PROPOSAL FOR EMOJI
EYE BAGS FACE

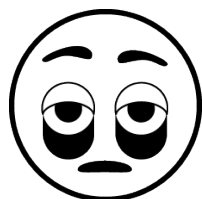SUBMITTED BY ERIN COLLETT / 27 DECEMBER 2018

01 / IDENTIFICATION

CLDR short name: eye bags face

CLDR keywords: eye bags, exhausted, tired, hungover, sleepless, defeated, insomnia

02 / IMAGES

COLOUR   B&W

A. ZIP FILE

proposal-for-emoji_eye-bags-face.zip

B. LICENSE

The images were created by the submitter in December 2018 and are hereby released into the public domain.

C. DOCUMENT

18x18px and 72x72px appear on cover page and below.

72PX   18PX

03 / SORT LOCATION

A. FACE-SLEEPY

(EXISTING)

B. EYE-BAGS-FACE

(PROPOSED)

04 / REFERENCE

TYPE face

REPRESENTATIVE drooling face

05 / SELECTION FACTORS — INCLUSION

A. COMPATIBILITY

N/A

B. EXPECTED USAGE LEVEL

All data provided within this proposal was sourced on 20 December 2018 within an incognito Google Chrome window.

1. FREQUENCY

The submitter has identified primary EYE BAGS emoji user groups as new parents (of children aged 0–5), heavy consumers of alcohol (resulting in a hang over) and shift workers. Other groups may include over-worked university students / workers, caffeine addicts, insomniacs, and the beauty industry (for product promotion purposes).

Before proving frequency, the prevalence of probable user groups must be established. Key statistics for primary user groups 'new parents' and 'heavy consumers of alcohol' are below. Reliable international data could not be sourced for shift workers or secondary user groups.

> **"There are on average about 250 babies born every minute – more than 130 million in a year."**
>
> **UNITED NATIONS, 2018**
>
> *http://datatopics.worldbank.org/health/population*

PRIMARY USER GROUP:
PARENTS OF CHILDREN AGED 0-5

> **"Worldwide almost one billion drinkers are heavy episodic drinkers."**
>
> **WORLD HEALTH ORGANISATION, 2018**
>
> *Global status report on alcohol and health 2018, page 47, https://www.who.int/substance_abuse/publications/global_alcohol_report/en/*

PRIMARY USER GROUP:
HEAVY CONSUMERS OF ALCOHOL

Based on the above statistics and a worldwide population of 7.63 billion in August 2018[1], the current population of children aged 0–5 is approximately 650 million. Assuming that at least 80% of these children have two involved parents/carers, there are approximately 1.04 billion parents representing 13.5% of the total population. Heavy episodic drinkers (defined by WHO as those who have had at least one heavy drinking episode in the last 30 days) represent 13.1% of the total population. Numbers of heavy drinkers may be even greater as the data stated above relies on the accessibility of each individual and their willingness to surrender such information.

According to data from We Are Social and Hootsuite[2], 4 billion (over half) of the 7.63 billion worldwide population use the internet. Therefore, primary user groups **'new parents' total approximately 540 million people** (13.5% of 4 billion) and **'heavy consumers of alcohol' total approximately 524 million people** (13.1% of 4 billion)**. In combination with primary user group 'shift workers' and other identified groups, it can be estimated that a diverse, constant and significant segment of the population can be accurately represented by the EYE BAGS emoji.**

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1   worldpopulationreview.com/

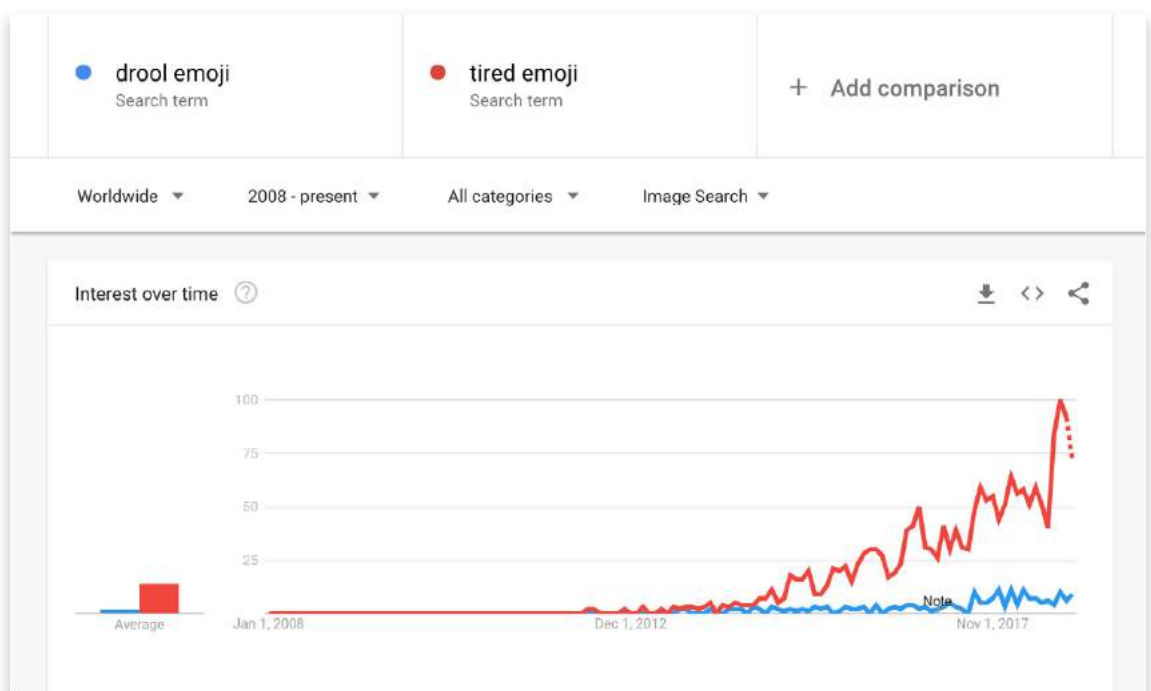2   wearesocial.com/blog/2018/01/global-digital-report-2018

