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WORD FORMATION PROCESSES IN VIDEO GAMES AND SOCIAL MEDIA

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INTRODUCTION

Internet offers communication with other people across the globe without any limitations. Nowadays, communication between two or more groups of people is carried out in written language. Social media plays the biggest role in written communication. Millions of people are constantly texting with their friends, relatives, colleagues, leaving comments under various post entries, and short messages. Social media has revolutionized the way people communicate today. However, this also changed the way words are formed in said text messages and comments.

People have stopped following the rules of language since the introduction of written communication. This means that certain word formation rules are broken and now words, or neologisms, are invented. The biggest social network today is Facebook. Facebook has millions of daily users and they are all exchanging text messages on daily basis. The greatest audience of Facebook is teenagers and young adults. In today's society time means everything and people are looking for ways on how to save it. One of the ways to save time is to form new, shorter words that carry the same meaning as the complete ones. This is usually done with the help of word formation processes, such as compounding, clipping, and abbreviation. As a consequence, new words arose in the English language of social media: *troll*, *lol*, *rly*, *srsly* and many more.

This new language is sometimes called Netspeak (Greenfield & Subrahmanyam, 2003) and it employs features of spoken and written language. Young people and young adults are comfortable with using this new form of language, and it can develop into new language rules (Baron, 2003, p. 59). Netspeak is seen as a great new phenomenon and is named as one remarkable diversity and creativity (Crystal, 2006, p. 275).

Users of social media use morphological processes to create new words that are a combination of spoken and written language. New words are formed spontaneously, without thinking because people do not plan what they are going to write if the communication happens in real time. This results in authentic words that carry a significant meaning.

Moreover, the younger generation of people usually plays video games and takes part in video game forums, such as Reddit, Facebook Groups and Pages, and other dedicated gaming forums. The same principles of neologisms apply to video game language. In video games, people do not have time to write full words or paragraphs, instead they use some types of abbreviations. Same word formation processes, such as compounding, clipping and

abbreviation are used in video games more than on Facebook comment pages. It is so due to the fact that games are usually fast-paced and multiplayer, as a result short, brief messages are the main form of communicating or giving orders to others. This style of video game communication and word formation is usually taken over to video game forums, according to personal experience.

Therefore, this paper deals with how people use word formation processes to create new words that are short, but carry the same meaning as the full ones. Video games, forums, and their representative fan pages have a great number of neologisms, and that will be the main source of data and focus of this analysis.

The subject of this paper is word formation processes in social media of video games.

The aim of this paper is to examine the word formation processes in social media. In order to achieve the aim, the following **objectives** have been set:

1. to define word formation processes in the English language;
2. to introduce and summarize the opinions of selected researches on word formation processes in social media;
3. to collect examples of video game neologisms, present and analyse the statistics on their frequency of usage;
4. to identify why people use such neologisms.

Qualitative and quantitative **methods** are used to conduct the empirical research. Descriptive, analytical, and comparative **approaches** are employed to interpret the findings.

This paper consists of 5 chapters. First of all, the paper provides an Introduction which describes the concept of word formation processes in social media and video games, the subject, the aim, and the objectives of the research. Secondly, the literature review is an overview of researches similar to this thesis. It helps to develop actions that are necessary to conduct this research. The next part is Methodology which describes from where and how the data is collected and analysed. The empirical part focuses on the analysis of the collected data. Finally, conclusions are made from the results of the analysis. The research also provides references, data sources, and a summary in Spanish.

I. WORD FORMATION PROCESSES IN SOCIAL MEDIA

This section of the paper deals with the literature review and what has been done by researchers on this particular topic.

1.1 The Concept of Social Media

To begin with, not a great number of researchers analyzed word formation processes in video games and their respective social media. First, a general definition of social media must be given in order to understand what it is and how word formation processes can be used in it. Caleb (2015, p. 4) states that there are two types of definitions for social media. The author provides an older definition of social media, which is a form of communication that deals with all sorts of mass media, public and other relations. Social media is digital information created by the users of Internet and it is used to interact with other people. The author also writes that social media has a variety of channels for personal interactions with the use of direct messaging, and those channels are the biggest placeholders of social media, such as Facebook and Twitter. Caleb (2015) notices that there is no mutually agreed definition on social media

Moreover, Caleb (2015, p. 8) emphasizes the newer definition of social media because it is not as robust and hard to understand as the older one. He defines social media as a type of communication that is based on channels through which masses of people interact with one another via user generated content or direct messages. Social media communication with people happens in real time but it is asynchronous.

Antony (2008, p. 5) points out that social media is a conjunction of different online media that share some common features. The features are as follows: social media produces participation and feedback from anyone who is interested. This makes the difference between audience and media minimal. Social media is open to feedback and participation. Users are capable of leaving comments and other information without any restrictions. It promotes conversation, because social media is communication between two or more people, while traditional media is seen as one way sharing of information. Social media forms communities and it lets them communicate. These communities share the same traits and interests, so they can find mutual topics to talk about. Lastly, as stated by Antony (2008, p. 5), social media is a type of technological connection between groups of people that enables them to share various information and resources.

Another definition of social media is given by Danah (2007, p. 1) who states that it is an Internet-based communication and information exchange service which allows people to create public profiles. He also states that people with these social profiles can then look for other members of social media who share similar interests, view their profiles, and connect with them.

Social media is an intangible place where communication between people is conducted. The relationships between people can be established for personal, professional, or communal reasons. The connection between people grows forming groups, or clusters of different individuals, thus becoming a social network. Language in social media is only sent and received via computer network connection (Baron, 2003, p. 10).

The greatest feature of social media is the ability to communicate with other people via text messages, as stated by Danah (2007, p. 3–4). Social networks allow users to leave text notifications on other profiles. Also, they are able to communicate privately, and Danah (2007, p. 3) compares it to a communication through webmail.

Facebook is the most popular social media platform. People can communicate with one another whenever they want, regardless of time. Communication is often conducted between two people in a friendly, non-formal matter and it has some linguistic or non-linguistic uses (Kazaniac, 2009, p. 1).

All in all, social media deals with Internet communication and groups of people. Similar definitions of social media are given by different researchers who analyzed features and structure of social media. Kazaniac (2009, p. 1) states that social media communication is a source of non-formal utterances and it has linguistic uses which are important in order to examine the types of word formation processes in video games and their respective social media places.

1.2 Word Formation Processes in the English Language

This part of the paper deals with the most common word formation processes in the English language. This will aid in analyzing the processes of word formation in video game language and their respective social media groups.

Some researchers state that there are ten word formation processes in the English language. According to others, there are more, but these are the most commonly used processes in the English language. Also, Hana Puspa (2013) writes about construction of words and refers to

Yule (2006) who states that there are eleven simple methods that are used to make new words and phrases.

As stated by Dawud, Al Mubarak, & Putri (2011, p. 3), new phrases are created with the use of word development techniques. They point out ten most common processes used in the English language to make new words. The frequently used word-building processes are as follows: coinage, borrowing, compounding, blending, clipping, backformation, conversion, acronymy, affixation, and multiple processes.

Coinage

Coinage is the creation of new words. These new words have already made their mark in the industry and the world. For example, *Aspirin*, *Nylon*, *Kleenex*, and *Xerox* are widely known words that are a result of coinage.

Coinage is a process when words are created without thinking about them. In some occasions these words are made up so they could serve some kind of a purpose to the speakers or fit in a specific context. A great number of brand names are the result of coinage: *Xerox*, *Kodak*, *Exxon*, *Kleenex*, *Dacron*. Also, coinage can be used to create new words when applying the process to already existing ones, such as *Jell-o*. However, the emphasis is put on the fact that new words are not created on purpose (Zapata, 2007, p. 10).

Coinage is an infrequently used process. On the other hand, social media users often try to create new phrases in order to stand out from others. They usually make up new, bizarre names for their consumer products. These new phrases are then embedded into everyday language (Yule, 2006, p. 53).

