

Proposal for Emoji: SHOVEL

To: Unicode Consortium

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Date: June 16, 2020

Identification:

CLDR short name: Shovel

CDLR keywords: shovel, tool

Sort location:

Category: tools

Location: after the Hammer.

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Images of shovel

18 x 18:



72 x 72:



Introduction

A shovel is one of the most used outdoor tools. It stands for action: when people see a shovel they know there's work to be done and it'll be done! It's used as a hobby-tool for people to work in their gardens and as a professional tool e.g. farmers working on their lands. It represents new life: as a shovel is used for gardening and planting.

The use of a shovel starts from a young age, because a shovel is self-explanatory. You can hand a shovel to a toddler and it starts to dig! It's not just a tool, it's also a toy!

It is also a metaphor for digging: digging in a memory, digging into a story etc. There's even the expression "Do you dig it?", which is not relevant to digging itself, but the shovel could be replaced with the "dig" part.

Funny enough, there are also songs involving shovels, like "everyday I'm shovelling" and the hit single "can you dig it". The cult movie The Warriors have their famous "Can you dig it?" scene.

A perfect addition to the current emoji selection!

Selection factors - inclusion

Compatibility

A shovel is a frequently used tool and digging an often used verb. Searching for the word "dig" on Google Images results in a lot of pictures with a shovel. But there is no such emoji available yet.

Expected usage level

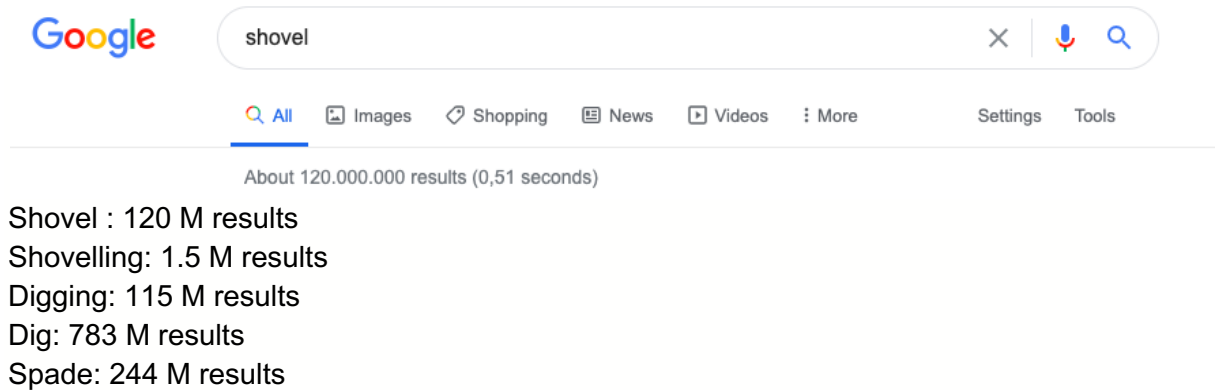
1. Frequency

Used by:

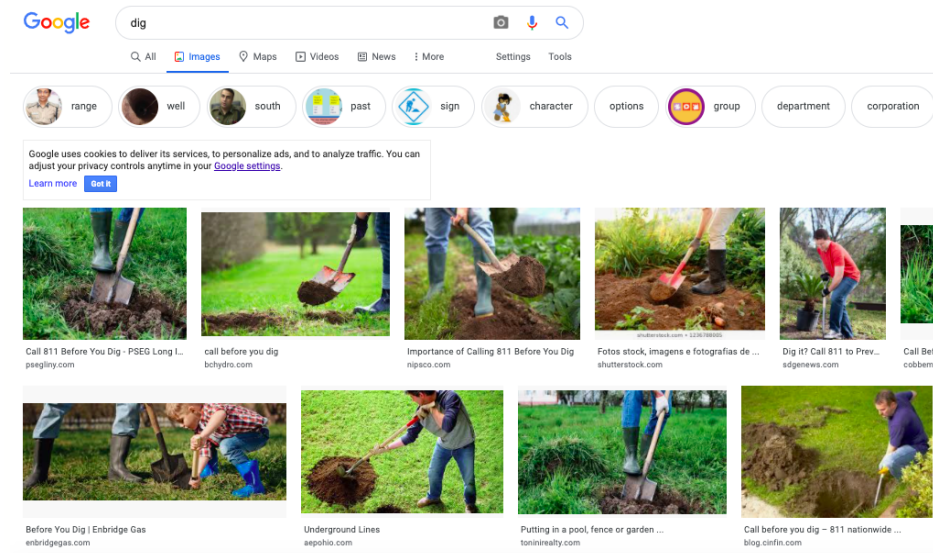
Gardeners;
Farmers;
Road workers;
Hobbyists;
Builders;
Toddlers in a sandbox or on the beach;
Colleagues;
Journalists;

Search Engine Data per June 16th 2020:

