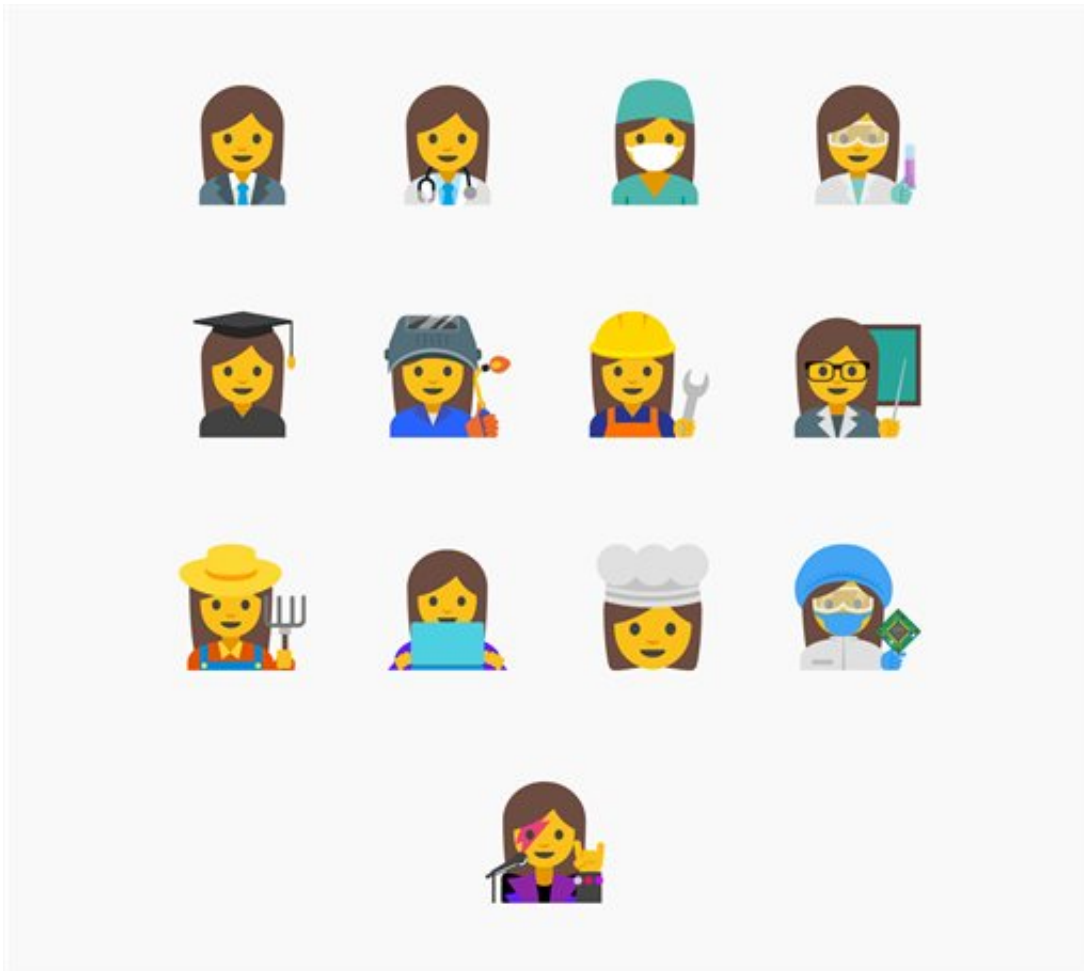


Google wants new emojis to represent professional women

May 12 2016



This image provided by Google shows proposed female emojis. Google said it wants to create a new set "with a goal of highlighting the diversity of women's careers and empowering girls everywhere." (Google via AP)

Google wants professional women to be better represented in emoji form.

In a proposal to the Unicode Consortium, which controls specifications for emojis, Google says it wants to create a new set "with a goal of highlighting the diversity of women's careers and empowering girls everywhere." The proposal says women—and those under 30 in particular—are the most frequent users of emojis.

Sample emojis provided by Google in the proposal show several female characters in professional clothing, including business suits, lab coats, medical scrubs and construction hats. One sample emoji even has a pitchfork and a farmer's hat. Google has also included sample male versions of the same emojis.

Mountain View, California-based Google wants Unicode to standardize the emojis by the end of the year.



In this March 23, 2010, file photo, the Google logo is seen at the Google

headquarters in Brussels. Google is proposing a new set of emojis to highlight professional women. Google proposed in May 2016 to create a set of a emojis "with a goal of highlighting the diversity of women's careers and empowering girls everywhere." (AP Photo/Virginia Mayo, File)

© 2016 The Associated Press. All rights reserved.

Citation: Google wants new emojis to represent professional women (2016, May 12) retrieved 13 March 2024 from <https://phys.org/news/2016-05-google-emojis-professional-women.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--