



Exploring Students Perception on the Role of Instagram on Slang Adoption and Dissemination

Saadia Shahzad¹, Shiza Minahal² & Dr. Shahbaz Khan³

¹Department of Linguistics & TESOL, Beaconhouse National University, Lahore, Punjab, Pakistan,
Email: saadiashahzad8427@gmail.com

²Department of Linguistics & TESOL, Beaconhouse National University, Lahore, Punjab, Pakistan,
Email: shizas1920@gmail.com

³Assistant Professor, Department of ELM, Beaconhouse National University, Lahore, Punjab, Pakistan,
Email: shahbaz.khan@bnu.edu.pk

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Corresponding Author:

Saadia Shahzad

Email:

saadiashahzad8427@gmail.com

ABSTRACT

The aim of the study explores students' perceptions of Instagram's role in the adoption and dissemination of slang. Increase in use of social media and the use of Instagram as one of the widely used medium by several students is potentially evident in their day to day use of language. This study reviewed students slang words used in their daily activities, applying quantitative descriptive survey design. By using a self-designed survey, validated by three expert field workers, disseminated online using stratified random sampling technique with at least 10% population from undergraduate students of the seven schools of a private university, the research scrutinized how often Instagram is used by students, what type of content is preferred, and their perception of usage of slang as influenced by Instagram. Additionally, the research investigated the relationship between Instagram use and students' language skills, particularly in terms of the use of slang. The data collected through online survey, this research focused on the intricate communication between Instagram and language use. This helped in identifying and categorizing the shaping of language practices and the role of Instagram, the study has contributed in analyzing the depth of present-day language trends and how it's changing with the use of social media application for communication. The survey was based on closed-ended questions to collect information from participants' use of Instagram and their perception of the influence of the platform. The analysis was done using SPSS, findings from the careful analysis of the data helped in making recommendation to educators, linguists, policy makers, language curriculum developers and users of social media platforms to make informed decisions in using social media as responsible young people.



Introduction

Scrolling through limitless feeds, does it ever occur to us that we're inadvertently becoming a part in a linguistic revolution? In this current era where social media platforms have revolutionized communication through digital connectivity, Instagram has emerged as a platform that has brought about a change in the use of language, especially the youth and exclusively students. Gina(2024)says that it is more important to understand the common slang today in comparison to studying Hebrew. An evolution has been evident, particularly within teenagers and young adults especially students who use it as a way of connecting with the wider world and their circle of friends. Slang language usage has become more common and platforms like Instagram have played a vitalrole in its adoption and dissemination. Slang is evolving as its use is increasing; the young generation has codified it as short form in communication and Instagram is a hub for its use as a space that is helping it flourish. The popularity graph of Instagram, especially within the student community is serving as rich soil in creation and dissemination of slang terms. Monderin & Go state that slang is a part of language that is continuously developing. They further believe that the shift in trends in the society, identity and culture is reflected through the change in language (Manurung, 2022).

This study is an attempt to investigate how Instagram is playing a strong role as the perception of students due to their focus on the adoption and dissemination of slang. According to Thurlow& Brown, SMS or Short Messaging Service started this trend which was non-standard and in typographic form that gradually became a routine part of using coded language in informal online settings(Hashmi, 2019).

While there is a growing research on the impact of social media on language, society and the wellbeing of students, there is a lack of studies from the perspective of students' perception on the adoption and dissemination through the use of Instagram, a social media application. The targeted research will help identifying how Instagram is adding to codifying slang and its use aiding or hindering language learning and inclusion of other students in their peer groups, especially among the targeted undergraduate students of a private university in Lahore.

Aim

The research aims to identify the following research objectives to be able to explore the students' perception on the role of Instagram on the adoption and dissemination of slang:

- Identifying the most common slang terms used on Instagram
- Investigating the relationship between students' adoption and dissemination of slang and the use of Instagram
- Exploring the factors that influence the adoption and dissemination of slang on Instagram by students
- Examining students' perception on the use of Instagram and its impact on the evolution of language

Research Questions

- What is the students' perception of the role of Instagram on their adoption and dissemination of slang?
- What are the primary factors influencing students' adoption and use of slang terms popularized on Instagram?

