



Lemur Emoji Submission

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December 7, 2018

Abstract

We are proposing the addition of LEMUR Emoji. It would represent a visually distinct primate animal in Madagascar. Emoticons that feature lemur have already existed, such as iMessage and Line stickers, suggests certain level of interest in lemur emoji.

1 Introduction

Lemurs (*Lemuroidea*) are a clade of primates endemic to the island of Madagascar. They have large, round reflective eyes, wailing screams. They also have furry, pointed ears and long tails. Being the most widely recognized primate, the ring-tailed lemur, known as maky in Malagasy language, has been selected as the symbol for Madagascar National Parks and considered as an icon of Madagascar.

The Unicode has encoded some significant primates, i.e. Monkey, Gorilla, including Lemur will help completing the set. Lemur is visually distinct and it cannot be represented by current mammals emoji.

While lemurs are traditionally protected due to their resemblance to humans, because of which they are revered as a symbol of ancestors in some regions, the IUCN considers them to be the world's most endangered mammals, noting that as of 2013 up to 90% of all lemur species face extinction within the next 20 to 25 years¹. A lemur emoji can help people recognize the risk of extinction and the conservation efforts.

2 Identification

2.1 CLDR Short Name

lemur

2.2 CLDR keywords

maky | Madagascar

3 Sample images



Source: <https://pngimg.com/download/61776>

¹“Lemur”: <https://en.wikipedia.org/wiki/Lemur>

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4 Selection Factors – Inclusion

4.1 Compatibility

No compatibility factors.

4.2 Expected usage level

4.2.1 Frequency

The Google search results (Figure 1) show that the number of “lemur animal” search result, reaching 33 million, is 5% of the “elephant animal”. Considering that Lemur only lives in Madagascar while Elephant lives continentally, this result supports great search frequency of Lemur.

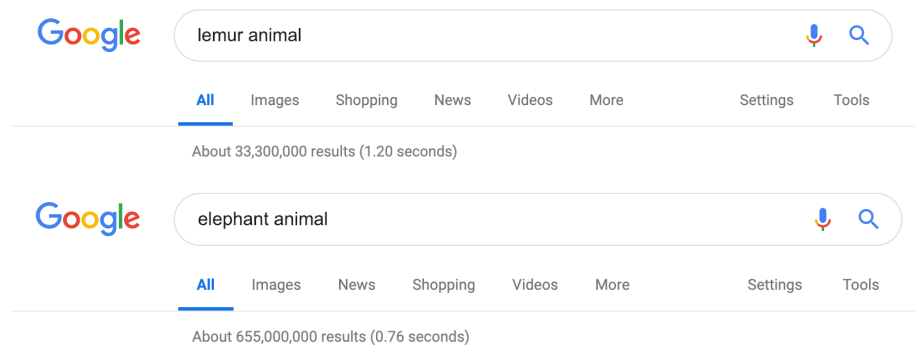


Figure 1: Google Search results over two terms: “lemur” and “elephant”.

The Bing search results (Figure 2), unfortunately it can not provide us a comparison since Bing hide the number of results on term “elephant animal”, though “lemur” has 100,000 results.

The Youtube search results (Figure 3) of both two term has been hidden from the webpage. However, I manage to dig out the estimated number of results from the API response(follow the blue arrow annotation in the screenshot). The number of “lemur animal” search result is almost 10% of “elephant animal”.

Google Trends (Figure 4 for Web Search and Figure 5 for Image Search) shows a consistent search interest in “lemur” in the past year, though it is significantly lower than the one in “elephant”.

Google Ngram Charts (Figure 6) shows the word “lemur” is of relatively lower occurrence in printed books compared with “elephant” and “monkey”.

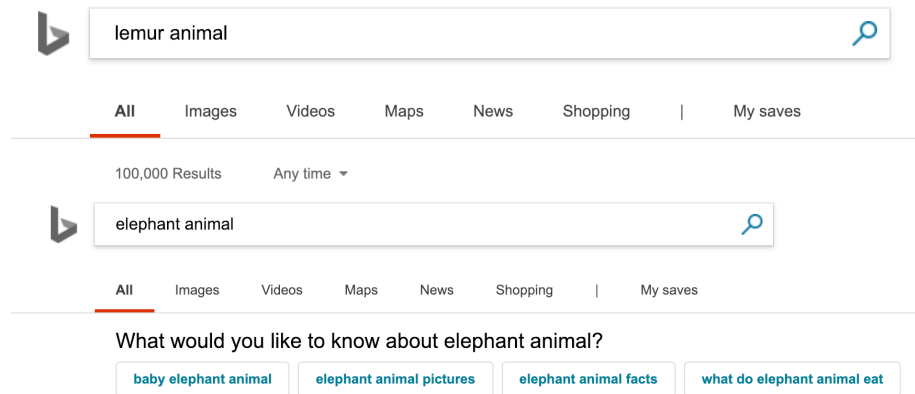


Figure 2: Bing Search results over two terms: “lemur animal” and “elephant animal”, of which the latter’s number is unavailable from webpage.

