

## THE IMPACT OF LANGUAGE CHANGES CAUSED BY TECHNOLOGY AND SOCIAL MEDIA

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### Abstract

This research discusses language change as a result of the influence of social media. In an increasingly advanced digital era, social media has become one of the primary communication tools for individuals worldwide. This study utilizes descriptive and comparative analysis methods to explore the influence of social media on language change. Firstly, the research identifies grammar, syntax, and vocabulary changes due to social media usage. Then, the study compares the language used in traditional communication with that used in social media communication. The findings of this research indicate significant language changes due to the use of social media. There is an increase in the use of abbreviations, emoticons, and distinctive terms specific to social media that affect the way humans communicate in a digital context. Additionally, casual writing styles, non-formal language use, and the adaptation of foreign words have become characteristics of social media communication. These language changes can have both positive and negative impacts. On the positive side, social media has enabled faster and more efficient communication between individuals across the globe. Using a more casual and non-formal language can also strengthen social bonds among social media users. However, on the other hand, these language changes can also pose challenges to understanding and communication between different generations or in formal contexts.

**Keywords:** *language change; social media; technology*

### 1. Introduction

Technology and social media have significantly altered how humans communicate in the digital age. Language has changed dramatically with the advancement of technology and social media. The use of shorter, concise, and rapid language, such as abbreviations or acronyms, in short messages or on social media is one of the most noticeable linguistic shifts. Furthermore, using emojis, photos, and videos in communication is becoming more common. This trend affects the usage of language that is more informative, simple, and easy

to comprehend. Still, it also raises worries about declining communication skills and correct language use. The issue with language change driven by social media is the significant influence these platforms have on communication. Psychological language and discourse have become carriers of an objectified culture with specific social and historical implications for communication, especially in social media interaction (Stachowiak, 2020). Social media has altered the way we engage, share information, and communicate with one another. One of the most visible language shifts is the increased usage of abbreviations and acronyms on social media. Because the character limit on sites like Twitter limits the number of words used in each post, users frequently adopt a shorter and faster writing style. As a result, abbreviations, acronyms, and other abbreviated versions such as "LOL" (Laugh Out Loud), "OMG" (Oh My God), and "BRB" (Be Right Back) have become common. The abbreviations and acronyms cause a shift in how we represent ourselves in writing (Natsir, 2020).

Furthermore, social media influences changes in grammar and spelling. Because many people utilize these platforms to share their thoughts and opinions, users frequently need to pay more attention to grammar and spelling guidelines. Words are commonly shortened, improper abbreviations are used, capital letters are overused, and repeated characters are used on social media. Abbreviations and acronyms can blur the distinctions between official and informal language and modify established language conventions (Bibi et al., 2018).

Furthermore, social media generates new language and phrases due to online interactions. For example, expressions such as "selfie," "hashtag," and "meme" have evolved and become widespread as a result of social media. This phrase frequently influenced everyday English and gradually became common vocabulary. However, the impact of social media on language is only sometimes detrimental. These platforms also help to enrich languages by offering a wide range of linguistic expressions and innovations. Social media allows for increased creativity and the discovery of new languages, which can lead to more dynamic and enjoyable language use. It is critical to recognize that language change is a familiar occurrence. Language evolves, and social media is simply one factor hastening this process. Although social media considerably impacts language, other variables such as culture, technology, and societal advancements influence language changes.

This research is necessary so social media users can continue comprehending and utilizing proper language in the appropriate context. Social media users must be able to distinguish between the language used on the site and the language used in regular life. This research aims to determine the impact of linguistic change caused by technology and social media on human communication. The goal of this study is to learn how the employment of different languages affects communication and how this affects social and cultural life. Furthermore, this research aims to provide vital information for those who want to enhance their communication abilities and assist language teachers in designing more effective teaching techniques. This research will help us better understand language changes and how they affect communication and social and cultural life. This research can also aid in developing more successful language education practices and encourage the appropriate and effective use of language in today's digital society.

The following are some specific issues that can be discovered from the research background, including how to deal with language changes caused by social media that reduce communication skills: The use of short and informal language in technology and

social media can reduce a person's ability to communicate effectively in formal or professional situations. Worries about correct language use: Language changes produced by technology and social media might create concerns about proper language use and communication quality. Cultural and social influences: Language changes are brought about by technology and social media can impact culture and social behavior, such as using language in an unfriendly or non-conforming setting. Effects on education: Language changes brought about by technology and social media can impact how language is taught and the teaching tactics employed by language teachers. Language changes brought about by technology and social media can affect a person's digital literacy skills, including their grasp of language and capacity to comprehend information in digital environments.