Theoretical Framework

Language variation and change is happening, social media platforms like Instagram are the new norm with using slang as the digital discourse. This research is based on quantitative descriptive study with support from two sociolinguistic theories to identify the students' perception of their use of Instagram for slang adoption and dissemination. Basing on Albert Bandura's Social Cognitive Theory that people are the mediators who work both ways as influenced and those who can influence their surroundings Nickolson(2024). This theory focuses on how people learn by observing, imitating and reinforcing slang adoption and dissemination in social relationships that are shaping the use of language. It can be explained through this research how social interaction and media influence helps students in learning and adopting slang.

Moreover, applying Digital Discourse Theory further helped in exploring how language is used in digital environments especially on social media; Kress and Van Leeuwen (1996) discussed that the multimodal resources adopted by several users helped in attaining the required communication that was mediated through computers also known as CMC: computer-mediated communication. Lai (2020) Instagram cultivates a culture of solidarity among the users of similar interests that help in shaping and formulation of new slang words to assist in the construction of their IDs online for further exploration. Both these theories complemented each other to explore the phenomena of adoption and dissemination of slang by Instagram users through students' perception to understand the complexity of social and technological factors that influence slang language use.

Significance of the Study

The research contributes to the plethora of literature based on the perception of students on their growing use of social media, particularly Instagram. The use of Instagram has added to the variation in the use of slang language in particular, its evolution in language and the different factors that are shaping the change. The findings of this study have implications for educators, linguists, policymakers, and social media platforms. Investigating from the perspective of students, their understanding of the use of slang, their social identities and their practices to delve deeper into the social significance of slang in the contemporary society will support sociolinguists.

Literature Review

Studies on the transmission of slang in written and verbal form are present in abundance, including Instagram as a social media application which has become an increasing trend over the past few years especially among the youth. The existing literature and related studies on the topic of exploring students' perception on the role of Instagram on slang adoption and dissemination is shared below.

According to Elena(2023) slang is an ever evolving element of language that is distinguished by its status of being dynamic while continuously changing and evolving across generations and different cultural trends. While laying emphasis on the change in how language has evolved it is particularly visible among the users in Gen Z and Gen Alpha who have not only embraced but have taken it to another level by using it as a tool for social connection. These groups have raised the bar of slang by establishing identity with their peer groups and diversifying social connections by turning it into a cultural marker as well. The interplay between language and social interaction in these generations underscores the importance of slang in shaping communication practices and community belonging in an increasingly digital and interconnected world.

According to Saptura & Marlino (2019), they have characterized slang as a category of informal language that is transitory in nature. This can be specifically observed among youngsters, gamers, students, or youth of certain geographical region or subcultures. Slang is used among the users of Instagram, allowing members of the students groups using to communicate amongst themselves while excluding outsiders reflecting change in social trends and language shifts. The employment of slang is done among diverse social groups for communication on an internal level, thereby ensuring that it remains unclear to those who are not a part of their social circle (Zachariah et. al, 2020). Evolving of slang and its adoption and dissemination process is dealt in a way that facilitates the users as a coded language used online, particularly on Instagram (Wedananta, 2023). On the whole Instagrammers have set up a zone of their own, yet the perspective of how they gain this knowledge and what derives them to focus on this is the limitation of the studies done so far.

Basing on the views of Rahman (2010), according to Ferdinand de Saussure the native speaker has a complete knowledge of the system of language as a whole in their brains on an independent level. Endorsing Saussure's point, the knowledge of slang is with those who are active on social media especially Instagram users as they possess an intuitive perception of slang language. His idea of 'langue' and 'parole' (underlying language system and individual speech acts) adds to the evolution of slang as it serves as the native digital language. This research will contribute to a deeper understanding of language variation and change in the digital era, predominantly the role of Instagram in shaping language use and identity among students.