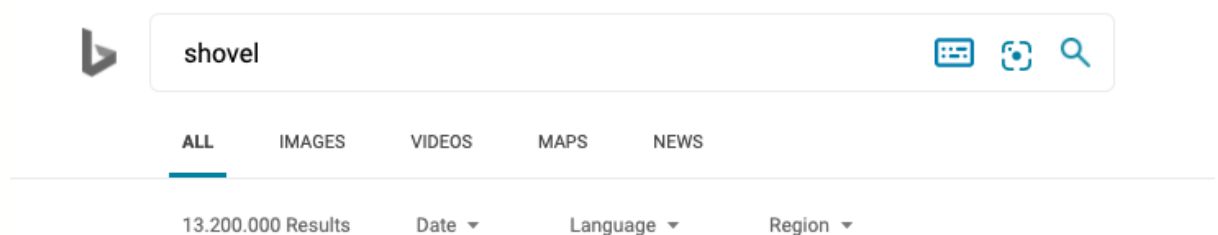
- B.1.a Google Search



Pictures of shovels show up high in image search on Google for "dig".

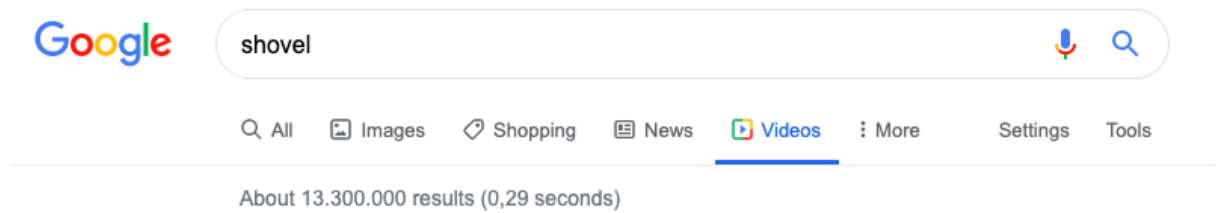


- B.1.b Bing Search



Shovel: 13,2 M results
 Shovelling: 362 K results
 Digging: 17,4 M results
 Dig: 50,6 M results
 Spade: 29,2 M results

- B.1.c Google Video Search

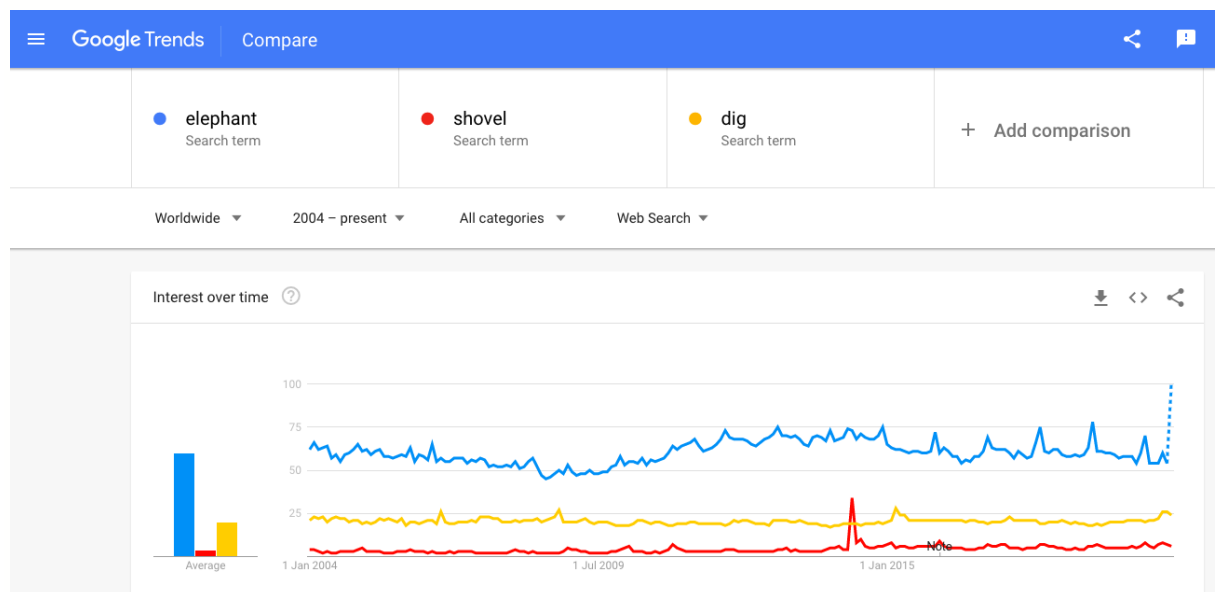


Shovel: 13,2 M results
 Shovelling: 212 K results
 Digging: 46,3 M results
 Dig: 187 M results
 Spade: 24,6 M results