## 2. Literature Review

Many researchers and scholars have studied the influence of language changes produced by technology and social media. Use of abbreviations and acronyms in digital language: Some studies show that using them in digital language can speed up communication, but it can also cause confusion and misunderstanding among people unfamiliar with these abbreviations (Natsir, 2020).

Emoji use in digital language: Several studies have found that while using emoji in digital language can help communicate emotions and clarify the meaning of communication, it can also hinder understanding in communication between various generations or individuals of different cultures. Some research has shown that spelling and grammatical changes in digital languages can reduce a person's ability to express themselves effectively in formal or professional situations and raise concerns about communication quality deterioration. Social and cultural influences: Several studies have shown that language use in the context of technology and social media can influence culture and social behavior, such as using language in unpleasant or non-conforming circumstances (Qassrawi and Al Karasneh, 2023).

Impact on education: Several studies have found that linguistic changes brought about by technology and social media can impact how language is taught and the teaching tactics employed by language teachers. A review of the research on the influence of language change due to technology and social media reveals that this shift can have beneficial and harmful consequences for communication, education, culture, and society. As a result, it is critical to thoroughly comprehend the implications of this language shift and devise effective tactics to encourage the proper and effective use of language in today's digital world.

Language change caused by technology and social media includes the usage of abbreviations and acronyms in digital language. In digital situations, abbreviations and acronyms replace longer words to speed communication. According to several studies, using abbreviations and acronyms in digital language can speed up communication by making communications shorter and easier to grasp. For example, phrases like "I" can be replaced with "aq" in text messages or online discussions, making statements shorter and easier to understand (Worathumrong, 2016).

However, using abbreviations and acronyms can cause confusion and misunderstanding among those unfamiliar with them. Using abbreviations and acronyms not

known by everyone involved, especially in formal or professional communication, can lead to clarity and understanding. Furthermore, using abbreviations and acronyms in digital language can impair a person's communication capacity (Khaeriyah et al. I, 2023). Using too many abbreviations and acronyms might damage a person's ability to effectively convey ideas and feelings in more formal or professional language.

As a result, while using abbreviations and acronyms in digital language, it is critical to consider the context of communication. Abbreviations and acronyms may be more suitable in informal or casual environments. Still, in formal or professional situations, it is advisable to avoid using too many abbreviations and ensure that everyone involved understands them.

Language use in the context of technology and social media can impact culture and social behavior. Several studies have shown that using language in a digital context can enhance or change current social and cultural standards, particularly when it is unpleasant or not in conformity with established cultural norms. For example, in some cultures, using courteous and respectful language in regular contact is essential. However, using disrespectful and harsh language on social media is becoming more frequent. This can alter existing cultural norms and social behavior related to language use (Marston, 2023).

Furthermore, language usage in the context of technology and social media can impact popular culture. Some terms or phrases commonly used on social media might become part of popular culture and, in some countries, even the official language. For example, "selfie" was initially used in the context of social media but is now part of certain countries' official languages. However, using language in the context of technology and social media may also spark debate and conflict within culture and society. For example, particular words or phrases on social media may be considered derogatory or insulting by specific individuals or groups. This might spark debate and even conflict within the community (Ke, Jinyun, Tao Gong, and William S. Y. Wang. 2008).

As a result, it is critical to pay attention to language use in the context of technology and social media by observing current cultural standards and avoiding using language that contradicts existing societal values and conventions. We can ensure that the use of language in the context of technology and social media can strengthen current cultural values and norms and give society good advantages by paying attention to proper language use.

### **3. Research Method**

This study utilizes descriptive and comparative analysis methods to explore the influence of social media on language change. Depending on the research aims and the data required, appropriate research methodologies for examining the effect of language change caused by technology and social media may differ. Among the research methods available are online surveys, which can be used to obtain data from respondents from various backgrounds and places. Online surveys can aid in collecting data about language use in the context of technology and social media, views and attitudes toward language change, and the impact of language change on culture and social behavior (Cladis, 2020). Text analysis can examine language usage in the context of technology and social media, such as abbreviations, acronyms, and slang terms. Text analysis can assist in identifying trends and changes in language use.

This method can be used to investigate the effects of linguistic change on specific groups or individuals in a technological and social media setting. Case studies can assist in

gathering information about people's perceptions and experiences with language transformation. Interview: This method can be used to collect information regarding language use in the context of technology and social media from the perspective of a specific individual or group. In-depth interviews can assist in gathering information about perceptions, attitudes, and the effects of linguistic changes on culture and social behavior. This strategy can be used to investigate the impact of linguistic modification on specific groups or individuals in the context of technology and social media. Case studies can assist in gathering information about people's perceptions and experiences with language transformation. Interview: This method can be used to collect information regarding language use in the context of technology and social media from the perspective of a specific individual or group. In-depth interviews can assist in gathering information about perceptions, attitudes, and the effects of linguistic changes on culture and social behavior.

