

Universal Multiple-Octet Coded Character Set
 International Organization for Standardization
 Organisation Internationale de Normalisation
 Международная организация по стандартизации

Doc Type: Working Group Document**Title: Proposal to encode three additional emoticons the UCS****Source: German NB****Status: National Body Contribution****Action: For consideration by JTC1/SC2/WG2 and UTC****Date: 2011-01-03****Replaces: L2/10-429** (*character names and proposed code points unchanged*)**1. Introduction**

Smileys (in Unicode terminology: Emoticons) are often used in questionnaires, where users can submit their opinion on specific questions either on a three-level scale (positive / neutral / negative), or on a five-level-scale (good / fair / neutral / below average / bad; see fig. 1, 2, 3, 4, 5).

While the smileys used on the three-level scale are already encoded as:

U+263A WHITE SMILING FACE (positive)

U+1F610 NEUTRAL FACE (neutral)

U+2639 WHITE FROWNING FACE (negative),

the smileys for the intermediate answers on the five-level scale are not encoded yet.

The common representations for these intermediate levels are proposed here as SLIGHTLY SMILING FACE and SLIGHTLY FROWNING FACE.

Furthermore, a similar system was adopted by the Danish Ministry of Food, Agriculture and Fisheries (Ministeriet for Fødevarer, Landbrug og Fiskeri) for food inspection reports, which the inspected food shops and restaurants have to display (see <http://www.findsmiley.dk/en-US/Forside.htm>).

In 2001, this was introduced as a four-level system, employing the levels good/fair/neutral/bad.

In 2008, this system was augmented by an “elite” smiley, which also is proposed here (see fig. 6, 7, 8, 11).

The introduction of this system in other countries is requested by some Non-Governmental Organizations (see fig. 10, 11 for an example from Germany, showing two of the proposed characters in plain text).

The “elite smiley” is a true extension of the four-level smiley scale used before in that area and therefore is no logo, in the same way as the already existing smileys are no logos.

2. Proposed Characters**Block: Emoticons****Faces**

U+1F641 SLIGHTLY FROWNING FACE
 → 2639 white frowning face



U+1F642 SLIGHTLY SMILING FACE
 → 263A white smiling face



U+1F643 SMILING ELITE FACE

Properties:

1F641;SLIGHTLY FROWNING FACE;So;0;ON;;;;;N;;;;;
1F642;SLIGHTLY SMILING FACE;So;0;ON;;;;;N;;;;;
1F643;SMILING ELITE FACE;So;0;ON;;;;;N;;;;;

Confusability issues:

None of the proposed symbols are intended to be usable in identifiers or IDNs (like URLs or e-mail addresses). Thus, no confusability issues are raised in this area.

3. Examples and Figures

Fig. 1: Excerpt from a file retrieved 2010-10-22 from <http://www.wales.nhs.uk/sites3/docopen.cfm?orgid=451&id=83428&D4F91B09-1143-E756-5CB350A9F0C883AB>

1. Were the staff you have dealt with professional and helpful?

Comments

2. Were your views taken in to account during your assessment?

Comments

Fig. 2: Excerpts from material retrieved 2010-12-08 from: <http://www.qjs.at> , showing a questionnaire for children and a related evaluation form.

31. Wie zufrieden bist du mit deiner LEHRERIN insgesamt ?
Bitte kreuze das Gesicht an, das am ehesten deine Zufriedenheit ausdrückt.

sehr zufrieden sehr unzufrieden

Wie die Schüler/innen ihre Lehrerin/ihren Lehrer sehen

Klasse: Lehrer/in:

GEORNET NACH FRAGEN

Item	Qualitätsbereich	%	10	20	30	40	50	60	70	80	90
1	A Fachkompetenz										
2	J Benotung										

Fig. 3: Excerpt from an HTML page retrieved 2010-12-08 titled "Mitarbeiterumfrage Q2 2007" ("employee survey 2007"), from <http://www.egrade.de/Beispiele/DE/MitarbeiterSP/MitarbeiterSinglePage.asp>

