Study of Language Change by the Promotion of Informal Language, Orthography and Words with Multiple Meanings on Facebook

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Abstract

Facebook has promoted the use of informal language among both teens and adults. This social website has resulted in the deterioration of orthographic knowledge of both age groups due to the use of non-standard spellings. This social media engine has also contributed to the destruction of the word knowledge of users. Most of the users are aware of the context in which the English words are employed on Facebook but are unaware of their standard dictionary meanings. All these factors combine in effecting the formal academic writing and social interaction of these users. This research aims at finding out the language change due to the use of informal language, orthography, and words with multiple meanings on Facebook. The study has investigated the corrosion of the formal language of Facebook users. The current study was conducted by following the mixed-method approach in a way that twenty Facebook public pages, administrated by teens and adults were analyzed and also survey questionnaire filled by Intermediate and Graduate students. The results showed that teens are an easy victim of this up-thrust of technology as compared to adults. The results of the study gave a visual display of the effect of orthography by the use of informal language and the words with multiple meanings on social interactions and formal writing of both teens and adults.

Keywords: *Facebook, social-media, orthography, academic, writing*

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Introduction

During the first decade of the 21st century, a popular and new word has come into our vocabulary. That word is Facebook. Facebook is an American for-profit corporation and online social media and social networking service based in Menlo Park, California, United States. The Facebook website was launched on February 4, 2004, by Mark Zuckerberg, along with fellow Harvard College students and roommates, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes.

When Facebook launched in February 2004, American college students seized the opportunity to have a new social medium (Lin et al., 2012). Once, one has become part of this social media website he can utilize it according to his comfort and convenience. Many research studies have been conducted on the language used by the members of this social media organization. Researchers adopted an appropriate method and moved swiftly from small scale to large scale research to discover the linguistic impact of this social engine upon the users. First of all, researchers investigated the age group of people who are using this website for communication. They concluded that the majority of Facebook users were teenagers.

After this small scale discovery, the next major and complex task was to find out the linguistic impact of Facebook upon its users. Facebook was used most often for social interaction, primarily with friends with whom the students had a pre-established relationship offline. In addition to classic identity markers of emerging adulthood, such as religion, political ideology, and work, young adults also used media preferences to express their identity (Tiffany A.Pempek, Yevdokiya A.Yermolayeva, and Sandra L.Calvert 2009).

Informal language includes the use of contractions, code-switching, and code-mixing. They also examined the use of non-standard spellings and distorted orthography. In addition to this Facebook has further sabotaged the linguistic skills of users as English words used in the realm of Facebook mean different than their original dictionary meanings. So, Facebook which is regarded as the most widely known research engine is responsible for the linguistic complexities of its users. People after suing Facebook find it difficult to use correct standard language in academic writings or social interactions.

Research Objectives

- To investigate the corrosion of formal language and orthography of Facebook users.
- To study the changes in word knowledge of users due to exposure to words with multiple meanings on Facebook.
- To investigate the effect of Facebook on academic writing and the social interaction of its users.

Research questions

- How the use of informal language and orthography is deteriorating the formal language of Facebook users?
- How the exposure to words with multiple meanings on Facebook is affecting the word knowledge of users?
- What is the effect of Facebook on academic writing and the social interaction of its users?

Significance of the Study

A lot of researches have been conducted on Facebook and the kind of language that is used at this social engine. Our research deviated from all the previous researches by adopting a significantly different approach towards analyzing the effect of the linguistic challenges posed by Facebook upon its users. As already mentioned in Section 1 the research divided the Facebook users into two groups of teenagers and adults in order to study this impact. There was a dire need for this approach that was pursued because it gave an insight into the psychological workings of teenagers and adults and it also shed a light upon the fact that which generation was more affected by this abrupt up-thrust of technology. Research also helped to find that how Facebook is affecting the academic writing and social interaction of its users. A part of the research dealt with the words that have a different meaning on Facebook as compared to their standard dictionary meaning. Limited research has been carried out in this domain. This research broadly investigated this domain. This key factor was included in our research-based upon the need to find deterioration of the word knowledge of users due to exposure to words with multiple meanings on Facebook.

Delimitation

The research was delimited by specifically selecting a few pages and accounts which are being administrated by teenagers and adults. The research also analyzed the frequency of informal language and orthography being employed by them.

• 15 personal accounts and 15 public pages being run by teenagers ranging from 13 to 25 were studied to investigate the deterioration of formal language and orthography in their status updates.

• Research on 15 personal accounts and 15 public pages being run by adults ranging from 25 to 40 was conducted to find out the frequency of corrosion of formal language and standard spellings in their status updates.

• One part of the research dealt with analyzing the influence of the use of lexemes with multiple meanings, informal language, and orthography on academic writing and social interactions of both the groups. This research was carried out with the help of questionnaires.

• Teenagers (13 to 25) and adults (25 to 40) boarding in International Islamic University Hostels were made to fill out the questionnaire specifically designed for this purpose. The result revealed which age group was affected by this technological aura on a large scale.