Besides, we can also measure the popularity of Lemur in readers by checking the pageviews analysis of Wikipedia (Figure 7). Again we compare “lemur” with “elephant” and “monkey”.

As show on the figure, over the past year, the article on Lemur has accumulated 480,000 pageviews, which is also consistently proportional to the ones of article on monkey. The statistics shows a strong and lasting interest among the internet users to Lemur.

4.2.2 Multiple Usages

For symbolism, Indri, one species of lemur, is known as little father. Its large size and upright walking posture resembles to human and their ancestors. Some regions believes that human begins with indri and reveres it as a clan.²

4.2.3 Use in sequences

n/a

4.2.4 Breaking new ground

No. Lemur emoji helps complete the current mammals emoji set.

4.3 Image distinctiveness

Lemur is distinctive in their long, black and white ringed tail, a different coloring to MONKEY. Despite the similar striped tail coloring, their slender frame, narrow face

²“Lemur are cultural creatures”: https://www.lemurreserve.org/wp-content/uploads/2017/06/18_Lemurs_are_Cultural_Creatures_4-5.pdf

and fox-like muzzle differentiate it from RACOON. In all, it is visually unlike any other current mammals emoji.

4.4 Completeness

Lemur fills a gap in emoji for well-known distinct primates endemic in Madagascar and also a symbol of ancestors.

4.5 Frequently requested

Yes. A lemur emoji is frequently requested on Twitter from time to time (Figure 8).

Instagram ³ has 315,267 posts tagged #lemur.

To meet the user request, there are vendors offering lemur sticker on different communication platforms. iOS App Store has 9 iMessage lemur sticker sets and Line Store has 33 lemur sticker sets⁴. This implies that there are quantifiable numbers of people interested in using lemur stickers. However, these stickers are proprietary to each platform and thus it is not compatible to other platforms. If we can have lemur as a Unicode emoji, these compatibility issues can be averted.

5 Selection Factors – Exclusion

5.1 Overly specific

Not overly specific. Lemur is of same level of specificity of other animal-mammal ones in its category. It refers to one family of animal, rather than being too specific, because no other type of lemur emoji exists at this time.

5.2 Open-ended

No. Lemur is distinct.

5.3 Already representable

No. Some twitter users has resorted to use MONKEY emoji (Figure 9) or MONKEY, FOX FACE “sequence” (Figure 10) as a substitute, but this is not acceptable and may cause misinterpretation if lack of written explanation.

5.4 Logos, brands, UI icons, signage, specific people, deities

The Maki Company’s logo⁸ portrays the face of sifaka, a species of Lemurs. Lemur is also selected as the symbol of Madagascar National Parks. Besides, lemur are mostly

³“#lemur hashtag on Instagram”: <https://www.instagram.com/explore/tags/lemur/>

⁴“Results for ‘lemur’ in LINE stickers”: <https://store.line.me/search/en?q=lemur>

⁵<https://twitter.com/MUNGGeogSociety/status/854678060209197056>

⁷<https://twitter.com/ChesRob/status/1053395209910927362>

⁸“Maki”: <http://maki-company.com/index.php>

used for non-profit organizations on lemur preservation. Although Lemur has a few usage in organization logos, it is unlikely that the proposed emoji is related to any entities.

5.5 Transient

No. Lemur is not a transient symbol and existed on Earth for millions of years.

5.6 Faulty comparison

No.

5.7 Exact Images

No.

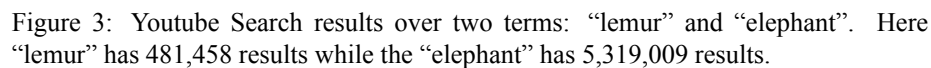
6 Sort location

6.1 Category

animal-mammal

6.2 Emoji it should come after in that category

Lemur should come after Badger.



