

These are the world's most popular emoji according to Unicode



By Shereesa Moodley

16 Oct 2019

Ever wondered what the most used emoji are? Well, the Unicode Consortium, or emoji overlord if you will, has now revealed exactly that.

“The Consortium has been working to assemble information about how frequently various emoji are used and is making that data available to the public,” the company explained on its [website](#).



Bringing diversity to messaging app

15 Oct 2019



In revealing the information, Unicode intends to help people who submit new emoji for approval better understand what users prefer.

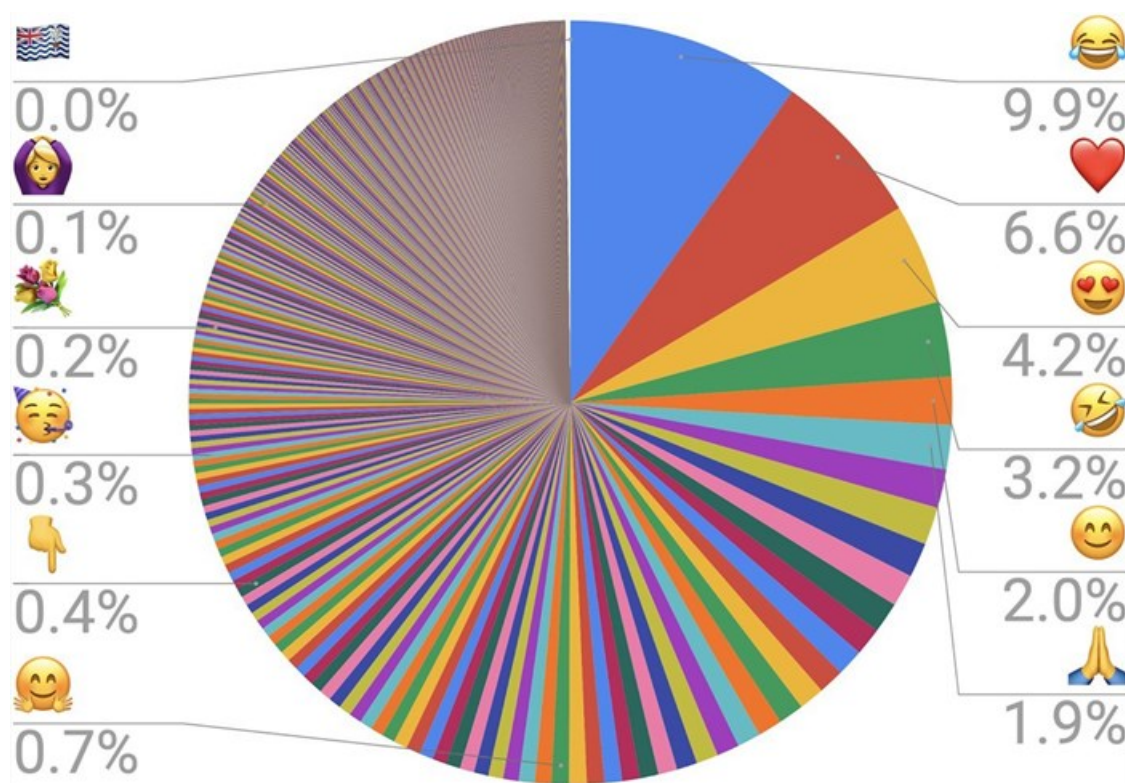


Image credit: Unicode.

And it turns out, everyone's favourite emoji is the laughing-cry face, with the red heart following closely behind.

After love and laughter, the heart eyes, prayer hands, crying face, and flame, all take up spots on Unicode's top three rankings.

The top emoji also include the cool face, confused lady, rainbow, water droplets and different coloured hearts.

Interestingly, the least used emoji are country flags and the couple with children variants.



59 new emoji are coming to iOS, MacOS and Apple Watch

Shereesa Moodley 19 Jul 2019



The Unicode Consortium based the findings on emoji that have been used across various platforms and devices.

A report by Facebook [back in 2017](#), however, revealed that over five billion emoji were sent on Messenger that year.

In more recent times, sites like [Emoji Tracker](#) and [Emoji Stats](#) both keep live updates of emoji use on Twitter and iOS devices respectively.



#FairnessFirst: Welcome the most diverse emoji set yet

Leigh Andrews 18 Feb 2019



Information on both sites confirm that the laughing face and heart emoji remain the most used emoji.

[Earlier this year](#), the Consortium added over 200 new emoji to the Unicode Standard, including a yawn face, hearing aid and waffles.

ABOUT SHEREESA MOODLEY

Shereesa is a passionate writer who often delves into the world of social media, online trends and all things photography. She is also a journalism graduate of Rhodes University and can be found frequenting YouTube and Instagram. She lurks on Twitter too, sometimes.

- The *Friends* cast will get back together for HBO Max reunion special - 24 Feb 2020
- 2020 emoji will include pinched fingers, bubble tea and more gender-inclusivity - 30 Jan 2020
- Disney is removing 'Fox' from the production company's future branding - 20 Jan 2020
- Google's new 'My Storytime' platform helps families stay in touch - 28 Nov 2019
- South Africa 'cancels' Old Mutual after body arrives at offices for proof of death - 20 Nov 2019

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>