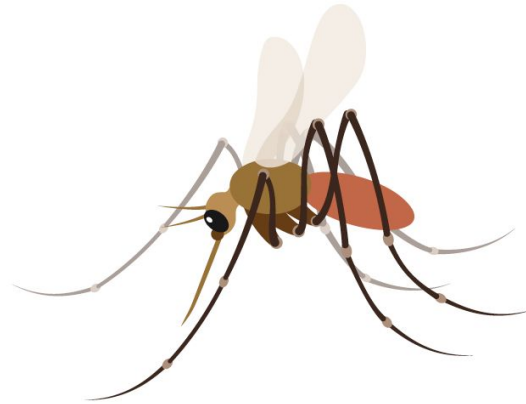


Proposal for Mosquito Emoji

Submitted by: Marla Shaivitz, Jeff Chertack

Date: June 30, 2017



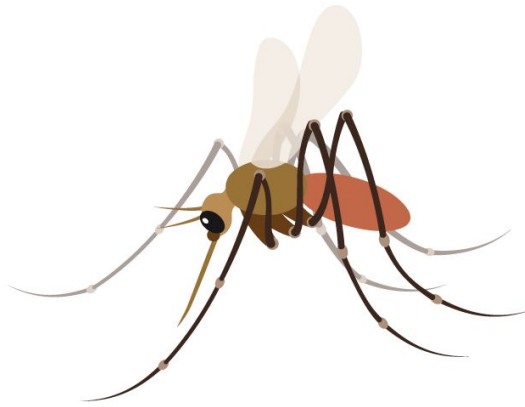
Credit: Aphelandra Messer. Free for use in conjunction with this proposal

Abstract

This proposal requests the addition of a MOSQUITO emoji. Despite the fact that mosquitoes are found on six of seven continents and recognized around the world as an enormous public health threat, there is currently no mosquito emoji.

The mosquito emoji would likely be used by the hundreds of millions of people affected by mosquitoes every year, as well as the scientific and health community to explain their work. A mosquito emoji would fill a notable gap in the current set of insects, and could also be used for public health campaigns and for conversations among the general public about one of the most prevalent and dangerous creatures on earth.

Images



Introduction

Found in every region of the world except Antarctica, mosquitoes are part of life. During their peak breeding season, **mosquitoes outnumber every other animal on earth**, except termites and ants, making the mosquito buzz a ubiquitous, if welcome, occurrence.

For many parts of the world, the mosquito is more than a nuisance — it is also a danger. **Mosquitoes are the world's deadliest animal** — outpacing sharks, snakes and all others by a wide margin. The insects spread malaria, dengue and yellow fever, to name but a few diseases, which are together responsible for several million deaths and hundreds of millions of cases every year. Over half the world's population lives at risk of the diseases transmitted by mosquitoes, and climate change is facilitating their spread, increasing the threat of diseases they transmit to new populations. Meanwhile, the mosquito brings new threats, like Zika, which has devastated communities with fear of long-term, life-altering consequences.

Thankfully, public health efforts to control and prevent mosquito-borne diseases have proven to be effective. We have tools, including indoor insecticide spraying and bed nets, to protect individuals and families from the bite of the mosquito. Beyond protection, treatment and prevention, information sharing and surveillance are critical to help people know how and when prevention can be effective.

A mosquito emoji would be a crucial addition to the current set of insect emoji, because it would give health professionals a quick way to communicate with the public about the presence of mosquitoes, and allow researchers to promote their work around mosquito-borne diseases more easily via social media.

Beyond its public health applications, a mosquito emoji would be widely used by the general public, who are faced with the nuisance of mosquitoes in their daily lives. People may use the mosquito emoji in electronic conversations with friends to complain about the prevalence of mosquitoes or bug bites, such as when camping or hiking. Additionally, with hundreds of millions of cases of mosquito-transmitted diseases each year, there is a high likelihood that a mosquito emoji would be used by people sharing their diagnosis.

Names

[Suggested short name and keywords, as in the [Emoji List](#)].

Mosquito

Biting Mosquito

Selection Factors Inclusion

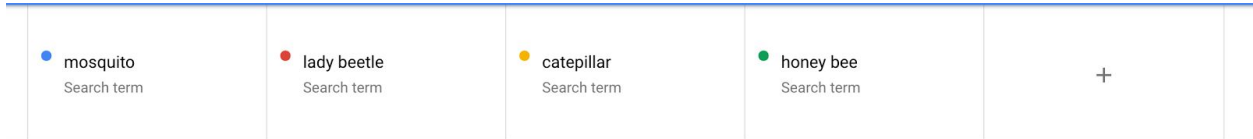
A. Compatibility

The major platforms do not currently have a mosquito emoji.

