

## AN ANALYSIS ON GEN Z SLANG IN RADITYA DIKA PODCAST WITH MUTIARA AMADEA

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### ABSTRACT

This research explores the incorporation of Generation Z slang in a podcast episode led by Raditya Dika, featuring Mutiara Amadea, who is popularly referred to as Curhat Cinta Gen Z. This podcast focuses on topics like romantic connections, emotional journeys, and personal insights that resonate with the daily experiences of Gen Z listeners, making it a valuable source of casual spoken language data. The aim of this study is to pinpoint the different kinds of Gen Z slang present in the podcast and to assess their communicative roles following Allan and Burridge's (2006) slang categorization. This investigation utilizes a qualitative descriptive approach, analyzing carefully chosen remarks from the podcast transcript through consistent observation, transcription, and contextual analysis. The results indicate that the slang of Gen Z manifests in several varieties, such as innovative and imaginative slang, sarcastic slang, mimicry slang, abbreviations, shortenings, and changes in meaning. These slang terms serve to convey feelings, assess romantic partners, foster social bonds, and shape Gen Z identity in online spoken interactions. The study concludes that Gen Z slang significantly influences informal conversation in digital platforms, especially in podcasts, and reflects the ongoing evolution of language driven by digital culture, global exchange, and the identity of today's youth.

**Keywords:** *Gen Z slang, podcast discourse, sociolinguistics, digital media*

### 1. INTRODUCTION

Language is a flexible and continually changing system that adjusts in response to societal, cultural, and technological shifts. As communities evolve, language acts not just as a tool for communication but also mirrors identity, beliefs, and interpersonal connections. In the age of technology, language transformations happen more swiftly than before, largely due to the popularization of online communication channels like social media, YouTube, podcasts, and various kinds of digital content. These platforms foster casual and impromptu exchanges, enabling users to easily employ non-traditional language forms, such as slang, everyday phrases, and mixed languages.

Slang stands out as a key feature of informal dialogue. It is particularly linked to younger individuals, especially Generation Z, who are known for inventing, modifying, and spreading new language styles. Generation Z, referred to as digital natives, has grown up in an environment heavily influenced by the internet and social networks. Consequently, their way of speaking is significantly shaped by global influences, tech advances, and continuous engagement with English via digital formats. Gen Z slang serves not only to streamline communication but also as a symbol of social identity, belonging to groups, and generational affiliation. Through slang, Gen Z individuals convey feelings, opinions, and judgments in ways that resonate with their peers.

Moreover, the lingo commonly employed by Generation Z frequently mirrors current societal concerns, especially those connected to interpersonal dynamics, psychological well-being, and personal sense of self. Words and phrases like harmful, warning sign, vulnerable, and improvement highlight the way Generation Z integrates ideas about psychology and

relationships into their regular conversations. This occurrence reveals that slang is not arbitrary or devoid of meaning; rather, it serves as a valuable communication tool that empowers individuals to express intricate situations in a way that is both accessible and relaxed.

Podcasts are one widely used form of digital media that excellently portrays how Generation Z uses language. Podcasts can be understood as a type of digital conversation characterized by communication that is unscripted, conversational, and involves audience participation. Distinct from formal interviews or scripted content, podcasts permit speakers to interact genuinely, making them helpful resources for real-world language information. The laid-back atmosphere of podcasts supports the incorporation of colloquialisms, verbal pauses, comedy, and displays of emotion that strongly resemble common speech patterns.

The podcast presented by Raditya Dika with Mutiara Amadea, known as *Curhat Cinta Gen Z*, supplies plentiful linguistic content appropriate for sociolinguistic study. The podcast centers on subjects such as affection, romantic connections, emotional challenges, and individual stories that are deeply pertinent to Generation Z listeners. As the discussion proceeds, the participants often use slang terms to depict sentiments, judge connections, and communicate individual viewpoints. The relaxed and personal atmosphere of the podcast cultivates a communicative setting where Generation Z slang spontaneously arises and serves its purpose effectively.

Although podcasts are becoming more and more well-known and Gen Z slang is being used more and more in online media, there is still not much academic research on the use of slang in Indonesian podcasts. A lot of prior studies have looked at slang in online social media posts or written communications, but less attention has been paid to spoken online content like podcasts. As a result, this research attempts to close this gap by examining Gen Z slang in the setting of a podcast.