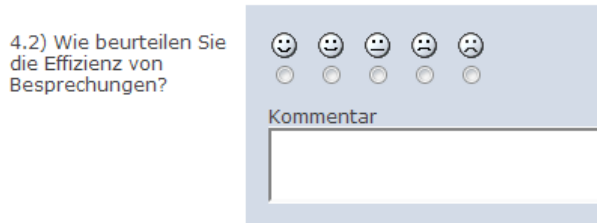


Fig. 4: Excerpt from an HTML page retrieved 2010-12-08 from <http://www.sensorysims.com/sample4children.asp>

SENSORY AND CONSUMER TESTING WITH CHILDREN

Example Smiley Face Scales:

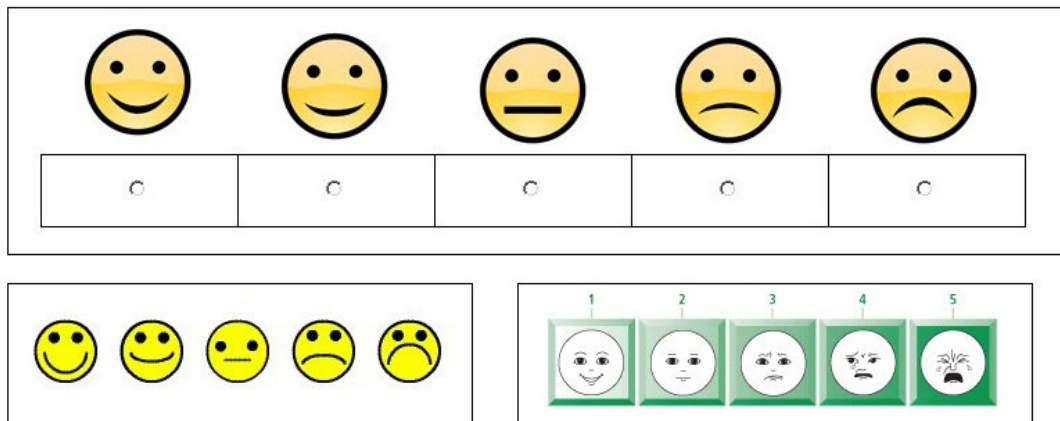


Fig. 5: Excerpt from a file retrieved 2010-10-22 from http://childrens-research-centre.open.ac.uk/research/The_Exercise_of_ames_Wright.doc (using U+1F603, U+263A, U+1F610, the SLIGHTLY FROWNING FACE proposed here and U+2639).

In questions 1-5 please tick the smiley face that matches what you think. Here's an example -

I love Manchester United



Fig. 6: http://www.findsmiley.dk/da-DK/om_findsmiley_dk/Forside.htm (retrieved 2010-10-22).



Fig. 7: <http://www.findsmiley.dk/da-DK/ikoner/Forside.htm> (retrieved 2010-10-22).

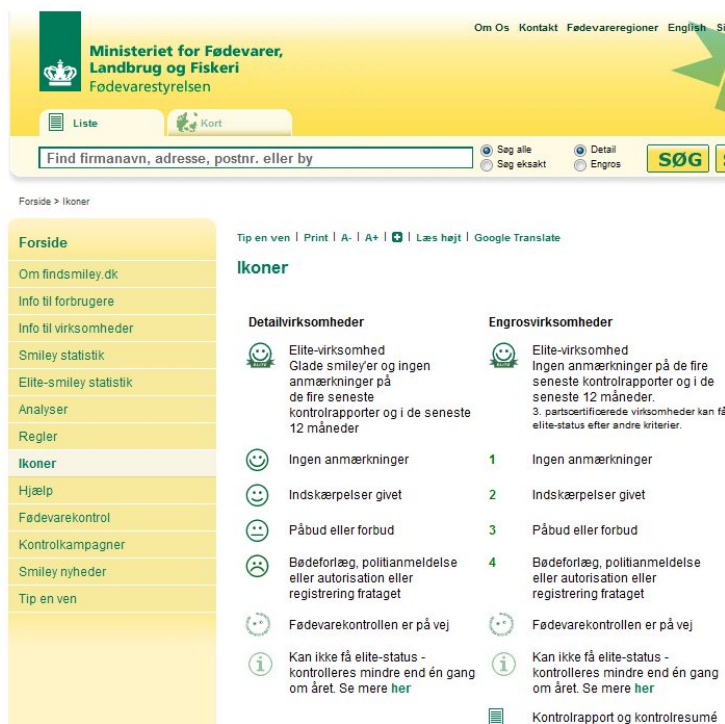


Fig. 8: Content of the font "Smiley FVST" downloadable as: http://www.findsmiley.dk/NR/rdonlyres/D89632D4-EC1E-4836-85BA-8B9C8F41D5E5/0/Smiley_FVST.ttf



