# Linguistics Hybrids And Cross-Cultural Neologisms: A Multilingual Study Of Gen z Expression In Visual Social Media (Instagram, Facebook, And Twitter) Ecosystem

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**Abstract**
This study examines neologism formation on Instagram, Twitter, and Facebook among Generation Z (aged 13–28) users. Drawing on Sarala Krishnamurthy's (2010) neologism model and framing platforms as digital ecosystems, we analyze a corpus of 2,400 social media posts (1,000 Instagram comments, 700 Facebook comments, and 700 Twitter posts from 2024–2025) to identify key wordformation processes. Consistent with previous research, we find that compounding and blending dominate new-word creation on social media (Ibrahim et al., 2024; Shahlee & Ahmad, 2022). Instagram, with its visual affordances and youthful user base, favors compounds (35%), blends (25%), and clippings (20%), yielding playful terms like Gyatt, Delulu, and Knergy. Twitter's brevity drives acronymy (35%) and semantic shifts (25%), exemplified by FOMO and woke. Facebook, with a broader demographic, shows more compounding (50%) and semantic shift (30%), e.g. squad goals and periodt. These findings indicate that neologisms serve both expressive and social-identity functions in digital contexts. The study highlights previously underexplored factors — such as emoji integration and comment-thread dynamics — and lays groundwork for future research on multilingual and multimodal neologism use.

**Keywords:** Neologisms; Social media linguistics; Instagram; Facebook; Twitter; Generation Z; Digital ecology; Morphological innovation; Platform-specific language.

## Introduction
Social media platforms are rich environments for linguistic innovation, where users coin and propagate new words to capture emerging ideas, humor, or group identity. For digitally native Generation Z, neologisms on Instagram, Twitter, and Facebook reflect the interactive and visual affordances of these media (Ibrahim et al., 2024; Shahlee & Ahmad, 2022). This study focuses on neologism

formation processes —compounding, blending, clipping, affixation, acronymy, borrowing, and semantic shift—drawing on Krishnamurthy's (2010) classification model.

According to Krishnamurthy, neologisms can be categorized into word formation (e.g. doomscrolling), borrowing (e.g. emoji), or lexical deviation (creative repurposing of existing terms).

Generation Z (born c. 1997–2012) is especially engaged in digital communication. Their preferences for visuals, memes, and peer-driven trends have led to rapid vocabulary expansion online. Instagram, with features like Reels and Stories, spawns aesthetically driven slang; Twitter's 280-character limit generates concise acronyms and clipped forms; Facebook's group discussions nurture broader, community-based terms. Recent corpus analyses found that compounding and blending are among the most frequent processes on social platforms (Ibrahim et al., 2024; Shahlee & Ahmad, 2022), with certain terms (e.g. doomscrolling, FOMO, squad goals) emerging as markers of cultural shifts.

Despite these insights, existing studies have gaps. Many focus only on English or on a single platform, and they seldom consider the ecological context of digital media. Digital ecological theory conceptualizes each social platform as an adaptive ecosystem: its technological affordances (visual vs. text-based), user interactions, and algorithmic features create a habitat that shapes language (Rashid et al., 2019). For example, Instagram's visual ecosystem encourages slang like aesthetic and drip, whereas Twitter's real-time chat fosters acronyms (lol, fomo) and hashtags. By integrating Krishnamurthy's model with a digital-ecology perspective, this study investigates how Generation Z's linguistic creativity is mediated by platform-specific environments.

The present research addresses unanswered questions about cross-platform differences and Gen Z's role in neologism diffusion. Using a mixed corpus of Instagram, Twitter, and Facebook data (2024–2025), we analyze 100 high-frequency neologisms in Gen Z comments. We aim to (1) identify predominant wordformation processes on each platform, (2) compare the lexical profiles of Instagram, Twitter, and Facebook, and (3) assess how digital affordances influence neologism creation and usage. This approach highlights Generation Z's contributions to digital lexicon growth and sheds light on the social and technological factors driving new-word innovation.

## Literature Review

The rise of social media has accelerated language change, as platforms provide fertile ground for coining and disseminating neologisms (Crystal, 2006). Generation Z, growing up with smartphones and ubiquitous internet, is at the forefront of this phenomenon. Their slang often emerges from shared cultural experiences, humor, and identity play, and spreads rapidly through viral content. Empirical studies have documented this trend: for example, Ibrahim et al. (2024) examined 50 neologisms from Facebook, Instagram, and Twitter comments and found that compounding (36.7%) and lexical deviation (28.3%) were the most frequent processes. Similarly, Shahlee and Ahmad (2022) analyzed 93 newly coined terms on social media and reported that acronym formation (33.3%), blending (28.0%), and compounding (14.0%) dominated, with nouns being the largest word class. These studies underscore social media's role in evolving

vocabulary but also reveal limitations: most data were English-centric and not platform-specific in context.

Word-formation processes form the backbone of neologism formation. Linguists identify several mechanisms (Kemmer, 2003; Plag, 2003). Compounding joins two words into one (e.g., squad goals), often yielding vivid slang. Blending merges parts of words (e.g., brunch from breakfast + lunch), which is common in informal coinage. Clipping shortens existing words (e.g., app from application). Affixation attaches bound morphemes (e.g., unfriend). Acronyms form pronounceable words from initials (e.g., LOL), whereas initialisms are letter-by-letter (e.g., FBI). Borrowing imports terms from other languages or cultures (e.g., emoji from Japanese). Lexical deviation involves creative manipulation of a word's form or usage (e.g., phat from fat). These processes are generally constrained by phonological and morphological rules to ensure pronounceability and recognition (Aitchison, 2001).

Krishnamurthy's (2010) neologism model builds on these principles. It categorizes new terms as word formations, borrowings, or lexical deviations, emphasizing how creativity and context interplay. The model was initially applied to coinages during the COVID-19 pandemic (e.g., covidiot, social distancing). In social media contexts, it helps distinguish purely morphological innovation from semantic shifts or exotic borrowings. For instance, using Krishnamurthy's framework, Ibrahim et al. (2024) systematically classified user-generated neologisms and found Facebook to be the dominant platform for new-word use, reflecting broad demographic participation. Shahlee and Ahmad (2022) similarly employed this model to highlight emerging patterns, even identifying a novel "reposition" process (syllable rearrangement) in user coinages.

Beyond classification, theoretical perspectives consider the ecosystemic nature of digital communication. Digital ecological theory (adapted from ecological models in biology) treats online platforms as habitats where language evolves through interaction with environment features. Users are like organisms adapting to these digital habitats. Key components of a digital ecology include technological affordances, user interactions, and cultural context. For example, Instagram's image- and video-centric design promotes visually reinforced slang (e.g., "Slay "), while Twitter's character limit fosters brevity (e.g., clipped terms like sus) and trending hashtags. Algorithms act as selectors, amplifying neologisms that resonate emotionally or go viral. Although not yet formalized by a single author, this perspective aligns with findings that platform constraints shape linguistic outcomes (Metzler & Garcia, 2024).

In summary, prior research confirms that social media dramatically accelerates lexical innovation through familiar processes like blending and compounding. However, it often neglects how platform-specific factors and user demographics (particularly Gen Z) influence these processes. Few studies integrate both quantitative corpus analysis and a theory of digital environments. Our study fills this gap by applying Krishnamurthy's model alongside a digital-ecology lens to comparative data from Instagram, Twitter, and Facebook. This combined framework allows us to analyze not only how neologisms are formed, but why different platforms and communities prefer certain forms, thus contributing a more nuanced understanding of digital language evolution.

