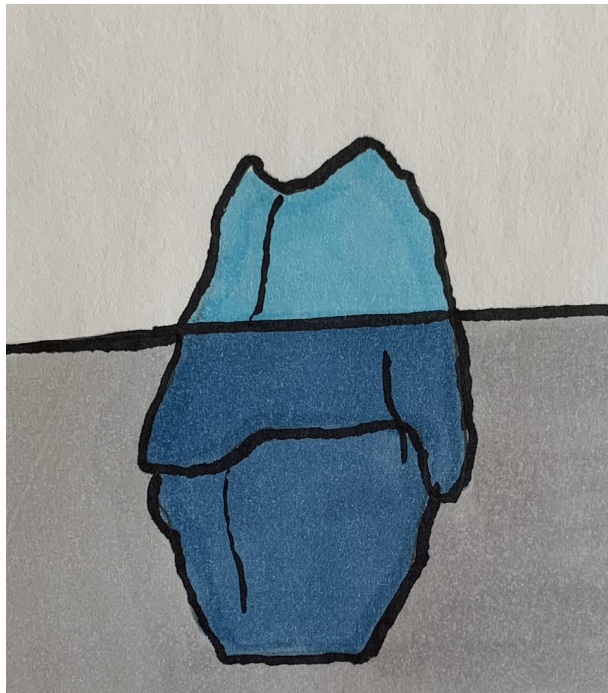# Synthesis Assignment 3 – Big Idea Emoji Proposal

1. Identification

CLDR short name: iceberg

CLDR keywords: ocean, ice, water, cold

2. Images

3. Selection factors – Inclusion

3.1. Compatibility

There are many nature emojis that already exist that an iceberg emoji could fit well with.
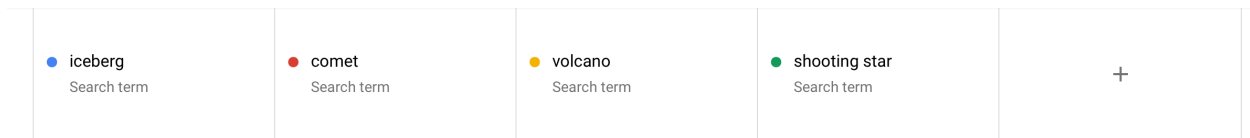
3.2 Expected usage level

Iceberg has nearly 100 million search results when searching on Google, with related search "ice" having over 2 billion.

Even just the phrase "tip of the iceberg" yields almost 50 million results.

In comparison with other nature type emojis that already exist, search results from the last year show that iceberg closely combats number of search results for both web and image searches.

iceberg	comet	volcano	shooting star	
Search term	Search term	Search term	Search term	+

Worldwide ▾ Past 12 months ▾ All categories ▾ Web Search ▾

Interest over time ⓘ

iceberg	comet	volcano	shooting star	
Search term	Search term	Search term	Search term	+
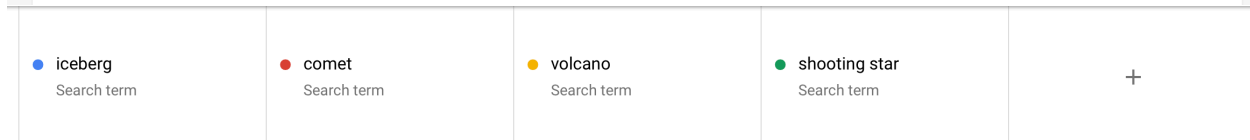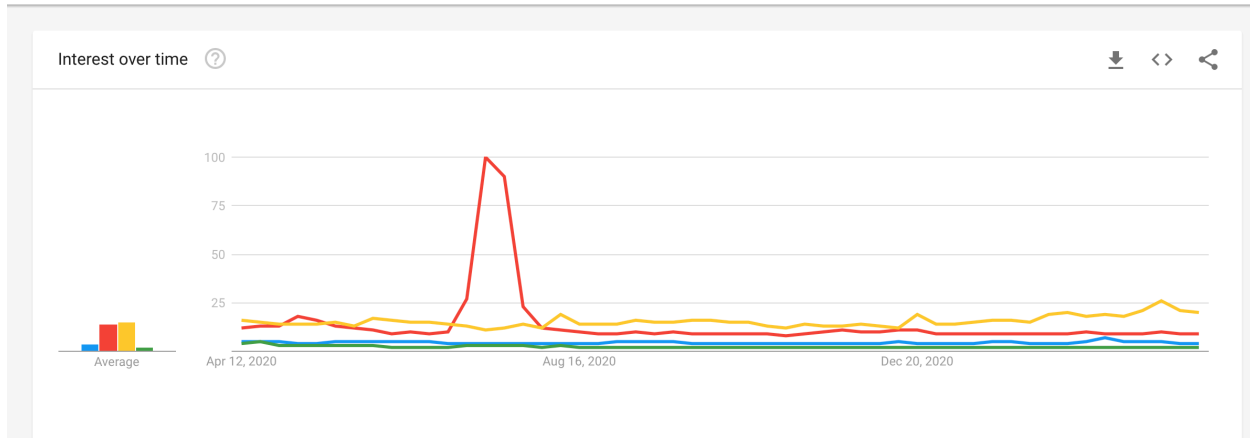
Worldwide ▾ Past 12 months ▾ All categories ▾ Image Search ▾