Google trends

The expected usage of the EYE BAGS emoji is high. Searches for tired emoji have steadily increased since 2004 — either matching or exceeding the popularity of the drool reference emoji in both web and image searches. The Google Trends graph below demonstrates this.

WEB
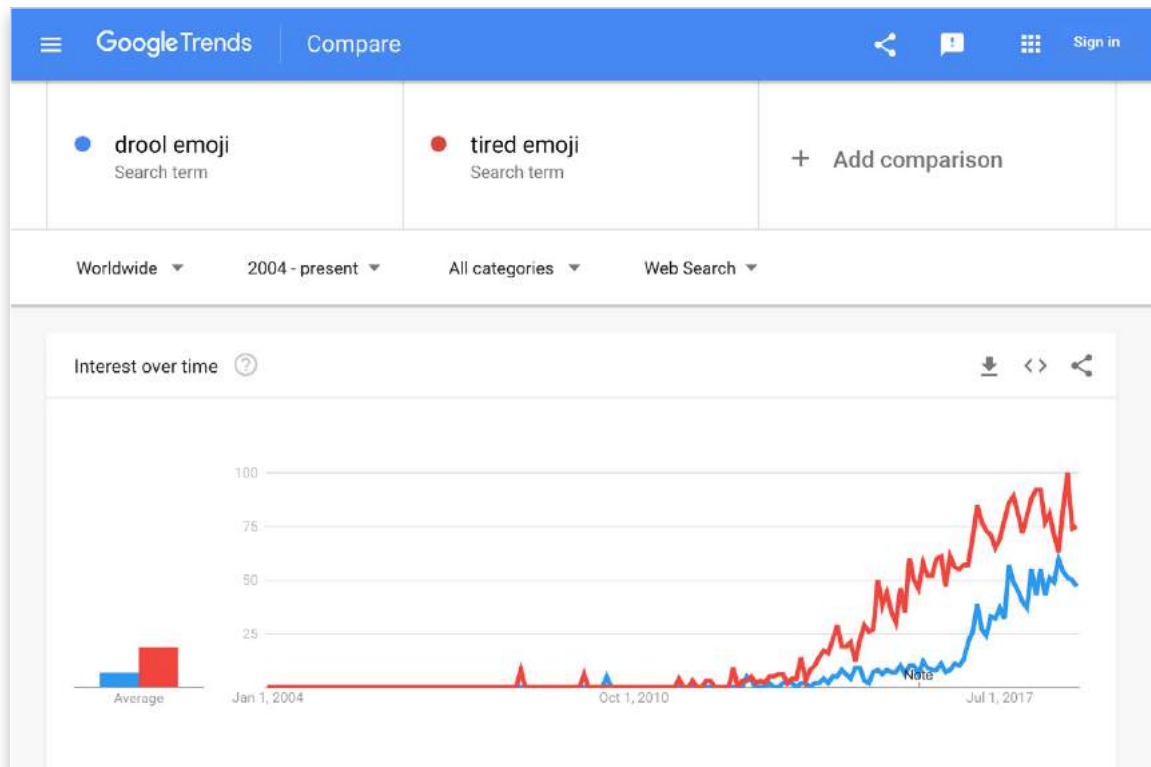
IMAGE

Due to the nature of the face emoji type and diversity of probable user groups, provided evidence of frequency also considers cause factors of eye bags (or dark under eye cirlces) in user groups rather than the group's physical descriptor. Ie. 'baby sleep' for user group 'parents'.

