An Analysis of WhatsApp Interactions Among Youth: A Case of Language Attrition

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Article information	Abstract
	This study delves into the intriguing world of language dynamics within the popular messaging platform, WhatsApp, focusing on how young people communicate. Through the course of its research, this study aims to uncover a fascinating phenomenon called 'Language Attrition' - a subtle transformation in the way languages are used in this digital space. On WhatsApp, users seamlessly blend their native languages with a more global one. This results in a unique linguistic landscape where expressions from different languages coexist, sometimes making it challenging to distinguish between them. With India being a multilingual nation, the study explores the potential loss or degradation of languages due to the leniency and carelessness of social media language. The paper employs a mixed-method approach, combining qualitative analysis of WhatsApp conversations with a digital questionnaire survey. The research investigates factors such as the prevalence of emoticons, code-switching, and multilingualism, shedding light on the multifaceted dimensions of language attrition. The research investigates factors such as the prevalence of emoticons, code-switching, and multilingualism, shedding light on the multifaceted dimensions of language attrition. The insights aim to prompt one to perceive language attrition not merely as an academic curiosity but as a catalyst for proactive measures.

INTRODUCTION

In a world characterized by the ubiquity of digital communication, WhatsApp has emerged as a focal point for youth interactions where its influence extends beyond mere convenience. In the present times, WhatsApp fundamentally shapes the nature of conversations, ultimately leading to intriguing linguistic transformations. One such visible, interesting trait in the language of communication powered by social media platforms is Language Attrition. The language of social media seldom adheres to the rules of grammar. India is a multilingual nation and the leniency and carelessness that is depicted in social media toward the language being used may cause a potential loss or degradation in the languages.

WhatsApp can be categorized as solely dedicated to the purpose of communication and designed as a 'communication platform' the app aimed to facilitate quick communication between people through text, voice, and video messages. The purpose was to provide a simple, reliable, and secure platform that would help people stay connected easily and seamlessly. Providing the well-needed, widely demanded accessible service of messaging unbound by time, distance, and money which the older days Postal service was tied to, in addition, WhatsApp provided additional security with end-to-end encryption making it popular with billions of users. In the era of globalization, communication plays a dominant role in all fields. Language is the primary key to communication. To communicate is almost impossible without the presence of a language. Inefficient conversation dismisses the entire point of the communication means being used be it traditional letter writing or present-time software applications facilitating communication services like WhatsApp. It is important to be understandable in our words to power an efficient and flawless dialogue between the speaker and the recipient. As the virtual realm becomes an integral part of

daily discourse, the evolution of linguistic norms in this digital space raises critical questions about the potential erosion of traditional language skills. Through a focused analysis of WhatsApp interactions, this research endeavours to shed light on the multifaceted dimensions of language attrition, exploring factors such as the prevalence of emoticons, code-switching, and the incorporation of multilingualism. In an era where linguistic landscapes are rapidly transforming, understanding the implications of WhatsApp communication on language dynamics among the youth becomes not only pertinent but also pivotal for preserving cultural and linguistic heritage.

The impact of individual language creativity within WhatsApp conversations is worth exploring. Users often employ inventive language expressions, and linguistic playfulness. The literature review draws from existing research on attrition and language variation in online platforms, emphasizing the relevance of WhatsApp in contemporary communication. "Attrition investigates the situation where a speaker (of an L1 or a later learned second foreign language) can no longer do something which s/he had previously been able to do, and this loss of proficiency is not caused by a deterioration of the brain due to age, illness or injury, but by a change in linguistic behaviour" (Schmid, 2008). The driving force behind this research is the recognition that WhatsApp, as one of the most widely used instant messaging platforms worldwide, has become an integral part of contemporary communication. Attrition in WhatsApp communication can be attributed to "overwhelming competition from another language system" (Schmid, 2008), which can largely be associated with the language English. This study, titled: "An Analysis of WhatsApp Interactions among Youth: A Case of Language Attrition" aims to understand the stretch of language switching that owing to India's multilingualism has clawed deep into the mainstream form of language in the shape of 'social media language' "language attrition and decaying may be employed for the structural changes observed in such languages" (Tsunoda, 2005), but the resultant is often an incorrect syntactic structure which is justified or categorized as viable reasonable sensible and handy. Though the application offers a means of communication with no limitations, in the modern changing times, the prominent hindrance that prevails is the language of communication itself. This paper will embark on a multidimensional exploration of the complex interplay between WhatsApp interactions and the phenomenon of language attrition given that with the youth embracing digital means to connect, they bring with them their linguistic quirks and cultural influences, which raise intriguing questions about language attrition.

