Proposal for FACE WITH DIAGONAL MOUTH emoji

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To: Unicode Technical Committee
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I. Identification and II. Images
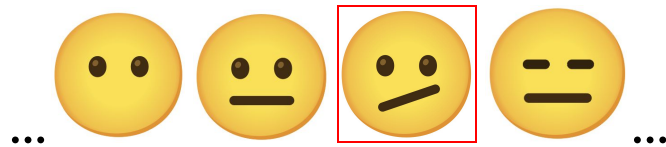
Color Sample Image	Black and white Sample Image	Proposed Unicode and CLDR name	Possible CLDR English keywords	Closest Unicode Emoji
		Face with diagonal mouth	Meh, eh, skeptical, huh, indifferent, unsure, disappointed	😐 U+1F610

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

These characters are not proposed for compatibility with non-Unicode emoji on an existing system but it does correspond to an existing popular emoticon. *See Frequency Data.*

B. Expected use

1. Frequency

Google Trends
Usage is expected to be extremely high. Not just because the smiley face emoji are the most-used category of emoji overall but because the following search results indicate this expression could perform well over-median.

Search term	Google Search	Bing	Google Video
both-good-and-bad	2,790,000,000	3,340,000	420,000,000
neither-good-nor-bad	442,000,000	729,000	5,330,000

Search Terms

FACE WITH DIAGONAL MOUTH 🫤 is expected to have high usage. Emoticon to emoji mappings are used across many popular communicative apps like Slack, Google Hangouts, Android Messages, to name a few. Despite this, ":-/" has no emoji mapping already represented in Unicode. What follows are the quoted forms of these search term hits — when it comes to Google Searches data worldwide, queries for this emoticon outperform some of the most classic emoticons such as ":-*" and ":-|".

Search term	Emoji mapping	Google Search	Bing	Google Video	Is it an emoji already?
":-)"	🙂	780,000,000	No results	n/a	yes
":-("	😞	38,000,000	No results	n/a	yes
":-/"	**n/a**	24,300,000	No results	n/a	no
":-*"	😙	21,500,000	No results	n/a	yes
":-|"	😐	2,710,000	No results	n/a	yes

both-good-and-bad

both-good-and-bad

both-good-and-bad

🔍 All   🖼 Images   📰 N
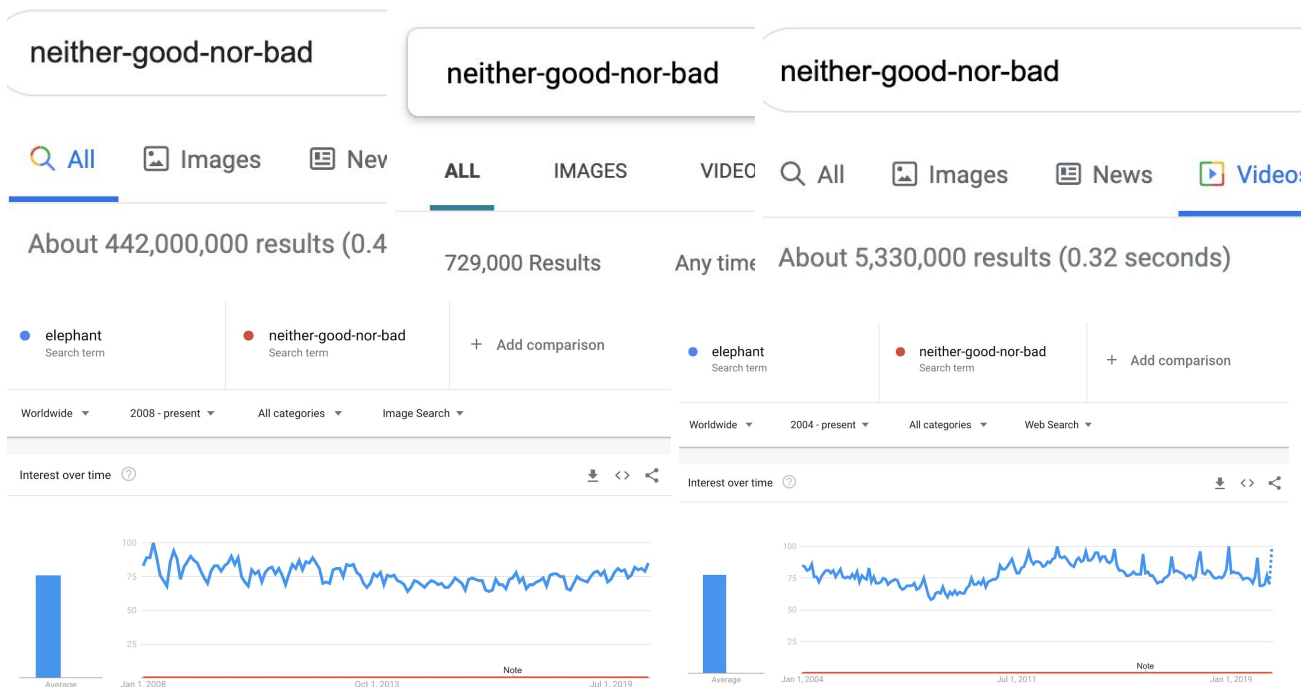
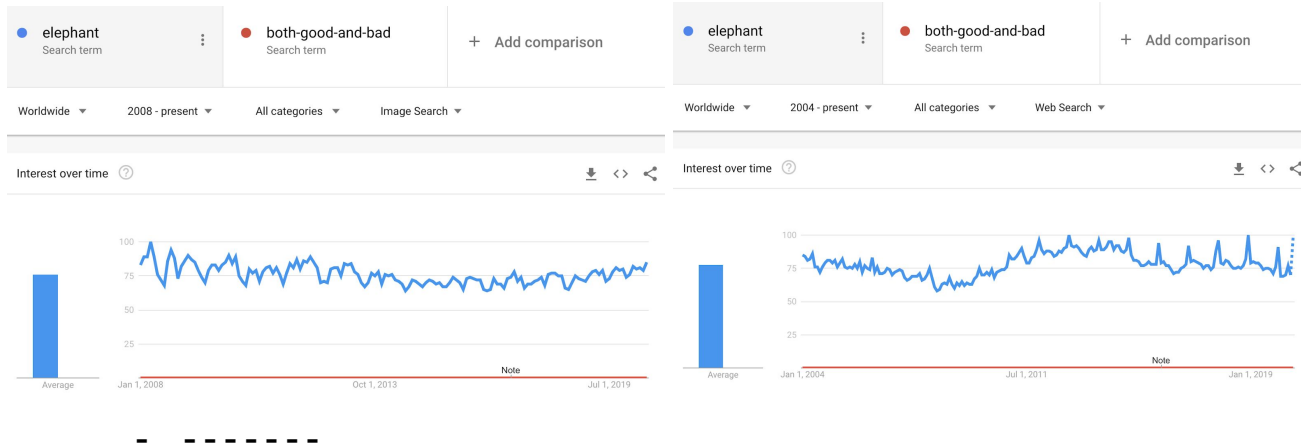**ALL**   IMAGES   V

