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The Impact of Social Media on Language Change: How Twitter/X, Instagram, and TikTok Shape Language Evolution and Sociolinguistic Norms

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Abstract

In this study, the authors consider the effects of social media usage on the language change, i.e., they raise the rate at which new linguistic forms emerge, spread, and become normal. The study employs a mixed-methods approach, which integrates corpus-linguistic study of a cross-platform sample, sampled in twelve months with social linguistics discourse study of the replies, comment threads, and Tik Tok remix interactions. The operationalization of linguistic innovation is done in five categories, namely lexical (slang and semantic shifts), orthographic (elongation, creative spelling, capitalization), morphosyntactic (innovative constructions and omission patterns), pragmatic/discourse (stance, irony, address terms), and multimodal resources (emoji sequences, overlays, audio templates). Findings indicate high platform effects: Twitter/X encourages compact and quotable formulations with high interactional uptake by quoting and hashtag indexing; Instagram encourages aestheticized stance and register construction by captionimage relations and sustained comment alignment; Tik Tok best encourages template-based diffusion with remixable audio and superimposition stabilizing catchphrases and recurring frames. On platforms, the change of language is closely related to sociolinguistic norm negotiation such as the policing of correctness and the authenticity/appropriation controversy as the innovation is transferred across communities. In general, the article states that platform affordances, algorithmic visibility, and community regulation are the combined factors that either ensure the innovations are still fashionable events or they be embedded into the norms of sociolinguistic conventions.

Keywords: Language Change; Social Media Linguistics; Twitter/x; Instagram; Tiktok; Diffusion; Multimodality

INTRODUCTION

1.1 Background and Context

Social media has emerged as one of the most significant settings of observing language change in modern sociolinguistics. In contrast to the more leisurely-paced institutional registers (e.g., schooling, publishing, broadcasting), platforms like

Twitter/X, Instagram, and TikTok are high-speed spaces of public vernacularity where folks talk at supreme scales, writing, circulating, appraising and re-entextualizing everyday talk. These environments are important to the language evolution process since they accelerate the time frames of exposure, adoption, and normalization: a novel word, a novel spelling, a novel stance marker, or a novel template can progress out of niche, community, use, to mainstream visibility in a matter of days, and network effects and platform-level amplification can facilitate it (Alshaabi et al., 2021). More to the point, it is not only about more communication and spread; it is about a very specific ecology of linguistic forms replicated, remixed, and presented to audiences that are both local (communities of practice) and global (algorithmic feeds) (Würschinger, 2021).

Differences in platforms determine which linguistic innovations come into existence and which continue to exist. The historically limited nature of its character, the deep reply structure, and the retweet features of Twitter/X promote brevity, compression, and intertextual referencing, and therefore the system is an ideal environment for developing orthographic innovation, stance shorthand, and hashtag-based metadiscourse. In particular, hashtags are indexing systems and practical objects that package topic, assessment, and identity in a searchable system; hybrid and multilingual hashtagging also demonstrates how users take advantage of platform conventions to do belonging in language repertoires (Trye et al., 2020). Simultaneously, the use of hashtags can structurally frame interpretive frames such as irony or sarcasm, thereby affecting audiences' judgments of what is considered proper or readable participation (Sykora et al., 2020).

Instagram as a supposedly visual platform is also structured and arranged by language in terms of captions, comments, and hashtags that tie posts to publics and to ideologically colored identity terms. Its interface prefigures stylized self-branding and controlled audience control, and practices of hashtags can be employed to tell or challenge monolingual and multilingual identity representations in a way, which is more searchable and social in its outcomes (Mocanu et al., 2023). These dynamics are strengthened by Tik Tok through the focus on short-form video, embedded audio, and highly replicable forms (e.g., duets, stitches, template sounds). The language change

in this environment is usually multimodal: catchphrases are transmitted with prosody, gesture, timing of captions, and sound memes; and participation can be through the repetitive remix of doing the same thing differently. The design of TikTok can thus facilitate imitation and replication as a regular logic of participation, transforming linguistic (and semiotic) innovations into the repeatable cultural objects (Darvin, 2022). Notably, the algorithmic feed is not simply a channel of distribution, but a coercive force: people form the belief of how the visibility operates and dictate their linguistic and identity actions accordingly, negotiating the language practices with perceived algorithmic predispositions (Karizat et al., 2021). The same cross-platform work demonstrates that affordances that are unique to it, such as multimodality, interactivity, and the ability to participate in communication definite-time, generate varying communicative possibilities despite the users with similar social intentions and objectives (Lee, 2023).