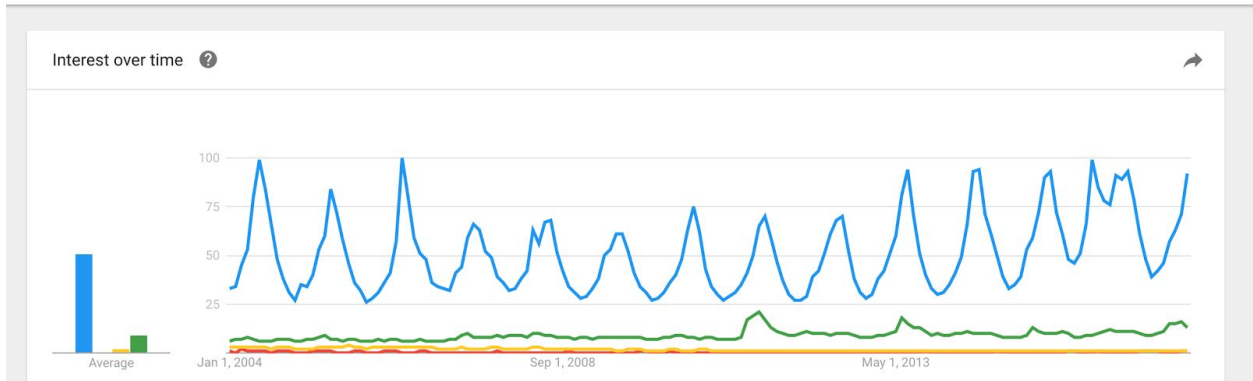
B. Expected Usage Level

Frequency

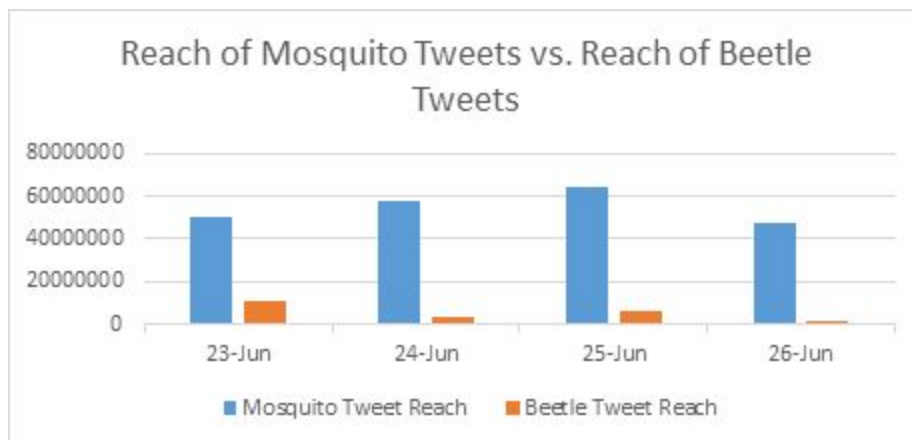
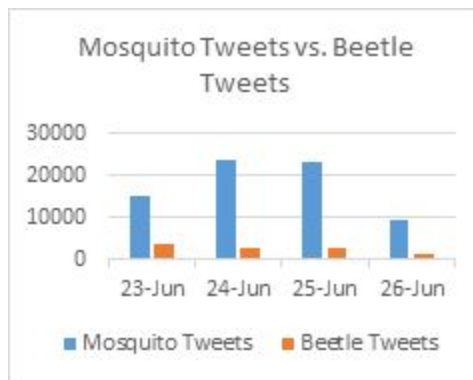
The expected usage of a mosquito emoji is extremely high. A Google Trends comparison of existing insect emoji revealed that “mosquito” outranks “lady beetle”, “caterpillar” and “honey bee”.



