

Head Shaking Vertically Emoji Proposal

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I. Identification & Images

Sample Image 72px	Proposed Unicode and CLDR name	Fall Back/ZWJ sequence	Possible CLDR English keywords	Closest Unicode Emoji
	Head shaking vertically		nod, yes	

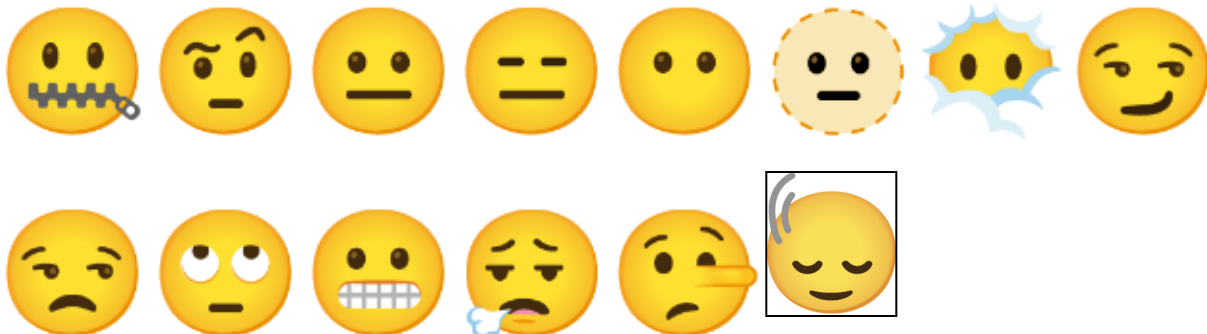
Note: Codepoints for this proposed zwj sequence: U+1F642 U+200D U+2195 U+FE0F

Additional Notes

- 1) This proposal is a companion document to Head Shaking Horizontally (L2/23-034)
- 2) U+1F642 U+200D U+2195 U+FE0F is a valid sequence of emoji using arrows as described in [UTS 51 Section 2.10](#). After reviewing 105 smiley faces the canonical “slightly smiling face” was selected as it is perceived as the most generic, iconic, and as a result representative of “emotion” face emoji as a collection rather than explicitly representing “happiness”.
- 3) **License** — We certify that the images have appropriate licenses for use by the UTC.

II. Sort location

Adding a “face-moving” may be worth consideration as a new category in the future. For now these emoji exist in the [Face-neutral-skeptical](#) category



