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The Influence of Social Media on Syntactic Simplification in Youth Discourse

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Abstract

This paper examines the role of social media in syntactic simplification in youth discourse, including such a platform as TikTok, WhatsApp, and Instagram. The research works to understand the role that digital communication plays in developing shorter sentences, less complex clauses and a greater use of coordination rather than subordination through a mixed-methods orientation that involves both quantitative and corpus linguistics and qualitative linguistic approaches. The analysis of data on young adults aged between 16 and 25 shows that linguistic economy is determined by platform-specific restrictions, including character count and visual focus among content, with TikTok being the most notable in simplification (5.8 words average sentence). The qualitative results point to adjustive linguistic performance, where functional effectiveness and peer conventions take precedence of complexity in grammar, with brevity and emotional expression being more valuable in the linguistic performance. This paper is a critique of prescriptivism when it comes to language impoverishment as it re-contextualizes syntactic simplification as an adaptation to online uses. The implications of education, linguistic theory and language evolution are raised with a focus on the need to incorporate digital literacy in the education curricula and the appropriate reconceptualization of competence in a multimodal situation.

Keywords: Social Media, Syntactic Simplification, Youth Discourse, Digital Communication, Linguistic Adaptation, Corpus Linguistics, Platform Constraints, Language Evolution.

Introduction

Youth are communicating differently over the last 20 years due to the introduction of social media platforms like TikTok, WhatsApp, Instagram, Snap, and X (formerly Twitter). Contrary to the historical forms of writing, the written and communicated digital communication in these

formats may not be about the speed, the brevity, and the spontaneity. Young people aged 16 to 25 are the most active users in these platforms around the world, with the use of these platforms as the primary means of socialization, but also as identity-building, community-building, and content-creating tools (Statista, 2024; Anderson & Jiang, 2018). Such changes in long-form to short-form communication, particularly through posts, stories, captions, memes, and video comments, have resulted in new linguistic contexts which now languages are more influenced by platform affordances and constraints in terms of grammatical structures. These platforms are limited to a given number of characters (e.g., the previous 280-character limit of Twitter) and audio/visual time (e.g., the short videos of TikTok), as well as attention-thematically oriented scrolling (Tagliamonte, 2020; Durscheid & Frick, 2016). This emerging digital landscape is where young people may be seen to invent new ways of talking to each other, as they create a unique discourse style based on a mixture of formal language writing, vernacular speech, emojis, and explorations of language creativity, with the whole process throwing up fresh queries about the shaping and manipulation of syntax.

Syntactic simplification is one of the leading characteristics of this digital transformation and its description means the lessening of the syntactic intricacy in the language, whether written or pronounced. These would comprise the substitution of subordinate clauses with main clauses, the decrease of the use of passive voice, the removal of functional words (e.g., pronouns, conjunctions), and the increased use of parataxis (the coordination of clauses without subordination). The empirical studies have recorded that, over time, users on digital platforms prefer short, blunt, and linear sentence structures, in many cases omitting punctuation, capital letters, and subject-verb agreement (Rosenthal & McKeown, 2022; Crystal, 2008). Such tendencies are especially evident in the language of the youth, as compact syntax is not just a sign of any laziness but may be a stylistic preference based on peer culture and technologies (Herring et al., 2013). Moreover, traditional syntactic structures are also being destroyed by the fact that voice notes, reactions videos, and GIFs are some of the alternatives that took the place of long-form textual responses. Such a syntactic simplification does not only affect the way younger people write but also their way of thinking, obtaining, processing information, and engaging in argumentation and meaning-making in online and offline contexts (Soffer, 2021; Hinrichs & White-Sustaita, 2011).

