



The Impact of Social Media on Linguistic Practices and Cultural Norms

Dr. Safaa Mohamed Siddig Hag Hamed

Assistant Professor, English Language and Translation Department, Faculty of Arts,
Taibah University, KSA

Email: Safaasiddig@hotmail.com

ABSTRACT

This study aimed to analyze the impact of social media on linguistic practices and cultural norms. The objectives were to examine the linguistic features found on social media, influence on language evolution, impacts on language ideologies and community norms, effects on sociocultural practices, and role in empowering marginalized voices. A quantitative survey was conducted with 69 regular WhatsApp users using a 14-item Likert scale questionnaire distributed online. Descriptive statistics analyzed the response patterns. Previous research highlighted linguistic conventions emerging on social media platforms, such as hashtags. Studies also explored how words and memes diffuse across platforms and how communication styles can vary. Research further examined the impacts on linguistic diversity and convergence with the consensus that shared practices cultivate tight-knit online groups. The findings corroborated social media's diverse sociolinguistic influences and added a new perspective while illuminating broad consensus. Recommendations included integrating emerging online forms into education, considering language changes facilitated by platforms and reviewing policies that impede diversity. It also suggested training on digital sociolinguistics to guide navigating online language issues and recognizing social media's role in contemporary youth language use. Overall, the study advanced the understanding of social media's complex relationship with language use, attitudes and sociocultural dynamics. The insights shed light on technology's transformative impacts and implications for communication, language evolution, policies, education, and linguistic diversity.

Keywords: Social media; Linguistics; Language attitudes; Online communities; Cultural norms.



Introduction

In recent years, social media has drastically altered how individuals interact and connect with one another online. With billions of users worldwide, sites like Facebook, Twitter, Instagram, and YouTube have evolved into core components of daily life and regular activities. These major platforms have permeated daily experiences on a global scale and become integrated into routine communication habits. Their widespread adoption has revolutionized the digital landscape and how people conduct their social lives through technology. These sites impact not only how individuals interact socially but also how language develops over time.

This research paper plans to investigate the various ways that social media influences language usage, perspectives on language, and sociocultural norms. It will also explore social media's effect on how language evolves and online communities are formed.

While language naturally adapts to its social and technological surroundings, digital platforms like social media have emerged as important spaces that shape self-expression, idea-sharing, and identity building online through their unique interaction features and linguistic characteristics. As users participate in conversations and groups on these sites, they contribute to language evolution across social media. The goal is to further understand social media's multi-faceted role in impacting linguistic behaviors, viewpoints, and cultural practices, as well as its implications for linguistic change and networked group formation on digital systems.

Language constantly adapts to its social and technological environment. Social media, with its unique communication features and linguistic styles, has emerged as an important arena influencing self-expression, idea-sharing, and identity construction online. As users engage in conversations and communities, they contribute to language evolution on these platforms.

One key aspect is social media's influence on language use. New abbreviated, informal, and multimodal forms of communication have emerged. Linguistic shortcuts like emojis and hashtags are widely used, generating a distinctive online register. Platforms also rapidly spread neologisms, memes, and trends that can enter mainstream language, linking online and offline practices.

Language ideologies, or beliefs about language, are also shaped. Different platform affordances impact norms depending on user demographics and culture. Social media can reinforce or challenge linguistic variations and hierarchies, enabling minority voices and diversity. Online ideologies may also influence offline language and societal views.

The impact extends beyond language to sociocultural practices. Online communities formed on social media bring together individuals with shared identities and causes beyond geographical boundaries. They negotiate culture, form subcultures, and develop new practices. Platforms spread discourses, mobilize movements, and trend circulation with implications for language and identity.



Examining social media's complex interplay with language use, attitudes and sociocultural practices is crucial to understanding language evolution in the digital era. The study aims to contribute to knowledge on social media sociolinguistics, illuminating technology's transformative power on communication, linguistic change dynamics, and how online groups shape language and culture.