Literature Review

In the last few decades, the trend of using social media and social websites among teenagers and adults has gained importance and almost every single individual is now addicted to these social websites. Facebook is now a platform for the young generation to share their moods and behaviors with the people connected to them via Facebook (Gadekar et al., 2011). The growing trend of using roman Urdu on these websites have affected the use of formal Urdu and English in academic writing (Jackson, 2007). Researchers around the world have conducted many research studies to study the impact and effect of Facebook and other social websites on the academic writing of students (Ahmad, 2016; Crystal, 2001; Herring, 2003; Danet and Herring, 2007). This current study also aims to see how Facebook is affecting the orthography of the English language and how it promotes language change through the use of informal language on Facebook.

Use of Informal Language

A lot of work has been done on the use of informal language. As the research topic deals with the use of informal language on Facebook specifically those researchers were reviewed who have conducted researches on the use of informal language on social media to depict the difference that our area of research holds from the researches that have been conducted before in the same domain.

Einstein (2013) researched the use of bad and informal language on the internet. He stated different reasons that are responsible for the informal language on social media sites. He also suggests that people become fond of using bad language and non-standard spellings on the internet because they are unsure of the correct and standard spellings of words. Moreover, people feel comfortable using bad language which includes non-standard spellings because using contractions is easy than using standardized spellings and grammatically, syntactically, and semantically correct sentences. Einstein (2013) analyzed different social media statuses of celebrities. . They contained linguistic challenges for example a celebrity Sarah Silverman wrote "Boom! Ya ur website suxx bro". Another famous star Shaquille O'Neil wrote, "...dats why pluto is pluto it can neva b a star".

Liu et al., (2012) regarded social media updates as "social texts" in their research. They researched to discover a methodology to normalize the social media language. This research investigates that Facebook status updates have an informal style of writing and conversational nature, the reason behind them being regarded as "social texts". The main area of their research was to standardize the spellings. So, they proposed a text normalization method in their research to convert the text words into real dictionary words to avoid the further sabotaging of formal language.

One of the major reasons behind the use of informal language on social media sites is the use of code-mixing and code-switching. This idea was put forward by a team of Indian linguists. Chittranjan et al., (2014) strived hard to find out the use of informal language by the method of code-mixing and code-switching. "POS tagging of English Hindi code-mixed social media content" (2014) stated that most of the social media pages, when viewed, have marked an increase in code-mixing in written texts. The paper mentioned that Computer-Mediated Communication (CMC) is responsible for the increased use of non-standard spellings and non-standard language. This team of linguists analyzed facebook public pages of celebrities. They selected the pages of Shahrukh Khan, Amitabh Bachan, and Narendra Modi as these pages have a huge fan following. The team analyzed the data collected from these pages and concluded that the highest percentage

of code-switching and code-mixing occurred in the comments section of these pages.

Einstein (2013) examined another factor behind the use of informal language on social media. He found out that older people use standard keyboards and young people use cellular phones when they login into social media accounts. So, as a result, the keyboard users make use of standard language while those addicted to the latest technology of fast communication prefer non-standard language.

Use of Orthography

The use of orthography on social media means the way words are spelled on social websites. The use of orthography reflects a field of meanings as stated by "Gender Identity and Lexical Variation in Social Media" (Bannman, 2014). Einstein and Schnoebelen (2014) stated that the use of non-standard spellings may indicate that the reader is educated or uneducated, effortful or easy-going, articulate or inarticulate, pretentious or unpretentious, formal or relaxed, and so on.

Thelwall et al., (2010) researched to investigate the presence of positive and negative emotions in short informal texts. They stated that

non-standard spellings are used to emphasize a particular word for example "Hiiiii…!." They analyzed the comments exchanged between friends to study the use of non-standard language and spellings. This study mentioned that 95% of English public comments exchanged between friends contain at least one abbreviation from Standard English. Common features include emoticons, texting-style abbreviations, and the use of repeated letters. The paper also found out that comments were typically short.

Use of Words with Multiple Meanings

Bermann and Einstine (2014) stated that different meanings get attached to different words depending upon the context in which they are used. The paper "Gender Identity and Lexical Variation in Social Media" (2014) quotes views of Eckert and other linguists upon the social meaning of linguistic variables. The paper states that Eckert and others have argued that the social meaning of linguistic variables depends crucially on the social and linguistic context in which they are deployed.

Chittaranjan et al (2014) gave a slight insight into the use of multiple meanings on social media.

He stated that the word post in the world of Facebook can either refer to a status or a comment. He further stated that the original lexical category of the word is lost in the context of matrix language and it plays the role of a different lexical category.

Use of Language on Facebook

Levine et al., (2007) conducted research that focused on the self-description of people on Facebook pages. The subjects of their research were Caucasian Americans, African Americans, and ethnic Asians attending a Midwestern University. This research states that culture plays a significant role in influencing the communication of psychological attributes, individuating information, and the quantity of self-descriptive expression on Facebook pages. This research paper investigated whether Facebook can be used as a source of teaching students or not. They found out that a large percentage of students use Facebook in their daily routine and are familiar with the particular features of this social website. The results of the study indicated that Facebook promoted the use of informal and faulty language among students.

The reviewed literature reveals that Facebook is affecting the mind of the young generation in multiple ways specifically it affects their academic writing due to which they face difficulties in their written and spoken English. A lot of research studies have been conducted but in the context of Pakistan, there is still room to investigate the impact of Facebook on Pakistani students. This research was different in a sense from research studies conducted before because it studied the frequency of informal language and orthography used by both teenagers and adults on Facebook.