Worldwide 2004 - present All categories Web Search



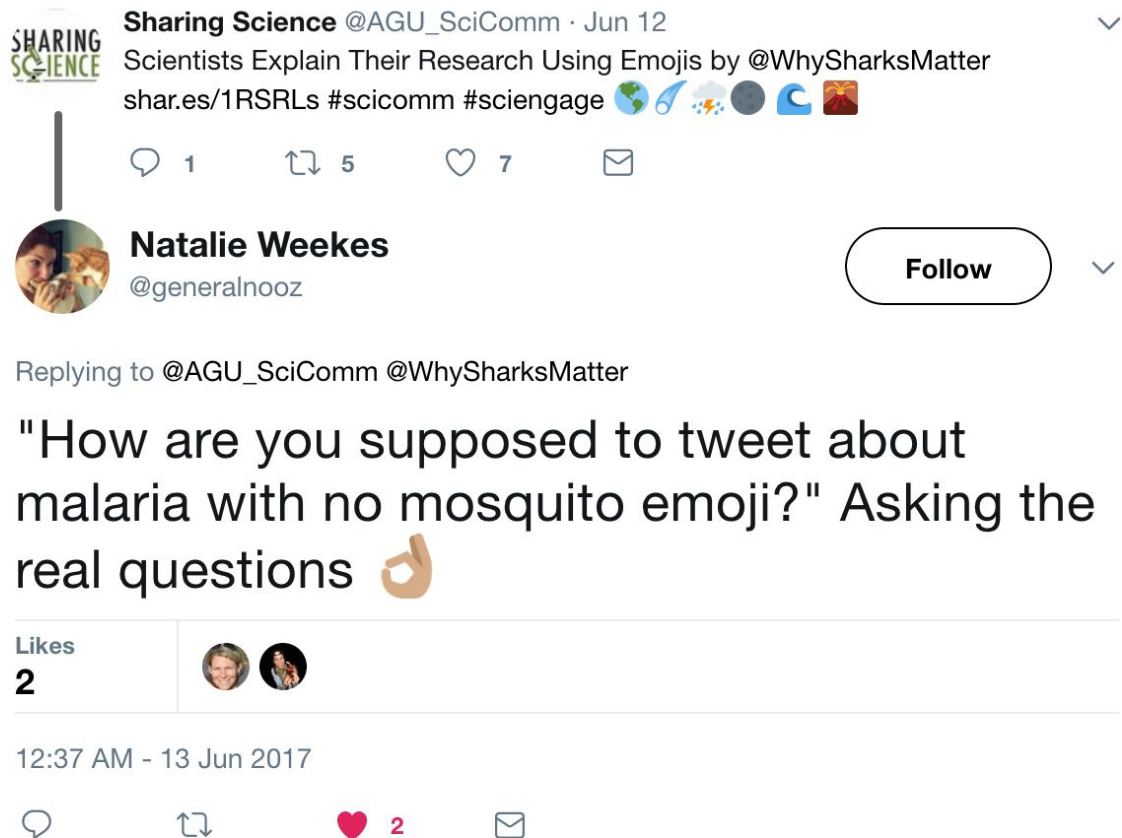
On Twitter, potential use and reach of a mosquito emoji is seven times greater than that of the existing beetle emoji. On average, there are nearly 15,000 more mosquito-related tweets shared per day than beetle-related tweets, potentially reaching 170 million more Twitter users. A more detailed comparison of these Twitter conversations is shown in a series of figures below.



Multiple Usages

There are many usages of mosquito that show it would have high demand and popularity.

First, a mosquito emoji would allow scientists, researchers and program staff in vector-control to promote work around malaria and other vector-borne diseases more easily, example:

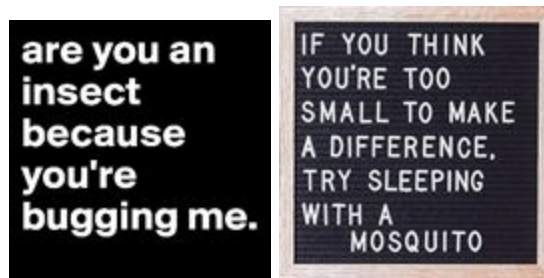


Additionally, the general public would have a way to warn friends and others to take precautions against mosquito bites.

The mosquito could stand in for public health alerts, alert to community spraying, or the distribution of prevention tools. This could be relevant on World Malaria Day and World Mosquito Day, which is recognized on August 20 each year.



The mosquito emoji could also be used to express nuisance or frustration, standing in for that feeling when someone is “bugging” or “nagging” you.



Use in Sequences

The mosquito emoji can be used with others to emphasize the disease threat. People might use the cloud with rain emoji together with a mosquito emoji to explain the presence of mosquitoes. Alternatively, another sequence might use a mosquito emoji along with the emoji for sunrise or sunset, the times when mosquitoes carrying the malaria parasite are most prevalent. The mosquito emoji could also be paired with the pill to represent treatment or prevention along with the loudspeaker to symbolize a public health campaign or drive.

Finally, the mosquito could be used to express annoyance or frustration, potentially paired with the face with rolling eyes or the smirking face.

C. Image Distinctiveness

There is no mistaking this image of a mosquito and currently nothing in the emoji set that is an equivalent.