It is important to understand the youth discourse in the framework of the syntactic simplification through a number of reasons. To begin with, language is a mirror and maker of the societal transformation; what is popular among young people in the language tomorrow could be adhered to the mainstream the next day (Eckert, 2012). Second, digital language research can contribute to a better understanding of the overall patterns of linguistic change, especially the restructuring of global Englishes and the multilingual forms of expression that occur in informal online contexts. Third, the study has pedagogical implications: teachers are beginning to complain that students are having difficulty with academic writing because it has been contaminated by simplified monosyllabic digital syntax in the students (Vosloo, 2022). Lastly, in sociolinguistic terms, the youth-driven discourse on social media platforms marks a power,

identity, and negotiation place, a more profound generational change in communication principles (Androutsopoulos, 2014). Consequently, the purpose of the current research is to form a systematic analysis of the incidence of syntactic simplification in the discourse of youths in social media, the agents of such simplification, and the consequences such simplification may carry to the future of the language usage, education, and discourse studies in the digital realm.

Significance of this Study

This study is important because it examines the ways in which social media are transforming the language of young people especially with regard to simplification of syntax. With digital communication increasingly becoming the new way to communicate amongst the youth, the changes in these linguistic patterns become pertinent to educators, linguists and policy makers. The research paper is devoted to the analysis of youth discourse on such platforms as Tik Tok, WhatsApp, Instagram, and looks at the simplification of sentence structure in real-life digital communication. It encompasses qualitative and quantitative study of language use among those who are 16-25 years old, providing suggestions as to the larger implications of the digital media on the modern practices of language in use.

Literature Review

The science of syntax, the design of words and phrases that construct sensible sentences within a language is rooted way back and can be associated with linguistic scholars like Noam Chomsky and David Crystal. Transformational-generative grammar was the system of describing the syntactic structures underlying natural languages proposed by Chomsky (1957), who focused on the universality of the deep structures of languages, in spite of the variability of their surface form. Although his framework did not specifically aim at the simplification of syntax, it gave a framework through which the language complexity works. Crystal (2008), however, has discussed at length language development and current trends including simplification of language in the new style of digital communication. He observes that the online discourse tends to prefer short, context-based utterances and expressions, as platforms have limitations, and communication can be efficient. Related to this is simplification devices in syntax like complicated clauses, use of conjunctions and decreasing subordination to a parataxis type found in more current studies on discourse in digital environments (Tagliamonte & Denis, 2008). The following theories are foundational in explaining the theoretical framework of discussing the adaptation of syntactic structures in the process of communications on social media by the youths.

The influence of digital mediums on the language habits of young people has become a subject of sociolinguistic investigation. The young people, since they are the first adopters and heavy users of social media, contribute towards linguistic norms on the internet. According to Androutsopoulos (2014), social media is a super diverse domain where language practice is fluid, dynamic, and sometimes informal, which has replaced the aspect of standard to vernacular. Boyd (2014) underlines that communicated (digitally) by the young people can be an indicator of identity work and peer conformity, and it can be more inclined toward an ease of use and rapid speed than grammatical perfection. In addition, Tagliamonte and Derek (2010) identified the

decline of the traditional syntactic formations (the use of embedded clauses and the preference of the subjectiverbobject structure) in instant messages. The tendencies indicate that young people do not adjust their syntactic performance because they have to lack it but because of socio-pragmatic motives such as peer acceptance, humor, and conciseness. In Instagram captions, TikTok comments, WhatsApp chats, young people tend to value the utilitarian purpose of the communication rather than the grammatic construction, which breaks prescriptive rules. Social norms are not the only factors that regulate digital discourse, but platform-specific constraints also contribute to the influence over the syntactic structures. As a case in point, Twitter restricted its users to 140 characters, a limit which promoted condensed syntax and gave rise to habits like the omission of articles, the removal of auxiliary words, and abbreviation (Zappavigna, 2012). In like manner, using WhatsApp and Snapchat messages as an example, researchers reported that the structures of the conversations contain fewer dependent clauses, simplified verbs tenses, and the use of many coordinated clauses (Ling, 2016; Yus, 2011). Such aspects as tag reduction (e.g., You coming?) and the preference of using ellipsis can be seen as part of an overall trend of decomplexification of youth speech and writing over the Internet. A study by Hu et al. (2022) based on a corpus of TikTok transcripts indicated that the usage of subordinating conjunctions was minimal and the occurrence of complex noun phrases was rare, which can be interpreted as an expression of platform design and consumer demands working together to promote linguistic economies. The changes are proving to be a challenge to educators, researchers and linguists, to rethink conventional language learning and evaluation models.