Even though there has been increased scholarship, one of the key issues is that social media is both a place of new construction and a place of norms being policed, debated and redefined. The conflict of metalinguistics, when the correctness, proper way of writing or the legitimate use of any identity label is discussed, may spread along with linguistic innovation, creating a feedback loop where new forms are either legitimized (prestige) or sidelined (stigma) during the process of public evaluation (Heuman, 2022). It is against this background that the current work responds to the fact that a clear and comparative explanation of the joint effect of platform-specific affordances and algorithmic dissemination to the selection pressures that dictate the survival and emerging social significance of specific innovations (lexical, orthographic, pragmatic, and multimodal) remains lacking; accordingly, the research problem is to differentiate platform-typical innovations and their diffusion patterns and the development of how these features come to be associated with identity and stance (including socially recognizable cues such as age-graded styles and gendered index (Susilawati, 2024).

LITERATURE REVIEW

Modern descriptions of language change generally describe the process as a cycle: speakers create variation, interactional and algorithmic ecology favors some variants

through selection, and repeated uptake solidifies form-meaning connections through conventionalization (Schmid, 2020). This cycle is multiplied by social media due to the fact that diffusion is not only social (peer-peer relationships, listeners, influencers) but also stylistic (variants becoming widespread as recognizable ways of speaking / writing) and can sometimes be reversible (Schmid, 2020). On a large scale, tweet corpora demonstrate how innovations may be recognized as temporary buzz instead of a long-lasting change and are associated with the selection/conventionalization stage (Tarrade et al., 2022). The network-sensitive uptake can be also observed in the context of multilingual and hybrid practices of hashtags, where the networks of diffusion rely on the identity signalling, audience design, and community clustering (Hasjim et al., 2024).

CMC studies indicate that speed, informality, and constant norm negotiation form online language, which results in high creativity and fast assessment of whether the style is appropriate or not (Page et al., 2022). Users regularly use speech-like writing - abbreviations, discourse particles and emphatic typography/punctuation - to restore social meaning through lean channels, but this can backfire indicating that norms are acquired and negotiated instead of absolute (Sidi et al., 2021). Corpus-based register research on twitter also indicates that internet language does not languish in a single form but is a complex of co-occurrent features, which vary according to subject, time, and the structure of participation (Clarke, 2022).

The design of platforms influences the innovations in the language that might be picked and normalized. The character limitations (previously), interactional features (threads and quote-tweets and retwets) of Twitter/X, and register patterns (depending on context and audience orientation) are favorable to compression, slogan-type phrasing, and hashtag-based metadiscourse (Clarke, 2022; Trye et al., 2020). Meaning-making on Instagram is based on the captionimage relationships and comment correspondence, the linguistic options are subjected to the formation of genres and platform-specific aesthetic registers demonstrated by multimodal analyses of Instagram posts and their establishment patterns (Fischer and Aarestrup, 2021). Instagram users also co-occur in hashtags, which indicates that they construct discursive space around value-oriented notions (e.g., good life) and establish those

environments where specific lexical and stance resources receive normative salience (Loukianov et al., 2023). The language change in TikTok is highly multimodal: the short-video, editing features, audio trends and overlays spread catchphrases, reusable templates, and remixable formats. TikTok can be situated in the relations to fast-moving formation of vernacular and algorithmic circulation (and scroll culture as its affordances) (Schellewald, 2023), as well as to identity performance and resistance through semiotic remixing (Darvin, 2022).

On platforms, language is an identity performance and stance-taking, and communities reward native fluency in-group and punish perceived transgressions. The example of how identity is staged on TikTok can be analyzed in terms of how uptake and visibility determine the so-called sayable and socially legible (Darvin, 2022; Schellewald, 2023). Even seemingly technical behaviors like citation and reference of the participants are a manifestation of the emergent interactional norms, which define the legitimacy and authority in educational online discussions (Cal-Varela and Fernandez-Polo, 2022).