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As mentioned above, research approaches can also be utilized to get more extensive and in-depth data on the influence of linguistic changes brought about by technology and social media. The information was gathered from the three most popular social media platforms, Facebook, Instagram, and WhatsApp, using the social media handle @nurasianatsir. Following the collection of data, data analysis methodologies appropriate for study on the influence of linguistic changes produced by technology and social media employ a variety of data analysis techniques, including Descriptive analysis: This technique can be used to explain data features such as the frequency of utilizing abbreviations or acronyms in digital language, people's perceptions of language changes, and the impact of language changes on culture and social behavior. Correlation analysis: This technique assesses correlations between variables, such as the association between the use of abbreviations and acronyms and message comprehension in the context of technology and social media. Regression analysis can be used to assess the impact of independent factors on the dependent variable, such as the impact of utilizing slang in the context of technology and social media on social behavior. Qualitative analysis: This technique helps analyze data that cannot be quantified, such as interviews or observation results. Qualitative analysis can better understand people's opinions and experiences of language change in technology and social media settings. Text analysis is a technique for quantitatively analyzing language use in

technology and social media, such as abbreviations, acronyms, and slang phrases. Text analysis can assist in identifying trends and changes in language use. Applying proper data analysis techniques will aid in answering research questions and providing pertinent information on the influence of language change induced by technology and social media.









Qualitative analysis can better understand people's opinions and experiences of language change in technology and social media settings. Text analysis is a technique for quantitatively analyzing language use in technology and social media, such as abbreviations, acronyms, and slang phrases. Text analysis can assist in identifying trends and changes in language use. Applying proper data analysis techniques will aid in answering research questions and providing pertinent information on the influence of language change induced by technology and social media. Qualitative analysis can better understand people's opinions and experiences of language change in technology and social media settings. Text analysis is a technique for quantitatively analyzing language use in technology and social media, such as abbreviations, acronyms, and slang phrases. Text analysis can assist in identifying trends and changes in language use.







#### 4. Results and Discussion

Depending on the research aim and data analysis procedures used, the findings of studies on the impact of language change caused by technology and social media may differ. Some research findings include the following: The use of abbreviations and acronyms in digital language can speed up communication, but it can also generate confusion and misunderstanding among people who are unfamiliar with these abbreviations.

Using language in the context of technology and social media can impact culture and social behavior, such as by using language in an unpleasant or non-conforming manner. Language changes in the context of technology and social media can cause social and cultural changes, such as the development of slang frequently used among teens (Yunis, 2019).

Changes in visual language are also driven by technological and social media developments, such as emojis and memes, which can enrich digital language and influence how people communicate online. The findings of studies on the impact of language change induced by technology and social media can help us better understand how language change affects how people communicate and engage in the digital world. The table below is an illustration of how emojis and memes are used in digital language:

Emojis / Memes	Meaning	Usage Example
	Like	"Today's sunny weather. I'm so happy! 😊"
	Laugh	"What a funny story! 😂"
	Hands Up	"Raising hands to celebrate the victory! 🙌"
	Think	"I'm thinking hard about this matter. 🤔"
	Pray	"Hope you get well soon. 🙏"
	Like	"I like this photo! 👍"
	amazed	"Wow, you are so beautiful! 😍"
	Laugh Till It's Gone	"This video made me laugh! 😂"

Emojis / Memes	Meaning	Usage Example
	Doubtful Expression	"I don't know what to say. 
	Combination of Emojis and Memes	"When you try to smile on Monday.  
"That's what she said"	Memes Commenting on Sexually Inappropriate Comments	"Then give him more! 

The table above provides examples of how emojis and memes can enrich digital languages and influence people's online communication. Emojis and memes like these can express emotion, provide humor, or comment on a situation creatively and concisely. It is important to remember that understanding the meaning and context of emojis and memes used is very important in online communication.

The following are some examples of research results on the impact of language change caused by technology and social media on the use of abbreviations and acronyms in digital language, showing that the use of abbreviations such as "lol" (laugh out loud) and "brb" (be right back) can speed up communication in text messages or chats. Still, it can also cause confusion and misunderstanding among people who need to become more familiar with these abbreviations. For example, someone who does not understand the meaning of "tbh" (to be honest) or "smh" (shaking my head) might have trouble understanding the message being received. Here are some data findings on the use of abbreviations and acronyms in digital language:

Abbreviations / Acronyms	Meaning	Usage Example
LOL	Laugh Out Loud	"Haha, that joke is hilarious! LOL!"
OMG	Oh My God	"OMG! I can't believe what just happened!"
BRB	Be Right Back	"Gotta grab a snack, BRB!"
BTW	By The Way	"BTW, have you seen the latest movie?"
IDK	I Don't Know	"IDK, let me check and get back to you."
IMO	In My Opinion	"IMO, this is the best solution."
SMOKE	As Soon As Possible	"We need the report ASAP!"
FYI	For Your Information	"FYI, the meeting has been rescheduled."
NP	No Problem	"Thanks for helping me out! NP."
TTYL	Talk To You Later	"I have to go now, TTYL!"
BFFs	Best Friends Forever	"I'm so lucky to have you as my BFF!"
GTG	Got To Go	"Sorry, GTG. Talk to you later!"