Study Gap

Although the literature on digital discourse has developed and expanded recently, the case of syntactic simplification though in youth groups in varying linguistic and socio-cultural settings is still lacking in empirical-based research. Much of the existing research seems to stop at lexical innovations (e.g., using slang, emoji) or pragmatic changes, but not at the level of how sentence structures themselves are changing with online communication (Herring et al., 2013). More so, although the changes in the online English language have been studied, not much has been done in terms of cross-platform analysis and even less in the analysis of multilingual youth communities, including such South Asian or African regions, where English is mixed with county languages (Sultana & Dovchin, 2019). The absence of longitudinal and comparative syntactic analysis between such platforms as TikTok, WhatsApp, and Instagram also inhibits our cognizance of the permanency or reversibility of the changes. The current study attempts to fill this gap by providing a mixed research methodology examination of syntactic simplification as applied in the context of platforms, age groups and use patterns among young people.

Methodology

This study employs a mixed-methods research design, integrating both quantitative corpus linguistics and qualitative discourse analysis to investigate the syntactic simplification patterns in the digital communication of youth aged 16–25. The choice of a mixed approach allows for a robust understanding of both the measurable syntactic features and the contextual and social

meanings embedded in youth discourse. Quantitative methods provide empirical insights into syntactic patterns across large datasets, while qualitative analysis explores the pragmatic motivations and communicative functions underlying these patterns.

Corpus and Sample Selection

The corpus for this study was drawn from three major social media and messaging platforms popular among youth in South Asia: WhatsApp, TikTok, and Instagram. Each platform represents a distinct communicative mode—private chats (WhatsApp), audiovisual short-form content (TikTok), and image-caption/comment interaction (Instagram)—allowing for triangulated insights into syntactic usage.

A purposive sampling strategy was used to collect naturalistic linguistic data from users aged 16–25, ensuring representation across both urban and semi-urban youth from diverse educational backgrounds. The dataset includes:

- WhatsApp: 200 anonymized message threads collected from 30 individual youth volunteers (after informed consent), totaling over 25,000 words.
- TikTok: 100 publicly available video transcripts and their accompanying comment sections, yielding approximately 20,000 words.
- Instagram: 100 comment threads and captions from posts made by youth influencers and their peers, totaling 15,000 words.

All data was collected over a 3-month period (March–May 2025), ensuring temporal coherence and platform consistency. Care was taken to balance male and female participants and include at least 20% participants from underrepresented or minority linguistic backgrounds (e.g., Urdu-English code-mixed users).

Data Collection Tools

For data extraction and analysis, several digital tools were used:

- 1. Corpus Linguistic Software:
 - AntConc 4.2.0 was used for keyword frequency, concordance, and collocation analysis.
 - SpaCy NLP (Python) enabled syntactic parsing, sentence segmentation, and POS tagging for large data batches.
- 2. Survey Forms and Participant Metadata:
 - A structured Google Form was distributed to all WhatsApp participants to collect metadata (age, gender, frequency of platform use, education level) and to gain informed consent.

 This metadata was essential in interpreting syntactic trends by demographic group.

3. Manual Annotations:

 A subset of 10,000 words from each platform was manually annotated for syntactic features to validate software-based tagging.

Ethical guidelines were strictly followed. WhatsApp data was collected only from participants who voluntarily submitted anonymized exports of their own conversations. No identifiable information or usernames were retained. Public data (e.g., TikTok and Instagram comments) was used within the scope of platform guidelines for academic research.