III. Selection factors — Inclusion

A. Compatibility

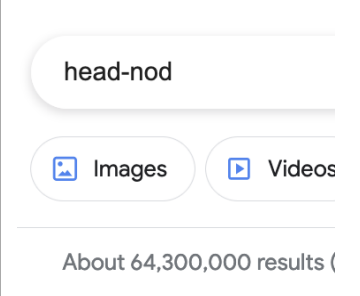
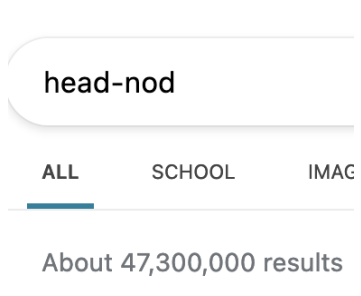
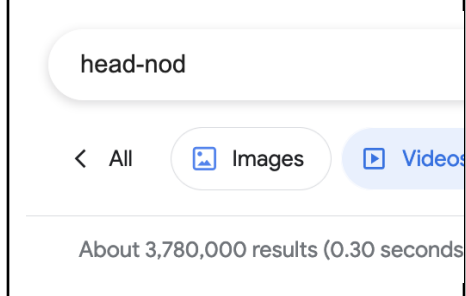
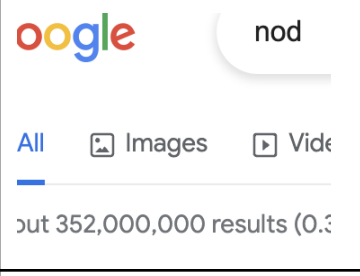
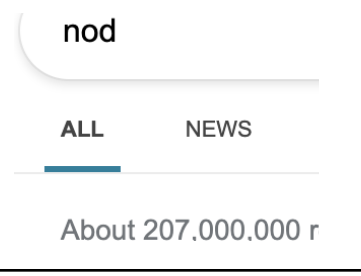
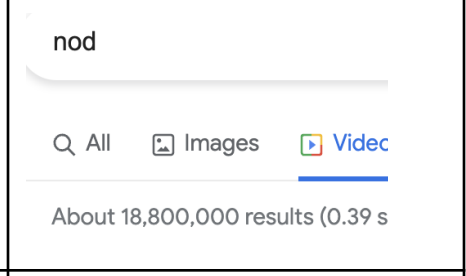
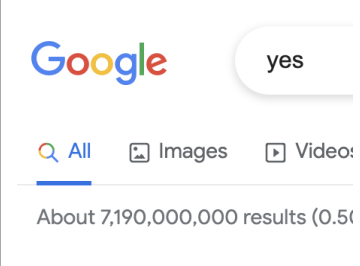
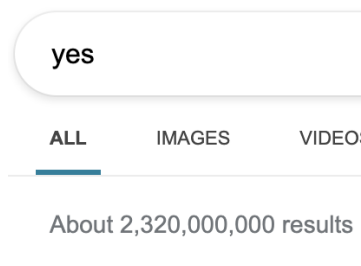
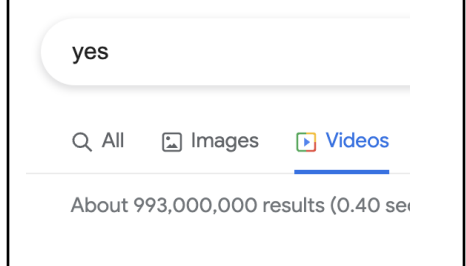
n/a

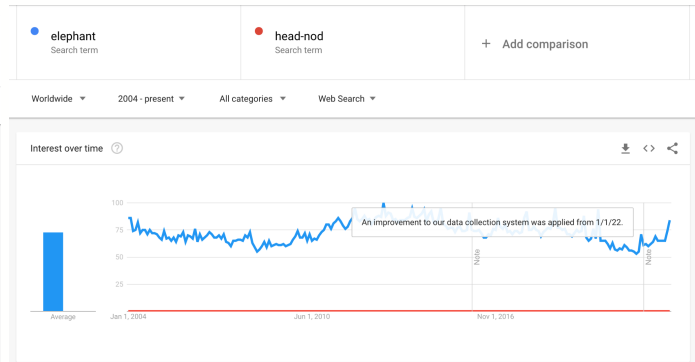
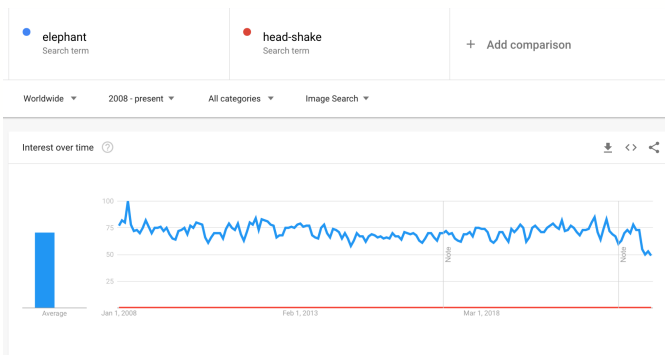
B. Expected use