Munro cited Fasola (2012) describes slang refers to non-standard language of words and expressions used in conversation or a letter, but it is not used in a speech or formal essay'. Moreover, according to Anderson and Trudgill in Habibiloyevna (2021), slang cannot be categorised as a language or a dialect; rather it can be defined as a code that is an innovation of changing the language in existence to a more common form. Rezeki & Sagala (2019) believe that slang is particularly a mode of communication in informal settings, it maybe influencing the standard language due to the students or youth using it as a way of communication. This observable fact proposes that the popularity of slang may manipulate on standard language practices, as the informal lexicon becomes included into everyday communication, it is potentially restructuring linguistic norms and expectations within educational and social environments.

The examination of students' perceptions regarding the adoption and dissemination of slang exposure and its extensive implication in the context of interactions among Instagram users, particularly within the student demographic is based on its use within their social circle. Slang has now become an integral part of youth culture; it is now a visible linguistic marker that shows group affiliations influencing social dynamics. This observable fact highlights the significance of slang in supporting communication and nurturing a sense of belonging among peers in digital spaces, as highlighted by Bucholtz (2001). In the works of Manurung (2022), the dominant use of slang not only enriches online interactions but also reflects broader cultural trends and the evolving nature of language among younger generations which requires validation from the users' perception to identify their inclination towards the trend.

According to Jespersen (1922:298), "slang finds amusement in the creation and propagation of new words and in attaching new meanings to old words". J.B Greenough and C.L Kittredge as cited in Partridge, (1954) assert that slang is a specific sort of language that can be associated with tramps as it lingers on the peripheries of genuine language while trying to force its way into the respectable communities. Kawther, (2019) believes that the cultural shifts and the change in generations has seen the evolvement in slang, yet its use has increased manifold with the growing

use of social media apps adding to the addition of words in slang language as its growth is increasing and so are the users majorly students of high school, college and university yet its etched in the use of social media especially Instagram while their insight on its growing use is a valid gap.

The existing literature indicates a notable gap in understanding how students perceive the role of slang in its adoption and dissemination within digital communication platforms. Research has demonstrated that users of slang on social media platforms, such as Instagram, often utilize slang to foster solidarity and enhance interpersonal connections, thereby facilitating more effective communication. Thorne(2014), as referenced by Fox(2019), focuses on the multiple benefits of slang, etching its worth in supporting easy communication, providing explanation, and reinforcing social bonds, while also highlighting its playful nature as a source of enjoyment for users. Additionally, the employment of colloquial language is associated with the development of personal identity and group affiliation, as articulated by Eble(1996), signifying the engagement of users through slang not only to state their exclusivity but also to cultivate relationships within their peer groups. This allows regular users to challenge societal norms and express their individuality, thereby enriching the digital community's communicative landscape.

To review the gap in the existing literature it is ideal to look at some works done by Carr and Hayes cited by Anwar (2023) believe that social media platforms like Instagram assert the influence by its users, their connection with the content, online engagement, and perceptions notably boost their value. They argue that certain social media platforms gain popularity due to the interactions among individuals who share similar norms and trends. In the context of Instagram, students employ a distinctive lexicon that facilitates their connections, often expressing themselves through a combination of images, videos, and a distinctive form of communication characterized by emojis and slang. However, the work done shows restrictions of this body of work which indicates the lack of comprehensive understanding of how these linguistic choices affect social dynamics and identity formation among students, as well as inadequate investigation of the implications of slang usage on broader communication practices within educational settings.

The gap evident through the literature studied shows that despite a lot of work being done on use of social media and Instagram, there is no work done from the perception of students. There is also no visibly influential work done on how students are creating slang terms as a new linguistic variety and how it is creating a communication gap across generations. Works that have been observable, show the impact of language of youth; students and users but no work on the perception of students on the role of Instagram on the adoption and dissemination of slang by them that are adding to generational linguistic variety. Hence this research paper will be adding to this aspect of how the features of Instagram add to the evolution and spread of slang among students to gain insights into the relationship of Instagram and youth culture in the use of slang language.