Google Trends data suggests that (of the identified user groups) expected usage of the EYE BAGS emoji by new parents user group is particularly high and steadily increasing. Analytics resulting from the term 'baby sleep' (arguably the primary cause factor of eye bags in this user group) as compared to 'hung over' (representing heavy consumers of alcohol) and 'shift work' (shift workers) indicate that new parents are persistently affected by sleep deprivation*, with interest steadily increasing over time. Searches for 'eye bags' are also steadily increasing. Google Trends data below demonstrates this.
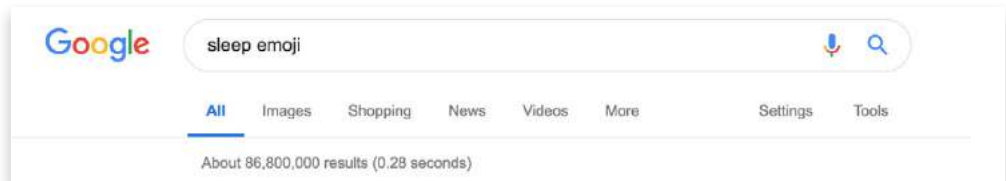
WEB
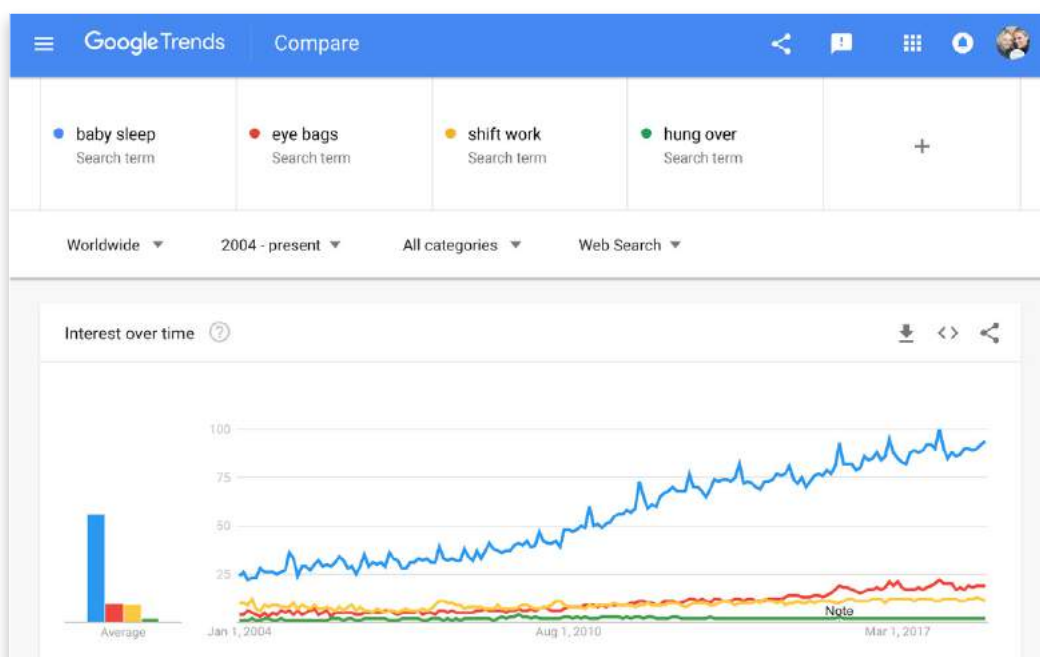
IMAGE
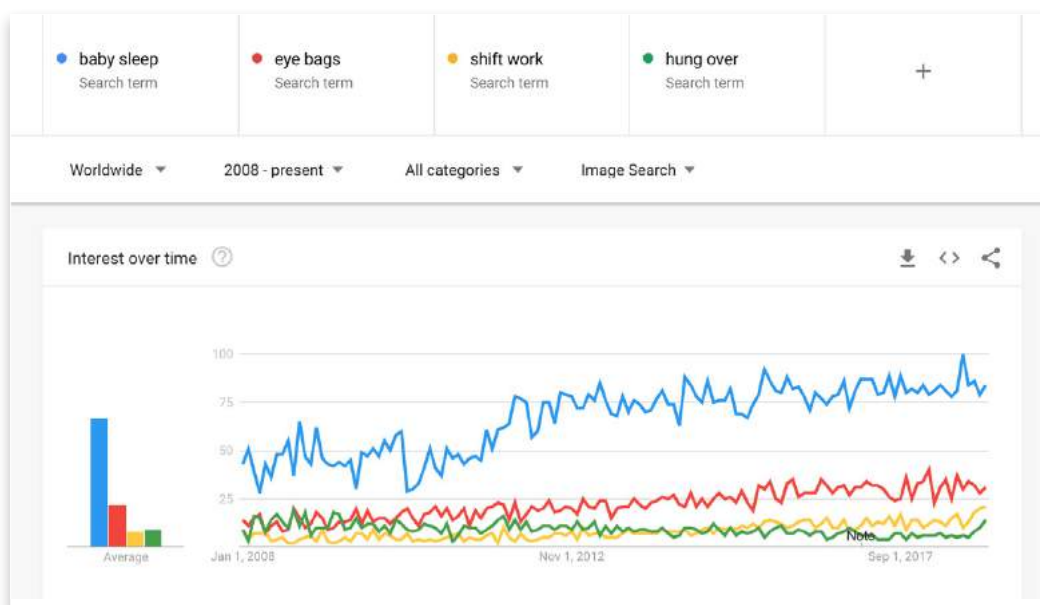
* I originally created the EYE BAGS emoji as a direct response to my own sleep deprivation as the parent of young child.
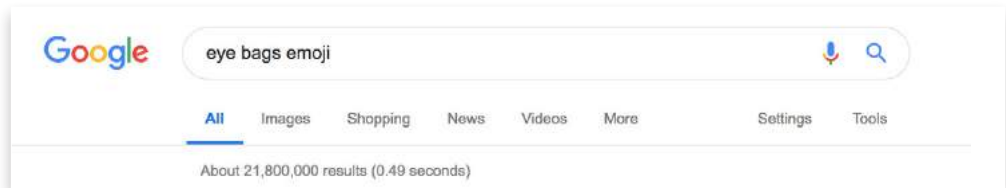
'Eye bag emoji' results exceeded the reference 'drool emoji' by 348% — a significant result considering the proposed emoji does not yet exist. Popularity of the broader emoji sleep category is also high.
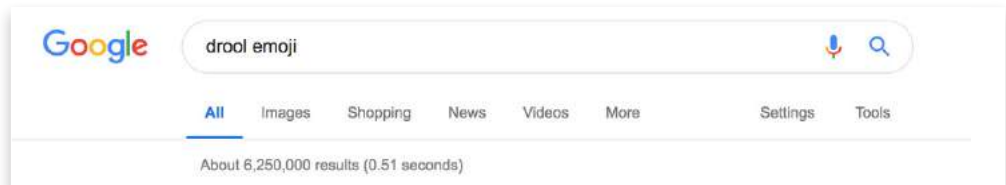
①