🔍 All   🖼 Images   📰 News   ▶ **Videos**

About 2,790,000,000 results   3,340,000 Results   A   About 420,000,000 results (0.31 seconds)

2. Multiple usages

As previously stated **FACE WITH DIAGONAL MOUTH** 😕 is a visual representation of something that plain words can fail at communicating especially at the speed digital communications require. Currently, **FACE WITH DIAGONAL MOUTH** 😕 it is often employed stringing together a colon, dash, and forward-slash. This expression — a mouth that is half up and half down— neither good and neither bad — has a very broad range of use and means different things to different people.

- TFW you're supposed to smile but not really happy with it
  - Congrats on the job! I'm sorry to hear about your broken leg. 😕
- Polite or mild displeasure.

- - Could you please stop calling me that 😕
- Saying something without saying anything
  - Person 1: I don't know what to do

    Person 2: I don't either 😕
- As in, a reaction.
  - Um, thank you? 😕
  - Ack! 😕
- Polite awkwardness.
  - (after a long night) Good morning 😕
  - I can't believe he called me by the other woman's name. Again. 😕
- Deep sigh of silent despair or resigned unhappiness.
  - No, I'm not going out. I'm not feeling up to it. 😕
- When you're experiencing some confusion and need help.
  - I don't know what to do 😕
- Skepticism
  - I am not totally convinced that he saw a UFO 😕

An emoji that is ambidextrous enough to express this large range of nuance would be a valuable addition to the emoji lexicon.

3. Use in sequences/context

Can be combined with hand emoji to indicate skepticism.

😕 🙏 = I hope so

😕 👌 = if you say so

😕 👍 = i'll believe it when it happens

😕 👎 = not a fan

😕 🙌 = wahoo (deeply sarcastic)

Can be combined with objects

😕 💐 = Congratulations?

😕 🎲 = Not confident the chances will be in our favor

😕 🧁 = Probably shouldn't eat that

4. Breaking new ground
"Grumble".
"Womp Womp".
"Meh."

"Merp."
"Sorely disappointed".

Whatever you call this expression and however it is evoked **FACE WITH DIAGONAL MOUTH** 🙂 embodies feeling simultaneous nothing and yet.... something. This mishmash of some good with some bad is a common feeling and applicable to a number of frequently expressed sentiments as mentioned in Section II 2.

C. Image distinctiveness

The **FACE WITH DIAGONAL MOUTH** 🙂 is distinct from existing images particularly within the face-neutral-skeptical group.

In terms of appearance, it's true ... **NEUTRAL FACE** 😐 come close but this face is neither smiling nor is there any evidence that it is being used to communicate feelings other than "feeling nothing". 😐 is a perfect "unmoved" or "expressionless" expression. **FACE WITH DIAGONAL MOUTH** 🙂 clearly communicates *~*feelings*~* are being felt. This makes **FACE WITH DIAGONAL MOUTH** 🙂 a valuable, gentle and more empathetic alternative that fills a gap between "no reaction" and "not sure what to say but I am feeling something".

D. Completeness

The proposed **FACE WITH DIAGONAL MOUTH** 🙂 provides a significant advance in coverage to depict simultaneous complex feelings by filling a significant gap in existing emoji expression.

Counter arguments to factors for exclusion

F. Overly specific

FACE WITH DIAGONAL MOUTH 🙂 emoji is no more specific than it needs to be in order to represent the intended range of expression.

G. Open-ended

FACE WITH DIAGONAL MOUTH 🙂 is iconic and an experience in which people have a large range of associations with.

H. Already representable

The concept of catharsis that is depicted in the proposed set are not representable with existing emoji.

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. As evident in the introduction, concepts and practices represented here are enduring.

K. Faulty comparison

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