



The **post** on which Lady Gaga was **tagged**, exceeded 1M **likes** after 2 hours of being **posted** with 845,592 **replies**!

پستی که لیدی گگا روش **تگ** شده بود، بعد از ۲ ساعت از **گذاشتن پست**، با ۸۴۵،۵۹۲ **ریپلای**، از مرز یک میلیون **لایک** گذشت!



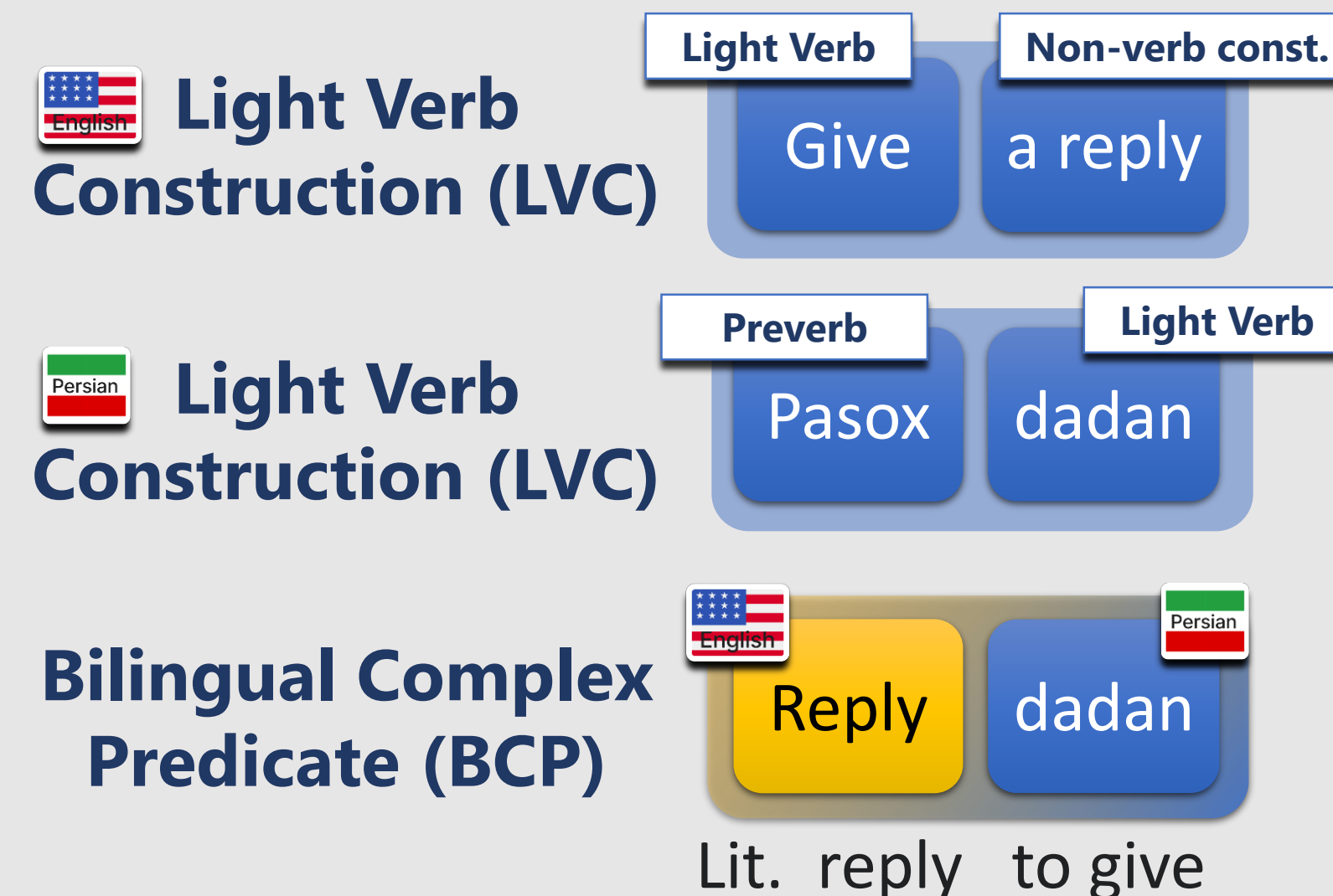
Le **post** sur lequel Lady Gaga a été **taggée** a dépassé 1M de **likes** 2 heures après avoir été **posté**, avec 848,592 **replies** !



Il **post** dove Lady Gaga è stata **taggata** ha superato il milione di **like** dopo 2 ore dall'essere stato **postato** con N **risposte**!



BUT WHAT DO YOU MEAN?



THE VOCABULARY MATTERS!