Discovering Language Variation in WhatsApp Text Interactions, (Sabater, 2015) points towards the concern- "as to what constitutes an online standard with no institutional control" (referring to the disorderly and loose language of social media). As stated in the mentioned work- "This platform was chosen because WhatsApp is currently the most popular and fastest growing Global messenger social networking tool". The statement justifies one of the main reasons why the present research is centred around WhatsApp. The application solely focuses on communication making the platform an ideal component to explore the prevailing language practices. The quoted research aimed to understand the language variation by analysing the text of respondents while also focusing on the errors and mistakes in the used sentences to identify the generalized patterns of errors among different groups of people and suggested- "the language used simply exhibited a less traditional writing style".

The current study also derives its reference idea based on a statement quoted from an article titled-'Understanding the Language of Social Media' (Pebworth, 2019); states- "Each generation has its nuances and phrases that contribute to the identity of that time as do different social groups" and "It's nothing you that people complain about the change in language" The article suggests social media is blamed for its negative impact, impure use and change in language, but change is the natural part of any language. Thus, the topic selected is relevant to the current times and will add to the necessary awareness of language correctness. Further, a statement was kept as the backbone or referral point, mentioned under the section titled 'Loss of Words'- 'Technological change may also be the cause for the loss of words' (Fromkin, 2017). This description hints towards the contribution of social media as an emerging digital technology

that possibly nurtures language domination leading to language attrition. This research aims to emphasize this point. By examining the phenomenon within these contexts, this research aims to gain insights into the adaptive nature of language, the formation of virtual communities, and the complex interplay between linguistic identity and technological influence.

By understanding how language is evolving within digital platforms like WhatsApp the proposed study hopes to chart a course for understanding language attrition patterns and the contributing reasons for their occurrence in the digital age by unravelling the intricacies of WhatsApp interactions among youth. It also aims to assess the impact of the integration of English as a dominant language in WhatsApp exchanges on the erosion of native language competency among youth.

METHODS

The proposed research design for the present study is exploratory and uses a mixed-method approach. The study used a qualitative approach for the collection of data through a digital questionnaire survey. The study proposed its initiation by carefully selecting participants who represent the diverse linguistic landscape of youth today. For qualitative analysis, WhatsApp conversations served as the primary data source. These conversations went under rigorous linguistic analysis. The research incorporated both quantitative analysis and qualitative content analysis to uncover language attrition patterns, the use of emojis and abbreviations, and the extent of code-switching in WhatsApp interactions.

Sources of Data

The data for this study was gathered from both primary and secondary sources to ensure a comprehensive understanding of language attrition. Primary data was collected directly from participants through a survey circulated on WhatsApp. This survey included 16 carefully curated questions designed to elicit detailed responses about participants' motivations, challenges, and perceptions regarding language attrition. In total, 31 responses were collected. Additionally, screenshots of conversations were obtained from respondents to facilitate a deeper analysis of text interactions on WhatsApp. Secondary data sources included a thorough review of academic journals and relevant web references. These sources provided a robust theoretical framework and contextual background, enriching the study with established research and perspectives on language attrition.

Data Collection

The data collection process involved a systematic and thorough search for relevant primary and secondary data sources. The primary data was gathered using the survey analysis method. A detailed questionnaire was distributed through the instant messaging platform WhatsApp, featuring 16 questions aimed at extracting valuable insights from the participants. This method yielded 31 responses, offering a rich dataset of personal experiences and viewpoints. To gain a more nuanced understanding of text interactions, screenshots of conversations were collected from respondents. These screenshots provided deeper insights into the practical use and challenges of language maintenance and attrition within digital communication contexts. Secondary data collection involved reviewing a wide range of academic journals and relevant web references. These secondary sources were meticulously studied and sourced to provide a comprehensive theoretical framework and context for the study.