Research Methodology

The current study was carried out at the International Islamic University Islamabad campus. A mixed-method approach was used for data collection and to explore the effects of Facebook on the academic development of adults and teenagers. Different Facebook pages and their posts have been analyzed for data analysis. Some students' FB accounts have also been undertaken.

The research design for this study is a mixed-method approach. The aspect of code-mixing and code-switching and the use of contractions and short forms have been analyzed

using FB posts and questionnaires. To find out which of the age group has greater exposure and comprehension of these words, we conducted a questionnaire. We had the advantage of conducting this quantitative method in addition to finding out about exposure and comprehension. We also found out about the influence of informal language, orthography, and lexemes with multiple meanings upon social interactions and academic contexts of Facebook users. The questionnaire was designed using the Likert scale and was filled by both teens and adults. For the qualitative analysis, different FB posts and pages were analyzed which has been administered by teens and adults.

Data Analysis

This section includes the analysis of data based on four points that are:

- Use of informal language
- Use of orthography
- Use of words with multiple meanings and use of informal language on the academic writing of Facebook users.

Use of Informal Language

Many teenagers used contractions in their status updates along with non-standard spellings and syntactically wrong sentences. We came across various accounts of teenagers during our data collection that used the same pattern while updating any status.

Example 1. Participant *A* is a student of Economics 7th semester currently studying at Quaid-e-Azam University. She wished her friend in the following way on her birthday:

Haaaaaaapyyyyyyyy b.day sara....😍 😍 😍 😍 A big day for da girl who luks innocent yet z most naughty,who's most helpful yet z most teasy jab b kisi ki tang khenchni ho😂 ,who's most sophisticated yet z most loud. In short a combination of beautiful paradoxes....😙 😙 😙 😙 😙 U r a roller coster of laughter,being with u means constant fun n support n i luv u for dat!!! May this day bring all the happiness n prosperity for u...khush raho...luuuuuuuuuuuuuv u....!!!!!😚 😚 😚 😚 😚 😚 😚

Here she has used non-standard spellings such as **luk, luv,** and **da**. In addition to non-standard spellings (Einstein 2013), the use of contractions was also observed here for example is contracted to **z**, **and** is contracted to **n** and **you** is contracted to **u**.

Example 2. Participant *B* is a student of Bs English 7th semester in

IIUI. She gave the following status update:

Woke up 45 mins late but I'm ready 20 mins earlier than usual. What kinda sorcery?

She has contracted **minutes** to **mins**, **I am** to **I'm** and **kind of** to **kinda**. She has also used syntactically wrong sentences such as what kinda sorcery? The sentence lacks the standard SVO pattern of English sentences.

Example 3. Participant *C* who is a student of psychology at Stanford University updated her status in the following way:

JUST BECAUSE YOU'RE HAVING A BAD DAY OR YOU'RE FEELING LOW FOR A FEW DAYS DOESNT MEAN YOU'RE DEPRESSED. STOP USING THE TERM SO LIGHTLY 👏🏽

She deviated from the common norms of writing Standard English and she used all block letters. She has also employed contractions such as **you're and doesn't**.

Example 4.

The above meme shows the use of contractions like **ur, u**, and **cuz.**

Example 5. Participant *D* is a housewife. She gave the following status update when her cell phone was snatched:

Please be informed that my mobile has recently been snatched. My yahoo account, WhatsApp, Google, and Facebook will not be used by me for a while. Khurram Abbas was using my phone as his cellphone is being repaired so we have no contact temporarily. No one was harmed during the incident. Alhamdolillah.

The above status contains no contractions, syntactically correct sentences, and standard spellings.

Example 6. Participant *E* is a banker by profession. He gave the following status update:

Early morning, I was on my way to university and this traffic police officer named Muhammad Ali asked for a lift. We had a good memorable conversation. He told me about how he manages to come from his home in Thatta to Karachi, on daily basis for his duty here. He was posted in Thatta earlier but got transferred to Karachi. Since he has to look after his family as well; he leaves in the evening back to his home and returns in the morning. Despite such a tough routine, I noticed immense gratitude in him towards everything in life. And I realized how I have always complained about the tough schedule I follow, which in reality is nothing in front of this man.

He also did not use any contraction or non-standard spellings though non-standard language can be observed as she starts the sentence with **and.**

Example 7. Participant *F*:

had a great event with Standard Chartered Pakistan. Special thanks to Shazad Dada and the rest of your team for the invite. It was a great crowd to entertain with lots of buzz and applause. Pleasure meeting you guys

Thank You Standard Chartered Pakistan

Thank You Islamabad

He is a comedian who has recently become a social media sensation due to mimicry of popular political personalities. His status contains the use of standard spellings and language.