Coding Scheme for Syntax

To systematically analyze syntactic simplification, a custom coding scheme was developed, inspired by previous works on digital discourse (Tagliamonte & Denis, 2008; Crystal, 2011) and adapted for computational annotation. The key syntactic variables coded include:

1. Sentence Length:

- o Measured in average number of words per sentence.
- Classified into: very short (1–5 words), short (6–10), medium (11–15), long (16+).

2. Clause Complexity:

- Frequency of simple sentences (single clause), compound sentences (coordination), and complex sentences (subordination).
- Analyzed using clause identification tools in SpaCy and validated through manual tagging.

3. Use of Coordination vs. Subordination:

- Presence of coordinating conjunctions (e.g., and, but, so) vs. subordinating ones (e.g., because, although, while).
- Subordination rate = subordinate clauses / total clauses × 100.

4. Ellipsis and Tag Reduction:

- o Omission of auxiliary verbs (e.g., "You coming?") and subjects (e.g., "Want coffee?").
- Measured as a proportion of reduced tags vs. standard full-form expressions.

5. Punctuation and Emoticon Use:

- Frequency of non-standard punctuation (e.g., multiple exclamation marks, no periods) and emoticons/emojis as syntactic placeholders.
- Counted via regex pattern matching and manual coding.

These syntactic features were then cross-tabulated by platform, demographic group, and message type (narrative, directive, interrogative). This allowed for testing whether simplification patterns are more frequent in casual communication, or whether platform affordances (e.g., video-first vs. text-based) affect syntax.

Results

Quantitative Analysis of Youth Discourse

The quantitative study of the discourse of youth among social media networks demonstrates a significant tendency of syntactic simplification, in the length of sentences and structural complexity. The length of the average sentences also differed throughout the platforms, with the WhatsApp messages having the longest sentence length at 7.3 words per sentence, followed by Instagram which had 6.2 and Tik Tok had the lowest of 5.8 words per sentence. This trend highlights how limiting the resources of a platform and communicative style influence the form of syntax. WhatsApp, which is more secretive and has longer conversations, helps to have a little bit more extended and contextual communication. Conversely, the caption and comment format gives an incentive on TikTok to practice conciseness, probably caused by the space and attention span constraints. Moreover, the statistical distribution of the syntax forms demonstrates a strong presence of simple sentences in all platforms, where they are most popular on TikTok (75%) and Instagram (65%), where the shorter the sentences, the better.

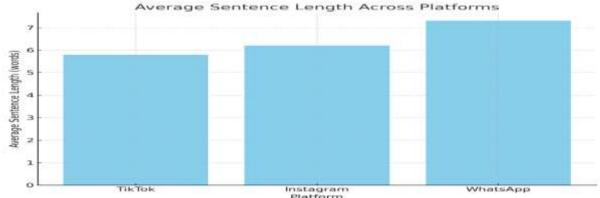


Fig. 1 Sentence Structure Types Across Platforms

Compound and complex sentences were significantly underrepresented, with WhatsApp users employing them more frequently (25% compound, 15% complex) compared to their Instagram (20%, 10%) and TikTok counterparts (10%, 5%). These findings align with emerging research that social media favors immediacy and clarity over grammatical sophistication, thereby influencing a shift toward more minimal syntactic forms in youth discourse.