One form of coinage is named **eponyms**. These are words that are formed from other words that refer to a place or a person. The most commonly used eponyms are *sandwich* or *Fahrenheit*. Moreover, the usage of eponyms is often spotted in the field of science, some examples are as follows: *hertz*, *volt*, *Celsius* (Wisniewski, 2007).

Borrowing

Borrowing is one of the most widely used word formation process in the English language. To simply define it, it is a borrowing of words from other languages. This word formation process can be seen in the examples of borrowings that the English language has taken from other languages, such *alcohol*, *boss*, *croissant*, *lilac*, and *piano*. Also, according to the authors, other languages are influenced by the English language, and some of them use direct

translations for some objects, for example, *perros calientes* in Spanish literally means *Hot Dogs* (Dawud, Al Mubarak, & Putri, 2011).

Words that are borrowed from the French language are widely used in the English vocabulary. A great deal of English words are included in the dictionaries of other foreign countries, some of the most commonly used phrases are *OK* and *Internet*. Borrowings are usually nouns, but some forms of verbs and adjectives can also be noticed. These noun forms are not dynamic and in order to adapt them to a certain language, they are later transformed into verb forms. As a result, the new words can then be used in spoken and written language. An example of converting a borrowed noun to verb is the word *risk* which came from Italy. Later it was changed to a verb form and it became *to risk* (Finegan, 2007, p. 52).

Another form of borrowing is calque. This process can be described as a literal translation. For example, *skyscraper* – *Wolkenkratzer*, *lehnwort* – *loan word*. These words have their stems translated word-for-word and the meaning of the new and old words is the same (Wagner, 2010, p. 6).

Compounding

Compounding is joining separate words to form a new word. It is a frequently used word formation process in such languages as Spanish, German, and French. Some examples from the English language can be given: *bookcase*, *fingerprint*, *sunburn*, *wallpaper*, *textbook*, *waterbed*, and a great deal of other compound words. It is stated that compounding is one of the most productive word formation processes in the English language (Dawud, Al Mubarak, & Putri, 2011).

Wisniewski (2007) writes that compounding can be divided into 4 types:

- 1 Endocentric compounds: A (modifier) + B (head) = a special kind of B (*sea power*)
- 2 Exocentric compounds: A + B = compound with an unexpressed semantic head (*paleface*)
- 3 Copulative compounds: A + B = the 'sum' of what A and B denote (*bittersweet*)
- 4 Appositional compounds: A + B = different descriptions for a common referent (*singer-songwriter*)

Moreover, it is difficult to understand which part of the compound word should be pronounced with an emphasis. Also, compound words are often hyphenated, written as separate words or even as one word and this makes it hard for language users, including native speakers, to understand how the word should be written (Wisniewski, 2007).

Blending

Blending is a word formation process when two different words are joined together to form a new one, but differently from compounding, only parts of the words are joined. During blending, the beginning of one word and the ending of another is joined together to make a new one. Some examples of blending are given by Siti Zubaidah (2015, p. 269): *brunch* (*breakfast+lunch*), *wefie* (*we+selfie*), and *shopaholic* (*shop+alcoholic*). They give an example of a petrol-like product used in the United States which is made from alcohol and it is called *gasohol* (*gasoline+alcohol*).

There are other means to utilize blending. A new word can be formed from the beginnings of two different words (*cybernetic* + *organism* = *cyborg*), or by taking a fraction of one word and combining it with a full one (*guess* + *estimate* = *guesstimate*). Another popular type of blending is to join names, in this case, celebrity couples (*Brad* + *Angelina* = *Brangelina* or *Ben* + *Jenifer* = *Bennifer*). This type of blending is often used in social media. Some examples of blending are as follows: *spork* (*spoon* + *fork*), *fanzine* (*fan* + *magazine*), *bromance* (*brother* + *romance*), and *Spanglish* (*Spanish* + *English*) (Yousefi, 2009).

In addition to this, blending can also be seen as a type of coinage of new lexemes by uniting two or more parts of different words and the final result is a special kind of phonemic or graphical form of source words (Gries, 2004, p. 639). A great number of social media users utilize blending to their advantage to make up new words in order to facilitate communication between parties. Some of words that were invented by users of Facebook are *wefie* (*we+selfie*) or *shopaholic* (*shop+alcoholic*) (Mustafa, Kandasamy & Yasin, 2015, p. 269).

Clipping

Clipping is a form of abbreviating words by reducing syllables. Frequently, names of people are clipped and it is common in spoken English. Some examples of clipped words can be given: *Ad* (*advertisement*), *Flu* (*influenza*), *Gas* (*gasoline*), *Plane* (*airplane*), *Mum* (*mother*).

Another known name for clipping is shortening, a word formation process when words are shortened without losing their original meaning (Fandrych, 2008, p. 114). Conversational texts in social media usually have a great number of shortened words, simplified sentences or phrases. These shortened words are reduced in vowels and spelling by them into smaller bits until they are converted to monosyllabic or disyllabic forms (Katamba, 2005, p. 180). Also, it is worth noting that clipping can also be used in phrases (phrase clipping): *iolls* – *I and All*, and *uolls* – *You and All* (Stockwell & Minkova, 2003, p. 10).

Backformation

It is a reduction process when words are changed to serve a different purpose, and they are usually verbs. The noun *television* under the influence of the backformation process became a verb *televise*. Also, some examples of backformation are as follows: *edit* (*editor*), *opt* (*option*), and *emote* (*emotion*) (Dawud, Al Mubarak, & Putri, 2011).

Backformation is also known as back-derivation, retrograde derivation or deaffixation, and it is the least used word formation process in the English language. During the backformation process affixes are deleted and words are left morphologically shorter. This type of forming new words is seen as unnatural, newly invented words are often frowned upon. For this reason backformation is mainly utilized to create humorous, silly or ironic words that would not be used in formal contexts (Stašková, 2013, p. 31).

Conversion

According to Dawud, Al Mubarak, & Putri (2011) conversion is a word formation process when words change their function without any reduction. Usually conversion is used on nouns to make a verb form. Also, they say that this process is becoming more productive in the English language. The authors give examples of different conversion types. The first type is the noun to verb conversion: *paper* – *to paper* - *papering*, *butter* – *to butter* - *battered*, *bottle* – *to bottle* – *bottled*. In addition to this, a second type of adjective to verb conversion is given: *dirty* – *to dirty* – *dirtied*, *empty* – *to empty* – *emptied*, *up* – *to up*, *down* – *to down*.

Acronyms

Acronyms are abbreviation of words when the first letters are taken from phrases and put together to form a consonant and vowel sequence. These words are usually in capital letters. Some examples of abbreviations are given by the researchers: *NATO*, *NASA*, and *UNESCO*. Also, they write about another type of abbreviation which is called syllabic abbreviation. The words are often in lower case, and their first letter is usually capitalized. Some examples of syllabic abbreviation are given: *Laser* (light amplification by stimulated emission of radiation), *Radar* (radio detecting and ranging), and *Scuba* (self-contained under water breathing apparatus) (Finegan, 2007, p. 48).

There is also a second type of acronymy which is called initialisms. These words are pronounced letter by letter: *DNA*, *USA*. Some words that are used on daily basis are acronyms or initialisms, and one example of this is the word *OK*. Acronyms and initialisms can be divided into groups:

- Acronyms that do not contain initial letters (*Interpol* - *International Criminal Police, Organization*, *radar* - *radio detection and ranging*).
- Words pronounced as initialisms and acronyms (*CD-ROM*, *JPEG*).
- Abbreviations that refer to itself (*PHP* – *PHP hypertext preprocessor*)
- Pseudo initialisms which sound like a full phrase or a word when pronounced (*IOU* – *I owe you*, *CU* – *See you*). This type of word formation is often seen on the Internet.
- Initialisms with unnecessary abbreviated word at the end (*PIN number* – *acronymy and initialism*) (Finegan, 2007, p. 48).