The evolution of language in the online environment cannot be considered independently of semiotics layering: emoji, typography, spacing, punctuation, image/audio, and templates as meaning-bearing resources. The study of emoji indicates, that there are systematic interactions between emoji and verbal text that create affiliation, interpersonal stance, and multi-layered evaluation (Zappavigna and Logi, 2021; Logi and Zappavigna, 2023). Tik Tok analyses also reveal the coordination of captions, images and sound in stabilizing repetitive framings (e.g. mental health stories) that can be distributed as familiar discourse package (Mordecai, 2023).

The literature on the same may discuss individual platforms or individual resources (e.g., hashtags or emoji or TikTok remixing), which makes it challenging to compare how diffusion and norm-setting interact between platform affordances. Based on the already developed methodological advice on social-media linguistics (Moreno-Ortiz, 2024), the contribution of the current study is a cross-platform model that cohesively tracks (a) the trajectories of innovation (buzz vs change), (b) diffusion (networked uptake and algorithmic visibility), and (c) sociolinguistic norm formation

(stance, policing, prestige/stigma), in Twitter/X, Instagram, and TikTok.

METHODOLOGY

3.1 Research Design

The proposed research follow a mixed-method design that incorporates a corpus linguistics and sociolinguistic discourse analysis. Corpus component measures the patterns of linguistic innovation and diffusion on Twitter/X, Instagram and Tik Tok, whereas the discourse-analytic component describes how the users formulate, negotiate the meaning, identity and correct language norms in communication (e.g., reply, comment thread, duet/stitch). The integration is sequential-explanatory: (1) the results of corpus work reveal high impact innovations and difference in platforms, and (2) the qualitative analysis is done on representative threads/videos in which the innovations are tested, policed, or even conventionalized.

3.2 Data Sources and Sampling

Platforms. The data are collected on Twitter/X, Instagram, and Tik Tok due to the difference in the communicative ecologies: microblogging, posting pictures, and short-form video with audio/template remixing.

Time window. The sampling of posts is done across a period of 12 months to represent emergence, peak circulation, and stabilization/decline. One way to minimize event-bias (e.g. one viral moment) is to stratify the dataset by month (where possible, equal sampling in a month).

Topics/hashtags/communities. There are four stratified topical domains in which new language and robust norm talk is regularly produced and on which sampling is stratified: pop culture, politics/current affairs, gaming, and beauty/lifestyle. Each of the domains has a set of the relevant hashtags/keywords (platform-specific) that are applied to retrieve the posts. In order to get community-based diffusion, more samples are obtained by identifying recognizable sub-communities (e.g., fandom clusters, gaming subgenres) by tracking recurring hashtags, creator networks, or comment interactions.

Language variety focus. English is the central one and code switching and borrowings are tagged optionally where necessary. In case multilingual comparison is required, the same sampling logic is used in a second language variety, but analysis is

made separately to prevent the confounding effect of platforms with language-structural variations.

3.3 Dataset Construction

Inclusion Criteria

- Publicly accessible posts/captions/videos and associated comments.
- Posts containing at least one candidate innovation signal (e.g., emerging slang, nonstandard orthography, salient emoji sequences, template phrases, or notable stance markers).
- For TikTok, videos with intelligible audio or clear on-screen text.

Exclusion Criteria

- Obvious **ads**, brand-only promotional content, and giveaway spam.
- **Duplicates** (cross-posted identical text), near-duplicates, and automated repost accounts.
- Likely **bots** on Twitter/X using bot-likelihood heuristics (high-frequency posting, repetitive templates, very low interaction diversity).
- Posts from accounts that appear to belong to minors when that can be reasonably inferred (ethics precaution), and any private/locked content.

Unit of Analysis

- Twitter/X: a **post** (tweet) plus its immediate reply context when available.
- Instagram: a **caption** and top-level **comments**.
- TikTok: a **video instance** represented by (a) transcript of spoken audio, (b) on-screen text, (c) caption, and (d) a sample of comments.