**Methodology**

A mixed-methods design was employed, combining quantitative frequency counts with qualitative analysis of word-formation processes. Data were collected from three major platforms: Instagram, Twitter (formerly X), and Facebook. We specifically targeted content generated by Generation Z (users aged 13–28 in 2025). Data sampling focused on user comments, captions, posts, and stories from January 2024 through June 2025. In total, 2,400 social media interactions were gathered: 1,000 Instagram comments, 700 Facebook comments, and 700 Twitter posts. These samples were chosen to reflect popular content with active Gen Z engagement (e.g., memes, viral challenges, influencer posts).

For the quantitative analysis, all collected comments and posts were scanned using corpus software (e.g. AntConc) to identify recurring neologisms and their frequencies. Neologisms were defined as novel lexical items or creative uses of words not yet established in standard dictionaries. Highfrequency candidate terms (those occurring in at least 5 instances) were compiled into a list of 100 target neologisms. Frequencies of each term were calculated for each platform. We then categorized each neologism by its primary word-formation process. This classification followed Krishnamurthy's (2010) model and standard morphological categories (Murray, 1995; Plag, 2003): compounding, blending, clipping, affixation, acronymy, borrowing, conversion (zeroderivation), reduplication, antonomasia, onomatopoeia, and semantic shift. For example, Gyatt was coded as a clipping, Knergy as blending, and Slay (used beyond its original sense) as semantic shift. Two researchers independently coded each neologism's process; discrepancies were discussed until consensus was reached, ensuring reliability.

For the qualitative component, we performed thematic analysis of linguistic contexts to interpret how platform affordances and Gen Z subcultures influenced the coinages. This involved close reading of example posts and comments where neologisms occurred, noting co-occurring features (e.g., emojis, memes, hashtags) and situational factors (e.g., gaming references, social justice discourse). This contextual analysis was guided by digital ecological theory: we examined how technological affordances (visual tools, character limits) and user community norms shaped the form and spread of new words. For instance, we observed Instagram's use of emojis ( , ) reinforcing the meaning of terms like slay, and Twitter's retweet culture amplifying acronyms such as FOMO. These qualitative insights complement the quantitative counts by illustrating why certain processes prevail on a given platform.

Overall, this mixed-method approach (Creswell & Plano Clark, 2011) enabled a comprehensive analysis of Gen Z neologisms. The corpus-based frequency analysis establishes the extent of innovation (e.g. how often compounds vs. blends appear), while the thematic coding reveals the mechanisms and cultural motivations behind neologism creation. By integrating Krishnamurthy's model (2010) for classification and a digital-ecology framework for interpretation, the methodology addresses gaps in prior work and grounds our findings in established theory.

Comparative Analysis of Platforms. Instagram, in its peak usage period, was a breeding ground for vibrant, visually driven slang. Over 75% of Instagram's user base during this period was Gen Z. The platform's neologistic landscape was dominated by compounding (35%), blending (25%), and clipping (20%),

reflecting its emphasis on aesthetics and quick communication. Terms such as "Gyatt" (5.6%, clipping), "Delulu" (5.0%, clipping combined with reduplication), and "Knergy" (0.6%, blending) exemplified Instagram's trend-driven, subculture-fueled lexicon, often amplified by emojis and rooted in gaming or fandom communities. These slang terms tended to be spontaneous and ephemeral, resonating with Gen Z's fast-paced, image-oriented culture.

Twitter, during this period, cultivated a distinct linguistic ecosystem characterized by brevity and discourseheavy innovation. Its neologisms were primarily driven by acronymy (35%), semantic shift (25%), and compounding (20%). Only 14–44% of Twitter's users were Gen Z, so its slang reflected a mix of young and slightly older demographics. Key terms included "FOMO" (1.2%, acronym), "GOAT" (1.8%, acronym), and "Woke" (0.8%, semantic shift), indicating Twitter's role as a hub for activism, memes, and rapid cultural commentary. The platform's character limit encouraged concise forms and inventive abbreviations, and trending topics often introduced new acronyms. Twitter slang was terse and attention-grabbing, consistent with the platform's fastmoving conversational style.

Facebook's environment proved more conventional. Its neologism profile was shaped by compounding (50%), semantic shift (30%), and clipping (5%). Between 36% and 61% of Facebook's users were Gen Z, but the user base skewed older, resulting in less novel language overall. Popular terms were broad and community-oriented. For example, "Squad Goals" (0.6%, compounding) and "Periodt" (0.6%, clipping with emphasis) highlighted generic slang that often migrated from other platforms. Unlike Instagram or Twitter, Facebook's language was slower to innovate and tended to borrow trending words (e.g., "that's lit") rather than create new ones. The platform's longer posts and group interactions fostered familiar expressions rather than fresh coinages.

Neologism Percentages Across Platforms. Table 1 (below) summarizes the overall contributions of different word-formation processes on each platform. On Instagram (1,000 comments), compounding led with 35% (e.g. "Squad Goals"), followed by blending at 25% ("Knergy") and clipping at 20% ("Gyatt"). Conversion (0V) accounted for 15%, and reduplication (e.g. "Delulu") for 10%. Coinage (pure invention) and borrowing comprised 8% and 7% respectively. Notably, acronyms were rare on Instagram (2%), and semantic shifts were effectively absent, indicating a focus on form-based play and visual creativity.
On Twitter (700 posts), the profile was different: acronymy dominated at 35% ("FOMO,"

"GOAT"), semantic shift at 25% ("Woke," "cancel"), and compounding at 20%. Lexical deviation (creative respelling) contributed 10%. Blending and clipping were minor (3% and 2%), reflecting the platform's intolerance for lengthy words. Conversion and borrowing were 5% and 0%. This shows Twitter's preference for terse, impact-driven forms over intricate wordplay.

Facebook (700 comments) showed the highest compounding (50%, e.g. "Squad Goals"), with semantic shift at 30% ("Periodt"). Blending was 10%, clipping 5%, and antonomasia (nickname formation) 5%. Other processes (acronyms, conversion, coinage, borrowing) were negligible. Overall, Facebook's neologisms tended to be conventional compounds or meaning shifts, matching its broader, intergenerational audience.

**Data Analysis**

The research discussed various neologisms (newly coined words or phrases) and their associated morphological processes, along with their occurrences and frequency in context. There are 14 distinct morphological processes: Conversion, Borrowing, Blending, Affixation, Semantic Shift, Clipping, Reduplication, Ellipsis, Acronym, Compounding, Idiomatic, Antonomasia, Lexical Deviation, Onomatopoeia, and Coinage.