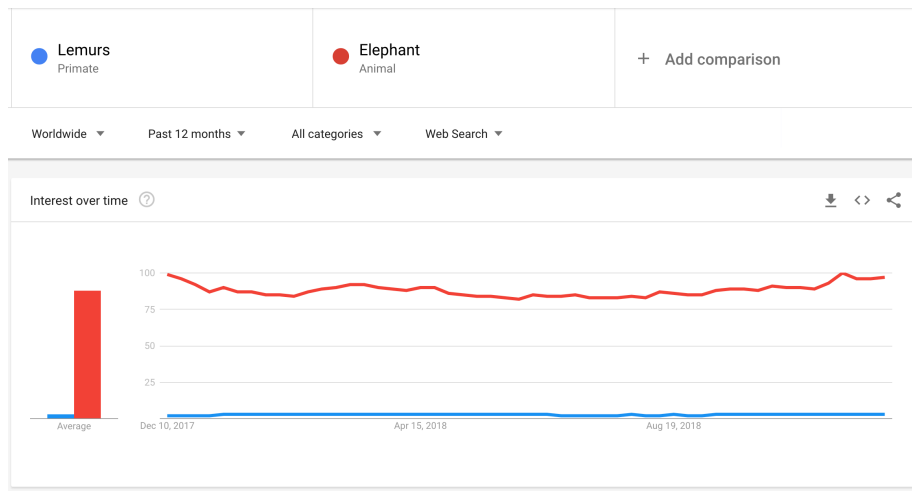


Figure 4: Google Trends shows web search interest over time on two terms: “lemur” and “elephant”.

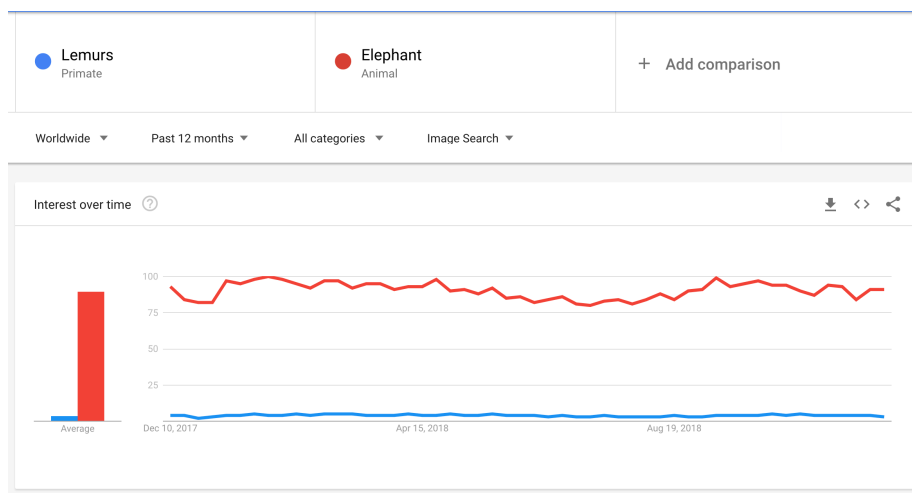


Figure 5: Google Trends shows image search interest over time on two terms: “lemur” and “elephant”.

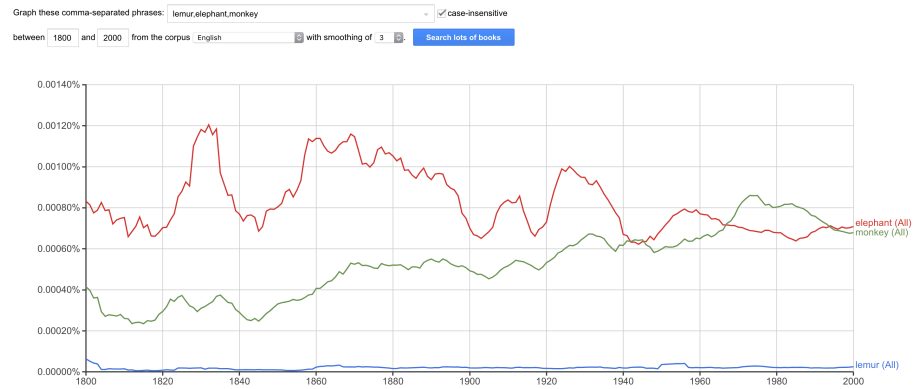


Figure 6: Google Ngram Charts on three words: “lemur”, “elephant” and “monkey”.