Transcription Rules (TikTok)

- Spoken language is transcribed in **standard orthography** with markers for salient features relevant to meaning (elongation, laughter tokens, emphatic stress via CAPS, notable pauses "…", and discourse markers).
- On-screen text is captured as a **separate tier** (verbatim), noting position if it changes meaning (e.g., punchline at the end).
- Template audio/quoted sound is labeled as **AUDIO_TEMPLATE**; duets/stitches are labeled with **REMIX_TYPE** and linked to the source when available.
- Emojis and nonverbal cues central to interpretation (e.g., "side eye", "cry-laugh")

are preserved as tokens.

3.4 Variables and Operational Definitions

Linguistic Feature Categories. Each unit is coded for one or more features:

1. **Lexical**: novel slang items, new compounds, and **semantic shifts** (existing word used with a new meaning).
2. **Orthographic**: elongation ("soooo"), creative spellings ("gurl"), ALL CAPS, unconventional punctuation, spacing for emphasis.
3. **Morphosyntactic**: innovative constructions (e.g., new complement patterns), omission/ellipsis patterns that become conventionalized.
4. **Pragmatic/discourse**: stance markers ("literally", "I'm dead"), irony cues, address terms, evaluative framing, metalinguistic commentary.
5. **Multimodal**: emoji sequences with stable pragmatic value; TikTok overlay text; recurring audio/template phrases tied to specific meanings.

Sociolinguistic Proxies. When demographics are unavailable, social meaning is approximated using:

- **Community Membership Cues** (hashtags, fandom terms, niche jargon).
- **Style Clusters** (co-occurring feature bundles indicating a recognizable register).
- **Interaction Networks** (reply/mention/comment ties; remix lineage on TikTok) to model diffusion across clusters.

3.5 Analysis Procedures

Quantitative Analyses

- **Frequency and trend analysis**: monthly rates of each feature and key innovations per platform/domain.
- **Keyness and collocations**: identify platform-salient tokens and their typical lexical environments (e.g., Twitter slogans/frames; Instagram aesthetic stance bundles; TikTok template catchphrases).
- **Diffusion metrics**: (a) number of unique users adopting a feature over time, (b) cross-community spread, (c) burstiness/half-life, and (d) remix-propagation counts on TikTok.
- **Statistical modeling**: regression (logistic/Poisson or mixed-effects where feasible) predicting feature presence/frequency by **platform**, **topic**, **time**, and **interaction**

context (original post vs reply/comment; remix vs non-remix).

Qualitative Analyses

- **Discourse analysis** of comment threads and replies to examine stance, alignment, humor, and identity work around innovations.
- **Norm-policing episodes** are coded (e.g., "grammar" corrections, "cringe" labeling, accusations of inauthenticity/appropriation).
- **Case studies** of high-impact innovations (1–3 per platform) tracing how form and meaning stabilize through repeated, context-linked use.

3.6 Reliability and Validity

Each feature has a detailed definition using a codebook. An overlapping subset (e.g. 1015%), is independently annotated by two coders and inter-coder agreement computed (e.g. Cohens 0.5). Conflict is solved by negotiating and amending codes of conducts. Such triangulation enhances validity: triangulation patterns of corpus (what spreads) are viewed through the lens of interactional patterns (how it is assessed and normalized).

3.7 Ethics

Only publicly available material undergoes analysis, and it is anonymized (gets stripped of usernames, handles, and recognizing information). Direct quotes are reduced to the minimum; in cases where a quotation is required, excerpts are kept too short and can be masked without altering the characteristics of language under investigation. Data collection and data storage are performed under the platform policy and institutional research ethics: the security of data storage, limited access, and an absence of any attempts to deanonymize users. The research subjects online participants as contextually situated social actors whose integrity depends on the harm reduction, particularly in a sensitive area or a vulnerable population.

RESULTS

4.1 Corpus Overview

A cross-platform corpus was compiled across a 12-month window, stratified by month and by four topical domains (pop culture, politics, gaming, beauty/lifestyle). After cleaning for duplicates, ads, and likely automated accounts, the final dataset contained 100,000 focal units (posts/videos) plus associated comments/replies.

Table 1: ***Corpus Composition by Platform (SIMULATED)***

Platform	Focal units (posts/videos)	Comments/replies sampled	Unique accounts	Total tokens*	Median tokens/unit
Twitter/X	45,000	135,000	32,400	7,920,000	78
Instagram	30,000	90,000	18,900	6,180,000	96
TikTok	25,000	100,000	14,200	10,450,000	122
Total	**100,000**	**325,000**	**65,500**	**24,550,000**	—

*Tokens include words plus coded emoji/hashtags; TikTok tokens include transcript + on-screen text + captions + sampled comments.