**Conversion**

Conversion (or zero derivation) involves changing a word's grammatical category (e.g., from noun to verb) without altering its form. The following findings are in accordance with the study was Karimbayeva's (2025) large-scale corpus analysis, which identified conversion as a notable process across. Conversion, or zero derivation, involves changing a word's grammatical category without altering its form. This supports conversion's role in Instagram's dynamic, youth-driven slang. The below table organizes the terms involving conversion categorized by their specific conversion type:

| Word/Term | Neologism & Morphological Process | Conversion Type | Conversion Type Reason |
|---|---|---|---|
| Rizz | Clipping, Conversion | Noun to Verb | Originally a noun (from "charisma"), used as a verb in slang (e.g., "He's rizzing her up" to mean charming). |
| Simpin | Affixation, Conversion | Noun to Verb | From the noun "simp" (a person who is overly devoted), converted to a verb (e.g., "He's simpin' for her"). |
| Bet | Conversion | Noun to Verb | Originally a noun (a wager), used as a verb in slang (e.g., "Bet!" to mean agreement or challenge). |
| Stan | Conversion, Borrowing | Noun to Verb | Originally a noun (from Eminem's song, meaning a fan), used as a verb (e.g., "I stan her" to mean support). |
| Flex | Conversion, Semanti Shift | Verb to Noun | Originally a verb (to show off), used as a noun in slang (e.g., "That's a flex" for an act of showing off) |

| Mewing | Conversion, Coinage | Verb to Noun | Originally a verb (facial exercise action), used as a noun (e.g., "Mewing improves jawline" for the act). |
|---|---|---|---|
| Ghosting | Conversion, Semanti Shift | Verb to Noun | From the verb "ghost" (to disappear), used as a noun (e.g., "Ghosting is rude" for the act of cutting contact). |
| Obsessed | Conversion, Semanti Shift | Verb to Adjective | From the verb "obsess" (to preoccupy), used as an adjective (e.g., "I'm obsessed with this" to mean fixated). |

## Borrowing

Borrowing involves adopting words or phrases from other languages or dialects into the target language. Borrowing can be direct (using the word as-is) or adapted (modifying the word to fit the phonological or morphological rules of the borrowing language). Borrowing involves adopting a word from another language or cultural context, often adapting it to fit the new language's phonology or grammar. The following findings are in accordance with the study was Zvereva (2022) investigated neologism use in social media posts and comments across platforms, including Instagram, from 2020 to 2022, focusing on Spanish and French users but noting cross-cultural borrowing. The study explores semantic shifts and borrowing, emphasizing culturally specific terms adopted into mainstream slang, aligning with Krishnamurthy's (2010) model, highlighting Instagram's role in spreading borrowed terms from subcultural contexts.

The below table organizes the terms involving borrowing categorized by their specific borrowing type:

| Word/Term | Neologism & Morphological Process | Borrowing Type | Borrowing Type Reason |
|---|---|---|---|
| Slay | Conversion, Borrowing | Cultural Borrowing | Adopted from Africa American Vernacular English (AAVE), where the standard English verb "slay" (to kill) gained a new meaning ("to excel or impress," e.g., "She slayed that performance") in a specific cultural context, then spread to mainstream slang. |

| Spill the tea | Borrowing, Idiomatic | Cultural Borrowing | Originated in AAVE and drag culture as an idiomatic phrase meaning to share gossip (e.g., "Spill the tea on what happened!"); adopted into mainstream English slang, retaining its cultural significance. |
| Stan | Conversion, Borrowing | Cultural Borrowing | Derived from Eminem's song "Stan" (2000), referring to an obsessive fan in pop culture; adopted into slang as a noun and verb (e.g., "I stan her"), spreading from a specific cultural reference to broader usage. |

## Blending

Blending combines parts of two or more words to create a new one, often shortening them (e.g., "smog" from "smoke" + "fog"). Merging parts of two words to create a new term (e.g., "covidiot" from "COVID" and "idiot"). The following findings are in accordance with the study was Shahlee, N., & Ahmad, S. (2022) their study, focusing on Malaysian influencers, highlighted blends, visually driven term. This supports blending's role in Instagram's creative, subculture-fueled slang, amplified by visual features like Reels and Stories.

The below table organizes the terms involving blending categorized by their specific blending type:

| Word/Term | Neologism & Morphological Process | Blending Type | Blending Type Reason |
| --- | --- | --- | --- |
| Vibes | Blending, Affixation | Clipped Blend | Derived from "vibrations" (clipped to "vibe") with plural suffix (-s); treated as a blend in slang by combining the clipped form with the contextual meaning of "atmosphere" or "feeling" (e.g., "good vibes"). |

| | | | |
|---|---|---|---|
| Doomscrolling | Blending | Non-Overlapping Blend | Combines full word "doom" with "scrolling" (from "scroll") to describe excessive scrolling through negative news (e.g., "Doomscrolling on social media"). No clipping or overlap occurs. |
| Finfluencer | Blending | Clipped Blend | Combines "financial" (clipped to "fin") with "influencer" to denote a financial influencer (e.g., "She's a finfluencer on X"). The clipping of "financial" defines it as a clipped blend. |
| Flextirement | Blending | Clipped Blend | Combines "flexible" (clipped to "flex") with "retirement" to describe flexible retirement arrangements (e.g., "He's in flextirement"). The clipping of "flexible" makes it a clipped blend. |
| Self-care Sunday | Compounding, Blending | Non-Overlapping Blend | Combines "self-care" (a compound) and "Sunday" as a lexical unit for a day dedicated to self-care (e.g., "It's Self-care Sunday"). No clipping, treated as a blend of full concepts. |

## Affixation

Affixation adds prefixes or suffixes to a base word to create a new word or modify its meaning (e.g., "unhappy" from "happy"). The following findings are in accordance with the study was Sandyha (2022), who analyzed neologism formation in social media posts and comments on Instagram and other platforms from 2019 to 2021, focusing on selfie-related slang among global users. The study explores word-formation processes, reporting affixation, using Krishnamurthy's (2010) models, emphasizing Instagram's youth-driven, visual context for creating modified words through prefixes and suffixes.

| Word/Term | Neologism & Morphological Process | Affixation Type | Affixation Type Reason |
|---|---|---|---|
| Vibes | Blending, Affixation | Derivational Affixation (Suffixation) | The suffix -s is added to the clipped "vibe" (from "vibration") to form a plural noun meaning "atmosphere" or "feeling" in slang (e.g., "good vibes"), deriving a new lexical use. |
| Periodt | Clipping, Affixation | Derivational Affixation (Suffixation) | The suffix -s is added to the clipped "vibe" (from "vibration") to form a plural noun meaning "atmosphere" or "feeling" in slang (e.g., "good vibes"), deriving a new lexical use. |
| Simpin | Affixation, Conversion | Derivational Affixation (Suffixation) | The suffix -in' is added to "simp" to form a gerund verb meaning acting overly devoted (e.g., "He's simpin' for her"), deriving a verb from a noun. |
| Baddie | Affixation, Semanti Shift | Derivational Affixation (Suffixation) | The suffix -ie is added to "bad" to create a noun meaning an attractive or confident person (e.g., "She's a baddie"), changing the adjective to a noun. |
| Litty | Reduplication, Affixation | Derivational Affixation (Suffixation) | The suffix -y is added to "lit" (via reduplication) to form an intensified adjective meaning exciting or fun (e.g., "This party is litty"), deriving a new adjective. |

| De-Influencing | Affixation, Compounding | Derivational Affixation (Prefixation, Suffixation) | The prefix de- (reversal) and suffix -ing (gerund) are added to "influence" to form a noun/verb meaning countering influencer culture (e.g., "De-influencing is trending"), creating a new term. |
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## Semantic Shift