Affixes

Affixation is the most frequently used and the oldest word formation process in the English language. Affixes are bound morphemes that cannot stand alone and are added to either the beginning or ending of the word. Some examples of affixes can be given: *un-*, *mis-*, *pre-*, *-ful*, *-less*, *-ish*, *-ness*. Affixation is further divided into specific categories: prefixation and suffixation. A prefix is defined as a bound morpheme that goes in front of the word, for example, *un-* (prefix) + *happy* (word) = *unhappy*. An affix is a bound morpheme that goes to the end of a word, for example *-ness* (suffix) + *ill* (word) = *illness* (Puspa, 2013, p. 3).

Multiple Word Formation Processes

The last word formation process uses different means to make new words. There is a possibility to find words that are formed with the use of two or more word formation processes. An example of a word can be given: *snowballed* is formed from two words *snow* and *ball* that were joined together with the help of compounding. Later, this word is converted from a noun to a verb and its final form is *snowballed*. It is one example of many more mixes of word formation processes in the English language (Dawud, Al Mubarak, & Putri 2011).

In conclusion, word formation processes are morphological devices used to create new words and phrases. Some of these processes are more productive than others but in general they are used in everyday communication to some extent. Also, a small fraction of these word-building techniques are employed in social media communication which will be discussed further in this paper.

1.3 Neologisms

In order to understand what a neologism is, a definition should be given. According to Kubova (2009, p. 12), there is a great deal of definitions regarding a neologism. Peprnik (2006, p. 76) defines neologisms as new words. He says that these words are the result of word formation and neologisms appear over time because the language is always changing.

Štekauer (2008, p. 101) defines neologisms as coined words that are used by other people. New words are used only in close groups of individuals or they appear once and then are forgotten.

Kubova (2009, p. 13) focuses on the origin of neologisms. She states that a great deal of neologisms have unknown origins. They are spotted in the media such as newspapers and magazines. Moreover, Lehrer (2007, p. 3) states that neologisms and blends are seen in media, for example, newspapers, articles, and advertisements. The author emphasizes the fact that the usage of neologisms in media is crucial because it is a tool to grab readers' attention and make them remember a product or the title of an article they have read.

According to Peprnik (2006, p. 77), neologisms are produced with the intent to create something new, a word that has never been used before or convert foreign phrases with the fresh ones. He gives an example of a *dustman* (sanitation engineer) which supports his claim that neologisms widen the spectrum of occupational names.

As stated by Lehrer (2008, p. 1), neologisms are often created with a joke or word play in mind. The author says that neologisms consist of puns, word play, allusions, and puzzles. In addition to this, he claims that neologisms cannot be created if some quality of the word does not exist in life.

Furthermore, Kubova (2009, p.13) writes about the word formation process of neologisms, and how they become usable in everyday situations or are forgotten. According to Bauer (1983, p. 42–48), neologisms experience some kinds of word formation processes. He states that neologisms are, first of all, coined. After the coinage, the word either is introduced and used by some groups of individuals or is neglected. Moreover, the newly coined word becomes a neologism. Later, the new word is lexicalized, or it is erased from the language.

To sum it all up, neologisms are new words that have undergone some means of word formation processes, as stated by the researchers. These new words define some qualities of a real life events or items (Lehrer, 2007, p. 3). Neologisms first appear as coined words that are

used by certain speech groups. Later, the new words are either accepted by the society or they are slowly forgotten (Bauer, 1983, p. 48).

1.3.1 Neologisms in Video Games

Broek maintains (2009) that video games are a source of neologisms and new words. She points out that neologisms appear all the time because the English language is dynamic and never stops changing. Chandronait (2009) claims that video game words are modern Internet colloquialisms.

Sheindlower (2009) states that video game neologisms portray a specific part of the society. He says that new words in video games were created due to the fast-paced nature of them.

Chandronait (2009) puts emphasis on the rapid gaming environment. The author says that a great deal of words was spelling mistakes that occurred when gamers type fast while playing. He gives an example of one popular word used in video game language which is *pwn*. The original meaning of this word is *to own* or *to be better than another player*. As Chandronait maintains, it might have formed due to the fact that letters on the keyboard are further away and players type as less letters as possible to save time, or it is a spelling mistake due to typing too fast. Another example by him is a word *teh* which originally is *the*. It is not an accepted form to be used in while writing papers, but every person who plays games will know what this spelling error means.

In the article, Chandronait (2009) talks about the conversion of old rarely used words. An example of a word *griefer* is given, which is defined as a person who annoys other players on purpose by destroying in-game items or disturbs their gameplay. He claims that video game players converted an already existing word by simply adding a suffix to it.

It can happen that people will start using words that are usually spotted in small social groups, such as video gamers (Chandronait & Broek, 2009). The author uses an example of a word *noob* that is used almost exclusively in video games. It means *a beginner* and is perceived as an insult, but according to him, a great deal of people who do not play video games already know what *noob* means and use it in real life situations.

A few people claim that the Internet language is a huge hindrance to everyday language because it makes people use means of faster communication and short-form words. As the author maintains, it has little impact on the society and new words that come from video games will be used only by those people who play them (Chandronait, 2009).

In conclusion, neologisms that come from video games are most likely simple spelling mistakes made while typing fast (Chandroinait & Broek, 2009).

According to Chandroinait, some words are revived old word forms with a new meaning, and other words have become insults. As stated by the author, these words are mainly used within a specific user group and that is video game players.

1.3.2 Word Formation Processes in Video Games

This section deals with word formation processes used in video games language. The most frequent and productive word formation processes in video games are covered in this subchapter.

Word formation process called clipping is frequently used in Internet language (Hatch & Brown, 1995). They state that acronyms and initialization are similar word formation processes by how the words are made.

According to Kalima (2007, p. 6), video game communication relies on texts. She says that it would be hard or almost impossible to distinguish between an acronym and initialization. As Kalima points out, blends are combinations of different parts of other words, and she gives two examples: *dawk* (*hawk* and *a dove*) and *brunch* (*breakfast* and *lunch*). It should be pointed out that blends are often mixed with compounds that rely on similar word formation process.

Kalima (2007, p. 6) holds that affixation is also one of the mostly used word formation processes in video game language. Moreover, she states that word formation processes, such as blending, clipping, acronyms, and coinage are widely used in specific contexts, for example, video games.

The author analyzes the frequency of word formation processes in video game forums. She gathers 366 words and divides them into frequencies and percentages. According to her, the most frequently used word formation processes in video game forums are acronyms with the frequency of 140 (38.3%), clipping with the frequency of 138 (37.7%). The third commonly used word formation process is shifts with the frequency of 21 (5.7%). Kalima (2007, p. 12) claims that acronyms and clippings are the most noticeable word formation processes in her research of video game forum language. These word formation processes make up 76% out of 100%. The least used word formation processes are blends (0.5%) and loans (0.3%). She explains the results and says that video game forum users are well acquainted and they look

for ways to communicate faster. People develop their own words to make communication easier for them.

In conclusion, Kalima's (2007) analysis of word formation processes in video game forums shows that acronymy and clipping are the most frequent. She explains this phenomenon as a way of creating new words for easier communication. The least favorable word formation processes are loans and blends.

To conclude the theoretical part, neologisms that occur in video games are also used in the respective social media. The researchers who deal with social media define it as an online medium of communication where information is exchanged in a written format; it usually includes interpersonal communication or public display of some sort of information. Also, the most frequent users of social media are teenagers and young adults and this explains why they employ specific word formation processes.

The English language has 10 most commonly used word formation processes. They are as follows: coinage, borrowing, blending, compounding, clipping, backformation, conversion, acronyms, affixes, and multiple processes.

One result of word formation processes is the appearance of neologisms. The unanimous definition of a neologism is a newly formed word that has never been used before, or an old word with a new coined meaning. It is important to mention that neologisms are frequent in video games. Chandroinait (2009) says that a reason behind neologisms is the fast-paced nature of video games. Players do not have time necessary to type full words so they make up abbreviations or new words that help them communicate faster, more efficiently, and with fewer keystrokes.

Video game language and neologisms are created when applying certain word formation processes. According to Kalima (2007), the most frequently used word formation processes in video games are acronymy and clipping. People use such word formation processes because acronyms and clipping naturally shorten word forms and it takes less time to write and post them.