This study uses the slang categorization system developed by Allan and Burridge (2006), which places more emphasis on the social and practical roles of slang than on purely structural aspects. Their system classifies slang into categories like new and inventive slang, lighthearted slang, copying slang, acronyms, shortenings, and changes in meaning. The study seeks to offer a more thorough understanding of how Gen Z slang functions in real spoken conversation by using this framework.

The goals of this study are to determine the kinds of Gen Z slang used in Raditya Dika's podcast with Mutiara Amadea, to categorize these slang terms using Allan and Burridge's framework, and to examine their communicative roles in the podcast's conversations. In particular, this research seeks to answer the following questions:

1. What examples of Generation Z slang appear during Raditya Dika's podcast episode featuring Mutiara Amadea?
2. Using the classification method developed by Allan and Burridge, how can these slang terms be categorized?
3. Within the conversational content of the podcast, what roles do these Gen Z slang terms play in facilitating communication?

This research aims to advance the field of sociolinguistics, specifically concerning adolescent language patterns and online interactions, through exploring these inquiries. Moreover, it is anticipated that the discoveries could give educators, academics, and digital content developers a deeper understanding of how Gen Z uses language to convey ideas and create interpretations in today's digital environments.

## 2. LITERATURE REVIEW

### 2.1 Slang in Sociolinguistics

Within the field of sociolinguistics, slang is generally considered a non-conventional form of language that is strongly connected to particular social circles, notably the younger

generation. Typically, slang is employed to showcase unity, originality, and a mutual sense of belonging among members of a group. Distinct from standard language, slang is usually casual, very reliant on context, and subject to swift alteration, thus becoming a unique indicator of social dynamics and cultural developments. Because of its ever-evolving character, slang frequently mirrors current societal transformations and the principles held by the groups who utilize it.

Allan and Burrige (2006) describe slang as a very casual and inventive set of words that communicates feelings and assessments. Slang terminology frequently operates beyond its direct sense, enabling speakers to communicate perspectives, feelings, and evaluations succinctly. This expressive characteristic sets slang apart from other informal language styles and underscores its significance in understanding how speakers handle meaning in routine communication. Via slang, speakers can express not just details but also social viewpoint and emotional disposition.

Additionally, slang fulfills several key sociolinguistic roles. It can foster a sense of unity within a group by differentiating those inside from those outside, thus reinforcing social ties within a specific community. Slang also enables speakers to shape and exhibit social identity, as employing specific slang terms can indicate age, social history, cultural connections, or generational association. Moreover, slang often acts as a means for humor, critique, irony, or emotional accentuation, especially in laid-back and conversational environments.

As stated by Allan and Burrige in their 2006 publication, slang is divisible into various groups contingent upon its societal and practical traits, diverging from a purely structural perspective. These groupings encompass inventive and novel slang, distinguished by the advent of new or original phrases, and irreverent slang, which frequently projects comical, uncaring, or judgmental attitudes. Also included are borrowing slang, characterized by adopting terms from other languages or modes of expression; initialisms, wherein phrases are abbreviated to their initial letters; shortenings, where existing words are truncated; and meaning alterations, where conventional words take on different senses. This categorization offers a valuable observational paradigm for scrutinizing the mechanics of slang within social exchanges and mirroring the communicative goals of speakers.

## **2.2 Generation Z and Digital Language**

Generation Z is generally known as the generation that was born into a world filled with the internet, smartphones, and various social media sites. Because of this, the way they speak is largely influenced by the world of digital communication, where being fast, brief, and emotionally expressive is key. Gen Z is often involved in online chats on social media, through messaging apps, and on different digital platforms, which makes them like using language that is more casual and shows more feeling.

A key aspect of how Gen Z speaks is that they often mix and switch between languages, especially Indonesian and English. Words from English are commonly adopted to explain ideas about feelings, relationships, and well-being, such as "toxic", "insecure", "overthinking", and "healing". These words are commonly seen in conversations on social media and have become normal among Gen Z groups. Their use demonstrates not only language borrowing but also being open to different cultures around the world.

Past research indicates that slang used by Gen Z is very important in building their identity and figuring out where they fit in society. When Gen Z individuals use slang, they connect with their friends and current youth trends, while separating themselves from older people. Slang acts as a tool that allows speakers to show they are real and belong. In online spaces where chatting informally is the standard, slang helps to make people feel closer and builds stronger relationships.