When an existing word takes on a new meaning (e.g., "mask" shifting from general to specifically face masks for health protection). Semantic Shift involves a word taking on a new or extended meaning while retaining its form (e.g., "cool" from temperature to stylish). The following findings are in accordance with the study of Ibrahim, Edan, and Alnoori (2024), who investigated neologism use in social media posts and comments on Facebook, Instagram, and Twitter from January 2020 to January 2024 by Canadian, British, American, and Irish users. The study explores lexical deviation, word formation, and borrowing, using Krishnamurthy's (2010) model, and reports semantic shift across platforms, highlight discourse-heavy platforms like Twitter rather than Instagram's visual slang.

| Word/Term | Neologism & Morphological Process | Semantic Shift Type | Semantic Shift Type Reason |
|---|---|---|---|
| Obsessed | Conversion, Semanti Shift | Broadening | From "fixated" to a broader slang use for strong enthusiasm (e.g., "I'm obsessed with this"). |
| Extra | Semantic Shift | Metaphor | From "additional" to overly dramatic or excessive (e.g., "She's so extra"). |
| Big mood | Semantic Shift | Broadening | From "mood" (emotional state) to something relatable or resonant (e.g., "That's a big mood"). |
| Aesthetic | Semantic Shift | Broadening | From philosophical beauty to a curated style (e.g., "That's my aesthetic"). |

| Simp | Clipping, Semantic Shift | Narrowing | From general insult to someone overly devoted (e.g., "He's a simp for her"). |
|---|---|---|---|
| Goblin-mode | Compounding, Semantic Shift | Metaphor | From "goblin" to embracing unpolished behavior (e.g., "I'm in goblin-mode"). |
| Quiet quitting | Compounding, Semantic Shift | Metaphor | From "quitting" to doing minimal work (e.g., "She's quiet quitting her job"). |
| Ghost kitchen | Compounding, Semantic Shift | Metaphor | From "kitchen" to a delivery-only restaurant (e.g., "They run a ghost kitchen"). |
| Knergy | Blending, Semantic Shift | Metaphor | From "energy" to a specific vibe or charisma (e.g., "She's got knergy"). |
| Broken rung | Compounding, Semantic Shift | Metaphor | From "rung" (ladder) to a career barrier (e.g., "The broken rung stopped her"). |
| Beige flag | Compounding, Semantic Shift | Metaphor | From "flag" (warning) to a neutral trait (e.g., "That's a beige flag"). |
| Thirst trap | Compounding, Semantic Shift | Metaphor | From "trap" to a provocative post (e.g., "She posted a thirst trap"). |
| Flex | Compounding, Semantic Shift | Broadening | From physical showing off to status or achievements (e.g., "He's flexing his car"). |
| Mood | Semantic Shift | Broadening | From emotional state to a relatable vibe (e.g., "This meme is a mood"). |
| Hard launch | Compounding, Semantic Shift | Metaphor | From product launch to debuting a relationship (e.g., "They did a hard launch"). |
| Vibe check | Compounding, Semantic Shift | Broadening | From "vibe" to assessing someone's energy (e.g., "Time for a |

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| | | | |
|---|---|---|---|
| | | | vibe check"). |
| Baddie | Affixation, Semantic Shift | Amelioration | From "bad" (negative) to a confident person (e.g., "She's a baddie"). |
| Low-key / High-key | Reduplication, Semantic Shift | Metaphor | From "key" to subtle (lowkey) or obvious (high-key) (e.g., "I'm low-key excited"). |
| Bussin | Clipping, Semantic Shift | Amelioration | From "bust" (negative) to excellent (e.g., "This food is bussin"). |
| Ghosting | Conversion, Semantic Shift | Metaphor | From "ghost" to socially ignoring someone (e.g., "She's ghosting him"). |
| Cancel culture | Compounding, Semantic Shift | Broadening | From "cancel" to public shaming or boycotting (e.g., "Cancel culture is intense"). |
| Clapback | Compounding, Semantic Shift | Metaphor | From "clap" to a sharp comeback (e.g., "That was a great clapback"). |
| Woke | Semantic Shift | Broadening | From "awake" to socially aware (e.g., "Stay woke"). |
| Sussy | Clipping, Semantic Shift | Broadening | From "suspicious" to playful suspicion (e.g., "He's acting sussy"). |
| Shook | Clipping, Semantic Shift | Broadening | From "shake" to shocked or surprised (e.g., "I'm shook"). |
| Squad goals | Compounding, Semantic Shift | Broadening | From "goals" to aspirational group dynamic (e.g., "That's squad goals"). |

### Clipping
Clipping shortens a word by removing syllables, often creating a more casual form (e.g., "ad" from "advertisement"). Clipping is common in English, particularly in casual speech or social media slang. The following findings are in accordance with the study Karimbayeva (2025), who analyzed neologism formation in social media posts and comments across Instagram, Twitter, TikTok, and Reddit from 2023 to 2024, using a 120,000-word corpus of global user data. The study explores word-formation processes, using Krishnamurthy's (2010)

model, emphasizing Instagram's concise, youth-driven slang in comments and Reels.

| Word/Term | Neologism & Morphological Process | Clipping Type | Clipping Type Reason |
|---|---|---|---|
| SERVIN | Clipping, Conversion | Back-clipping | Clipped from "serving" by removing the final "g" to form a slang verb meaning delivering impressively (e.g., "She's servin' looks"). |
| Periodt | Clipping, Affixation | Back-clipping | Clipped from "period" (with added -t for emphasis) to create an emphatic slang term for finality (e.g., "That's it, periodt"). |
| Fit | Clipping | Fore-clipping | Clipped from "outfit" by removing the initial "out-" to mean clothing (e.g., "That's a fire fit"). |
| Rizz | Clipping, Conversion | Back-clipping | Clipped from "charisma" by removing the final "risma" to mean charm (e.g., "He's got rizz"). |
| Simp | Clipping, Semanti Shift | Back-clipping | Clipped from "simpleton" by removing "-leton" to mean someone overly devoted (e.g., "He's a simp for her"). |
| Nepo Baby | Clipping, Compounding | Back-clipping | Clipped from "nepotism" (to "nepo") by removing "-tism," combined with "baby" to mean someone benefiting from nepotism (e.g., "She's a nepo baby"). |
| Bussin | Clipping, Semanti Shift | Back-clipping | Clipped from "busting" by removing "-ting" to mean excellent in slang (e.g., "This food is bussin"). |

| Sussy | Clipping, Shift | Semanti | Clipping, Semantic Shift | Clipped from "suspicious" by removing initial "sus-" and final "-ious" to mean playfully suspicious (e.g., "He's acting sussy"). |
|---|---|---|---|---|
| Shook | Clipping, Shift | Semanti | Back-clipping | Clipped from "shaken" by removing "-en" to mean shocked or surprised (e.g., "I'm shook"). |

**Reduplication** Reduplication repeats a word or part of a word to create a new term, often for emphasis or stylistic effect (e.g., "chit-chat"). Reduplication is a morphological process where a word or part of a word is repeated, exactly or with modification, to create a new word or form, often for emphasis or playfulness. The following findings are in accordance with the study Shahlee and Ahmad (2022), who investigated neologism use in social media posts and comments on Instagram and other platforms from 2020 to 2021, focusing on Malaysian influencers. The study explores wordformation processes, using Krishnamurthy's (2010) model, and highlights playful terms, reflecting Instagram's stylistic, youth-driven slang.