II. METHODOLOGY

This chapter of the paper deals with the methods used to conduct the empirical survey. The first subchapter describes the sources from where the data for analysis is collected. In the second subchapter a list of steps to perform the research is given with brief examples and a description of methods used to interpret the information.

2.1 Data Gathering

After compiling and analyzing the information of different researches on the word formation processes in the English language, on the Internet, social media, and video games, conclusions were made. The results of the analysis of the theoretical part show that the most frequently used word formation processes on the Internet are acronymy, clipping, and shifts. Therefore, these word-building techniques were chosen to be screened, collected, and analyzed.

The topic of this research paper is word formation processes in social media and video games, thus the data for the empirical part is collected from a variety of sources on the Internet. One of the sources for the information is social media. Since this paper also deals with video games, the social media sites are chosen accordingly. Websites such as Facebook (www.facebook.com), Reddit (www.reddit.com), 9Gag (www.9gag.com), and MMORPG News (www.mmorpg.com) are used to gather information for this research.

The second source of acronyms, clipped, and coined words are massively multiplayer online games. Online video games, such as The Elder Scrolls Online, League of Legends, World of Warcraft, and Archeage were chosen due to their large player base. Also, these games have large Internet communities that are active on social media mentioned previously (Facebook, Reddit, MMORPG forums). Another reason why online video games are chosen is the fact that they are fast-paced, and as one of the researchers stated, people tend to use a great number of abbreviated word forms in fast action environments to communicate with other players.

2.2 Methods of Data Processing

The first step was to log in to an online video game and spend at least a couple of hours looking at the chat window where players communicate with each other. The goal was to look for abbreviated word forms or phrases. After spotting these words or abbreviated phrases they are put down on a sheet in their communicated form (e.g. *WTB*) with the original meaning (e.g. *WTB – Waiting to Buy/Want to Buy*).

The second step of gathering information was to go to the social media websites and scan the comments and forum entries. The target social media was the communities of those online videos games because people take their video game vocabulary and use it when writing comments, posting forum entries or simply when communicating with someone else who plays video games. Short, abbreviated word forms or phrases were spotted, and their communicated forms and original meaning were put down on a sheet (e.g. *OMG* – *Oh My God*, *Rly?* – *Really?*, *K m8* – *Okay, mate*). During the scanning process a tendency was noticed that the number of abbreviated word forms or phrases depends on the social media website and even on the online video game. In some websites there was a lack of abbreviated word forms and people communicated without utilizing them, aside from names for video games (e.g. *GW 2* – *Guild Wars 2*). Other video games (League of Legends) showed a tendency of consistent usage of abbreviations in the game and on social media.

The third step is to compile and analyze the information. Communicated forms and their original meanings are given (e.g. *CU l8r* – *See you later*). These words are divided into groups of how they were formed:

Acronyms	Clipping	Shift	Homophonic Literation
OMG	Tech	Feed	Cu l8r
(Oh My God)	(Technology)	(Help the enemy)	(See you later)

After grouping the words the frequency of usage of word formation processes is given. Moreover, the decision is made on why people choose to utilize said word formation processes when they are communicating on social media or when playing video games.

A quantitative methodology is used to gather the data on word-building techniques from online video games and social media. In addition to this, a qualitative methodology is used to group the words, and measure their frequency of usage.

Lastly, conclusions are made according to the findings and the results of empirical survey.

III. THE ANALYSIS OF WORD FORMATION PROCESSES IN SOCIAL MEDIA AND ONLINE VIDEO GAMES

This part of the paper deals with the empirical survey conducted on the topic of word formation processes in video games and social media.

Following the first two steps to conduct this research a number of 125 examples were collected. There were a great deal of words that were repeated, therefore the most commonly used word forms and abbreviated phrases were selected.

After scanning social media websites for shortened word forms and phrases it was found out that people use word formation processes such as acronymy, clipping and shifts to some extent. A great number of conversations were carried out in an appropriate manner without any shady abbreviations or unknown words. Moreover, it can be said that the usage of abbreviated forms depends on the age, type of social media and video game community.

For the scanning purposes the following social media websites are selected: Facebook, Reddit, MMORPG.com, and 9Gag.

3.1 Word Formation Processes in Social Media

Facebook is a widely used and is one of the most popular social media websites in the world. People of all age use this device of communication and gathering of information. Most of the exchange of information takes place in a form of commenting under a post. Whenever a comment is posted under someone else's entry a name of the author and their profile picture can be seen and thus a preliminary guess can be made about his age and gender. Moreover, there is a limitless amount of groups or communities on Facebook such as groups for jobs, movies, music, books, culinary, crafts, video games, and et al. The selected community groups on Facebook are online video games due to the nature of players to utilize abbreviations in video games and on social media. Facebook groups that were selected for this research are the following: League of Legends, The Elder Scrolls Online, World of Warcraft, and Archeage.

Video game players who use Facebook as a device of communication and exchange of information tend to employ abbreviations or shifts. The act of communication between two or more people on Facebook happens in real time, therefore people try to react fast and reply. This can be compared to the environment of a video game, the faster one writes a message,

the better. Users take this style of video game talk and apply it on Facebook messages. After going through the selected video game community groups a tendency can be seen that League of Legends players use more abbreviations than those who play other online games. The game League of Legends is fast-paced and every second matters, there is no voice chat available and players have to communicate with their team in text. This behavior does not change on Facebook groups as players utilize jargon of said video game as much as they can. The lowest usage of abbreviations and other word forms is seen in the community group of The Elder Scrolls Online. People tend to communicate in a cleaner way, use coherent and logical structures instead of writing a few letters to portray their ideas. This is due to the fact that these two online games and their communities are demographically different.

Table 1. Most commonly used word forms on League of Legends community groups on Facebook.

Type	Word	Word Formation Process	Meaning
Expression	WTF	Abbreviation	What the fuck
Verb	FTW	Abbreviation	For the win
Homophonic literation	U2	Abbreviation	You too
Expression	GG	Abbreviation	Good game
Verb	Rekt	Clipping	Wreck

To sum it up, the usage of abbreviations and other word forms depends on the community. Surprisingly, the words listed in the table did not occur or were infrequent on other social media. Younger communities with more fast-paced online games will use more jargons, slang and other neologisms than the older community with a more linear game progression. Also, most of younger people do not consider structuring their sentences or ideas in a coherent and logical way; therefore they utilize neologisms and write short word forms because it is faster than writing full words.

Reddit is another popular and widely used social media platform on the Internet. Reddit users identify this platform as “The front page of the Internet”. This social media website has dedicated communities where people post articles, engage in discussions, share information on topics in which they are interested. Reddit also has its own etiquette which is called “Rediquette”. People, who run these Reddit communities, set specific rules on how to formulate titles, what can and cannot be posted, and even what language should be used (formal or informal). In most cases Reddit users tend to write without the use of abbreviated word forms, common ones such as *LOL* or *OMG* are frequently used.

The online video games that were selected to conduct this research have thriving communities and their own dedicated websites on Reddit. These communities do not mention anything

about what type of language should be used when communicating, aside from profanities and other words that do not make any sense.

After scanning the selected online video game community websites a conclusion can be made. Users of The Elder Scrolls Online, World of Warcraft, and Archeage Reddit groups tend to utilize fewer abbreviated word forms than those who play League of Legends and browse its dedicated Reddit website. The most commonly used phrases across these communities are the following: *OMG*, *LOL*, *MMO*, *MMOS*, *U*, *IMHO*, *Rly*. These abbreviated words are simple expressions of emotion (*OMG*, *LOL*), abbreviated names for the games in general (*MMO*, *MMOS*), a phonetically similar word (*U*), and abbreviated phrases or clipped words (*IMHO*, *Rly*). It can be seen that the words used on Reddit community websites are simple, everyday phrases used on the Internet basically everywhere.

On the other hand, the community of League of Legends uses a great deal of abbreviated word forms on their website. This can be even spotted in the titles of topics, but the highest concentration of shortened words is in the comment section, where discussions take place. Together with previously mentioned words (*OMG*, *MMO*, *LOL*, *Rly*, and etc.) people used more of their own in-game jargon to describe their actions or express an opinion on some matter.