1. Frequency

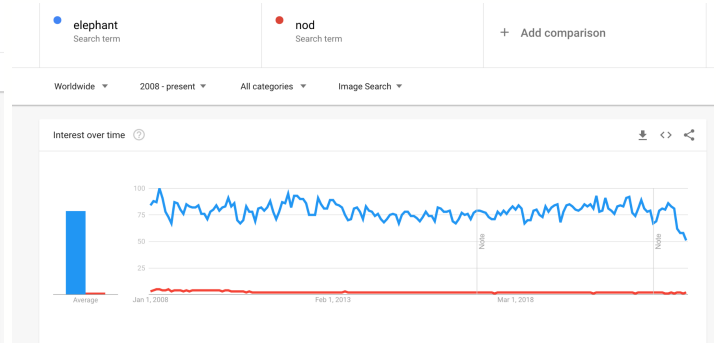
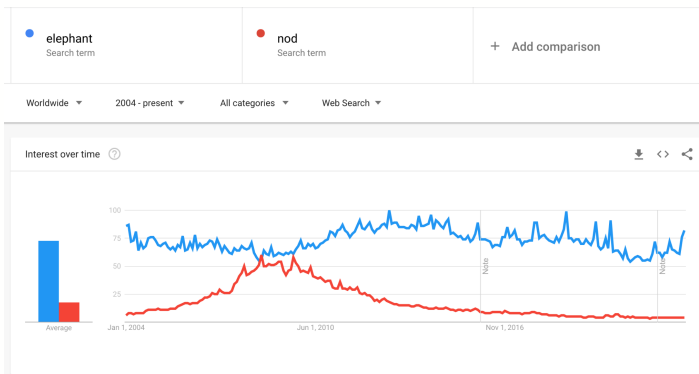
Usage is expected to be high. Vertical head movement has wide usage for basic ‘yes’ meanings, which we’ve also used as search terms. Search results for the actions of ‘head-nod’ or ‘nod’ are below usual benchmarks, but this is to be expected as gestures are not normally reported in writing, but accompany speech (see ESC Guidelines around Gestures and Emoji L2/20-274).

Search term	Google Search	Bing Search	Google Video Search	Google Trends: Web	Google Trends: Image
head-nod	64M	47M	3.78M	see below	see below
nod	352M	207M	18M	see below	see below
yes	7,190M	2.32M	993M	see below	see below

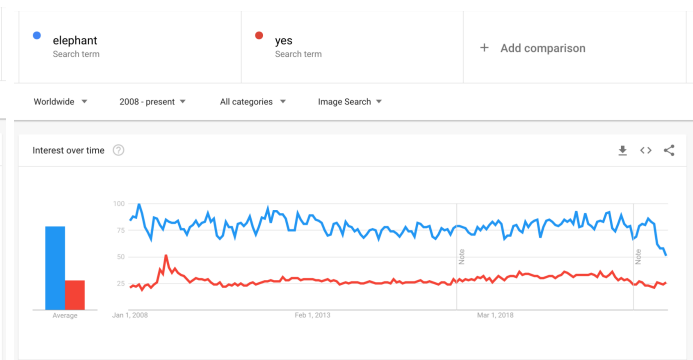
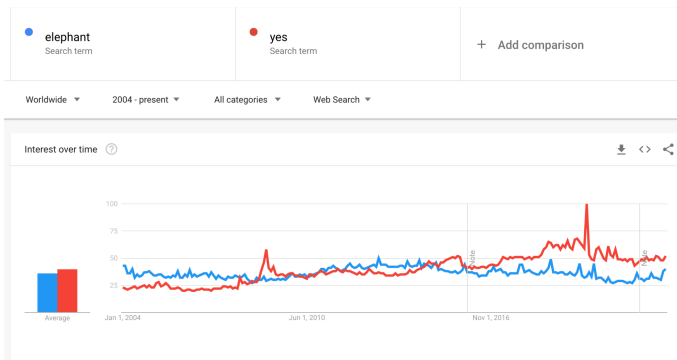
Search term	Google Search	Bing Search	Google Video Search
head-nod			
nod			
yes			



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



Above: Google Trends Web, Google Trends Image results for “nod”



Above: Google Trends Web, Google Trends Image results for “yes”

2. Multiple usages

Head Shaking Vertically is a simple action that has meaningful communicative functions for people from a wide range of cultures. In many cultures (but not all) vertical shaking is used for ‘yes’ and horizontal for ‘no’, and these emerge early in life (between 13 and 18 months age, Kettner & Carpendale 2013).

