

# Melting Face Proposal for Unicode 14.0


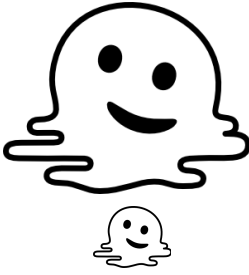


Emoji Submitter: Neil Cohn, Jennifer Daniel, and Erik Carter

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*This proposal is in pursuance of established Emoji Sub-Committee smiley priorities identified first in background document [L2/19-390](#) then identified again in [L2/19-389](#) as suitable for encoding.*

## I. Identification and II. Images

| Sample Image (Color)  | Sample Image (Black and white)  | Proposed Unicode and CLDR name | Possible CLDR English keywords                                 | Closest Unicode Emoji   |
|---|---|--------------------------------|--|---|
|  |  | melting-face                   | Melt, awesome, horror, dry up, drop, liquid, soften, dissolve, | <br> |

### 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

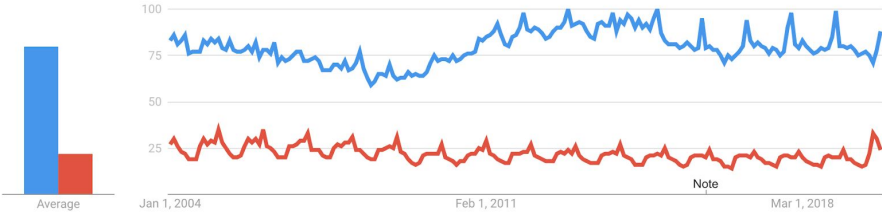
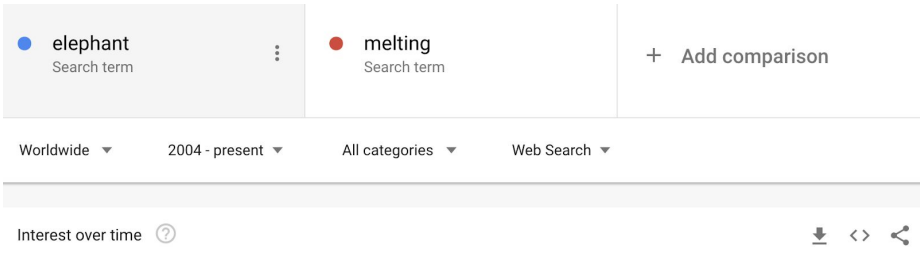
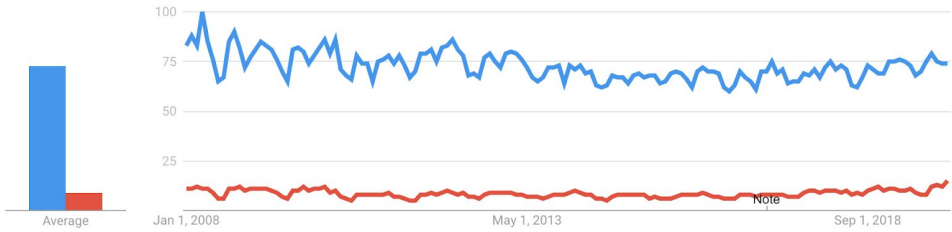
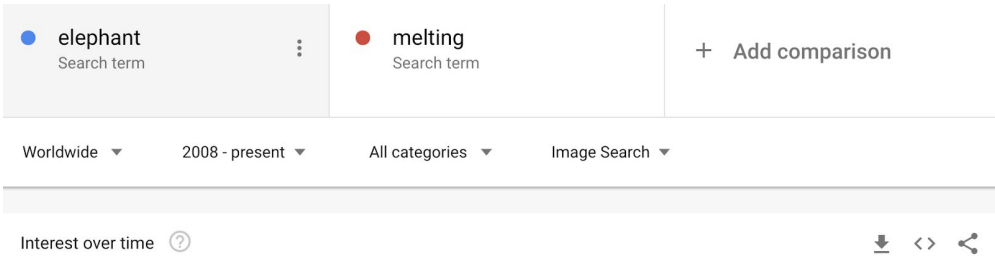
### B. Expected use

#### 1. Frequency

Usage is expected to be extremely high given how iconic and universal this expression is and how smiley face emoji are the most-used category of emoji

overall. The following search results indicate this expression could perform well over-median.

| Search term | Google Search | Bing Search | Google Video Search |
|-------------|---------------|-------------|---------------------|
| melting     |               |             |                     |



(Above) *melting* for Google Trends Web Search and Google Trends Image Search:

**2. Multiple usages**

Can convey two conflicting emotions simultaneously.