Table 2. Some of the words commonly used on Reddit. The type of the word and its original meaning is given.

Type	Word	Word Formation Process	Meaning
Expression	OMG	Abbreviation	Oh my God!
Verb	LOL	Abbreviation	Laugh out loud
Noun	MMO	Abbreviation	Massively Multiplayer Online (Game)
Statement	IMHO	Abbreviation	In My Humble Opinion
Homophonic literation	U	Clipping	You

To conclude, Reddit users are more aware of their language than Facebook users. One explanation to this is that Reddit does not have a real time communication system, comments can be written without a rush, where on Facebook people communicate faster – they can send their short comments with a click of a button and seconds after they see a reply to their entry. Reddit users tend to think about what they write and they structure their comments in paragraphs. It can be said that Reddit user base is more mature than Facebook.

MMORPG.com is a website that brings online video game communities together and brings the best news, features, and announcements about MMORPGs (Massively Multiplayer Online

Role Playing Games). This website was created in early 2002 and is extremely popular and successful ever since.

This website does not have a real time communication platform that Facebook has. Everything is based on a forum board and news that allow comments. Because MMORPG.com is a collection of people who play a variety of online video games it is not wise to divide them into community groups based on previously mentioned online games. This website is chosen to see whether people, who play video games, use abbreviated word forms or phrases in general.

The forums of MMORPG.com are chosen to be scanned to look for abbreviations, clippings, shifts or phonetically similar words. After going through numerous forum discussions a conclusion can be drawn that people who engage in discussions on this website rarely use previously seen abbreviations (*OMG*, *LOL*, *WTF*, etc.). The most commonly used abbreviations are the names of online video games (*ESO*, *GW2*, *WoW*, etc.). The discussions are thoroughly structured, coherent and logical. There are some cases when a word such as *LOL* or *GJ* is used, but mostly people talk about video games and their problems, therefore they use shortened names for them. This makes the text easier to read, more compact and it is faster to type.

Table 3. Most commonly used word forms in discussions on MMORPG.com. The type of the word and its original meaning is given.

Type	Word	Word Formation Process	Meaning
Expression	OMG	Abbreviation	Oh my God!
Verb	LOL	Abbreviation	Laugh out loud
Noun	B2P	Abbreviation	Buy to play
Noun	F2P	Abbreviation	Free to play
Adjective	Vanilla	Shift	Something that is not modified or is classic

When compared to Facebook and Reddit, the community of MMORPG.com seems to use fewer abbreviated word forms or phrases in their discussions. One of the reasons could be that the larger part of the community is people over their 20s and 30s who are still interested in video games. Due to their age people engage in more meaningful conversation without the use of unnecessary abbreviations or shortenings of word forms. It makes the discussion understandable, and even professional.

9GAG is a social media website and an online platform used by millions of people across the world. It was founded in April 12, 2008 and is amongst the most visited websites on the Internet. At first, it was a website to share humorous information between people – an

alternative for emails. After numerous successful attempts to become exposed on social media 9GAG became the website it is today. People post funny images, stories, and comics on this website. They get to vote which post is funny and which should be overlooked. The funniest posts reach the first page (called Hot on the website) where it is seen by thousands, and even sometimes millions of people. The word *meme*¹ was also invented by the community of this website.

9GAG does not have dedicated video game communities and people who post there may or may not play online video games. Due to this fact 9GAG is chosen as a control website to see if people with no or minimal video game background use abbreviated word forms or phrases in their posts.

Numerous 9GAG post comments were scanned for commonly used abbreviated word forms. It can be said that 9GAG users use simple expressions such as *LOL*, *OMG*, *WTF*, *FTW*, and others. Unless the post is about a specific video game, no online game jargon or related abbreviations can be spotted. Aside from shortened insults, jokes or puns, only emotional expressions that are widely known on the Internet and are seen in phone short message communication were frequently used.

The largest part of 9GAG community consists of users aged between 14 and 20 years old. It is surprising because according to these ages they should be playing games and they should use a specific lexicon when communicating. These people may not play online video games which is the main source for abbreviated word forms because, first of all, such games allow communication between players, and secondly, they are fast-paced. From the analysis of 9GAG posts a conclusion can be made that the majority of people between ages 14 and 20 play single player games that do not require people to communicate at all, thus they do not acquire the vocabulary used by online video game players.

To conclude the analysis of posts on social media websites, the amount of usage of abbreviated word forms and phrases highly depends on the type of social media platform, online video game, and the demographics of the user base. It can be said that the League of Legends community groups on Facebook and Reddit are the largest users of abbreviated word forms and phrases such as *LOL*, *OMG*, *WTF*, *GG*, *GJ*, *FTW*, *noob*, *rekt*, and etc. This occurs due to the fact that League of Legends player base is young, mostly comprised of teenagers, and younger people tend to be more active and use abbreviations because it is easier to

¹ Meme (noun) \ˈmēm\ is something amusing, funny or interesting (a captioned picture, video, story) that spreads rapidly over the Internet, especially on social media sites, according to Merriam-Webster Dictionary.

communicate, takes less time to write than a full word. When coming towards more mature audiences, such as MMORPG.com or online video game community groups of The Elder Scrolls Online, and World of Warcraft, the usage of acronyms goes down significantly. The only abbreviations are the names of video games and emotional expressions. This can be explained with the desire to appear mature, produce coherent, logical text that would engage other to a meaningful conversation or a discussion.

3.2 Word Formation Processes in Online video games

The analysis of the tendencies on social media community groups has shown that people use abbreviations, clippings, and homophonic literation in every day communication. These word formation processes are taken directly from online video games and utilized on social media platforms. One of the most convincing reasons why people use such word-building techniques to create shortened forms is convenience and speed.

It is necessary to take a look at online video game communication channels to see how often players employ word formation processes that produce shortened forms. In order to conduct the analysis, a number of popular massively multiplayer online video games are selected. These online games are the following: League of Legends, The Elder Scrolls Online, World of Warcraft, and Archeage. The genre of the games, its nature (slow, team-oriented, action, simulation, etc.), size, and age of the community is described to better depict the employment of the most frequently used word-building processes in online video games. The in-game communication channels were observed through a span of 2 hours for each game.

League of Legends (hereafter LoL) is a MOBA type of game. This abbreviation stands for Multiplayer Online Battle Arena. LoL was released in October 27, 2009 by a company Riot games. The game strictly is team-oriented. Two opposing teams of 5 or 3 players are fighting each other for objectives and victory. The winning team is the one who destroys the opposing enemy's vital objective (called Nexus).

There is no voice communication in this game. Some professional or amateur groups of players use third party software to communicate using headsets with microphones instead of typing. Naturally, the teams have to communicate through an in-game chat system.

The nature of this game is fast and full of action. Some people refer to this game as “action chess” because the placement and movement of players is crucial to the outcome of the game, and skirmishes end in seconds. Due to the fact that this game is action-oriented people are likely to use abbreviations every time they communicate.

The community is one of the largest on the Internet. According to the studies based on the demographics of LoL, the count is over 100 million monthly active players. Also, based on a survey conducted by Riot games, the average LoL player's age is 16-25. 16-20 years old (referred to as teens) make up 40.57% of the player base, 21-25 years old (referred to as young adults) make up 27,4% of the player base, the rest of the players are older than 25 or younger than 15-12 years old.

After spending 2 hours in-game analysing the chat window these are the findings: LoL players use a great number of abbreviations, clippings, and homophonic literation. 10 most commonly used examples are given in Table 4.

Table 4. Most commonly used words in League of Legends chat.

