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**NON-STANDARD SPELLING IN INSTAGRAM  
ADVERTISEMENTS**

**NESTANDARTA PAREIZRAKSTĪBA INSTAGRAM  
SLUDINĀJUMOS**

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## Anotācija

Tā kā patērētāju attieksme un cerības ir mainījušās, tradicionālā reklāmdošana ir zaudējusi daļu savas pievilcības un vērtības, liekot reklāmdevējiem meklēt jaunu pieeju. Tiešsaistes reklāmas ir īpaši efektīvas un populāras tādu sociālo mediju vietnēs kā Instagram, kas iesaista auditoriju komunikācijā un nodibina attiecības ar reklāmdevēju. Lai gan attēli ir nozīmīga daļa Instagram reklāmās, arī pievienotie ziņojumi ir svarīgi un bieži vien satur nestandarta pareizrakstību. Šī darba mērķis ir izpētīt nestandarta pareizrakstības lietojumu, nozīmi un funkcijas tiešsaistes reklāmās sociālo mediju vietnē Instagram, izmantojot diskursa analīzi kā galveno pētījuma metodi. Kvalitatīvā un kvantitatīvā datu analīze pierāda, ka nestandarta pareizrakstību parasti izmanto Instagram reklāmās, lai padarītu ziņas īsākas un iekļautu paraingvistiskās norādes, t.i., sejas izteiksmes, žestus un balss toni rakstītā tekstā, padarot reklāmas neformālākas un vizuāli pievilcīgākas.

**Atslēgas vārdi:** sludinājumi, Instagram, nestandarta pareizrakstība, apzināta pārrakstīšanās, akronīmi, saīsinājumi, simboli, emocijzīmes

## **Abstract**

Since consumer attitudes and expectations have changed, traditional advertising has lost some of its appeal and value, forcing advertisers to seek out new approaches and venues. Online advertising is especially effective and popular on social media sites such as Instagram, engaging the audience into communication and establishing relationship with the advertiser. While images are a large part of advertising on Instagram, messages are still important and often incorporate nonstandard spelling. The goal of this paper is to study the use of nonstandard spelling, its meaning and functions in online advertisements on social media platform Instagram by using discourse analysis as the main research method. The qualitative and quantitative data analysis demonstrates that nonstandard spelling is commonly used in Instagram advertisements to make messages shorter and to incorporate paralinguistic cues, i.e. facial expressions, gestures and tone of voice into written text, making the advertisements more informal and visually appealing.

**Key words:** advertisements, Instagram, nonstandard spelling, intentional misspelling, acronyms, abbreviations, symbols, emoticons

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## **Introduction**

Advertisements are a continuous occurrence in our daily life yet they often go unnoticed and fade into the background. The traditional print and media advertising has lost most of its value and appeal. While advertisers still actively use traditional advertising on television, radio and print, technological development has been making advertisers look for new and creative ways how to reach and influence customers, seeking out new target audiences and markets. Computers and computer mediated communication has become a solid part of everyday life and opened new advertising opportunities with no regard for such limitations as time and distance that which previously hindered the delivery of a message. Nowadays people spend a lot of time on the Internet, and especially social media sites, which is why social media has become a new venue for advertisers as well.

Social media platforms such as Instagram have opened a new market and possibilities for commercial promotion and establishing relationship with consumers. While Instagram is mostly focused on image and video sharing between its community members, it also allows the option of correspondence. Advertisers on Instagram, commonly known as Influencers, use not only images, but also commentary and messages to sway the audience and influence the consumers. Influencers are not commonly associated with only one company or product, instead, they advertise a variety of products and companies as part of their lifestyle. They write product reviews and commentary messages, thus affirming the product's quality or usefulness. These messages are more personal and informal than standard advertisements, but still use some traditional features such as non-standard spelling.

Several scholars such as Zappavigna (2012), Herring (1996, 2013), Crystal (2006) and Thurlow and Mroczek (2011) have researched different linguistic variations in online communication and social media, focusing on the language use in chat messages, social media posts and other communication between Internet users. However, only few researchers like Wharton (2013), Fill, Hughes and de Francesko (2013) and Janoschka (2004) have focused on online advertising and its linguistic features that have become part of the advertising language as well. While most researchers mention the use of non-standard spelling, for example, abbreviations, symbols and emoticons, as a common and expected occurrence in online communication, little attention has been paid to how these variations are used in digital advertising and their functions and meaning.

**The aim** of this paper is to study the use of non-standard spelling and its functions in online advertisements on Instagram.

**The hypothesis** of this research is that advertisers on Instagram use non-standard spelling to introduce features of spoken communication into written texts thus making advertisements more appealing and informal.

To validate the hypothesis, the following **enabling objectives** are set:

- to read and analyze the available theory on advertising and promotional activity on social media platforms in general and Instagram in particular;
- to examine the available theory on non-standard spelling and its place and functions in communication on the Internet and to create a methodological framework for analysis;
- to develop criteria for the corpus selection;
- to collect and analyze the selected corpus;
- to draw relevant conclusions on the use, meaning and functions of non-standard spelling in Instagram advertisements.

The methods used in this research are literature review and discourse analysis of the selected corpus, using qualitative and quantitative data analysis.

The thesis is divided into three chapters. Chapter 1 reviews the literature on advertising and its characteristics, computer mediated communication, social media and advertisements by Instagram influencers. Chapter 2 expands on the need for creativity in advertisements and how it can be achieved by using non-standard spelling, as well as gives examples of the most commonly known types of non-standard spelling, including intentional misspelling, onomatopoeia, abbreviations and acronyms, symbols and emoticons. Chapter 3 presents the analysis of non-standard spelling in the selected corpus of Instagram advertisements.

# 1 PROGRESS OF ADVERTISING

This chapter defines advertising and provides insight into its value and connection to culture and lifestyle, as well as gives general information about computer mediated communication, digital advertising and the benefits of using social media for commercial promotion. It specifically focuses on Instagram and Instagram Influencers as non traditional and more profitable advertising venues.

## 1.1 Advertising and its value

Advertising is an industry that has a very wide application and therefore multiple depictions in accordance with each person's needs and understanding. While its value is debatable, it cannot be disputed that it has become a large and important part of everyday life.

There have been numerous definitions of advertising developed throughout the years, but the industry is changing and adjusting too fast to cover one definition that encompasses everything advertising stands for. As noted by Cook, one of the oldest and broadest definitions is that advertising is 'the promotion of goods and services for sale through impersonal media' (1992:14). However, this definition is very general and questionable, considering how advertising has advanced throughout the years and changed its impersonal approach to more individualized and personal technique (McAllister and West, 2013). Richards and Curran (2002) insist that not all forms of commercial promotional activity can be described as advertising and that due to new promotional techniques and digital technology, advertising as a practice has been changing and its definition requires constant revision. Therefore, with the idea of 'broadening the definition to encompass some activities that did not fit neatly under the previous version but still drawing some clear boundaries around activities they did not consider advertising' (Richards and Curran, 2002: 74), Richards and Curran proposed a revised definition, describing advertising as 'a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take action, now or in the future' (2002: 74). Fill, Hughes, and de Francesko have researched and cross-examined several definitions of advertising as well, stopping at advertising as 'paid, non-personal communication from an identified sponsor, using mass media to persuade or influence an audience' (2013: 12). It follows that advertising can be interpreted as a paid service with an aim to manipulate the

audience as opposed to the previous definition that omits the sponsorship and explains the aim as encouraging action instead of manipulation. However, the authors agree that their definition does not reflect the current situation of the advertising industry in relation to modern advertising standards and requires further research (Fill, Hughes, and de Francesko, 2013).

While its definition and features are debatable, it cannot be denied that advertising is a large part of modern life. Advertising and commercial promotion are everywhere and often hardly noticed as a background noise and constant flow of information that is offered but not necessarily usable.

Twitchell has described in the introduction of his study of advertisements

How all of us look at advertising. At first glance it is self-evidently disposable, and therefore not worthy of a study. It is, in a word, trash. (2000: 3)

The value of advertising industry and promotional culture is always questioned and analyzed not just by advertising, media and marketing specialists, but also by broad public audience and scholars since boundaries between the media content and promotion, promotion and advertising, advertiser and audience, community and target market are constantly blurring and distorting (McAllister and West, 2013). Just like these changes affect the definition and characterization of advertising, they also affect its value. Twitchell (2000) insists that commercial advertising has become the dominant culture and makes up most of what society shares as values. Wharton agrees with this assessment and emphasises advertising as a culture ‘to the extent that advertisements reflect a way of life’ (2013: 22). He further states that ‘advertising is widely acknowledged as an important element of the present-day world and an essential feature of contemporary society, its economy, ways of thinking, lifestyle and culture’ (2013: 55). Assuming it to be true, the importance of advertising is unquestionable and undeniable. However, in a world where we are surrounded by commercialism and promotion from all sides, the demands for advertisements and appreciation for qualitative and meaningful advertising are increasingly growing. Twitchell has observed that ‘ads can only strike occasional chords, and only then for an instant’ (2000: 5). While thousands of ads might be seen or heard per day, only a few of those will be remembered and even less will lead to any kind of action from recipients (Twitchell, 2000). Ducoffe and Curlo believe that while the advertiser’s aim is typically ‘to sell or to communicate

effectively enough to induce a sale', from the consumer's point of view, a more satisfactory result would be 'one in which the value of the advertising itself is judged to meet or exceed their expectations' (2000: 248). To attract the necessary attention, the advertisements must be not only relevant, but also divergent, creative and unique (Fill, Hughes and de Francesco, 2013). Advertisers are constantly seeking ways to create advertisements that will appeal to the target audience's emotions and feelings; advertisements of high originality or divergence are more personally relevant and thus attract greater attention (ibid., 2013). As expressed by Nixon, advertising must strive towards 'establishing an elaborate set of emotional meanings and values around products, enticing the consumer through desire' (2003: 40). To achieve emotional involvement, the advertisements must have a cultural value.

As described by Wharton

To examine advertising is to examine culture. However, it is to examine a way of life from the perspective of the image and texts of a system, which, whilst it remains fundamentally economic in its determination, is nonetheless imagined in the domain of identity and way of life (2013:24).

Given the sheer number of advertisements available, each individual can perceive and process only a fraction of them and even then in most cases the impressions are fleeting and forgettable, so as to leave a lasting impression, the advertisements need to be of high quality and value, i.e. cultural relevance, relevant product choice, strong message, ethnic value etc. (Ducoffe and Curlo, 2000). While advertisements have no monetary value to their target audience, i.e. they are free to view, they still have a certain value in and of themselves (Ducoffe and Curlo, 2000). Advertisements that lack value in terms of influencing consumer behaviour and product choice could result in negative consumer responses, like severed relationship with the advertiser, while advertisements with high value will contribute to positive relations and attitudes (Ducoffe and Curlo, 2000). Even if majority of advertisements are created with a purpose to entice people to buy a product, it is not the only purpose they have. Cook believes that ensuring purchase is not the only function of advertising, but that advertisements 'may also amuse, inform, misinform, worry or warn' (1992: 5). This view is further supported by Janoschka, who also claims that advertising as a type of communication always has 'a certain purpose: to inform, to entertain, to persuade or to create a relationship between the communication partners' (2004: 85).

As Janoschka has contended,

The advertising message is the most important part of advertising communication. It expresses certain ideas and thoughts which should affect an audience in a particular way, perhaps changing the user's attitudes or purchasing behaviour in favour of a certain product or service. For this purpose, linguistic means, as well as graphics, key visuals and illustrations are employed (2004: 92).

While ensuring a purchase might be a primary objective, it will always be accompanied with other actions and reactions based on the message the advertisement communicates. Therefore, it could be said that consumers have become more selective and demanding in their pursuit of qualitative content.

As it can be seen from above, advertising is ever changing and broadening in its spectrum, and thus it is difficult to define. It is a type of communication that is transmitted using various media and depends on beliefs and values of society, creating its own unique culture that responds to demands of customers and aims to provoke a positive reaction from recipients and encourage communication.

## **1.2 Digital Advertising**

Progress and development of technologies are among the main factors influencing advertising. Following the expansion of available digital technologies, there are several different ways how to advertise a company's product – print ads, online advertisements, promoting video clips, TV ads, billboard advertisements, etc (Wharton, 2013). Advertising has become available everywhere and at any given time, increasing its potential to reach new target groups and audiences.

One of the main reasons such expansion is possible is the computer mediated communication (CMC). Computer mediated communication has been in existence since the very first computers were developed for public and commercial use, and it includes any form of communication involving the use of digital technology (Thurlow, Lengel and Tomic, 2004). At its broadest definition, CMC can include any and all types of computer uses. Although CMC is defined as all-encompassing, Thurlow, Lengel and Tomic assert that 'in practice, CMC is usually concerned more specifically with human interpersonal communication on, through and about the internet and the web' (2004: 16). It means that while any use of computer could technically qualify as CMC, the focus of the field is centred on interpersonal communication between two or more humans in an online environment.

This digital communication for commercial purposes has evolved into a separate type of advertising – digital marketing. While there exist multiple definitions, Bird has proposed an encompassing one for all forms of computer mediated communication, stating that digital marketing is ‘marketing in which messages are sent using a medium that depends on digital transmission’ (2007: 153).

Bird insists that

the Internet, by far the most significant digital medium, is not just an advertising medium, which many saw it as originally – and some still do. It is a near perfect direct marketing medium because it involves a two-way exchange between user and provider of a service or a product. (2007: 154)

Digital marketing therefore includes all forms of online communication – text messages, calls, emails, company homepages, social media posts, blogs, etc. (Bird, 2007). Each one of these types can and is used to deliver digital advertisements across a wide range of recipients, increasing the scope of target audience and providing new and innovative solutions for successful advertising.

The trend of digital marketing has influenced not only the interpersonal communication preferences, but also advertising media choices in general. McAllister and West have stated that ‘media systems are funded by commercial interests’ (2013: 2). While true in essence, the preferred types of media platforms have changed. In years since online communication became so popular, preferred advertising channels have taken a radical turn in favour of certain forms of media (McAllister and West, 2013). While Television commercials have retained their position as one of the most preferred advertising platforms, the use of other media like newspapers and radio advertisements has decreased in favour of social media platforms (McAllister and West, 2013).

Social media sites were first developed in 2003 as public platforms for electronic communication through which users create online communities with a goal of sharing information, ideas, personal messages, and other content (Rodgers and Thorson, 2017). Few of the original sites like MySpace and Skype have remained in active use, yet several more have replaced the original platforms and grown into an industry, for example, Facebook, Twitter and Instagram (Rodgers and Thorson, 2017). Following the high demand, social media sites developed into Social networking sites, where users not only share information, but encourage others to

communicate and respond to the offered information, like the abovementioned Facebook, Twitter and Instagram that provide the option of adding comments and reactions ('likes') to the post (ibid.).

One of the main reasons why these sites became so popular for advertising was because they were believed to be more effective than traditional media. Social media was perceived as a cheaper, faster and more effective way of reaching consumers, since peer opinion and feedback was perceived to be the best recommendation (Rodgers and Thorson, 2017). Rodgers and Thorson argue that, one of the main principles of Social media advertising is 'to build communities for advertisers as a way to engage with their consumers' (2017: 37). This view is also supported by Thurlow, Lengel and Tomic who remarked that online communication sites can serve to construct new communities and social relationships, with 'people communicating across geographic and social boundaries and creating new friendships and communities based on their shared interests and concerns' (2004: 46). These sites largely allow companies to reach broader target audiences, receive more feedback and recommendations on their product, reduce response time and costs, unite existing and potential customers into brand followers, as well as expand the company's general audience.

To summarise, computer mediated communication (CMC) brought about digital advertising which has benefitted advertisers in numerous ways. With the help of social media like Facebook, Twitter and Instagram digital advertising has evolved and gained popularity as an efficient way of interpersonal communication that allows to overcome such obstacles as location and response time.

### **1.3 Instagram**

While social media has been a known component for a while now, some of the sites have been more successful than others. One of such social media sites is Instagram. With its special features, enthusiastic Influencers and impressive number of users, it has become one of the best social media platforms for commercial promotions and creating new trends.

Instagram is a free, online photo-sharing and social networking platform that allows users to edit and upload photos and short videos through a mobile app or a computer and share them with other users (Online 1). It allows its users to enhance the

photos with different filters, add captions and descriptions under each image, post them on their feed indefinitely or only for twenty four hour periods and even add locations and tags (Online 1). It can be claimed that pictures are the essence of advertising, since they have a great value in communication. As asserted by Cook (1992: 37) pictures in advertising can create mood, impart information, persuade and make claims. In some cases, pictures can even go so far as to compensate for gaps in written text (Cook, 1992). Images have endless potential to become the main feature of any advertisement; especially in social media where using pictures as parts of advertising can help engage people into communication. Consequently, it will provide a reaction or a feedback that could give some understanding about the thoughts that occur to people as they read, see or hear an advertisement, for it allows them to understand the audience's interpretation and evaluate or adjust the advertising campaign in the necessary direction (Fill, Hughes and de Francesco, 2013). In social media and internet advertising, posting images is not just a case of passively reporting information, when feedback possibilities can be realized only through purchase reactions, it can create an immediate response that can vary from very positive to very negative (Janoschka, 2004).

The unique image sharing settings are the main reason why Instagram is on top of the other Social media sites, since visual overview and verification is an essential part of society's perception. Since its debut in 2010, Instagram has steadily gained its popularity and now claims to have more than one billion active accounts using its services each month and more than five hundred million users using Instagram daily (Online 1). The company also professes that more than ninety percent of their users are following businesses that use Instagram in their advertising campaigns (Online 1). It is certainly understandable then why companies would be interested in promoting their products and services using this platform. Along with other Social networking sites, Instagram offers companies to create Instagram business accounts that they can use for advertising and to receive feedback from subscribers (Online 1). However, the main advantage of using Instagram for commercial promotional activities is its high number of influencers.

According to Cambridge dictionary, an influencer is 'someone who affects or changes how other people behave' (Online 2). This definition is applicable to almost all daily activities, but in the context of advertising, another definition has been applied. In connection to social media, an influencer is 'a person who is paid by a

company to show and describe its products and services on social media, encouraging other people to buy them' (Online 2). Showing and describing the attributes and use of products is one of the main reasons why most influencers use Instagram. With its wide arrays of image and video processing and enhancing tools, Instagram is the perfect place for advertising that involves visual affirmation of products. While business accounts are a straight forward way of promoting company and its products, the audience is less inclined to believe their claims, because they believe company's advertising is done only for profits, which is essentially true and companies do not have enough credibility or strong enough relationship with each customer to prove otherwise. In contrast, influencers have their own authority, position and relationship with audience which makes their knowledge and suggestions more trustworthy and reliable (Online 3). Influencers occupy a distinct niche or category, for example, fashion, photography, food, healthy living, etc. which they reveal and maintain in their posts, engaging the followers with similar interests (Online 3). They have built themselves a reputation for their knowledge and expertise in that topic, and audience is inclined to follow their guidance (Online 3). Since for the most part they are still consumers, influencer advertising creates more credibility in product as they offer reviews and visual proof about the product's quality. By creating an image of enjoyable and desirable life-style with the help of social media, influencers gain trust and reputation as experts in their field which appeals to certain cultural expectations of society, encouraging others to respond and open a line of communication. However, posting promotional images alone is not enough; they have to have a meaning and an element of social engagement, which underlines the need for new and engaging ways of communication that would keep the audiences interest and focus, creating stable and long-lasting relationship. Cook notes that pictures have gained more and more ground, yet 'language, where it is used, leans further and further towards the meanings it derives from interaction with pictures' (1992: 49). It is impossible to evaluate advertising by isolating pictures and language, because only in connection to picture the message can be interpreted correctly and add to the advertisement's value (Cook, 1992). Therefore, qualitative advertisement on social media should include a textual message that compliments the visual image and explains the purpose of the post.

In either case whether by using a business account or choosing to employ influencers, Instagram is one of the best social media platforms for digital advertising

due to its highly praised visual tools and large number of users that ensure a wide information circulation and active communication.

## **Summary**

Advertising is an industry that is ever changing and broadening in its spectrum according to society's needs and perception. It has become an important part of modern life and changed from a simple promotion of goods and services into a representation of society, its culture and life-style. Consumers have become more selective and demanding in their pursuit of qualitative content, as well as increasingly judicious in their opinions about advertising and commercial promotion, making traditional advertising less effective and forcing advertisers to constantly change their approach and practises. In contrast, computer mediated communication has opened new avenues for digital advertising and provided new opportunities for commercial practices. It has become a special type of interpersonal communication, encouraging advertisers to adjust their practices and use more modern approaches. While there are several ways for online communication, social media has proven to be the most popular and advantageous. Social networking services have provided new opportunities to engage with other people, crossing social and geographic boundaries, and creating new communities that are united in their interests and preferences. One of such services is Instagram - a free online photo-sharing and social networking platform. It encourages people to share their life-styles and opinions with other like-minded individuals. Some of these people can be classified as social media influencers – people who are paid by companies to demonstrate and review the use of their products to encourage other people to buy them. While companies promoting their products directly are viewed with suspicion and scepticism, influencers have their own authority, position and relationship with audience which makes their knowledge and suggestions more trustworthy and reliable in the eyes of consumers. While images can create mood and attract the necessary attention, there is still a strong need for language as a communication tool that explains and elaborates on the message of the advertisement to gain the maximum positive reaction as well as engages the audience into communication and providing feedback.

## **2 CREATIVITY AND NON-STANDARD SPELLING**

Chapter 2 discusses how creativity in advertisements on social media sites can be achieved by using different spelling variations, in particular, by using nonstandard spelling typical for online communication, such as, intentional misspellings, acronyms, symbols and emoticons.

### **2.1 The language of online advertising**

While visual images and videos play an integral part in social media advertising, the importance of language is still unquestionable. Images can attract attention and engage the audience, but the message of the advertisement expressed in writing can act like a complimentary addition to the visual impression. While the format of communication is each person's individual preference, most Internet communication will still have some common features.

Cook has theorized that 'ads and literature have a much closer relation to orality than many other kinds of written texts' (1992: 75). It has been proposed by Janoschka (2004:83) that communication on the Internet is a hybrid, using traditional communication forms while also creating new and previously not used communicative features. As described by Herring, 'Messages delivered electronically are neither "spoken" nor "written" in the conventional sense of these words' (1996: 14). Advertising online is a type of interactive communication, that is not one sided and passive give of information, but not face-to-face or direct interpersonal communication either, it is an entirely different way of communication, which is very closely related to 'conceptual orality' (Janoschka, 2004:83). It can be explained in part as a written text that gives an impression of being a part of spoken text, giving it the quality of being verbally communicated. This view is supported by many researchers in the field. Thurlow and Mroczek (2011) strive to prove that online communication defies the rules and expectations of traditional writing styles, creating new styles and is linguistically variable in its execution. Even Crystal agrees that 'some features of spoken language are often present in Internet writing' (2006: 43). As a result, it is now generally accepted that the language of Internet communication is a variation of both spoken and written languages.

Herring believes that this form of communication has developed its own ‘innovative set of linguistic devices that functions to create the effects of voice, gesture and tone through creative use of capitalization, spelling and punctuation’ (1996: 57). Tone, gestures and voice are all typical parts of speech and spoken communication that are rarely correctly implemented in writing, however, in online communication several patterns and variations can be used to imitate or substitute these features for generally recognizable written counterparts. Herring claims it as a characteristic feature of online communication that a complex set of orthographic strategies are designed to compensate for ‘the lack of intonation and paralinguistic cues that interactive written discourse imposes on its users’ (1996: 57). These alternate and non-standard forms are assumed to serve as alternative systems of signification that replicate the emphasis and non-verbal cues of spoken language (Herring, 1996).