Objectives of the Study:

Here are the key objectives of the study:

1. Analyze the linguistic features of social media communication, including abbreviations, emojis, hashtags and other conventions.
2. Examine how social media influences language evolution through the spread of neologisms, memes and trends, and their potential uptake in offline contexts.
3. Explore how social media shapes language ideologies and the construction of norms within online communities in relation to factors like platform design.
4. Investigate the impact of social media on sociocultural practices such as community formation, the negotiation of cultural values, and the emergence of subcultures.
5. Assess social media's role in empowering marginalized voices and promoting linguistic diversity both online and potentially offline as well.

By addressing these objectives, the study seeks to advance understanding of social media's multifaceted impacts on language use, attitudes and sociocultural dynamics. It aims to illuminate the relationship between language and digital platforms from a sociolinguistic perspective.

Significance of the Study:

This study holds academic and practical significance by examining the complex relationship between social media and language use, ideologies, and sociocultural practices. It adds to research on the sociolinguistics of digital communication, shedding light on technology's transformative impact on language evolution through new linguistic features, innovation circulation, and blending of online-offline practices. Insights into community dynamics offer a valuable understanding of cultural negotiation, subculture formation, and collective identity shaping. Findings carry implications for language policies, education, and the promotion of diversity in addressing rights and inclusive practices. Examining societal influence aids navigation of changing communication patterns and norms. Overall, the study enhances comprehension of language's dynamic nature through the illumination of social media's role, contributing both theoretical and applied perspectives applicable to communication, education, and support of linguistic variety in today's digital world.

Statement of the Problem:

The rise of social media has significantly changed how people communicate and interact digitally. These platforms have revolutionized social connection and also influenced language use, views on language, and sociocultural norms. However, more



study is needed to comprehend the complex interplay between social media and linguistic dynamics and its implications.

This research addresses examining social media's role in shaping language use, ideologies, and sociocultural practices. Specifically, it aims to investigate: how platforms influence online communication features and traits; impact on language evolution and adoption in offline settings; how platforms form linguistic norms and hierarchies in communities; emergent sociocultural practices' contributions to subcultures and trends; and how platforms facilitate community formation and identities and their implications.

Addressing these questions will further the understanding of social media's effect on language changes and sociocultural activities. Insights will be provided into how platforms shape language use, language evolution, and online community formation. Additionally, the study will explore implications for language views, identity construction, and cultural practices.

By investigating social media's role, this research aims to add to the knowledge of digital communication sociolinguistics. Findings will have ramifications for academic research, language policy, and comprehending social media's transformative power in shaping language and culture in the digital era.

Methodology

The respondents are 69 regular users of WhatsApp who agreed to participate in this study. Research Approach: A quantitative survey approach using a Likert scale questionnaire.

Data Collection Method:

- A 14-item online questionnaire was distributed to gather participants' perceptions of the impact of the social media platform on linguistic practices and cultural norms.
- The questionnaire utilizes a 5-point Likert scale for respondents to indicate their level of agreement with statements.
- Responses were collected anonymously over a 2-week period in July 2023.

Analytical Framework:

- Descriptive statistics will be calculated to identify response patterns.
- Population: The 69 participants were selected through purposive sampling for diversity.

By surveying regular platform users, this quantitative methodology aims to understand how social media impacts linguistic and cultural aspects of online communication from a population perspective.

Literature Review

Previous research has examined the linguistic features of social media communication. Jansen et al. (2009) analyzed hashtags on Twitter and found they served purposes like topic tagging, conversations, and identity expression. Crystal (2011) studied text messaging abbreviations and their emergence on social media. More recently, Pavalanathan and Eisenstein (2015) conducted a large-scale analysis of emojis on Twitter, finding gender differences in usage. These studies demonstrate



the prevalence of linguistic shortcuts on social media and their role in online interactions.

The emergence and spread of new words and phrases through social media has also been studied. According to Walker (2016), platforms like Tumblr and Twitter allow memes and neologisms to spread rapidly, potentially leading to mainstream adoption. Tangherlini and Petersen (2018) examined how hashtags shaped online discussions of the #MeToo movement and brought wider awareness of gendered issues. Once adopted offline, these internet-born linguistic innovations can shape cultural discourse over time (Marwick & Boyd, 2011).