Interest over time ⓘ
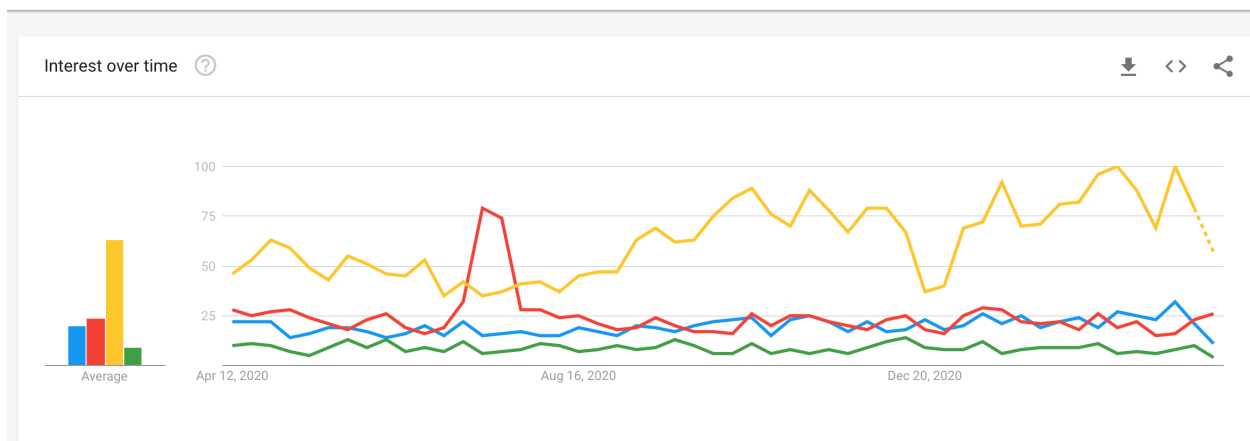
3.3 Multiple usages

First and foremost, the iceberg emoji can simply be used to represent actual icebergs or the climate they represent. With current discussions on global warming and the icebergs melting, this emoji has many practical applications along that debate. More figurately, the iceberg emoji can be used to demonstrate feeling cold (being in a cold area), someone acting cold, or used as the phrase "only seeing the top of the iceberg".

3.4 Breaking new ground

Yes, while there are other ice related emojis the iceberg would be a completely new natural formation of ice as compared to the ice cube emoji. The iceberg emoji would also break new ground by holding applications for a very common phrase, "tip of the iceberg.

3.5 Frequently requested

Many people already assume there would be an iceberg emoji as there is already many other nature emojis. There are approximately 6.5 thousand search results just asking if there is a pre-existing iceberg emoji.

is there an iceberg emoji   ✕ | Q

Q **All**   🖻 Images   ⬗ Shopping   🗏 News   ▷ Videos   ⋮ More   Settings   Tools

