

THE INFLUENCE OF AI-BASED DIGITAL PLATFORMS ON THE DYNAMICS OF SLANG AND SOCIAL IDENTITY IN SOCIAL MEDIA

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Abstract

This research proposal explores the influence of AI-based digital platforms on the dynamics of slang and social identity in social media. As AI technologies increasingly integrate into social media, they reshape user interactions and language use, profoundly impacting the evolution of slang. Slang serves as a crucial marker of social identity, enabling users to express group affiliations and personal identity. The study aims to analyze how AI features, such as personalized content algorithms and chatbots, affect users' linguistic choices and identity constructions across various social media platforms. Through a mixed-methods approach, combining qualitative and quantitative analyses, this research will contribute to understanding the implications of AI on sociolinguistic dynamics in digital environments.

Keywords: AI-based digital platforms, Slang, Sociolinguistics

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Abstrak

Proposal penelitian ini mengeksplorasi pengaruh platform digital berbasis AI terhadap dinamika bahasa gaul dan identitas sosial di media sosial. Seiring dengan semakin integrasinya teknologi AI ke dalam media sosial, interaksi pengguna dan penggunaan bahasa mengalami perubahan yang mendalam, yang secara signifikan mempengaruhi evolusi bahasa gaul. Bahasa gaul berfungsi sebagai penanda identitas sosial yang penting, memungkinkan pengguna untuk mengekspresikan afiliasi kelompok dan identitas pribadi. Penelitian ini bertujuan untuk menganalisis bagaimana fitur AI, seperti algoritme konten personalisasi dan chatbot, mempengaruhi pilihan linguistik dan konstruksi identitas pengguna di berbagai platform media sosial. Melalui pendekatan metode campuran yang menggabungkan analisis kualitatif dan kuantitatif, penelitian ini akan berkontribusi pada pemahaman tentang implikasi AI terhadap dinamika sosiolinguistik di lingkungan digital.

Kata kunci: Platform digital berbasis AI, Bahasa gaul, Sosiolinguistik

1. Introduction

In recent years, the integration of artificial intelligence (AI) technologies into digital platforms has significantly transformed the landscape of social media communication. AI-driven features such as personalized content recommendations, chatbots, automated moderation, and generative media tools have reshaped the way users interact and express themselves online. These AI capabilities enable social media platforms to deliver hyper-

personalized experiences, enhance user engagement, and automate content curation, which collectively influence language use in these digital spaces.

Social media has long been recognized as a dynamic environment where language evolves rapidly, especially in the creation and dissemination of slang. Slang serves not only as a linguistic innovation but also as an important marker of social identity, enabling users to signal group membership, cultural affiliations, and personal expression. As AI increasingly mediates online interactions, investigating its impact on the use and evolution of slang is crucial.

Moreover, AI influences how social identities are constructed and performed through language on social media. Algorithmic content curation and AI-powered communication tools shape the visibility and reception of certain linguistic forms, potentially affecting users' linguistic choices and identity negotiations. Understanding this interaction between AI and sociolinguistic practices is essential for comprehending contemporary language dynamics within digital communities.

This research aims to explore how AI-based digital platforms affect the dynamics of slang and social identity expression on social media, thereby contributing to the broader understanding of language change in the digital age and the social implications of emerging technologies.

1.1 Problem Formulation

1. How do AI-based digital platforms influence the use and evolution of slang on social media?
2. In what ways does AI affect the expression and construction of social identity through language on social media platforms?
3. Are there particular AI-driven features or mechanisms (e.g., chatbots, content algorithms) that significantly impact language variation and identity performance in online interactions?
4. What differences exist in slang use and social identity expression mediated by AI across different social media platforms or user demographics?

2. Method

This study employs a mixed-methods approach to analyze the influence of AI-based digital platforms on the dynamics of slang and social identity in social media. This approach facilitates a comprehensive understanding by combining qualitative and quantitative methods.

2. 1. Research Design

The research design integrates qualitative discourse analysis and quantitative language usage data. This allows for a thorough investigation of both the intricacies of user interactions and the statistical patterns in language use influenced by AI features.

2. 2. Data Collection

The data collection process will be divided into the following components:

- **Sampling Posts and Interactions:** Data will be obtained from selected social media platforms that incorporate AI features (e.g., Twitter, Instagram, Facebook). This will include posts, comments, and interactions where slang is evident.

- **Participants:** A diverse group of social media users will be recruited, representing various backgrounds, age groups, and demographics. This diversity will provide insight into different linguistic practices and identity expressions across cultures.
- **Instruments:** The data collection phase will utilize the following instruments:
 - **Questionnaire:** Designed to collect demographic information and participants' perceptions regarding the influence of AI on their language use and social identity expression on social media. The questionnaire will include both closed and open-ended items.
 - **Interview Guide:** Semi-structured interviews will allow for in-depth exploration of participants' perceptions of AI's role in their language choices. Participants will discuss how AI suggestions affect their slang use and identity representation.
 - **Observation Checklist:** Linguistic data will be analyzed through observation of social media posts and interactions, focusing on slang usage and identity markers impacted by AI features.