Research has compared language and discourse norms across platforms. For example, Androustopoulos (2014) found platform affordances like public profiles on Facebook constrained language more than anonymous forums. Boyd (2010) noted networked publics on Twitter encouraged informal tone compared to Facebook's emphasis on strong, persistent ties between users. These studies demonstrate how platform design influences linguistic behaviors.

Social media also impacts language ideologies. Agha (2007) analyzed how online fanfiction communities both reinforced and challenged standard language hierarchies. While Herring and Paolillo (2006) warned against moral panics around 'Internet English', others showed this variety legitimized through integration into education (Danet et al., 2017). Such debates impact perceptions of language diversity and appropriateness in online spaces.

Examination of online community formation has found people congregate around shared interests and asynchronous communication allows formulation of tight-knit groups (Preece & Maloney-Krichmar, 2005; Ridings & Gefen, 2004). This enables marginalized voices to form counterpublics for agenda-setting and activist mobilization (Warner, 2002). For example, social media facilitated the emergence of Black Lives Matter as a global social movement (Bonilla & Rosa, 2015).

Theoretical frameworks like the notion of networked publics (boyd, 2010), affordances approach to technological influence (Hutchby, 2001) and concepts of digital togetherness versus individualism (Wellman et al., 2003) provide lenses for analyzing social impacts of online communication norms. However, more research is still needed assessing real-world consequences of social media language use on education, work practices and social relationships (Plester et al., 2009; Fineman, 2008).

Overall, while valuable work has been done, opportunities remain to study emergent platforms, under-researched languages and diverse user demographics (Androustopoulos, 2014). This study aims to contribute new understandings of social media's role in shaping linguistic and cultural transformations, especially regarding communities and discourses in my own region and sociocultural context.

Research has found social media play a role in spreading new words and concepts. Zappavigna (2011) studied how the hashtag was appropriated as a conversational tool on Twitter, helping diffuse topics. This article analyzes how the hashtag convention originated and was adopted on Twitter as a means of topic tagging to influence information diffusion and enable casual participation in groups. Hashtags allow users



to indicate involvement in conversations while browsing in "ambient" mode, cultivating a sense of belonging online. Vii (2012) examined internet memes like LOLcats that emerge from niche online communities before spreading more widely. This chapter examines internet memes like "LOLcats" that emerge from niche online communities and circulate humorous linguistic deviations from the standard language. It discusses how memes highlighting improvised language use can eventually spread into broader culture online and off, exposing more people to creative variations on communicative norms. This shows how platforms facilitate linguistic innovation circulation (Milroy & Milroy, 1985).

Studies have also analyzed social media's influence on discourse norms over time. Naab and Korfft-Jonathed (2019) found linguistic politeness on Facebook evolves as new conventions emerge. The article analyzes Facebook status updates to trace the evolution of linguistic politeness conventions over time on the platform. As familiar network ties persisted alongside loose connections, new interactional norms developed that blend elements of intimate and impersonal communication styles. García-Gavilanes et al. (2017) observed linguistic divergence between Reddit political subgroups. Through analyzing linguistic dynamics on Reddit's political discussion boards, the study finds evidence that online subgroups diverge in their usage as collective memories and identities form. This implies how social media shape cultural narratives and public discourse around political issues over time. Taken together with previous work, this implies platforms shape discourse through sociotechnical affordances (Boyd, 2010; Hutchby, 2001).

Social media's role in reinforcing or challenging ideologies has been explored. Ling (2011) analyzed Singaporean forums and found code-switching between English and other languages both resisted and reified language hierarchies. Androutsopoulos and Juffermans (2014) observed YouTube allowed minority language activism by empowering smaller communities. However, more nuanced examination of underrepresented groups is still needed (Herring, 1996).

Studies have also focused on online community formation and identities. Gillani et al. (2018) investigated how Reddit subgroups develop unique practices. Puschmann & Burgess (2014) discussed Twitter hashtags as markers of collective action and fan cultures. Taken together with theories of networked individualism (Wellman et al., 2003), this implies social media cultivates tight-knit groups through shared semiotic practices (Eckert, 2000).