About 6,530,000 results (0.65 seconds)
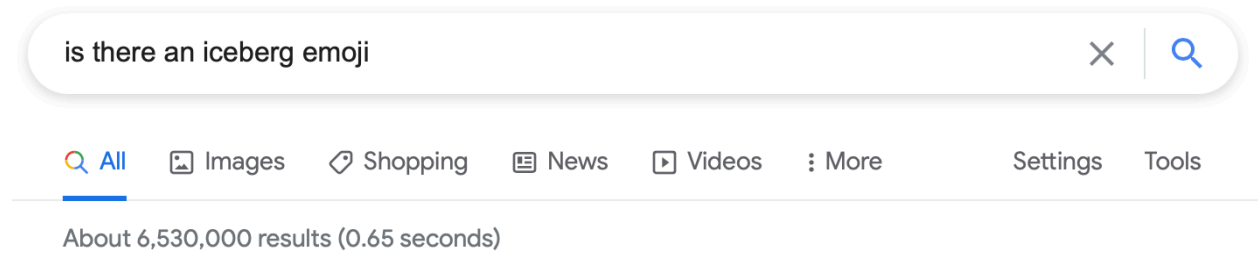
4. Selection factors – exclusion

4.1. Overly specific

As mentioned in 3.3, the iceberg emoji has many practical applications meaning it is not overly specific.

4.2. Already representable

The closest emoji that can be related to the iceberg emoji would be the ice cube emoji however this doesn't represent the entirety of the iceberg emoji as it is not a natural formation and doesn't hold the application of a common phrase like the iceberg emoji does.

4.3. Logos, brands, UI Icons, signage, specific people, deities

N/A

4.4 Transient

The iceberg emoji is not transient as it represents a natural occurrence and can also be used with the old phrase "tip of the iceberg" that is still popular today.

4.5. Faulty comparison

The iceberg emoji is not proposed because of an existing emoji because it holds its own personal applications no other emoji can replicate.

4.6. Exact images

The iceberg emoji is not an exact image.

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5. Sort location

Category: sky & weather

Sorted after: water wave

The iceberg emoji should be placed in the sky & weather category because it's a naturally occurring piece of frozen water. It should be placed after the "water wave" because it forms and stays in water.

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6. Big Ideas Reflection

The emoji that I choose to submit is an iceberg floating in water which I chose because of the phrase "the tip of the iceberg". This phrase is used when only a small part of a big thing is being seen or known when there is a larger portion that is not, since when an iceberg is floating only the top part can be seen but the majority of it is underwater where we can't see it. I think this emoji might be popular with the use of that phrase, for example it could be used as a response to someone who made an idiotic claim when they don't fully understand the topic they're talking about. The iceberg would represent them only knowing a small amount of the topic they're talking about (the tip of the iceberg), when the underwater portion of the iceberg would be all the information this person doesn't know that would prove their claims wrong. It would basically be an emoji that symbolizes arrogance and a lack of complete understanding.

The big idea the iceberg represents is abstraction. Abstraction is the process of removing certain details or attributes from something in order to simplify it to the most essential characteristics (Wigmore). The way the iceberg represents abstraction is that the tip of the iceberg, is the information that we have after abstraction- the essential characteristics. The part of the iceberg that is underwater, that we can't see, is all the information that we have deemed unnecessary to share through the abstraction process. Out of all the big ideas, I feel abstraction should be the one to get an emoji because it is used in everyday life for everyone- not only programmers or knowledgeable technology users.

People use abstraction every single day without thought. Driving to work can be an example of abstraction. A user most likely does not know every single part of their car and its

functions. Instead, abstraction is used to reduce the amount of knowledge a user needs to successfully learn how to drive. So, by using abstraction, the user only needs to learn a small portion of the car's parts (steering wheel, brakes, accelerator, etc.) because those are the parts required for user input to get from point A to point B safely.

I think that if people were introduced to abstraction through an emoji (something that many of us use on a daily basis) and an easy example we all know like an iceberg, people would easily be able to understand abstraction and the practical applications we experience every day. Before I started learning about the big ideas in computing and information, I thought what we learned would only apply to coding and computer science but learning about how these ideas affect every one of us every single day without even realizing it makes me appreciate computing even more. Maybe by small steps (like an iceberg emoji), more people could become interested in computing and information and we could achieve even greater technological advances as more people join the field!

Works cited

Wigmore, Ivy. "What Is Abstraction? - Definition from WhatIs.com." *WhatIs.com*, TechTarget, 30 June 2014, whatis.techtarget.com/definition/abstraction.