| Word/Term | Neologism & Morphological Process | Reduplication Type | Reduplication Type Reason |
|---|---|---|---|
| Hittin diff | Reduplication, Ellipsis | Full Reduplication | The phrase repeats a rhythmic slang structure ("hittin" and "diff" as clipped forms) to emphasize exceptional performance (e.g., "This outfit is hittin diff"), treated as reduplication in AAVE slang for stylistic effect. |
| Low-key / High-key | Reduplication, Semantic Shift | Full Reduplication | The term "key" is repeated in the pair "low-key" and "high-key" to contrast subtle vs. obvious states (e.g., "I'm low-key excited"), using full repetition of the base word in a phrasal structure. |

| Litty | Reduplication, Affixation | Partial Reduplication | Derived from "lit" with the suffix -y, repeating the "lit" sound in a modified form to intensify the meaning of exciting or fun (e.g., "This party is litty"). |

## Ellipsis

Ellipsis in neologisms refers to omitting parts of a phrase for brevity, often in informal contexts (e.g., "app" for "application"). The following findings are in accordance with the study Malik (2025), analyzed youth-driven linguistic innovation in social media posts and comments across Instagram, Twitter, and other platforms from 2022 to 2024, focusing on global Gen Z users. The study explores concise word-formation processes, using Krishnamurthy's (2010) model, emphasizing Instagram's preference for brevity in fast-paced, visual interactions.

| Word/Term | Neologism & Morphological Process | Ellipsis Type | Ellipsis Type Reason |
|---|---|---|---|
| Hittin diff | Reduplication, Ellipsis | Phrasal Ellipsis | Derived from a longer phrase like "hitting it differently," with "it" or other connectors omitted, and "hittin" and "diff" clipped, to mean performing exceptionally (e.g., "This outfit is hittin diff") in a concise slang form. |

## Acronym

An acronym is a word formed from the initial letters of a phrase, pronounced as a word (e.g., "NASA"). An acronym is a word formed from the initial letters or parts of a multi-word phrase, pronounced as a single word, often used in slang for concise expression. The following findings are in accordance with the study Shahlee and Ahmad (2022), investigated neologism use in social media posts and comments on Instagram and other platforms from 2020 to 2021, focusing on Malaysian influencers. The study explores word-formation processes, reporting acronymy , using Krishnamurthy's (2010) model, reflecting Instagram's minor use of acronyms in its visually driven slang.

| Word/Term | Neologism & Morphological Process | Acronym Type | Acronym Type Reason |
|---|---|---|---|
| Iconic af | Acronym, Compounding | Blended Acronym | "Af" (from "as fuck") is an acronym combined with "iconic" to intensify the meaning of being remarkable (e.g., "That's iconic af"), blending acronymy with compounding. |
| FOMO | Acronym | Standard Acronym | Formed from initial letters of "Fear Of Missing Out," pronounced as a word (/ˈfoʊmoʊ/) to mean anxiety about missing events (e.g., "I have FOMO"). |
| GOAT | Acronym | Standard Acronym | Formed from initial letters of "Greatest Of All Time," pronounced as a word (/ɡoʊt/) to mean the best in a field (e.g., "She's the GOAT"). |
| BRB | Acronym | Standard Acronym | Formed from initial letters of "Be Right Back," used as a concise term in digital communication (e.g., "BRB, grabbing coffee"), treated as an acronym per the table. |
| LAMO | Acronym | Standard Acronym | Likely a misspelling of "LMAO" (Laughing My Ass Off), formed from initial letters and pronounced as a word (/ˈlæmoʊ/) to mean finding something very funny (e.g., "That's LAMO"). |

| | | | |
|---|---|---|---|
| YOLO | Acronym | Standard Acronym | Formed from initial letters of "You Only Live Once," pronounced as a word (/ˈjoʊloʊ/) to mean seizing opportunities (e.g., "YOLO, let's do it"). |

## Compounding

Compounding combines two or more words to form a new word (e.g., "notebook"). The following findings are in accordance with the study was Ibrahim, Edan & Alnoori (2024) investigate neologism use in social media posts and comments on Facebook, Instagram, and Twitter from January 2020 to January 2024 by Canadian, British, American, and Irish users. The study explores lexical deviation, word formation, and borrowing, using Krishnamurthy's (2010) model.

| Word/Term | Neologism & Morphological Process | Compounding Type | Compounding Type Reason |
|---|---|---|---|
| Iconic af | Acronym, Compounding | Endocentric Compounding | Combines "iconic" (head) and "af" (acronym for "as fuck") to intensify being remarkable (e.g., "That's iconic af"). |
| No cap | Lexical Deviation Compounding | Endocentric Compounding | Combines "no" and "cap" (head, slang for lie) to mean truthfulness (e.g., "I'm serious, no cap"). |
| Cap/No cap | Lexical Deviation, Compounding | Endocentric Compounding | Combines "cap" (head) or "no cap" to mean lying or truthfulness (e.g., "No cap, I'm serious"). |
| Glow up | Compounding | Exocentric Compounding | Combines "glow" and "up" to mean transformation, not a type of glow (e.g., "She had a glow up"). |
| Goblin-mode | Compounding, Semantic Shift | Exocentric Compounding | Combines "goblin" and "mode" to mean chaotic behavior, not a type of mode (e.g., "I'm in goblin-mode"). |

| Quiet quitting | Compounding, Semantic Shift | Exocentric Compounding | Combines "quiet" and "quitting" to mean minimal work effort, not a type of quitting (e.g., "She's quiet quitting"). |
|---|---|---|---|
| Ghost kitchen | Compounding, Semantic Shift | Exocentric Compounding | Combines "ghost" and "kitchen" to mean a delivery-only restaurant, not a type of kitchen (e.g., "They run a ghost kitchen"). |
| Broken rung | Compounding, Semantic Shift | Exocentric Compounding | Combines "broken" and "rung" to mean a career barrier, not a literal rung (e.g., "The broken rung stopped her"). |
| Beige flag | Compounding, Semantic Shift | Exocentric Compounding | Combines "beige" and "flag" to mean a neutral trait, not a type of flag (e.g., "That's a beige flag"). |
| Thirst trap | Compounding, Semantic Shift | Exocentric Compounding | Combines "thirst" and "trap" to mean a provocative post, not a literal trap (e.g., "She posted a thirst trap"). |
| Hard launch | Compounding, Semantic Shift | Exocentric Compounding | Combines "hard" and "launch" to mean a public relationship debut, not a type of launch (e.g., "They did a hard launch"). |
| Vibe check | Compounding, Semantic Shift | Endocentric Compounding | Combines "vibe" and "check" (head) to mean assessing energy (e.g., "Time for a vibe check"). |
| Cancel culture | Compounding, Semantic Shift | Endocentric Compounding | Combines "cancel" and "culture" (head) to mean public shaming (e.g., "Cancel culture is intense"). |
| Clapback | Compounding, Semantic Shift | Exocentric Compounding | Combines "clap" and "back" to mean a sharp comeback, not a type of clap (e.g., "That was a great clapback"). |

| Nepo baby | Clipping, Compounding | Endocentric Compounding | Combines "nepo" (from nepotism) and "baby" (head) to mean someone benefiting from nepotism (e.g., "She's a nepo baby"). |
|---|---|---|---|
| Good vibes only | Compounding, Idiomatic | Phrasal Compounding | Combines "good," "vibes," and "only" as a phrasal unit meaning a preference for positivity (e.g., "Good vibes only"). |
| Squad goals | Compounding, Semantic Shift | Endocentric Compounding | Combines "squad" and "goals" (head) to mean an aspirational group dynamic (e.g., "That's squad goals"). |
| Self-care Sunday | Compounding, Blending | Phrasal Compounding | Combines "self-care" and "Sunday" as a phrasal unit for a day dedicated to selfcare (e.g., "It's Self-care Sunday"). |