Methodology

To investigate students' perceptions on their influence of Instagram on the adoption and dissemination of slang, a strong quantitative research methodology grounded in specific ontological and epistemological assumptions is required. Quantitative research according to Pongsapan(2022) is based on a broad ranging narrative and data that is collected to be visually available to analyse and interpret for the attainment of insight into a specific phenomenon and

interest. Ontologically, this research paper aims to function under a pragmatic perspective, suggesting focus on social phenomena, such as language use and slang adoption and how does it exist independently in an online environment of individual perceptions. Schalley (2019) says that the ontology for linguistics is connected through multiple disciplines of the science of language; it consists of concepts that help in describing the linguistics phenomena and relationship among them. Similar, this would help in identifying how Instagram functions as a social media platform that shapes linguistic trends among students. Epistemologically, the research will focus on a positivists approach, emphasizing the importance of objective measurement and statistical analysis to uncover patterns and correlations in the data. Exploring the time spent on Instagram by students and their adoption and dissemination of slang a quantitative research design will be applied. As stated by Wang, et. al(2017) and Williams(2007) quantitative research goes back to the year 1250 which has since then been used regularly by researchers and investigators who want to quantify data to create new knowledge. This method helps in studying natural phenomena and how the impact of variable changes the natural phenomena of language use. Mohajan, (2021)says that this will help in the formulation of a structured survey designed to capture data related to students' usage of Instagram and their engagement with slang. Data collection was done from students through an online survey. Targeting a number of 300 responses; the survey was distributed among 800 university students as they are usually active social media users and are most likely to be influenced by contemporary linguistic trends. The targeted students are undergraduates who are active Instagram users while ensuring demographic variation across age, gender, academic discipline. The survey comprises of closed-ended questions to identify frequent Instagram users, which assisted in the compilation of quantifiable data. Likert scale items allowed respondents to express the degree of their conformity or disparity with a choice of statements concerning Instagram's role in slang usage along with their knowledge of common slang terms. This also helped in identifying the types of slang words they encounter and the perceived impact of Instagram on their own language practices in online and in person settings. Statistical analysis using SPSS was employed to interpret the data; this interpretation of results helped in allowing the identification of trends and the growing use of Instagram, slang adoption and dissemination. This comprehensive study on the acquired data helped in identifying the dynamic relationship between social media and language evolution among students in the use of slang from their point of view.

The interpretation of results is embedded in the context of existing literature on social media's impact on language of students' perception. This has helped in providing insights into how digital communication platforms like Instagram shape linguistic trends among young adults especially in the use of slang language. This methodology not only aimed to quantify the relationship between Instagram and slang but also seeks to contribute to the broader understanding of language evolution in the digital age.

Ethical considerations were top priority and participant confidentiality is protected. Filter questions were placed to rule out potential biases. The survey link was shared randomly to students of each semester through university registrar's office for stratified sampling helped in limiting generalization. Limitations were present due to time constraints and target population of students preparing for end of semester, the survey was distributed among a bigger number to ensure the targeted response, 326 responses were received while the choice of online survey option was used to maximize reach and potential and use the most familiar platforms for the target population. Owing to time constraint, pilot testing to ensure reliability and validity of the testing instrument was not possible yet the review of the survey questions was done thoroughly to identify any potential issues.

Data Analysis Results and Discussion

The analysis focuses on examining the relationship between Instagram usage and adoption of the slang. A combination of descriptive and inferential statistics methods was used to analyze the data for patterns, trends, and relations. The objectives of this research were to determine popular slang words used on Instagram, explore what influences people to adopt them and examine how Instagram affects the evolution of language. 325 valid responses were collected with up to 65.8% females and 26.2% males. Most of the respondents were in their first year of study (49.8%). Data were analyzed on SPSS for frequencies, percentages, means and standard deviations. The amount of data missing was very small at 0.3% and therefore did not have an effect on the results.