D. Completeness

The mosquito emoji would contribute to the set of insect/bug emojis, which is currently dominated by crawling insects. The current set of bug emojis only includes a butterfly, caterpillar, spider (and spider web), scorpion and honeybee.

E. Frequently Requested

There is a strong demand for a mosquito emoji, as evidenced in the social media examples below. There are even [petitions to include the mosquito emoji](#) in WhatsApp. [In this request](#), a mosquito emoji has been voted for over 7,400 times. Additionally, during the #EmojiYourPhD campaign this year, which received coverage in *American Scientist*, researchers lamented the lack of a mosquito emoji, which would help them explain their research to a wider audience.

The following are examples of mosquito emoji requests that have appeared on Facebook and Twitter:

- How are you supposed to tweet about malaria with no mosquito emoji? Asking the real questions?
- “Dear @Apple, have you considered a mosquito emoji for #WestNile #Zika #DengueFever #YellowFever #Chikangunya season. <bug here>”
- “Yuck! We've got lots of those darned bloodsuckers here too! I need a mosquito emoji!”
- “Ugh! Only thing biting tonight are the bugs!! Hmm...why is there no mosquito emoji?!”
- “Found this in my yard today. Happy early spring! 🌂🌸🌧️ Now where's the mosquito emoji?”
- New tweets appear requesting a mosquito emoji daily, with a recent sample below:



Sharing Science @AGU_SciComm · Jun 12

Scientists Explain Their Research Using Emojis by @WhySharksMatter
shar.es/1RSRLs #scicomm #sciengage 🌍 🦈 🐙 🐠 🐡 🐢 🐬

1 5 7



Natalie Weekes

@generalnooz

Follow

Replying to @AGU_SciComm @WhySharksMatter

"How are you supposed to tweet about malaria with no mosquito emoji?" Asking the real questions 🙄

Likes

2



12:37 AM - 13 Jun 2017

1 2



Arlind

@lifeofarlind

Follow

is there a mosquito emoji?

8:20 PM - 5 Jun 2017

1



Ahora es Cuando @AhoraEsCuandoFm · May 2



¿Por que nos invadieron los mosquitos? Lo descifra @nicoguthmann en @FmBlue1007 🦟 (no hay emoji de mosquito, tristeza)

Translate from Spanish



1 2 6

[B1]We inputted the text from relevant tweets, since it seemed like prior examples used this kind of formatting. We also tried to show a range of usages of the potential mosquito emoji.



Arlind

@lifeofarlind

Follow



is there a mosquito emoji?

8:20 PM - 5 Jun 2017



Ahora es Cuando @AhoraEsCuandoFm · May 2



¿Por que nos invadieron los mosquitos? Lo descifra @nicoguthmann en @FmBlue1007 🦟 (no hay **emoji** de **mosquito**, tristeza)

Translate from Spanish





Selection Factors Exclusion

F. Overly Specific

The mosquito emoji is a broad symbol of the flying, biting insect. While specific species of mosquitoes are culprits in disease transmission (e.g. Aedes Aegypti/Zika), the glyph depicted is identifiable and serves as sufficient warning.

G. Open Ended

N/A. The mosquito emoji would not be adding to a group of mosquito emojis. Currently there is no mosquito-equivalent in the bug emoji set.

H. Already Representable

A mosquito cannot be represented by existing emojis.

I. Logos, brands, UI icons, signage, specific people, deities

Commercially mosquitoes are represented as cartoons or drawings as part of logos of many pest-removal companies.

It cannot be trademarked as it is an animal.

J. Transient

Mosquitoes are responsible for more than a million deaths per year and for recorded human history have been a constant nuisance. Malaria alone causes more than 400 000 deaths every year globally, most of them children under 5 years of age.¹ There is a need and will continue to be a need for a mosquito emoji until all vector-borne diseases can be controlled and/or eliminated.

K. Faulty Comparison

There is no similar emoji.

Sort location

(Proposed sort location for the emoji in [Emoji Ordering](#))

- Category: [Animal-Bugs](#)
- Emoji before it in that category (Cricket).

Other Information

(optional)

Character Properties

The other character properties are suggested to be defined as follows.

General Category: So

Canonical Combining Class: 0

Bidirectional Class: ON

¹ Ibid

Decomposition Type: Decomposition Mapping:

Numeric Type:

Numeric Value:

Bidirectional Mirrored: N Unicode 1 Name:

ISO Comment:

Simple Uppercase Mapping: Simple Lowercase Mapping: Simple Titlecase Mapping:

Author Bios

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