Use of contractions, non standard spellings and syntactically faulty sentenecs
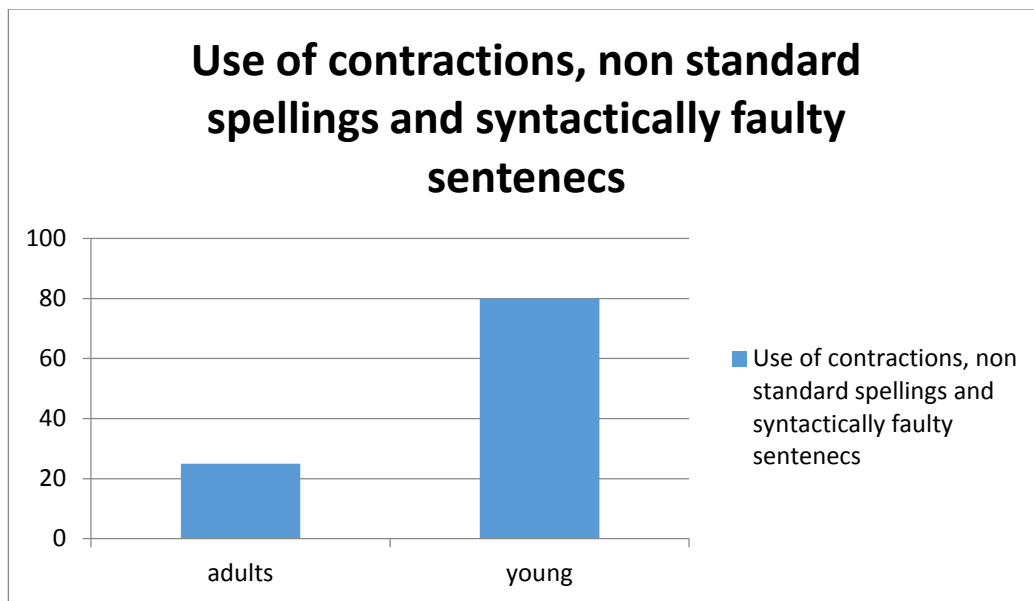
Figure 4.1. The graph shows the use of contractions, nonstandard spellings, and syntactically faulty sentences

Example 8. Participant *G* is a medical student currently studying at Shifa Medical Institute. She gave the following status:

How does it feel "Growing up in 1 Day or maybe 2 3 hours"

#teasing

#sister

#fun 😂😂😂

Example 9. Participant *H* is an intermediate student of Army Public College. She updated her status as follows:

We used to have family friends who had a daughter and she would sit *down with my lil cousins and scare them by telling them jinn stories and signs of the day of judgement loool* 😂 😂😂😂

#goldenmemories#childhood#cousinsgetogether

Example 10. Participant *I* is a musician and a singer. He gave the following status on his official page:

Did this campaign with #dance4life last year. Sharing this again because today is World AIDS Day and there are still over 1 million people dying every year from #AIDS. That's 1 million mothers, fathers, kids & friends. Although this is not my story but I am sharing it on

behalf of thousand others who can't tell their storythemselves. #WorldAIDSDay #AIDS2016

Watch in HD for best results!

The admin adopted an informal style by using conversational sentences such as **did this campaign** instead of I did this campaign, **sharing this** instead of I am sharing this and so on.

So, it can be concluded that teens are most likely to use a conversational style of writing along with incorporating hashtags into their updates.

Example 11. Participant J.

Most of the time when you reach out to someone and make an effort not only will that person respond well to your effort, but you will wish you had made the effort sooner. Don't hesitate to show the people you care about that you actually do care, make the effort. And remember it's not about doing what's convenient, it's about doing what's right. Have a very blessed day everyone! Best wishes to you all. 🙂

The admin has adopted the standard style of writing and no hashtags. Though he has deviated from the standard language at some points where he begins the sentence with **And.**
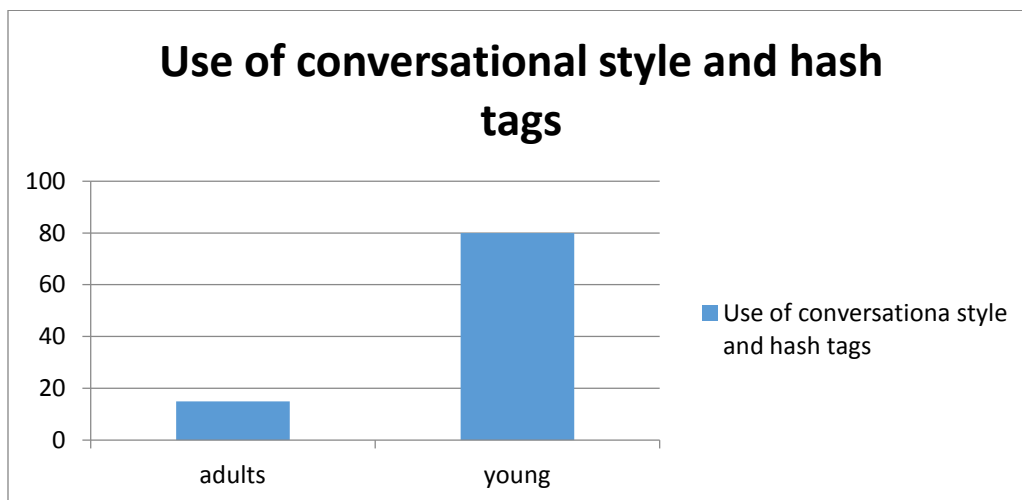
Figure 4.2. Graph representing the use of conversational style and hashtags by teens and adults.