This view is further supported by Janoschka who maintains that

Although online advertising messages are written-language based, speech acts make use of elements that are typically found in spoken language. These employ, for instance, simplified, abbreviated language, forms of personal user addressing such as questions, imperatives, personal pronouns and deictic terms to carry out their functions. This conceptual orality, often expressed by directives, creates a communicative immediacy, imitating interpersonal communication, which is technically transferred. (2004: 121).

However, all these forms are only relevant and understandable if they are used in a particular context.

Online communication is a specific type of discourse which can only be taken as text and context together, because language is always used in context and there cannot be any acts of communication that do not include message, paralanguage, situation, inter texts and participants (Cook, 1992). Any and all features must interact in a way which is meaningful and unified, because participants of any interaction are both part of the context and its observers (Cook, 1992). As Cook noted, ‘each new ad is encountered through knowledge of thousands of earlier ads’ (1992: 4) and creates a certain already pre-existing notion of context and meaning. Use of any spoken communication characteristics is already only possible in the technological context of online interpersonal communication which makes the creation of these features possible, yet the intentions, meanings and to some extent personalities can also be revealed through the context in which orality is used (Crystal, 2006).

Given these points, it is safe to assume that while images are an important part of digital advertising, the language is an integral component that gives meaning and context, as well as communicates the message. Online communication has developed into a new type of communication that displays characteristics of both spoken and written text, creating new and creative ways for integrating voice, gestures, tone and other spoken communication features into the written texts by using different orthographic strategies.

## **2.2 Spelling as an art form**

While written language and spelling have existed for a very long time, it continues to develop into new forms. Computer mediated communication and its dual nature with its spoken and written language features has broadened the use of new symbols and words that are quite unusual and uncharacteristic for traditional orthography.

To begin with, orthography can have even broader interpretation than advertising. In Cambridge online dictionary orthography is ‘the accepted way of spelling and writing words’ (Online 5). This definition is very broad and general and does not explain the nature of what could constitute as ‘accepted’ and how it relates to the context. According to Merriam-Webster dictionary, orthography is ‘a part of language study that deals with letters and spelling’ and ‘the representation of the sounds of a language by written or printed symbols’ (Online 4). This definition gives basic characterization of orthography as a field related to spelling as well as the use of letters and symbols in writing. This is a more elaborate way of explaining this field. Standard orthography deals with a set of conventions for conveying spoken language in writing. However, in Internet communication, the standard rules of spelling are not applicable due to the reasons mentioned in the above chapter and it typically employs non-standard rules of spelling and writing.

Non-standard spelling has become a constant and expected form of Internet communication. As stated by Cutler and Røyneland (eds.) (2018), non standard spelling can be noticeable in a way that it creates social boundaries and expresses the writer’s stance and attitude. They also claim that non-standard orthography ‘often serves very specific pragmatic functions, including the expression of creativity, personality, affect, emotional involvement and informality’ (2018: 135). This opinion

coincides with previously expressed opinions by Cook (1992), Herring (1996), Crystal (2006) and Janoschka (2004).

Nonstandard spelling in Internet communication is very common and expected. It was one of the earlier features to be recognized (Herring, Stein and Virtanen (eds.), 2013) and has remained a constant component of online communication. Herring describes spelling variations as common in online messaging and claims that it is a strategic step to use ‘syntactically reduced forms, the use of acronyms and symbols, the clipping of words and various other strategies which function to reduce time and effort necessary to communicate’ (1996: 54).

Non-standard spelling is a deliberate way of mispronunciation of words and substituting words with relevant symbols that create word associations, presenting new forms of word abbreviations, acronyms and different symbols applicable in the context of online communication and advertising.

### **2.2.1 Intentional misspelling**

Misspelling has been used both in written and spoken communications even before the development of computer mediated communication and cannot be classified as a new feature, yet the popularity of online communication has considerably increased the use of intentional misspelling. While all spelling variations in communication are intentional in nature, some spelling variations are misconstrued or exceedingly shortened more than others.

The main reason why online communication has so many spelling variations is because it is trying to replicate the speech patterns, adding extra intonation and modulation to the text (Crystal, 2006). Messages posted online tend to be short and concise, as well as informal to entice response and involve people in the conversation. As described by Herring, ‘the omission of subject pronouns and auxiliaries is associated in non-virtual modes with an informal spoken style, further broadening the air of spontaneous orality’ (1996: 55). In an effort to achieve this effect of spontaneity and replicate speech patterns, there is a certain tendency to strip words down to the fewest possible letters that will enable them to be meaningfully recognized in the context (Herring, 1996). Another important reason is the shortening of text and the message. In the quest to reduce the time needed for writing the message and to shorten the messages as much as possible, making them more visually appealing, traditional spelling is more often than not ignored.

An interesting pattern has evolved in ignoring vowels in certain words. Some words in online communication are often misspelled by omitting their vowels and creating forms of abbreviation, for example, 'bb' which means 'bye bye' and 'pls' which means 'please' (Herring, 1996). In later works, Herring describes such variation 'consonant spelling' in reference to Frehner (2008) and his work on the subject, that classifies words spelled without their vowels as consonants (Herring, Stein and Virtanen (eds.), 2013). As a matter of efficiency, some words like 'from', 'can', 'would' have quite frequently been shortened and spelled without vowels becoming 'frm', 'cn' and 'wld' (Herring, Stein and Virtanen (eds.), 2013). These words still tend to be understandable in context, especially in the broader context of online communities since they have become a frequent occurrence and almost evolved into internet slang.

In some instances, not just vowels but most of the letters in words are omitted or replaced by an appropriate symbol. To reduce the word to its absolute minimum of characters, the words get truncated and it is noticeable especially in words that resemble the sound of a single letter or number when pronounced (Herring, 1996). Janoschka notes that it is quite often that 'single letters or numbers are used to abbreviate words, resulting in their similar or homophonous pronunciation' (2004: 154). The most often used forms of such homophones are letters u ('you'), c ('see'), r ('are') and numbers 2 ('to', also 'too') and 4 ('for') (Herring, 1996; Crystal, 2006). In such cases, the words are revealed as they get read since pronunciation plays a crucial role in deciphering the meaning of singular letters and words used in communication.

In contrast, in some situations vowels are added instead of being omitted. These added letters do not give a new meaning or addition to the meaning of the word; they are used to add emotion and expression to the text (Crystal, 2006). Crystal insists that internet users 'make use of varying number of vowels and consonants, depending on the ferocity of the emotion, aaaiiee, yayyyy' (2006: 94). This would suggest that the more extra vowels are added, the stronger emotion is behind it. Herring agrees that 'reduplicated letters are used to represent drawn out or expressive intonation' (1996: 57). As some examples, words like 'cooooll', 'baaad' and 'awwww' can be mentioned (Herring, 1996: 57). All these examples mostly contain words associated with emotions or emotional reactions, that suggests that reduplicating letters is meant to add more emphasis to the word associated with the emotional reaction which would typically be more easily expressed in face-to-face

conversation and in written communication is merely duplicated by using altered spelling.

A similar pattern can be observed with capitalization. While standard capitalization rules can be employed or dismissed, there is a certain pattern of capitalizing word in sentences as a convention for expressing emphasis and adding impact on exclamation (Herring, 1996). As described by Crystal ‘the lower-case default mentality means that any use of capitalization is a strongly marked form of communication (2006: 92). In some cases capitalization of words can be interpreted as ‘shouting’ in writing, but generally it is assumed to be used as an emphasis to accentuate certain words or phrases or add additional intonation (Herring, Stein and Virtanen (eds.), 2013).

Intentional misspelling is a common practice in Internet communication, which has quite several forms, such as added and omitted letters and capitalization, that are all generally connected to spoken language and pronunciation of words and sounds.

### **2.2.2 Onomatopoeia**

Another non-standard spelling variation closely related to sound and pronunciation is Onomatopoeia. In an effort to replicate speech patterns and sounds made in spoken communication, a separate system of conveying sounds into writing has been created and developed throughout the years as a convenient practice of implementing speech into written communication.

Onomatopoeia is broadly defined as ‘words that mimic sounds’, but can also be defined as mimetics, expressives or ideophones depending on the preference of terminology (Sasamoto, 2019:1). Some typical examples would include words like *buzz*, *ha ha*, *meow*, *crash* and *splash* (Sasamoto, 2019). It is closely connected to the pronunciation of these words, since they seem to duplicate or at least partly imitate the association one gets when hearing the word (Sasamoto, 2019). Herring also agrees that ‘interlocutors frequently construct graphic simulations of sounds such as laughter, exclamations, snarls, barks, singing, the sound of racing cars and various other noises’(1996: 58). It could be described as a type of sound symbolic spelling that writes the word with available letters and symbols in accordance to how it is perceived. Such words usually have several function and the meaning is unclear without a strong context. Some function of these words would be mimicry,

expression of internal states and feelings, expressions of social relationships with diminutives and vocatives, characterization of objects and actions like movements and shapes, as well as indicators of intonation, expression or affect towards the subject discussed (Sasamoto, 2019).

While meaning of each mimicked sound and its exact function in a text is open to individual interpretation, there is still a set phonetic aspect to each such word that creates at least a general association or impression of a sound.

### **2.2.3 Acronyms and abbreviations**

Acronyms and abbreviations are generally more accepted forms of nonstandard spelling. While they are in a way similar to intentional misspellings, they are common enough to have gained a widely known meaning and in some way even substitute full forms of the words that can be understood without context. Yet some forms are only relevant to certain professionals that use them as jargon or communities that use them as slang, in which case they are only relevant in the context and require prior knowledge about the topic.

Regular users of social media and participants of online communication would find most abbreviations and acronyms clear and meaningful, while outsiders might need to pay closer attention to the context to fully comprehend the meaning (Herring, Stein and Virtanen (eds.), 2013). Certain abbreviations are more typical to certain communities (Herring, 1996). Online communication abbreviations and acronyms would be more typical and meaningful only to members of those communities with generally known meanings, making them a part of jargon. The common use of abbreviations and acronyms are associated with another practice of saving time and effort spent on creating the message by reducing the words to the minimums understandable number of characters that retain the same meaning as a full word (Crystal, 2006). The use of abbreviated forms can save time, making the pace of exchanges more similar to face-to-face interactions and bears certain similarities to rapid, informal speech (Herring, 1996). Janoschka describes abbreviations and acronyms as simplified items of the language that substitute words and phrases, which as a type of language ‘is a kind of artificial language, developed for communication purposes among special users and within special areas’ (2004: 154). Therefore,

abbreviations have become a pretty normal occurrence in informal writing and online communication (Cutler and Røyneland (eds.), 2018).

In a way, it could be said that acronyms and abbreviations are similar shortened forms of words or phrases, however, there is a subtle difference. Abbreviations are a shortened form of a word or phrase, but it remains as a whole word or phrase (Online 6). On the other hand, acronyms typically contain a set of initials from a word or phrase, for example, lol (laughing out loud) and other similar acronyms used in online communication (Online 6). Acronyms usually tend to be pronounced as a word, rather than enunciating each letter separately as with initialisms (Online 6). Examples of abbreviations would include ‘net’ (internet), ‘blog’ (weblog), ‘bio’ (biography), ‘e-mail’ (electronic mail), etc. (Crystal, 2006). Acronyms that are very common in online communication would include LOL (laughing out loud), ROFL (rolling on the floor laughing), IMHO (in my humble opinion), TTYL (talk to you later), BRB (be right back) and many others that are particular to the specific culture and communication style (Herring, 1996).

Since online communication strives to be more informal than traditional writing, the use of abbreviations and acronyms has become another norm for digital interpersonal communication.

#### **2.2.4 Symbols and emojis**

Informality in writing style can also be achieved by creative use of symbols and pictograms such as emojis that can also influence the tone and affect the message. These symbols often serve as visual interpretations of facial expression and emotions, becoming an important tool to imitate the effects of voice or gestures as paralinguistic cues in writing.

Throughout the digital interpersonal communication, a tendency to produce visual effects in writing and make written words simulate speech is pretty common (Herring, 1996). Cook describes it as ‘an atavistic tendency [...] to return to pre- or quasi-literate forms of communication, and particularly to a stage in evolution of writing between the use of pictures and the first logograms (a written sign which signifies a whole word)’ (1992: 55). In a way it must be true that a preference for symbolic characters as substitutes for words has increased, yet its meaning as return to more rudimentary writing or evolution as a modern writing style is debatable.

Many symbols were created as pragmatic tools to shorten the words for purely practical reasons, like the universally known symbol '@' ('at') that was chosen as a rarely used symbol not occurring in names, yet after its introduction as a character in e-mail and online communication, it became integral to the culture itself, gaining new application in messages as another substitute for the word 'at' based on its phonological similarities (Crystal, 2006). It is quite common for non-alphabetic symbols to be used in a variety of ways, whether as variants of alphabetic symbols, as complements to another language or as logograms (Herring, Stein and Virtanen, 2013). Understanding their meaning is based on context and interpretation.

As Thurlow and Morczek have concluded

Every sentence written using this creative typographic form is a unique performance of style, exercising different, often spontaneous choices that compel readers (ratified or un-ratified) to "decipher" them according to their specific context of use. (2011: 183)

Some symbols are generally known, such as directions arrows, mathematical symbols and the symbols created as words substitutes, such as & (and) or xo (kisses and hugs) and others (Herring, Stein and Virtanen (eds.), 2013). Since there are so many symbols in use and even more variations to choose from, context plays an essential role in understanding their meaning and application.

Quite another matter is emoticons. As the term would suggest, it is a blend composed by the notions of emotion and icon, creating a mixture of both (Janoschka, 2004) and they are often characterizes as 'paralanguage of the Internet' (Crystal, 2006). Zappavigna characterized them as 'stylized textual representations, predominantly graphological realizations of facial expressions' (2012: 71). With a use of certain emoticons, particular emotions are expressed, replacing the paralinguistic cues absent in writing such as gestures and facial expressions that are used in face-to-face interpersonal communication together with eye-contact (Janoschka, 2004). These emoticons are often also called "smileys" or "smiley faces" (Janoschka, 2004; Zappavigna, 2012). They used to be only represented by symbols on a keyboard, such as colon or semicolon plus bracket, creating a 'smile' or 'frown' in a ninety percent angle (Herring, Stein and Virtanen (eds.), 2013). These days, emoticons are much more sophisticated since many of the software automatically transform such typed sequences into much more elaborate emoticons that are more picturesque and graphic, as well portraying more details than earlier versions (Herring, Stein and Virtanen, 2013). These forms are often referred to as 'emojis' since they are more picturesque.

Emoji means “picture letter”, which is ‘a small digital picture or pictorial symbol that represents a thing, a feeling or a concept’ (Li and Yang, 2018). They are used almost in the same way as emoticons to express facial expressions, yet can also be gestures, common objects, places and types of weather, and animals (Li and Yang, 2018). This development has made determining the function and purpose of emojis highly dependent on context, since in some cases it will be used as emoticon to express emotions or actions, but in some cases as a symbol, for example, a hand emoji can indicate direction or instruction, while emojis of objects, animals and activities can substitute words in text or create associations (Herring and Ge, 2018). However, the primary function of emojis is to portray facial expressions.

With its inability to express intonations and facial expression, written language has always been ambiguous, but with these somewhat crude images of facial expressions, writing has acquired at least some part of speech and its characteristics (Crystal, 2006). However, it has been argued recently, that they have more than one function in the text. Herring, Stein and Virtanen have established that ‘emoticons do not only convey emotions but in fact have multiple functions, including to indicate the illocutionary force of the text to which they are attached’ (2013: 470). They argue their point by explaining three different functions of the emoticons – emotion indicators, indicators of non-emotional meaning and as illocutionary force indicators (ibid.,2013: 470). It can be understood then that emoticons serve as facial expression to express emotions such as joy or sadness, as facial expressions portraying no expression and lack of emotional response and as facial expressions portraying the intention behind the message, such as to amuse or caution.

In regards to their function, the emojis can have a deeper meaning as well. As expressed by Zappavigna, ‘emoticons support the basic function of social media to connect with others in convivial, friendly and generally interpersonally positive ways’ (2012: 71). In social media context, emoticons alongside other forms of non-standard graphological expressions could be seen as membership markers (Zappavigna, 2012). Style and language used for messages is highly adaptable to circumstances and the communication medium, therefore, emojis can be used in social media sites as a way to show one’s belonging to community if the community is already communicating by using these symbols. It can invoke solidarity between groups or communities, as well as become a part of ideological commitment (Zappavigna, 2012). However, the primary meaning of emoticons will always be as the graphic representations of facial

expression and emotions that indicate the speaker's tone and emotional state (Herring, 1996). Emoticons can often collocate with other lexical expressions of emotion and enhance the sentiment. A single emoticon still allows a wide array of meaning and interpretation, for example, a smiling face could mean amusement, happiness, joke, sympathy, good mood, etc., which can only be clarified by referring to the verbal context (Crystal, 2006). However, emoticons can also have no clear emotional meaning and be interpreted only as general amicability towards the audience or the subject (Zappavigna, 2012). In either case, some textual context is needed to determine the precise meaning and function of any emoticon used in online communication.

Symbols and emoticons are another orthographic variation used to convey elements of spoken communication into written texts. They are wide in interpretation and precise meaning can only be determined by looking at the verbal components of the message, which will assert their function and the degree to which they influence the tone and voice of the message.

## **Summary**

While images are undeniably valuable in Instagram advertising, the language is also an irreplaceable part of successful advertising since the language in interaction with pictures creates a new context, connections and meaning. Language in addition to visual stimuli can have many other applications other than simply enticing people to buy products or services, it can also amuse, inform, warn or ensure a relationship by using different linguistic tools. Online communication has developed into a new type of communication that displays characteristics of both spoken and written text, creating new and creative ways for integrating voice, gestures, tone and other spoken communication features into written texts. Non standard spelling has become a constant and expected part of Internet communication. Some spelling variations are intentional misspellings of the words by omitting vowels or most of the letters in the word or, on the contrary, adding extra vowels, replacing words with letters and symbols that have similar pronunciation or using capitalization to put extra emphasis on selected words or phrases, all in the effort to add extra intonation and modulation to the text, replicating speech patterns. Some of the other most popular non-standard spelling variations include onomatopoeia, acronyms, abbreviations,

using symbols and emoticons. All of them are used as linguistic tools to imitate sounds, gestures, intonation, facial expressions and other paralinguistic cues of spoken communication that are not part of traditional written language but are quite popular in interactional online communication and social media, as can be seen in the messages of Instagram influencers.

### **3 ANALYSIS OF NON-STANDARD SPELLING IN INSTAGRAM ADVERTISEMENTS**

The chapter is constructed in parts. First, explains the criteria for selecting corpus and the qualitative and quantitative methods of research analysis. Then the analysis summarizes the presence and use of non-standard spelling in the selected corpus, presenting the frequencies of use as quantitative part of the research as well as its meaning and functions as qualitative part of the research.

#### **3.1 Criteria for corpus selection**

The aim of this paper is to study the use of non-standard spelling and its functions in online advertisements on Instagram, which requires a selection of corpus for analysis. The first and the most important criterion for corpus selection is that all data must be taken from the social media site Instagram and all advertisements must be posted in the English language. Secondly, to limit the volume of the data, messages are selected from four active influencer accounts with posts at least once per week in a three month period between October 1, 2019 and December 31, 2019. Finally, to ensure the validity of results, all chosen accounts are in the field of food industry with their owners promoting recipes and healthy eating suggestion on Instagram. Accounts were selected randomly from recommendations with veganism as a common element since it is a current trend among Instagram users.

#### **3.2 Research method and procedure**

The present paper uses discourse analysis as the main research method. As defined by Brown and Yule, ‘the analysis of discourse is [...] the analysis of language in use’ (1988: 1). For this reason, the conducted research is mainly interpretive, explaining the meaning and purpose of non-standard spelling in context, using discourse as language and as social practise method (Fairclough, 2003). The research is conducted using qualitative and quantitative data analysis (Paltridge, 2006). The qualitative research approach is more connected to the language itself and explanatory in its nature, concerned with passive observation and explanation of meaning for the features found in the corpus, while the quantitative approach focuses on statistical data in regards to frequency and regularity of the obtained non-standard spelling

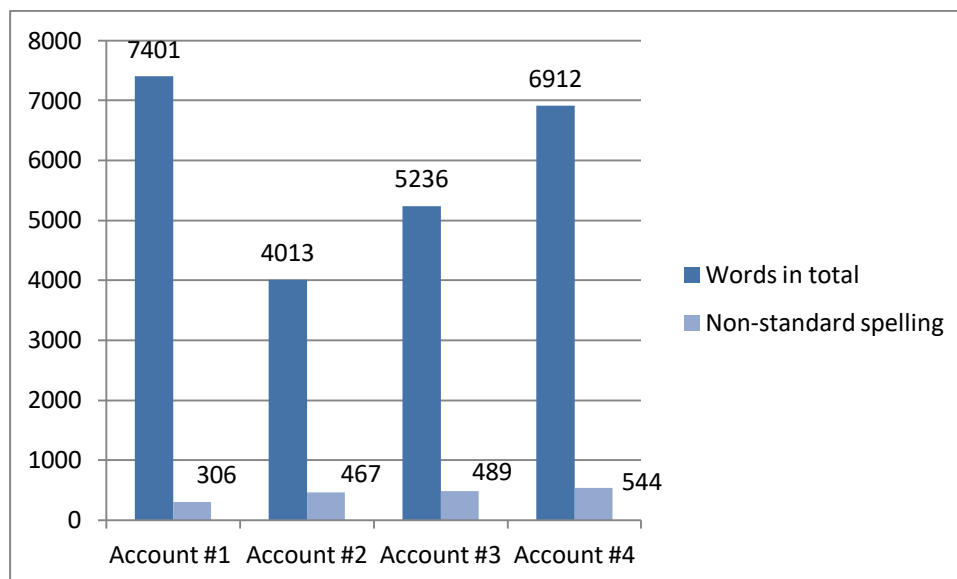
variations in the selected corpus. According to Brown and Yule, regularity is ‘a frequency with which a particular linguistic feature occurs under certain conditions’ (1988: 22). If the frequency of a certain linguistic feature is high enough, it may be considered a regularity, yet it has to be at least ninety percent high to be considered as such (Brown and Yule, 1988). The research therefore explores the frequency of non-standard spelling in relation to the overall word count in the messages selected from each account and in relation to the whole corpus. The reliability of the obtained results can be ensured by the consistency of data collection, analysis and interpretation procedures (Paltridge, 2006). Consequently, each non-standard spelling variation will be counted as one word regardless of its meaning in the context for the purpose of establishing the frequency of its use. Since some emojis can be interpreted as both symbols and emoticons, they will be classified according to their meaning in context, respectively, emojis that serve as facial expressions and gestures will be classified as emoticons, while emojis used for directions and word association or substitution will be classified as symbols.

### **3.3 Analysis of the research results**

Four Instagram accounts were randomly selected based on the requirements stated above and their messages in a three month period from October 1, 2019 until December 31, 2019 were revised and summaries of non-standard spelling examples were compiled in Appendixes 1-4. The research corpus therefore encompasses three hundred seventy six messages where non-standard spelling and its functions were analyzed in accordance to the framework suggested by Crystal (2006), Herring (1996), Herring, Stein and Virtanen (eds.) (2013), Janoschka (2004), Sasamoto (2019), Cutler and Røyneland (eds.) (2018) and Zappavigna (2012). Research focuses on the presence and functions of abbreviations, acronyms, intentional misspelling by omitting or adding letters and by excessive capitalization, onomatopoeia, symbols and emoticons. Since emoticons and symbols are not transferable in the same format as they are posted in the original source, they will be described using the classification and explanation available in the emoticon explanatory encyclopaedia (Online 7).