Data Analysis

Once the data collection phase was complete, the gathered information was analyzed using the content analysis method. This methodical approach began with data preparation, where all collected data was systematically organized and prepared for detailed examination. This step ensured that the data was in a manageable form, ready for the next stages of analysis. Following data preparation, the process of data coding commenced. During this phase, the data was categorized based on specific criteria aligned with the research questions. This categorization was essential for structuring the data in a way

that would facilitate meaningful analysis. By coding the data, patterns, themes, and significant insights could be more easily identified and explored. The final step in the content analysis method was the actual data analysis. Here, the categorized data was scrutinized to uncover underlying patterns and themes. This thorough analysis aimed to draw meaningful conclusions and provide a deeper understanding of the factors influencing language attrition. By identifying these patterns, the study offered insights into the motivations behind language use, the challenges faced by individuals in maintaining their language skills, and the broader implications of language attrition within digital communication.

RESULT

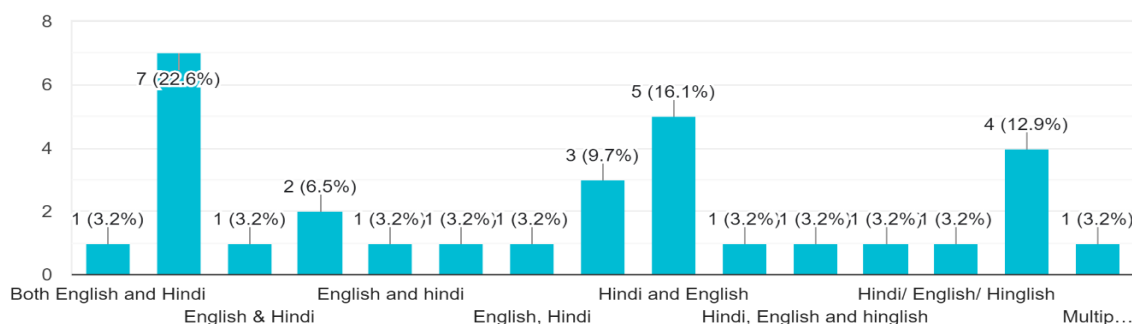### Language Use and Preferences in WhatsApp Conversations

Figure 1. Language Preferences in WhatsApp Interaction

One of the prominent findings of this study is the observable shift towards a dominant language in informal WhatsApp conversations among youth. The majority of participants demonstrated a preference for using a specific language, leading to a potential case of language attrition. This suggests that WhatsApp, as a digital communication platform, plays a pivotal role in influencing language usage patterns among the youth. The study uncovered that the choice of language on WhatsApp is significantly influenced by social groups and peer interactions. Participants tended to adapt their language use to align with the linguistic norms prevalent in their specific social circles. This phenomenon highlights the impact of social dynamics on language attrition within digital communication spaces.

The age distribution of the respondents reveals a diverse group, primarily spanning ages 21 to 26, with the majority falling in the 23-age group. The dominant occupation among respondents is "Student," comprising 80.6% of the sample. This trend underscores the importance of understanding language dynamics among the youth, especially in the context of educational environments. It also emphasizes the youthful nature of the sample. The respondents represent a variety of native languages, with Hindi being the most prevalent, followed by Maithili and Angika. Respondents expressed a variety of language preferences while interacting on WhatsApp. The most common choice was English, either alone or in combination with Hindi. Interestingly, the use of multiple languages, such as Hindi, Hinglish, and English, was also reported, showcasing a linguistic fluidity within the youth demographic. The positive sentiment towards the use of multiple languages in WhatsApp conversations was dominant, with the majority viewing it as a favourable practice. A significant portion of participants acknowledged the possibility of language attrition in a multilingual environment on WhatsApp. Interestingly, a majority of respondents admit to instinctively using a language other than their native language(s) in fast-paced conversations. This suggests a heightened adaptability and fluidity in language choices, potentially influenced by the digital communication context.