Example 12. Participant *K* is a student of Bs English 7th semester. She gave the following update:

Okieeeeee *Tayyba* finaaalyy i m going to wish u...i know u were waiting for my wish..but u know naaa..how busy i m...but still i find time for u...u should be thankful to me for diz...😎

Chlo ab cum to the main point...Haaaaaaaaaaapppppppppyyyyy yyyyyyyyyy Budaaaaaaaaayyyyyyy.... 🎂 🎂 🎂 🎂 🎂 🎂 🎂 🎂 *#TAEEBZZZZZ*...😘😘

I m wishing u in the end takay in the end tm srf meri posts prhoo..r ap kay hnton py hnsi aee meri post prhtay huway..r ap ki budaaayy kaaa ehtataaam meri post pr ho..😂 😂 😂 😂 😂

#tybaaaa u r simplyyy *#Loveee*....😘 😘 😘 tmhain tang krnaa...tmhain satana...sub sei zaida mza ata hai jb tm ghusay main a jati ho...😘 The way u say *#HOWWWW_CHEAAP_NA*...Is just lovely 😘 😘 😘 jb tm murdon ki trhan soe pari hoti ho r main r *#sana* tmhn jis trhan jagatay hain..uffhh mzaa a jta hai 😂 😂 hamari *#hostl* ki *#walks* jo walks kay nam py dhabaa hoti hain 😂 😂 ek chakar lga kr hamara beth jna..r phr

hr fazul topic pr *#chusaain* marna 😂 😂 😂 ufffhhh uffff tmhari r *Hijab* ki us din ki chussain...they were just out ov diz world...😂 *Sana* u know na jb *#mobile* ki *#lite* on hoti hai to kya hota hai...😂 😂 😂

#tayyba hostl kay yh 4 saal khtm honay ko hain...😢:'(:'(seriously bht senti ho gae main..😢 :-(😢:-(😢:-(really lovee u soo much yaaar..😘 😘 😘 hamara yh wakt sub sei best hai jo hum nay hostl main guzara...best part ov my life...future main bh aisa wakt nh ae gaa jesa yh hai seriously...😢:-(adhi adhi rat tk jagna..tmhain r hijab ko zbrdasti rum main lana....r *#movie* dekhna...adhi rat ko nudlz bnana...😍 😍 examz ki rat ko party krna...*#height_ov_confidence*...😂 😂 ufffhh hamari pichlay week ki *#acting* 😂 😂 😂 😂 it was epic..👍 👍

Bus bht senti ho gae main...😢 :'(yh to abhi kch bh nae hai..😢 :'(likhte likhte main thk jaun gi..bt hamari batain yadaain khtm nh hon gi...😢:'(

Okie okieee 2 minutes to go...12 honay lagay...so i m going to conclude by wishing u again...Haaaaaaaapppopyyyy Budaaaaaaaayyyy meri Jaaaaaan....

😘😘😘😘😘😘😘😘😘😘 😘😘😘😘😘 *loveeeee u soooo muchhhhhhhhh* ....💟💖💙❤️💜❤️ 🖤

She has used code mixing and code switching at a much higher frequency. Almost every sentence contains intra sentential code switching that is a switch from English to Urdu. Inter sentential code switching between two sentences can also be detected. She has also used syntactically faulty sentences, conversational nature, contractions and hash tags.

Example 13. Participant *L* is a student of Bs English 7th semester in IIUI. She gave following status update:

Thnkuuuuuuuuu sooooooo much guyzz fr sch beautiful b'day party.papr ki tnsn k bawjood tum logun ny apna qeemti tim nikala😂 😂😂😂 *or sb itny piyary piyary tiyar huy*😍😍😍😍😍 *im realy blessd to have u guyz srsly* ❤️*<3.tum sb ki wja sy mery 3 sal idr kesy guzr*

gay pta b ni chla wrna mn wo bcha tha jo ghr ka nam sunty hi 3 4 baltian to ansu sy bhr hi ly😂😂😂😂😂 *bt now u can see the improvmnt*😎 *tum logu ki bot koshishu k bawjood mn ni roti*😎*nd this iz only bcz ov u guyz srsly nd this iz my last b'day with u people nd u all feel me special on my day with ur lovely wishes nd wth my fvrt cake*😛 ❤️*<3* [Maria](#) *lady ov da day mashAllah u were luking gorgeous*😍

[Sana](#) [Warisha](#) [Humna](#) [Hina](#) [Rubab](#) *all beauties love u .u all r my budies my shahzadian*😘😘 😘 *nd* [Hijab](#) *my roomy my frndoo love u*😍*wesy sabit kr dia k kitni bri actr hn ap ..nd now* [Sara](#) *my kashmiri bhn nd ptakha frnd we misd u alot*😘😘😘

U all r real blessing ov my life😍 *love u thnkuuu all* ❤️*<3*

This status also contains code-mixing (Intra sentential) and code-switching (inter-sentential) more than usual. She has also used contractions, non-standard spellings, and language.
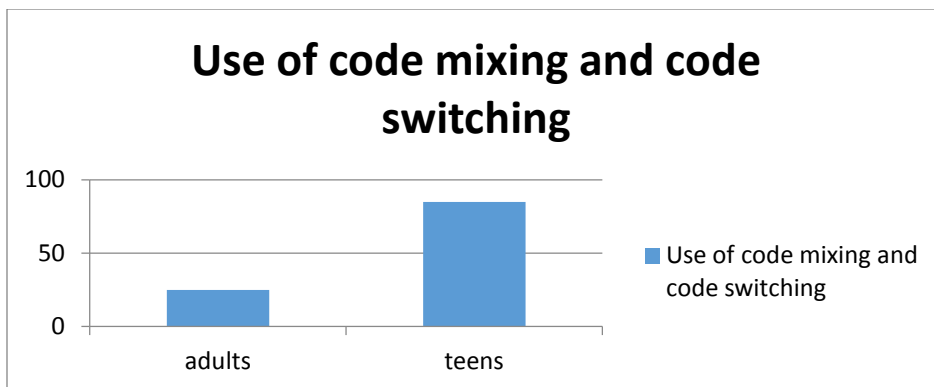
Figure 4.3. Graph representing the use of code-mixing and code-switching.