As mentioned above, the quantitative analysis of the paper explores the frequency. While certain frequency of linguistic features are mentioned in analysis of each account’s messages, to determine the overall frequency of non-standard spelling,

data must be analyzed in relation to the overall word count in the messages selected from each account and in relation to the whole corpus.



*Figure 3.3.5 The ration of words in total and words with non-standard spelling*

As it is seen in Figure 3.3.5, the frequency of non-standard spelling in comparison to the overall word count in the messages is considerable. Percentage for the first account is 4,14%, for the second account it is 11,64%, for the third account it is 9.34% and for the fourth and final account the percentage is 7.87%. Emoticons were used seven hundred forty five times or 41,25 % of all the nonstandard spelling, making it the most frequently used feature in the whole. Symbols were used four hundred forty eight times out of one thousand eight hundred six instances of nonstandard spelling which is 24,81% of all examples. Onomatopoeia was the least used feature with only thirty eight examples across corpus or 2.10%. Intentional misspelling occurred one hundred seventy nine times which is 9.91% of the all features. Abbreviations were used three hundred thirty one times (18.33%) and acronyms were used sixty five times (3.6%). The research corpus encompasses three hundred seventy six messages with overall word count 23562 words. The overall count of non-standard spelling within this corpus is 1806 words. Therefore, in relation to the whole corpus, the frequency is 7.67 %. Considering the number of messages in corpus and the word count, this is a high frequency for nonstandard spelling.

### 3.3.1 Account #1

The first account selected for analysis belongs to a celebrity chef Jamie Oliver who promotes his own cooking classes and recipes from his books and has posted one hundred fifty three messages in the period of three months. Five of the messages were all written using standard spelling and full forms of the words, while the rest included at least one example of non-standard spelling. All six types of non-standard spelling were detected in the text, namely, abbreviations, acronyms, symbols, emoticons, intentional misspelling of words and examples of onomatopoeia. The summary of these linguistic features is available in Appendix 1.

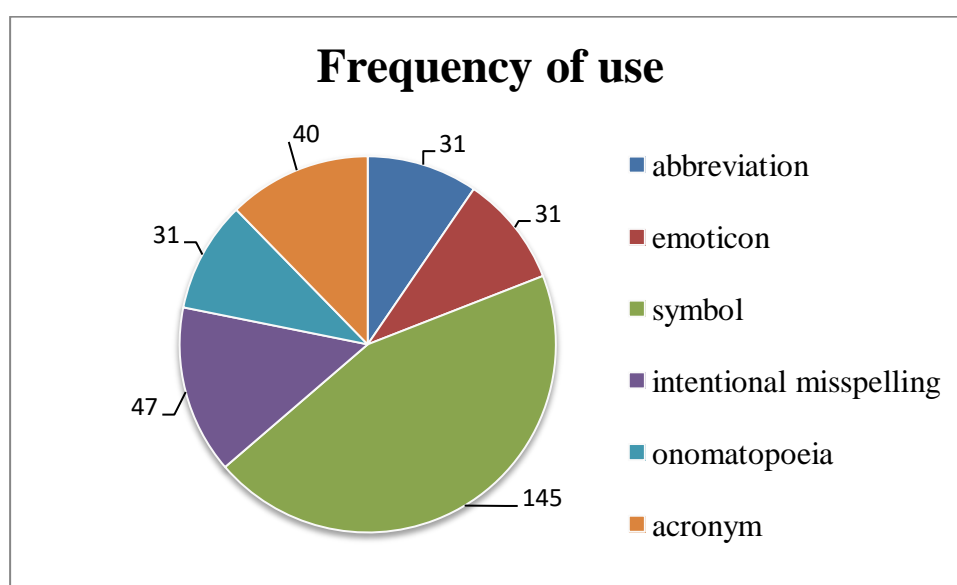


Figure 3.3.1 The frequency of use of non-standard spelling variations, Account #1

Figure 3.3.1 shows how many times each feature is used in messages from Account #1 for each of the non-standard spelling variations mentioned above. As can be seen, symbols are the most frequently used feature, followed by intentional misspelling, acronyms, abbreviations, emoticons and the less frequently used onomatopoeia.

The most common symbols in all of the messages are the letter 'x' which symbolizes a kiss. This feature is used in almost all messages, typically at the end of the message as a last word, which could be interpreted as a signature as well as the indicator of the writer's informal attitude towards the reader. It is used forty times both in the singular form as one 'x' ('kiss') and in plural 'xx' (kisses). In four other messages the letter 'x' is used together with another letter as 'oxxx' with the meaning of 'kisses and hugs'. This is a well known interpretation for these letters in the

informal communication. Another frequent symbols in use is & ('and') which is used fifteen times, apparently to save time and shorten the length of the text. Other symbols are quite conventional with a well-known meaning, for example, '£' symbols which is a currency symbol for British pound, '°C' combination which is commonly known as 'degrees Celsius', '%' symbol which means 'percent', mathematical expression of '½' which is known to mean "half". Some symbols could be considered as emojis based on their visual appearance yet in their function they serve more as symbols than emojis, especially symbols indicating a direction, like Backhand Index Pointing Right, Backhand Index Pointing Down, Backhand Index Pointing Up. These visually elaborate representations of directional arrow symbols shorten the messages, make the text more appealing as well as still serve their basic function of directing attention. Another example of emojis used as symbols would be the use of emojis for bullet points. In several posts, different emojis are used as bullets, instead of the more classical bullets like check-mark or circle. Such examples include star emoji, potato emoji, nut emoji and Backhand Index Pointing Right emoji. In some instances like with potato and nut emoji they are directly connected to the topic discussed - cooking of potatoes and nuts – yet in most cases they are simply more graphic and visually appealing than standard bullets. Some symbols are used to substitute words, for example, banana emoji for 'banana', ghost emoji 'ghost', chili pepper emoji for 'pepper' star emoji for 'star', cheese emoji for 'cheese' and crown emoji for 'crown'. From their visual images, their meaning is instantly clear and recognizable, making the text more visually appealing and associative in nature. Another associative symbol is Yellow triangle attention emoji, used in one message to attract attention and show the importance of the message. While it has the graphic detailing of the emoji, in its basic form it is a world-wide accepted symbol that is widely used with the meaning 'Attention'. Some symbols border on emoticons, for example heart emoji. It serves as a symbol of the heart in text, yet also implies love as the author's emotional reaction to text relayed in the message.

In a more direct way of portraying emotions, the use of several emoticons was also detected in the corpus. The most often occurred emoticon was Winking Face (6) used in a playful, suggestive manner. Different smiling faces were also noticeable like Smiling Face with Heart-Eyes (3) and Smiling Face with Smiling Eyes (2) to indicate approval and excitement. In some instances excitement was expressed by using Raising Hands emoji (3), while approval was expressed with thumbs up emoji (1). In

one instance, the author attended to add extra strength to the statement ‘I’ve put it all together’ by using the muscle emoji. Especially funny texts were accompanied with Face with Tears of Joy (3). Since the period selected for analysis covers Halloween and Christmas period, the festive mood was indicated by the use of zombie emoji and Christmas tree emoji correspondingly. To indicate the victory dance, the author used music emojis, when the message was about an achievement or a victory. In one post the Astonished Face emoji was used to portray the author’s astonishment about the event described in the message. While the heart emoji was used as a symbol in one of the posts, in another it was used to express the author’s emotional attachment and deep love to the subject discussed. All of these emoticons were used thirty one times in total, sometimes with several emoticons in one post for a deeper emphasis on text, yet it cannot be argued that all of them were used as imitations of facial expressions or emotional markers to indicate the intent of the messages and the reaction they should provoke in the audience.

Another way the author expresses emotion in written texts is by using onomatopoeia for imitating the vocal sounds more characteristic to spoken communication. Such sound include the well known ‘ha ha’ as an expression of laughter, ‘wow’ as a sound expression for surprise or excitement, ‘oh’ as an imitation of surprise, ‘Woop woop!’ for expressing joy and excitement, ‘ta-daaaah!’ to imitate the sound of prideful excitement and ‘Ahhhh’ to imitate the sound of a long exhale, signaling tiredness and exhaustion. The most frequently transcribed sounds are those of joy and excitement - ‘wow’ and ‘haha’. Overall, it could be said that the use of them gives a text a certain intonation and lets the reader know about the author’s emotional state at that moment.

It has also been confirmed that messages include intentional misspelling of words. Intentional misspelling of words by removing letters was detected only twice when the author used ‘Tis’ instead of ‘it is’ and ‘prepped’ instead of ‘prepared’. Mostly misspelling was used in excessive capitalization to put emphasis on certain words or phrases that are the main focus of the whole message. While their meaning remains unchanged, the capitalization of individual words in a sentence is still considered a method for adding emphasis to the message, often hinting at the emotional involvement of the author.

Most of the messages were quite long and in order to raise an interest of the audience and not lose the reader’s attention, several words and expressions were

shortened to make the message shorter and more associative in nature by using several kinds of abbreviations and acronyms. The most frequently used abbreviation, fifty four times in total, was the abbreviation 'bio' meaning biography, which is part of the Instagram jargon and recognized by its users. It was used in reference to more content and details being available in the user's account biography if the audience was interested in continuing reading about the topic, in most cases a recipe or information about cooking classes available for purchase. Since the topic is cooking and healthy living, another quite popular abbreviation was 'veggie' to refer to vegetarians, vegetarian meals and on occasion even vegetables. However, it was highly dependent on the context which meaning is actually intended and since it has so many possible meanings, it has a high possibility of misinterpretation. Furthermore, at some instances the word was shortened even further, leaving only 'veg' which was open to interpretation as vegetarian, vegan or vegetable. Sometimes the meaning could be assigned in connection to other abbreviation that refer to the cooking process itself such as 'prep' (preparation), 'to prep' (to prepare), 'combo' (combination), 'par-boiled' (partially boiled), 'mins' (minutes), 'tear'n'share' (tear and share), 'filo' (filling), 'tbs' or 'tbsp' (tablespoons) and 'avo' (avocado). All of these abbreviations are highly dependent on context and while some might be self-explanatory, without the relevant context, the meaning is too open for interpretation. Since the account owner released relevant books, they are often promoted in the messages by page numbers, which for convenience are shortened as well, for example, 'p218' (page 123). Such shortening is very common in many posts, the letter 'p' has been used as abbreviation for 'page' for twenty seven times. In one case ( '50p') the letter p is used to reference 'percent', which is quite an unusual way to refer to it since percentage can be indicated by a separate symbol. While that might be an almost academic approach to shortening relevant words, in some instances, the author's abbreviation are direct slang of the internet and spoken communication, such as 'wanna' (want to), 'gonna' (going to), 'insta' (Instagram), 'pic' or 'pics' (pictures), 'C'mon' (come on), 'til' (until). These are all common forms of spoken language that are used in order to make the text more informal and to affirm the author's membership as a part of Internet community who all are aware and active users of these shortened forms in the context of online communication as a whole. Most of these abbreviations are context-dependant and part of the author's professional jargon.

Another feature relevant to the context and content of the messages are acronyms. Since the author actively promotes not only his book, but also his cooking business and television cooking show, relevant acronyms such as ‘tv’ for television and ‘pm’ for ‘post meridian’ are common in posts that promote the cooking show while ‘HQ’ for Headquarters is used in reference to the cooking courses. In some posts the author uses acronyms connected to the countries, such as ‘DE’ for Germany, ‘UK’ for United Kingdom, ‘USA’ for United states of America. These are quite common in both written and spoken language for shortening the lengthy names of countries. In one instance author refers to another person using the common acronym ‘aka’ which means ‘also known as’ that is also a pretty common occurrence in spoken and written language. Yet surprisingly enough, only once was acronym used in reference to actual food – ‘BBQ’ to refer to Barbeque – and even then the reference is rather to an event than actual process, which leads to believe that the use of acronyms is not common in food industry and used only as necessary means to refer to places, events and sometimes people.

All in all, this account presents a wide array of non-standard spelling, used in close relations to the context. While the distinction between some features like symbols and emoticons is sometimes debatable and highly dependent on each individual’s interpretation, most of the non-standard spelling is used to show the intent of the author, add emotional meaning, imply cordial tone or intonation, or create references to additional data.

### **3.3.2 Account #2**

The second account selected for the research is a practicing vegan who promotes her own blog dedicated to vegan recipes and has posted sixty two messages in the period between October 1, 2019 and December 31, 2019. All of the messages included at least one type of non-standard spelling. All six types of non-standard spelling were detected in the text - abbreviations, acronyms, symbols, emoticons, intentional misspelling of words and examples of onomatopoeia and summary of these features is available in Appendix 2.

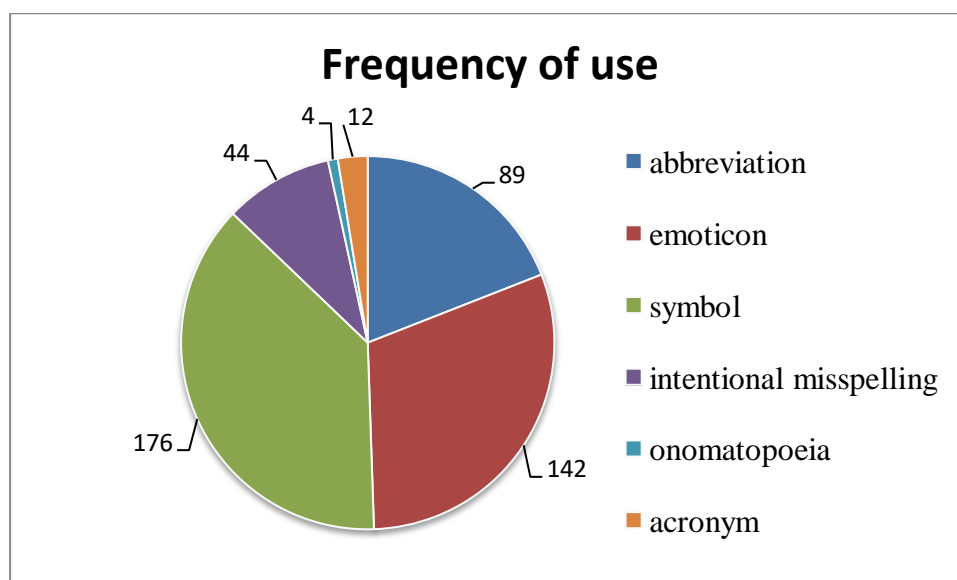


Figure 3.3.2 The frequency of use of non-standard spelling variations, Account #2

As shown in the Figure 3.3.2 above, Account #2 has used mostly visual variations such as symbols and emoticons followed by abbreviations and intentional misspelling examples, while acronyms and onomatopoeia are very scarcely used. In total, four hundred sixty seven examples of non-standard spelling were collected and analyzed according to their meaning in the context by which they were categorized. This account has been hard to interpret due to the high number of emojis that have quite different meanings in context, dividing them either as symbols or emoticons.

The majority of used symbols are graphic images that represent words, respectively emojis. They have no deeper meaning in the context, besides their basic function to serve as graphic representations of certain words. This account has a large variety of such cases since most food items (bread, pancakes, cookie, honey chocolate bar, glass of milk, coffee cup, soup, salad bowl, pie, pizza), vegetables (avocado, potato, carrot, corn, peach, banana, peanut, pumpkin), animals (fish, dog, chicken, turkey), body parts (tongue, eyes, human woman holding belly, ) and seasonal symbols (Santa Claus, Christmas tree, autumn leaves, gift, ghost) are constantly used in various posts with no obvious meaning besides the graphic representation of the words already uttered in the sentence. The author does not even use these emojis as substitutes for certain words, only as additional images at the end of the sentences with some connection to the items discussed in the message yet wide open for association and interpretation. The peculiarity of the account is in the use of the star emojis that appears to have a meaning in context although this meaning is not clear. Star emojis are used mostly at the beginning of messages or at the end of messages,

suggesting that they are either a type of author's signature in which case it is only stylistic in nature, or they have some deeper meaning, perhaps as a sign of quality or something extraterrestrial which would add an emotional attachment to this sign. Since it has been used thirty eight times, the sheer amount would suggest some kind of a meaning. In either case, this meaning is unclear and has not been explained in any of the messages selected for analysis and while it is possible this emoji has a symbolic or deeper emotional meaning, in current context it appears to be wide open for interpretation and has the function of a signature. In contrast, some other symbols are set with limited interpretation such as '+' (and), '=' (is), '%' (percent). These are all mathematical symbols that are widely known and pragmatic in their nature; they are used to shorten the words and create associations, e.g. 'color + flavor'. Curiously enough, the symbol '+' (and) is used seventeen times in the selected sample which is more often than the symbol '&' (and) that is used only twelve times respectively. There is no difference in the length of symbols '&' and '+', yet the author seems to prefer mathematical symbols. The same could be said about emojis for numbers that have the same meaning as the standard number, yet are more colourful and graphic, which attracts more attention and excels them. There is no reason for these numbers to be excelled yet the author's preference is to use visually more appealing options as much as possible. It is also true for directional symbols, such as Backhand Index Pointing Left emoji, Backhand Index Pointing Down emoji, Backhand Index Pointing right emoji and Arrow pointing left emoji. While the same indication of direction could be achieved by using standard arrows or even full words, the preferred symbols is a colourful and visually more appealing icon. In some instances symbolic emojis are also used as bullets in list-like posts with the same function of making posts more graphic and visual.

Another visual feature used regularly is emoticons. In total, emoticons are used one hundred forty two times in the sixty two messages. Most of those are some variations of facial expressions yet some part is also made of graphic gestures. All of the facial expressions used there stand for positive emotions, such as joy, satisfaction, excitement and pleasure. Such facial expressions include Smiling Face with Heart-Eyes emoji, Face Savoring Food emoji, Partying Face emoji, Smiling Face with Hearts emoji, Smiling face emoji, Smiling Face with Horns, Face Blowing a Kiss emoji, Face with Tears of Joy emoji, Grinning Face with Sweat emoji. As it can be seen from above, all of these emoticons have one element in common, namely,

“smiling” which as such is encouraging, signalling openness and amicability. Thus, the main function of using different types of smiling emojis is to set an amicable and positive tone to the text. The most popular emoji from the list is Face Savoring Food emoji, which is used nineteen times and it is in connection to the subject matter of the account – food preparation. The thinking Face emoji is one of the emoticons with neutral meaning since it is neither outright positive nor negative. This emoticon is used only three times and always in connection to certain questions proposed in the messages, e.g. ‘Super firm...say what?’. While facial expressions are obviously an important feature in this account’s messages, so are hand gestures. The author often uses Clapping hands emoji (nineteen times) or Raising hands emoji (thirteen times) to express excitement over an idea or achievement. While other hand emojis have a more symbolic meaning as directional symbols, the only function of these two emojis is the imitation of gestures in written texts to add more spoken communication features into their narratives. And as expected, the author also uses different heart emojis to show deep emotional attachment to the subject or indicate the tone of a message.

Another spoken language feature noticeably imitated in the texts is a few instances of onomatopoeia. Such vocal exclamations include ‘oh’, ‘haha’ (imitation of laughter), ‘wink wink’ which is more like a gesture but cannot be considered as symbol or emoticon and ‘oh yeah’. All of these create a positive and friendly tone in the informal style.

To some degree, intentional misspelling is also used to indicate the tone of the message, especially by means of capitalization. As theory suggests, capitalization can be used to put an emphasis, add intonation and point out the key words in text. This is also true for the messages from this account. In total, intentional misspelling is used forty four times, forty of which are cases of excessive capitalization of certain words in sentences with intent to put additional emphasis. The other four cases of intentional misspelling are added letters to certain words to add extra modulation for them, stretching the sound out as one might do in spoken communication. Such examples are ‘Alllll’ meaning ‘all’, ‘aaaand’ meaning ‘and’ (used twice) and ‘heeeere’ meaning ‘here’. All of these are conscious misspelling with the intent to imitate spoken language in writing.

Abbreviations also include a mix of known and unknown words that are fully or partly dependent on the context. The same pattern can be observed in using

abbreviation ‘bio’ in reference to the account’s biography information. In these messages it is used forty eight times, that is in two thirds of all the messages analyzed. Since the owner of the account also has a weblog for promotional activity, many messages (fourteen) include the abbreviated form of weblog – ‘blog’. It is a well known form that is frequently used in online communities to shorten the word. Sometimes words are shortened in extremely informal way, for example, ‘deets’ meaning ‘details’, ‘wanna’ instead of ‘want to’, ‘ya’ instead of the more formal ‘you’. Some shortened forms are more associated with the food preparation community itself ‘prep’ meaning ‘preparation’, ‘veggies’ instead of ‘vegetables’ that while easily understandable in context, can also be understood by community members without it.

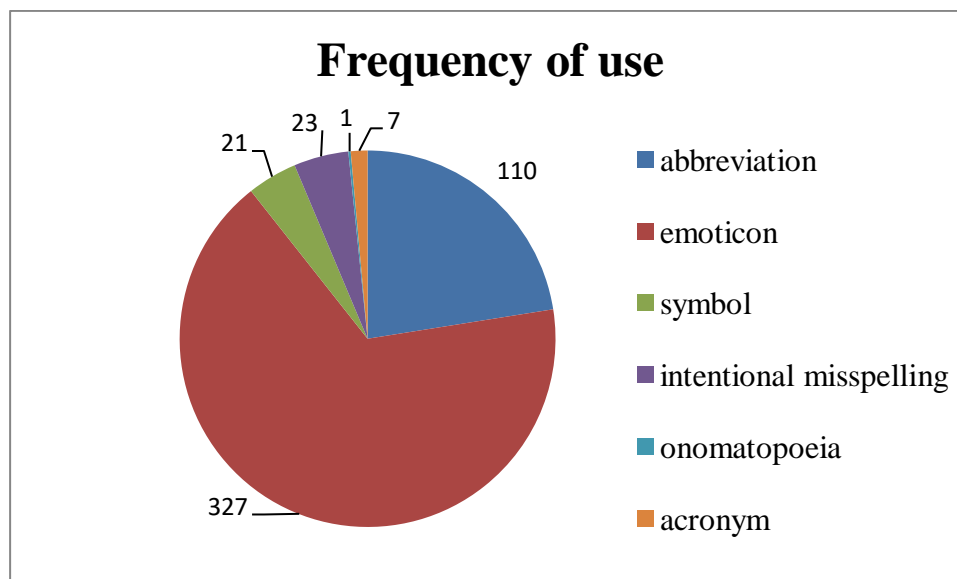
Similarly, the messages also contain many examples of abbreviations and a few acronyms as informal language tools. In some instances the acronyms used are context specific, for example, ‘v/gf’ which means ‘vegan/gluten free’, ‘gf’ also meaning ‘gluten free’ and ‘pb’ which means ‘peanut butter’ in context, but can be misinterpreted or unrecognized taken individually. Some of the used acronyms are well known in any context such as ‘PS’ (Post scriptum) which is a part of informal letter writing and ‘DIY’ which is a well known acronym for ‘do it yourself’. Other acronyms are well known only to certain online communities that use them as Internet slang like ‘tbh’ (to be honest), ‘idk’ (I don’t know), ‘aka’ (also known as). These acronyms are not directly dependent on the context since their interpretation is unchangeable and they are well-known as professional jargon.

Overall, all messages from this account are very expressive in their nature. They include many emojis used both as symbols and as emoticons that make the message more colourful and visually appealing, while using other features to further confirm the informality of the language in use and the intonation with which the text is supposedly delivered.

### **3.3.3 Account #3**

The owner of the third selected account is another vegan chef who promotes her own weblog where new recipes and ideas are available and has posted eighty five messages in the predetermined timeframe. All of the messages included at least one type of non-standard spelling. All six types of non-standard spelling were detected in the text - abbreviations, acronyms, symbols, emoticons, intentional misspelling of

words and examples of onomatopoeia and summary of these features is available in Appendix 3.