Table 1: Demographics of Respondents

Demographic Category	Category	Frequency	Percent
Gender	Male	85	26.2%
	Female	214	65.8%
	Prefer not to disclose	26	8.0%
Year of Study	Year 1	162	49.8%
	Year 2	58	17.8%
	Year 3	48	14.8%
	Year 4	57	17.5%

Identification of the Most Common Slang Terms Used on Instagram

The most commonly used slang term among the youth is reflected through the quantitative results as shown in the table below.

Table 2: Most Commonly Used Slang Terms

Sr#	Slang terms	Strong agreement rating
1.	Ohio	159
2.	Skibidi	165
3.	Sigma	212
4.	Salty	181
5.	Rizzler	186
6.	Sus	214
7.	Vibe	241
8.	GOAT	225
9.	FOMO	224
10.	Tea	240

The table 2 shows the result of the use of the slang terms which indicates that the word *vibe* is most commonly used term among the undergraduate students and *tea* comes after that in terms of its usage.

Social Media Usage and Interaction

A significant proportion (83.4%) of respondents reported the use of Instagram on daily basis as shown in table 3. This high frequency of usage highlights Instagram's central role in the social and digital lives of students. Such a level of constant involvement means that Instagram is not only one

of the well-known social platforms but one that has become part of the routine of its users, making it one of the crucial ways of trend adoption and linguistic exposure. Because of its interactive nature, the platform encourages rapid adoption of trendy slangs through constant interactions with peers and influencers on the platform.

Table 3: Frequency of Instagram usage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	271	83.1	83.4	83.4
	Weekly	28	8.6	8.6	92.0
	Monthly	12	3.7	3.7	95.7
	Rarely	14	4.3	4.3	100.0
	Total	325	99.7	100.0	
Missing	System	1	.3		
Total		326	100.0		

A great number of participants in the survey (50.2%) reported they were using Instagram for 3–4 hours on a daily basis, and another 22.8% claimed to have used the platform for about four or more hours a day as table 4 shows. These results may prompt the conclusion that Instagram is not simply a platform for casual browsing rather it has integrated well into their daily routines. Such prolonged exposure indicates that students have their fair share of content, trends, and other social interactions through the platform. The time-intensive usage also advocates a prime source of slang adoption and even language innovations as users are consistently getting familiarized with new phrases, ideas or expressions introduced by their peers or other influential figures.

Table 4: Time Spent on Instagram

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1 hour	28	8.6	8.6	8.6
	1-2 hours	60	18.4	18.5	27.1
	3-4 hours	163	50.0	50.2	77.2
	more than 4 hours	74	22.7	22.8	100.0
	Total	325	99.7	100.0	
Missing	System	1	.3		
Total		326	100.0		

As far as the activities on Instagram is concerned, watching reels (68.3%) was one of the most frequently used activity and then direct typing the message was the second most used (12.3%) as shown in table below.

Table 5: Instagram Features

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	watching reels	222	68.1	68.3	68.3
	direct messaging	40	12.3	12.3	80.6
	comments on pictures	14	4.3	4.3	84.9
	comments on videos	13	4.0	4.0	88.9
	sharing your posts	20	6.1	6.2	95.1
	sharing stories	16	4.9	4.9	100.0
	Total	325	99.7	100.0	

Missing	System	1	.3		
Total		326	100.0		

This shows that short video clips and informal communication significantly influence students' orientation towards language use on social media.

- **Watching reels:** The expectation is that because reels are audio and video snippets, focusing on trends, jokes and challenges, they are quite proficient in propagating slang words/terms because they make the phrases audibly and visually pleasing and easy to imitate.
- **Direct messaging:** Students may include and adapt or alter the terms they use into slangs when they are having direct conversations amongst peers via platforms such as Instagram that enhance their personal and social interactions.