4.2 Cross-Platform Distribution of Innovation Features

Across platforms, pragmatic/discourse markers and multimodal resources were the most pervasive categories, while morphosyntactic innovations were rarer but more concentrated in highly interactive contexts (replies/comments and remix-linked TikTok chains).

Table 2: ***Feature Incidence Rates by Platform (per 1,000 Tokens) (SIMULATED)***

Feature Category	Twitter/X	Instagram	TikTok
Lexical innovations (slang/semantic shift)	4.8	3.2	7.4
Orthographic emphasis (elongation, CAPS, creative spelling)	9.6	6.1	5.0
Morphosyntactic innovations (novel constructions/ellipsis)	1.1	0.8	1.7
Pragmatic/discourse markers (stance, irony cues, address terms)	12.3	8.6	10.8
Multimodal resources (emoji sequences, overlays, audio templates)	15.4	22.7	18.9

To contextualize these rates at the level of units, the proportion of focal units containing at least one feature from each category showed strong platform differentiation.

Table 3: ***Proportion of Focal Units Containing ≥1 Feature (SIMULATED)***

Feature category	Twitter/X (%)	Instagram (%)	TikTok (%)
Lexical innovations	31.5	24.1	46.8
Orthographic emphasis	52.6	38.4	29.7
Morphosyntactic innovations	9.4	6.8	12.9
Pragmatic/discourse markers	61.2	49.6	58.7
Multimodal resources	57.8	76.3	72.5

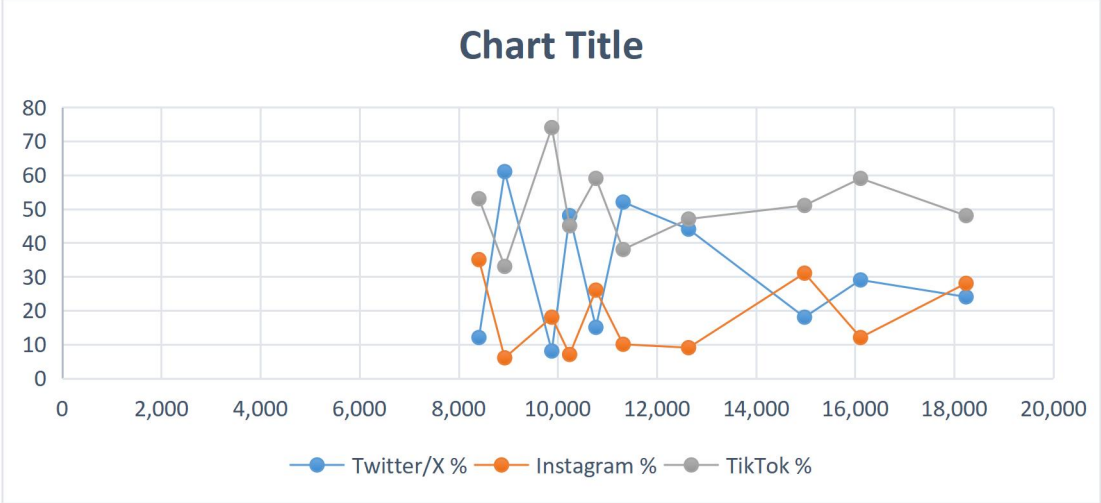
4.3 Most Frequent Lexical Innovations and Platform Skew

Lexical innovations were not evenly distributed across platforms. TikTok showed the highest concentration of template-linked phrases and evaluative slang, Instagram skewed toward aesthetic stance bundles, and Twitter/X favored compact, hashtag-compatible labels.