### Idiomatic

Idiomatic neologisms are phrases with meanings not deducible from their components, often culturally specific (e.g., "kick the bucket"). An idiomatic expression is a fixed phrase whose meaning is non-literal and cannot be deduced from its individual words, often culturally specific. The following findings are in accordance with the study Zvereva (2022), analyzed neologism use in social media posts and comments across platforms, including Instagram, from 2020 to 2022, focusing on Spanish and French users but noting cross-cultural idiomatic phrases, emphasizing Instagram's subcultural slang adoption.

| Word/Term | Neologism & Morphological Process | Idiomatic Type | Idiomatic Type Reason |
|---|---|---|---|
| Spill the tea | Borrowing, Idiomatic | Figurative Idiom | Uses the metaphor of "spilling" (revealing) and "tea" (gossip, from AAVE/drag culture) to mean sharing secrets, with a nonliteral meaning (e.g., "Spill the tea on what happened!"). |

| Good vibes only | Compounding, Idiomatic | Phrasal Idiom | Combines "good vibes" and "only" as a fixed phrase meaning a preference for positive energy, functioning as a single lexical unit beyond its literal parts (e.g., "Good vibes only at this event"). |

## Antonomasia

Antonomasia is a linguistic device where a proper noun is used as a common noun, or a common noun/epithet replaces a proper noun, to denote a person or thing based on a characteristic. Antonomasia uses a proper name to denote a type or quality (e.g., "Einstein" for a genius). The following findings are in accordance with the study Sandyha (2022), analyzed neologism formation in social media posts and comments on Instagram and other platforms from 2019 to 2021, focusing on selfie-related slang among global users. The study explores word-formation processes, using Krishnamurthy's (2010) model, and highlights cultural references, reflecting Instagram's use of narrative archetypes in its youth-driven lexicon.

| Word/Term | Neologism & Morphological Process | Antonomasia Type | Antonomasia Type Reason |
|---|---|---|---|
| Main character | Antonomasia | Cultural Antonomasia | Derived from narrative terminology, used in slang to describe someone acting as the central figure or protagonist in a situation (e.g., "She's giving main character energy"), reflecting a cultural archetype from media and storytelling. |

## Lexical Deviation

Lexical deviation is the creation of new words or meanings by deviating from standard linguistic norms, often through unconventional spellings, meanings, or structures. It involves unconventional word use or creation, often for stylistic effect (e.g., slang misuse of existing words). The following findings are in accordance with the study Ibrahim, Edan, and Alnoori (2024), investigated neologism use in social media posts and comments on Facebook, Instagram, and Twitter from January 2020 to January 2024 by Canadian, British, American, and Irish users. The study explores lexical deviation, word formation, and borrowing, using Krishnamurthy's (2010) model.

| Word/Term | Neologism & Morphological Process | Lexical Deviation Type | Lexical Deviation Type Reason |
|---|---|---|---|
| No cap | Lexical Deviation, Compounding | Semantic Deviation | "Cap" deviates from standard English by adopting a new slang meaning (lie) from AAVE, combined with "no" to mean truthfulness (e.g., "No cap, I'm serious"), reflecting a non-standard semantic use. |
| Cap/No cap | Lexical Deviation Compounding | Semantic Deviation | "Cap" (lie) and "no cap" (truth) use "cap" in a nonstandard slang sense from AAVE, deviating from conventional meanings to denote lying or truthfulness (e.g., "That's cap" or "No cap, it's real"). |

**Onomatopoeia**
Onomatopoeia is a word-formation process where a word imitates or suggests a sound, action, or sensory effect it describes, often used expressively in slangs and create words that imitate sounds (e.g., "buzz"). The following findings are in accordance with the study Faradisa (2019), analyzed neologism use in Instagram posts and comments from 2017 to 2018, focusing on global Gen Z users. The study explores creative word-formation processes, using Krishnamurthy's (2010) model, and highlights expressive forms like "Sksksk" that align with examples, emphasizing Instagram's role in fostering emotional, stan-culture-driven slang.

| Word/Term | Neologism & Morphological Process | Onomatopoeia Type | Onomatopoeia Type Reason |
|---|---|---|---|
| Sksksk | Onomatopoeia | Expressive Onomatopoeia | Mimics the sound of rapid key presses or a hissing/laughing sound in text to express excitement or flustered emotions in slang, particularly in stan culture (e.g., "Sksksk I can't believe she did that!"), conveying an emotional effect rather |

than a literal sound. Notes

## Coinage

Coinage is the creation of entirely new words without deriving them from existing words, roots, or languages, often for new concepts or cultural phenomena. Coinage creates entirely new words without derivation from existing words (e.g., "Kodak"). The following findings are in accordance with the study Karimbayeva (2025), analyzed neologism formation in social media posts and comments across Instagram, Twitter, TikTok, and Reddit from 2023 to 2024, using a 120,000word corpus of global user data. The study explores word-formation processes, using Krishnamurthy's (2010) model, reflecting Instagram's trend-driven creation of new words.

| Word/Term | Neologism & Morphological Process | Coinage Type | Coinage Type Reason |
|---|---|---|---|
| Mewing | Conversion, Coinage | Eponymous Coinage | Coined from the name of Dr. John Mew to describe a facial exercise technique for jawline enhancement, used as a verb or noun in slang (e.g., "He's mewing to improve his jawline"), originating from a proper name. |

## Comparative Analysis of Platforms

Instagram, in its peak usage period, was a breeding ground for vibrant and visually driven slang, primarily shaped by its youthful user base, with over 75% belonging to Gen Z. The platform's linguistic landscape was domin ated by processes like compounding (35%), blending (25%), and clipping (20%), which gave rise to a dynamic lexicon tied to its visual features like Reels and Stories. Terms such as "Gyatt" (5.6%, clipping), "Delulu" (5.0%, clipping combined with reduplication), and "Knergy" (0.6%, blending) exemplified the platform's trend-driven, subculture-fueled language, often amplified by emojis and rooted in gaming and fandom communities. This environment fostered spontaneous and ephemeral slang that resonated with Gen Z's fast-paced, visual-oriented culture.

Twitter, during its most influential era, cultivated a distinct linguistic ecosystem characterized by brevity and discourse-heavy terms, driven by processes like acronymy (35%), semantic shift (25%), and compounding (20%). Its user base, spanning 14–44% Gen Z, was less dominated by the youngest generation compared to Instagram, resulting in a more varied demographic influence. Key terms like "FOMO" (1.2%, acronym), "GOAT" (1.8%, acronym), and "Woke" (0.8%, semantic shift) reflected Twitter's role as a hub for activism, memes, and rapid-fire cultural commentary. The platform's slang was concise, often shaped by the constraints of its character limits and the need to capture

attention in a fast-moving conversational space.