The survey conducted on WhatsApp conversations reveals insightful trends about language use and preferences among the respondents. A significant 64% of respondents expressed positive feelings about using multiple languages in WhatsApp conversations, indicating a general acceptance and comfort with

multilingual communication. This positive sentiment suggests that many users appreciate the flexibility and inclusivity of multilingual interactions, which may enhance social connections and cultural exchange. Meanwhile, 35.5% of respondents remained neutral, neither favoring nor disfavoring the use of multiple languages. This neutrality could reflect a group of users who are either indifferent to language diversity or equally comfortable in monolingual and multilingual settings.

Regarding the impact of a multilingual environment on language attrition, 71% of respondents believe that using multiple languages on WhatsApp contributes to language attrition, whereas 29% do not see it as a contributing factor. The majority's concern about language attrition highlights the potential risks of losing proficiency in their native languages due to frequent code-switching and the influence of dominant languages in digital communication.

When it comes to language choice in fast-paced conversations on WhatsApp, 61% of respondents instinctively use a language other than their native one. This instinctive switching suggests that non-native languages, often English, have become second nature to many users in quick exchanges, likely due to their global prevalence and perceived efficiency. Another 25.8% occasionally switch languages, while 12.9% consistently use their native language. The latter group's consistency in using their native language could reflect a strong cultural identity or a conscious effort to maintain language proficiency.

Emotional context also plays a role in language switching. A significant 87.1% of respondents reported switching to non-native languages when experiencing stress or intense emotions during WhatsApp conversations, while 12.9% prefer to stick to their native language in such situations. The tendency to switch languages under emotional stress might be linked to the perceived expressive power or comfort of non-native languages, which could be influenced by their frequent use in other emotional contexts like media and entertainment.

In intercultural interactions on WhatsApp, 71% of respondents are adaptable and willing to use the language of the other person. This adaptability indicates a high level of linguistic flexibility and a desire to accommodate others, fostering better communication and mutual understanding. In contrast, 29% maintain their language preferences regardless of the other person's language. This preference could be due to a strong attachment to their linguistic identity or a lack of proficiency in other languages.

Emoji usage is prevalent among the respondents, with 74% frequently using emojis in their WhatsApp conversations and 25.8% using them occasionally. The widespread use of emojis reflects their role in enhancing text-based communication by adding emotional nuance and clarity. Additionally, 77.4% of respondents agree that emoticons and emojis can replace certain verbal expressions, with 19% considering it a possibility. This agreement underscores the effectiveness of emojis in conveying emotions and intentions that might be challenging to express through words alone.

Despite the advantages of informal language and emoji use, 83.9% of respondents have encountered miscommunication or misunderstanding while using informal language on WhatsApp. This high incidence of miscommunication highlights the limitations and potential pitfalls of informal language, particularly in conveying precise meaning and tone, which can vary significantly across different cultural and linguistic backgrounds.

When discussing personal feelings and emotions, 64.5% of respondents prefer using their native language, reflecting a comfort and depth of expression associated with their mother tongue. This preference for native language in personal discussions suggests that people find it easier to articulate complex emotions and intimate thoughts in a language they are deeply familiar with. Conversely, 35.5% prefer to use another language for such discussions. This choice could be influenced by the context of the conversation, the identity of the interlocutor, or the emotional distance provided by a non-native language.

These findings highlight the dynamic nature of language use in digital communication and the

various factors influencing language preferences and practices among WhatsApp users. They emphasize the interplay between linguistic flexibility, cultural identity, and the practicalities of digital communication in shaping how people navigate multilingual environments. As digital communication continues to evolve, understanding these patterns can help develop better communication tools and strategies that accommodate diverse linguistic needs and preferences.