*Figure 3.3.3 The frequency of use of non-standard spelling variations, Account #3*

As can be seen in Figure 3.3.3, the most frequently used non-standard spelling variations for Account #3 are emoticons. Abbreviations are a considerable part of it as well, yet other variations mentioned above are few and in between. In a way this account is the most repetitive of all. Certain patterns can be observed that could be interpreted as a part of the author's writing style, for example, information about new posts in weblog will always start with a capitalized 'NEW', followed by abbreviation 'blog' and then by Smiling Face with Heart-Eyes emoji expressing how pleased the author is. And in most messages the narrative will end with a sequence of Laughing face emoji, abbreviation 'insta' (Instagram) and conclude with Heart emoji expressing the author's love, good humor and amicability towards audience. While this is not true for all posts and there are deviations from it, the pattern to include emoticons in any and all messages is still obvious.

There are only few symbols used in this part of the research corpus and most of those are traditional and well known. Directional arrows are used to show the correct direction in context, while symbols '&' and '+' are used with the same meaning 'and' to shorten the word and symbol '%' is used when talking about percentages. These are all pretty standard, globally accepted symbols with no room for changes in interpretation or meaning. In a few cases symbols are used to create associations, like 'pizza emoji' to represent 'pizza', 'ghost emoji' to picture ghosts for

the Halloween posts, ‘plant emoji’ to represent a ‘growing plant’ and ‘apple emoji’ and ‘fries emoji’ accordingly. None of these emojis carry an emotive function or a symbolic function as substitutes for words. They are additional pictograms that are used for added effect in order to brighten the text and make it more associative.

Emoticons are used three hundred twenty seven times in eighty five messages. That makes the average rate three to four emoticons per message. The most frequently used emoticon, ninety times, is Laughing Face emoji, followed closely by Smiling Face with Heart-Eyes emoji with eighty six times. Both of these are expressions of merriment, joy and happiness, which gives a positive intonation to the message. Face Savoring Food emoji is used twenty eight times to express appreciation and pleasure. Other emoticons chosen by the author are more related to gestures, for example, Raising Hands emoji, Person Raising Hand emoji, Face Blowing a Kiss emoji and Hugging Face emoji. All of these are associated with excitement and joy, an emotional reaction which provokes some kind of a physical reaction. Another reoccurring emoticon quite open to interpretation is the Heart emoji. In these messages it is used eighty times, mostly to set the general amicability and warm emotionality to the message. It might be argued that it is used as a signature or a feature of informal personal letters, where the finishing line is ‘Love, [name]’ since it is a reoccurring feature at the end of the messages, in which case its meaning is more symbolic than emotional, yet since its purpose is not explained and no additional information is provided as to its correct interpretation, it remains open for debate.

The only instance of associative sound imitation is the word ‘BOO’ which is interpreted as the sound ghosts allegedly make. It is used together with the ghost emoji to create a reference, but no other examples of onomatopoeia were found.

Intentional misspelling was used at a considerably low rate, mostly in regards to capitalization. From twenty three intentional misspelling examples, all were cases of extreme capitalization in order to put an emphasis on certain words or raise intonation in some sentence, e.g. ‘a NEW recipe’, ‘ENJOY!’.

While in the previous accounts, the most popular abbreviation was ‘bio’, in this account, it was the word ‘insta’ – a shortened form of ‘Instagram’- used eighty two times out of the total one hundred ten abbreviations. It is a very common spoken and written language abbreviation when talking about Instagram, therefore its frequent use is not surprising, The next most popular abbreviation form is ‘blog’ (weblog), which is used twenty three times, while the rest are divided between

‘veggies’ (vegetables), ‘inspo’ (inspiration), ‘pics’ (pictures) and ‘app’ (application). All of these are only vaguely connected to the context since they are well known and can be understood without additional information.

Both specific and general acronyms were used. While deciphering of some acronyms like ‘non-GMO’ (not genetically modified organisms) and ‘pb’ (peanut butter) is highly dependent on context of use, acronyms like ‘US’ (United States), ‘btw’ (by the way) and ‘lol’ (laughing out loud) have become a part of Internet culture and online slang that is more or less familiar to everyone, therefore context is not really relevant to the use of them.

All in all, the author of this account prefers to use more visual and graphic features in their text to make it more similar to spoken communication as well as implement paralinguistic cues such as tone, gestures and facial expressions into their messages to make them more positive and creative.

### 3.3.4 Account #4

The final account selected for research corpus belongs to another vegan activist promoting healthy living with recipes on her blog and has posted seventy six messages in the three month timeframe. All of the messages included at least one type of non-standard spelling. All six types of non-standard spelling were found in the text - abbreviations, acronyms, symbols, emoticons, intentional misspelling of words and onomatopoeia and summary of these features is available in Appendix 4.

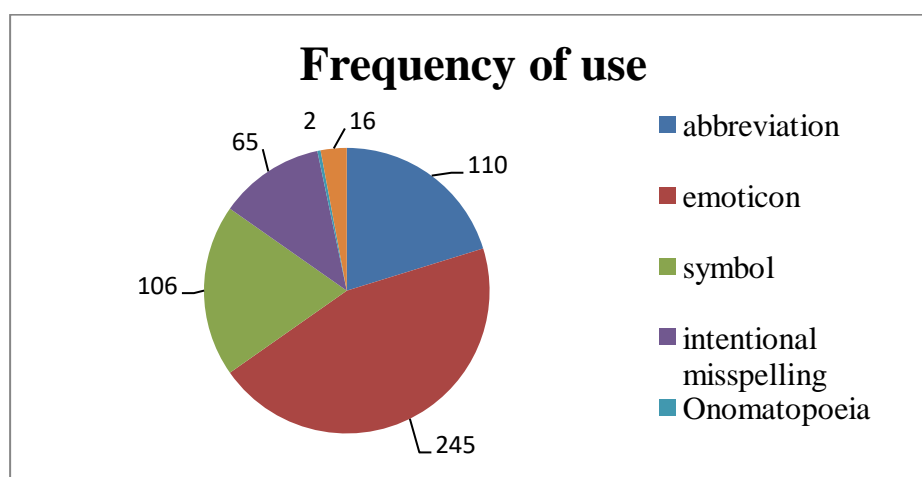


Figure 3.3.4 The frequency of use of non-standard spelling variations, Account #4

As summarized in Figure 3.3.4, the existence of all non-standard spelling types distinguished in theoretical framework are present. In total non-standard spelling was

used five hundred forty four times which is the highest rating compared to other accounts. The most often used feature is emoticon, while onomatopoeia is the least used one. Frequency of abbreviations and symbols is almost at the same level while the difference between acronyms and intentional misspelling is considerable.

The imitation of sounds is the least frequent occurrence in the selected messages since it occurs only two times and with the same sound 'oh' which is more like a filler than an actual word. This exclamation can express every emotion imaginable with the right intonation; therefore in written text its function is inconclusive even in context.

To add even more intonation to certain words in text, the author of the messages uses excessive capitalization as intentional misspelling of the words. From sixty five instances of intentional misspelling, sixty one was an example of capitalization of certain words in sentences to put an additional emphasis on them. In one instance the name 'girl' was intentionally mispronounced as 'gal' while the other three were examples of adding extra vowels to the words such as 'wayyyy' (way), 'teeeny' (teeny) and 'soooo' (so) to give them additional intonation, modulation and emotion.

A much more effective method to imitate the most common sounds like laughter, facial expressions and intonation are still emoticons. With their wide range of graphic pictograms, there are several ways for expressing the same emotion, as demonstrated by the account's wide use of emoticons reflecting facial expressions. The most popular emoticon is still Smiling Face with Heart-Eyes emoji, used forty eight times to indicate how pleased and happy the author is about the topic. Some other popular emoticons have similar meaning in context, like Face Savoring Food emoji (used thirteen times) that is meant to portray pleasure and contentment, Smiling Face emoji (used four times) to indicate the general happiness, Smiling Face with Hearts floating around it (used ten times) that is almost blissful in its expression, the more subtly smiling Smiling Face with Sunglasses (used thirteen times). All of these are visual expressions of emotions that are usually only visible during face-to-face communication. Some emojis portray gestures or actions, like Face Blowing a Kiss emoji (used twenty one times) that is a gesture or 'Dancing Woman emoji' (used nineteen times) which indicates the movement. Other gestures are expressed by hand emojis, like Waving Hand emoji (9) that symbolizes the greeting or attracting attention, OK Hand emoji (23) which portrays approval, Person Raising Hand emoji

(2) that can have several meanings, like raising a hand in agreement or asking people to raise hands if they agree with a statement, and Folded Hands emoji (9) that is used in relation to good news and prayers. A reoccurring feature is still the Heart emoji (11) used to express love or general amicability. Majority of emojis are different variations of facial expressions which add to the jovial and warm tone of the text while the other part add the physical paralinguistic cues like gestures and movement.

Another constant feature in these messages is the presence of symbols. They are used to portray currency like '\$' (US dollar) and indicate percentages by using '%' symbol. Mathematical symbols are also used to substitute different words, like when + is used instead of 'and' and = is used instead of 'is'. While the well known 'and' symbol '&' still retains its dominance with twenty five instances of use out of one hundred six overall symbols used, few mathematical symbols can be noted as well. Typical directional arrow symbols are also used occasionally to indicate a direction, up or down, left or right, yet mostly they are substituted by picturesque hand symbols point in a certain direction, for example, Backhand Index Pointing Up emoji (5), Backhand Index Pointing Down emoji (3), Backhand Index Pointing right emoji (3) and Backhand Index Pointing left emoji (1). Some symbols are used to create an impression of a word by substituting it with a symbol. In these messages such instances include a 'dog emoji' to refer to a dog, a 'cake emoji' to refer to a cake, a 'carrot emoji' to substitute the word 'carrot', and so on. At the same time, several of these visual pictograms do not have any emotive meaning and are more symbolic in their nature, like creative ways to give a visual image of the word previously already stated, like 'plane emoji' after the word 'flying', 'gingerbread emoji' after talking about gingerbreads, 'fire emoji' after talking about ovens, 'pie emoji' after discussing pies, 'pumpkin emoji' after discussing the pumpkins. These symbols are not an essential part of the message, yet they are used as additional visual aids, making the text more visually appealing. A few symbols are used as bullets for delivering the information in a list form, such as 'star emoji' and 'green checkmarks' instead of the black and white checkmarks or circle bullets. There also add certain aesthetic value to the text. Some symbolic emojis are used in associations to seasonal change, like 'autumn leaves emoji', 'snowflake emoji', 'Christmas tree emoji', 'Santa Claus emoji', yet they are only associative which their main function in the text is.

Association is an important factor in acronyms and abbreviations as well. The most common abbreviation used is 'bio' (55) which stands for 'biography' and relates

to another section of the user's account. Other abbreviations include 'blog' (weblog) used six times, 'fave' (favourite) used thirteen times, 'brekkie' (breakfast) used five times, 'probs' (probably) used one time, 'combo'(combination) used three times, 'fab' (fabulous) used two times, 'etc' (et cetera) used one time, 'detox' (detoxification) used two times, 'cuz' (because) used one time, 'veggies' (vegetables) used four times, 'kinda' (kind of) used one time, 'def' (definitely) used three times, 'app' (appetizer) used one time and 'prep'(preparation) used 4 times. All of these forms are used to shorten the text and make it more informal. Some of abbreviations, like 'prep', 'veggies', 'combo', 'app' are examples of professional jargon, while 'fave' and 'kinda' are slang words. While some are self-explanatory and do not necessarily need a context to be interpreted correctly, some are only understandable when used in a specific context and community, e.g. 'app' and 'probs'.

The same can be said about the use of acronyms. Acronyms 'gf' (gluten free), 'df' (dairy free) and 'od' (overdose) need context to be relevant while acronyms like 'US' (United States) and NYC (New York City) are easily interpretable in almost any context.

Overall, while this account has the largest number of non-standard spelling, the author's writing style is repetitive and several features are used again and again with the same meaning and as a part of the writing style. Yet they have accomplished their goal in making the text more easily readable, informal and visually appealing.

## **Summary**

The analysis of the samples shows frequent use of non-standard spelling, such as symbols, emoticons, intentional misspelling, abbreviations and acronyms. Symbols are the second most used feature in the selected messages. One of the most recognizable symbols are '&' and '+' that are both used as substitutes for the word 'and' with the purpose of shortening the message. However, the majority of the icons used are emojis, namely, the hand pointing emojis that give directions or fruit and vegetable emojis that are used in the text as substitutes for the word they represent like the banana emoji to substitute the word 'banana', the avocado emoji to substitute the word 'avocado' etc. These emojis shorten the message by reducing the need to spell out words or directions, as well as make the message more visually appealing. A notable observation is that a symbol or an emoji is often used as a signature. In some

cases this symbol is a signature, such as a star, while in some cases it is an emoji, e.g. a heart or smiling face. Emoticons are the most frequently used type of nonstandard spelling used in the selected posts. Some of the most popular emoticons used are Winking face, Laughing face, Smiling Face with Heart-Eyes, Face Savoring Food, Smiling Face with Hearts, Smiling face, Face Blowing a Kiss. All of them convey positive emotions, signal joy, openness and amicability. Hand gestures are another frequent occurrence, for example, 'Raising hands' emoji, 'Thumbs up' emoji, 'Clapping hands emoji', that imitate the gestures in written texts to add more spoken communication features into their narratives. They turn into icons of body language used in face-to-face communication. Further, amicability and warm emotionality are often achieved by adding heart emojis to the text, usually at the end of the message. Intentional misspelling is mostly noticeable as capitalization of a certain word in a sentence to put an emphasis on it as the keyword. In few cases, additional vowels were added to drag out the word, i.e. 'wayyy' and 'soooo'. Yet mostly words are capitalized to indicate the change in tone and focus the attention on the capitalized word. Onomatopoeia is rarely used and the sound imitation is rare and quite straightforward, for example, 'ha ha' to imitate laughter and 'woop woop' to portray excitement. Abbreviations are mostly context specific, either connected to the location of advertisement, Instagram, i.e. 'insta', 'blog', 'bio', or as part of the professional jargon, e.g. 'prep', 'combo', 'veggie'. Some abbreviations such as 'wanna' and 'gonna' are slang words, more typical for spoken conversations, which add informality to the text. Acronyms are either generally accepted ones, such as abbreviations of countries or measurements, or they pertain to internet slang, e.g. 'lol', 'btw', or as parts of professional jargon, e.g. 'gf', 'df', 'pb', which would make no sense when taken out of the context. Although, emoticons and intentional misspelling are not entirely dependent on the context, abbreviations, acronyms and symbols are more often than not very context specific. There are subtle differences in each author's writing style and choice of features, yet the use of non-standard spelling is a definite trend on Instagram.

## CONCLUSIONS

Online advertising on social media using influencers has become increasingly popular and productive. The aim of this research was to study the use of non-standard spelling and its functions in online advertisements on Instagram. Therefore four active Instagram accounts, promoting food industry and healthy living, with posts at least once per week in English language over a three month period between October 1, 2019 and December 31, 2019 were randomly selected for the research corpus and their posts were collected for further analysis. All four owners of the accounts are Instagram influencers who specialize in vegan or vegetarian food, advertising their recipes and cooking tutorials in their Instagram posts with the use of pictures or videos and descriptions.

The literature review showed that traditional advertising has lost a lot of its value because customer expectations have created a demand for a new and more creative advertising. Computer mediated communication and development of social media sites have created a new market and new opportunities for advertisers to broaden their target audience, create long term relationship with customers and employ social media advertising specialists to promote their products with their reviews. On social media site Instagram such specialists are called influencers. These people use their online reputation, pictures and videos of their everyday life to show and describe the company's products to their followers and other members of the Instagram community. This promotion has proven to be more effective than standard company advertising because Instagram influencers have gained a reputation for their knowledge and expertise in the niche they occupy and audience is more inclined to follow their guidance than believe commercial company's claims.

While pictures posted as reviews of products or services can be very effective, any advertisement still needs to be accompanied by a message that clarifies the content of the image. However, the audience is not inclined to read long and complicated messages, and that is why online advertising has adapted several writing practices of online communication, including non-standard spelling such as intentional misspelling, onomatopoeia, acronyms, abbreviations, symbols and emoticons to shorten the messages. Apart from making them shorter, these features make them more visually appealing, create a level of informality and implement paralinguistic cues into written texts.

For each of the selected accounts the presence of non-standard spelling, its context and functions were evaluated according to the theoretical framework and the frequency of these linguistic features was calculated in relation to the overall word count in the messages selected from each account and in relation to the word count of the whole corpus. The most frequently used linguistic feature in the corpus was emoticons with a function to add facial expressions, gestures and amicable and positive tone to the text. In contrast, onomatopoeia was the least used feature, yet it was present in all of the selected accounts. Symbols were used in most cases of nonstandard spelling to create associations with certain words or phrases or to substitute words in text. Most of the acronyms used were part of internet slang or with a predetermined meaning, e.g. tv, pm, while some of them were context specific and a part of professional jargon. Most of the abbreviations can also be attributed to professional jargon specific to the service and field or as related to the Instagram. The findings of the study confirmed that all of the aforementioned types of nonstandard spelling are present in the corpus, proving the hypothesis that advertisers on Instagram use non-standard spelling to introduce features of spoken communication into written texts thus making advertisements more appealing and informal.

The study has to some extent enhanced our understanding of the online advertisements on social media sites as examples of informal and interpersonal communication that show characteristics of both written and spoken language. Yet it has examined only one niche (food industry on Instagram) and a small fraction of the all advertisements currently available to the public on Instagram. Therefore, the most important limitation of the research is the size of the selection and the selection of only one field for the research sample. A more detailed analysis would require a bigger sample and from more than one field to establish the possible connection between nonstandard spelling and advertising field, while comparative analysis of influencers' and business accounts could explore the frequency of nonstandard spelling in connection to account type and writing style.

Future research should therefore concentrate on the investigation of advertisements on social media sites as examples of interpersonal communication from the linguistic perspective and work towards establishing a more detailed classification of nonstandard spelling variations in online advertisements by researching a larger corpus across several fields.

## THESES

1. Advertising is an industry that has a very wide application across different media and depends on the beliefs and values of society, creating its own unique culture that is very adaptable.
2. With the help of social media sites, digital advertising has evolved and gained popularity as an efficient way of communication with consumers that overcomes such obstacles as location and response time.
3. Instagram is a free, online photo-sharing and social networking platform that allows users to edit and upload photos and short videos through a mobile app or a computer and share them with other users.
4. Instagram influencers, people who are paid by companies to demonstrate and review the use of their products to encourage other people to buy them, gain trust and reputation as experts in their field by creating an image of enjoyable and desirable life-style which appeals to certain cultural expectations of society, encouraging community members to respond and open a line of communication.
5. The dual nature of Internet communication with its spoken and written language features has popularized the use of new symbols and words which now are an expected part of online communication.
6. Nonstandard spelling includes symbols, emojis, onomatopoeia, abbreviations, acronyms and intentional misspelling of words by adding or omitting the letters or by using excessive capitalization.
7. The most frequently used features in the selected corpus are emojis that add facial expressions, gestures and positive tone to the text.
8. Onomatopoeia is the least used feature in the selected messages, adding imitated sounds and exclamations to make messages more informal and emotive.
9. Symbols are the second most frequently used feature to substitute words in text with relevant symbols or emojis that have the same meaning, thus shortening the messages and making them more visually appealing.
10. Acronyms and abbreviations are either generally known and accepted shortened word forms or context specific words and phrases typical for food industry jargon or internet slang and only relevant to participants with prior knowledge about the topic.

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## Appendix 1

<b>Date</b>	<b>Feature</b>	<b>Meaning in context</b>	<b>Classification</b>
31.12.2019	combo	combination	abbreviation
31.12.2019	Winking Face emoji	playful	emoticon
30.12.2019	prep	preparation	abbreviation
29.12.2019	bio	biography	abbreviation
29.12.2019	x	kiss	symbol
29.12.2019	x	kiss	symbol
28.12.2019	x	kiss	symbol
28.12.2019	bio	biography	abbreviation
26.12.2019	Backhand Index Pointing Right emoji	bullet point	symbol
26.12.2019	Backhand Index Pointing Right emoji	bullet point	symbol
26.12.2019	Backhand Index Pointing Right emoji	bullet point	symbol
26.12.2019	Backhand Index Pointing Right emoji	bullet point	symbol
26.12.2019	Backhand Index Pointing Right emoji	bullet point	symbol
26.12.2019	Backhand Index Pointing Right emoji	bullet point	symbol
26.12.2019	&	and	symbol
26.12.2019	&	and	symbol
26.12.2019	&	and	symbol
26.12.2019	x	kiss	symbol
25.12.2019	ONE HOUR TO GO	literal	intentional misspelling
25.12.2019	xx	kisses	symbol
25.12.2019	MERRY CHRISTMAS LOVELY PEOPLE!!	literal	intentional misspelling
25.12.2019	is the KEY	literal	intentional misspelling
25.12.2019	bio	biography	abbreviation
25.12.2019	xx	kisses	symbol
24.12.2019	xx	kisses	symbol
24.12.2019	to prep	to prepare	abbreviation
24.12.2019	bio	biography	abbreviation
24.12.2019	xx	kisses	symbol
23.12.2019	pm	post meridian	acronym

23.12.2019	bio	biography	abbreviation
23.12.2019	have GOT to	literal	intentional misspelling
22.12.2019	TV	television	acronym
22.12.2019	pm	post meridian	acronym
22.12.2019	Backhand Index Pointing Right emoji	directional	symbol
22.12.2019	Backhand Index Pointing Right emoji	directional	symbol
22.12.2019	Backhand Index Pointing Right emoji	directional	symbol
22.12.2019	&	and	symbol
22.12.2019	tv	television	acronym
22.12.2019	pm	post meridian	acronym
22.12.2019	Winking Face emoji	encouraging	emoticon
22.12.2019	pud	pudding	abbreviation
22.12.2019	xx	kisses	symbol
22.12.2019	p218	page 218	abbreviation
21.12.2019	tis	it is	intentional misspelling
21.12.2019	star emoji	bullet point	symbol
21.12.2019	star emoji	bullet point	symbol
21.12.2019	star emoji	bullet point	symbol
21.12.2019	star emoji	bullet point	symbol
21.12.2019	star emoji	bullet point	symbol
21.12.2019	star emoji	bullet point	symbol
21.12.2019	&	and	symbol
21.12.2019	xx	kisses	symbol
21.12.2019	bio	biography	abbreviation
21.12.2019	x	kiss	symbol
20.12.2019	Just wow!!	sound imitation - exclamation of joy	Onomatopoeia
19.12.2019	Backhand Index Pointing Right emoji	bullet point	symbol
19.12.2019	Backhand Index Pointing Right emoji	bullet point	symbol
19.12.2019	Backhand Index Pointing Right emoji	bullet point	symbol
19.12.2019	Backhand Index Pointing Right emoji	bullet point	symbol

19.12.2019	bio	biography	abbreviation
17.12.2019	Backhand Index Pointing Down emoji	directional	symbol
17.12.2019	so much GRAVY LOVE	literal	intentional misspelling
17.12.2019	bio	biography	abbreviation
17.12.2019	x	kiss	symbol
17.12.2019	wanna	want to	abbreviation
17.12.2019	Backhand Index Pointing Right emoji	directional	symbol
17.12.2019	Backhand Index Pointing Right emoji	right	symbol
17.12.2019	Backhand Index Pointing Right emoji	right	symbol
17.12.2019	x	kiss	symbol
17.12.2019	1 week ago	one week ago	intentional misspelling
17.12.2019	veggie	vegetarian	abbreviation
17.12.2019	bio	biography	abbreviation
16.12.2019	veggie	vegetarian	abbreviation
16.12.2019	veggie	vegetarian	abbreviation
16.12.2019	Backhand Index Pointing Right emoji	directional	symbol
16.12.2019	Backhand Index Pointing Right emoji	directional	symbol
16.12.2019	Backhand Index Pointing Right emoji	directional	symbol
16.12.2019	tv	television	acronym
16.12.2019	potato emoji	bullet point	symbol
16.12.2019	potato emoji	bullet point	symbol
16.12.2019	potato emoji	bullet point	symbol
16.12.2019	potato emoji	bullet point	symbol
16.12.2019	par-boiled	partially boiled	abbreviation
16.12.2019	mins	minutes	abbreviation
16.12.2019	Backhand Index Pointing Right emoji	next	symbol
16.12.2019	bio	biography	abbreviation
15.12.2019	xx	kisses	symbol
15.12.2019	bio	biography	abbreviation