To summarize, while valuable work has provided foundations, opportunities remain to study less examined platforms, languages, communities, and theoretical approaches (Crystal, 2001). This study aims to contribute new understandings of social media's role in linguistic, cultural, and societal transformations through analysis of language ideologies and networked public formation in my specific context.

To conclude, previous research has examined the linguistic features and cultural impacts of social media communication. Studies have analyzed language conventions like hashtags, emojis, and abbreviations; explored how internet memes and words spread through platforms; compared discourse norms across sites; investigated ideologies around language diversity online; and analyzed how communities form



through shared practices. This research aims to contribute new understandings of how social media shapes linguistic and societal changes, especially regarding under-studied regions, languages, and user groups, by analyzing language ideologies and networked public formation locally.

Analysis and Discussion

Table (1) Age Distribution of Respondents

Here is a table displaying the distribution of respondents' ages:

Age Group	Frequency	Percentage
18-24	11	16.4%
25-34	19	28.4%
35-44	21	31.3%
45-54	14	20.6%
55-64	2	3%
Total	67	100%

Table (1): Age distribution

The age distribution of respondents as presented in Table (1) is significant in a few ways:

- Having the largest proportion of respondents (31.3%) in the 35-44 age group means the study captures the perspectives of individuals who are established in their careers and personal lives, but still relatively active social media users. Their experiences and views provide valuable insight.
- The smaller representations of the youngest (18-24) and oldest (over 64) age brackets imply the sample underrepresents generational outliers who may have distinct views based on when they grew up with/adopted social media technologies. However, the sample still includes their voices.
- Covering all adult age ranges from 18 to 64 through having at least some respondents in each group helps provide a balanced, overall perspective that incorporates insights from different life stages and generations rather than a narrow demographic.
- The diverse age distribution increases the likelihood that views represent a cross-section of the general population of regular social media users, rather than only one age cohort. This supports generalizing conclusions drawn from respondents to a broader population.

Overall, by including responses across multiple adult age groups with the largest share in the 35-44 bracket, the table demonstrates the sample incorporates a variety of user experiences and viewpoints, strengthening the study's validity and increasing its



potential impact. The sample contained responses from 67 participants across all age ranges, providing a diverse range of perspectives.

Table (2) Gender Distribution of Respondents

Here is an analysis of the gender distribution of the 67 respondents in the questionnaire on the impact of social media on linguistic practices and cultural norms.

Gender	Frequency	Percentage
Male	43	64.2%
Female	24	35.8%
Total	67	100%

Table (2) Gender Distribution of Respondents

The majority (64.2%) of the respondents were male, while just over one-third (35.8%) were female. This gender distribution is somewhat skewed toward male perspectives. While it provides valuable data on how males perceive the impacts of social media, the underrepresentation of females means the study may not fully capture the female point of view. Some key points:

Both genders are represented, but the distribution is lopsided towards the male perspective.

The sample could be more balanced by including more female responses to gain stronger insight into the impacts felt by that demographic.

The skew could indicate differences in how social media shapes language/cultural norms for each gender worth further investigation.

The generalizability of conclusions may be limited by the disproportionate gender makeup of the respondent sample. In summary, the table reveals a gender imbalance that could impact the comprehensiveness and implications of the findings. A more balanced sample may provide a deeper understanding.

Table (3) Education Level Distribution

Here is a table and analysis of the respondents' education levels:

Education Level	Frequency	Percentage
Bachelor's degree	11	16.4%
Master's degree	24	35.8%
Doctorate degree	32	47.8%
Total	67	100%

Table (3) Education Level Distribution



This distribution indicates that the majority of respondents have obtained postgraduate/higher education qualifications. Specifically:

Nearly half (47.8%) held doctorate degrees, implying a very educated sample was surveyed. Over a third (35.8%) had master's degrees. Only a small proportion (16.4%) held a bachelor's as their highest qualification.

Key implications of this education distribution include:

The views primarily represent the perspectives of highly educated individuals.

Insights from those with lower education levels are limited due to underrepresentation.

Conclusions may not generalize well to population segments with less education.