Language Attrition in the context of WhatsApp

This research took off by hypothesizing that bilingualism or multilingualism leads to an attrition in native vocabulary as one submits to the dominant language of the platform. In the case of WhatsApp, the native language seldom dominates the conversation as it may vary from person to person thus making a dominant language the common factor. This dominant language too is unlikely to be the native language given that the technological platforms better accommodate lingua franca over regional dialects. Therefore, gradual loss or decline in proficiency and use of one's native language(s) as a result of regular and prolonged communication on the messaging platform is attrition in the case of WhatsApp language. This phenomenon can manifest in several ways. Some aspects of language attrition on WhatsApp include:

- Code-Switching and Mixing: Users find themselves frequently switching between languages or intentionally mixing words and expressions from different languages within a single conversation.

- Vocabulary Erosion: Gradual loss of specific words, phrases, or expressions in one's native language(s) is witnessed. Users struggle to recall or use certain terms that were once part of their linguistic repertoire.

- Grammatical Changes: Alterations in grammatical structures, syntax, or sentence constructions in users' native language(s) as they adapt to the linguistic environment of WhatsApp.

- Influence of Slang and Informal Expressions: The use of slang, informal language, and abbreviated forms (common in digital communication) becomes more prevalent, potentially impacting the formal aspects of one's native language.

- Preference for Non-Native Languages: Over time, users exhibit a preference for using non-native languages, especially if they perceive them as more suitable for certain types of communication or expression.

- Emoticon and Emoji Usage: Increased reliance on emoticons and emojis supplement or replace certain verbal expressions, affecting the richness and complexity of language use.

- Language Simplification: Users simplify their language in conversation, opting for shorter sentences and a more straightforward vocabulary, potentially leading to a reduction in linguistic complexity.

These findings are based on an investigation done through an analysis of WhatsApp text interactions which were shared in the form of screenshots by willing respondents. The collection of these text interactions gave a firsthand insight into the nuances of language play and further established the attrition in the form of grammatical/ spelling errors. However, as the majority of these texts were not from a particular thread of conversation, it was difficult to point out the exact context and motivations behind the linguistic phenomena of code-mixing and switching that were widely observed in the text interactions. Hence, facilitating the findings of the textual analysis of these WhatsApp conversations the questionnaire was circulated. Examining the temporal evolution of language attrition patterns offered insights into how linguistic trends fluctuate over time.

Now, during the examination of the conversations and the responses attained, this research aimed to delve into the syntactic features of the texts to figure out the meaning and grammatical and sentential accuracy of the conversations. Three examples of the screenshot depicting high instances of mixing, abbreviations, and errors, and use of emoticons are represented below:

Identified elements:
Visual elements- Emoticons and Sticker
Extensive use of short forms and abbreviations
Lack of punctuation
Sentence under analysis:
　　"so m ghr hi bna lu btr h"
　　 (Hindi-English code mixing)
Gloss: "So, I make it at home; it's better."
Translation: "So, I better make it at home"

The sentence "so m ghr hi bna lu btr h" provides a rich example of the intricate blending of linguistic and visual elements in WhatsApp communication, specifically illustrating the use of Hindi-English code-mixing. This sentence combines both languages seamlessly, reflecting common practices in digital conversations among bilingual or multilingual users.

Visual Elements: Emoticons and Stickers

While the sentence under analysis does not explicitly contain emoticons or stickers, these visual elements are a prevalent feature in WhatsApp conversations. Emoticons and stickers serve to convey emotions, tone, and context that may not be easily communicated through text alone. They enhance the meaning and emotional impact of the messages, making interactions more expressive and engaging.

Extensive Use of Short Forms and Abbreviations

The sentence demonstrates the extensive use of short forms and abbreviations, which is a common characteristic of digital communication. These abbreviations help to convey messages quickly and efficiently, catering to the fast-paced nature of WhatsApp conversations. The following abbreviations are identified in the sentence:

"m" for "main" (I)
"ghr" for "ghar" (home)
"btr" for "better"
"h" for "hai" (is/am)

Lack of Punctuation

The sentence "so m ghr hi bna lu btr h" also highlights a lack of punctuation, which is typical in informal digital communication. The absence of punctuation marks like commas and periods reflects the conversational style of messaging on platforms like WhatsApp, where brevity and speed are often prioritized over grammatical correctness.