SLEEP EMOJI
86.8 MILLION

PROPOSED EMOJI GROUP

Google — sleep emoji 🎤 🔍
All Images Shopping News Videos More   Settings Tools
About 86,800,000 results (0.28 seconds)

②

EYE BAG EMOJI
21.8 MILLION

PROPOSED EMOJI

Google — eye bags emoji 🎤 🔍
All Images Shopping News Videos More   Settings Tools
About 21,800,000 results (0.49 seconds)

③

DROOL EMOJI
6.25 MILLION

REFERENCE EMOJI

Google — drool emoji 🎤 🔍
All Images Shopping News Videos More   Settings Tools
About 6,250,000 results (0.51 seconds)

NOTE: In order to present a clear visual distinction, search term results are ordered and numbered from highest (top) to lowest (bottom) on the left hand side of the page where applicable. Terms relating to the proposed EYE BAGS emoji are highlighted with a vertical orange strip. Terms relating to the reference DROOL emoji results are highlighted with a vertical charcoal strip (as demonstrated above). Screenshots of these results are presented on the right hand side of the page.

From this point, please note the following definitions.

'Descriptive term' relates to the proposal or reference emoji's visual appearance.
> Ie. Eye bags — relates to EYE BAGS emoji.
> Drool — relates to DROOL emoji.

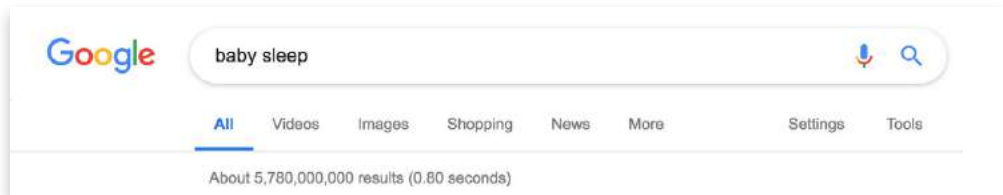'Cause term' relates to the primary cause/s of the 'descriptive term'.
> Ie. Baby sleep — relates to EYE BAGS emoji user group 'new parents'
> Child sleep — relates to EYE BAGS emoji user group 'new parents'
> Hung over — relates to EYE BAGS emoji user group 'heavy consumers of alcohol'
> Food porn — relates to DROOL emoji user groups
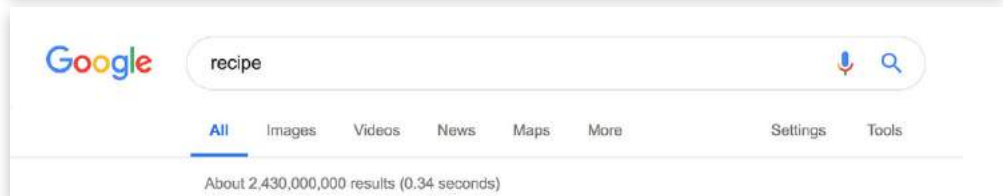> Recipe — relates to DROOL emoji user groups