15.12.2019	countdown is TONIGHT	literal	intentional misspelling
15.12.2019	pm	post meridian	acronym
15.12.2019	heart emoji	love	symbol
15.12.2019	countdown TONIGHT	literal	intentional misspelling
15.12.2019	pm	post meridian	acronym
15.12.2019	countdown TONIGHT	literal	intentional misspelling
15.12.2019	pm	post meridian	acronym
15.12.2019	countdown TONIGHT	literal	intentional misspelling
15.12.2019	pm	post meridian	acronym
15.12.2019	bio	biography	abbreviation
14.12.2019	tv	television	acronym
14.12.2019	on TOMORROW NIGHT	literal	intentional misspelling
14.12.2019	pm	post meridian	acronym
14.12.2019	Backhand Index Pointing Right emoji	right	symbol
14.12.2019	bio	biography	abbreviation
14.12.2019	xx	kisses	symbol
12.12.2019	prepped	prepared	intentional misspelling
11.12.2019	veggie	vegetarian	abbreviation
11.12.2019	gonna	going to	abbreviation
11.12.2019	veggies	vegetarians	abbreviation
11.12.2019	bio	biography	abbreviation
11.12.2019	bio	biography	abbreviation
11.12.2019	&	and	symbol
11.12.2019	HQ	Headquarters	acronym
11.12.2019	with THE BEST	literal	intentional misspelling
11.12.2019	bio	biography	abbreviation
11.12.2019	xx	kisses	symbol
10.12.2019	the BEST Christmas	literal	intentional misspelling
10.12.2019	bio	biography	abbreviation
10.12.2019	£	pound	symbol
10.12.2019	50p	50 percent	abbreviation
10.12.2019	&	and	symbol
10.12.2019	x	kiss	symbol
09.12.2019	PIGS IN BLANKETS	literal	intentional misspelling
09.12.2019	gonna	going to	abbreviation
09.12.2019	LOVE them	literal	intentional misspelling
09.12.2019	bio	biography	abbreviation
09.12.2019	is HAPPENING	literal	intentional misspelling

09.12.2019	bio	biography	abbreviation
08.12.2019	Ahhhhh	sound expression - exhale	Onomatopoeia
08.12.2019	haha	sound expression - laughter	Onomatopoeia
08.12.2019	p128	page 128	abbreviation
07.12.2019	the BEST roast	literal	intentional misspelling
07.12.2019	Smiling Face with Heart-Eyes emoji	approval	emoticon
07.12.2019	veggie	vegetarian	abbreviation
07.12.2019	wanna	want to	abbreviation
06.12.2019	Raising Hands emoji	excitement	emoticon
06.12.2019	&	and	symbol
05.12.2019	tv	television	acronym
05.12.2019	pm	post meridian	acronym
05.12.2019	&	and	symbol
05.12.2019	crismas tree emoji	festive mood	emoticon
05.12.2019	oxxx	kisses and hugs	symbol
05.12.2019	heart emoji	emotional event	emoticon
05.12.2019	heart emoji	emotional event	emoticon
05.12.2019	heart emoji	emotional event	emoticon
05.12.2019	oxxx	kisses and hugs	symbol
05.12.2019	bio	biography	abbreviation
04.12.2019	oxxx	kisses and hugs	symbol
04.12.2019	DE	Germany	abbreviation
04.12.2019	oxxx	kisses and hugs	symbol
03.12.2019	bio	biography	abbreviation
02.12.2019	BIG NEWS	literal	intentional misspelling
02.12.2019	yellow triangle attention emoji	attention please	symbol
02.12.2019	bio	biography	abbreviation
02.12.2019	p152	page 152	abbreviation
01.12.2019	&	and	symbol
01.12.2019	Tear 'n' share	tear and share	abbreviation
30.11.2019	filo	filling	abbreviation
30.11.2019	Backhand Index Pointing Right emoji	directional	symbol
30.11.2019	Backhand Index Pointing Right emoji	directional	symbol
30.11.2019	Backhand Index Pointing Right emoji	directional	symbol
29.11.2019	TONIGHT on	literal	intentional misspelling

29.11.2019	pm	post meridian	acronym
29.11.2019	x	kiss	symbol
29.11.2019	Beaming Face with Smiling Eyes emoji	humor	emoticon
29.11.2019	&	and	symbol
29.11.2019	veggies	vegetarians	abbreviation
29.11.2019	Backhand Index Pointing Up emoji	directional	symbol
28.11.2019	Backhand Index Pointing Right emoji	directional	symbol
28.11.2019	x	kiss	symbol
28.11.2019	pics	pictures	abbreviation
25.11.2019	p215	page 215	abbreviation
25.11.2019	veg	vegetables	abbreviation
25.11.2019	Backhand Index Pointing Right emoji	directional	symbol
25.11.2019	Backhand Index Pointing Right emoji	directional	symbol
25.11.2019	Backhand Index Pointing Right emoji	directional	symbol
25.11.2019	bio	biography	abbreviation
25.11.2019	p144	page 144	abbreviation
22.11.2019	&	and	symbol
22.11.2019	Backhand Index Pointing Right emoji	directional	symbol
22.11.2019	Backhand Index Pointing Right emoji	directional	symbol
22.11.2019	Backhand Index Pointing Right emoji	directional	symbol
22.11.2019	HQ	Headquarters	acronym
21.11.2019	bio	biography	abbreviation
20.12.2019	Smiling Face with Smiling Eyes emoji	smile	emoticon
20.12.2019	xx	kisses	symbol
20.12.2019	p204	page 204	abbreviation
20.12.2019	p98	page 98	abbreviation
20.12.2019	p24	page 24	abbreviation
20.12.2019	p138	page 138	abbreviation
20.12.2019	p194	page 194	abbreviation

20.12.2019	Astonished Face emoji	astonishment	emoticon
20.12.2019	Astonished Face emoji	astonishment	emoticon
19.11.2019	bio	biography	abbreviation
19.11.2019	p189	page 189	abbreviation
17.11.2019	BBQ	Barbeque	acronym
17.11.2019	bio	biography	abbreviation
16.11.2019	Raising Hands emoji	excitement	emoticon
16.11.2019	bio	biography	abbreviation
15.11.2019	heart emoji	love	emoticon
15.11.2019	x	kiss	symbol
14.11.2019	Winking Face emoji	playful	emoticon
14.11.2019	dragon emoji	excitement	emoticon
14.11.2019	fire emoji	fire	emoticon
14.11.2019	music emoji	musical	emoticon
14.11.2019	til	until	abbreviation
14.11.2019	Backhand Index Pointing Down emoji	directional	symbol
14.11.2019	nut emoji	bullet point	symbol
14.11.2019	nut emoji	bullet point	symbol
14.11.2019	nut emoji	bullet point	symbol
14.11.2019	nut emoji	bullet point	symbol
14.11.2019	mins	minutes	abbreviation
14.11.2019	°C	degree Celsius	symbol
14.11.2019	ta-daaah!	sound imitation	Onomatopoeia
13.12.2019	wow	sound imitation - exclamation of joy	Onomatopoeia
13.12.2019	%	percent	symbol
13.12.2019	UK	United Kingdom	acronym
12.11.2019	cm	centimeters	acronym
12.11.2019	tsp	teaspoons	acronym
12.11.2019	1 / 2	half	symbol
12.11.2019	p130	page 130	abbreviation
12.11.2019	bio	biography	abbreviation
11.11.2019	p76	page 76	abbreviation
10.11.2019	bio	biography	abbreviation
09.11.2019	C'mon	come on	abbreviation
09.11.2019	bio	biography	abbreviation
09.11.2019	bio	biography	abbreviation
08.11.2019	p316	page 316	abbreviation
08.11.2019	x	kiss	symbol
08.11.2019	now OPEN	literal	intentional misspelling

08.11.2019	bio	biography	abbreviation
06.11.2019	oh	sound imitation - appreciation	Onomatopoeia
04.11.2019	veggie	vegetarian	abbreviation
04.11.2019	bio	biography	abbreviation
03.11.2019	bio	biography	abbreviation
03.11.2019	HQ	Headquarters	acronym
03.11.2019	bio	biography	abbreviation
03.11.2019	xx	kisses	symbol
01.11.2019	bio	biography	abbreviation
01.11.2019	p24	page 24	abbreviation
01.11.2019	bio	biography	abbreviation
31.10.2019	Winking Face emoji	joking	emoticon
31.10.2019	zombie emoji	scary	emoticon
31.10.2019	zombie emoji	scary	emoticon
31.10.2019	HQ	Headquarters	acronym
31.10.2019	bio	biography	abbreviation
30.10.2019	USA	United States of America	acronym
30.10.2019	bio	biography	abbreviation
29.10.2019	bio	biography	abbreviation
29.10.2019	HQ	Headquarters	acronym
29.10.2019	Backhand Index Pointing Down emoji	directional	symbol
29.10.2019	&	and	symbol
29.10.2019	&	and	symbol
29.10.2019	&	and	symbol
29.10.2019	bio	biography	abbreviation
28.10.2019	130	page 130	abbreviation
28.10.2019	veggie	vegetarian	abbreviation
28.10.2019	bio	biography	abbreviation
28.10.2019	xx	kisses	symbol
25.10.2019	BOOnanas	ghostly bananas	intentional misspelling
25.10.2019	banana emoji	literal	symbol
25.10.2019	ghost	literal	symbol
25.10.2019	a DEAD easy	literal	intentional misspelling
25.10.2019	x	kiss	symbol
25.10.2019	Backhand Index Pointing Right emoji	directional	symbol
25.10.2019	Backhand Index Pointing Right emoji	directional	symbol

25.10.2019	Backhand Index Pointing Right emoji	directional	symbol
25.10.2019	haha	sound imitation - laughter	Onomatopoeia
24.10.2019	veggie	vegetarian	abbreviation
24.10.2019	HQ	Headquarters	acronym
24.10.2019	AND every	literal	intentional misspelling
24.10.2019	bio	biography	abbreviation
23.10.2019	p96	page 96	abbreviation
23.10.2019	x	kiss	symbol
22.10.2019	haha	sound imitation - laughter	Onomatopoeia
22.10.2019	p250	page 250	abbreviation
22.10.2019	Backhand Index Pointing Right emoji	directional	symbol
22.10.2019	Backhand Index Pointing Right emoji	directional	symbol
22.10.2019	bio	biography	abbreviation
21.10.2019	15 MINUTES	literal	intentional misspelling
21.10.2019	music emoji	excitement	emoticon
21.10.2019	haha	sound imitation - laughter	Onomatopoeia
21.10.2019	x	kiss	symbol
21.10.2019	5-a-day	five per day	symbol
21.10.2019	veg	vegetarian	abbreviation
21.10.2019	the FINAL	literal	intentional misspelling
21.10.2019	TONIGHT on	literal	intentional misspelling
21.10.2019	pm	post meridian	acronym
21.10.2019	the LAST	literal	intentional misspelling
21.10.2019	pm	post meridian	acronym
21.10.2019	my SUPER	literal	intentional misspelling
21.10.2019	&	and	symbol
20.10.2019	TOMORROW NIGHT	literal	intentional misspelling
20.10.2019	pm	post meridian	acronym
20.10.2019	the FINAL	literal	intentional misspelling
20.10.2019	bio	biography	abbreviation
20.10.2019	xx	kisses	symbol
19.10.2019	p364	page 364	abbreviation
19.10.2019	tbsp	tablespoons	abbreviation
19.10.2019	tbsp	tablespoons	abbreviation
19.10.2019	bio	biography	abbreviation
19.10.2019	p79	page 79	abbreviation

19.10.2019	Woop woop!	sound imitation - exclamation of joy	Onomatopoeia
19.10.2019	gonna	going to	abbreviation
18.10.2019	pic	picture	abbreviation
18.10.2019	&	and	symbol
18.10.2019	bio	biography	abbreviation
18.10.2019	x	kiss	symbol
17.10.2019	p132	page 132	abbreviation
17.10.2019	Backhand Index Pointing Right emoji	directional	symbol
17.10.2019	Backhand Index Pointing Right emoji	directional	symbol
17.10.2019	Backhand Index Pointing Right emoji	directional	symbol
17.10.2019	veggie	vegetarian	abbreviation
17.10.2019	bio	biography	abbreviation
17.10.2019	x	kiss	symbol
16.10.2019	Backhand Index Pointing Right emoji	directional	symbol
16.10.2019	Backhand Index Pointing Right emoji	directional	symbol
16.10.2019	Backhand Index Pointing Right emoji	directional	symbol
15.10.2019	bio	biography	abbreviation
15.10.2019	oh	sound imitation	Onomatopoeia
15.10.2019	Winking Face emoji	playful	emoticon
14.10.2019	xx	kisses	symbol
14.10.2019	with EPIC	literal	intentional misspelling
14.10.2019	pm	post meridian	acronym
14.10.2019	TONIGHT	literal	intentional misspelling
14.10.2019	pm	post meridian	acronym
14.10.2019	Smiling Face with Heart-Eyes emoji	excitement	emoticon
14.10.2019	PUMPKIN RICE	literal	intentional misspelling
14.10.2019	HQ	Headquarters	acronym
14.10.2019	Winking Face emoji	playful	emoticon
14.10.2019	TONIGHT	literal	intentional misspelling
14.10.2019	pm	post meridian	acronym

13.10.2019	wow	sound imitation - excitement	Onomatopoeia
13.10.2019	pm	post meridian	acronym
13.10.2019	Backhand Index Pointing Right emoji	directional	symbol
13.10.2019	Backhand Index Pointing Right emoji	directional	symbol
13.10.2019	Backhand Index Pointing Right emoji	directional	symbol
13.10.2019	p40	page 40	abbreviation
13.10.2019	p20	page 20	abbreviation
13.10.2019	p116	page 116	abbreviation
13.10.2019	bio	biography	abbreviation
13.10.2019	xx	kisses	symbol
12.10.2019	the BEST	literal	intentional misspelling
12.10.2019	bio	biography	abbreviation
11.10.2019	x	kiss	symbol
11.10.2019	UK	United Kingdom	acronym
11.10.2019	star emoji	star	symbol
11.10.2019	insta	Instagram	abbreviation
11.10.2019	&	and	symbol
11.10.2019	thumbs up emoji	approval	emoticon
11.10.2019	muscle emoji	strenght	symbol
11.10.2019	avo	avocado	abbreviation
11.10.2019	p38	page 38	abbreviation
10.10.2019	Smiling Face with Heart-Eyes emoji	excitement	emoticon
10.10.2019	like YOUR	literal	intentional misspelling
09.10.2019	bio	biography	abbreviation
09.10.2019	chili pepper emoji	symbolic	symbol
09.10.2019	chili pepper emoji	symbolic	symbol
09.10.2019	chili pepper emoji	symbolic	symbol
08.10.2019	amazing SLAW	literal	intentional misspelling
08.10.2019	bio	biography	abbreviation
07.10.2019	a MIGHTY	literal	intentional misspelling
07.10.2019	TONIGHT	literal	intentional misspelling
07.10.2019	TONIGHT	literal	intentional misspelling
07.10.2019	pm	post meridian	acronym
07.10.2019	AMAZING	literal	intentional misspelling
07.10.2019	veg	vegetables	abbreviation
07.10.2019	veggie	vegetarian	abbreviation
06.10.2019	tv	television	acronym
06.10.2019	pm	post meridian	acronym

06.10.2019	xx	kisses	symbol
06.10.2019	the KING	literal	intentional misspelling
05.10.2019	x	kiss	symbol
05.10.2019	to ALL our	literal	intentional misspelling
05.10.2019	xx	kisses	symbol
05.10.2019	Raising Hands emoji	excitement	emoticon
05.10.2019	ALWAYS	literal	intentional misspelling
05.10.2019	xx	kisses	symbol
05.10.2019	cheese emoji	cheese	symbol
05.10.2019	crown	crown	symbol
04.10.2019	the BEST	literal	intentional misspelling
04.10.2019	Face with Tears of Joy emoji	joy	emoticon
04.10.2019	Face with Tears of Joy emoji	joy	emoticon
04.10.2019	Face with Tears of Joy emoji	joy	emoticon
04.10.2019	Backhand Index Pointing Down emoji	directional	symbol
03.10.2019	p16	page 16	abbreviation
03.10.2019	Backhand Index Pointing Right emoji	directional	symbol
03.10.2019	Backhand Index Pointing Right emoji	directional	symbol
03.10.2019	Backhand Index Pointing Right emoji	directional	symbol
03.10.2019	xx	kisses	symbol
03.10.2019	veggie	vegetarian	abbreviation
02.10.2019	p100	page 100	abbreviation
02.10.2019	bio	biography	abbreviation
01.10.2019	bio	biography	abbreviation
01.10.2019	x	kiss	symbol
01.10.2019	aka	also known as	acronym
01.10.2019	veg	vegetarian	abbreviation
01.10.2019	veggies	vegetables	abbreviation
01.10.2019	xx	kisses	symbol

## Appendix 2

<b>Date</b>	<b>Feature</b>	<b>Meaning in context</b>	<b>Classification</b>
30.12.2019	Thinking Face emoji	thoughtful expression	emoticon
30.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
30.12.2019	Face Savoring Food emoji	savoring	emoticon
30.12.2019	Partying Face emoji	excitement, partying	emoticon
30.12.2019	chocolate bar emoji	associative	symbol
30.12.2019	with LOTS	literal	intentional misspelling
30.12.2019	pb	peanut butter	acronym
30.12.2019	honey emoji	associative	symbol
30.12.2019	mixer emoji	associative	symbol
30.12.2019	star emoji	associative	symbol
30.12.2019	bio	biography	abbreviation
27.12.2019	&	and	symbol
27.12.2019	Face Savoring Food emoji	savoring	emoticon
27.12.2019	bio	biography	abbreviation
27.12.2019	star emoji	associative	symbol
24.12.2019	&	and	symbol
24.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
24.12.2019	Raising Hands emoji	excitement	emoticon
24.12.2019	Tongue	associative	symbol
24.12.2019	blog	weblog	abbreviation
24.12.2019	some WORK	literal	intentional misspelling
24.12.2019	heart emoji	love	emoticon
24.12.2019	star emoji	associative	symbol
23.12.2019	potato emoji	associative	symbol
23.12.2019	Face Savoring Food emoji	savoring	emoticon
23.12.2019	star emoji	associative	symbol
23.12.2019	clapping hand emoji	gesture	emoticon
23.12.2019	bio	biography	abbreviation
23.12.2019	star emoji	associative	symbol
21.12.2019	pancakes emoji	associative	symbol
21.12.2019	carrot emoji	associative	symbol
21.12.2019	potato emoji	associative	symbol
21.12.2019	bio	biography	abbreviation
21.12.2019	Face Savoring Food emoji	savoring	emoticon
21.12.2019	deets	details	abbreviation
21.12.2019	star emoji	associative	symbol
20.12.2019	this NEW	literal	intentional misspelling

20.12.2019	blog	weblog	abbreviation
20.12.2019	HOLIDAY RECIPE ROUNDUP	literal	intentional misspelling
20.12.2019	christmas tree	festive mood	emoticon
20.12.2019	Face Blowing a Kiss emoji	gesture	emoticon
20.12.2019	Backhand Index Pointing Left emoji	directional	symbol
20.12.2019	bio	biography	abbreviation
20.12.2019	star emoji	associative	symbol
18.12.2019	Smiling Face with Hearts emoji	appreciative	emoticon
18.12.2019	woman holding belly emoji	associative	symbol
18.12.2019	Face with Tears of Joy emoji	laughing	emoticon
18.12.2019	OK Hand emoji	approval	emoticon
18.12.2019	bio	biography	abbreviation
18.12.2019	v/gf	vegan/gluten free	acronym
18.12.2019	peach emoji	associative	symbol
17.12.2019	Smiling Face with Hearts emoji	appreciative	emoticon
17.12.2019	honey emoji	associative	symbol
17.12.2019	+	and	symbol
17.12.2019	prep	preparation	abbreviation
17.12.2019	santa emoji	associative	symbol
17.12.2019	christmas tree	festive mood	emoticon
17.12.2019	star emoji	associative	symbol
17.12.2019	bio	biography	abbreviation
16.12.2019	chocolate bar emoji	associative	symbol
16.12.2019	heart emoji	love	emoticon
16.12.2019	chocolate bar emoji	associative	symbol
16.12.2019	AND	literal	intentional misspelling
16.12.2019	NOT	literal	intentional misspelling
16.12.2019	Smiling Face with Hearts emoji	appreciative	emoticon
16.12.2019	v/gf	vegan/gluten free	acronym
16.12.2019	star emoji	associative	symbol
15.12.2019	clapping hand emoji	gesture	emoticon
15.12.2019	Smiling Face with Hearts emoji	appreciative	emoticon
15.12.2019	100 emoji	iconic	symbol
15.12.2019	star emoji	associative	symbol
15.12.2019	bio	biography	abbreviation
14.12.2019	&	and	symbol
14.12.2019	GF	gluten free	acronym
14.12.2019	star emoji	associative	symbol
14.12.2019	OK Hand emoji	approval	emoticon
14.12.2019	clapping hand emoji	gesture	emoticon
14.12.2019	Star-Struck	amazed	emoticon
14.12.2019	LOVED	literal	intentional

			misspelling
14.12.2019	&	and	symbol
14.12.2019	bio	biography	abbreviation
14.12.2019	Tongue	associative	symbol
14.12.2019	PS	Post scriptum	acronym
14.12.2019	blog	weblog	abbreviation
13.12.2019	cookie emoji	associative	symbol
13.12.2019	christmas tree	associative	symbol
13.12.2019	Face Savoring Food emoji	savoring	emoticon
13.12.2019	green checkmark emoji	bullet point	symbol
13.12.2019	star emoji	bullet point	symbol
13.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
13.12.2019	DOWNRIGHT DELICIOUS	literal	intentional misspelling
13.12.2019	bio	biography	abbreviation
13.12.2019	YOUR favorite	literal	intentional misspelling
13.12.2019	Backhand Index Pointing Down emoji	directional	symbol
13.12.2019	Backhand Index Pointing Down emoji	directional	symbol
13.12.2019	Backhand Index Pointing Down emoji	directional	symbol
12.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
12.12.2019	wanna	want to	abbreviation
12.12.2019	prep	preparation	abbreviation
12.12.2019	OK Hand emoji	approval	emoticon
12.12.2019	Face Blowing a Kiss emoji	gesture	emoticon
12.12.2019	bio	biography	abbreviation
11.12.2019	GIVEAWAY	literal	intentional misspelling
11.12.2019	star emoji	associative	symbol
11.12.2019	Grinning Face with Sweat	nervously smiling	emoticon
11.12.2019	FIVE	literal	intentional misspelling
11.12.2019	+	and	symbol
11.12.2019	Smiling Face with Hearts emoji	happy	emoticon
10.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
10.12.2019	coffee emoji	associative	symbol
10.12.2019	chocolate bar emoji	associative	symbol
10.12.2019	bio	biography	abbreviation
10.12.2019	DIY	Do it yourself	acronym
10.12.2019	gift emoji	associative	symbol
09.12.2019	cookie emoji	associative	symbol