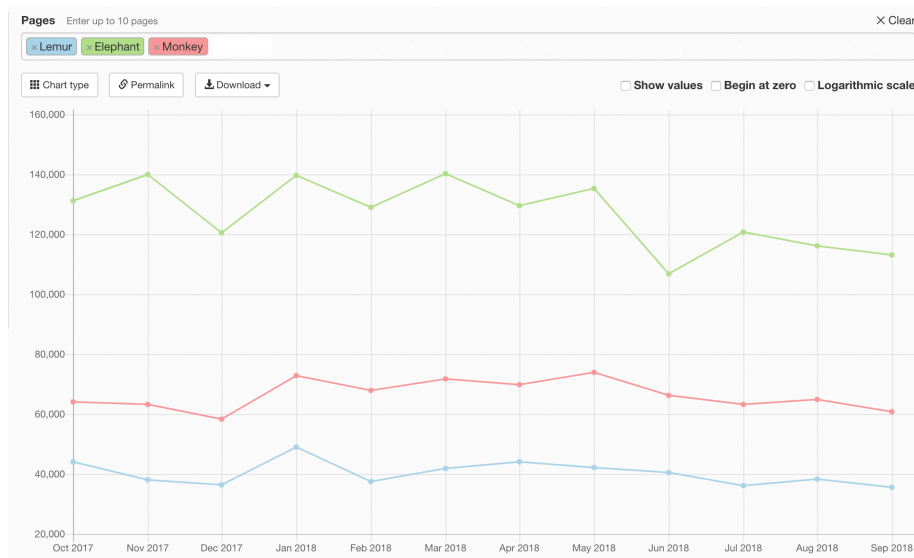


Figure 7: Wikipedia pageviews on three pages: “lemur”, “elephant” and “monkey”.



Figure 8: Users request lemur emoji on Twitter

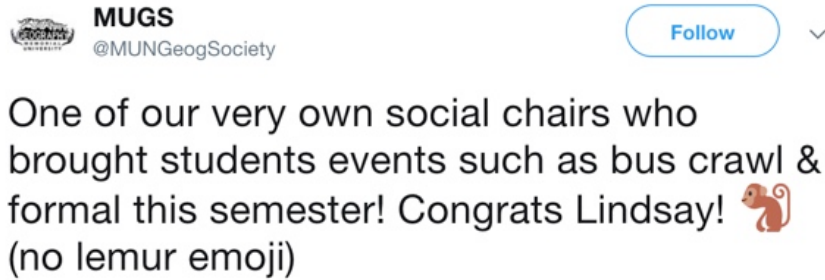


Figure 9: Using monkey to represent for lemur and explanation⁵

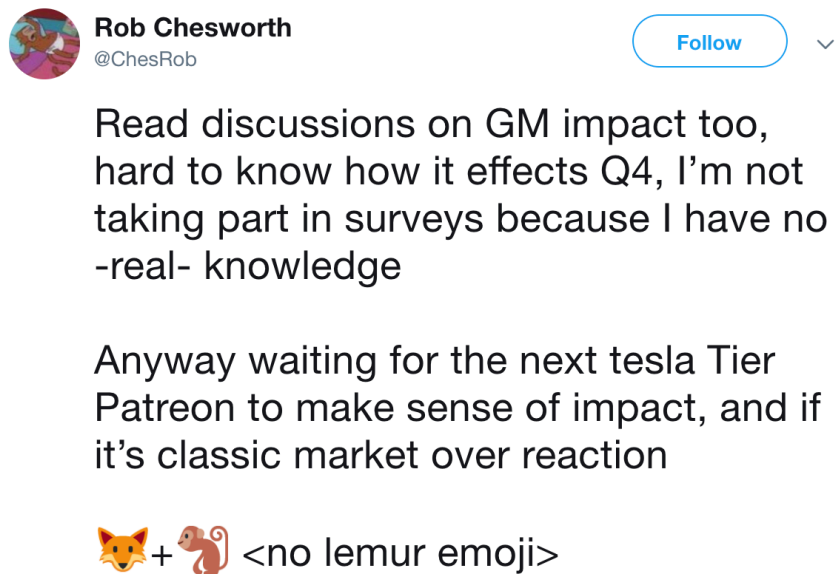


Figure 10: Using fox face and monkey "sequence" to represent for lemur and explanation⁷