The cause term **'baby sleep' retrieved 5.78 billion Google search results**, indicating a very high consumption of related content within the new parent user group (such as an EYE BAGS emoji representing exaggerated exhaustion). This is in line with the Google Trends data presented within this proposal. The results for 'baby sleep' exceeded 'recipes' (one of two equivalent terms assigned to the reference drool emoji) by nearly 200%. 'Child sleep' presented 1.03 billion results and factors in children under 5 who are no longer defined as babies. The term 'eye bags' yielded 1.65 billion results, more broadly representing a wide range of users and exhibiting a direct visual correlation to the EYE BAGS emoji.
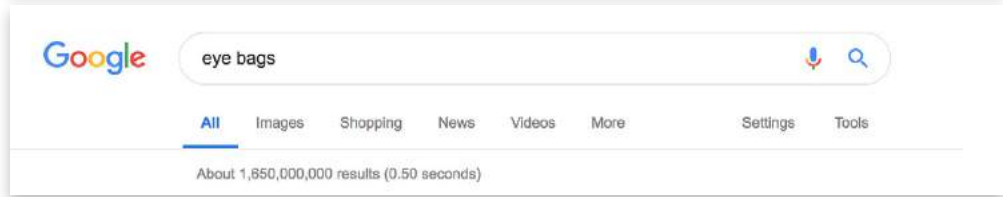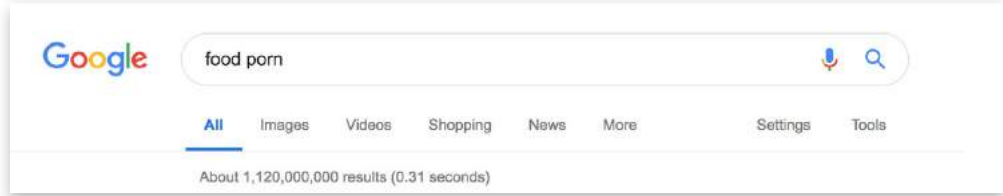
1

BABY SLEEP
5.78 BILLION

PROPOSED CAUSE TERM

Google | baby sleep

All Videos Images Shopping News More   Settings Tools

About 5,780,000,000 results (0.80 seconds)

2

RECIPE
2.43 BILLION

REFERENCE CAUSE TERM

Google | recipe

All Images Videos News Maps More   Settings Tools

About 2,430,000,000 results (0.34 seconds)

3

EYE BAGS
1.65 BILLION

PROPOSED DESCRIPTIVE TERM

Google | eye bags

All Images Shopping News Videos More   Settings Tools

About 1,650,000,000 results (0.50 seconds)

4

FOOD PORN
1.12 BILLION

REFERENCE CAUSE TERM

Google | food porn

All Images Videos Shopping News More   Settings Tools

About 1,120,000,000 results (0.31 seconds)

5

CHILD SLEEP
1.03 BILLION

PROPOSED CAUSE TERM

Google | child sleep

All Images Shopping Videos News More   Settings Tools

About 1,030,000,000 results (0.70 seconds)
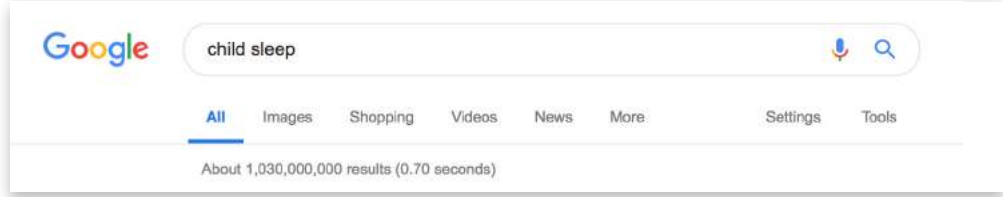
6

HUNG OVER
362 MILLION

PROPOSED CAUSE TERM

Google | hung over

All Images Videos News Maps More   Settings Tools

About 362,000,000 results (0.53 seconds)
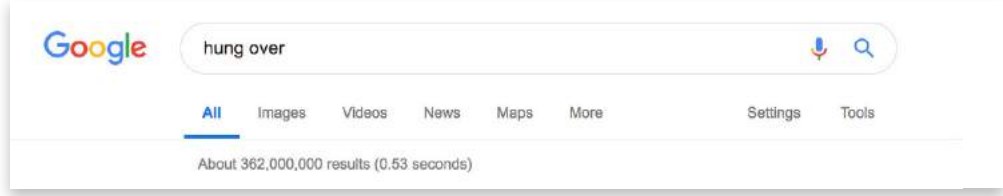
7

DROOL
73.1 MILLION

REFERENCE DESCRIPTIVE TERM

Google | drool

All Images News Videos Maps More   Settings Tools

About 73,100,000 results (0.46 seconds)
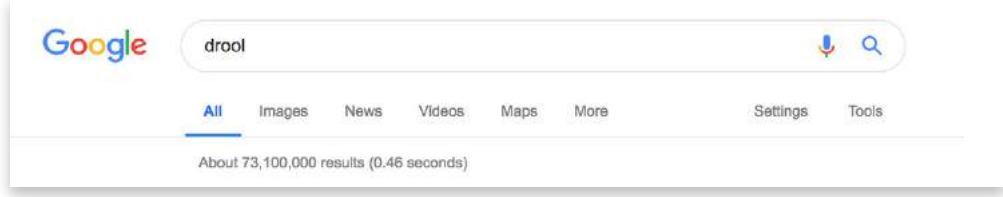
Bing

Interestingly, the term 'child sleep' provided the most results at 24.1 million while 'baby sleep' only yielded 459 thousand results (as compared to 5.78 billion in Google). 'Hung over' received the second highest number of results (compared to the second lowest in Google).