Fig. 9: Example of a Danish control report, retrieved 2010-10-22 from: <http://www.spiegel.de/fotostrecke/fotostrecke-59371-4.html>

Fødevarerstyrelsen
Kontrolrapport

Virksomhed: **LIDL**

Adresse: **Finsbovej 78**
Postnr./By: **2000 Frederiksberg**
CVR-nr.: **26630797**

Denne kontrol, dato: **05-08-2010**

Tidligere kontrol:

Dato:	15-07-2010	😊
Hygiejne: Håndtering af fødevarer		😊
Dato:	23-06-2010	😊
Dato:	05-05-2009	😊

Kontrollert	Resultat
Hygiejne: Håndtering af fødevarer	1
Rengøring	1
Vedligeholdelse	
Virksomhedens egenkontrol	1
Offentliggørelse af kontrolrapport	1
Uddannelse i hygiejne	
Mærkning og information	1
Godkendelse m.v.	
Særlige mærkningsordninger	
Varestandarder	
Tilsynsnoter m.v.	
Kemiske forurenninger	
Emballage m.v.	
Andet	

Tilsynsførerens bemærkninger:

Fulgt op på klage fra forbruger. Klager er anonym.
Hygiejne: Håndtering af fødevarer: Fulgt op på indskærpelse fra forrige kontrolbesøg. Ingen anmærkninger. Opbevaring af fødevarer samt temperaturer i køle- og fryseanordninger kontrolleret uden anmærkninger.
Hygiejne: Rengøring: Hygiejnestandarden i butik, lager, personalefaciliteter, køle- og fryseanordninger er kontrolleret. Ingen anmærkninger.
Virksomhedens egenkontrol: Varemodtagelse samt temperaturkontrol i køleanordninger for perioden juli d.d. 2010. Ingen anmærkninger.
Mærkning og information: Strikprøvevis er mejeriprodukter, chips og brød er kontrolleret for overskreden holdbarhedsdato uden anmærkninger.
Varestandarder: Kontrolleret, at frugt og grønt er mærket med oplysning om varebetegnelse, sort, oprindelse og klasse. Ingen anmærkninger.
Offentliggørelse af kontrolrapport: Udlieveret blanket om kontrol i virksomheder. Ophængning af kontrolrapport kontrolleret. Ingen anmærkninger.

Resultat Betyder

1	😊	Ingen anmærkninger
2	😊	Indskærpelse
3	😊	Plåbud eller forbud
4	😊	Bødeforlæg, politianmeldelse, autorisation eller registrering frataget

Dølgfale resultat bestemmer aktuel smiley

Elite 😊 Ingen anmærkninger på de seneste 4 rapporter og 1 de seneste 12 mdr.

Kontroltype

<input type="checkbox"/> Ordinær kontrol	<input type="checkbox"/> Kontrollkampagne
<input checked="" type="checkbox"/> Ekstra kontrol	<input type="checkbox"/> Autorisationer m.v.
<input type="checkbox"/> Anden kontrol	<input type="checkbox"/> Prøver udtaget

Fødevarerregion Øst
Fødevarerdivision Rødovre
Tøndermarkvej 15 T 72 27 66 00
2610 Rødovre F 72 27 63 99

www.find.dk
o-foedevarensalt.roedovre@fvst.dk

49 min
Kontrolens længde

Mere om fødevarerkontrol og klagemuligheder på www.findsmiley.dk

Fig. 10: Excerpt from p.1 of: (retrieved 2010-10-22) http://www.foodwatch.de/foodwatch/content/e10/e26043/e26050/e26133/DasdaenischeSmiley-System_ger.pdf