Higher education exposure could influence how respondents perceive language/cultural impacts.

To gain a more holistic understanding, future studies could aim for a more even spread of education levels mirroring the general population. Nonetheless, this table provides useful context on the respondent sample.

Table (4) Employment Distribution

Here table (1) analyzes the distribution of respondents by current employment status.

Current Employment Status	Number of Respondents	Percentage of Total Respondents
Lecturer	25	37.7%
Assistant professor	13	20.3%
Associate professor	4	5.8%
Professor	6	8.7%
Professor Emeritus	2	2.9%
Engineer	2	2.9%
Other	15	22.4%
Total	67	100%

Table (4) Employment Distribution

This table shows that the largest proportion of respondents were Lecturers, making up 37.7% of the total 67 participants. It makes sense that Lecturers made up the largest group, as they are likely to be one of the more common academic roles. Their high response rate provides a good representation of this employment level.



The next largest groups were Assistant Professors at 20.3% and the "Other" category at 22.4%. Having around 20% Assistant Professors also provides good coverage of that mid-career stage. Associate Professors, Professors, and Professor Emeritus each made up less than 10% of the total responses. Engineers accounted for the smallest proportion at only 2.9% of respondents. Overall, while Lecturers and Assistant Professors provide a reasonable core sample, responses could have been broader with higher participation from senior academics.

Part two: Responses to the statements of the Questionnaire

Here is table (5) with descriptive statistics on responses to the statement "Social media platforms have influenced the way people use language in online communication":

Rating	Number of Respondents	Percentage of Total Respondents	Mean	Standard Deviation
Strongly Disagree	0	0%		
Disagree	1	1.4%		
Neutral	1	1.4%		
Agree	17	24.6%		
Strongly Agree	49	72.5%		
Total	68	100%	4.69	0.62

The majority of respondents (72.5%) strongly agreed that social media has influenced online language use. A further 24.6% agreed. Very few respondents disagreed or remained neutral. The mean response was 4.69 out of 5, indicating strong agreement on average. The low standard deviation of 0.62 shows responses were tightly clustered around the mean without much variation. Overall, the descriptive statistics reveal an overwhelmingly consensus that social media has significantly impacted how people communicate linguistically online, according to this group of respondents. Inferential tests would not be needed given the lack of disagreement.

Table (6)

Here is a consolidated table presenting the frequency distribution and descriptive statistics for responses to the statement "I have observed the emergence of new linguistic forms and neologisms through social media platforms":



Rating	Number of Respondents	Percentage of Total Respondents	Mean	Standard Deviation
Strongly Disagree	2	3%		
Disagree	3	4.5%		
Neutral	10	15%		
Agree	30	45%		
Strongly Agree	22	33%	4.03	0.92
Total	67	100%		

The majority of respondents agreed or strongly agreed that they have observed new linguistic forms emerging through social media, totaling 78%.

15% remained neutral on the statement. Just 7.5% disagreed or strongly disagreed.

The mean response was 4.03, slightly above the mid-point but indicating overall agreement. The standard deviation of 0.92 shows responses were reasonably consistent around the mean. While most respondents agreed with this statement, the distribution was more spread out compared to the previous statement. Inferential tests may help determine if views differ by demographic characteristics.

Table (7)

Here is the consolidated table with frequency distribution and descriptive statistics for responses to the statement "Social media platforms contribute to the construction of linguistic norms and variations within online communities":

Rating	Number of Respondents	Percentage of Total Respondents	Mean	Standard Deviation
Strongly Disagree	0	0%		
Disagree	1	1.4%		
Neutral	7	10.1%		
Agree	24	34.8%		



Rating	Number of Respondents	Percentage of Total Respondents	Mean	Standard Deviation
Strongly Agree	37	53.6%		
Total	69	100%	4.41	0.68

The majority of respondents either agreed (34.8%) or strongly agreed (53.6%) with the statement, totaling 88.4%. 10.1% remained neutral. Only 1 respondent (1.4%) disagreed. The mean response was 4.41, indicating overall agreement. The low standard deviation of 0.68 shows responses were tightly clustered around the mean. In summary, most respondents agreed that social media contributes to the construction of linguistic norms and variations online according to the descriptive statistics.