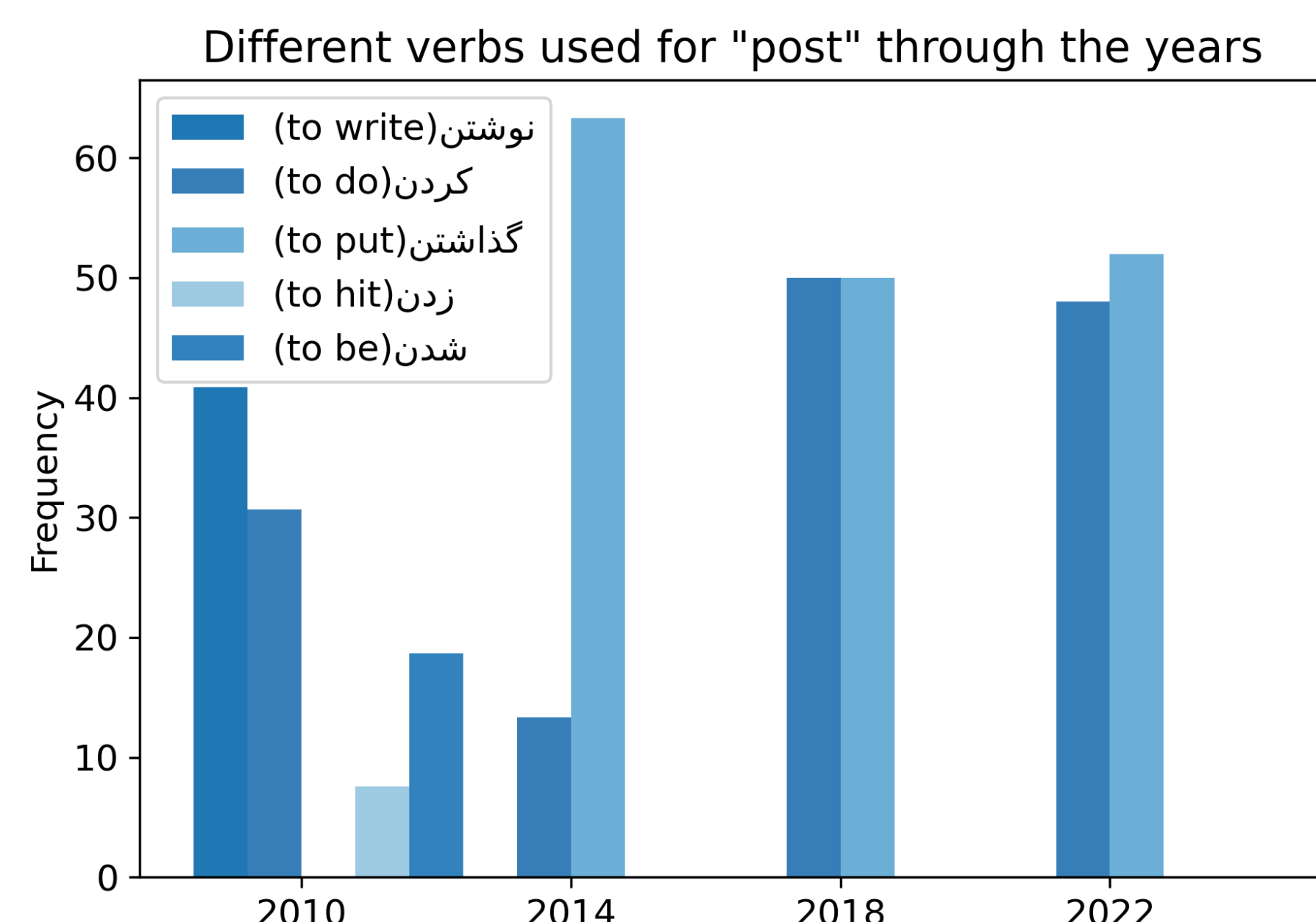
You understand the sentence above, because we share the same vocabulary for social media.

Back in the days, an English speaker would primarily consider the word “**post**” as a **verb** with the **noun** version conveying a letter-related meaning. However, in the context of the sentences above, we consider it to be *a piece of writing, an image, or other content published online, typically on a blog or social media*.

A similar transformation can be observed with the word “**likes**”. While it is often associated with the **verb** form (the conjugated version for the singular third person), in this sentence, it serves as a **noun**.

Our communication environment is evolving due to technological advances: **new terms are introduced, and the meanings of existing ones are refined.**

SAME TERM, DIFFERENT VERBS



DATA & ANALYSIS

43 Social Media Terms

39 English terms written in Persian + 4 most frequent equivalents (used in Persian version)

Analyzing Persian Tweets: A 4-Year Temporal Investigation of 43 Social Media Terminologies

2010 Pre-Instagram
2014 Post-Instagram
2018
2022

4 time slots

Considering tweets related to the activities in different social media

Examining tweets where the corresponding verb is consistently positioned adjacent to the specific term.

term t: position p of the sentence
p+1 is the verb related to the term t

Checking first with Stanza and Dependency tree and then mostly manually

Finding the number of different infinitive used in general.
Finding the number of different infinitive used for a specific term.

