

Proposal for Emoji: GOOSE

To: Unicode Consortium

From: Teal Starsong

Date: October 27, 2019; revised October 28, 2019


I am requesting the addition of a GOOSE emoji to complete the current lineup of waterfowl in the Anatidae family. Geese are one of the earliest domesticated species in human history, with documented cases going back to the beginning of written history, over 4000 years ago. While ducks and swans are represented in emoji, the other major member of the same family is not.

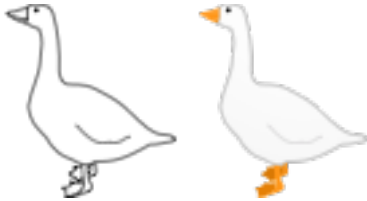
Identification.

- A. **Suggested short name:** GOOSE
- B. **Suggested keywords:** goose, geese

Images.

- A. Zip File: Attached.
- B. **License:** Own work, licensed under CC0.
- C. **Document:**

18px: 

72px: 

Sort location.

- A. **Category:** animal-bird
- B. **Sort:** before 🦆 DUCK

Selection factors – Inclusion.

- A. **Compatibility:** N/A, as there are no goose emoji in popular platforms.
- B. **Expected usage level**
 - 1. **Frequency:**

Due to the wide prevalence of both wild and domestic geese, there is a lot of content in all languages:

Google Search: 271M results

Google search results for "goose". The search bar contains "goose". Below the search bar are navigation links: All, Images, Maps, Videos, News, More, Settings, Tools. The results show "About 271.000.000 results (0,77 seconds)". The top result is "Goose - Wikipedia" with a URL <https://en.wikipedia.org/wiki/Goose>. The snippet describes geese as birds in the family Anatidae, including genera Anser, Branta, and Chen. It also lists related terms: Domestic goose, Canada goose, List of goose breeds, Greylag goose. A note at the bottom says "You visited this page on 10/23/19."

Bing Search: 52M results

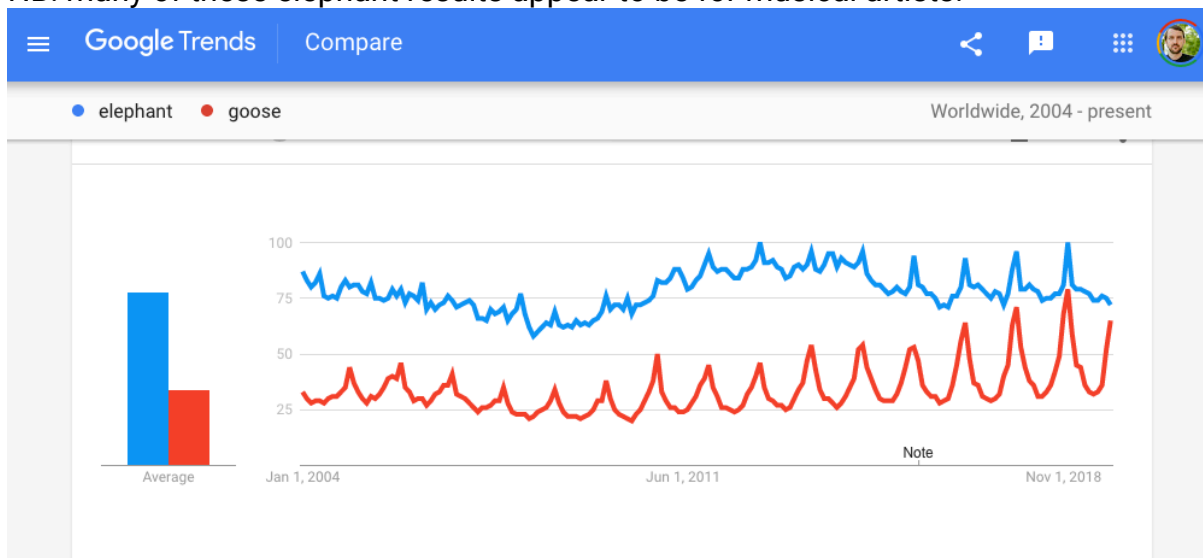
Bing search results for "goose". The search bar contains "goose". Below the search bar are navigation links: All, Images, Videos, Maps, News, Shopping, My saves. The results show "51.500.000 Results". There are filters for Date, Language, and Region.

