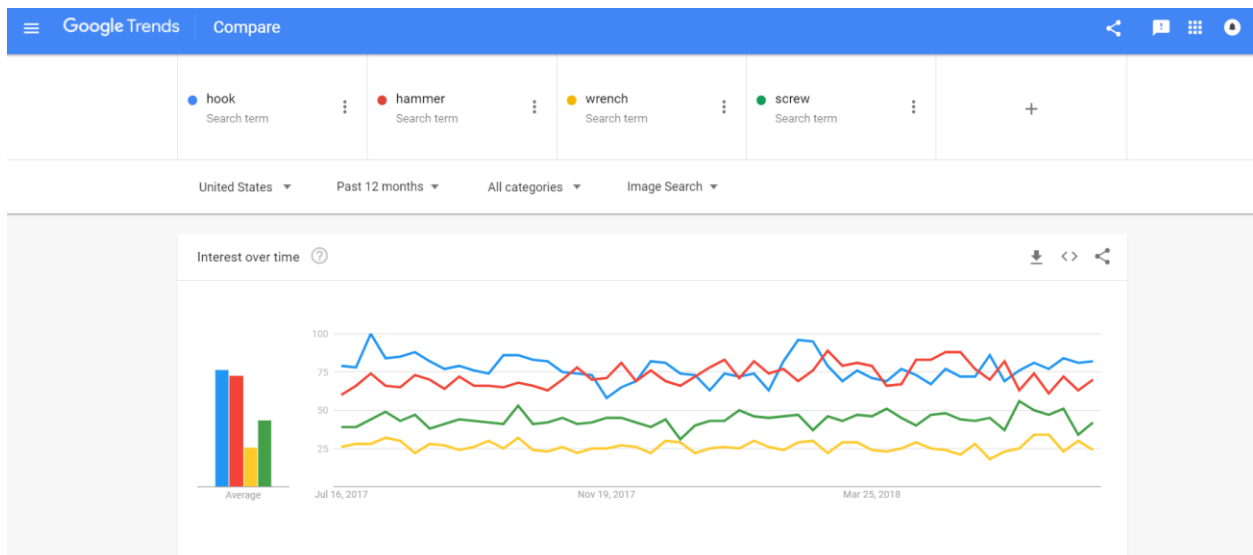
Expected usage levels

Frequency

A Google Trends comparison of current tool emojis shows that “hook” is searched more than “hammer,” “wrench,” and even “screw” over the past five years.



According to the Unicode Consortium, the wrench emoji is considered to be the median popularity tool emoji, which is why it was included in the Google Trends search frequency. As seen in the image above, interest over time on Google for the word hook not only surpasses the median popularity emoji wrench, but also other common tool emojis such as the hammer.



Similarly, a Google Trends image search over the past year shows the same results. With the image search, the terms "hook" and "hammer" are closely searched, but "hook" is still the most image searched term from the above listed.

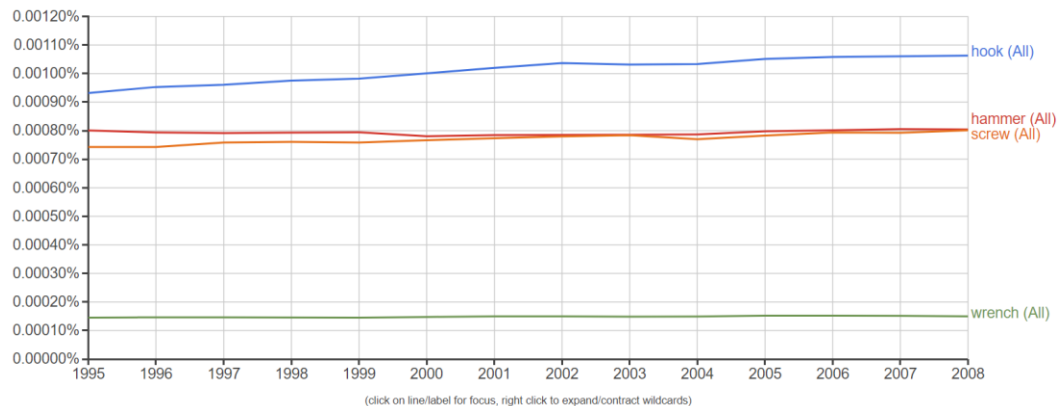
A Google Books Ngram Viewer search shows similar results, recording the frequencies of words used in a large database of books. As can be seen in the below image, "hook" is used more frequently in literature than both "hammer" and "screw", and much more than the term "wrench."