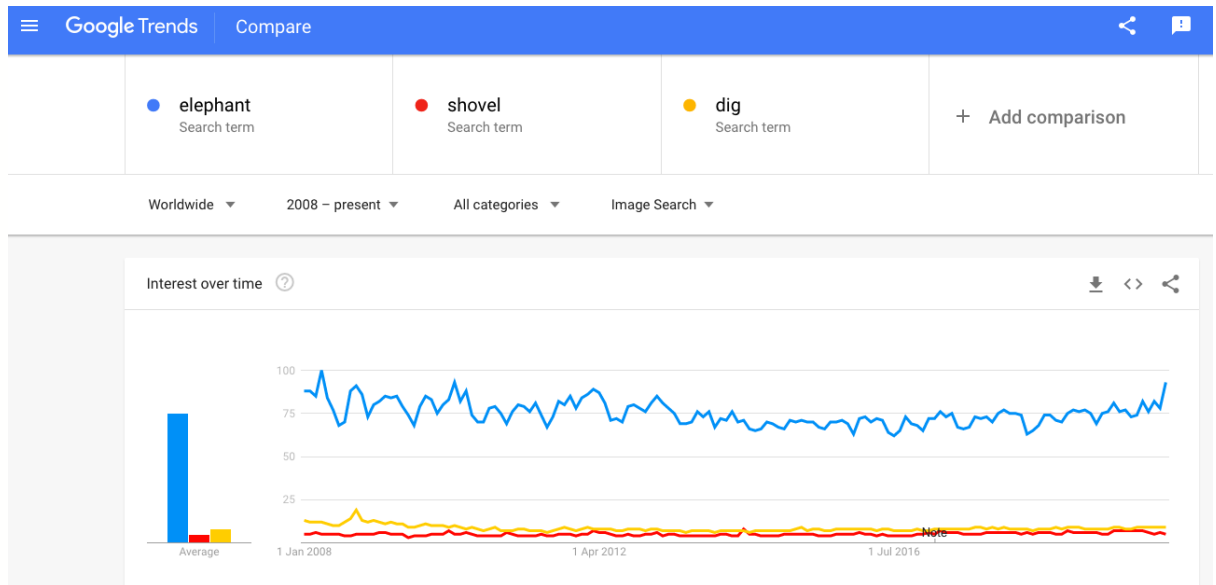
- B.1.d Google Trends: Web Search

Some relative search results (emoji: shovel, dig & elephant):

As you can see all search terms are constant, the shovel and broom are constant, “evergreen” search terms (they are pretty constant during the last 5 years). But dig is even increasing in the last months.



- B.1.e Google Trends: Image Search



- B.1.e Instagram results
 - Shovel: 285 K
 - Broom: 262 K
 - Claw hammer: 24.4 K

2. Multiple ways of usage:

The shovel emoji will be used in multiple ways. To name a few:

1. **To express the action for what it is: shovelling or digging.**

Some examples:

- Construction work
- Gardening
- Digging a hole
- Digging a grave
- Children digging into the sand

2. **In conversations as a metaphor for digging.**

Some examples:

- Digging in your memory
- Digging your own grave
- Digging yourself a hole
- Do/can you dig it?
- Digging into it
- Working hard: lots of work to be done
- Dig deeper
- Dig within your heart
- Digging a pit for others
- Gold digger

- Ace of Spades

3. Other usages (cultural references):

Some examples:

- In the news: Ground-breaking news!
- Song references: No Diggity, Everyday I'm shovelling
- Joke: Digg pic

4. In combination with other emoji's

Some examples:

- In the garden: 🌱+👉+👨+🛡️
- Building a sandcastle: 🏰+☀️+🏖️+🛡️
- Digging a grave: 🛡️+💀
- Digg in (food): 🛡️+🍕 or 🍷
- Everyday I'm shovelling: 🛡️+🎵+👤 or 🐕👩👩👩👩
- gold-digger -> 🏆+🛡️+👉
- Digg pick: 🛡️+📷
- Digging each other: 🛡️+👤
- Digging a pit: 🛡️+🕒
- Losing my dignity: 🛡️+👤 or 🙌
- Ground-breaking news: 🛡️+📰+💥+😱
- I'm digging it: 🛡️+💪
- Working hard, working your ass off: 🛡️+💦+😓
- Professionals at work:
 - Construction workers digging/shovelling: 👷👷+🛡️
 - Police/investigators digging into investigation: 🕵️🕵️🕵️+🛡️
 - Farmers working on the farm: 🧑🌾🧑🌾+🛡️
 - Academia/doctors digging into data/research 🧑🎓🧑🎓🧑🎓🧑🎓+🛡️
 - Journalists digging into news: 🗞️+🛡️

Please note: different meanings in languages

In other languages there might be expressions or references used as well that do not apply to the English language.. For example: in Dutch we have multiple phrases that includes the word shovel or the action of digging. For instance: "Opscheppen" (bragging), which literally means "Shovelling up".

Completeness

An emoji of a shovel will fill a gap in the tools section of the emoji's.

Selection factors - inclusion

Is it overly specific?

It is specific, but for a tool such as a shovel you want a specific, clear image to immediately recognize it.

Is it open -ended?

In the current emoji set there is no other emoji present by which someone can express the action of digging, or the shovel as a tool.

Is it already representable

No it is not.

Logos, brands, UI icons, signage, specific people, deities Is it transient?

No, this is not a brand logo.

Category

We think the emoji should be placed in the tooling category.