Google Video Search: 50M results

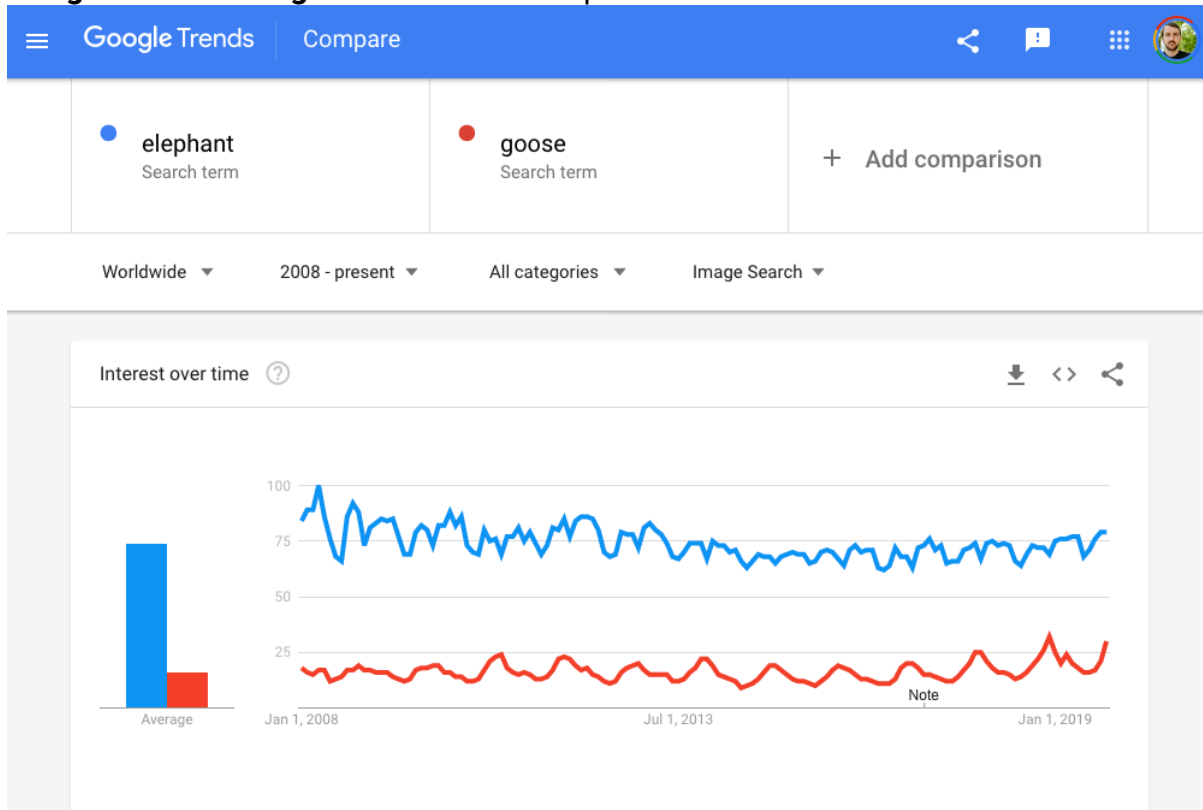
Google Video Search results for "goose". The search bar contains "goose". Below the search bar are navigation links: All, Images, Maps, Videos, News, More, Settings, Tools. The results show "About 50.000.000 results (0,23 seconds)".

Google Trends: Web: ~50% of "elephant" search interest with growth in recent years; especially popular in northern countries (Canada, Scandinavia, Russia, ...).

NB: many of these elephant results appear to be for musical artists.



Google Trends: Images: ~25-35% of “elephant” interest



1. **Multiple usages:**

The “Golden Goose” is a well-known fairytale theme that entered common language use. “Mother Goose” is a common figure in nursery rhymes. Properties of geese such as being very vocal or very protective are also referenced in various languages.

2. **Use in sequences:**

To show the variety of goose breeds, the proposed GOOSE emoji can be combined with ZWJ + skin tone markers or color markers, e.g. to symbolize grey geese, wild geese, etc.

To symbolize the alertness and protectiveness, GOOSE could be joined by ZWJ to SPEAKER WITH HIGH VOLUME with a visual representation of a goose’s vocalization (“honk”).

3. **Breaking new ground:**

Yes, as Geese are distinct from other species in the same family, such as ducks and swans, and have an important place in human history.

C. **Distinctiveness:**

Neither DUCK nor SWAN resemble ducks very much, both in body shape and plumage/coloring. Specifically, domestic geese are distinctive from most related waterfowl by their significantly different body posture with a fat behind and elongated neck.

D. **Completeness:**

GOOSE fills the gap between DUCK and SWAN and completes the Anatidae family.

Selection factors — Exclusion.

E. **Petitions or “frequent requests”:**

No significant evidence, a few small forum threads and “one-off” petitions without much support.

F. **Overly specific:**

No; Geese have many varieties. The domestic goose and white goose would be directly

covered by the proposed GOOSE emoji. Other varieties could be encoded with combined marks.

G. Open-ended:

While it is “just another” animal emoji, there are no others that could replace it. Geese are also clearly defined scientifically.

H. Already representable:

Geese are the only member of the Anatidae family that are not currently representable (the others being SWAN and DUCK). Specifically, swans and ducks have different tempers, differ In popular perception, different uses in animal husbandry, as well as different shapes, sizes, and geographical distribution.

I. Logos, brands, UI icons, signage, specific people, specific landmarks, deities:

1. **Logos:** Grey Goose Vodka (very stylized); Dänisches Bettenlager (stylized)
2. **Brands:** Canadian Goose (only in name); Flying Goose (Sriracha sauce); Untitled Goose Game
3. **Signage:** N/A
4. **Specific People:** N/A
5. **Specific Landmarks:** N/A
6. **Deities:** The ancient Egyptian god “Geb” was sometimes associated with a mythological divine creator goose that laid the world egg, but this theory is now assumed incorrect. The chariot of Charites in Greek mythology was drawn by geese. A flock of geese were said to have saved Rome from the Gauls around 390 BC.

J. Transient: The ancestors of geese have been around for 60+ million years; geese in their current familiar forms have been around for all of written history, with evidence of domestication going back to over 4,000 years ago. While there is currently increased interest in geese due to a recent video game release, the character and its emoji representation are not transient.

K. Faulty comparison: This proposal does not add an additional view or variety of an existing emoji, as geese are distinct species.

L. Exact Images: No

M. Region Flags Without Code: N/A

Other information.

For maximal visual distinctiveness, the default representation should resemble a domestic goose with an extended neck. Combining variants could be used to represent more variations of geese with different postures and colors.