Furthermore, the colloquial language used by Gen Z frequently showcases wider societal anxieties, notably those concerning mental health, emotional stability, and the nature of

interpersonal connections. The integration of words related to psychology and relationships into their daily slang reveals a tight bond between the language of Gen Z and their actual lives, along with the social environment they inhabit. This hints that slang is not only a demonstration of their inventive use of language but also operates as a channel via which Gen Z handles both individual and collective difficulties.

### **2.3 Podcasts as Spoken Digital Discourse**

Podcasts have emerged as a widely embraced type of digital verbal communication in recent times. Differing from conventional broadcasting channels, podcasts usually feature unscripted and conversational exchanges, enabling speakers to interact in an easygoing and unaffected style. This off-the-cuff nature renders podcasts especially beneficial for linguistic and sociolinguistic study, given their strong likeness to everyday spoken dialogue.

From a communication viewpoint, podcasts possess several similarities to in-person discussions, such as alternating turns, pausing, reiteration, overlapping speech, and the widespread use of informal language elements like trendy phrases and common expressions. The lack of rigid formal rules encourages speakers to freely articulate personal viewpoints, sentiments, and experiences, which yields abundant and genuine language information.

The presence of slang in podcast communication showcases typical language application in today's digital settings. Trendy phrases fulfill multiple communicative purposes, including conveying feelings, judging circumstances, strengthening viewpoints, and fostering connection between speakers and listeners. Since podcasts often aim at particular audiences, the language employed commonly corresponds with the listeners' language preferences and cultural heritage.

Within the setting of podcasts designed for Generation Z, slang evolves into a vital communicative instrument. It supports speakers in building genuineness, trustworthiness, and connection, making the conversation appear real and captivating. Consequently, examining slang use in podcasts delivers significant understanding of present language patterns and illustrates how digital platforms play a role in language diversity and modification in modern society.

## **3. METHODOLOGY**

This research adopts a descriptive qualitative methodology to explore the incorporation of Gen Z slang within podcast dialogues. A qualitative method is suitable for this study because it centers on understanding language occurrences in their authentic environment, rather than through statistical quantification. The descriptive method enables the researcher to methodically portray and decipher the various forms, categories, and roles of slang terms employed by Generation Z individuals.

The main information source for this research is a YouTube podcast episode led by Raditya Dika, with Mutiara Amadea, titled *Curhat Cinta Gen Z*. This particular podcast was intentionally chosen as it openly addresses Gen Z's experiences concerning love, relationships, feelings, and intimate difficulties – subjects that usually foster the use of casual language and slang. Additionally, podcasts are a valuable origin of genuine spoken language data because they are generally conversational and not pre-scripted.

### **3.1 Data Source**

The information examined in this research is made up of verbal statements that were spoken by the presenter and the participant throughout the podcast show. The emphasis is essentially on statements that have slang terms related to the linguistic habits of Generation Z. Even though both people talking add to the discussion, specific consideration is given to slang terms that reveal Generation Z traits, the expression of emotions, and current teenage trends.

The podcast was reached through the YouTube website to guarantee simple playback and precise writing down of the speech. The sound and video setup also allows for understanding based on setting, since actions, sound of voice, and the situation help make clear the realistic meaning of slang terms.

### 3.2 Data Collection Techniques

The gathering of information was done using a number of well-organized steps to make certain it was correct and dependable:

1. Regular Viewing

The podcast video was watched repeatedly by the researcher to develop a full grasp of the wider situation, topics, and how the conversation went.

2. Writing Down

The exact words of the important parts of the conversation were written down. The writing down emphasized casual language, especially slang words, and kept the original wording to maintain real language.

3. Spotting Slang Terms

The Gen Z slang words in the written text were carefully spotted. Slang words were spotted because they were not standard, were used casually, and had meanings specific to the situation.

4. Picking Information

Only slang words that mattered to what the research was trying to do were picked. Words that showed up a lot or were very important for showing feelings, views, or social connections were given more attention.

### 3.3 Data Analysis Procedures

The qualitative interpretative method was employed for the data analysis. The categorization of slang expressions was performed using the system developed by Allan and Burrige in 2006, which prioritizes the examination of slang's social and functional roles over solely its structural components.