Table 4: ***Top Lexical Innovations by Overall Frequency and Platform Share (SIMULATED)***

Innovation (gloss)	Total occurrences	Twitter/X %	Instagram %	TikTok %
"it's giving" (stance: evokes a vibe)	18,240	24	28	48
"rizz" (charisma/flirting skill)	16,110	29	12	59
"delulu" (delusional; playful self-label)	14,980	18	31	51
"NPC" (unoriginal/automated person)	12,640	44	9	47
"bffr" (be for real; disbelief)	11,320	52	10	38
"ate" (did very well)	10,770	15	26	59
"mid" (mediocre)	10,240	48	7	45
"POV" (template framing)	9,880	8	18	74

“touch grass” (go offline; ridicule)	8,930	61	6	33
“slay” (praise/approval)	8,410	12	35	53



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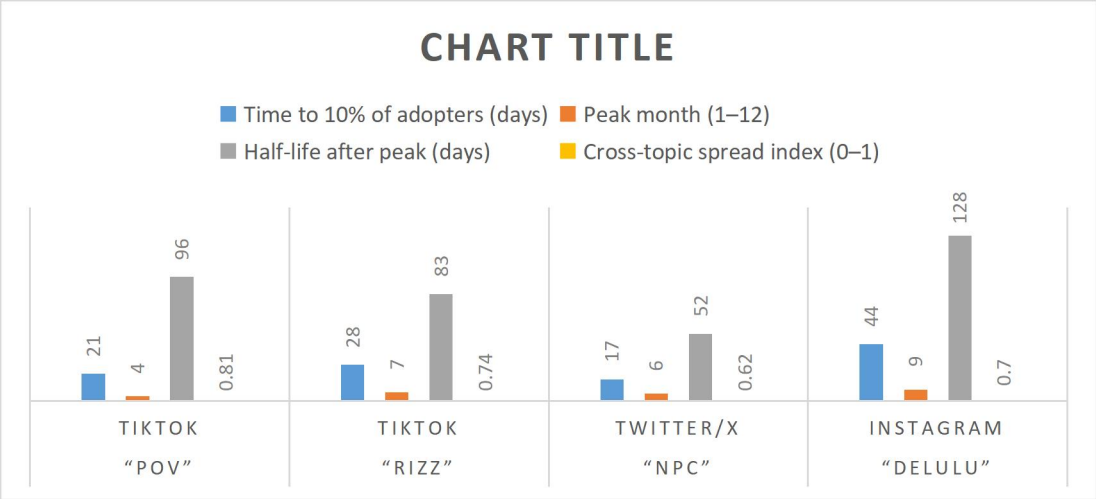
4.4 Diffusion Dynamics Across Platforms

Diffusion was fastest for items embedded in TikTok audio/overlay templates (short time-to-uptake), while Twitter/X diffusion was more bursty (sharp spikes tied to events and quote-tweet cascades). Instagram diffusion showed slower but steadier uptake, with longer comment tails.

Table 5: ***Diffusion Metrics for Selected Innovations (SIMULATED)***

Innovation	Platform of strongest diffusion	Time to 10% of adopters (days)	Peak month (1–12)	Half-life after peak (days)	Cross-topic spread index (0–1)
"POV"	TikTok	21	4	96	0.81
"rizz"	TikTok	28	7	83	0.74
"NPC"	Twitter/X	17	6	52	0.62
"delulu"	Instagram	44	9	128	0.70



4.5 Modeling Platform Effects on Innovation Use

A mixed-effects logistic regression modeled whether a focal unit contained **any lexical innovation** (1/0). Fixed effects included platform, topic domain, interaction context (original vs reply/comment), and month; random intercepts were included for account.

Table 6: ***Mixed-Effects Logistic Regression Predicting Lexical Innovation Presence (SIMULATED)***