Use of Orthography

Kappas et al., (2010) concluded in their research paper that non-standard spellings are used to emphasize a certain word. They investigated that common features of orthography on Facebook include emoticons, texting-style abbreviations, and the use of repeated letters. We, during our research on orthography, came across a new aspect of using non-standard spellings. That was the use of acronyms. Many new words were introduced on this social site by the phenomena of neologism and occupied a major place in Facebook user's vocabulary. We observed the personal accounts of some teens to observe all the above-mentioned factors.

Example 1. Participant *M,* a student of Pre-Engineering in Punjab College, gave the following status:

3 classes of cinema-goers in Pakistan:

The Artistic/Emo awam - these are usually your NCA, LUMS folks who are into storytelling cinema. They usually support low-budget Pakistani films like Mah-e-Meer, Manto, Moor, etc. Tbh.

The Mummy-Daddy awam - these are your typical burger bachay from Nazimabad or Johar Town who watch Game of Thrones and are hooked on Hollywood. They also think this helps them pass ILETS. ROFL.

The Bollywood awam - lol...these are you're typical frustrated guys with no girlfriends who wear

tiiiiiiiiight jeans with a spider stitched on to it or something...wearing dress shoes and a tight DIESEL orange shirt with fake Raybaaaaaaans....n girls who desperately try n act cool n wear those hipster glasses (a trend that died out 5 years ago) and have that typical paindu stretched back hairstyle.

Truth hurts.

She has used texting style abbreviation such as and is changed to **n**, repeated letters such as **hooooooooked** and **tiiiiiiiiiight**. She has also made use of acronyms such as **Tbh**(to be honest), **ROFL** (rolling on the floor laughing) and **lol** (Laughing out loud).

Example 2. Participant *N*, a student of economics in IIUI gave following update:

It's so sad how everyone will forget this incident in a day or two. Matlab 50-60 logon ka marrna to hamare mulk main koi masla hee nai hai. RIP security.

Kal se phir Panama, Politics, Dramaaaaaaaaaaa...

May Allah protect our country it's people 😔

She has made use of emoticon and the acronym **RIP**.

Example 3. Participant *O* a student of B.S Biotechnology gave the following update:

Lak of support for parents leads to a dominos effect due to stress and then children who miss out cuz the parents are toooooo over their heads with the pressure the world puts on . pressure to b perfect. Tc such parents, your xhildren are your responsibility.

She has used the acronym **TC (take care)**, repeated letters, and texting style abbreviation **cuz**.

Similar findings were collected after scanning different public pages run by teens.

Example 4. Participant *P*

Islamabad Come meet me at McDonald's F9 Park tomorrow at 8pm Sharp & get a chance to win Coke Studio Merchandise 😊 *No tickets required .. Just walk in ..I'll sing for you & if you sing with me I'll get you free nuggets* 🤪*lol . c ya !!!*

He has employed acronym **lol** and texting style abbreviation **c.ya**.

Example 5. Participant *Q*

#Trump really praised #NS the way his Kids became billionaires with #Zero investment... He wanted 2 ask

the secret behind their mind blowing ideeeeeeaaaaaaaa !!!

#Trump- What kind of a sorcery is this ? GTH with your ideas.

The admin has employed the acronym **GTH (Go to hell)**, repeated letters, and texting style abbreviation such as **2** stands for to.

Example 6. Participant *R* is a teacher; he gave the following status while expressing his views about the movie "Pursuit of Happiness":

it actually covers loooooots and loooooooots of stuff, going around us (by us means a majority of the people living on the planet) and still, he survives, there was absolutely no luck, once a friend of mine said " awais there's no shortcut in life" the movie teaches u that :'(thu, in a harsh or u can say, cruel , way..

He used emoticon, repeated letters, and contraction such as **thu**, but no acronym.

Example 7. Participant S

Alright guys. I'm planning to take Metronome one step ahead and from now on, every Saturday at 8PM, I'll be talking live on the page as live podcast/radio show where I'll be

discussing entertainment, trends, food, culture, literature, everything bizarre/interesting happening around. music, film, art and everything masaaala. The live session will be 'audio-based' only and I'll talk for around 20 to 25 minutes. Following are the topics that I'm going to chit chat about:

- Mannequin Challenge.

- History about kebabs and quorma.

- Pakistan's 90s music and bands.

- Donald J. Trump's phone call to Nawaz Sharif.

- A bit hi-hello/introduction to advertising.

- Some famous 'alleged haunted' locations in Karachi

and much more.

So if you guys are interested, you can tune in to this page and listen to me talking about all of that!

The admin of this page also has refrained from the use of emoticons, texting style abbreviations, repeated letters, and acronyms.