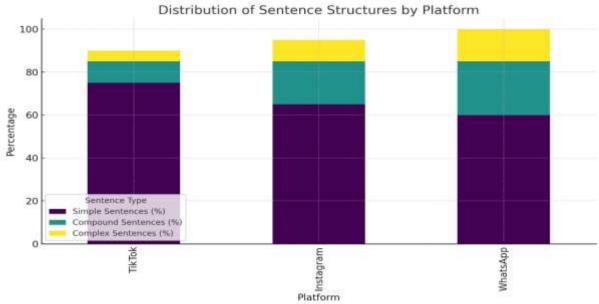


Fig. 2 Distribution of Sentence Structures by Platform

Platform-Specific Discourse Strategies and Linguistic Economy

The platform structure and communication rules are very decisive concerning the way of discourse. The language of TikTok is represented with visual content and very little captioning, creating conditions favoring the secondary position of text, which can be used to state something bare emotion, hashtag, or imperative, and this explains the popularity of the single declarative clause like, Love this!, So relatable, or Can not stop watching. These utterances are not longer than five-six words and hardly ever use subordination, or embedding of clauses. Instagram is more text-friendly in captions, although its structure demonstrates an intermediate level: users tend to use coordination but not subordination, which suggests that they are becoming more economical with grammar without completely giving up complexity. Typical examples are the compound sentences in which coordinating conjunctions like and or but are used, e.g., Fun in the beach and great people met, which is rich communicatively but does not have a deeper syntactic structure. In comparison, WhatsApp has managed to maintain a more conventional textual interaction because it is a conversational platform. In this case, the message chains enabled conditional clauses, inter-clauses, and some hypo-taxis particularly in the case of a group chat or familial discussion. Although WhatsApp discourse is syntactically more complex than any other of the three platforms explored, it also demonstrates the simplification tendencies as compared to formal written language, indicating a general tendency of a syntactic erosion in the everyday youth writing.

Qualitative Analysis of Trends of Simplification

These qualitative ideas based on the data that has been manually coded inform not only about simplification in form, but also about a functional reorientation in youth language. On platforms, users preferred practicality to grammatical correctness. Across platforms, users favored

functional adequacy over syntactic precision. For instance, in TikTok comments, expressions like "this" or "so me lol" showcase the merging of emoji-based communication and clipped syntax to convey nuanced reactions. Although syntactically defective, these fragments are pragmatically full and entirely understandable in the context shared by the members of the community. In the same way, Instagram users often drop subjects and auxiliaries and use such utterances as, Going out tonight! Or Had the best time, which, although they do not comply with prescriptive rules of grammar, are informal enough and performative in nature. Examples in WhatsApp chats were found where syntactic marking functions to indicate relative clauses were omitted, or paratactic construction replaced them. Case in point, rather than using the phrase, I saw the girl who has won the competition, users used the version, Saw the girl, she won, which is a syntactic compression. Notably, these simplifications do not indicate poor linguistic practices but an adaptive linguistic practice to the immediacy and interactivity of digital platforms. This present scenario of simplification of syntax in youth speech is, then, not only a side effect of social media but a dynamic grammar that responds to the pressures of medium constraints, community aesthetics, and expressive economy.

Discussion

The results of this research provide an insight into how the use of such social media platforms as Tik Tok, WhatsApp and Instagram, by the younger generation, has produced a major impact on the pattern of syntactic structures in the discourse of the digital world. The shortening of the average sentence length, a lesser employment of subordinate clauses, the dominance of simple declarations are the symptoms of the general tendency toward economical language use. Such a trend seems to be closely related to the possibilities and limits of the platforms themselves. An example of such is that TikTok captions and WhatsApp messages are relatively shorter and more conversational, which promotes fast, functional, and emotionally descriptive language, as opposed to the syntactically complicated one. The findings are consistent with those of Tagliamonte and Denis (2008) which relates to instant messaging simplification where simple syntactic constructs were commonly used because of time and informality.

These findings confirm the syntactic efficiency hypothesis, or the hypothesis that digital text communication involves putting a premium on brevity and the effectiveness of communication at the expense of syntactic complexity (Thurlow & Mroczek, 2011). The shortened utterances and the use of parataxis rather than hypotaxis are prevalent in the discussions of the youth users who are under the pressure of immediacy and peer approval in the environment they operate. That resonates with the general sociolinguistic movement when digital native speakers incorporate the principles of platform-restricted discursive standards. On a platform such as Instagram or TikTok, where textual and video elements overlap, textual elements tend to be used in a supportive role in such a way that they do not necessitate any syntactically complex structures (Androutsopoulos, 2014). In addition, the peer pressure is the force of convergence between the languages, where the users duplicate simplified structures to comply with the common styles of expressions, which leads to the standardization of syntactic simplification.