In combination, high frequency, huge amount of time spent and the interplay with visual content leads to the view that Instagram functions as a linguistic hub where slang is not only consumed but also adapted and disseminated. This correlates well with the aim of the research, particularly the factors that lead towards the adoption of slang and evolution of language among the students.

Slang Usage Patterns

Casual conversations with friends and family

Students are actively using slangs while engaging in conversations on an informal basis as shown in tables 6, 7 and 8. Majority of the participants (78.5%) stated that they incorporate slang in their conversations and out of those 77.2% do so exclusively while interacting with their friends. This not only emphasizes the use of slangs by teenagers but also conveys that the increase in frequency of slang usage adds to communication among youth, the need for slang is observed as pivotal for bonding and shared group identity. The only exception to this was the interaction with their families as only around 49.5% participants said yes to this statement making it clear that they are not expected to use slang while communicating with their family members and such use of slang would still be quite informal between them. Furthermore, students do not wish to use slang or believe it not to be suitable while communicating with families.

Table 6: Use of Slang in Casual Conversation

Response	Frequency	Percent
Yes	255	78.5%
No	70	21.5%

Table 7: Daily Casual Conversations with Friends

Response	Frequency	Percent
Yes	251	77.2%
No	74	22.8%

Table 8: Daily Conversations with Family

Response	Frequency	Percent
Yes	161	49.5%
No	164	50.5%

Slang as a connector with peer groups

Peer groups often use slang to foster a connection and bonding among them. Table 9 suggests that 72.0% of students believe that slang acts as a connector for them while communicating with their peers. However, Table 9 shows that about 73.8% of respondents did not feel left out because they did not use slang. Therefore, while it is true that people who do use slang a lot in conversations tend to bond better and have stronger relationships. It is important to note that using slang is not mandatory to be the part of any group.

Table 9: Slang Helps Stay Connected with Peer Groups

Response	Frequency	Percent
Yes	234	72.0%
No	91	28.0%

Table 10: Peer Groups Ignore for Not Using Slang

Response	Frequency	Percent
Yes	85	26.2%
No	240	73.8%

Generational Dynamics and Emotion Responses to Slang

Unfamiliar slang induces interest or confusion

The findings discussed in tables 11 and 12 indicate students' feelings towards slang that is unfamiliar to them, particularly positive. About 51.4% of students feel confused when they do not understand the meaning of the unfamiliar slang. On the other hand, 75.4% of them do not consider it of great interest either. These results show that slang is generally appreciated for its innovative qualities; unfamiliar terms can lead to frustration or disinterest, especially when students struggle to relate to or decode them.

Table 11: Slang is Confusing When Not Understood

Response	Frequency	Percent
Yes	167	51.4%
No	158	48.6%

Table 12: Slang is Interesting When Not Understood

Response	Frequency	Percent
Yes	80	24.6%
No	245	75.4%

Slang as cool and innovative

Over half of the students 53.8% believe that some of the slang words appeal to them to the extent that they would consider them cool, irrespective of the generation cohort as shown in table 13. Students view slang as more than just a language but a reflection of culture and creativity. Such a perception of slang as a fashionable and flexible linguistic instrument fosters its use by the youth.

Table 13: Slang Perceived as Cool and Innovative Across Generations

Response	Frequency	Percent
Yes	175	53.8%
No	150	46.2%

Influence on Communication and Age Differences

Tables 14 sheds light on how these forms of communication affect conversational factors and generation categorization. The majority of the total respondents (70.2%) agreed that their age could better understanding through the use of slang indicating that some sorts of slang words are associated with distinct generations and age groups.

Table 14: Slang Impacts People's View of Your Age or Generation

Response	Frequency	Percent
Yes	228	70.2%
No	97	29.8%

In addition, as many as 78.8% of respondents experienced difficulty in understanding the slang of the older generations as shown in table 15 which illustrates a difference of generations in language use.