1

CHILD SLEEP
24.1 MILLION

PROPOSED CAUSE TERM

> **b** | child sleep   🔍
> All   Images   Videos   Maps   News | My saves
> 7-16 Of 24,100,000 Results   Date ▾   Language ▾   Region ▾

2

HUNG OVER
20 MILLION

PROPOSED CAUSE TERM

> **b** | hung over   🔍
> All   Images   Videos   Maps   News | My saves
> 20,000,000 Results   Date ▾   Language ▾   Region ▾

3

RECIPE
19.1 MILLION

REFERENCE CAUSE TERM

> **b** | recipe   🔍
> All   Images   Videos   Maps   News | My saves
> 19,100,000 Results   Date ▾   Language ▾   Region ▾

4

FOOD PORN
7.6 MILLION

REFERENCE CAUSE TERM

> **b** | food porn   🔍
> All   Images   Videos   Maps   News | My saves
> 7,600,000 Results   Date ▾   Language ▾   Region ▾

5

DROOL
2.67 MILLION

REFERENCE DESCRIPTIVE TERM

> **b** | drool   🔍
> All   News   Images   Videos   Maps | My saves
> 2,670,000 Results   Date ▾   Language ▾   Region ▾

6

BABY SLEEP
459 THOUSAND

PROPOSED CAUSE TERM

> **b** | baby sleep   🔍
> All   Images   Videos   Maps   News | My saves
> 7-16 Of 459,000 Results   Date ▾   Language ▾   Region ▾

7

EYE BAGS
248 THOUSAND

PROPOSED DESCRIPTIVE TERM

> **b** | eye bags   🔍
> All   Images   Videos   Maps   News | My saves
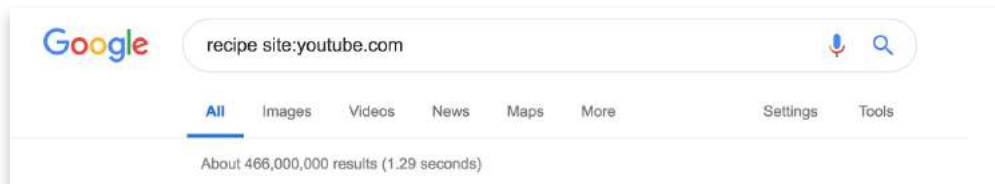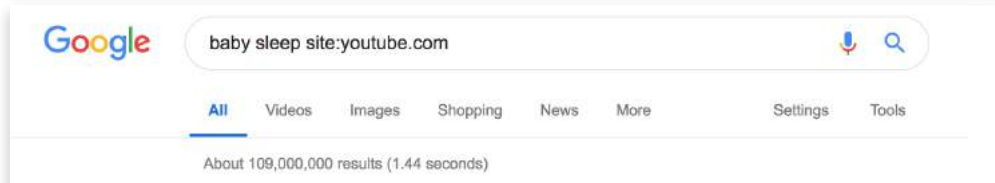> 248,000 Results   Date ▾   Language ▾   Region ▾

Youtube

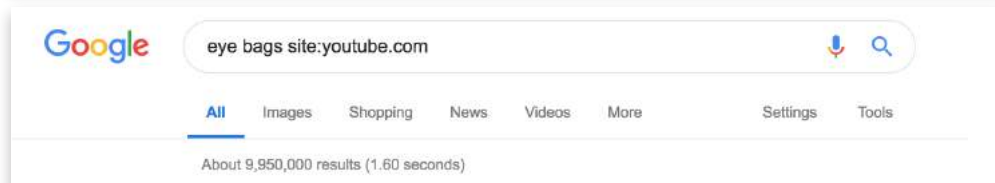Consistent with the Google search results, 'baby sleep' and 'eye bags' yeilded strong results.
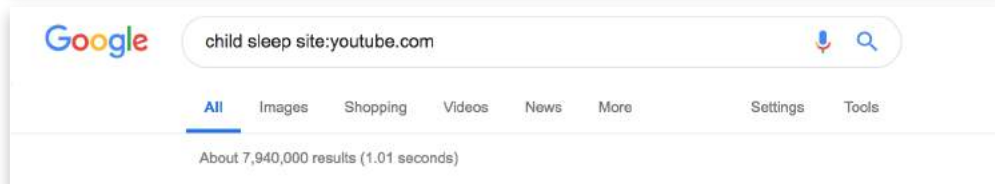
1 RECIPE
466 MILLION