The procedures used in the analysis were as follows:

1. Classification

Each slang phrase was assigned to a category based on the typology of slang developed by Allan and Burrige, which includes classifications like innovative and original, casual, mimicking, abbreviation, initialism, or change in meaning.

2. Contextual Interpretation

The meaning of each slang term was determined through an evaluation of the dialogue in which it appeared. This stage ensured the analysis was based on the meaning suggested by the context instead of depending on dictionary definitions only.

3. Functional Analysis

Each instance of slang was studied in terms of its communicative purpose. This involved figuring out if the slang was intended to convey feelings, foster closeness, highlight points, de-emphasize difficult topics, or create a sense of belonging among people.

4. Tabulation of Findings

The organized presentation of the analyzed data involved tables displaying the slang expressions, interpretations, categorizations, and purposes in a clear and organized way. This tabular arrangement enables readers to easily recognize tendencies and how frequently slang is used.

### 3.4 Research Validity and Reliability

To bolster the study's credibility, the investigator made certain that the assessment was rooted in well-known sociolinguistic principles, notably the Allan and Burrige model. The transcription was repeatedly reviewed and verified to reduce mistakes when interpreting the

data. Furthermore, the importance of contextual examination was highlighted to prevent the incorrect categorization of informal language.

### 3.5 Ethical Considerations

This investigation leverages data accessible to everyone from a podcast hosted on YouTube. Confidential or personally identifiable details were not part of the information used. The study centers exclusively on features of language, and all conclusions drawn are strictly for scholarly research. The integrity of the speakers' identities and their utterances is maintained, ensuring no misrepresentation occurs.

## 4. FINDINGS

This segment details the research outcomes, derived from an investigation into Gen Z slang terms present within the *Curhat Cinta Gen Z* podcast, a show led by Raditya Dika with Mutiara Amadea. The results are centered on pinpointing the different categories of slang employed and clarifying the operational role of these slang phrases during discourse. The interpretive approach is rooted in Allan and Burrige's (2006) system for categorizing slang, underlining the social dynamics and practical considerations related to using slang.

### 4.1 Types of Gen Z Slang Based on Allan and Burrige

The analysis reveals that Gen Z slang appears frequently and naturally throughout the podcast, reflecting informal spoken interaction typical of digital discourse. A total of 20 slang expressions were identified and classified into several slang types proposed by Allan and Burrige, including *fresh and creative*, *imitative*, *flippant*, *acronym*, *clipping*, and *semantic shift*.

**Table 1. Gen Z Slang Based on Allan & Burrige's Classification**

No	Slang Expression	Example in Context	Meaning	Type of Slang	Communicative Function
1	Curhat	"Ini tempat curhat Gen Z"	Share feelings	Fresh and Creative	Emotional expression
2	Ngabuburit	"Ngabuburit sambil ngobrol"	Waiting before iftar	Fresh and Creative	Cultural bonding
3	Mantan	"Trauma sama mantan"	Ex-partner	Imitative	Relationship reference
4	Baper	"Cewek gampang baper"	Overly emotional	Acronym	Emotional labeling
5	PDKT	"Pas PDKT keliatan"	Approach stage	Acronym	Relationship process
6	Ilfil	"Langsung ilfil"	Lose attraction	Flippant	Emotional reaction
7	Gas aja	"Kalau cocok gas aja"	Just do it	Fresh and Creative	Encouragement
8	Toxic	"Hubungan toxic"	Harmful relationship	Imitative	Evaluation
9	Red flag	"Itu red flag"	Warning sign	Imitative	Judgment
10	Overthinking	"Aku overthinking"	Excessive thinking	Imitative	Mental state
11	Insecure	"Jadi insecure"	Lack of confidence	Imitative	Self-perception
12	Trigger	"Jadi trigger trauma"	Emotional stimulus	Imitative	Psychological explanation

13	Cut off	“Lebih baik cut off”	End relationship	Flippant	Boundary setting
14	Ghosting	“Tiba-tiba ngilang”	Disappear suddenly	Fresh and Creative	Dating phenomenon
15	Realistis	“Bukan matre, tapi realistis”	Practical mindset	Semantic Shift	Self-justification
16	Matre	“Dibilang matre”	Materialistic	Flippant	Social judgment
17	Healing	“Butuh healing dulu”	Emotional recovery	Imitative	Self-care discourse
18	Effort	“Cowoknya nggak effort”	Attempt	Clipping	Evaluation
19	Valid	“Perasaanmu valid”	Acceptable	Semantic Shift	Emotional validation
20	Banget	“Capek banget”	Very	Clipping	Emphasis

