Face In Clouds Emoji
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I. Identification

<table>
<thead>
<tr>
<th>Sample Image</th>
<th>Proposed Unicode and CLDR name</th>
<th>Possible CLDR English keywords</th>
<th>Possible ZWJ</th>
<th>Closest Unicode Emoji</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Sample Image" /></td>
<td>face-in-clouds</td>
<td>confused, delirious, foggy, head in clouds, brain fog, forgetful</td>
<td><img src="image" alt="Possible ZWJ" /></td>
<td><img src="image" alt="Closest Unicode Emoji" /></td>
</tr>
</tbody>
</table>

II. Images

72px: ![72px Image](image)
18px: ![18px Image](image)

License
We certify that the images have appropriate licenses for use by the UTC.

III. Sort location
Smileys- Neutral
😊 😞 😞 😞

IV. Selection factors inclusion

A. Compatibility
This emoji is not proposed for compatibility with non-Unicode emoji on an existing system, therefore compatibility is not applicable.

B. Expected use
1. Frequency
Usage is expected to be high. Smiley emojis consistently remain the most frequently used emojis around the world in nearly every language. This design is ambiguous enough to represent multiple high frequent concepts.
**Search term** | **Google Search** | **Bing Search** | **Google Video Search** | **Google Trends: Web** | **Google Trends: Image**
---|---|---|---|---|---
head-in-clouds | 228,000,000 | 501,000 | 10,100,000 | See below | See below

**Search term** | **Google Search** | **Bing Search** | **Google Video Search**
---|---|---|---
head--in-clouds | ![Google Search](image) | ![Bing Search](image) | ![Google Video Search](image)

Above: Google Trends Web, Google Trends Image results for “head-in-clouds”

### 2. Multiple usages

Emojis have demonstrated a critical role in conveying non-literal ideas in literal ways.¹ In this spirit, this document proposes an emoji that is a metaphor for a state of mind (or many states of minds) — confusion, forgetfulness, and other mild cognitive impairments.

Emblematic of BRAIN FOG. A face surrounded by clouds is a commonly used metaphor to describe a number of non-physical impairments, mental states and cognitive impairments:

- Confusion
- Forgetfulness
- Lose your train of thought

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¹ [https://www.theatlantic.com/technology/archive/2019/02/how-new-emoji-are-changing-pictorial-language/582400/]
Overwhelmed with making decisions
Trouble finding your way
Poor judgement
Memory loss
Dementia

Representative of another wholly unique concept not represented in emoji: HEAD IN CLOUDS. This generally means the person is not paying much attention to what is happening around them, and has their attention on their own thoughts, or their head is filled with unrealistic ideas

- I don’t believe it’s possible for me to ever have a serious conversation with you, you’re always somewhere else.
- He’s learning how to play the drums and thinks it will only take a couple of months to learn.

This emoji also literally depicts a person to some degree camouflage or obscured from vision.

- Careful what you say, the man is always near

3. Use in sequences/context

- Good morning
- Have you seen my keys?
- I’m a bit lost
- I can’t remember

4. Breaking new ground

As previously mentioned, this emoji is a visual metaphor and leans less into literally representing someone in a fog to express the feeling of existing in one.

Brain fog is an incredibly common experience (14% of men and women aged between 18 and 39 complain of poor memory) and frequently described as memory problems, lack of mental clarity, poor concentration, inability to focus. Causes of brain fog can be: stress, lack of sleep hormonal changes, diet, medications, medical conditions.

C. Image distinctiveness

FACE IN CLOUDS is distinct from existing emoji particularly within the smiley group.

D. Completeness
The proposed HEAD IN CLOUDS provides a significant advance in coverage to depict various forms of “state of being”, fills a significant gap in non-physical expression, and emoji linguistic gaps among existing emoji.

V. Counter Arguments to Factors for Exclusion
F. Overly specific Is the proposed character overly specific?
The HEAD IN CLOUDS emoji is no more specific than it needs to be in order to represent the intended range of expression.

G. Open-ended
As noted, the HEAD IN CLOUDS emoji provides a significant advancement in the depiction of various forms of mental states. We hope this emoji stimulates discussion about possible additional ways to depict non-physical impairments.

H. Already representable Can the concept be represented by another emoji or sequence?
No, unless you count this ornate emoji-art:

I. Logos, brands, UI icons, signage, specific people, deities
Not applicable. There are no logos, brands, signage or otherwise among the proposed characters.

J. Transient
Not applicable. As evident in the introduction, concepts and practices represented here are enduring.

K. Faulty comparison
Justification for encoding the proposed emoji does not depend on analogy with other emoji that were encoded only for compatibility reasons.