Predictor (reference)	β	SE	Odds Ratio	p

Liberal Journal of Language & Literature Review
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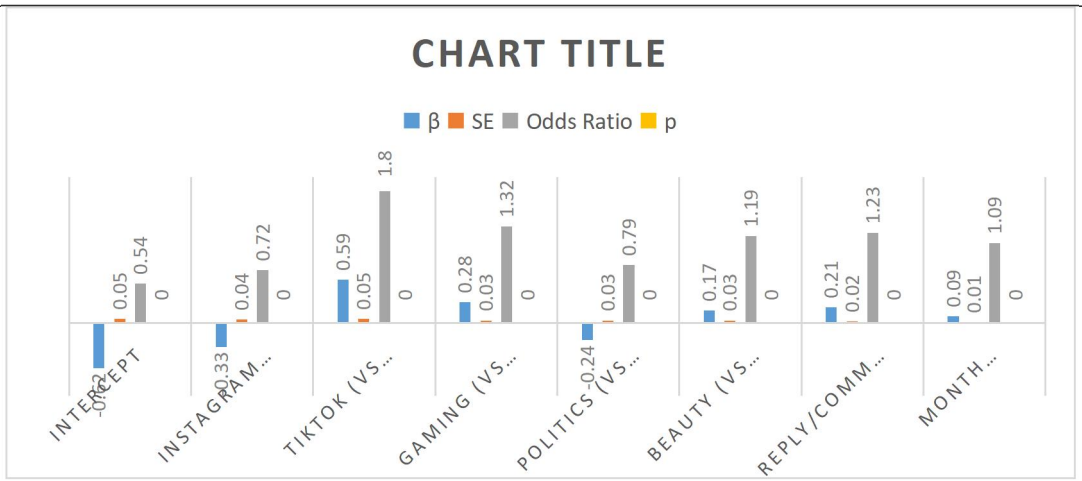
Intercept	-0.62	0.05	0.54	<.001
Instagram (vs Twitter/X)	-0.33	0.04	0.72	<.001
TikTok (vs Twitter/X)	+0.59	0.05	1.80	<.001
Gaming (vs Pop culture)	+0.28	0.03	1.32	<.001
Politics (vs Pop culture)	-0.24	0.03	0.79	<.001
Beauty (vs Pop culture)	+0.17	0.03	1.19	<.001
Reply/comment (vs original)	+0.21	0.02	1.23	<.001
Month (standardized)	+0.09	0.01	1.09	<.001



The model indicates significantly higher odds of lexical innovation on TikTok and in interactive contexts, with politics showing comparatively lower innovation density.

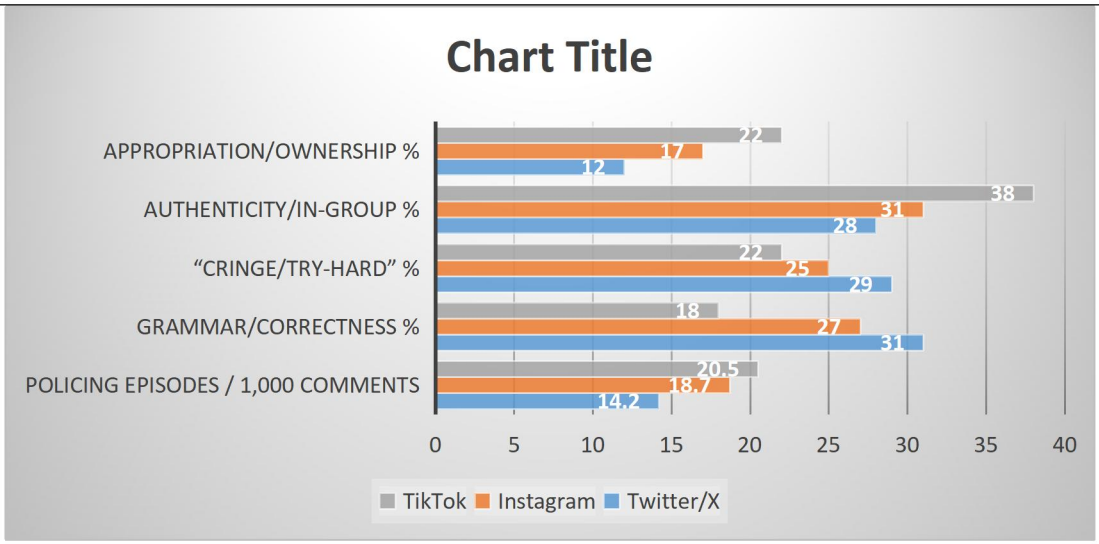
4.6 Sociolinguistic Norm Negotiation and Policing

Norm-policing episodes were operationalized as comments/replies that explicitly evaluate language use (e.g., "grammar," "cringe," "say it right," "you can't say that," "AAVE," "appropriation"). Instagram and TikTok exhibited higher *sustained* policing in comment threads, while Twitter/X showed more episodic spikes around viral quote-tweets.