Linguistic Analysis

The sentence is a blend of Hindi and English, demonstrating code-mixing, a common practice among bilingual users. Here is a detailed breakdown of the linguistic elements in the sentence:

- "so": An interjection used after a pause for thought, continuing the previous text.
- "m": An abbreviation for "main" in Hindi, meaning "I" in English.
- "ghr": An abbreviation for "ghar" in Hindi, meaning "home" in English.

- "hi": An adverb or particle emphasizing that the action is being done at the specified location, here emphasizing "ghar" (home).
- "bna lu": A combination of "bana" (to make) and "lu" (a form of the verb "to take" in Hindi), meaning "make/take."
- "btr": An abbreviation for "better" in English.
- "h": The verb "hai" in Hindi, meaning "is" or "am" in English.

This analysis of the sentence "so m ghr hi bna lu btr h" demonstrates the complex interplay of linguistic elements and digital communication conventions on WhatsApp. The use of short forms, lack of punctuation, and code-mixing reflects the efficiency and informality characteristic of digital conversations. Understanding these elements provides insights into how language evolves and adapts in digital environments, influenced by the need for rapid and expressive communication.

From the example above, the sentenceis grammatically acceptable in informal, colloquial settings, especially in digital communication where brevity and informality are common. The sentences appeared more common in spoken or casual written communication. Its structure is influenced by both English and Hindi language conventions. The syntactic analysis revealed the meaning is conveyed while engaging in rigorous social media language practices like abbreviations, and short forms. Further, in the examples, emoticons were seen as prevalent and spelling errors were widely present. However, the example included an instance of code-mixing/switching and depicted extensive use of native language, for better analysis into the motivations of users, the responses gathered through the questionnaire were kept in the core for the final findings as well.

DISCUSSION

A notable finding is that a substantial number of participants admitted to instinctively using a language other than their native language(s) in fast-paced conversations on WhatsApp, indicating a potential influence of the digital environment on language choice. In intercultural or cross-linguistic relationships on WhatsApp, respondents demonstrated a tendency to adapt to the other person's language. This suggests linguistic flexibility and a willingness to accommodate diverse linguistic backgrounds in their social interactions. The incorporation of slang and emoticons in WhatsApp interactions was found to be a contributing factor to language attrition. Participants frequently integrated colloquial expressions and visual elements into their messages, creating a unique digital language register. Interestingly, there was a consensus that reliance on emoticons and emojis may supplement or replace certain verbal expressions. Additionally, the use of slang and informal expressions varied, with some incorporating them frequently, while others did so occasionally or rarely.

A substantial number of participants also reported incorporating their creative expressions, such as unique phrases or wordplay, into their WhatsApp messages. This blending of informal linguistic elements further supports the notion of evolving language dynamics within the digital realm. Respondents revealed varied experiences with the impact of typing habits, such as frequent use of abbreviations/shortcuts, on language. While a significant portion felt no negative impact, others reported varying degrees of impact on language, suggesting a nuanced relationship between typing habits and language attrition. Instances of informal language causing miscommunication or misunderstanding were reported, indicating the potential challenges associated with informal communication styles on WhatsApp

Several comments shed light on the prevalence of code mixing and the dominance of English in WhatsApp communication. Participants note that even when using their native language, they often incorporate English words or phrases for expression. This practice, as indicated by respondents, may contribute to a potential loss of vocabulary in native languages.

Language erosion, often referred to as language attrition, depicts a gradual decline rather than an abrupt demise. Respondents emphasized the challenges arising from code-switching, where individuals

seamlessly switch between languages. The difficulty in comprehending mixed-language sentences underscores potential communication barriers, adding weight to the argument that language attrition is a significant concern in these digital spaces. Language erosion, or attrition, is a gradual process influenced by factors such as code-switching and identity-related factors (Bois, 2012). This phenomenon is particularly prevalent in digital spaces, where the use of multiple languages can lead to communication barriers (Hussain, 2023). The use of code-switching, while common and often perceived as sophisticated, can also be a sign of language attrition (Benabdellah, 2021). In the context of second/foreign language acquisition, language attrition is a significant concern, requiring maintenance and effort to prevent decline (Szupica-Pyrzanowska, 2016).