Type	Word	Word Formation Process	Meaning
Verb	K	Clipping	Ok
Exclamation	Y	Clipping	Yes
Expression	Ty	Abbreviation	Thank you
Expression	OMG	Abbreviation	Oh my God!
Expression	LOL	Abbreviation	Laugh out loud
Adjective	SS	Clipping	Missing
Noun	KS	Abbreviation	Kill steal
Noun	Noob	Shift	New, rookie, inexperienced
Expression	WTF	Abbreviation	What the fuck
Verb	Rekt	Clipping	Wrecked

As shown in Table 4, the most commonly used word formation process in LoL is acronymy, shortening of word forms to primary letters. The second, most frequently used word-building technique is clipping, but it is an extreme form of clipping when only one or two letters are left. Moreover, there were a great deal of game-related vocabulary which is not included, words such as *Q*, *W*, *E*, *R*, *Ult* (type of abilities that are bound to player's respective keyboard buttons) were left out and examples that are widely used in video games and on the internet are chosen (*OMG*, *LOL*, *TY*, etc.).

World of Warcraft (hereafter WoW) is an MMORPG. This abbreviation means Massively Multiplayer Online Role Playing Game. WoW was released in November 23, 2004 by Blizzard. It is one of the most successful, and known online video games in the world. In the earliest days it was the game with the largest player base and reached over 12 million active players in October 2010. Unlike LoL, World of Warcraft is a third-person online game where people can interact with one another. The progression is linear and it can take years to reach

final levels, but even then Blizzard adds new content expanding the possibilities of activities. This game has a lore based on Warcraft which is a widely known real time strategy game.

Players progress at their own pace and there is no feeling of rush. Milestones are sometimes achieved in months, but it can be done faster when in a group. The system of communication is similar to that of League of Legends; voice chat communication is not possible without any third party software. Players exchange information through a chat window.

At this moment, World of Warcraft has over 10 million active subscribers, according to various websites that analyse sales and popularity of the game. As stated by The Deadalus Project, the average age of WoW player is 28 years old and 84% of total players are male. Moreover, the study has shown that female players are older, and the average age is 32.5.

Also, it should be noted that this game is buy to play and subscription based. This means that people have to buy either a physical copy of the game or pay a fee and download it. After the purchase, a subscription is activated and players have to pay \$15 every month in order to play the game. This already explains the average age of the players because at that age people can afford to buy and play the game, unlike League of Legends, which is a free to play game and the community is younger.

After going through the in-game chat window for 2 hours, these are the findings: WoW players use more general and known abbreviated word forms and phrases, such as expressions and exclamations. Some phrases are related to the game, but the words are not something that could not be used in real world text communication. 10 most commonly used words in WoW are given in Table 5.

Table 5. Commonly seen words in the chat window of World of Warcraft.

Type	Word	Word Formation Process	Meaning
Exclamation	KK	Clipping	Ok
Exclamation	YW	Abbreviation	You're welcome
Verb	BRB	Abbreviation	Be right back
Noun	Troll	Shift	Someone who is annoying on purpose
Verb	LFG	Abbreviation	Looking for group
Noun	Dungeon	Shift	Labyrinth-like corridors with monsters. Completing it gives players rewards
Noun	AH	Abbreviation	Auction house
Noun	DoT	Abbreviation	Damage over time
Noun	DPS	Abbreviation	Damage per second
Noun	Raid	Shift	Group of people who are to fight a huge boss monster

From the examples in Table 5 it can be said that the most frequently used word formation process is acronymy. These acronyms are related to the game but can also be used in real life context without a problem. The second frequently employed word-building technique is conversion. These words may seem ambiguous without a context, but are easy to use because they have similar meaning inside and outside the game; moreover the word *troll* is commonly used in real life.

Elder Scrolls Online (hereafter ESO) is another MMORPG (Massively Multiplayer Online Role Playing Game). The game was released in April 4, 2014 by ZeniMax Online Studios. It is in the Top 10 of most played online video games. ESO is said to be based on The Elder Scrolls game series which introduced first-person action combat to the gaming world in 1994. The lore and the game world was started to develop the same year, in 1994, and is always expanding and being filled with new stories to experience. Similarly to WoW, Elder Scrolls Online is a third-person multiplayer online game with the ability to change to a first-person view, which boosts the immersion of the player. Also, it has the same communication system as World of Warcraft – a chat box where people exchange information about in-game events. Surprisingly, people talk about trivial and everyday occurrences that happen in real life.

The gameplay is similar to that of World of Warcraft, where each player progresses at his own pace. There is a story to follow and it is not action and team-based like League of Legends. Because of the slow paced nature of the game people will likely use less abbreviated word forms.

According to various studies based on the number of people playing the game, it is stated that in 2016 the player base count reached 500 thousand active players and 7 million sold copies of the game. Also, the average age of ESO player is around 32 years old. Moreover, the game is a buy to play title with an optional subscription model, similarly to WoW. This can explain the older player base. In comparison with WoW and LoL, Elder Scrolls Online players are likely to use the least amount of abbreviated word forms, aside from exclamations and expressions such as *OMG* and *LOL*.

During the span of 2 hours analysing the conversations between players in-game, these were the findings: as stated previously, Elder Scrolls Online players use fewer abbreviations, clipped words, and shifts than WoW and LoL players. Also, ESO players are fond of using homophonic literation for words *you (u)*, *too (2)*, *for ever (4ever)* and etc. Most commonly used words in The Elder Scrolls Online are given in Table 6.

Table 6. Most commonly used words and phrases in The Elder Scrolls Online.

Type	Word	Word Formation Process	Meaning
Verb	PST	Abbreviation	Please send tell
Verb	FTC	Abbreviation	Favourite, thumbs up, comment
Verb	WTB	Abbreviation	Want to buy
Verb	WTS	Abbreviation	Want to sell
Verb	LFG	Abbreviation	Looking for group
Verb	LF	Abbreviation	Looking for
Noun	pChat	Clipping/Compounding	Private chat
Expression	FML	Abbreviation	Fuck my life
Noun	Grind	Shift	Doing something over and over again in order to achieve something
Verb	Sync	Clipping	Synchronise

The results in Table 6 show that ESO player employ a word formation process of abbreviation in their communication. The acronyms are generic, widely used in other online video games and even in real life text chats. Surprisingly words such as *PST* and *FTC* are commonly used on social media platforms such as Facebook and Youtube due to the fact that these websites have options to leave comments, rate something positively (thumbs up) and get future announcements about updates (favourite).

Archeage (hereafter AA) compared to previous 3 online video games has the lowest player base, but it is still on the list of popular multiplayer online games. The game was released in January 15, 2013 and during the initial release AA lost a great deal of potential players due to the fact that it had severe problems that were fixed in the long run. The game utilizes third-person view and is more action oriented than WoW and ESO. Moreover, AA encourages people to play in groups and built larger communities called player guilds. Archeage has a unique economy system, people can run their own trade packs from place to place and this leaves more room for conversations in the text chat. On the other hand, due to constant danger of an ambush from opposing player factions, people tend to shorten their words, phrases and utilize abbreviations.

Since the game suffered during the initial launch, there are not a great number of studies done on the demographics of the player base. Although, according to some studies done by volunteer players and various statistics, it can be said that this game averages to around 100 thousand active players monthly. The average age of the player base is around 16-25 years old. The game is free to play and has an optional subscription model. Since this is a free game, it explains the younger community.

What is worth noting is that this game has a justice system. If a player commits an in-game crime (loots someone, steals a package or ambushes a convoy) he is sentenced and has to serve time. The player has to face the judge and a jury, later other players vote if the person is or is not guilty. This aspect of roleplaying as a judge, a criminal, and a member of jury shape the way a communication flows. Some trials can be extremely formal, while others are mediocre but maintain some level of judge-criminal acting. Players are fond of roleplaying, thus some users might refrain from using abbreviations.

The analysis of conversations over the span of 2 hours has shown that there is a variety of players and the usage of their words is different. In some cases, there were extreme uses of abbreviation when almost a whole sentence was written in abbreviated forms and homophonic literatures. 10 most commonly used words by Archeage players are given in Table 7.

Table 7. Most commonly used words and phrases in Archeage.