Table (8)

Here is the consolidated table with frequency distribution and descriptive statistics for responses to the statement: "Social media platforms play a role in shaping sociocultural practices and trends."

Rating	Number of Respondents	Percentage of Total Respondents	Mean	Standard Deviation
Strongly Disagree	0	0%	4.66	0.56
Disagree	0	0%	4.66	0.56
Neutral	4	5.2%	4.66	0.56
Agree	16	23.8%	4.66	0.56
Strongly Agree	49	71%	4.66	0.56

Table (8) consolidates the frequency distribution of responses in percentages and raw numbers, along with the descriptive statistics for analysis. To analyze the distribution in Table (8): the majority (71%) strongly agreed, 23.8% agreed, only 5.2% were neutral, and no respondents disagreed or strongly disagreed. The mean of 4.66 and standard deviation of 0.56 indicate that on average, respondents tended to agree or strongly agree, with responses closely clustered around the mean. The distribution shows that the vast majority of respondents agreed or strongly agreed that social media influences sociocultural trends.

**Table (9)**

Here is the consolidated table with frequency distribution and descriptive statistics for responses to the statement: "Social media platforms facilitate the formation of online communities with distinct cultural identities":

Rating	Frequency (N=69)	Percentage of Total Respondents	Mean Agreement Rating	Standard Deviation
Strongly Disagree	0	0%	4.35	0.65
Disagree	2	2.9%	4.35	0.65
Neutral	8	11.6%	4.35	0.65
Agree	24	34.8%	4.35	0.65
Strongly Agree	35	50.7%	4.35	0.65

Descriptive Statistics: Mean agreement rating: 4.35, and Standard deviation: 0.65.

The distribution of responses shows that the majority of respondents agreed or strongly agreed that social media facilitates the formation of online communities with distinct cultures. A small percentage disagreed or were neutral. On average responses indicated agreement, with little variance from the mean.

Table (10)

Here is Table 10 with the consolidated frequency distribution and descriptive statistics for the statement: "Social media platforms have influenced language use in offline contexts":

Rating	Frequency (N=69)	Percentage of Total Respondents	Mean Agreement Rating	Standard Deviation
Strongly Disagree	0	0%	4.34	0.64
Disagree	3	4.3%	4.34	0.64
Neutral	7	10.1%	4.34	0.64
Agree	25	36.2%	4.34	0.64



Rating	Frequency (N=69)	Percentage of Total Respondents	Mean Agreement Rating	Standard Deviation
Strongly Agree	34	49.3%	4.34	0.64

Descriptive Statistics: Mean agreement rating: 4.34. Standard deviation: 0.64

The distribution shows the majority agreed or strongly agreed that social media has influenced offline language use. A small percentage disagreed or were neutral. On average responses indicated agreement with little variance from the mean. The statistics provide insight into response patterns regarding the perceived influence of social media on language use both online and offline. The mean agreement rating of 4.34 for this statement indicates that on average, respondents agreed that social media platforms have influenced language use in offline contexts. A mean rating above the midpoint value of 3 suggests respondents tended towards the "agree" and "strongly agree" options rather than neutral, disagree, or strongly disagree. The low standard deviation of 0.64 shows that responses were clustered tightly around the mean, with little variance in levels of agreement among respondents. A standard deviation approaching zero would mean nearly unanimous agreement, so a value under one indicates responses were homogenous and consistently near the average.

Together, these descriptive statistics reveal: on the whole, participants perceived social media as having impacted language conventions beyond online settings. Opinions on this issue were relatively uniform, with most respondents agreeing to a similar degree rather than having widely differing viewpoints. There was consensus that social media platforms carry linguistic influence that crosses over into offline communication as well. In summary, the mean and standard deviation values point to a strong consensus in the sample that language practices on social media transfer to non-digital contexts.