REFERENCE CAUSE TERM

> Google — recipe site:youtube.com
> All Images Videos News Maps More Settings Tools
> About 466,000,000 results (1.29 seconds)

2 BABY SLEEP
109 MILLION

PROPOSED CAUSE TERM

> Google — baby sleep site:youtube.com
> All Videos Images Shopping News More Settings Tools
> About 109,000,000 results (1.44 seconds)
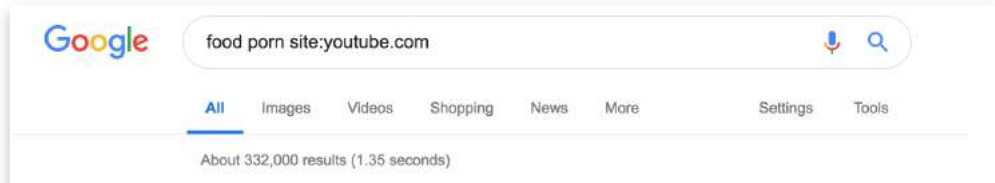
3 EYE BAGS
9.95 MILLION

PROPOSED DESCRIPTIVE TERM

> Google — eye bags site:youtube.com
> All Images Shopping News Videos More Settings Tools
> About 9,950,000 results (1.60 seconds)
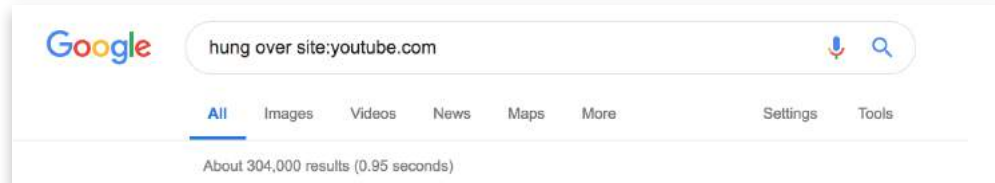
4 CHILD SLEEP
7.94 MILLION

PROPOSED CAUSE TERM

> Google — child sleep site:youtube.com
> All Images Shopping Videos News More Settings Tools
> About 7,940,000 results (1.01 seconds)
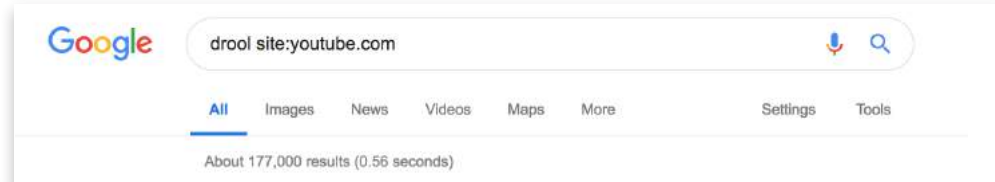
5 FOOD PORN
332 THOUSAND

REFERENCE CAUSE TERM

> Google — food porn site:youtube.com
> All Images Videos Shopping News More Settings Tools
> About 332,000 results (1.35 seconds)

6 HUNG OVER
304 THOUSAND

PROPOSED CAUSE TERM

> Google — hung over site:youtube.com
> All Images Videos News Maps More Settings Tools
> About 304,000 results (0.95 seconds)

7 DROOL
177 THOUSAND

REFERENCE DESCRIPTIVE TERM

> Google — drool site:youtube.com
> All Images News Videos Maps More Settings Tools
> About 177,000 results (0.56 seconds)

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2. MULTIPLE USAGES

N/A

3. USE IN SEQUENCES

N/A

4. BREAKING NEW GROUND

Yes. Exaggerated exhaustion is not conveyed by any existing individual or series of emoji. Refer to section *C. Image Distinctiveness*.


C. IMAGE DISTINCTIVENESS

Yes. The proposed EYE BAGS emoji does not closely resemble any existing emoji, as it is the only emoji that conveys persistent or extreme sleep deprivation (rather than light sleepiness, sickness, injury, wooziness or the active state of sleep). The below side-by-side comparison with similar category emoji demonstrates this. Additionally, the proposed EYE BAGS emoji is visually consistent with imagery of people who are exhausted (indicated by the presence of dark under eye circles and/or eye bags). Further to this, the search term 'eye bags emoji' does produce comparable imagery. The EYE BAGS emoji is easily recognisable at 18x18px and 72x72px as demonstrated on the cover of this document.