Type	Word	Word Formation Process	Meaning
Adjective	OP	Abbreviation	Overpowered
Exclamation	Derp	Alteration of dur or duh	Meaningless word. Usually written when something foolish happens
Expression	Gratz	Clipping	Congratulations
Verb	IKR	Abbreviation	I know, right?
Verb	Imma	Clipping	I am going to
Exclamation	Pls	Abbreviation	Please
Noun	GF	Abbreviation	Good fight/Girlfriend
Verb	QQ	Abbreviation	To cry
Noun	GG	Abbreviation	Good game
Verb	Lmao	Abbreviation	Laugh my ass off

Results from Table 7 show that the most commonly used word formation process is abbreviation. Most of the times these words are used when something is happening to the players (e.g. they are ambushed and one of them gets defeated, thus they say *GF* (*Good fight*) after the fight). Also, words given in the table can also be found on social media rather frequently. Words such as *derp*, *pls*, *ikr*, *lmao*, *imma* are seen on Facebook and 9Gag. The users of such words are usually teenagers.

To sum up the results of the analysis based on in-game chat messages a conclusion can be made. The commonly used word formation process in online video games is abbreviation and clipping comes in second. There are some cases of shifts and compounds, but those are not frequently used. Moreover, the usage of such word-building techniques greatly depends on the video game, its player base and average age of the users. As the results have shown, younger players tend to use more exclamations, emotional expressions, and abbreviated

profanities, in addition to this, younger people are often seen on free to play games that are action and team-oriented. The older, more mature community uses abbreviations but not to such great extent as teenagers or young adults. Older players utilize already coined words that are widely spread on social media (e.g. *lol*, *omg*, *wtf*, *kk*, *yw*), also they are often keen to play less action- oriented games and this allows them to write full, clearly understandable sentences. In addition to this, players of buy to play game titles are generally more aware of their language, vocabulary, and how they transmit their ideas.

3.3 Research findings

During the scanning process of social media and online video games 125 individual examples were collected. A great number of words were frequently repeated in conversations (e.g. *LOL*, *OMG*) other examples were spotted in specific contexts (video game issues or discussions), and a few of them occurred only once or twice throughout the collection of those words.

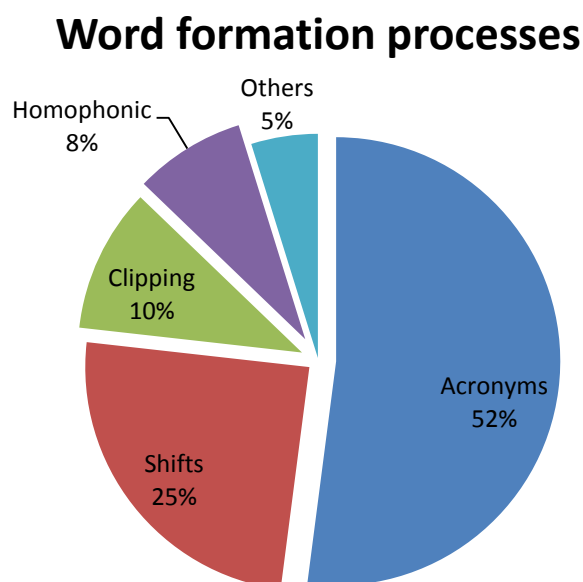
Frequently employed word formation processes in social media are acronymy, clipping and homophonic literation. Also, there are some traces of other techniques such as compounding and multiple formation processes. Frequently used abbreviations are emotional expressions or exclamations (e.g. *LOL*, *OMG*, *WTF*), clipping is usually used for pronouns (e.g. *y*, *u*, *k*) which also are homophonic literations. The usage of word-building techniques depends on the community groups on social media and their average age. The younger the user is, the more likely he will use acronymy or clipping. The elderly tend to refrain from abbreviated word forms due to the fact that fast communication to them is not as important as coherent and logically structured messages. On the other hand, they still utilize words such as *lol*, *omg*, *u*, *y* occasionally because they are already coined and used on social media platforms on daily basis.

Massively Multiplayer Online Role Playing Games are filled with users who use abbreviations every day, and almost every time they play. Acronymy, clipping, shifts, and homophonic literations are the most commonly utilized word-building techniques in online video games. The frequency of usage greatly depends on the type of the game, its size and age of the player base, and whether it is free to play or a buy to play title. The results have shown that free to play games have a younger player base, mostly comprised of teenagers and young adults. Also, those games are action and team-oriented which makes them a perfect medium for such word formation processes to be used. Younger players are not aware of their language and are fond of using abbreviated profanities (e.g. *WTF*, *FML*, *Fck*) to express their emotions fast. On the other hand, mature players, and the ones who can afford to purchase and

play a buy to play title, are more self-aware. These people are still prone to using emotional expressions and exclamations (e.g. *OMG*, *LOL*), but they will think about how they write a sentence and how the information will be received. Mature players use less abbreviated word forms and phrases and stick to full, coherent, and logical sentences.

After compiling 125 examples of words that were derived using a variety of word formation processes, their frequency of occurrence can be measured. Out of 125 words, 65 were cases of acronymy (52%), 31 of shifts (24,70%), 13 of clipping (10,40%), 10 of homophonic iterations (8%), and 6 of other word-building techniques (4,80%). The most common parts of speech amongst these groups are nouns and verbs. Other word classes such as adjectives, adverbs occurred fewer times. The results of this analysis are presented in the pie chart below.

Figure 1. Frequency of word formation processes in video games and on social media.



In conclusion, acronymy is the most frequently used word formation process in video games and on social media. Other processes such as clipping, shift and homophonic iteration are used less due to the fact that abbreviations are even shorter than clipped or shifted words. Commonly used abbreviations express emotions, feelings of the one who writes the message. Moreover, a great number of abbreviated phrases are also used to save time when chatting or playing a game (e.g. *lfg* – *looking for a group*, *imho* – *in my humble opinion*, *ikr* – *I know, right?*). The frequency at which said word formation processes are utilized greatly depends on the type of social media, video game, and their size and age of community. Moreover, the type of social media or online game, and pricing of video games has an effect on how often people will employ one or another word formation process in their communication.

CONCLUSIONS

1. There are 10 commonly used word formation processes in the English language. Some of them are more productive than others. These word-building techniques are as follows: coinage, borrowing, compounding, blending, clipping, backformation, conversion, acronymy, affixation, and multiple word formation processes. Word-building processes that are frequently utilized in video games and on social media are as follows: acronymy, clipping, conversion, and homophonic literation.
2. The researchers have shown that commonly employed word formation processes are those that can shorten words and phrases to a few letters. The language used on social media and in video games can be referred to as *netspeak* (a language spoken on the Internet with a variety of word variations). Some of the words used on the Internet are coined and later become neologisms. Video game words are modern Internet colloquialisms. The origin of neologisms can be assigned to the rise of online video games and their rapid gaming environment. Due to the fast-paced action players sometimes misspelled words or shortened them on purpose to save time. Some words such as *the* became *teh* and *to own* (to beat someone in a competition) was shortened down to 3 letters *pwn*. The usage of such words escaped from the context of video games and became part of everyday communication on social media.
3. After the scanning and compiling processes on social media and video games a number of 125 examples were collected. Acronymy is the most commonly used word formation process on social media and online video games with 65 cases (frequency of 52%). Other frequently occurring word-building techniques are shifts (31 case, frequency of 24,70%), clipping (13 cases, frequency of 10,40%), homophonic literation (10 cases, frequency of 8%), and other word formation processes (6 cases, frequency of 4,80%). The most recurring parts of speech are nouns and verbs. There are some traces of adjectives and adverbs. Pronouns are usually in a form of homophonic literation.
4. The main reason why people use Internet neologisms is convenience. Instead of writing full phrases they can shorten them to two or three words. Also, it saves time and requires less effort, spelling mistakes are entirely avoided with abbreviations, unless the letters are mixed, but even then people can guess the meaning. In action-based video games people will always use acronymy due to the fact that they cannot allow themselves to write full phrases or they will lose the game. Moreover, emotional expressions are already coined

and they have become a part of everyday Internet language. Words such as *omg*, *lol*, *wtf*, *lmao* are regularly used because they are seen as a norm on social media platforms.