Table (11)

Here is Table (11) with the consolidated frequency distribution and descriptive statistics for responses to the statement: "Social media platforms empower marginalized voices and promote linguistic diversity":

Rating	Frequency (N=69)	Percentage of Total Respondents	Mean Agreement Rating	Standard Deviation
Strongly Disagree	0	0%	4.04	0.73
Disagree	3	4.3%	4.04	0.73



Rating	Frequency (N=69)	Percentage of Total Respondents	Mean Agreement Rating	Standard Deviation
Neutral	16	23.2%	4.04	0.73
Agree	25	36.2%	4.04	0.73
Strongly Agree	25	36.2%	4.04	0.73

Descriptive Statistics: Mean agreement rating: 4.04. Standard deviation: 0.73

The distribution shows while most agreed or strongly agreed, over 20% remained neutral on whether social media empowers marginalized voices. However, the average response was still in agreement. The standard deviation indicates responses clustered fairly close to the mean. Overall, respondents appeared to recognize social media's potential for giving voice to underrepresented groups, while acknowledging room for debate on the matter as well, as shown by the sizable neutral proportion.

Table (12)

Table 12: Frequency distribution for responses to the statement "Language use on social media platforms contributes to individual identity construction"

Rating	Frequency (N=69)	Percentage of Total Respondents	Mean Agreement Rating	Standard Deviation
Strongly Disagree	1	1.4%	4.17	0.75
Disagree	5	7.2%	4.17	0.75
Neutral	8	11.6%	4.17	0.75
Agree	26	37.7%	4.17	0.75
Strongly Agree	29	42%	4.17	0.75

Descriptive Statistics: Mean agreement rating: 4.17. Standard deviation: 0.75

The majority agreed social media language contributes to identity construction by allowing self-presentation and exploration of affiliations, personality, and values through linguistic choices online.

Some potential reasons for the high percentage (42%) who strongly agreed that language on social media contributes to identity construction:

- Respondents have personally experienced using language strategically online to shape how they are perceived by others.



- Research indicates linguistic choices in digital environments reflect and reinforce identities, so participants are aware of this connection.
- Younger age groups who are highly engaged with social media see it as a natural venue for self-expression through diverse language use.
- Regarding the standard deviation of 0.75:
- A lower standard deviation means responses were more tightly clustered around the mean response.
- At 0.75, responses were fairly consistent, with most participants rating their agreement at around 4 out of 5.
- This homogenous distribution suggests widespread agreement that online language impacts identity formation, rather than varied or neutral opinions.
- Interpreting the average response of 4.17 has more validity since there was little variability - respondents were in consensus on this question.
- The high percentage of strongly agreeing and low standard deviation both points to participants widely recognizing social media's role in exploring identity through linguistic behaviors and choices communicated digitally.

Table (13)

Table 13: Frequency distribution and descriptive statistics for responses to the statement "Understanding the impact of social media on language is important for language policies and planning."

Rating	Frequency (N=69)	Percentage of Total Respondents	Mean Agreement Rating	Standard Deviation
Strongly Disagree	0	0%	4.54	0.57
Disagree	1	1.4%	4.54	0.57
Neutral	5	7.2%	4.54	0.57
Agree	20	29%	4.54	0.57
Strongly Agree	43	62.3%	4.54	0.57

Descriptive Statistics: Mean agreement rating: 4.54. Standard deviation: 0.57

The majority strongly agreed that understanding social media's impact on language is important for language policies and planning. A very small percentage disagreed or were neutral. On average responses indicated strong agreement with little variance from the mean.

**Table 14:**

Here is the consolidated table with frequency distribution and descriptive statistics for responses to the statement: "Research on the sociolinguistics of social media can contribute to our understanding of digital communication in the modern era."

Rating	Frequency (N=69)	Percentage of Total Respondents	Mean Agreement Rating	Standard Deviation
Strongly Disagree	0	0%	4.63	0.55
Disagree	1	1.4%	4.63	0.55
Neutral	3	4.3%	4.63	0.55
Agree	17	24.6%	4.63	0.55
Strongly Agree	48	69.6%	4.63	0.55

Descriptive Statistics: Mean agreement rating: 4.63. Standard deviation: 0.55

The majority strongly agreed that research on the sociolinguistics of social media can contribute to understanding digital communication. A very small percentage disagreed or were neutral.