Google Books Ngram Viewer

Graph these comma-separated phrases: case-insensitive

between and from the corpus with smoothing of [Search lots of books](#)

[Share](#) [Tweet](#) [Embed Chart](#)



Finally, a YouTube search was conducted to record the frequency of “hook” used in video titles. The below results again show that although the terms “hook” and “hammer” are closely related, “hook” is still used more than “hammer” (as well as “wrench” and “screw”) on YouTube.

About 14,500,000 results

About 14,300,000 results

About 1,260,000 results

About 4,590,000 results

⁴ Note: all of the above trend and search comparisons were searched for on Google Chrome with an incognito browser.

Multiple usages

As explained in the introduction, hook has many uses. It could be used to refer to the actual tool that is used in many industries, similar to how the hammer or wrench emojis are used. Industries include agriculture, fishing, supply chain, fashion (coat hook), and more. Hook could be used to refer to fishing, for which right now there is only a fishing pole emoji with a fish on the pole, containing no visible hook. Hook could also be used by music enthusiasts, since it is a section of a song. This emoji could also be used in sequence with other emojis, especially sports (see “Use in sequences” below).




Certain emojis, especially the fried shrimp emoji, have taken on a different, descriptive quality that the hook emoji could portray as well. While the fried shrimp emoji can obviously represent the food, it can also be a representation of the word “small.” Similarly, the hook emoji could be used to represent the word “curve” due to its distinct and unique curvature that is recognizable by all.



The hook emoji could also be used in reference to pirates. Instead of adding a specific pirate hook emoji, the general hook emoji could be used with new Unicode Emoji 11.0 characters like the pirate flag to refer to pirate captains with their hook or even for “Captain Hook” (see “Use in sequences” below). The hook emoji could also be used alone in a pirate or nautical sense.


Additionally, hook could be used to replace the word hook in very common phrases. Examples of these phrases are “off the hook” which could be simplified to “off the (insert hook emoji here),” making it much easier to communicate a person getting out of trouble. Another major example would be to use the hook emoji as a substitute for “hookup,” both in a romantic sense and a “connection” sense. Much like the plug emoji (which was originally meant as a computer plug emoji) is used to refer to the “plug,” or one who sells drugs, the hook emoji could be used to represent the “connection,” or the “hookup.” In a romantic sense, the term “hookup,” or one-night stand, is very popular in the millennial culture today, and the hook emoji could symbolize a hookup being used with other emojis (see “Use in sequences” below). One final, common phrase in which the hook emoji could be used is as a substitute for the word “hooked,” in the sense of “catching” something or in the sense of loving something. When referring to one’s favorite Netflix show or Ben and Jerry’s ice cream, one could say “I’m (hook)’d.”

Use in sequences

The following are examples of the hook emoji being used in linear sequences:


Hookup (romantic or “connection”): (hook) , (hook) , or (hook) 


Captain Hook:   (hook)


Off the hook: Off the (hook) 


Sports:

Curveball in baseball:  (hook)


Rugby hook/hooker position:  (hook)


Shot in bowling:  (hook)


Hockey penalty:  (hook)

Hook shot in basketball:  (hook)

Left/right hook in boxing:  (hook) or  /  (hook) 

Fishing:  (hook)

Ring off the hook:  (hook)

Musical hook:  (hook)

Breaking new ground

No current Unicode emoji would be like the hook emoji. For being such a common tool, it is surprising that the hook cannot be represented by any current emoji (alone or in sequence).

Image Distinctiveness

At a small size, the hook emoji would be clearly recognizable, mainly due to its unique curvature and sharp end. The hook is not a simple word or abstract symbol, but a common physical object. While it can be argued that there is already an emoji that can represent the “main” use of the hook emoji (for fishing, 🎣), as stated earlier, there are many more uses for the hook emoji than simply for fishing. Also, in the fishing pole emoji, there is no visible hook. The closest emoji to the proposed hook emoji is the anchor emoji (⚓), which is mainly used for water transportation or nautical references, while the hook emoji would have more expected usages (see “Multiple usages” above).

Completeness

The proposed hook emoji would fill a gap in the current tool emojis. As shown in the Frequency section, the word “hook” is searched more than other common tools that are currently emojis (like wrench, hammer, and screw) on many major sites such as YouTube, Google, Google Images, and Google Ngram Viewer. This would also help fill a slight gap in the fishing emojis, with there being a fishing pole, different fish emojis, but no hook. Even in fishing, there are references to a hook that do not involve a reference to a fishing pole specifically.