Head Shaking Vertical means 'yes' or 'agreement' for people from a wide range of cultures (Morris 1994). There is also a use in Arabic cultural areas and Southern Europe where a single upwards head toss means 'no' (Morris et al. 1979). Similarly, even in areas where multiple up-and-down movements can mean yes, a strong upward head jerk can mean 'get lost' (Morris 1994). Head shaking is also an action outside of being a gesture, and also occurs in dancing to music.

Examples of these multiple uses:

- Yes
 - time to get started for the week 🤔
- Agreement
 - yes, you do need that second coffee 🤔
- No
 - no, I'm not going to make you dinner 🤔
- Get lost
 - get out of my way 🤔
- Dancing
 - this new single is an absolute banger 🤔

3. Use in sequences

As with all gesture-based emoji, they can be used very flexibly in sequences. Head Shaking Vertically can give a strong sense of affirmation/approval or refusal of the relevant content. As well as use in full sequences we also anticipate very high usage in conversational sequences, where they can be used as responses or back-channels in text conversation or as reactji (see McClave et al. 2007 on the prevalence of head movements as a back-channeling strategy in face-to-face interaction).

Examples of use in sequences:

- Yes
 - time to get started for the week 🤔 🏃
- Agreement
 - yes, you do need that second coffee ☕ ☕ 🤔
- No
 - no, I'm not going to make you dinner 🙅 🙅 🚫 🤔
- Get lost
 - get out of my way 🤔 🙄
- Dancing
 - this new single is an absolute banger 🎧 🤔 🎵

4. Breaking new ground

While the broad concepts of ‘yes’ (👍✅) and ‘not’ (🗨️🙅🚫) are available as emoji, these are also culturally-specific gestures and symbols. As Matsumoto & Hwang (2013) showed, these gestures are recognised in large macro cultural areas.

C. Image distinctiveness

People are able to distinguish very subtle differences in facial expressions and head movements, which makes these distinct both from each other and from the other existing facial expressions in the current emoji set.

D. Completeness

There are few axes of movement for the head and neck, and even fewer that are known to have wide-spread meaning. The only other commonly used movement is moving the head side to side on the vertical rather than horizontal access.

IV. Selection factors — Exclusion**E. Petitions or “frequent requests”**

No. No petition or request frequency data is associated with this proposal.

F. Overly specific

No. As discussed above, head movements are found across a wide range of cultural and linguistic groups.

G. Open-ended

No.

H. Already representable

While the broad concepts of ‘yes’ (👍✅) and ‘not’ (🗨️🙅🚫) are available as emoji, these are also culturally-specific gestures and symbols. As discussed above, there are also slightly different connotations that the head movements give.

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.

K. Faulty comparison

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

L. Exact Images

An exact image is not required.

References

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- Kettner, V. A., & Carpendale, J. I. (2013). Developing gestures for no and yes: Head shaking and nodding in infancy. *Gesture*, 13(2), 193–209. <https://doi.org/10.1075/gest.13.2.04ket>
- Matsumoto, D., & Hwang, H. C. (2013). Cultural Similarities and Differences in Emblematic Gestures. *Journal of Nonverbal Behavior*, 37(1), 1–27. <https://doi.org/10.1007/s10919-012-0143-8>
- McClave, E., Kim, H., Tamer, R., & Mileff, M. (2007). Head movements in the context of speech in Arabic, Bulgarian, Korean, and African-American Vernacular English. *Gesture*, 7(3), 343–390. <https://doi.org/10.1075/gest.7.3.04mcc>
- Morris, D. (1994). *Bodytalk: A world guide to gestures*. Cape.
- Morris, D., Collet, P., Marsh, P., & O'Shaughnessy, M. (1979). *Gestures, their origins and distribution*. Stein and Day.