COMPARED TO

REFERENCE IMAGES
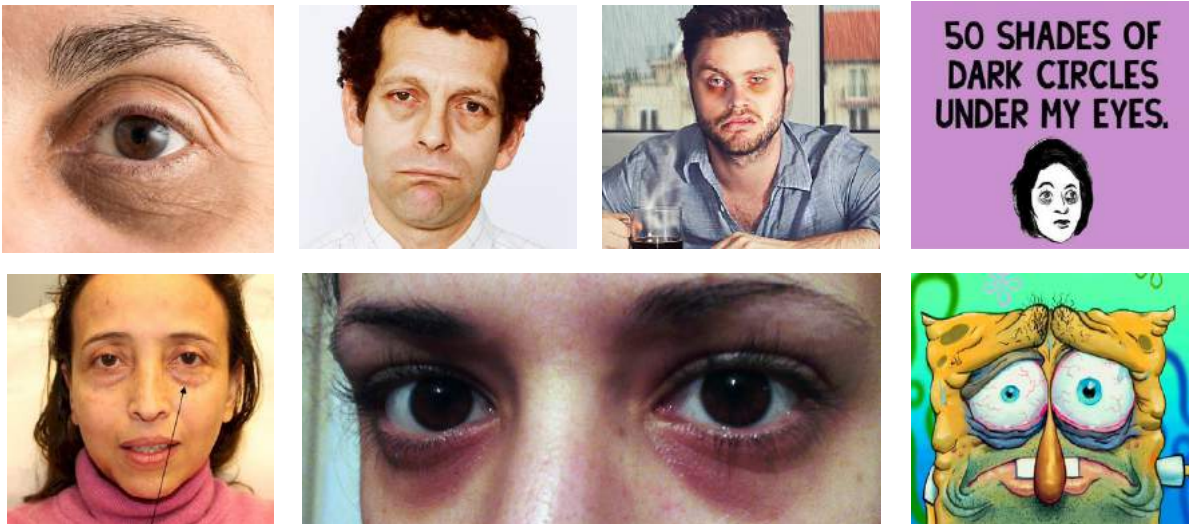
GOOGLE IMAGE SEARCH FOR 'EYE BAGS EMOJI'
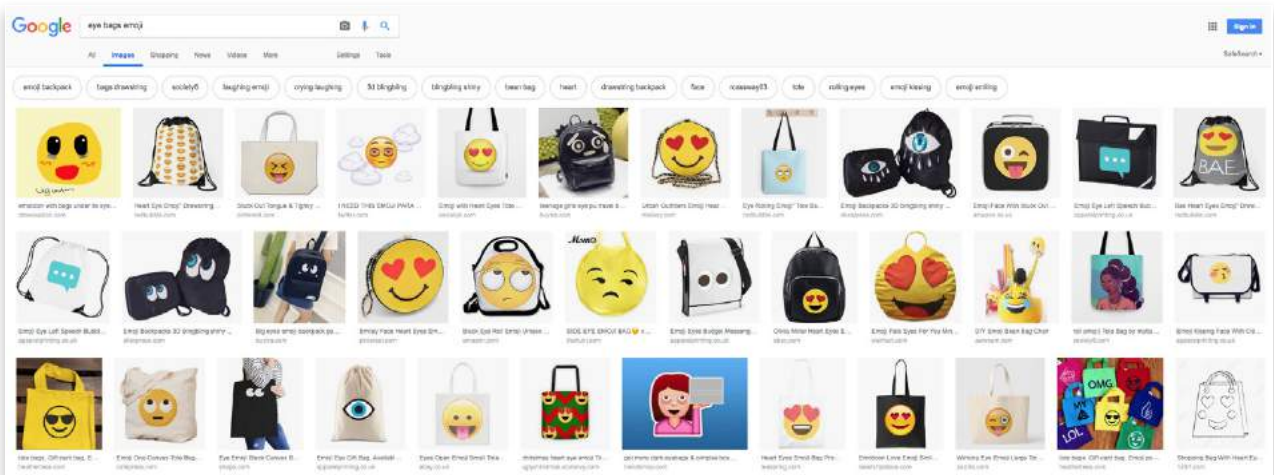
D. COMPLETENESS

N/A

E. FREQUENTLY REQUESTED

N/A

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06 / SELECTION FACTORS — EXCLUSION

F. OVERLY SPECIFIC

The proposed EYE BAGS emoji is not overly specific. The EYE BAGS emoji represents a diversity of international groups (such as parents, shift workers, heavy consumers of alcohol, insomniacs etc) is therefore capable of relating to a diversity of groups and cause factors. As demonstrated in this document, the concept of exhaustion as depicted by eye bags or dark under eye circles is prevalent in contemporary popular culture.

G. OPEN-ENDED

The EYE BAGS emoji can apply by a broad range of scenarios as outlined in this document.

H. ALREADY REPRESENTABLE

Dramatic or exaggerated exhaustion is not currently represented by any individual or combination of existing emoji.

I. LOGOS, BRANDS, UI ICONS, SIGNAGE, SPECIFIC PEOPLE, DEITIES

The proposed EYE BAGS emoji is not confined by logos, branding, UI icons, signage, specific people or deities.

J. TRANSIENT

Exhaustion (resulting in eye bags or dark circles) is an integral part of the human experience and is therefore eternally relevant.

K. FAULTY COMPARISON

While slight sleepiness, sickness, injury, wooziness or the active state of sleep is currently represented by other emoji, the exaggerated appearance of exhaustion is distinctive and unique to the EYE BAGS emoji.

L. EXACT IMAGES

No exact images are required.

M. OTHER INFORMATION.

N/A