Frequently requested

While no widespread petitions can be found for the inclusion of the hook emoji on the emoji keyboard, there is demand across social media. Although the hook emoji is not being requested of the Unicode Consortium or Unicode member companies *directly*, indirectly, requests are being made to Apple and other major platforms to add the hook emoji. Below are selected Tweets from late December 2017 to early May 2018 that are asking for a hook emoji to be added.⁵



Killian Jones
@SwnsKillybear

Follow

There are no hook emojis and I think that's just rude... it's hard enough to type with one hand I should get a hook emoji thing

3:47 AM - 5 May 2018



⁵ Note: A Google Chrome incognito tab was used to search for these Tweets and Instagram posts.

 **MoFoQ**
@MoFoQ

Follow

Replying to @DeadwingDork @nuckable



(tfw, no hook emoji?)




9:19 AM - 3 May 2018

1 Like

1 1 1

 **I'm The Backwards Claw, The Backwards Claw** @DeadwingDork · May 3
Replying to @MoFoQ @nuckable

2

 **Paige Anderson** @paigeand32 · Mar 30
I have so much respect for bars that have hidden coat hooks under the tables. #
 

1 2

 **Paige Anderson** @paigeand32
Re: my last tweet, there was no "hook" emoji so  had to do. 

7:21 PM - 30 Mar 2018

1

Follow

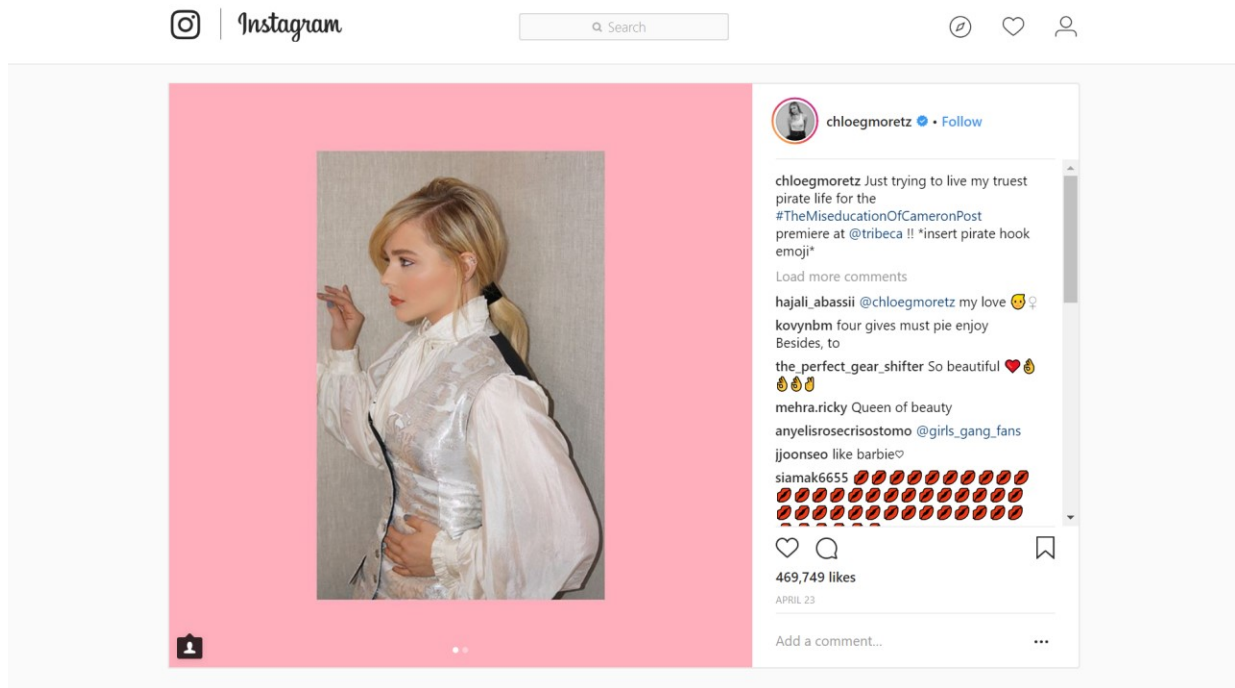
 **Paige Anderson** @paigeand32 · Mar 30
I guess  but whatevs #rantover #coathooks

1



As seen in the above Tweets, there is support for the hook emoji to be added for a variety of reasons (fashion, tool, fishing, etc.).