Vier Smileys zeigen Kontrollergebnisse

Kontrollen in Lebensmittelbetrieben erfolgen ohne vorherige Ankündigung. Bewertet wird die Einhaltung der gesetzlich festgelegten Lebensmittelstandards wie z. B. Hygiene, Eigenkontrolle, Kennzeichnung, Zulassungen, Zusatzstoffe, Kontaminanten usw. Seitdem müssen alle Lebensmittelverkaufsstätten, Restaurants, Imbisse, Kantinen und auch Küchen von Schulen oder Altersheimen ihren Kontrollbericht sofort an gut sichtbarer Stelle aushängen; zusätzlich wird dieser im Internet veröffentlicht. Vier verschiedene Smileys zeigen dem Verbraucher auf einen Blick das Ergebnis der Kontrolle:

- 😊 Die Kontrolle hat keine Beanstandungen ergeben
- 😊 Bestimmte Regeln müssen besser beachtet werden (Ermahnung)
- 😊 An das Unternehmen wurde durch die Kontrollbehörde eine Verfügung oder ein Verbot ausgesprochen
- 😊 Das Unternehmen hat eine Strafverfügung erhalten oder wurde an die Polizei gemeldet

Fig. 11: Excerpt from p.2 of: (retrieved 2010-10-22)

http://www.foodwatch.de/foodwatch/content/e10/e26043/e26050/e26133/DasdaenischeSmiley-System_ger.pdf

Auch rein statistisch lässt sich die Erfolgsgeschichte des Smileys belegen:

Prozentuale Verteilung der vergebenen Smileys nach Jahren seit der Einführung, in Prozent

	2002	2003	2004	2005	2006	2007	2008
😊	70,1	75,2	75,1	76,7	76,3	75,0	82,8
😄	26,2	21,1	21,2	19,6	19,6	17,5	12,7
😐	1,9	1,6	1,7	1,5	1,4	2,0	1,2
😞	1,8	2,2	2,0	2,1	2,6	5,5	3,3
Gesamt	100	100	100	100	100	100	100

Dies zeigt deutlich, dass die überwiegende Zahl der kontrollierten Betriebe mittlerweile nach dem besten Smiley strebt, auch wenn es einen einstelligen Bodensatz von Betrieben gibt, die mit dem schlechtesten Smiley leben müssen.

Neues „Elite-Smiley“ 😊

Um das System weiter zu verbessern, wurde vom dänischen Lebensmittelministerium im Jahr 2008 das „Elite-Smiley“ 😊 eingeführt, das mittlerweile gut 40 Prozent der kontrollierten Betriebe erhalten haben. Dieses Elite-Smiley erhalten alle Verkaufsstätten, die bei den letzten vier Prüfungen mit dem besten Smiley bewertet wurden und bei denen es zusätzlich in den letzten 12 Monaten zu keinerlei Beanstandungen gekommen ist.

**ISO/IEC JTC 1/SC 2/WG 2
PROPOSAL SUMMARY FORM TO ACCOMPANY SUBMISSIONS
FOR ADDITIONS TO THE REPERTOIRE OF ISO/IEC 10646¹**

Please fill all the sections A, B and C below.

Please read Principles and Procedures Document (P & P) from <http://www.dkuug.dk/JTC1/SC2/WG2/docs/principles.html> for guidelines and details before filling this form.

Please ensure you are using the latest Form from <http://www.dkuug.dk/JTC1/SC2/WG2/docs/summaryform.html>.

See also <http://www.dkuug.dk/JTC1/SC2/WG2/docs/roadmaps.html> for latest Roadmaps.

A. Administrative

1. Title: *Proposal to encode three additional emoticons the UCS*

2. Requester's name: *German NB*

3. Requester type (Member body/Liaison/Individual contribution): *National Body contribution*

4. Submission date: *2011-01-03*

5. Requester's reference (if applicable):

6. Choose one of the following:

This is a complete proposal: *Yes*

(or) More information will be provided later:

B. Technical – General

1. Choose one of the following:

a. This proposal is for a new script (set of characters): *No*
Proposed name of script:

b. The proposal is for addition of character(s) to an existing block: *Yes*
Name of the existing block: *Emoticons*

2. Number of characters in proposal: *3*

3. Proposed category (select one from below - see section 2.2 of P&P document):

A-Contemporary B.1-Specialized (small collection) B.2-Specialized (large collection)