Facebook, in its heyday, served as a more conventional platform for slang, with a linguistic profile shaped by compounding (50%), semantic shift (30%), and clipping (5%). Its user base, ranging from 36–61% Gen Z but skewed toward older users, contributed to a less innovative and more community-driven lexicon. Terms like "Squad Goals" (0.6%, compounding) and "Periodt" (0.6%, clipping with affixation) highlighted the platform's tendency toward generic, widely accessible slang that often borrowed from other platforms. Unlike the trendsetting nature of Instagram or the discourse-driven Twitter, Facebook's language reflected its broader, more diverse user base and its role as a connector across generations.

## Discussion & Conclusion

Instagram, during its cultural peak, was the dominant social media platform among Gen Z, with over 75% of its user base belonging to this demographic, significantly outpacing Twitter (14–44% Gen Z) and Facebook (36–61% Gen Z, but skewed older). Its vibrant, youth-driven environment fostered a unique linguistic landscape that thrived on spontaneity and visual flair. Comment sections were filled with concise, punchy terms like "Rizz" (0.4%) and "Fr" (1.0%), reflecting the need for brevity in fast-moving interactions. Short, expressive terms aligned with Gen Z's preference for quick, impactful communication. The platform's visual affordances, particularly Reels and Stories, propelled terms like "Aesthetic" (1.4%) and "Drip" (1.2%), often amplified by emoji use, such as "Slay ,", making slang more engaging and added emotional and visual emphasis. Subcultural trends from gaming, like "Sussy" (0.4%), and fandoms, like "Stan" (0.8%), gained global traction through memes, these terms reflected Instagram's role as a hub for subcultural communities, spreading rapidly among Gen Z users. Phonological and orthographic creativity further defined Instagram's slang, with catchy blends like "Skrunkly" (1.2%) and playful spellings like "Gyatt" (0.6%) crafted to maximize visual impact and memorability. - Such linguistic creativity boosted memorability and trendiness, aligning with Instagram's visual aesthetic. Instagram's dominance among Gen Z stemmed from its visual features, subcultural vibrancy, and linguistic creativity, This dynamic interplay of visual media, subcultural influences, and linguistic innovation made Instagram a hotspot for Gen Z's trendsetting slang, making it a more dynamic slang incubator than Twitter's discourse-driven space or Facebook's broader, less innovative platform far surpassing the more discourse-heavy Twitter or the broader, less innovative Facebook in capturing the generation's linguistic pulse.

## Neologism Percentages Across Social Media Platforms

The research analyzes 2,400 social media interactions (1,000 Instagram comments, 700 Facebook comments, and 700 Twitter posts) to investigate neologism formation among Gen Z (aged 13–28 in 2025). Instagram, in its prime, was a dynamic hub for neologisms, reflecting its youthful, Gen Z-dominated user base (over 75%). Its linguistic landscape was shaped by a variety of wordformation processes, with compounding leading at 35%, as seen in terms like "Squad Goals." Blending followed at 25%, producing catchy terms like "Knergy," while clipping contributed 20%, evident in words like "Gyatt." Conversion accounted for 15% of neologisms, and reduplication, such as in

"Delulu," made up 10%. Coinage (8%) and borrowing (7%) added fresh terms, often tied to visual trends in Reels and Stories. Less frequent were antonomasia (5%) and onomatopoeia (5%), with acronyms like "FOMO" at a mere 2%. Semantic shift was notably absent (0%), as Instagram's slang prioritized visual and subcultural creativity over meaning shifts, distinguishing it from other platforms.

Twitter, during its influential era, fostered a distinct neologistic profile driven by its brevityfocused, discourse-heavy environment and a user base spanning 14–44% Gen Z. Acronymy dominated at 35%, with terms like "FOMO" and "GOAT" encapsulating cultural sentiments. Semantic shift, at 25%, was prominent in words like "Woke," which evolved in meaning within activist and meme-driven contexts. Compounding contributed 20%, while lexical deviation (10%) allowed for playful linguistic twists. Blending (3%) and clipping (2%) were less common, reflecting Twitter's preference for concise, acronym-heavy terms over complex wordplay. Conversion accounted for 5%, and other processes, such as coinage or borrowing, were negligible (0%), underscoring Twitter's focus on rapid, impactful communication over diverse word formation.

Facebook, in its heyday, exhibited a more conservative approach to neologisms, shaped by its broader user base (36–61% Gen Z, but skewed toward older users). Compounding was the dominant process at 50%, producing terms like "Squad Goals" that resonated across communities.

Semantic shift, at 30%, played a significant role, with words like "Periodt" adapting existing meanings. Clipping contributed 5%, seen in variations like "Periodt," while blending accounted for 10%, creating terms that bridged subcultures. Antonomasia, at 5%, added a layer of cultural reference, but other processes like coinage, borrowing, or acronymy were absent (0%). This limited range of word-formation processes highlighted Facebook's role as a less innovative, community-driven platform compared to the trendsetting Instagram or discourse-rich Twitter.

Key Observations were Instagram shows the highest diversity, with all morphological processes represented except semantic shift, reflecting its dynamic, youth-driven environment. Twitter prioritizes acronyms and semantic shifts, aligning with its text-based, rapid communication style. Facebook's neologisms are heavily compounding-focused, with limited diversity, consistent with its older user base and less innovative slang.

## Comparison of Neologism Studies
The research on social media neologisms, when compared to other studies, revealed both alignments and divergences in methodologies and findings, particularly regarding Instagram, Twitter, and Facebook. Ibrahim et al. (2024) employed Krishnamurthy's (2010) model, as did the research, identifying compounding (36.7%) as the dominant word-formation process, closely matching the 35% compounding rate found in the Instagram data. Their recognition of lexical deviation (28.3%) and blending (16.7%) also paralleled the Instagram findings (blending 25%), with shared terms like "Doomscrolling" and "Finfluencer." However, *Ibrahim et al.* positioned Facebook as the leading platform for neologism usage, contrasting with the research's emphasis on Instagram's dominance among Gen Z (over 75% Gen Z users). Their broader demographic focus on Canadian, British, American, and Irish users diverged

from the Gen Z-specific lens of the research, and they overlooked emoji integration and comment dynamics, which were central to the Instagram analysis.

*Shahlee and Ahmad (2022)* similarly identified acronymy (33.3% compared to 2% in the Instagram data) and blending (28.0% vs. 25%) as key processes, with nouns like "FOMO" and "instagrammable" dominating, aligning with the research's findings. Their novel "reposition" process resonated with the research's focus on innovative mechanisms like reduplication (e.g., "Delulu"). Yet, Shahlee's study, limited to Malaysian influencers and a small sample of 93 neologisms, lacked the global scope of the research's 2,400-comment dataset, which included terms like "Skibidi." Additionally, Shahlee neglected emoji integration and platform-specific affordances, which were pivotal in the research's Instagram analysis. *Karimbayeva (2025)* adopted a large-scale corpus approach (120,000 words, 83 neologisms), mirroring the research's methodology, and found blending (31%) and clipping (17%) prevalent, closely aligning with Instagram's 25% blending and 20% clipping. Terms like "Situationship" (3%) and "Doomscrolling" (0.4%) appeared in both studies. However, Karimbayeva's multi-platform focus

(Twitter, TikTok, Reddit, Instagram) generalized trends, while the research honed in on Instagram's comment-driven neologisms, emphasizing Gen Z and emoji use, which Karimbayeva overlooked.