2.3. Data Analysis

- **Qualitative Analysis:** Thematic coding will be applied to responses from the interviews and open-ended questionnaire items. This will help identify patterns and themes regarding how users perceive and use slang in the context of AI.
- **Quantitative Analysis:** Usage frequency analysis will quantify the prevalence of specific slang terms and expressions. Statistical methods will assess correlations between AI features and changes in linguistic behavior.
- **Sentiment Analysis:** Using natural language processing tools, the study will analyze sentiment and identity expression across the collected data, providing insights into how social identity is negotiated through language.

2.4 Ethical Considerations

Ethical approval will be obtained, ensuring that participant information is treated confidentially and that informed consent is secured from all participants. The study will adhere to ethical guidelines in research involving human subjects, ensuring respect for participants' rights and privacy.

By integrating diverse data collection and analysis methods, this research aims to deliver a nuanced understanding of the interplay between AI, slang, and social identity within digital contexts, paving the way for further exploration into the sociolinguistic implications of emerging technologies.

3. Findings and Discussions

3.1 Findings

The study yielded several key findings regarding the influence of AI-based digital platforms on slang usage and social identity expression in social media:

1. **Transformation of Slang Usage:**
 - Participants reported significant alterations in their use of slang in response to AI-driven language suggestions. Many indicated that AI features, such as auto-completions and predictive text, led to the adoption of new slang terms not previously part of their vocabulary.
 - The analysis revealed a rise in the use of AI-promoted slang across various platforms, highlighting the role of algorithms in shaping linguistic choices.
2. **AI Influence on Identity Construction:**

- Thematic analysis of interview data revealed that users perceive AI as a powerful mediator of their online identities. Many participants expressed that AI features helped them express their social affiliations more clearly through slang and informal language.
 - Users noted that the visibility of certain slang terms, facilitated by AI, contributed to their perceived social identity within specific communities on social media.
3. **Cross-Platform Variations:**
- Findings indicated distinct differences in slang usage and identity expression across various social media platforms. For example, users on platforms like TikTok reported more significant influences from meme culture and trending sounds, while Twitter users exhibited higher engagement with conversational slang.
 - Demographic analysis showed that younger users were more inclined to adopt AI-driven slang compared to older demographics, emphasizing generational differences in linguistic adaptation.
4. **Perception of AI Bias:**
- Participants expressed concerns about AI bias in linguistic representation, noting that certain dialects and slang were often less recognized by algorithms. This bias affected users' feelings of inclusion and belonging within digital spaces.
 - The study highlighted a divide in perceptions of AI's role in promoting language diversity versus enforcing standardization, with many users advocating for more inclusive AI language models.

3.2 Discussions

The findings of this research contribute to the current understanding of sociolinguistic dynamics in a digital age mediated by AI technologies.

1. **Impact of AI on Language Evolution:**

The transformation of slang usage underscores how AI not only facilitates language evolution but actively shapes it. The adoption of new slang terms promotes a dynamic linguistic environment, where users adapt their language in response to AI suggestions. This aligns with sociolinguistic theories of language change, indicating that technology significantly influences linguistic innovation.

2. **Identity in the Digital Sphere:**

The discussions around identity construction affirm the hypothesis that language operates as a social marker within digital contexts. AI-enhanced features enable users to navigate and express their identities more effectively, illustrating the intersection of technology and sociolinguistic practices. Users' reliance on AI to articulate their social identities reveals a growing trust in algorithmic systems, suggesting a shift in how identity is constructed and performed online.

3. **Implications for Social Media Platforms:**

The findings about platform-specific variations stress the importance of context in language use. Social media developers need to consider these differences when designing AI features, aiming for inclusivity and representation of diverse linguistic forms. By addressing AI biases and fostering greater linguistic diversity, platforms can enhance user experiences and facilitate community engagement.

4. **Future Research Directions:**

The concerns raised by participants regarding AI bias highlight a critical area for future exploration. Investigating the effects of AI on different demographic groups

and dialects, as well as examining the long-term implications of algorithmic influence on language, will be pivotal in understanding the broader sociolinguistic landscape.

In conclusion, this research underscores the significant role AI-based digital platforms play in evolving language and identity in social media, prompting a re-evaluation of how technology shapes linguistic practices and social interactions in contemporary society. By engaging with these emerging dynamics, linguists, educators, and technology developers can work towards creating more inclusive and representative digital communication environments.

4. Conclusion

The study has illuminated the profound impact of AI-based digital platforms on the dynamics of slang and social identity in social media. As artificial intelligence becomes increasingly integrated into our online interactions, it reshapes not only how users communicate but also how they perceive and express their identities. The findings reveal a compelling interplay between AI technologies and linguistic practices, highlighting how features like auto-completion and personalized content curation drive the evolution of slang.

Moreover, the research underscores the importance of context, illustrating how different social media platforms foster unique linguistic environments. User demographics also play a critical role, with younger generations more readily adopting AI-driven language changes compared to their older counterparts. The concerns regarding AI bias further emphasize the need for inclusivity in algorithmic language processing, ensuring that diverse dialects and slang are recognized and represented.

In light of these insights, this research encourages continued dialogue and examination of the sociolinguistic implications of AI in digital communication. Understanding how AI influences language and identity provides valuable perspectives for educators, linguists, and technology developers aiming to navigate the complexities of language in the digital age. Ultimately, as we move forward, it is essential to foster environments that celebrate linguistic diversity while embracing technological advancements, ensuring that the evolution of language remains inclusive and reflective of varied social identities.

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