Use of acronyms, texting style abbreviations, repeated letters and acronyms

[Bar chart. Y-axis from 0 to 80 in increments of 10. "adults" bar at approximately 30, "teens" bar at approximately 75. Legend: Use of acronyms, texting style abbreviations, repeated letters and acronyms]
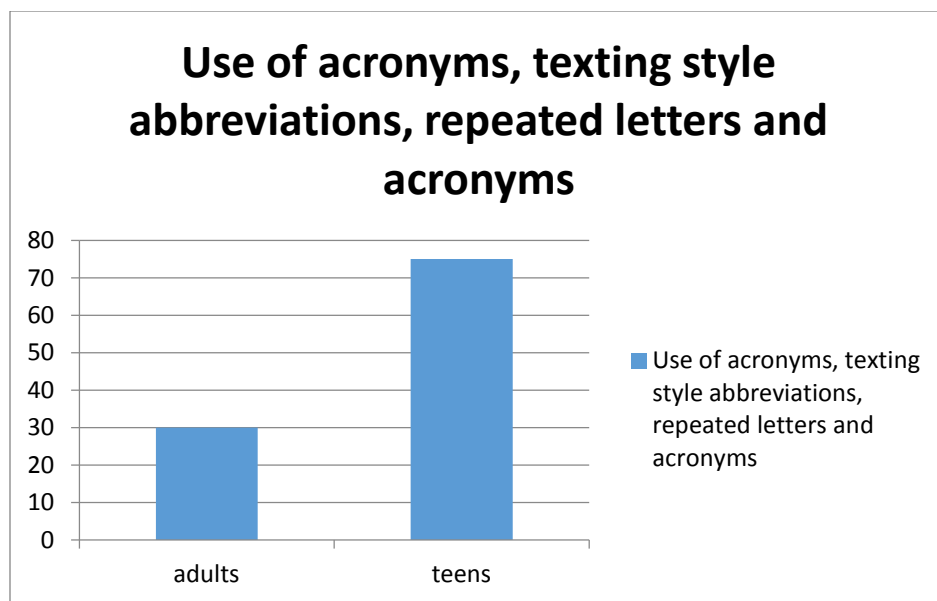
Figure 4.4

Use of Words with Multiple Meanings

Schnoebelen (2014) has a point of view that the social meaning of linguistic variables depends crucially on the social and linguistic context in which they are deployed. During our research, we found out that Facebook employs certain lexemes such as like, comment, troll, poke, friend request, last seen, account, timeline, following, page, and post, etc. which have a different standard dictionary meaning as compared to what they mean on Facebook. This research contributed to this area by exploring that which of the age group has great exposure to these words and which of the age group fully comprehends and employs them.

To find out which of the age group has greater exposure and comprehension of these words we conducted a questionnaire. We had the advantage of conducting this quantitative method in addition to finding out about exposure and comprehension. We have also investigated the influence of informal language, orthography, and lexemes with multiple meanings upon social interactions and academic contexts of Facebook users.

Study of Language Change by the Promotion of Informal Language, Orthography and Words with Multiple Meanings on Facebook

Questions	Agree	Strongly Agree	Neutral	Disagree	Strongly Disagree
Do you prefer using contractions (short forms) while using Facebook?	60%	49%	10%	25%	20%
Do you prefer to use contractions because it's less time-consuming?	55%	40%	5%	20%	10%
Do you agree using contractions makes you look "cool and chilled out"?	50%	35%	20%	25%	5%
Do you agree that you use the same contractions and informal language in academic writings as you tend to use on Facebook?	60%	50%	10%	10%	10%
Do you agree that Facebook is a bad medium for language use?	40%	28%	15%	20%	10%
Do you agree that the use of Facebook has promoted the use of grammatically incorrect language?	55%	30%	10%	5%	10%
Do you agree that the use of Facebook has promoted the use of non-standard spellings?	70%	60%	10%	10%	5%
Facebook employs certain English words but with different meanings as compared to their denotative (dictionary) meaning. Do you agree that exposure to these words is affecting your semantic (meanings)	30%	20%	5%	5%	3%

knowledge of standard dictionary words?					
Do you agree that Facebook is affecting your formal language in social interactions?	50%	39%	10%	20%	10%
Do you frequently use more than one language (code-switching) while updating your status?	75%	50%	20%	10%	5%
Do you frequently mix words of different languages within the same sentence (code-mixing) while updating your status?	70%	40%	5%	22%	10%
Do you frequently use hashtags in Facebook status updates?	55%	30%	10%	20%	10%
Do you agree that you have difficulty in using formal language in academic contexts due to the use of informal language and orthography on Facebook?	60%	30%	5%	10%	5%
Do you agree that during your social interactions you tend to use the same informal language as you use on Facebook?	40%	27%	10%	5%	3%
Do you understand the English words that are used in different contexts on Facebook? For example post in the English language means to inform or give some news but the same	50%	25%	5%	20%	10%

word on Facebook means to share something? Are you aware of their standard dictionary meaning as well?				