Users across Instagram are also requesting hook emojis for a variety of reasons, as can be seen in the below posts, including a request from famous actress Chloe Grace Moretz. She noted in her caption "Just trying to live my truest pirate life ... *insert pirate hook emoji*" (one of the possible uses for the hook emoji). Other Instagram posts include nautical references.





josiahcphoto • Follow
Elephant Rock

josiahcphoto Tried to find a hook emoji but failed so here are some words in replacement

josiahcphoto #gopro #gopro5 #gopromoff #video #wavephotography #goproau #goprooftheday #natgeo #sony #dyehardprinting #sonyalpha #sonya6000 #earthpix #hdr_professional #worldbestgram #maroubra #maroubra #theimaged #ourplanetdaily #destinationearth #majestic_people #portraitpage #discoverearth #exploreourearth #fantastic_earth #travelpic #ig_bliss #awesome_earth #natgeo #earthpix

maru_visuals 🔄🔄🔄

marina_gancheva Wow! Amazing 🤩👍
🌟

mono.minimalism Great work ❤️



348 likes

MAY 16

It can be concluded that the hook emoji is being requested across the internet and social media, with the above posts being just few of the many examples.

Selection factors – Exclusion

Overly Specific

The proposed hook emoji is not a variation of any existing emoji, such as a new breed of dog or a different color heart. By no means is the hook overly specific; the hook is a very common tool and has many usage cases other than just a tool (see “Multiple usages” above).

Open-ended

The proposed hook emoji is not one of many emojis. As shown in the Frequency section, hook, proposed as an addition to the current tool emojis, is searched more than other current tool emojis. Given this, the hook emoji also would not be “just another tool emoji,” because there are more usages than just as a tool (see “Multiple usages” above).




Already representable


Because there are multiple usages for the hook emoji, different usages that are already representable will be addressed separately.

As a tool, the only emoji similar to the hook is the pick emoji (🪓) due to its pointy ends, which is still far from the actual tool that is the hook.

For the hobby fishing, there is already a representable emoji, being the fishing pole emoji. Although already representable in the fishing sense, the fishing pole emoji does not have a visible hook in it, and

there are usage cases of the hook emoji in the context of fishing that are referring to a fish hook alone without a pole or fish.

For the usage of a “curve,” there is no emoji that could represent this well. The closest emoji to represent a curve would be the general right and left curving arrow emoji ( and ) which are not as frequently used due to their generality. Also, the hook being an actual object could represent curve or curvature better, much like the fried shrimp emoji () can represent the word “small” in a more fun sense than just saying “small.”

For the usage of the term “hookup,” there are two definitions. In a “connection” sense, hookup can be represented by the plug emoji () , although “plug” and “hookup” do have different definitions, with plug having a drug connotation and hookup being more general. In a romantic sense, a hookup can not be represented with an emoji, only with general romantic emojis such as the heart or couple emojis.

For the usage of the terms “off the hook” and “hooked,” there are currently no emojis that are representative of those terms.

For different types of hook plays or positions in sports, there are no representable emojis currently.

Logos, brands, etc.

The hook does not represent a logo, brand, signage, specific person, specific building, or deity. While the hook can be represented as an icon, evidence throughout the proposal suggests that it is significant enough to be considered as a new emoji character due to its commonness as a tool.

Transient

The expected usage of the hook emoji is not bound by a fad. The hook is far from transient, being used as a tool for thousands of years and easily recognizable throughout time.

Faulty comparison

A faulty comparison argument is not being used to justify the proposal to include the hook emoji as a new emoji character.



Exact images

The proposed hook emoji is not an exact image. The hook is a common tool that can be designed in a variety of ways by different graphics designers.

Sort location

The proposed emoji could be ordered into the tool category. The placement of the emoji in the category could be after the hammer and wrench emoji and before the dagger emoji, or after the chains emoji and before the toolbox emoji.

Other information

Although this is submitted as a new character emoji, it may be possible to change one of the existing Unicode characters  (U+2B5A) or  (U+2B5B) to have emoji properties with some design alterations. Although this may be possible, it seems more appropriate to submit this as a new character emoji proposal due to enough of a difference between the proposed hook emoji and existing characters.

By nature, Charles Hooker is an enthusiastic hook-lover. He enjoys fishing and other hook-related activities.