- Happy but also sad
  - This is normal 😊
- Putting on a good face despite pain
  - Everything is fine 😊
- Summer
  - I'm not even trying to go outside in this weather 😊
- Disappear/Wallflower
  - I'd like to not be here right now 😊
- Smiling Depression [link](#)
  - Others have it worse, what do I have to complain about 😊
- Regret
  - Just ate all the cookies in one sitting 😊
- ...

### 3. Use in sequences

This emoji can be used in combination with other facial expressions

- "Before: 😊 After: 😊
- It is so hot outside 🌡️ 😊
- my descent into darkness 😄😄😄😄 😊"

Can be used with non-face emoji.

- Hot hot hot hot hot ☀️ 😊
- Such is life 🌹 😊

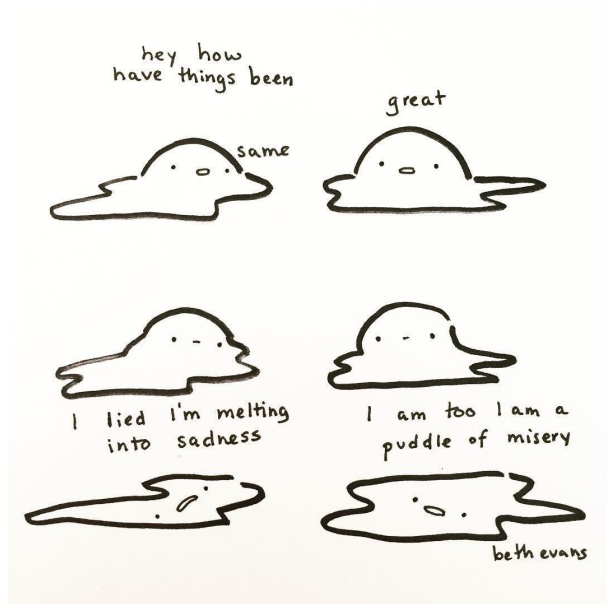
### 4. Breaking new ground

This emoji fills an important gap in existing face options. It allows the user to show two conflicting emotions simultaneously. Because it is a common representation of a common feeling, is more likely to convey meaning to the broadest possible range of emoji users.

Research has shown that hand, face, and heart emoji are the most-used categories of emoji overall (Medlock & McCulloch 2016) and when a new face or hand emoji is added, it quickly joins the top 100 most-used emoji (e.g. the thinking face in 2015 and the mind-blown face in 2017).

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.

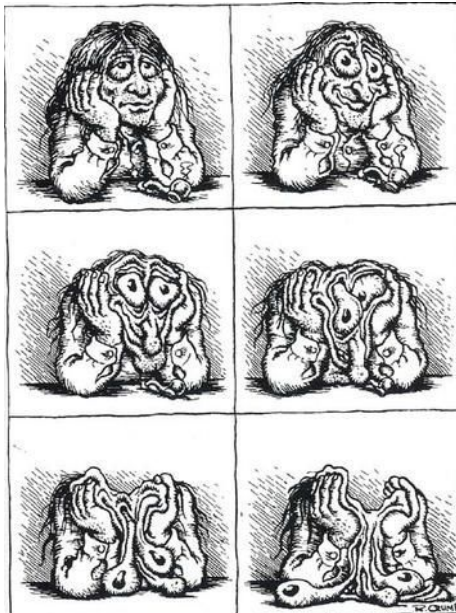
## C. Image distinctiveness



### HOW IT FEELS TO BE IN LOVE



SashSecAnderson.tumblr.com



you better hope that it gets REAL cold tonight, bro.



Natalie Dee.com

The melting motif is very distinctive compared to the existing exploding head 🤯 emoji.

#### D. Completeness

This proposal is part of a larger set of six emojis identified as part of document L2/19-389 to emojiify longstanding “visual morphology” found in Japanese visual language.

### III. Selection factors — Exclusion

#### F. Overly specific

No. This design is iconic and regularly expressed in pop culture and in media.

#### 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.