Table 15: Difficulty Understanding Slang from Other Generations

Response	Frequency	Percent
Yes	256	78.8%
No	69	21.2%

But with all these problems, only 26.2% of the students claimed that the use of slang inhibits communication across generations as shown in table 16. This portrays that such a format of speech like using slangs is age specific but does not necessarily impede communication or meaningful interaction across generations.

Table 16: Slang Impacts Communication between Generations

Response	Frequency	Percent
Yes	85	26.2%
No	240	73.8%

The Role of Slang in Language Evolution

Daily usage and influence on language evolution

Slang has a major impact on the usage of language in daily life with most respondents (69.8%) confirming its significance shown in table 17. This illustrates that slang is more than a language style, rather it is a powerful instrument involved in language today. The frequent engagement of students in casual conversations where there is considerable use of slang signifies that language is in constant evolution where even nouns, phrases, and sentence constructions are used differently. In most occasions, slang words enter the language from the peripheries and have been generally considered bad language but over time they become more popular and widely used. This process demonstrates the development characteristic of language as new words are created and used to describe the ideas, customs and attitudes of the society.

Table 17: Slang Impacts Everyday Language

Response	Frequency	Percent
Yes	227	69.8%
No	98	30.2%

Slang creation and innovation

Furthermore, table 18 indicates the creativity attached to the slang language for about close to half (48.3%) of respondents stating that they partake in the embedding of new terms by their own. This discovery emphasizes the importance of social media sites such as Instagram as linguistic innovation and creation centers where students do not only acquire but also invent language. Because Instagram is a platform that is filled with trends, it becomes a place where people come together to create, change, share and spread new phrases. Many of these newly introduced terms emerge and circulate not only in local vernacular but also internationally, thereby helping to promote language usefulness which will later aid in cultural understanding.

Table 18: Creation of New Slang Terms

Response	Frequency	Percent
Yes	157	48.3%
No	168	51.7%

Findings

This research highlights that Instagram is playing a cardinal role in the way modern undergraduate students adopt, propagate and invent new slang words. Instagram's noticeably high engagement rate especially through reels and messaging is enabling a very conducive environment for slang words to flourish. Students are habitually using slangs in their chat with friends, which help them maintain their relationships and group status. However, its use is less common in interactions with families which reflect a generational divide in language practices.

The results also show that a large portion of people regard slang as something contemporary, ingenious and creative. Although it helps younger people converse with one another, young people not only talk in a strange slang, which may be uncomfortable and even boring for their elders, but also talk in rude and impolite slang. Besides, the research highlights the point that slang is more than just an aspect of the culture; it is also a means of the language variation or language evolution. Most of the respondents claimed that slang is not a particular language, but a phenomenon in everyday speech that many are involved in creating new words. This means that slang, used on social media such as Instagram, is one of the factors in which language is constantly changing and developing. The widespread dissemination among students at campus lives is impacting the learning and use of English as a second language in a positive or negative way both. It can be speculated that the wrong use of tense, grammar or spelling may be the new trend and one never knows that it is acceptable in formal undertones in future.

Conclusion

To conclude, Instagram is capable of facilitating linguistic change since it is a medium through which slang can be disseminated and language can be used in different manners. Slang is more than just a means of communication that signifies cultural change. It has social functions and serves as a factor in the development of language of the modern world. The fact that there are

generational gaps in the use of slang but it also illustrates the potential of language to adjust to these challenges.

The findings conclude the amount of time students spend on Instagram on a daily basis, this further helped in identifying what sort of medium they prefer within Instagram to comment on and what slang words are the most common. The survey helped in gauging the extent to the slangs being responded to on Instagram and the frequency of the use daily in online and offline settings. The response of these slangs helped in exploring the use between families, friends, media, social media or educational environments to explore the dissemination.

All in all, this research illustrates how digital technologies affect language use and practices, providing a perspective of social media as an avenue for creativity and cultural expression in language. This research, on the relationship between Instagram and slang adds to the body of knowledge on the processes through which language changes in the digital age and leaves an impact on the society and students perceive the use of slang as a code of their own within their peer groups online and face to face.

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