Participants highlighted the importance of maintaining and promoting native languages to preserve cultural identity. This resonates with the broader discourse on the impact of digital communication on cultural and linguistic heritage, suggesting that language choices on WhatsApp might contribute to a broader narrative of cultural preservation or assimilation. The revelation that informal language on WhatsApp sometimes leads to miscommunication or misunderstanding adds depth to the discussion. Research on digital communication, particularly on WhatsApp, has highlighted its impact on cultural and linguistic heritage. Fernando (2023) found that bilingual speakers in Bangka use language codes, such as language shift, code switching, and code mixing, to spread their cultural heritage. Khuwaileh (2020) observed both positive and negative effects of WhatsApp on people's lives, including its role in preserving or assimilating cultural and linguistic heritage. Amaya (2022) provided a comprehensive overview of linguistic studies on WhatsApp, including its use in language learning. These studies collectively suggest that WhatsApp can both preserve and assimilate cultural and linguistic heritage, depending on its users and purposes. The study explored the potential impact of WhatsApp interactions on overall language proficiency. Preliminary findings suggest that prolonged exposure to language attrition in digital communication spaces may have implications for participants' proficiency in their native language. This raises questions about the long-term consequences of language attrition within the context of evolving digital communication platforms.

Considered from a linguistic perspective, attrition becomes a gradual fading away, not of languages themselves, but of the distinctiveness they once held. Attrition if persists for a long period may lead to language loss. A language that is not transmitted to younger generations is known as 'endangered'. A chief cause for any language getting endangered is a 'language shift'. If parents of a multilingual community stop the usage of their native language and shift instead to a national language, then their children become native speakers of that national language and non-fluent speakers of their parent's native language. Language endangerment, often a result of unsafe language contact, can lead to attrition and ultimately language loss (Thomason, 2018). This process is influenced by the entrenchment of linguistic knowledge in memory, with less entrenched knowledge being more susceptible to attrition (Steinkrauss, 2016). First language attrition, particularly in bilingual individuals and societies, can lead to language death (Seliger, 1991). The role of attrition and input in heritage language development is also a key consideration in understanding language loss (Brehmer, 2020). Hence, the upcoming generations go on becoming less proficient in the usage of the native language and, thus, eventually the native language is gradually lost. Stoppage of the transmission within the whole community, leads to the endangerment of language in a few generations, until it is completely vanished. Despite the positive sentiment toward multilingualism, there is a palpable concern about language attrition.

CONCLUSION

Based on the analysis, it can be concluded that respondents acknowledge the instinctive use of non-native languages, especially in fast-paced conversations, raising questions about the potential impact on linguistic diversity. The findings highlight the platform's role in shaping language patterns among the youth, leading to a dominant language in casual conversations. The participants showcased adaptability

influenced by social circles and digital fluidity. Slangs, abbreviations, and emoticons contributed to the formation of a distinct digital language. The study prompts reflection on the broader societal impacts of language attrition in the digital era. In a world where language is both a bridge and a canvas, understanding the dynamics of its evolution on platforms like WhatsApp becomes not just an academic pursuit but a clear call for cultural preservation. It is essential to not merely witness the transformation, but actively engage in shaping a linguistic landscape that honours both the past and the future. In this symphony of words, each language is a unique note, and the beauty lies in the harmonious blend of them all. In closing, this exploration into the world of WhatsApp interactions among young individuals provides intriguing insights into the phenomenon of language attrition within the digital and fascinating realm of youth interactions on WhatsApp. As users seamlessly switch between languages, code-mixing becomes a norm, leading to a nuanced linguistic landscape where the boundaries between native expressions and borrowed phrases blur. It becomes evident that this digital space is not just a platform for casual chatter but a catalyst for linguistic metamorphosis.

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