13702 tweets

Persian tweets extracted with Apify

The number of weets talking about social media.

9422 tweets

4046 BCPs

Dataset will be published with the article.

LANGUAGE ECONOMY GONE WILD!

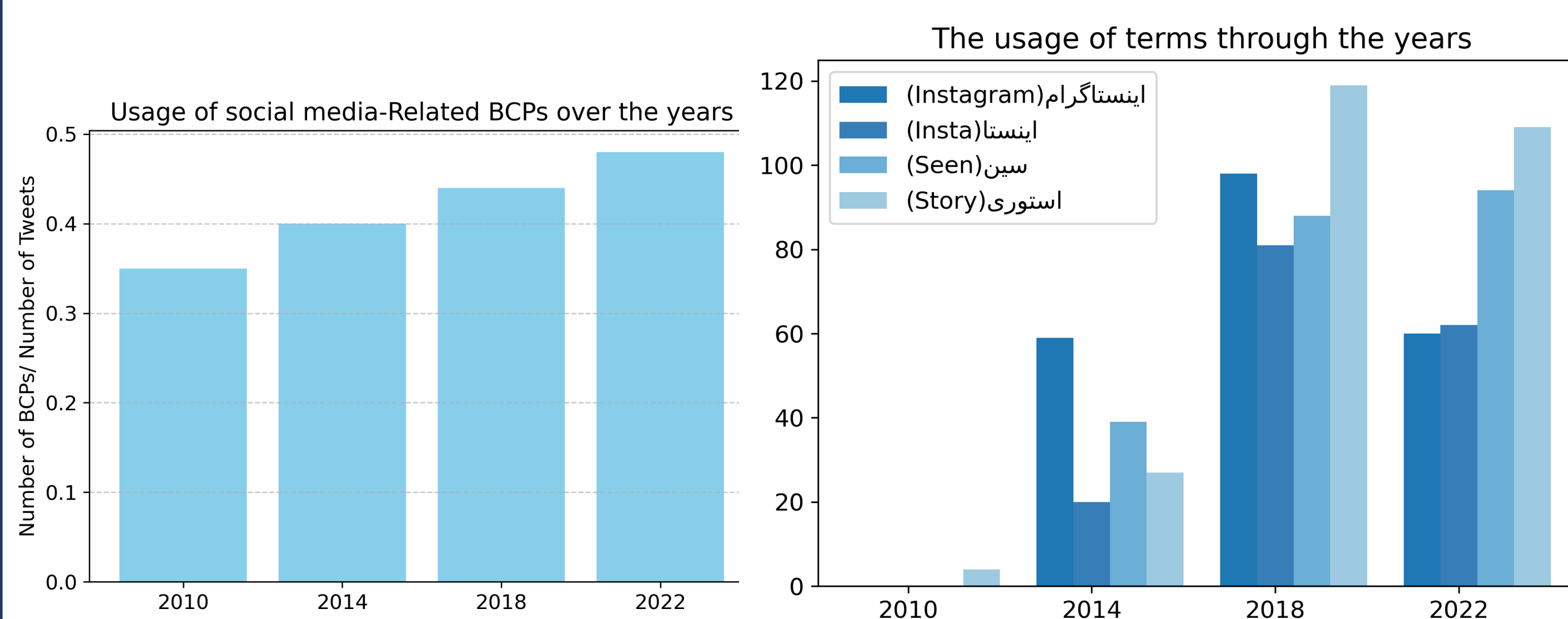


The (Generation) Alpha Effect



Present in 26% of the tweets, disproves [Bateni, 2007]'s prediction of the substitution of simple verbs for compound verbs, in Persian language.

FIRST OBSERVATIONS



CONCLUSION

- ✓ This study uncovers the multifaceted dynamics behind the emergence of novel Bilingual Complex Predicates (BCPs) in Persian.
- ✓ Cultural factors, including the usage of diverse social media platforms, softwares and computer games, play a significant role in shaping these linguistic phenomena.
- ✓ The interaction with English language contributes to the evolution of BCPs in Persian.
- ✓ Our research, as the first of its kind in Persian, serves as a proof of concept, illustrating how extensive, naturalistic datasets from social media can elucidate the mechanisms of language evolution

WHAT'S NEXT?

- ❑ Cross-linguistic study.
- ❑ Checking the process of integration of these words in the destination language.
- ❑ Investigating which process is more successful: changing the meaning of existing words or introducing novel ones.

ABOUT ME



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