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RESUMEN

El Internet ofrece muchas posibilidades de comunicarse sin limitaciones. Mucha gente utiliza formación de palabras cuando se comunica con otros en las redes sociales y video juegos. Formación de palabras como la abreviatura, el recorte, la conversión y los homófonos son herramientas de construcción de palabras frecuentemente usadas en el Internet.

En inglés hay muchas variedades de la formación de palabras pero 10 son más utilizadas en la vida cotidiana. Las formaciones populares en inglés son invención, préstamos, composición, derivación, fusión, recorte, conversión, siglas, afijos y múltiples procesos de formación de la palabra. Sólo algunas de ellas son usadas en la lengua del Internet. Herramientas de formación como la abreviatura y el recorte se utilizan cuando uno quiere expresar sus emociones (lol, omg, wtf, lmao). También las palabras como *u*, *u2*, *me2*, *dey*, *dem* son pronombres cortados pero cuando se pronuncia sueñan como palabras llenas *u – you*, *u2 – you too*, *dey – they*, *dem – them*.

Además, la gente no puede imaginar su conversación sin abreviaturas en redes sociales y video juegos. Las abreviaturas y el recorte son convenientes para usar en situaciones de poco tiempo como video juegos de acción. Los usuarios frecuentes de los acrónimos y el recorte son jugadores de video juegos de acción como League of Legends. El uso de la formación de las palabras depende del estilo, el paso del video juego y si es comprar para jugar o gratis. Por otro parte, los jugadores o usuarios maduros de las redes sociales utilizarán menos acrónimos o recortes que los jóvenes.

APPENDIX. Words Used on Social Media and Online Video Games

Word	Meaning	Part of Speech	Word Formation Process
CE	Collector's Edition	Noun	Acronymy
DLC	Downloadable Content	Noun	Acronymy
ROFL	Rolling on (the) floor laughing	Verb	Acronymy
LOL	Laughing out loud	Verb	Acronymy
OMG	Oh my God	Expression	Acronymy
MMO	Massively Multiplayer Online	Noun	Acronymy
GW2	Guild Wars 2	Noun	Acronymy
MMORPG	Massively Multiplayer Online Roleplaying Game	Noun	Acronymy
CSR	Corporate Social Responsibility	Noun	Acronymy
OP	Original Poster	Noun	Acronymy
PVP	Player versus player	Noun	Acronymy
PVE	Player versus environment	Noun	Acronymy
NPC	Non Player Character	Noun	Acronymy
RNG	Random Number Generator	Noun	Acronymy
F2P	Free to play	Noun	Acronymy
P2P	Pay to play	Noun	Acronymy
B2P	Buy to play	Noun	Acronymy
P2W	Pay to win	Noun	Acronymy
UI	User interface	Noun	Acronymy
TW	Territorial wars	Noun	Acronymy
LFG	Looking for group	Noun	Acronymy
CBT	Closed Beta Test	Noun	Acronymy
PWN	To own	Verb	Acronymy
GTG	Got to go	Verb	Acronymy
BRB	Be right back	Verb	Acronymy
AFK	Away from keyboard	Adjective	Acronymy
AAA	Triple A game (High quality)	Noun	Acronymy
AI	Artificial intelligence	Noun	Acronymy
AP	Ability power	Noun	Acronymy
AOE	Area of effect	Noun	Acronymy
HP	Health points	Noun	Acronymy
HUD	Heads up display	Noun	Acronymy
XP	Experience	Noun	Acronymy
CG	Computer graphics	Noun	Acronymy
GUI	Graphical user interface	Noun	Acronymy
MMOG	Massively Multiplayer Online Game	Noun	Acronymy

RTS	Real time strategy	Noun	Acronymy
BBIAB	Be back in a bit	Verb	Acronymy
BFG	Big Freaking Guns	Noun	Acronymy
IMHO	In my humble opinion	Expression	Acronymy
NVM	Never mind	Expression	Acronymy
PM	Private message	Noun	Acronymy
ATM	At the moment	Adverb	Acronymy
BBL	Be back later	Verb	Acronymy
DL	Downloadable	Adjective	Acronymy
FPS	Frames per second	Noun	Acronymy
GL HF	Good luck have fun	Expression	Acronymy
GL	Good luck	Expression	Acronymy
IDK	I don't know	Expression	Acronymy
IRL	In real life	Adverb	Acronymy
LFM	Looking for more	Verb	Acronymy
NP	No problem	Expression	Acronymy
OP	Overpowered	Noun	Acronymy
NXT	Next	Noun	Acronymy
OMW	On my way	Expression	Acronymy
OTW	Out (of) the way	Expression	Acronymy
TYT	Thank you too	Expression	Acronymy
WB	Welcome back	Expression	Acronymy
TYVM	Thank you very much	Expression	Acronymy
OOM	Out of mana	Expression	Acronymy
IIRC	If I recall correctly	Expression	Acronymy
DC	Disconnected	Noun	Acronymy
PL	Power level	Noun	Acronymy
Acc	Account	Noun	Clipping
Ppl	People	Noun	Clipping
Rekt	Wrecked	Adjective	Clipping
Mod	Moderator/modification	Noun	Clipping
Noob	New person	Noun	Clipping
Sim	Simulation	Noun	Clipping
Char	Character	Noun	Clipping
Gnite	Good night	Expression	Clipping
Mob	Monster	Noun	Clipping
SS	Missing	Adjective	Clipping
Agro	Aggression	Noun	Clipping
Client	Game launcher (program)	Noun	Shift
Feed	To support your enemy	Verb	Shift
Carry	To win the game	Verb	Shift
Own	To beat someone	Verb	Shift
Sandbox	Game without restrictions	Noun	Shift
Ping	Latency	Noun	Shift
Griefing	Being annoying, destroying in-game property	Verb	Shift
Alpha	First stages of game development	Noun	Shift

Beta	Second stage of game development	Noun	Shift
Bug	A fault in game's code	Noun	Shift
Ditch	To leave someone to die	Verb	Shift
Glitch	A fault in game's code	Noun	Shift
Easter Egg	Something in a game that references a movie, comic or anything on the Internet	Noun	Shift
Frag	A kill	Noun	Shift
Grind	To spend a lot of time doing something	Verb	Shift
Lag	High latency	Noun	Shift
Lagger	Someone with a high latency	Noun Noun	Shift
Quest	A mission	Noun	Shift
Camper	Someone who stays in one place and doesn't move	Noun	Shift
Respawn	A point where a person revives after being killed	Noun	Shift
Splash	Damage dealt around the target	Noun	Shift
Kite	Hit and run	Noun	Shift
Glitching	Someone who is using the fault in game's code	Noun	Shift
Gosu	Reference to a really great/good/professional player	Noun	Shift
Loot	Items, treasure	Noun	Shift
Minion	A monster/creature	Noun	Shift
Torch	Awesome	Noun	Shift
Spawn	A location where a player is placed at the start of the game	Noun	Shift
Toon	In-game character	Noun	Shift
Train	A line of monsters	Noun	Shift
Zone	To not allow other player enter your field of influence	Verb	Shift
RNGesus	Random Number Generator Jesus (a joke)	Noun	Shift
CU L8R	See you later	Expression	Homophonic Literation
Mhm	Yes	Expression	Homophonic Literation
KK	Okay	Expression	Homophonic Literation

L8R	Later	Expression	Homophonic Literation
W8	Wait	Expression	Homophonic Literation
Y	Yes/why?	Expression	Homophonic Literation
YW	You're welcome	Expression	Homophonic Literation
JK	Joke/Joking	Expression	Homophonic Literation
Gib	To blow up	Verb	Other
Teh	Misspelled the	Definite article	Other
Ditto	Same	Noun	Other
eSports	A massive online video game competition	Noun	Compounding
Dood	Dude	Noun	Other
Alt	Alternative character	Noun	Clipping
Main	Main character	Noun	Shift
RMT	Real money trading	Noun	Acronymy
Wipe	To kill everything	Verb	Shift
HoT	Healing over time	Noun	Acronymy