The high mean (4.63) and low standard deviation (0.55) indicate strong consensus that this research area provides valuable insights. On average responses indicated high agreement levels with little variance. This distribution shows respondents recognized the potential for such research to advance our comprehension of language use across digital platforms and contexts. The descriptive statistics demonstrate uniform acknowledgment of sociolinguistic study's relevance to contemporary linguistic landscapes involving technology.

Conclusion

Here are some comments on how the literature review and findings of this study relate:

- Previous research analyzed specific linguistic features facilitated by social media, like hashtags, abbreviations and emojis, demonstrating their roles in online interactions. The findings here echoed respondents' recognition of new forms like internet memes emerging through platforms.
- Studies explored how words/concepts spread rapidly via social media and potentially mainstream. Respondents here perceived social media as significantly influencing both online and offline language use.
- Comparing communication styles across platforms, research found norms vary by design features - echoing perceptions here of social media shaping linguistic dynamics.



- Ideology work analyzed social media's impacts on language attitudes and hierarchies. Respondents affirmed its role in empowering marginalized voices and diversity.
- Community formation research aligns with consensus here that social ties and shared practices online cultivate tight-knit groups.
- Theoretical lenses from literature help make sense of respondents viewing identity construction and self-expression as aided by social linguistic choices on networks.
- Overall, descriptive findings corroborate much of what previous quantitative/qualitative studies found regarding social media's diverse sociolinguistic influences.
- This study adds to understandings with a new demographic/regional perspective, per its aims. It also sheds light on perceptions of social/research impacts via descriptive methodology.

So, in several ways, the literature review sets relevant context and the current findings both align with and extend prior explorations of language/culture impacts through social networking platforms. To conclude, based on the descriptive statistics provided, this study examined respondents' perceptions of the impact of social media on linguistic practices and cultural norms. Analysis of the frequency distributions and descriptive statistics revealed largely consistent views across 14 statements.

The vast majority of respondents agreed or strongly agreed that social media has significantly influenced language use online and offline. Means were consistently above 4, suggesting agreement on average. Low standard deviations indicated tight clustering of responses around the means.

While most agreed social media empower marginalized voices and forms online communities, over 20% remained neutral on these issues. Slightly more variation in responses was seen for emerging linguistic forms through social media.

Respondents overwhelmingly recognized social media's role in self-expression, identity construction through language, and the value of sociolinguistic research to understand digital communication trends. Means exceeded 4.5 in most cases.

Across statements, descriptive findings demonstrated widespread consensus that social media platforms shape language dynamics and cultural norms both online and beyond. Future research could examine potential differences by demographic factors, through comparative or correlational analyses.

In summary, this sample perceived social media as substantially impacting modern linguistic landscapes and identity work. Descriptive statistics conveyed uniformly affirmative views of its sociocultural significance according to frequency distributions, means and low standard deviations.

Recommendations

Based on the findings of this study, here are some recommendations that could be made to teachers, language planners and policy makers:

- Recognize social media as a significant influence on contemporary language use among youth. Incorporate emerging online forms into language education curricula to maintain relevance.



- Monitor language changes facilitated by social platforms and consider their implications for language policies. Review policies that may impede language diversity and empowerment of marginalized voices online.
- Train teachers on researching the sociolinguistics of digital communication to better understand students' language practices. Teachers can act as guides on navigating online language issues.
- Language planners should study how Target dictionary compilation efforts to include new words/expressions spread through social networking to keep dictionaries up-to-date.
- Policymakers could promote research on social media's role in language revitalization movements and strategies for leveraging online networks to benefit endangered languages.
- Foster multilingualism policies by acknowledging social platforms lower barriers to exposure to diverse languages and language ideologies.
- Support development of online/blended language learning resources that authentically integrate skills for navigating networked publics.
- Consider consultations with sociolinguists to advise on impacts of technology access gaps to ensure equitable language education for all.

The goals would be adapting to changing linguistic landscapes, promoting societal linguistics diversity and inclusion, and exploiting opportunities of social media rather than treating it as a threat to languages and communication norms.

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