Questions	Agree	Strongly Agree	Neutral	Disagree	Strongly Disagree
Do you prefer using contractions (short forms) while using Facebook?	30%	10%	5%	50%	35%
Do you prefer to use contractions because it's less time-consuming?	20%	5%	5%	30%	25%
Do you agree using contractions makes you look "cool and chilled out"?	10%	5%	10%	30%	28%
Do you agree that Facebook is affecting you use the same contractions and informal language in academic writings as you tend to use at Facebook?	10%	10%	5%	40%	30%
Do you agree that Facebook is a bad medium for language use?	50%	30%	10%	20%	10%
Do you agree that the use of Facebook has promoted the use of grammatically incorrect language?	45%	20%	8%	10%	5%
Do you agree that the use of Facebook has promoted the use of non-standard spellings?	55%	40%	10%	20%	10%

Facebook employs certain English words but with different meanings as compared to their denotative (dictionary) meaning. Do you agree that exposure to these words is affecting your semantic (meanings) knowledge of standard dictionary words?	20%	10%	4%	27%	15%
Do you agree that Facebook is affecting your formal language in social interactions?	10%	6%	10%	50%	40%
Do you frequently use more than one language (code-switching) while updating your status?	20%	10%	5%	49%	20%
Do you frequently mix words of different languages within the same sentence (code-mixing) while updating your status?	10%	5%	3%	40%	35%
Do you frequently use hashtags in Facebook status updates?	5%	3%	10%	30%	20%
Do you agree that you have difficulty in using formal language in academic contexts due to the use of informal language and orthography on Facebook?	30%	25%	5%	25%	10%
Do you agree that during your social interactions you tend to use the same informal language as you	25%	20%	5%	18%	10%

use on Facebook?					
Do you understand the English words that are used in different contexts on Facebook? For example post in the English language means to inform or give some news but the same word on Facebook means to share something? Are you aware of their standard dictionary meaning as well?	20%	10%	3%	38%	20%

Discussion and Conclusions

The research aimed at finding out the language change due to the use of informal language, orthography, and words with multiple meanings at Facebook. The above results gave a vivid visual display of the effect of orthography, use of informal language, and words with multiple meanings on social interactions and academic writing of both teens and adults. Through this questionnaire, we concluded that the young generation is greatly struck by this up-thrust of technology. The use of informal language and non-standard spellings on Facebook has led the teenagers to use the same language in their academic writings. This as a result is affecting their grades and knowledge of the Standard English language. This has affected their social interactions too. Teenagers are so fond of using informal and conversational language on Facebook that they find themselves at a loss when they have to communicate formally in social gatherings. Each question of the questionnaire dealt with a different domain. One of the areas was to explore the word knowledge of Facebook users. The teenagers were asked whether they have a comprehension of the multiple meanings the English words possess while they are used on Facebook. The majority of the teens answered positively that they fully understand the words and the different contexts in which they are used on Facebook. Most of the teenagers are only aware

of the context in which those words are used on Facebook but they were unaware of their standard meanings.

We came across different results while estimating the average of results of the questionnaires and posts taken from adults. Most of the adults were of the view that they did not use contractions and non-standard spellings in their posts frequently. We also estimated that adults rarely adopted a conversational nature in their status updates. So, the use of informal language and non-standard spellings on Facebook did not affect the formal language of adults in academic writings to the same extent as it affects the academic writing of teens. The result of the questionnaire proved that social interaction of adults was also filtered from informal language and they communicate effectively in different social setups. Adults also had limited knowledge of the words with multiple meanings that are frequently employed in Facebook conversations and status updates. They rarely understood the context of these words, so, as a result, these words find less expression in the status updates by adults. They are aware of their standard meanings.

The questionnaire and posts also gave an insight into the psychological working of both the age

groups as most of the teens agreed that the use of informal language made them look "cool and classy" while a small number of adults agreed with this.

So, we concluded from the questionnaire and different posts that teens are more prone to the use of informal language and orthography on Facebook which in turn influences their academic writing and social interactions. Teens also understand the English words and the context in which they are used in the realm of Facebook. Adults on the other hand are a rare victim of informal language and orthography on Facebook which results in an almost uninfluenced academic writing and social. They also understand the meanings of multi-dimensional words being employed on Facebook on rare occasions.

Recommendations and Suggestions

This research aimed to graph the language change by the use of informal language, orthography, and the use of lexemes with multiple meanings on Facebook. To ensure that the research was rendered useful our team of researchers decided to conduct a thorough study by dividing the Facebook users into two groups of teens and adults. Our research explored the three main areas that we

aimed to study. During our investigation we encountered several problems as exploring the personal accounts and public pages at Facebook is a very painstaking task. We would like to recommend the following to future researchers who aim to explore the same domain:

- The widespread wave of technology has struck every generation of the current era. Children below the age of thirteen are also using Facebook in almost equal numbers as adults. Future researchers can expand their horizon of research by including children below the age of thirteen in their analysis. This analysis will provide the public an insight into the usage of language by children, teens, and adults.

- Future researchers should include a study of hashtags and acronyms in their research too along with informal language and orthography. It was discovered in our paper that Facebook users employ hashtags and contractions. Inclusion of these areas in the theoretical framework of future researches would aid in the more elaborate, profound, and in-depth analysis of these linguistic devices used at Facebook.

- We encountered difficulty while analyzing both personal profiles and public pages being administrated by the same age group. We examined that both of the age groups employ different linguistic tools while updating status at their profile and updating any status on public pages. To avoid these troubles, future researchers can simply choose any one area and conduct a detailed study on children, teens, and adults.

- Future researchers may render a great service to the field of sociolinguistics by investigating other recent social media apparatuses such as Instagram and Twitter for the use of informal language, orthography, words with multiple meanings, acronyms, and hashtags.

The above recommendations will save future researchers from enduring the same strain while exploring this area as we went through during our data collection and analysis. We are hopeful that these endorsements will prove helpful to future researches conducted in the same area to provide more sumptuous and fruitful service to sociolinguistics.

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