C-Major extinct D-Attested extinct E-Minor extinct

F-Archaic Hieroglyphic or Ideographic G-Obscure or questionable usage symbols

4. Is a repertoire including character names provided? *Yes*

a. If YES, are the names in accordance with the "character naming guidelines" in Annex L of P&P document? *Yes*

b. Are the character shapes attached in a legible form suitable for review? *Yes*

5. Fonts related:

a. Who will provide the appropriate computerized font to the Project Editor of 10646 for publishing the standard? *TBD*

b. Identify the party granting a license for use of the font by the editors (include address, e-mail, ftp-site, etc.): *TBD*

6. References:

a. Are references (to other character sets, dictionaries, descriptive texts etc.) provided? *Yes*

b. Are published examples of use (such as samples from newspapers, magazines, or other sources) of proposed characters attached? *Yes*

7. Special encoding issues:

Does the proposal address other aspects of character data processing (if applicable) such as input, presentation, sorting, searching, indexing, transliteration etc. (if yes please enclose information)? *No*

8. Additional Information:

Submitters are invited to provide any additional information about Properties of the proposed Character(s) or Script that will assist in correct understanding of and correct linguistic processing of the proposed character(s) or script. Examples of such properties are: Casing information, Numeric information, Currency information, Display behaviour information such as line breaks, widths etc., Combining behaviour, Spacing behaviour, Directional behaviour, Default Collation behaviour, relevance in Mark Up contexts, Compatibility equivalence and other Unicode normalization related information. See the Unicode standard at <http://www.unicode.org> for such information on other scripts. Also see <http://www.unicode.org/Public/UNIDATA/UCD.html> and associated Unicode Technical Reports for information needed for consideration by the Unicode Technical Committee for inclusion in the Unicode Standard.

¹ Form number: N3702-F (Original 1994-10-14; Revised 1995-01, 1995-04, 1996-04, 1996-08, 1999-03, 2001-05, 2001-09, 2003-11, 2005-01, 2005-09, 2005-10, 2007-03, 2008-05, 2009-11)

C. Technical - Justification

1. Has this proposal for addition of character(s) been submitted before? If YES explain	<i>Yes</i> <i>This proposal replaces L2/10-429 which is an individual contribution not yet decided upon</i>
2. Has contact been made to members of the user community (for example: National Body, user groups of the script or characters, other experts, etc.)? If YES, with whom? If YES, available relevant documents:	<i>n/a</i> <i>The characters are not confined to a specific user community</i>
3. Information on the user community for the proposed characters (for example: size, demographics, information technology use, or publishing use) is included? Reference:	<i>Everybody</i> <i>See text</i>
4. The context of use for the proposed characters (type of use; common or rare) Reference:	<i>Common</i> <i>See text</i>
5. Are the proposed characters in current use by the user community? If YES, where? Reference:	<i>Yes</i> <i>See text</i>
6. After giving due considerations to the principles in the P&P document must the proposed characters be entirely in the BMP? If YES, is a rationale provided? If YES, reference:	<i>No</i>
7. Should the proposed characters be kept together in a contiguous range (rather than being scattered)?	<i>Yes</i>
8. Can any of the proposed characters be considered a presentation form of an existing character or character sequence? If YES, is a rationale for its inclusion provided? If YES, reference:	<i>No</i>
9. Can any of the proposed characters be encoded using a composed character sequence of either existing characters or other proposed characters? If YES, is a rationale for its inclusion provided? If YES, reference:	<i>No</i>
10. Can any of the proposed character(s) be considered to be similar (in appearance or function) to an existing character? If YES, is a rationale for its inclusion provided? If YES, reference:	<i>No</i>
11. Does the proposal include use of combining characters and/or use of composite sequences? If YES, is a rationale for such use provided? If YES, reference: Is a list of composite sequences and their corresponding glyph images (graphic symbols) provided? If YES, reference:	<i>No</i>
12. Does the proposal contain characters with any special properties such as control function or similar semantics? If YES, describe in detail (include attachment if necessary)	<i>No</i>
13. Does the proposal contain any Ideographic compatibility character(s)? If YES, is the equivalent corresponding unified ideographic character(s) identified? If YES, reference:	<i>No</i>