*Sandyha et al. (2022)* highlighted affixation (50%) and blending (26% vs. 25% in the research), with terms like "belfies" echoing the research's "Skrunkly." However, their focus on selfie-related neologisms and lexicographic sources missed the spontaneous comment dynamics and emoji integration central to the Instagram findings. *Zvereva (2022)* analyzed semantic shifts and borrowings in Spanish and French media, aligning with the research's findings on borrowing (e.g., "Sigma," 4.4%) and semantic shift (e.g., "Drip," 1.2%), and underscored social media's role in spreading neologisms. Yet, Zvereva's non-English focus and pandemic-specific timeframe contrasted with the research's English-centric data and broader 2024–2025 scope, highlighting different contextual influences on neologism formation.

The research findings on social media neologisms, particularly for Instagram, Twitter, and Facebook, showed significant alignment with prior studies, reinforcing key patterns in word formation and platform dynamics. The prominence of compounding (35% on Instagram) and blending (25%), evident in terms like "Glow Up" and "Knergy," closely matched the results of Ibrahim et al. (2024), Shahlee and Ahmad (2022), and Karimbayeva (2025), which collectively identified these processes as central to social media neologisms. The research's focus on Instagram's visual-driven neologisms, such as "Aesthetic" and "Drip," resonated with Faradisa (2019) and Tardaguila (2024), which highlighted Instagram's unique role in fostering creative word formation tied to its visual features like Reels and Stories. Additionally, the emphasis on Gen Z's influence, seen in subcultural terms like "Sussy" and "Skibidi," aligned with Malik et al. (2025) and Naqvi (2025), which underscored youth-driven slang as a primary force in linguistic innovation across social media platforms. These convergences validated the research's insights into the interplay of platform-specific affordances and generational trends in shaping neologisms.

**Contrary Results in Comparison with Other Studies**
Instagram vs. Facebook Dominance: Unlike Ibrahim et al. (2024), which rank Facebook as the primary neologism hub, your data highlight Instagram's dominance among Gen Z, driven by its visual affordances and high-frequency terms like "Gyatt" (5.6%).
**Emoji Integration:** Your study's emphasis on emojis (e.g., "Slay ") and orthographic creativity (e.g., "Gyattt") fills a gap ignored by Shahlee (2021), Sandyha et al. (2022), and Ibrahim et al. (2024).
**Comment Dynamics:** Your focus on real-time comment interactions contrasts with Haldner (2017) and Sunnatova (2024), which prioritize posts or blogs, missing the spontaneous nature of neologism creation in comments.
**Demographic Specificity:** Unlike Metzler and Garcia (2024) or Malik et al. (2025), which lack age-specific analysis, your Gen Z focus provides targeted insights into subcultural influences.

This research provides a comprehensive analysis of neologism formation among Gen Z on Instagram, Twitter, and Facebook, leveraging a mixed-method approach and integrating Krishnamurthy's (2010) model with digital ecological theory. Instagram emerges as the leading platform for neologism diversity and frequency, driven by its visual affordances (Reels, Stories) and Gen Z's dominance (75%+ users), with high-frequency terms like "Gyatt" (5.6%), "Delulu" (5.0%), and "Skibidi" (4.0%) reflecting clipping, blending, and coinage. Twitter excels in acronym-heavy terms (e.g., "FOMO," 1.2%), while Facebook's role is limited, with compoundingheavy slang (e.g., "Squad Goals," 0.6%). The study's focus on Instagram's comment dynamics, emoji integration, and subcultural influences (gaming, fandoms) addresses gaps in prior research, such as platform generalization and limited demographic analysis. By documenting highfrequency terms and proposing longitudinal tracking via Metcalf's FUDGE scale, the study lays a foundation for future multilingual and emoji-focused research, advancing understanding of how Gen Z shapes digital lexicons in dynamic, platform-specific ecosystems.

This study reveals that Generation Z's use of new words on social media is both innovative and platformdependent. Instagram, with its visual and interactive design, serves as the most prolific incubator for neologisms among Gen Z; its comments are rich with playful blends, compounds, and clipped slang amplified by emojis and memes. Twitter's ecosystem yields concise acronyms and semantic shifts in an activist and meme-driven discourse, while Facebook's lexicon grows more conservatively, relying on broad compounds and colloquialisms. Applying Krishnamurthy's (2010) model allowed systematic categorization of these processes, confirming that compounding and blending are principal mechanisms, but also highlighting the importance of semantic shifts and acronyms in certain contexts. The digital-ecology perspective helped explain why these differences occur: platform affordances (e.g. Reels on Instagram, tweet length limits) and user interactions create distinct communicative niches, shaping the form of neologisms that thrive.

These findings have several implications. They underscore that neologisms on social media are not random but reflect Gen Z's cultural values and the technical environment. New words on Instagram often mark aesthetic identity or subcultural belonging, while Twitter neologisms frequently relate to social movements or humor. In all cases, neologisms function as group

identifiers and means of creative expression. From a theoretical standpoint, integrating an ecological view with a linguistic model provides a robust framework for studying digital language change.

Future research should extend this work in multiple directions. Multilingual analyses are needed, as many Gen Z users code-switch or borrow across languages in comments. The interaction between emojis and neologisms warrants deeper study, given that emojis often co-construct meaning (e.g. "Slay " on Instagram). Longitudinal studies could track which coined terms endure beyond short-lived trends. Finally, demographic variables (age, gender, subculture) should be more systematically examined to see how different user groups drive innovation. Understanding these dynamics will enrich sociolinguistic theory and inform applications like digital communication education, lexicography, and AI language modeling. In conclusion, social media's dynamic ecology continues to reshape language, and Generation Z is at the forefront of this lexical evolution.

## Suggestions

This study offers a foundational exploration of neologism formation across Instagram, Facebook, and Twitter, particularly within the linguistic practices of Generation Z. However, the rapidly evolving nature of social media language and the methodological scope of this research indicate several avenues for future investigation.

Firstly, there is a need for multilingual neologism studies. While this thesis primarily focuses on English neologisms, Instagram and Twitter are vibrant multilingual environments where crosslinguistic borrowing and code-switching frequently occur. Future research should incorporate corpora from diverse linguistic communities to understand how neologisms develop and spread across languages and cultures.

Secondly, the integration of emojis with neologistic expressions remains an underexplored area. Emojis increasingly function as semantic amplifiers or substitutes in digital discourse. Investigating the syntactic and semantic interplay between emojis and neologisms—especially how they co-construct meaning—would provide valuable insights into multimodal communication on social media. Thirdly, platform affordances warrant closer examination. Instagram's visual and interactive features (such as Reels, Stories, and meme culture) appear to drive distinct forms of neologism compared to the text-centric dynamics of Twitter or the mixed-use patterns on Facebook. Comparative longitudinal studies could better elucidate how technical affordances and algorithmic curation shape language innovation across platforms.

Moreover, demographic variables such as age, gender, and subcultural affiliation (e.g., gaming communities, fandoms, activist groups) should be explored more systematically. Quantitative and qualitative analyses of how these variables influence neologism creation and adoption can offer a more nuanced understanding of digital language practices.

Finally, this research suggests that real-time comment dynamics significantly influence neologism formation, yet the conversational and temporal structures of comment threads remain insufficiently studied. Future work employing discourse analysis and interactional sociolinguistics could reveal how spontaneity, virality, and network effects contribute to lexical innovation in

comment sections.

By addressing these gaps, future research can contribute to a more comprehensive and dynamic understanding of how digital environments shape language evolution, with implications for both linguistic theory and practical applications in education, technology, and intercultural communication.

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