

Shaking Face Proposal for Unicode 14.0

L2/21-214



Emoji Submitter: Neil Cohn and Jennifer Daniel

To: Unicode Technical Committee

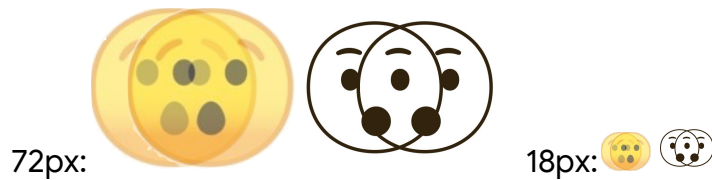
Date: October 2019

Movement is a central part of being human, and shaking is one of these motions. Shaking can be created from external causes (earthquakes, loud noises), from internal causes (shivering, fear), or to convey metaphors (shaken to the core, or “shook”). These actions motivate our proposed SHAKING FACE emoji. This emoji thus draws on a common convention used in comics and illustration to show shaking, vibrations, motion, or double-vision. By depicting the face in motion, it can convey the autobiographical feeling of shaking as applied to a first-person experience, rather than showing what is shaking as well as also convey a person’s perception (i.e., seeing double).

I. Identification

| Sample Image | Proposed Unicode and CLDR name | Possible CLDR English keywords | Closest Unicode Emoji |
|---|--------------------------------|--|--|
|  <p>Alt images:</p> | Shaking Face | Shook, shaking, earthquake, vibration, |  |

II. Images



License

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

III. Sort location

Face-neutral-skeptical



II. Selection factors — Inclusion

A. Compatibility

n/a

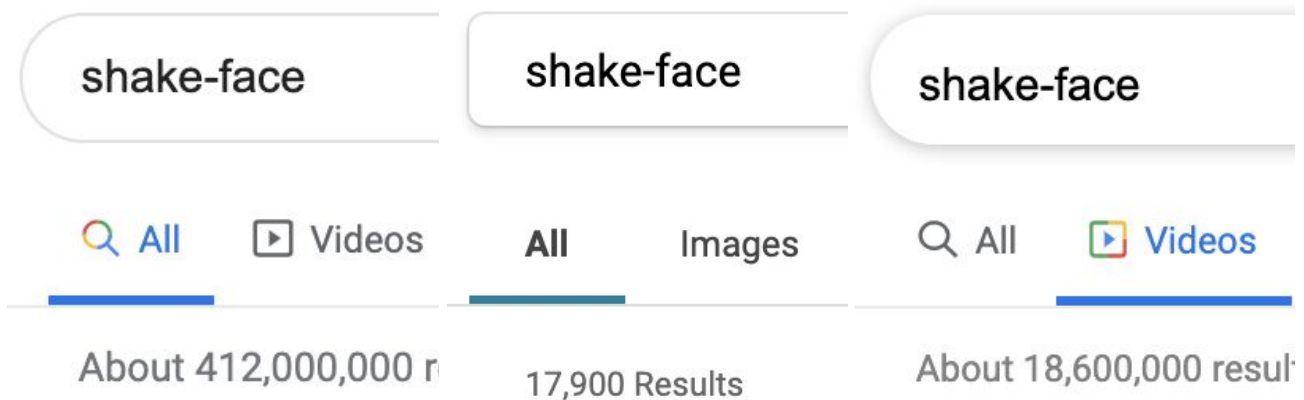
B. Expected use

1. Frequency

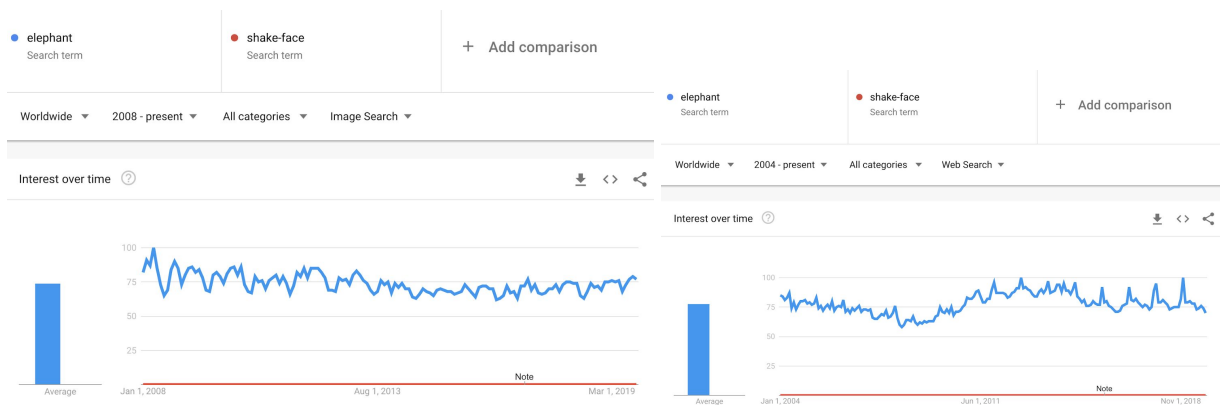
Usage is expected to be extremely high given that the smiley face emoji are the most-used category of emoji overall and the following search results indicate this expression could perform well over-median.