The comparative approach to studying and comparing to earlier publications highlights a point that there is a coincidence between the traditional spoken youth language and digital language. According to Crystal (2008), texting and digital discourse are similar to the trends in the casual spoken English and indeed, this is also present in the results of this research. The simplification which is here recorded, however, is greater than even has been predicted before. Although Thurlow (2006) claimed that social media may compromise the standards of grammatical norms, the present results suggest the shift but not depreciation; the shift to the world of communicative immediacy and multimodal hybridity. We build on this assertion by presenting empirical corpus-based data on multiple platforms and showing that simplification patterns are not arbitrary but are adaptations to context-appropriateness and digital literacy (Jones & Hafner, 2021).

The consequences as far as the syntactic theory are concerned are significant. Generative linguistics has traditionally focused on idealised competence in syntactically complete structures (Chomsky, 1957), but this case study demonstrates that competence has to be understood differently in the digital environment. The evidence is that youth have their advanced skills of adaptation, adapting syntax to the rules of the platform and achieving pragmatic coherence. Educationally, this brings up serious concerns as to how digital fluency relates to the academic language proficiency. Teachers and linguists will need to take into account the effect of exposure to simplified syntaxes online and the way it can impact syntactic development in the environments where the consumption of digital media exceeds formal instruction of reading and writing (Spires et al., 2018). It also brings out the importance of incorporating digital literacy in curriculums not as a menace on the linguistic standards but as an important part of language development and expression.

Lastly, the research highlights the bigger picture of language change. Syntactic simplification could be one of the first signs of the appearance of grammars that are influenced by digital communication. Language change is frequently initiated in youth discourse and the trends noted here can be a foretaste of changes in the syntax of English in the long term. The maintenance of ellipsis, the decrease in the use of conjunctions, and the increase in direct speech are all indicators of changes that have occurred in the way language is constructed when it is fast, informal and multimodal. Longitudinal studies are required in order to determine whether such patterns will settle into new norms or if they continue to be confined in the digital world. However, the results also help a great deal to explain the way in which digital interaction transforms the linguistic form and prove the necessity of further interdisciplinary cooperation between linguistics, communication studies, and media anthropology.

Conclusion

This research unveils that social media influence is drastic in the syntactic construction that young people use in online communication. The TikTok, WhatsApp, and Instagram channels investigated promote a direct and concise informal manner of expression and, as a result, it is possible to observe a certain tendency to simplification of syntax. This entails a significant tendency of short sentences, the decreased amount of subordinate clauses and dependence on

coordination, rather than compound structures. Such patterns do not exist accidentally but correspond to the communicative needs of the platforms where shortness, rapidness, and understandability are appreciated greatly. It is a norm that is ingested by the youth automatically, as they adopt their discourse to the contexts in which they live, in terms of high activity, visuality, and sociality. The simplification that can be discerned is thus not an incidental effect of laziness or unsophisticated usage in linguistics but rational adjustment to the limitation effects of context and the anticipation of the audience.

Moreover, such a syntactic change has far-reaching consequences both on the process of language development in general and on the educational system, which is to equip students with various mechanisms of expression. Although the fear of the loss of grammatical competence is not unfounded in some situations, this research has shown that digital communication demands yet another type of linguistic dexterity but the kind that appreciates clarity, promptness, and linguistic conciseness. The liquidity of youth language on the Internet gives an idea of how language can fit into the new technological conditions and combine some features of spoken and written communication. By noticing these things, educators and linguists may comprehend the way, in which the norms of the language are renegotiated in the modern society. The manner in which such tendencies are affecting long term syntactic habits as well as whether such online avenues of communication are affecting the usage of the language offline are questions that future research should look into. Finally, the study points to the necessity to change the thinking about youth language, so that it is not depicted as a loss of language norms, but as the place of innovation, adaptation, and social identity development in the face of the fast-changing digital environment.

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