According to the data provided in the table, innovative and inventive slang stands out as a prevalent category observed within the podcast. Terms like *curhat*, *ngabuburit*, *gas aja*, and *ghosting* illustrate the innovative approaches taken by Gen Z in developing or reshaping language to articulate contemporary societal interactions. These expressions frequently arise from everyday interactions and digital platforms, empowering speakers to convey nuances in a manner that is both more expressive and easily understood. To illustrate, the term *curhat* is commonly employed to depict the action of divulging personal sentiments, most notably emotional difficulties pertaining to affection and interpersonal connections. Its repeated application emphasizes the transparent expression of emotions typically linked to the way Gen Z engages in communication.

Another notable division encompasses borrowed slang, featuring terms such as *mantan*, *toxic*, *red flag*, *overthinking*, *insecure*, *trigger*, and *healing*. These slang phrases are largely derived from English or shaped by worldwide dialogues, particularly originating from social media platforms and discussions concerning psychological well-being. The widespread adoption of borrowed slang underscores the notable impact of English and international cultures on the linguistic practices of Gen Z. These phrases enable individuals to articulate intricate emotional and psychological circumstances in a succinct and socially appropriate fashion.

Slang made up of acronyms, like *baper* (*bawa perasaan*) and *PDKT* (*pendekatan*), is often used in the podcast. These abbreviations help people talk quickly and clearly about complex ideas. In relationships, they make it easier to discuss feelings and relationship stages in a relaxed and casual way. The podcast also includes playful slang like *ilfil*, *cut off*, and *matre*. These words are used to show judgment, emotions, or social opinions in a light and sometimes funny manner. For instance, *ilfil* means losing interest suddenly, showing how Gen Z expresses negative feelings without being too serious. There's also clipped slang like *effort* and *banget*, which are shorter versions of words. This helps speakers say things more clearly and keeps conversations flowing naturally. Using *banget*, for example, makes a statement feel stronger and more personal. Finally, there's slang that changes meaning, like *realistis* and *valid*. These words get new uses in Gen Z talk. *Valid*, which was once used in serious contexts, now means emotional support, showing how Gen Z uses language to show understanding and care in conversations.

#### 4.2 Communicative Functions of Gen Z Slang

Beyond just being a way to classify words, the study shows that Gen Z slang in podcasts has several key roles in communication. First, it helps people express emotions, like love,

insecurity, trauma, and self-thinking. Second, using shared slang helps build a sense of belonging and identity among young people.

Also, slang helps create a close and friendly feeling between the host, guest, and listeners. Using casual language makes it easier to talk about serious topics like heartbreak and mental health. Additionally, slang is used to judge relationships and behaviors. Words like toxic, red flag, and effort let people share opinions in a way that others can understand.

In total, the study shows that Gen Z slang in podcasts isn't used by chance. It's used on purpose to meet social, emotional, and practical needs in digital conversations. The study also supports the idea that slang is a real reflection of how people interact, the influence of the digital world, and what it means to be part of a generation.

## 5. DISCUSSION

### 5.1 Slang as a Sociolinguistic Resource

- The results back up the ideas from Allan and Burridge (2006), who see slang as a useful part of language that carries meaning, not just something different from the standard way of speaking.
- The Gen Z slang used in the podcast is used in a planned and meaningful way, influenced by how people interact, how they form their identity, and what they want to achieve in communication.
- The regular use of slang in the podcast shows that it plays an important role in casual, spoken conversations online.

### 5.2 Dominance of Imitative Slang and Digital Globalization

- Imitative slang, especially English words like toxic, red flag, overthinking, insecure, trigger, and healing, is the most common type used.
- This result matches what research says about Generation Z, who are digital natives and often exposed to global media and online language.
- These words help people express complicated feelings, mental states, and relationships in a clear and simple way.
- The widespread use of this kind of slang shows how global language trends are shaping the way Gen Z communicates, with English playing a big role.