09.12.2019	10 icon	iconic	symbol
09.12.2019	+	and	symbol
09.12.2019	Smiling Face with Horns	smiling	emoticon
09.12.2019	bio	biography	abbreviation
09.12.2019	star emoji	associative	symbol
08.12.2019	soup emoji	associative	symbol
08.12.2019	blog	weblog	abbreviation
08.12.2019	similing face emoji	smiling	emoticon
08.12.2019	chef emoji	associative	symbol
08.12.2019	bio	biography	abbreviation
08.12.2019	star emoji	associative	symbol
08.12.2019	Smiling Face with Hearts emoji	happy	emoticon
08.12.2019	clapping hand emoji	gesture	emoticon
08.12.2019	a TON	literal	intentional misspelling
08.12.2019	+	and	symbol
08.12.2019	Face with Tongue	mocking	emoticon
08.12.2019	OK Hand emoji	approval	emoticon
08.12.2019	chef emoji	associative	symbol
08.12.2019	arrow pointing left emoji	directional	symbol
08.12.2019	blog	weblog	abbreviation
08.12.2019	SWIPE	literal	intentional misspelling
08.12.2019	prep	preparation	abbreviation
08.12.2019	+	and	symbol
08.12.2019	pin emoji	action	emoticon
06.12.2019	heart emoji	love	emoticon
06.12.2019	VEGAN	literal	intentional misspelling
06.12.2019	&	and	symbol
06.12.2019	blog	weblog	abbreviation
06.12.2019	bio	biography	abbreviation
06.12.2019	star emoji	associative	symbol
06.12.2019	Face Savoring Food emoji	savoring	emoticon
04.12.2019	banana emoji	associative	symbol
04.12.2019	cookie emoji	associative	symbol
04.12.2019	Face Savoring Food emoji	savoring	emoticon
04.12.2019	Face with Tears of Joy emoji	laughing	emoticon
04.12.2019	winking face emoji	playful	emoticon
04.12.2019	bio	biography	abbreviation
04.12.2019	star emoji	associative	symbol
03.12.2019	star emoji	associative	symbol
03.12.2019	Face Savoring Food emoji	savoring	emoticon
03.12.2019	clapping hand emoji	gesture	emoticon
03.12.2019	bio	biography	abbreviation
03.12.2019	salad bowl emoji	associative	symbol

29.11.2019	Face Savoring Food emoji	savoring	emoticon
29.11.2019	clapping hand emoji	gesture	emoticon
29.11.2019	bio	biography	abbreviation
28.11.2019	pie emoji	associative	symbol
28.11.2019	Smiling Face with Hearts emoji	happy	emoticon
28.11.2019	tbh	to be honest	acronym
28.11.2019	Face with Tears of Joy emoji	laughing	emoticon
28.11.2019	clapping hand emoji	gesture	emoticon
28.11.2019	Smiling Face with Sunglasses	smiling	emoticon
28.11.2019	PS	Post scriptum	acronym
27.11.2019	%	percent	symbol
27.11.2019	+	and	symbol
27.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
27.11.2019	potato emoji	associative	symbol
27.11.2019	Raising Hands emoji	excitement	emoticon
25.11.2019	idk	I don't know	acronym
25.11.2019	a MUST	literal	intentional misspelling
25.11.2019	Face Savoring Food emoji	savoring	emoticon
25.11.2019	corn emoji	associative	symbol
25.11.2019	bread emoji	associative	symbol
25.11.2019	Shushing Face emoji	gesture	emoticon
25.11.2019	bio	biography	abbreviation
25.11.2019	Raising Hands emoji	excitement	emoticon
24.11.2019	Smirking Face emoji	amusement	emoticon
24.11.2019	carrot emoji	associative	symbol
24.11.2019	clapping hand emoji	gesture	emoticon
24.11.2019	veggies	vegetables	abbreviation
24.11.2019	turkey emoji	associative	symbol
24.11.2019	bio	biography	abbreviation
24.11.2019	Smiling Face with Hearts emoji	happy	emoticon
24.11.2019	MORE	literal	intentional misspelling
23.11.2019	BAKED VEGAN SNICKERS CHEESECAKE	literal	intentional misspelling
23.11.2019	peanut emoji	associative	symbol
23.11.2019	chocolate bar emoji	associative	symbol
23.11.2019	clapping hand emoji	gesture	emoticon
23.11.2019	10 icon	iconic	symbol
23.11.2019	bio	biography	abbreviation
23.11.2019	Smiling Face with Hearts emoji	happy	emoticon
23.11.2019	get IN	literal	intentional misspelling
21.11.2019	pie emoji	associative	symbol
21.11.2019	veggies	vegetables	abbreviation

21.11.2019	OK Hand emoji	approval	emoticon
21.11.2019	chicken emoji	associative	symbol
21.11.2019	heart emoji	love	emoticon
21.11.2019	bio	biography	abbreviation
21.11.2019	Face Savoring Food emoji	savoring	emoticon
20.11.2019	Drooling Face emoji	delicious	emoticon
20.11.2019	fire emoji	hot	emoticon
20.11.2019	clapping hand emoji	gesture	emoticon
20.11.2019	Smiling Face with Sunglasses	smiling	emoticon
20.11.2019	Thinking Face emoji	gesture	emoticon
20.11.2019	bio	biography	abbreviation
20.11.2019	pancakes emoji	associative	symbol
20.11.2019	carrot emoji	associative	symbol
20.11.2019	chocolate bar emoji	associative	symbol
19.11.2019	NEW	literal	intentional misspelling
19.11.2019	star emoji	associative	symbol
19.11.2019	blog	weblog	abbreviation
19.11.2019	Face Savoring Food emoji	savoring	emoticon
19.11.2019	heart emoji	love	emoticon
19.11.2019	peanut emoji	associative	symbol
19.11.2019	Face Blowing a Kiss emoji	gesture	emoticon
19.11.2019	bio	biography	abbreviation
18.11.2019	veggies	vegetables	abbreviation
18.11.2019	Face with Tongue	mocking	emoticon
18.11.2019	clapping hand emoji	gesture	emoticon
18.11.2019	bio	biography	abbreviation
15.11.2019	Thinking Face emoji	gesture	emoticon
15.11.2019	potato emoji	associative	symbol
15.11.2019	star emoji	associative	symbol
15.11.2019	bio	biography	abbreviation
15.11.2019	Smiling Face with Hearts emoji	appreciative	emoticon
14.11.2019	+	and	symbol
14.11.2019	+	and	symbol
14.11.2019	=	is	symbol
14.11.2019	Smiling Face with Hearts emoji	appreciative	emoticon
13.11.2019	oh my!	exclamation	Onomatopoeia
13.11.2019	Smiling Face with Hearts emoji	appreciative	emoticon
13.11.2019	&	and	symbol
13.11.2019	eyes emoji	look	symbol
13.11.2019	star emoji	associative	symbol
13.11.2019	bio	biography	abbreviation
10.11.2019	Face Savoring Food emoji	savoring	emoticon
10.11.2019	cookie emoji	associative	symbol
10.11.2019	star emoji	associative	symbol
10.11.2019	blog	weblog	abbreviation

10.11.2019	Face with Tears of Joy emoji	laughing	emoticon
10.11.2019	pretzel emoji	associative	symbol
10.11.2019	haha	laughing	Onomatopoeia
10.11.2019	Tongue	associative	symbol
10.11.2019	Backhand Index Pointing Down emoji	directional	symbol
10.11.2019	heart emoji	love	emoticon
08.11.2019	star emoji	associative	symbol
08.11.2019	OK Hand emoji	approval	emoticon
08.11.2019	+	and	symbol
08.11.2019	allll	literal	intentional misspelling
08.11.2019	veggies	vegetables	abbreviation
08.11.2019	Smiling Face with Hearts emoji	appreciative	emoticon
08.11.2019	prep	preparation	abbreviation
08.11.2019	Tongue	associative	symbol
08.11.2019	bio	biography	abbreviation
07.11.2019	100 icon	iconic	symbol
07.11.2019	Smiling Face with Sunglasses	smiling	emoticon
07.11.2019	star emoji	associative	symbol
07.11.2019	prep	preparation	abbreviation
07.11.2019	aaaand	and	intentional misspelling
07.11.2019	YOU	literal	intentional misspelling
07.11.2019	+	and	symbol
07.11.2019	OK Hand emoji	approval	emoticon
07.11.2019	bio	biography	abbreviation
07.11.2019	Face Savoring Food emoji	savoring	emoticon
07.11.2019	deets	details	abbreviation
05.11.2019	NEW	literal	intentional misspelling
05.11.2019	&	and	symbol
05.11.2019	autumn leave emoji	associative	symbol
05.11.2019	Raising Hands emoji	excitement	emoticon
05.11.2019	bio	biography	abbreviation
05.11.2019	Face Savoring Food emoji	savoring	emoticon
05.11.2019	YUMMY	literal	intentional misspelling
05.11.2019	+	and	symbol
04.11.2019	star emoji	associative	symbol
04.11.2019	PLUS	literal	intentional misspelling
04.11.2019	Raising Hands emoji	excitement	emoticon
04.11.2019	veggies	vegetables	abbreviation
04.11.2019	Tongue	associative	symbol
04.11.2019	Zany Face emoji	feeling crazy	emoticon

04.11.2019	pancakes emoji	associative	symbol
04.11.2019	dog emoji	associative	symbol
04.11.2019	dog emoji	associative	symbol
04.11.2019	heart emoji	love	emoticon
04.11.2019	esp	especially	abbreviation
04.11.2019	wink wink	gesture	Onomatopoeia
04.11.2019	bio	biography	abbreviation
04.11.2019	dishes emoji	associative	symbol
01.11.2019	ghost emoji	associative	symbol
01.11.2019	avocado emoji	associative	symbol
01.11.2019	bread emoji	associative	symbol
01.11.2019	vlog	video weblog	abbreviation
01.11.2019	bio	biography	abbreviation
01.11.2019	avo	avocado	abbreviation
01.11.2019	inspro	inspiration	abbreviation
01.11.2019	pumpkin emoji	associative	symbol
30.10.2019	I am ALL	literal	intentional misspelling
30.10.2019	Face Savoring Food emoji	savoring	emoticon
30.10.2019	Raising Hands emoji	excitement	emoticon
30.10.2019	bio	biography	abbreviation
30.10.2019	bread emoji	associative	symbol
30.10.2019	corn emoji	associative	symbol
29.10.2019	blog	weblog	abbreviation
29.10.2019	star emoji	associative	symbol
29.10.2019	&	and	symbol
29.10.2019	em	them	abbreviation
29.10.2019	bio	biography	abbreviation
28.10.2019	pumpkin emoji	associative	symbol
28.10.2019	Face Savoring Food emoji	savoring	emoticon
28.10.2019	OK Hand emoji	approval	emoticon
28.10.2019	Partying Face emoji	excitement	emoticon
28.10.2019	chocolate bar emoji	associative	symbol
28.10.2019	peanut emoji	associative	symbol
28.10.2019	spoon emoji	associative	symbol
28.10.2019	bio	biography	abbreviation
28.10.2019	star emoji	associative	symbol
28.10.2019	candy emoji	associative	symbol
27.10.2019	OK Hand emoji	approval	emoticon
27.10.2019	&	and	symbol
27.10.2019	EVEN BETTER	literal	intentional misspelling
27.10.2019	Face Savoring Food emoji	savoring	emoticon
27.10.2019	bio	biography	abbreviation
27.10.2019	star emoji	associative	symbol
25.10.2019	Thinking Face emoji	thoughtful expression	emoticon

25.10.2019	clapping hand emoji	gesture	emoticon
25.10.2019	eyes emoji	look	emoticon
25.10.2019	bio	biography	abbreviation
25.10.2019	star emoji	associative	symbol
24.10.2019	&	and	symbol
24.10.2019	Partying Face emoji	excitement	emoticon
24.10.2019	AND	literal	intentional misspelling
24.10.2019	clapping hand emoji	gesture	emoticon
24.10.2019	Exploding Head emoji	extreme surprise	emoticon
24.10.2019	dishes emoji	associative	symbol
24.10.2019	bio	biography	abbreviation
24.10.2019	star emoji	associative	symbol
23.10.2019	veggies	vegetables	abbreviation
23.10.2019	PLEASE	literal	intentional misspelling
23.10.2019	Drooling Face emoji	delicious	emoticon
23.10.2019	+	and	symbol
23.10.2019	aka	also known as	acronym
23.10.2019	clapping hand emoji	gesture	emoticon
23.10.2019	fish emoji	associative	symbol
23.10.2019	gf	gluten free	acronym
23.10.2019	Face with Tongue	mocking	emoticon
23.10.2019	bio	biography	abbreviation
23.10.2019	star emoji	associative	symbol
22.10.2019	NEW	literal	intentional misspelling
22.10.2019	blog	weblog	abbreviation
22.10.2019	Raising Hands emoji	excitement	emoticon
22.10.2019	celery emoji	associative	symbol
22.10.2019	carrot emoji	associative	symbol
22.10.2019	veggies	vegetables	abbreviation
22.10.2019	pizza emoji	associative	symbol
22.10.2019	Face with Tongue	mocking	emoticon
22.10.2019	bio	biography	abbreviation
22.10.2019	star emoji	associative	symbol
21.10.2019	chocolate bar emoji	associative	symbol
21.10.2019	cherry emoji	associative	symbol
21.10.2019	SWIPE	literal	intentional misspelling
21.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
21.10.2019	Backhand Index Pointing Left emoji	directional	symbol
21.10.2019	Smiling Face with Hearts emoji	appreciative	emoticon
21.10.2019	LAST DAY	literal	intentional misspelling

21.10.2019	%	percent	symbol
21.10.2019	CAITLIN	literal	intentional misspelling
21.10.2019	bio	biography	abbreviation
21.10.2019	star emoji	associative	symbol
19.10.2019	+	and	symbol
19.10.2019	girl emoji	associative	symbol
19.10.2019	aaaand	and	intentional misspelling
19.10.2019	%	percent	symbol
19.10.2019	OFF SALE	literal	intentional misspelling
19.10.2019	Raising Hands emoji	excitement	emoticon
19.10.2019	bio	biography	abbreviation
19.10.2019	star emoji	associative	symbol
19.10.2019	flower emoji	associative	symbol
19.10.2019	ya	you	intentional misspelling
19.10.2019	Smiling Face with Sunglasses	smiling	emoticon
18.10.2019	pumpkin emoji	associative	symbol
18.10.2019	Face Savoring Food emoji	savoring	emoticon
18.10.2019	clapping hand emoji	gesture	emoticon
18.10.2019	+	and	symbol
18.10.2019	OR	literal	intentional misspelling
18.10.2019	Backhand Index Pointing right emoji	directional	symbol
18.10.2019	Thinking Face emoji	thoughtful expression	emoticon
18.10.2019	chocolate bar emoji	associative	symbol
18.10.2019	bio	biography	abbreviation
18.10.2019	star emoji	associative	symbol
17.10.2019	Raising Hands emoji	excitement	emoticon
17.10.2019	BEST EVER	literal	intentional misspelling
17.10.2019	veggies	vegetables	abbreviation
17.10.2019	Smiling Face with Hearts emoji	appreciative	emoticon
17.10.2019	bio	biography	abbreviation
15.10.2019	BEST	literal	intentional misspelling
15.10.2019	Thinking Face emoji	thoughtful expression	emoticon
15.10.2019	blog	weblog	abbreviation
15.10.2019	Raising Hands emoji	excitement	emoticon
15.10.2019	bio	biography	abbreviation
15.10.2019	Smiling Face with Hearts emoji	appreciative	emoticon
12.10.2019	Person Tipping Hand emoji	gesture	emoticon
12.10.2019	autumn leave emoji	associative	symbol
12.10.2019	blog	weblog	abbreviation

12.10.2019	star emoji	associative	symbol
12.10.2019	ya	you	abbreviation
11.10.2019	heeeeeere	here	intentional misspelling
11.10.2019	+	and	symbol
11.10.2019	Partying Face emoji	excitement	emoticon
11.10.2019	ULTIMATE	literal	intentional misspelling
11.10.2019	peanut emoji	bullet point	symbol
11.10.2019	peanut emoji	bullet point	symbol
11.10.2019	milk glass emoji	bullet point	symbol
11.10.2019	milk glass emoji	bullet point	symbol
10.10.2019	peanut emoji	associative	symbol
10.10.2019	Zany Face emoji	feeling crazy	emoticon
10.10.2019	arrow pointing right icon	directional	symbol
10.10.2019	milk glass emoji	associative	symbol
10.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
09.10.2019	prep	preparation	abbreviation
09.10.2019	dishes emoji	associative	symbol
09.10.2019	avocado emoji	associative	symbol
09.10.2019	clapping hand emoji	gesture	emoticon
09.10.2019	smiling face emoji	smiling	emoticon
09.10.2019	PS	Post scriptum	acronym
09.10.2019	Hugging Face emoji	hug	emoticon
09.10.2019	blog	weblog	abbreviation
09.10.2019	ya	you	abbreviation
09.10.2019	em	them	abbreviation
08.10.2019	Smiling Face with Hearts emoji	appreciative	emoticon
08.10.2019	til	until	abbreviation
08.10.2019	Raising Hands emoji	excitement	emoticon
08.10.2019	bio	biography	abbreviation
08.10.2019	&	and	symbol
08.10.2019	Raising Hands emoji	excitement	emoticon
08.10.2019	blog	weblog	abbreviation
08.10.2019	star emoji	associative	symbol
08.10.2019	Hugging Face emoji	hug	emoticon
04.10.2019	NEW	literal	intentional misspelling
04.10.2019	star emoji	associative	symbol
04.10.2019	8 icon	iconic	symbol
04.10.2019	LOADED	literal	intentional misspelling
04.10.2019	smiling face emoji	smiling	emoticon
04.10.2019	clapping hand emoji	gesture	emoticon
04.10.2019	clapping hand emoji	gesture	emoticon

04.10.2019	clapping hand emoji	gesture	emoticon
04.10.2019	oh yeah	oh yes	Onomatopoeia
04.10.2019	bio	biography	abbreviation
04.10.2019	soup emoji	associative	symbol
04.10.2019	&	and	symbol
03.10.2019	&	and	symbol
03.10.2019	soup emoji	associative	symbol
03.10.2019	+	and	symbol
03.10.2019	+	and	symbol
03.10.2019	Raising Hands emoji	excitement	emoticon
03.10.2019	bio	biography	abbreviation
03.10.2019	Smiling Face with Hearts emoji	appreciative	emoticon
03.10.2019	ya	you	abbreviation
01.10.2019	pumpkin emoji	associative	symbol
01.10.2019	Person Tipping Hand emoji	gesture	emoticon
01.10.2019	autumn leave emoji	associative	symbol
01.10.2019	&	and	symbol
01.10.2019	MUST	literal	intentional misspelling
01.10.2019	Partying Face emoji	excitement, partying	emoticon

### Appendix 3

Date	Feature	Meaning in context	Classification
31.12.2019	Raising Hands emoji	excitement	emoticon
31.12.2019	Laughing face emoji	joy	emoticon
31.12.2019	insta	Instagram	abbreviation
31.12.2019	insta	Instagram	abbreviation
31.12.2019	Face Blowing a Kiss emoji	gesture	emoticon
31.12.2019	Hugging Face emoji	gesture	emoticon
31.12.2019	Heart emoji	love	emoticon
31.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
30.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
30.12.2019	blog	weblog	abbreviation
30.12.2019	Laughing face emoji	joy	emoticon
30.12.2019	insta	Instagram	abbreviation
30.12.2019	Heart emoji	love	emoticon
29.12.2019	NEW	literal	intentional misspelling
29.12.2019	blog	weblog	abbreviation
29.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
29.12.2019	Face Savoring Food emoji	savoring	emoticon
29.12.2019	insta	Instagram	abbreviation
29.12.2019	veggie	vegetables	abbreviation
29.12.2019	Heart emoji	love	emoticon
29.12.2019	Heart emoji	love	emoticon
29.12.2019	Heart emoji	love	emoticon
28.12.2019	inspo	inspiration	abbreviation
28.12.2019	Person Raising Hand emoji	gesture	emoticon
28.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
28.12.2019	insta	Instagram	abbreviation
28.12.2019	Laughing face emoji	joy	emoticon
28.12.2019	insta	Instagram	abbreviation
28.12.2019	Heart emoji	love	emoticon
27.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
27.12.2019	insta	Instagram	abbreviation
27.12.2019	Laughing face emoji	joy	emoticon
27.12.2019	insta	Instagram	abbreviation
27.12.2019	blog	weblog	abbreviation
27.12.2019	Heart emoji	love	emoticon
24.12.2019	christmas tree	associative	emoticon
24.12.2019	Smiling Face with Heart-	pleased	emoticon

	Eyes emoji		
24.12.2019	Face Savoring Food emoji	savoring	emoticon
24.12.2019	insta	Instagram	abbreviation
24.12.2019	Face Blowing a Kiss emoji	gesture	emoticon
23.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
23.12.2019	Laughing face emoji	joy	emoticon
23.12.2019	insta	Instagram	abbreviation
23.12.2019	Heart emoji	love	emoticon
22.12.2019	NEW	literal	intentional misspelling
22.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
22.12.2019	blog	weblog	abbreviation
22.12.2019	Face Savoring Food emoji	savoring	emoticon
22.12.2019	insta	Instagram	abbreviation
22.12.2019	Heart emoji	love	emoticon
21.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
21.12.2019	Laughing face emoji	joy	emoticon
21.12.2019	insta	Instagram	abbreviation
20.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
20.12.2019	insta	Instagram	abbreviation
20.12.2019	Laughing face emoji	joy	emoticon
20.12.2019	Heart emoji	love	emoticon
19.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
19.12.2019	insta	Instagram	abbreviation
19.12.2019	Laughing face emoji	joy	emoticon
19.12.2019	Heart emoji	love	emoticon
18.12.2019	Person Raising Hand emoji	gesture	emoticon
18.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
18.12.2019	insta	Instagram	abbreviation
18.12.2019	Laughing face emoji	joy	emoticon
18.12.2019	Heart emoji	love	emoticon
17.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
17.12.2019	insta	Instagram	abbreviation
17.12.2019	Heart emoji	love	emoticon
16.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
16.12.2019	insta	Instagram	abbreviation
16.12.2019	Laughing face emoji	joy	emoticon
16.12.2019	arrow	directional	symbol
16.12.2019	Heart emoji	love	emoticon

15.12.2019	NEW	literal	intentional misspelling
15.12.2019	blog	weblog	abbreviation
15.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
15.12.2019	Raising Hands emoji	excitement	emoticon
15.12.2019	insta	Instagram	abbreviation
15.12.2019	Heart emoji	love	emoticon
14.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
14.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
14.12.2019	Face Savoring Food emoji	savoring	emoticon
14.12.2019	insta	Instagram	abbreviation
14.12.2019	Heart emoji	love	emoticon
13.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
13.12.2019	Laughing face emoji	joy	emoticon
13.12.2019	insta	Instagram	abbreviation
13.12.2019	Heart emoji	love	emoticon
12.12.2019	NEW	literal	intentional misspelling
12.12.2019	blog	weblog	abbreviation
12.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
12.12.2019	Laughing face emoji	joy	emoticon
12.12.2019	insta	Instagram	abbreviation
12.12.2019	Heart emoji	love	emoticon
11.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
11.12.2019	Laughing face emoji	joy	emoticon
11.12.2019	insta	Instagram	abbreviation
11.12.2019	Heart emoji	love	emoticon
11.12.2019	Face Blowing a Kiss emoji	gesture	emoticon
10.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
10.12.2019	Laughing face emoji	joy	emoticon
10.12.2019	insta	Instagram	abbreviation
10.12.2019	Heart emoji	love	emoticon
09.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
09.12.2019	Laughing face emoji	joy	emoticon
09.12.2019	insta	Instagram	abbreviation
09.12.2019	Heart emoji	love	emoticon
08.12.2019	blog	weblog	abbreviation
08.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
08.12.2019	Smiling Face	happy	emoticon