Abbreviations / Acronyms	Meaning	Usage Example
WYD	What are You Doing?	"Hey, WYD this weekend?"
IMHO	In My Humble Opinion	"IMHO, the new album is amazing!"
ROFL	Rolling On the Floor, Laughing	"That joke made me ROFL!"
SMH	Shaking My Head	"SMH, I can't believe you did that."
TBH	To Be Honest	"TBH, I didn't like the concert."
RN	Right Now	"I need your help RN!"
IRL	In Real Life	"IRL, she's even more beautiful than in the photos."
ICYMI	In Case You Missed It	"ICYMI, there's a sale happening this weekend."
TBT	Throwback Thursdays	"Here's a TBT photo from last year."
FOMO	Fear Of Missing Out	"I can't miss this party, FOMO!"
TL;DR	Too Long; Didn't Read	"The article was too long, TL;DR."
ROFL	Rolling On the Floor, Laughing	"That joke made me ROFL!"

The table above contains only a few examples of how abbreviations and acronyms are used in digital language. Understanding that this usage may differ based on the communication medium and circumstances is vital. Furthermore, several abbreviations and acronyms might have many meanings depending on the context. Using foreign languages in technology and social media can alter native language understanding, use, and cultural identity. Such abbreviations and acronyms have grown prevalent in digital environments, allowing for more brief and efficient online communication. To communicate effectively and precisely, it is critical to understand the meaning and context of various abbreviations and acronyms.

According to research on social and cultural influence, language use in the context of technology and social media can influence culture and social behavior. For example, using harsh and vulgar language in online conversations might demonstrate a lack of regard for others, impacting established cultural standards. Furthermore, there is a phenomenon known as "cyberbullying," which illustrates how simple it is for someone to insult and damage others via social media, and this can demonstrate the detrimental consequences of using rude and non-conforming language.

According to research on language change in the setting of technology and social media, there is also the formation of slang frequently used among adolescents. For example, "squad objectives" or "squad" allude to extraordinary groups of friends, demonstrating how technology and social media may influence teens' language and culture. Studies on the use of technology and social media in the adoption of foreign languages reveal that this can influence the knowledge and usage of native languages, as well as have an impact on one's



cultural identity. For example, someone used to using English in social media may find it simpler to employ English terms or phrases in everyday life, which can impair the usage of their native language.

According to research on the evolution of technology and social media, this causes changes in visual languages, such as emojis and memes. Emojis such as (face with tears of pleasure) and (thinking meets), for example, can represent emotions and thoughts more effectively than words alone, enriching digital languages and affecting how people communicate online.

## 5. Conclusion

Based on the literature review and data analysis findings, linguistic changes brought about by technology and social media substantially impact how we communicate, culture, and social behavior. Some beneficial effects of this language transformation include faster communication, richer digital language, and easier language use in a technological context. However, there are also negative consequences, such as confusion and misunderstanding caused by using abbreviations and acronyms, impolite or non-conforming language, and adopting a foreign language, which might undermine one's cultural identity.

Finally, language changes generated by technology and social media must be considered seriously because of their expanding popularity. It is necessary to make efforts to promote the use of suitable and courteous language in online communication, as well as to protect cultural identity through the use of local languages. Furthermore, this language development presents new obstacles for language education and teaching, necessitating attempts to establish learning methodologies appropriate to linguistic changes.

Based on the research findings, the following recommendations can be made: Raising Awareness: Society must be aware of the language changes induced by technology and social media. There should be an education and awareness campaign about the need to use appropriate and courteous language in online communication and how to maintain cultural identity using local languages. Increased Supervision: Social media platforms and technology should pay greater attention to and supervise language use in them, particularly when it is incorrect or not in accordance with current cultural norms. Strict norms and policies are essential to ensuring proper and courteous language use. Language education and instruction must evolve to keep up with digital language and technological innovations. Linguistic education can assist society more if efforts are made to establish learning systems appropriate to linguistic changes. Increased Research: Language changes in the digital era and social media are intriguing research issues. More research is needed on the effects of language change on society, culture, and social behavior, as well as how to optimize language use in the context of technology and social media. With these efforts, retaining decent and polite language and cultural identity in online contact will be possible.

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