### 5.3 Fresh and Creative Slang as Identity and Solidarity Markers

- New and fun slang words like curhat, gas aja, ngabuburit, and ghosting show how people creatively use language in their daily lives and based on their local culture.
- These words help people feel like they're part of a group, making them feel closer to others who understand the same terms.
- Using words like curhat shows that Gen Z is more open about their feelings and likes to express themselves.
- This kind of slang helps make podcasts that are Gen Z-focused feel more casual, friendly, and easy to connect with.

### 5.4 Flippant Slang and Evaluative Functions

- Slang words like ilfil, matre, and cut off are used to express opinions and show feelings.
- These expressions help people talk about how they feel about relationships and social rules in a relaxed way.
- Using this kind of slang lets people be honest and emotional without coming off as rude or too serious.
- This shows that Gen Z likes to communicate in a casual but meaningful way, especially online.

**5.5 Acronyms and Clippings as Linguistic Efficiency**

- Gen Z uses slang like "baper" and "PDKT" as acronyms, and short words like "effort" and "banget" to show they like being brief and getting things done quickly.
- These acronyms help turn complicated feelings and relationship situations into easy-to-understand words.
- Shortened words keep conversations smooth while still clearly showing what people mean.
- Using these types of slang a lot shows how talking online is similar to writing online in terms of style and structure.

**5.6 Semantic Shift and Emotional Awareness**

- The use of slang like "valid" and "realistis" shows how Gen Z is redefining old words in new ways.
- The word "valid" has changed from being a serious, judgmental term to something that shows emotional support and understanding.
- This change matches Gen Z's emphasis on feeling understood, taking care of mental health, and valuing emotions.
- Creating new meanings for words shows how language changes with new social values and the experiences of each generation.

**5.7 Podcasts as Spoken Digital Discourse**

- The podcast format allows for natural, unplanned conversation, which lets slang come up naturally.
- Podcasts show real examples of how people speak in everyday language.
- Using slang in podcasts helps speakers connect more closely with their audience.
- This backs up the idea that podcasts are useful for studying how language changes in society.

**5.8 Overall Interpretation**

- Gen Z slang in the podcast is used on purpose as a way to communicate effectively, not just for fun or random reasons.
- Slang helps people express feelings, judge how well they know each other, build their identity, and connect with others.
- The study supports the idea that slang shows how people interact, how digital culture influences language, and what it means to be part of a generation.
- The research shows that Allan and Burridge's approach is still useful for understanding modern online conversations.

**6. CONCLUSION**

This study looked at how Generation Z (Gen Z) slang is used in the podcast "Curhat Cinta Gen Z," which is hosted by Raditya Dika and features Mutiara Amadea. The main focus was to find out the different types of slang used and to understand their role in communication, based on the sociolinguistic framework from Allan and Burridge (2006). Using a qualitative descriptive method, the research analyzed selected parts of the podcast transcript to explore how slang works in informal spoken digital conversations.

The results show that Gen Z slang appears often and naturally in the podcast, showing how casual and conversational podcast talks are. The slang used can be grouped into several types, including fresh and creative slang, slang that is not taken seriously, imitative slang, abbreviations, shortened words, and changes in word meanings. Among these, imitative slang, especially those borrowed from English related to feelings, relationships, and mental health, is the most common. This shows how global digital culture, social media, and English language influence how Gen Z talks.

The study also found that Gen Z slang has several purposes in the podcast. It helps express feelings like insecurity, trauma, and affection. It's also used to judge relationships and behavior through words like toxic, red flag, and effort. Slang also helps build closer connections between the host, guest, and audience. Using shared slang helps create a sense of identity, showing Gen Z as emotionally open, socially conscious, and connected through digital platforms. This supports the idea that slang is more than just slang it's a meaningful way to communicate and build social connections. Another important point is that the podcast format encourages the use of slang.

As a form of spoken digital communication that is spontaneous and not strictly planned, podcasts allow people to speak naturally and authentically. This environment helps slang develop naturally, making podcasts a useful source for studying modern youth language and how it changes over time.

This study shows how Gen Z slang plays an important role in how people talk casually online. It also shows that the way people use language can show bigger changes in society and culture. Even though this research only looked at one podcast episode, it gives a good starting point for more studies. Future work could look at Gen Z slang in different podcasts, social media sites, or cultures. It could also compare how different generations use language to better understand how language changes, how people see themselves, and how language is changing in the digital age.

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