| Search term | Google Search | Bing Search | Google Video Search | Google Trends: Web | Google Trends: Image |
|-------------|---------------|-------------|---------------------|--------------------|----------------------|
| shake-face | 582,000,000 | 125'000 | 91,500,000 | See below | See below |

Shake-face for Google Search, Bing Search, and Google Video Search:



Shake-face for Google Trends Web Search and Google Trends Image Search:



2. Multiple usages

Can convey a range of commonly understood feelings.

- Earthquake
 - Did you feel that? 🤨
- Shaking in anticipation or excitement
 - I can't wait to see you 🤨
- [The Shakes](#) or disorientation
 - I don't feel so great 🤨
 - Having a hard time making it up the stairs 🤨
- Double Vision
 - I think I've been staring at my screen too long 🤨
- Emotionally shaken
 - Heartbreak: I didn't see that coming 🤨
 - Fear: Omg what was that sound 🤨
 - Love: Best first date ever 🤨
 - Anger: Are you kidding me??? 🤨

3. Use in sequences

Can be used with non-face emoji. Most noteworthy, rather than encoding individual emojis for natural disasters (earthquakes, tsunamis, etc.) this emoji can be combined with existing emojis to communicate these natural phenomenon.

- Did you feel that? 🤨 🏠
- That was a big one. 🤨 ☀️
- Waves were choppy today 🤨 🏄 🤨
- Too much construction outside my house 🏠 🤨
- How is it possible they are already seeing someone else 💔 🤨

This emoji can also be used in combination with other facial expressions to express a spectrum of excitement to nervousness.

- I'm beyond excited 🤨 😄
- I don't feel so great 🤨 😬

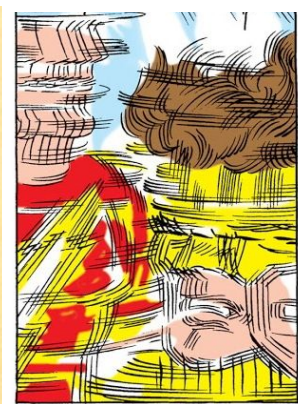
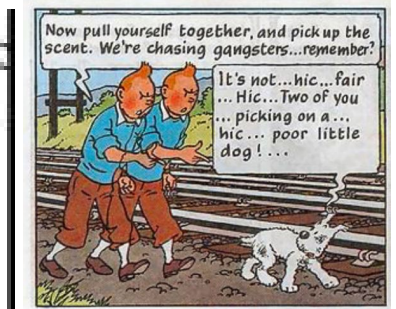
4. Breaking new ground

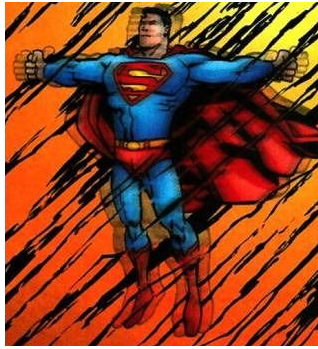
This emoji fills an important gap in existing face options. Because it is a commonly understood visual representation of a universal feeling, SHAKING FACE is more likely to convey a purpose to the broadest possible range of emoji users. A recent paper proposes that this popularity of faces and hands is because emoji have a similar role in written communication as gesture does in spoken communication (Gawne & McCulloch 2019) so continuing to fill in the set of

common gestures represented as emoji is sensible from both a theoretical and a practical, usage-based perspective.

C. Image distinctiveness

This is emoji is quite distinctive from existing emojis in that it's taking the established visual vernacular for shaking and applying it to a smiley face. This is a common technique employed by artists, illustrators, and in comic books both for shaking or vibrating, and for denoting double-vision.





"That's him officer."

D. Completeness



It's possible that movement lines such as parenthesis, as in (((😬))) could be employed to communicate shaking; however, this punctuation has come to be known as an [anti-semitic gesture](#).

III. Selection factors — Exclusion

F. Overly specific

No. This design is iconic as demonstrated in section 2c and has a wide range of applications.

G. Open-ended

No, this is not part of a set of similar items.

H. Already representable

No.

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.

Biographies

Neil Cohn PhD is an American cognitive scientist best known for his pioneering research on the overlap in cognition between graphic communication and language. Also a professional comic artist, his book, *The Visual Language of Comics (2013)*, established a foundation for the scientific study of the structure of drawings, comics, and emoji. He is currently an assistant professor at the Department of Cognition and Communication at Tilburg University in The Netherlands. His work can be found online at www.visuallanguagelab.com.

Jennifer Daniel lives in Berkeley California and is bracing herself for the next “big one”.