08.12.2019	Laughing face emoji	joy	emoticon
08.12.2019	insta	Instagram	abbreviation
08.12.2019	NEW	literal	intentional misspelling
07.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
07.12.2019	Face Savoring Food emoji	savoring	emoticon
07.12.2019	Laughing face emoji	joy	emoticon
07.12.2019	insta	Instagram	abbreviation
06.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
06.12.2019	Laughing face emoji	joy	emoticon
06.12.2019	PB	peanut butter	acronym
06.12.2019	Raising Hands emoji	excitement	emoticon
06.12.2019	insta	Instagram	abbreviation
06.12.2019	Heart emoji	love	emoticon
05.12.2019	NEW	literal	intentional misspelling
05.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
05.12.2019	Face Savoring Food emoji	savoring	emoticon
05.12.2019	insta	Instagram	abbreviation
05.12.2019	Heart emoji	love	emoticon
04.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
04.12.2019	Face Savoring Food emoji	savoring	emoticon
04.12.2019	insta	Instagram	abbreviation
04.12.2019	Laughing face emoji	joy	emoticon
04.12.2019	Heart emoji	love	emoticon
03.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
03.12.2019	Person Raising Hand emoji	gesture	emoticon
03.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
03.12.2019	Laughing face emoji	joy	emoticon
03.12.2019	Heart emoji	love	emoticon
02.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
02.12.2019	Face Savoring Food emoji	savoring	emoticon
02.12.2019	Laughing face emoji	joy	emoticon
02.12.2019	Heart emoji	love	emoticon
02.12.2019	insta	Instagram	abbreviation
01.12.2019	NEW	literal	intentional misspelling
01.12.2019	blog	weblog	abbreviation
01.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
01.12.2019	Laughing face emoji	joy	emoticon

01.12.2019	Heart emoji	love	emoticon
01.12.2019	insta	Instagram	abbreviation
30.11.2019	pizza emoji	associative	symbol
30.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
30.11.2019	Face Savoring Food emoji	savoring	emoticon
30.11.2019	Laughing face emoji	joy	emoticon
30.11.2019	Heart emoji	love	emoticon
30.11.2019	insta	Instagram	abbreviation
29.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
29.11.2019	Face Savoring Food emoji	savoring	emoticon
29.11.2019	Laughing face emoji	joy	emoticon
29.11.2019	Heart emoji	love	emoticon
29.11.2019	insta	Instagram	abbreviation
28.11.2019	NEW	literal	intentional misspelling
28.11.2019	blog	weblog	abbreviation
28.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
28.11.2019	Person Raising Hand emoji	gesture	emoticon
28.11.2019	Laughing face emoji	joy	emoticon
28.11.2019	Heart emoji	love	emoticon
28.11.2019	insta	Instagram	abbreviation
28.11.2019	Heart emoji	love	emoticon
28.11.2019	Heart emoji	love	emoticon
27.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
27.11.2019	Face Savoring Food emoji	savoring	emoticon
27.11.2019	Laughing face emoji	joy	emoticon
27.11.2019	Heart emoji	love	emoticon
27.11.2019	insta	Instagram	abbreviation
26.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
26.11.2019	Laughing face emoji	joy	emoticon
26.11.2019	Heart emoji	love	emoticon
26.11.2019	insta	Instagram	abbreviation
25.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
25.11.2019	Raising Hands emoji	excitement	emoticon
25.11.2019	Laughing face emoji	joy	emoticon
25.11.2019	Heart emoji	love	emoticon
25.11.2019	insta	Instagram	abbreviation
24.11.2019	NEW	literal	intentional misspelling
24.11.2019	blog	weblog	abbreviation
24.11.2019	Smiling Face with Heart-	pleased	emoticon

	Eyes emoji		
24.11.2019	Laughing face emoji	joy	emoticon
24.11.2019	Heart emoji	love	emoticon
24.11.2019	insta	Instagram	abbreviation
23.11.2019	pizza emoji	associative	symbol
23.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
23.11.2019	Face Savoring Food emoji	savoring	emoticon
23.11.2019	&	and	symbol
23.11.2019	Laughing face emoji	joy	emoticon
23.11.2019	Heart emoji	love	emoticon
23.11.2019	insta	Instagram	abbreviation
22.11.2019	Raising Hands emoji	excitement	emoticon
22.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
22.11.2019	Face Savoring Food emoji	savoring	emoticon
22.11.2019	Heart emoji	love	emoticon
22.11.2019	insta	Instagram	abbreviation
21.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
21.11.2019	Laughing face emoji	joy	emoticon
21.11.2019	Heart emoji	love	emoticon
21.11.2019	insta	Instagram	abbreviation
20.11.2019	NEW	literal	intentional misspelling
20.11.2019	blog	weblog	abbreviation
20.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
20.11.2019	Face Savoring Food emoji	savoring	emoticon
20.11.2019	Laughing face emoji	joy	emoticon
20.11.2019	Heart emoji	love	emoticon
20.11.2019	insta	Instagram	abbreviation
19.11.2019	Raising Hands emoji	excitement	emoticon
19.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
19.11.2019	Laughing face emoji	joy	emoticon
19.11.2019	Heart emoji	love	emoticon
19.11.2019	insta	Instagram	abbreviation
17.11.2019	NEW	literal	intentional misspelling
17.11.2019	blog	weblog	abbreviation
17.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
17.11.2019	Raising Hands emoji	excitement	emoticon
17.11.2019	Laughing face emoji	joy	emoticon
17.11.2019	Heart emoji	love	emoticon
17.11.2019	insta	Instagram	abbreviation

16.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
16.11.2019	Face Savoring Food emoji	savoring	emoticon
16.11.2019	Raising Hands emoji	excitement	emoticon
16.11.2019	Laughing face emoji	joy	emoticon
16.11.2019	Heart emoji	love	emoticon
16.11.2019	insta	Instagram	abbreviation
15.11.2019	Person Raising Hand emoji	gesture	emoticon
15.11.2019	Laughing face emoji	joy	emoticon
15.11.2019	Laughing face emoji	joy	emoticon
15.11.2019	Heart emoji	love	emoticon
15.11.2019	insta	Instagram	abbreviation
14.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
14.11.2019	arrow	directional	symbol
14.11.2019	%	percent	symbol
14.11.2019	Raising Hands emoji	excitement	emoticon
14.11.2019	&	and	symbol
14.11.2019	Laughing face emoji	joy	emoticon
13.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
13.11.2019	Face Savoring Food emoji	savoring	emoticon
13.11.2019	blog	weblog	abbreviation
13.11.2019	insta	Instagram	abbreviation
13.11.2019	Laughing face emoji	joy	emoticon
13.11.2019	Laughing face emoji	joy	emoticon
13.11.2019	BTW	by the way	acronym
13.11.2019	app	application	abbreviation
13.11.2019	Crying Face emoji	crying	emoticon
12.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
12.11.2019	Laughing face emoji	joy	emoticon
12.11.2019	insta	Instagram	abbreviation
12.11.2019	Smiling Face emoji	happy	emoticon
12.11.2019	Heart emoji	love	emoticon
11.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
11.11.2019	lol	laughing out loud	acronym
11.11.2019	Grinning Face with Sweat	nervously smiling	emoticon
11.11.2019	insta	Instagram	abbreviation
11.11.2019	Laughing face emoji	joy	emoticon
11.11.2019	Heart emoji	love	emoticon
10.11.2019	NEW	literal	intentional misspelling
10.11.2019	blog	weblog	abbreviation
10.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon

10.11.2019	Laughing face emoji	joy	emoticon
10.11.2019	Laughing face emoji	joy	emoticon
10.11.2019	Heart emoji	love	emoticon
08.11.2019	Person Raising Hand emoji	gesture	emoticon
08.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
08.11.2019	insta	Instagram	abbreviation
08.11.2019	Laughing face emoji	joy	emoticon
08.11.2019	Heart emoji	love	emoticon
07.11.2019	Non-GMO	Not genetically modified organisms	acronym
07.11.2019	Person Raising Hand emoji	gesture	emoticon
07.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
07.11.2019	Face Savoring Food emoji	savoring	emoticon
07.11.2019	insta	Instagram	abbreviation
07.11.2019	Laughing face emoji	joy	emoticon
07.11.2019	Heart emoji	love	emoticon
06.11.2019	NEW	literal	intentional misspelling
06.11.2019	blog	weblog	abbreviation
06.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
06.11.2019	Raising Hands emoji	excitement	emoticon
06.11.2019	insta	Instagram	abbreviation
06.11.2019	Laughing face emoji	joy	emoticon
06.11.2019	Heart emoji	love	emoticon
05.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
05.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
05.11.2019	Face Blowing a Kiss emoji	gesture	emoticon
05.11.2019	Laughing face emoji	joy	emoticon
05.11.2019	Heart emoji	love	emoticon
04.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
04.11.2019	Raising Hands emoji	excitement	emoticon
04.11.2019	insta	Instagram	abbreviation
04.11.2019	Laughing face emoji	joy	emoticon
04.11.2019	Heart emoji	love	emoticon
03.11.2019	NEW	literal	intentional misspelling
03.11.2019	blog	weblog	abbreviation
03.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
03.11.2019	%	percent	symbol
03.11.2019	Laughing face emoji	joy	emoticon

03.11.2019	insta	Instagram	abbreviation
03.11.2019	Laughing face emoji	joy	emoticon
03.11.2019	Heart emoji	love	emoticon
02.11.2019	pizza emoji	associative	symbol
02.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
02.11.2019	insta	Instagram	abbreviation
02.11.2019	Laughing face emoji	joy	emoticon
02.11.2019	Heart emoji	love	emoticon
01.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
01.11.2019	Laughing face emoji	joy	emoticon
01.11.2019	insta	Instagram	abbreviation
01.11.2019	Laughing face emoji	joy	emoticon
01.11.2019	Face Savoring Food emoji	savoring	emoticon
01.11.2019	Raising Hands emoji	excitement	emoticon
01.11.2019	Heart emoji	love	emoticon
01.11.2019	plant emoji	associative	symbol
01.11.2019	plant emoji	associative	symbol
31.10.2019	BOO	sound imitation	Onomatopoeia
31.10.2019	ghost emoji	associative	symbol
31.10.2019	ghost emoji	associative	symbol
31.10.2019	lol	laughing out loud	acronym
31.10.2019	Face with Tears of Joy emoji	laughing	emoticon
31.10.2019	Laughing face emoji	joy	emoticon
31.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
31.10.2019	Laughing face emoji	joy	emoticon
31.10.2019	insta	Instagram	abbreviation
31.10.2019	ghost emoji	associative	symbol
30.10.2019	NEW	literal	intentional misspelling
30.10.2019	blog	weblog	abbreviation
30.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
30.10.2019	Raising Hands emoji	excitement	emoticon
30.10.2019	pics	pictures	abbreviation
30.10.2019	Face Savoring Food emoji	savoring	emoticon
30.10.2019	insta	Instagram	abbreviation
30.10.2019	Laughing face emoji	joy	emoticon
30.10.2019	Heart emoji	love	emoticon
29.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
29.10.2019	insta	Instagram	abbreviation
29.10.2019	Laughing face emoji	joy	emoticon
29.10.2019	Heart emoji	love	emoticon

27.10.2019	NEW	literal	intentional misspelling
27.10.2019	blog	weblog	abbreviation
27.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
27.10.2019	Laughing face emoji	joy	emoticon
27.10.2019	insta	Instagram	abbreviation
27.10.2019	Laughing face emoji	joy	emoticon
27.10.2019	Heart emoji	love	emoticon
26.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
26.10.2019	Face Savoring Food emoji	savoring	emoticon
26.10.2019	inspo	inspiration	abbreviation
26.10.2019	Laughing face emoji	joy	emoticon
26.10.2019	Smiling Face emoji	happy	emoticon
26.10.2019	insta	Instagram	abbreviation
26.10.2019	Heart emoji	love	emoticon
25.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
25.10.2019	arrow	directional	symbol
25.10.2019	insta	Instagram	abbreviation
25.10.2019	Laughing face emoji	joy	emoticon
25.10.2019	Heart emoji	love	emoticon
24.10.2019	NEW	literal	intentional misspelling
24.10.2019	blog	weblog	abbreviation
24.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
24.10.2019	insta	Instagram	abbreviation
24.10.2019	Laughing face emoji	joy	emoticon
24.10.2019	Heart emoji	love	emoticon
23.10.2019	Laughing face emoji	joy	emoticon
23.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
23.10.2019	Person Raising Hand emoji	gesture	emoticon
23.10.2019	insta	Instagram	abbreviation
23.10.2019	Laughing face emoji	joy	emoticon
23.10.2019	Heart emoji	love	emoticon
22.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
22.10.2019	Face Savoring Food emoji	savoring	emoticon
22.10.2019	insta	Instagram	abbreviation
22.10.2019	Laughing face emoji	joy	emoticon
22.10.2019	Heart emoji	love	emoticon
22.10.2019	NEW	literal	intentional misspelling
22.10.2019	blog	weblog	abbreviation

22.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
22.10.2019	apple emoji	associative	symbol
22.10.2019	Laughing face emoji	joy	emoticon
22.10.2019	insta	Instagram	abbreviation
22.10.2019	Laughing face emoji	joy	emoticon
22.10.2019	Heart emoji	love	emoticon
19.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
19.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
19.10.2019	Face Savoring Food emoji	savoring	emoticon
19.10.2019	insta	Instagram	abbreviation
19.10.2019	Laughing face emoji	joy	emoticon
19.10.2019	Heart emoji	love	emoticon
18.10.2019	Face Savoring Food emoji	savoring	emoticon
18.10.2019	insta	Instagram	abbreviation
18.10.2019	Laughing face emoji	joy	emoticon
18.10.2019	Heart emoji	love	emoticon
17.10.2019	NEW	literal	intentional misspelling
17.10.2019	blog	weblog	abbreviation
17.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
17.10.2019	Laughing face emoji	joy	emoticon
17.10.2019	Face Savoring Food emoji	savoring	emoticon
17.10.2019	insta	Instagram	abbreviation
17.10.2019	Laughing face emoji	joy	emoticon
17.10.2019	Heart emoji	love	emoticon
16.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
16.10.2019	insta	Instagram	abbreviation
16.10.2019	Laughing face emoji	joy	emoticon
16.10.2019	Heart emoji	love	emoticon
15.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
15.10.2019	Face Savoring Food emoji	savoring	emoticon
15.10.2019	Laughing face emoji	joy	emoticon
15.10.2019	insta	Instagram	abbreviation
15.10.2019	Laughing face emoji	joy	emoticon
15.10.2019	Heart emoji	love	emoticon
14.10.2019	Expressionless Face emoji	expressionless	emoticon
14.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
14.10.2019	insta	Instagram	abbreviation
14.10.2019	Laughing face emoji	joy	emoticon
14.10.2019	Heart emoji	love	emoticon

12.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
12.10.2019	insta	Instagram	abbreviation
12.10.2019	Laughing face emoji	joy	emoticon
12.10.2019	Heart emoji	love	emoticon
12.10.2019	Laughing face emoji	joy	emoticon
11.10.2019	Person Raising Hand emoji	gesture	emoticon
11.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
11.10.2019	insta	Instagram	abbreviation
11.10.2019	Laughing face emoji	joy	emoticon
11.10.2019	Heart emoji	love	emoticon
10.10.2019	NEW	literal	intentional misspelling
10.10.2019	blog	weblog	abbreviation
10.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
10.10.2019	Face Savoring Food emoji	savoring	emoticon
10.10.2019	insta	Instagram	abbreviation
10.10.2019	Laughing face emoji	joy	emoticon
10.10.2019	Heart emoji	love	emoticon
09.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
09.10.2019	Face Savoring Food emoji	savoring	emoticon
09.10.2019	arrow	directional	symbol
09.10.2019	insta	Instagram	abbreviation
09.10.2019	Laughing face emoji	joy	emoticon
09.10.2019	Heart emoji	love	emoticon
08.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
08.10.2019	fries emoji	associative	symbol
08.10.2019	Face Savoring Food emoji	savoring	emoticon
08.10.2019	insta	Instagram	abbreviation
08.10.2019	Laughing face emoji	joy	emoticon
08.10.2019	Heart emoji	love	emoticon
07.10.2019	Heart emoji	love	emoticon
07.10.2019	insta	Instagram	abbreviation
07.10.2019	Raising Hands emoji	excitement	emoticon
07.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
07.10.2019	Folded Hands emoji	gesture	emoticon
07.10.2019	Face Blowing a Kiss emoji	gesture	emoticon
06.10.2019	NEW	literal	intentional misspelling
06.10.2019	blog	weblog	abbreviation
06.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon

06.10.2019	insta	Instagram	abbreviation
06.10.2019	Laughing face emoji	joy	emoticon
06.10.2019	Heart emoji	love	emoticon
05.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
05.10.2019	insta	Instagram	abbreviation
05.10.2019	Laughing face emoji	joy	emoticon
05.10.2019	Raising Hands emoji	excitement	emoticon
05.10.2019	Heart emoji	love	emoticon
04.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
04.10.2019	Laughing face emoji	joy	emoticon
04.10.2019	insta	Instagram	abbreviation
04.10.2019	Laughing face emoji	joy	emoticon
04.10.2019	Heart emoji	love	emoticon
02.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
02.10.2019	Raising Hands emoji	excitement	emoticon
02.10.2019	Laughing face emoji	joy	emoticon
02.10.2019	insta	Instagram	abbreviation
02.10.2019	Laughing face emoji	joy	emoticon
02.10.2019	THANK YOU ALL	literal	intentional misspelling
02.10.2019	900k	900 thousand	symbol
02.10.2019	Face Screaming in Fear emoji	fear	emoticon
02.10.2019	Face Blowing a Kiss emoji	gesture	emoticon
02.10.2019	Heart emoji	love	emoticon
01.10.2019	GIVEAWAY	literal	intentional misspelling
01.10.2019	+	and	symbol
01.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
01.10.2019	US	United States	acronym
01.10.2019	Raising Hands emoji	excitement	emoticon
01.10.2019	Non-GMO	not genetically modified organisms	acronym
01.10.2019	&	and	symbol
01.10.2019	Laughing face emoji	joy	emoticon
01.10.2019	Laughing face emoji	joy	emoticon

## Appendix 4

<b>Date</b>	<b>Feature</b>	<b>Meaning in context</b>	<b>Classification</b>
31.12.2019	Waving Hand emoji	gesture	emoticon
31.12.2019	Face Savoring Food emoji	savoring	emoticon
31.12.2019	OK Hand emoji	approval	emoticon
31.12.2019	bio	biography	abbreviation
27.12.2019	plane emoji	associative	symbol
27.12.2019	Folded Hands emoji	gesture	emoticon
27.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
27.12.2019	GOODNESS	literal	intentional misspelling
27.12.2019	Face Savoring Food emoji	savoring	emoticon
27.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
27.12.2019	Face Blowing a Kiss emoji	gesture	emoticon
27.12.2019	Heart emoji	love	emoticon
27.12.2019	Face Savoring Food emoji	savoring	emoticon
27.12.2019	OK Hand emoji	approval	emoticon
27.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
27.12.2019	gf	gluten free	acronym
27.12.2019	oh	sound imitation	Onomatopoeia
27.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
27.12.2019	Raising Hands emoji	excitement	emoticon
27.12.2019	christmas tree emoji	associative	symbol
27.12.2019	bio	biography	abbreviation
24.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
23.12.2019	blog	weblog	abbreviation
23.12.2019	MAPLE SEA SALT	literal	intentional misspelling
23.12.2019	Folded Hands emoji	gesture	emoticon
23.12.2019	PERFECT	literal	intentional misspelling
23.12.2019	bio	biography	abbreviation
23.12.2019	Face Blowing a Kiss emoji	gesture	emoticon
23.12.2019	Backhand Index Pointing Up emoji	directional	symbol
23.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
23.12.2019	MAPLE SEA SALT	literal	intentional misspelling
23.12.2019	Folded Hands emoji	gesture	emoticon
23.12.2019	EPIC	literal	intentional misspelling
23.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
23.12.2019	Waving Hand emoji	gesture	emoticon
23.12.2019	AND	literal	intentional misspelling
23.12.2019	fave	favorite	abbreviation
23.12.2019	christmas tree emoji	associative	symbol
23.12.2019	OK Hand emoji	approval	emoticon
22.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
22.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
22.12.2019	100 icon	iconic	symbol

22.12.2019	Raising Hands emoji	excitement	emoticon
18.12.2019	fave	favorite	abbreviation
18.12.2019	brekkie	breakfast	abbreviation
18.12.2019	Waving Hand emoji	gesture	emoticon
18.12.2019	CHAI LATTE CHIA PUDDING	literal	intentional misspelling
18.12.2019	100 icon	iconic	symbol
18.12.2019	Raising Hands emoji	excitement	emoticon
17.12.2019	TWO DAYS	literal	intentional misspelling
17.12.2019	Crying Face emoji	crying	emoticon
17.12.2019	probs	probably	abbreviation
17.12.2019	US	United States	acronym
17.12.2019	100 icon	iconic	symbol
17.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
17.12.2019	dog emoji	associative	symbol
17.12.2019	ENERGY BITES	literal	intentional misspelling
17.12.2019	Waving Hand emoji	gesture	emoticon
17.12.2019	Face Savoring Food emoji	savoring	emoticon
17.12.2019	bio	biography	abbreviation
15.12.2019	dancing woman emoji	gesture	emoticon
15.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
15.12.2019	combo	combination	abbreviation
15.12.2019	SO GOOD	literal	intentional misspelling
15.12.2019	Raising Hands emoji	excitement	emoticon
15.12.2019	Shushing Face emoji	gesture	emoticon
15.12.2019	SO	literal	intentional misspelling
15.12.2019	wayyyy	way	intentional misspelling
15.12.2019	100 icon	iconic	symbol
14.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
14.12.2019	&	and	symbol
14.12.2019	fave	favorite	abbreviation
14.12.2019	Face Savoring Food emoji	savoring	emoticon
14.12.2019	dancing woman emoji	gesture	emoticon
14.12.2019	Folded Hands emoji	gesture	emoticon
14.12.2019	bio	biography	abbreviation
13.12.2019	&	and	symbol
13.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
13.12.2019	Face with Tongue	mocking	emoticon
13.12.2019	Smirking Face emoji	amusement	emoticon
13.12.2019	Folded Hands emoji	gesture	emoticon
13.12.2019	blog	weblog	abbreviation
13.12.2019	Heart emoji	love	emoticon
13.12.2019	bio	biography	abbreviation
11.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
11.12.2019	Star emoji	associative	symbol
11.12.2019	HEALTHY SUGAR COOKIES	literal	intentional misspelling