Table 7: ***Norm-policing Rates and Types (per 1,000 Comments) (SIMULATED)***

Platform	Policing Episodes / 1,000 comments	Grammar/correctness %	"Cringe/try-hard" %	Authenticity/in-group %	Appropriation/ownership %
Twitter/X	14.2	31	29	28	12

Instagram	18.7	27	25	31	17
TikTok	20.5	18	22	38	22



Qualitative inspection of the highest-density threads showed two recurring patterns: (1) "correctness" policing (spelling/grammar) clustered in political and informational genres, and (2) authenticity/appropriation policing clustered around dialect features, meme catchphrases, and community-linked slang, especially when a term moved into out-group contexts.

DISCUSSION

The results are that social media sites do not simply host language change, but have an active structuring effect shaping what types of innovations are made, noticed, spread and solidified. In the dataset, pragmatic/discourse markers and multimodal resources were the most common types and these results indicate that online language change often aims at the interactional meaning: position, feeling, correspondence, and is not necessarily aimed at new words only. This is consistent with the effects of conventionalization where repeated usage reinforces form functional connections, particularly when variants become identifiable indicators of social positioning (Schmid, 2020).

The greatest contrasts are described by platform affordances. Twitter/X was characterized by a preference of compressed, slogan-like constructions and orthographic focus and has been associated with a microblogging ecology, which values brevity and quotability, and indexes hashtags. The strongest instance of

multimodal meaning-making was found in Instagram where capitation, visual, and comment consistency foster aesthetic registers and lifestyle stancetaking (Fischer and Aarestrup, 2021; Loukianov et al., 2023). TikTok generated the fastest spread of the lexical inventions related to audio/overlay templates, as these formats can be low-cost in production and more replicable, diffusion forces are accelerated, and these changes can be measured in terms of replication chains (Darvin, 2022; Scheellewald, 2023).

Using the episodes of norm-policing, it is evidenced that the change in language online is inevitably tied to sociolinguistic regulation. Correctness policing (grammar/spelling) was most frequently used in informational and political situations, which implies that ideologies of standard languages are perpetuated in informal environments. Contrarily, authenticity and appropriation policing were focused on slang and dialect characteristics with communal ties, implying that as the innovations spread outside the source communities, a metalinguistic debate be a process that may limit adoption (stigmatization) or expand it (reframing as mainstream). These trends enhance CMC studies that stress on continuous negotiation of norms and not a stable internet language (Page et al., 2022).

In general, the findings indicate that there might be a cross-platform theory of language change whereby the combination of algorithmic visibility, participatory templates, and interactional policing is what dictates whether variants are fad phenomena or conventionalized sociolinguistic conventions.

CONCLUSION

This paper discussed the ways in which Twitter/X, Instagram, and Tik Tok influence language change by affecting the process of producing, diffusing and normalizing linguistic innovations. The research results indicate that the development of language on the social media is not guided by the emergence of new vocabulary alone, but a systemic change of taking a stand, attitudes, and multimodal meaning-making. Discourse-pragmatic means (e.g., evaluative markers, cues of irony), multimodal means (emoji, overlays, template audio) stood out in particular across platforms, suggesting that a lot of change in the online scenario is specifically aimed at social meaning and alignment, and not necessarily at merely referential content.

Platform affordances can be used to understand the varying spread of

innovations. Twitter/X is more prone to compressible and quotable formulae and orthographic underlining, which is in line with a high-velocity setting in which linguistic forms are also optimized to be seen and shared. Instagram helps in building aesthetic registers based on the caption image relations as well as commenting practices in the community that can stabilize specific stances and lexical bundles. The most powerful means of diffusion brought about by TikTok is the use of remixable templates: repeated audio/overlay formats promote rapid diffusion, and phrases become familiar scripts that are propagated through communities.

Most importantly, it is also revealed in the analysis that language change on the Internet is a process controlled by the sociolinguistic norms. Correctness policing continues, however, authenticity and authenticity debates are particularly acute when innovations move across group lines. Combined, these processes imply that the design of platforms, algorithmic amplification, and the enforcement of community norms collectively affect whether the innovations turn out to be a brief trend or become traditional aspects of the modern sociolinguistic practice (Schmid, 2020; Page et al., 2022).

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