11.12.2019	Heart emoji	love	emoticon
11.12.2019	Smiling Face emoji	happy	emoticon
11.12.2019	christmas tree emoji	associative	symbol
11.12.2019	bio	biography	abbreviation
10.12.2019	CINNAMON SWIRL PANCAKES	literal	intentional misspelling
10.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
10.12.2019	dancing woman emoji	gesture	emoticon
10.12.2019	Face Savoring Food emoji	savoring	emoticon
10.12.2019	Raising Hands emoji	excitement	emoticon
10.12.2019	Face with Tongue	mocking	emoticon
10.12.2019	brekkie	breakfast	abbreviation
10.12.2019	NEW	literal	intentional misspelling
10.12.2019	blog	weblog	abbreviation
10.12.2019	Backhand Index Pointing up emoji	directional	symbol
10.12.2019	bio	biography	abbreviation
09.12.2019	Star emoji	associative	symbol
09.12.2019	&	and	symbol
09.12.2019	Raising Hands emoji	excitement	emoticon
09.12.2019	bio	biography	abbreviation
09.12.2019	Face Savoring Food emoji	savoring	emoticon
08.12.2019	Waving Hand emoji	gesture	emoticon
08.12.2019	fab	fabulous	abbreviation
08.12.2019	Star emoji	associative	symbol
08.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
08.12.2019	recs	recommendations	abbreviation
08.12.2019	etc	et cetera	abbreviation
08.12.2019	bio	biography	abbreviation
06.12.2019	Smiling Face with Sunglasses	smiling	emoticon
06.12.2019	carrot emoji	associative	symbol
06.12.2019	cake emoji	associative	symbol
06.12.2019	10+	more than ten	symbol
06.12.2019	blog	weblog	abbreviation
06.12.2019	+	and	symbol
06.12.2019	fave	favorite	abbreviation
06.12.2019	Waving Hand emoji	gesture	emoticon
06.12.2019	AND MORE	literal	intentional misspelling
06.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
06.12.2019	100 icon	iconic	symbol
06.12.2019	Hugging Face emoji	gesture	emoticon
05.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
05.12.2019	100 icon	iconic	symbol
05.12.2019	OK Hand emoji	approval	emoticon
05.12.2019	green checkmark	bullet point	symbol
05.12.2019	green checkmark	bullet point	symbol
05.12.2019	green checkmark	bullet point	symbol

05.12.2019	green checkmark	bullet point	symbol
05.12.2019	AND	literal	intentional misspelling
05.12.2019	gingerbread emoji	associative	symbol
05.12.2019	bio	biography	abbreviation
04.12.2019	Hugging Face emoji	gesture	emoticon
04.12.2019	arrow pointing left	directional	symbol
04.12.2019	ALL TIME	literal	intentional misspelling
04.12.2019	100 icon	iconic	symbol
04.12.2019	christmas tree emoji	associative	symbol
04.12.2019	Santa Claus emoji	associative	symbol
04.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
04.12.2019	=	is	symbol
04.12.2019	NEW	literal	intentional misspelling
04.12.2019	blog	weblog	abbreviation
04.12.2019	detox	detoxification	abbreviation
04.12.2019	Smiling Face with Hearts emoji	appreciative	emoticon
04.12.2019	Raising Hands emoji	excitement	emoticon
04.12.2019	Face Blowing a Kiss emoji	gesture	emoticon
04.12.2019	bio	biography	abbreviation
02.12.2019	cuz	because	abbreviation
02.12.2019	winking face emoji	encouraging	emoticon
02.12.2019	KALE	literal	intentional misspelling
02.12.2019	&	and	symbol
02.12.2019	veggies	vegetables	abbreviation
02.12.2019	kinda	kind of	abbreviation
02.12.2019	gal	girls	intentional misspelling
02.12.2019	bio	biography	abbreviation
01.12.2019	Astonished Face emoji	astonishment	emoticon
01.12.2019	AMAZING	literal	intentional misspelling
01.12.2019	gf	gluten free	acronym
01.12.2019	&	and	symbol
01.12.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
01.12.2019	christmas tree emoji	associative	symbol
01.12.2019	Raising Hands emoji	excitement	emoticon
01.12.2019	fave	favorite	abbreviation
01.12.2019	Face Blowing a Kiss emoji	gesture	emoticon
01.12.2019	bio	biography	abbreviation
30.11.2019	EVER	literal	intentional misspelling
30.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
30.11.2019	%	percent	symbol
30.11.2019	&	and	symbol
30.11.2019	veggies	vegetables	abbreviation
30.11.2019	AND	literal	intentional misspelling
30.11.2019	Waving Hand emoji	gesture	emoticon
30.11.2019	Face Blowing a Kiss emoji	gesture	emoticon

30.11.2019	OK Hand emoji	approval	emoticon
30.11.2019	OR	literal	intentional misspelling
30.11.2019	100 icon	iconic	symbol
30.11.2019	def	definitely	abbreviation
30.11.2019	bio	biography	abbreviation
30.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
30.11.2019	OK Hand emoji	approval	emoticon
30.11.2019	Waving Hand emoji	gesture	emoticon
30.11.2019	Face with Tongue	mocking	emoticon
30.11.2019	bio	biography	abbreviation
30.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
30.11.2019	brekkie	breakfast	abbreviation
30.11.2019	&	and	symbol
30.11.2019	Crying Face emoji	crying	emoticon
30.11.2019	Face with Tongue	mocking	emoticon
30.11.2019	bio	biography	abbreviation
28.11.2019	app	appetizer	abbreviation
28.11.2019	VEGAN	literal	intentional misspelling
28.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
28.11.2019	OK Hand emoji	approval	emoticon
28.11.2019	dancing woman emoji	gesture	emoticon
28.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
28.11.2019	bio	biography	abbreviation
27.11.2019	brekkie	breakfast	abbreviation
27.11.2019	TRY THESE	literal	intentional misspelling
27.11.2019	Smiling Face with Hearts emoji	appreciative	emoticon
27.11.2019	dancing woman emoji	gesture	emoticon
27.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
27.11.2019	OK Hand emoji	approval	emoticon
27.11.2019	fire emoji	associative	symbol
27.11.2019	prep	preparation	abbreviation
27.11.2019	Face Blowing a Kiss emoji	gesture	emoticon
27.11.2019	bio	biography	abbreviation
27.11.2019	pie emoji	associative	symbol
27.11.2019	NO BAKE	literal	intentional misspelling
27.11.2019	monkey emoji	associative	symbol
27.11.2019	monkey emoji	associative	symbol
27.11.2019	mins	minutes	abbreviation
27.11.2019	AND	literal	intentional misspelling
27.11.2019	dancing woman emoji	gesture	emoticon
27.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
27.11.2019	Face Blowing a Kiss emoji	gesture	emoticon
27.11.2019	bio	biography	abbreviation
25.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
25.11.2019	fave	favorite	abbreviation

25.11.2019	fire emoji	associative	symbol
25.11.2019	Face with Tongue	mocking	emoticon
25.11.2019	bio	biography	abbreviation
24.11.2019	snowflake emoji	associative	symbol
24.11.2019	Smiling Face with Sunglasses	smiling	emoticon
24.11.2019	OK Hand emoji	approval	emoticon
24.11.2019	bio	biography	abbreviation
24.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
24.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
24.11.2019	prep	preparation	abbreviation
24.11.2019	dancing woman emoji	gesture	emoticon
24.11.2019	winking face emoji	encouraging	emoticon
24.11.2019	Face Blowing a Kiss emoji	gesture	emoticon
24.11.2019	bio	biography	abbreviation
23.11.2019	pancakes emoji	associative	symbol
23.11.2019	Face with Tongue	mocking	emoticon
23.11.2019	dancing woman emoji	gesture	emoticon
23.11.2019	recs	recommendations	abbreviation
23.11.2019	wanna	want to	abbreviation
23.11.2019	bio	biography	abbreviation
23.11.2019	Smiling Face with Hearts emoji	appreciative	emoticon
21.11.2019	Astonished Face emoji	astonishment	emoticon
21.11.2019	Smiling Face with Hearts emoji	appreciative	emoticon
21.11.2019	SO GOOD	literal	intentional misspelling
21.11.2019	Partying Face emoji	excitement	emoticon
20.11.2019	Hugging Face emoji	gesture	emoticon
20.11.2019	Face with Tongue	mocking	emoticon
20.11.2019	dancing woman emoji	gesture	emoticon
20.11.2019	fave	favorite	abbreviation
20.11.2019	Partying Face emoji	excitement	emoticon
20.11.2019	AND MORE	literal	intentional misspelling
20.11.2019	Smiling Face with Sunglasses	smiling	emoticon
20.11.2019	Backhand Index Pointing Right emoji	directional	symbol
20.11.2019	Face Blowing a Kiss emoji	gesture	emoticon
18.11.2019	HEALTHY SUGAR BREAD	literal	intentional misspelling
18.11.2019	Smiling Face with Hearts emoji	appreciative	emoticon
18.11.2019	Face Savoring Food emoji	savoring	emoticon
18.11.2019	Face with Tongue	mocking	emoticon
18.11.2019	Face Blowing a Kiss emoji	gesture	emoticon
18.11.2019	\$	dollar	symbol
18.11.2019	AND	literal	intentional misspelling
18.11.2019	Partying Face emoji	excitement	emoticon
18.11.2019	Backhand Index Pointing Up emoji	directional	symbol
18.11.2019	AMAZING	literal	intentional misspelling
18.11.2019	%	percent	symbol

18.11.2019	dancing woman emoji	gesture	emoticon
18.11.2019	Folded Hands emoji	gesture	emoticon
18.11.2019	bio	biography	abbreviation
16.11.2019	pancakes emoji	associative	symbol
16.11.2019	gf	gluten free	acronym
16.11.2019	&	and	symbol
16.11.2019	Smiling Face with Hearts emoji	appreciative	emoticon
16.11.2019	Backhand Index Pointing Up emoji	directional	symbol
16.11.2019	bio	biography	abbreviation
15.11.2019	&	and	symbol
15.11.2019	Smiling Face with Sunglasses	smiling	emoticon
15.11.2019	brekkie	breakfast	abbreviation
15.11.2019	gimme	give me	abbreviation
15.11.2019	Raising Hands emoji	excitement	emoticon
15.11.2019	OK Hand emoji	approval	emoticon
15.11.2019	Face Blowing a Kiss emoji	gesture	emoticon
15.11.2019	bio	biography	abbreviation
15.11.2019	Person Raising Hand emoji	gesture	emoticon
15.11.2019	BUT	literal	intentional misspelling
15.11.2019	Raising Hands emoji	excitement	emoticon
15.11.2019	dancing woman emoji	gesture	emoticon
15.11.2019	Smirking Face emoji	amusement	emoticon
15.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
15.11.2019	GARLIC GREEN BEANS	literal	intentional misspelling
15.11.2019	OK Hand emoji	approval	emoticon
15.11.2019	fave	favorite	abbreviation
15.11.2019	bio	biography	abbreviation
12.11.2019	BROWNIES	literal	intentional misspelling
12.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
12.11.2019	Smiling Face with Sunglasses	smiling	emoticon
12.11.2019	dancing woman emoji	gesture	emoticon
12.11.2019	ALSO	literal	intentional misspelling
12.11.2019	Raising Hands emoji	excitement	emoticon
12.11.2019	gf	gluten free	acronym
12.11.2019	df	dairy free	acronym
12.11.2019	Face Blowing a Kiss emoji	gesture	emoticon
12.11.2019	bio	biography	abbreviation
11.11.2019	Smiling Face with Sunglasses	smiling	emoticon
11.11.2019	def	definitely	abbreviation
11.11.2019	&	and	symbol
11.11.2019	dancing woman emoji	gesture	emoticon
11.11.2019	Folded Hands emoji	gesture	emoticon
11.11.2019	Face with Tongue	mocking	emoticon
11.11.2019	Face Blowing a Kiss emoji	gesture	emoticon
11.11.2019	bio	biography	abbreviation

09.11.2019	Smiling Face with Sunglasses	smiling	emoticon
09.11.2019	&	and	symbol
09.11.2019	gf	gluten free	acronym
09.11.2019	BEST	literal	intentional misspelling
09.11.2019	dancing woman emoji	gesture	emoticon
09.11.2019	Raising Hands emoji	excitement	emoticon
09.11.2019	Partying Face emoji	excitement	emoticon
09.11.2019	gf	gluten free	acronym
09.11.2019	PUMPED	literal	intentional misspelling
09.11.2019	pancakes emoji	associative	symbol
09.11.2019	Face with Tongue	mocking	emoticon
09.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
09.11.2019	bio	biography	abbreviation
08.11.2019	Waving Hand emoji	gesture	emoticon
08.11.2019	pumpkin emoji	associative	symbol
08.11.2019	Partying Face emoji	excitement	emoticon
08.11.2019	Smiling Face with Sunglasses	smiling	emoticon
08.11.2019	OK Hand emoji	approval	emoticon
08.11.2019	gotta	have got to	abbreviation
08.11.2019	bio	biography	abbreviation
06.11.2019	100 icon	iconic	symbol
06.11.2019	NEW	literal	intentional misspelling
06.11.2019	&	and	symbol
06.11.2019	AND	literal	intentional misspelling
06.11.2019	dancing woman emoji	gesture	emoticon
06.11.2019	fave	favorite	abbreviation
06.11.2019	bio	biography	abbreviation
04.11.2019	plane emoji	associative	symbol
04.11.2019	NYC	New York City	acronym
04.11.2019	Astonished Face emoji	astonishment	emoticon
04.11.2019	Smiling Face with Sunglasses	smiling	emoticon
04.11.2019	Thinking Face emoji	gesture	emoticon
04.11.2019	Backhand Index Pointing Up emoji	directional	symbol
04.11.2019	DELISH	literal	intentional misspelling
04.11.2019	gf	gluten free	acronym
04.11.2019	df	dairy free	acronym
04.11.2019	dancing woman emoji	gesture	emoticon
04.11.2019	bio	biography	abbreviation
03.11.2019	Face with Tongue	mocking	emoticon
03.11.2019	teeeny	teeny	intentional misspelling
03.11.2019	Grinning Face with Sweat	nervously smiling	emoticon
03.11.2019	Smiling Face with Sunglasses	smiling	emoticon
03.11.2019	SWEET POTATO	literal	intentional misspelling
03.11.2019	Face Blowing a Kiss emoji	gesture	emoticon
03.11.2019	bio	biography	abbreviation

02.11.2019	pancakes emoji	associative	symbol
02.11.2019	Smiling Face with Sunglasses	smiling	emoticon
02.11.2019	gf	gluten free	acronym
02.11.2019	&	and	symbol
02.11.2019	autumn leaves emoji	associative	symbol
02.11.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
02.11.2019	Face Blowing a Kiss emoji	gesture	emoticon
02.11.2019	bio	biography	abbreviation
01.11.2019	Face with Tongue	mocking	emoticon
01.11.2019	BEST	literal	intentional misspelling
01.11.2019	Person Shrugging emoji	gesture	emoticon
01.11.2019	BUT	literal	intentional misspelling
01.11.2019	fab	fabulous	abbreviation
01.11.2019	pumpkin emoji	associative	symbol
01.11.2019	100 icon	iconic	symbol
01.11.2019	autumn leaves emoji	associative	symbol
01.11.2019	autumn leaves emoji	associative	symbol
01.11.2019	Backhand Index Pointing Down emoji	directional	symbol
01.11.2019	bio	biography	abbreviation
31.10.2019	Raising Hands emoji	excitement	emoticon
31.10.2019	100 icon	iconic	symbol
31.10.2019	Smiling Face with Sunglasses	smiling	emoticon
31.10.2019	bio	biography	abbreviation
29.10.2019	Smiling Face with Sunglasses	smiling	emoticon
29.10.2019	sun emoji	associative	symbol
28.10.2019	100 icon	iconic	symbol
28.10.2019	&	and	symbol
28.10.2019	FULL	literal	intentional misspelling
28.10.2019	veggies	vegetables	abbreviation
28.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
28.10.2019	OK Hand emoji	approval	emoticon
28.10.2019	Star emoji	associative	symbol
28.10.2019	bio	biography	abbreviation
26.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
26.10.2019	Face with Tongue	mocking	emoticon
26.10.2019	%	percent	symbol
26.10.2019	=	is	symbol
26.10.2019	&	and	symbol
26.10.2019	prep	preparation	abbreviation
26.10.2019	wanna	want to	abbreviation
26.10.2019	dancing woman emoji	gesture	emoticon
26.10.2019	\$	dollar	symbol
26.10.2019	Raising Hands emoji	excitement	emoticon
26.10.2019	bio	biography	abbreviation
26.10.2019	Smirking Face emoji	amusement	emoticon

26.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
26.10.2019	AND	literal	intentional misspelling
26.10.2019	bio	biography	abbreviation
26.10.2019	Heart emoji	love	emoticon
24.10.2019	OK Hand emoji	approval	emoticon
24.10.2019	BEST	literal	intentional misspelling
24.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
24.10.2019	Raising Hands emoji	excitement	emoticon
24.10.2019	soooo	so	intentional misspelling
24.10.2019	Face Savoring Food emoji	savoring	emoticon
24.10.2019	Smiling Face with Hearts emoji	appreciative	emoticon
22.10.2019	&	and	symbol
22.10.2019	Heart emoji	love	emoticon
22.10.2019	OK Hand emoji	approval	emoticon
22.10.2019	RUN	literal	intentional misspelling
21.10.2019	od	overdose	acronym
21.10.2019	veggies	vegetables	abbreviation
21.10.2019	BUT	literal	intentional misspelling
21.10.2019	Raising Hands emoji	excitement	emoticon
21.10.2019	Folded Hands emoji	gesture	emoticon
21.10.2019	VEGAN	literal	intentional misspelling
21.10.2019	bio	biography	abbreviation
21.10.2019	Face Savoring Food emoji	savoring	emoticon
20.10.2019	Heart emoji	love	emoticon
20.10.2019	Face with Tongue	mocking	emoticon
20.10.2019	Thinking Face emoji	gesture	emoticon
20.10.2019	OK Hand emoji	approval	emoticon
20.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
20.10.2019	bio	biography	abbreviation
19.10.2019	bio	biography	abbreviation
19.10.2019	dog emoji	associative	symbol
19.10.2019	OK Hand emoji	approval	emoticon
18.10.2019	Face with Tongue	mocking	emoticon
18.10.2019	Heart emoji	love	emoticon
18.10.2019	Folded Hands emoji	gesture	emoticon
18.10.2019	&	and	symbol
18.10.2019	&	and	symbol
18.10.2019	Smiling Face with Hearts emoji	appreciative	emoticon
18.10.2019	Face with Tongue	mocking	emoticon
18.10.2019	Face Blowing a Kiss emoji	gesture	emoticon
18.10.2019	bio	biography	abbreviation
16.10.2019	I AM	literal	intentional misspelling
16.10.2019	Partying Face emoji	excitement	emoticon
16.10.2019	Person Raising Hand emoji	gesture	emoticon
16.10.2019	gf	gluten free	acronym

16.10.2019	&	and	symbol
16.10.2019	OK Hand emoji	approval	emoticon
16.10.2019	cookie emoji	associative	symbol
16.10.2019	Face with Tongue	mocking	emoticon
16.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
16.10.2019	Backhand Index Pointing Down emoji	directional	symbol
16.10.2019	bio	biography	abbreviation
15.10.2019	SOUP SEASON	literal	intentional misspelling
15.10.2019	AND	literal	intentional misspelling
15.10.2019	Heart emoji	love	emoticon
15.10.2019	broccoli emoji	associative	symbol
15.10.2019	soup bowl emoji	associative	symbol
15.10.2019	OR	literal	intentional misspelling
15.10.2019	Face Blowing a Kiss emoji	gesture	emoticon
15.10.2019	OK Hand emoji	approval	emoticon
15.10.2019	bio	biography	abbreviation
14.10.2019	Smiling Face with Hearts emoji	appreciative	emoticon
14.10.2019	&	and	symbol
14.10.2019	&	and	symbol
14.10.2019	&	and	symbol
14.10.2019	bio	biography	abbreviation
14.10.2019	Face Blowing a Kiss emoji	gesture	emoticon
14.10.2019	Face with Tongue	mocking	emoticon
13.10.2019	Heart emoji	love	emoticon
13.10.2019	Raising Hands emoji	excitement	emoticon
13.10.2019	gf	gluten free	acronym
13.10.2019	&	and	symbol
13.10.2019	Face Savoring Food emoji	savoring	emoticon
13.10.2019	100 icon	iconic	symbol
13.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
13.10.2019	LOVE	literal	intentional misspelling
13.10.2019	combo	combination	abbreviation
13.10.2019	def	definitely	abbreviation
13.10.2019	Face Blowing a Kiss emoji	gesture	emoticon
13.10.2019	dancing woman emoji	gesture	emoticon
13.10.2019	bio	biography	abbreviation
12.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
12.10.2019	AND	literal	intentional misspelling
12.10.2019	SO GOOD	literal	intentional misspelling
12.10.2019	fave	favorite	abbreviation
11.10.2019	BANANAS	literal	intentional misspelling
11.10.2019	Heart emoji	love	emoticon
11.10.2019	Grinning Face with Sweat	nervously smiling	emoticon
11.10.2019	Person Shrugging emoji	gesture	emoticon
11.10.2019	100 icon	iconic	symbol

11.10.2019	OK Hand emoji	approval	emoticon
11.10.2019	Raising Hands emoji	excitement	emoticon
11.10.2019	Face with Tongue	mocking	emoticon
10.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
10.10.2019	fire emoji	associative	symbol
10.10.2019	OK Hand emoji	approval	emoticon
10.10.2019	+	and	symbol
10.10.2019	BOMB	literal	intentional misspelling
10.10.2019	gf	gluten free	acronym
10.10.2019	&	and	symbol
10.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
10.10.2019	Hugging Face emoji	gesture	emoticon
10.10.2019	Heart emoji	love	emoticon
10.10.2019	bio	biography	abbreviation
08.10.2019	ohhh	sound imitation	Onomatopoeia
08.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
08.10.2019	AND	literal	intentional misspelling
08.10.2019	mins	minutes	abbreviation
08.10.2019	dancing woman emoji	gesture	emoticon
08.10.2019	OK Hand emoji	approval	emoticon
08.10.2019	bio	biography	abbreviation
07.10.2019	Raising Hands emoji	excitement	emoticon
07.10.2019	apple emoji	associative	symbol
07.10.2019	apple emoji	associative	symbol
07.10.2019	SWIPE	literal	intentional misspelling
07.10.2019	Backhand Index Pointing Right emoji	directional	symbol
07.10.2019	Face Savoring Food emoji	savoring	emoticon
07.10.2019	fave	favorite	abbreviation
07.10.2019	Face Blowing a Kiss emoji	gesture	emoticon
07.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
07.10.2019	bio	biography	abbreviation
05.10.2019	Face Savoring Food emoji	savoring	emoticon
05.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
05.10.2019	fave	favorite	abbreviation
05.10.2019	combo	combination	abbreviation
05.10.2019	Face Blowing a Kiss emoji	gesture	emoticon
05.10.2019	bio	biography	abbreviation
04.10.2019	detox	detoxification	abbreviation
04.10.2019	prep	preparation	abbreviation
04.10.2019	&	and	symbol
04.10.2019	Hugging Face emoji	gesture	emoticon
04.10.2019	bio	biography	abbreviation
04.10.2019	Backhand Index Pointing Down emoji	directional	symbol
02.10.2019	autumn leaves emoji	associative	symbol
02.10.2019	autumn leaves emoji	associative	symbol

02.10.2019	OK Hand emoji	approval	emoticon
02.10.2019	blog	weblog	abbreviation
02.10.2019	100 icon	iconic	symbol
02.10.2019	fave	favorite	abbreviation
02.10.2019	Smiling Face with Heart-Eyes emoji	pleased	emoticon
02.10.2019	Smirking Face emoji	amusement	emoticon
02.10.2019	bio	biography	abbreviation

## Dokumentārā lapa

Bakalaura darbs „Non-Standard Spelling in Instagram Advertisements” (Nestandarta pareizrakstība Instagram sludinājumos) izstrādāts LU Humanitāro zinātņu fakultātē.

Ar savu parakstu apliecinu, ka pētījums veikts patstāvīgi, izmantoti tikai tajā norādītie informācijas avoti un iesniegtā darba elektroniskā kopija atbilst izdrukai.

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27.05.2020

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Darbu pieņēma:

Darbs aizstāvēts bakalaura gala pārbaudījuma komisijas sēdē

2020. gada..... jūnijā, prot. Nr. ...., vērtējums .....

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