

# Sociolinguistic Features of Facebook Shares of College Students

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**ABSTRACT**--Since it is a known fact that the young generation is hooked to a variety of gadgets together with internet connectivity, social media has been an everyday part of their lives. Updating of statuses in their own profile pages becomes now an integral means of self-expression in the cyber community worldwide. This study aims to investigate the trends and patterns in their online communication messages. With an informed consent of the college students who were selected through purposive sampling, content analysis of 83 submitted corpus of their Facebook posts was done. Results reveal that Facebook users have a variety of intentions when sharing updates in their status posts which suggests both positive and negative intentions. Facebook users update their walls with message contents that are addressed to oneself, other people, and even to non-human target receivers. The openness of thoughts and directness of speech in the messages suggests the comfort and security students feel when sharing in Facebook. As the tendencies in online messaging were presented, it is recommended that media literacy be integrated in the curriculum across different programs.

**Keywords**--language, communication, Facebook, computer-mediated, sociolinguistics

## I. INTRODUCTION

Social networking sites such as Facebook, Twitter, LinkedIn, Pinterest, and Google Plus+ are now being utilized by a number of people all over the world to connect with their families, relatives, friends, and even acquaintances using the internet. This connectivity that technology provides people offers varied opportunities of socialization. Shieffelin (1986) points out that there are two aspects of socialization – that is (1) through the use of language; and (2) to use language. These ways of looking into how people gain reasons for communicating with others and how they view communication as a means of socialization, there is much to be studied on the applied sociolinguistics in computer-mediated communication.

Universities play a significant role in the way of life of the Generation Z. Chun (2014) introduces the concept of *telecollaboration* in language and culture exchange and anticipates a long-term process of using the internet to realize this. Computer Mediated Communication, as Pearson et. al. (2008) considers it, pertains to human communication and information shared through communication networks. The social networking sites like Facebook is one of communication networks that people use when making oneself present online, as well as connect with other people for various purposes.

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As higher education molds students to become adept to the changing environments, including technology, college students become the forefront of informational revolution. Rogers (1983) coined the term “early adopters” to describe individuals who are not producers of technology but the first who can integrate innovations into their lives. This can be clearly seen in the context of the Philippines which tops the list of Asian countries that are social media users, with 93.9% of the population having signed up in Facebook (Russel, 2011). The college students who are labelled as Generation Z learners constitutes these early adopters who continuously discovers how they can fit in the society, as well as create a society for them.

Examining how college students use language in their Facebook posts provide an understanding of their language use in computer-mediated communication that characterizes their integration in the new platform of socialization without face-to-face interaction. Kozinsky (2017) noted that Generation Z learners are more inclined to social learning environments where they are active participants and contributors to learning. This phenomenon to be investigated also provides a substantial peek to the world of Facebook socialization that they have created through their language use.

The online community represented by the thoughts expressed in the status posts of college students reflect the ability of this generation of learners in making themselves known to other people, thereby, creating their identities that poses both pros and cons. Though self-disclosure contributes to self-knowledge and new perspective about oneself, it can also effect to personal and social rejection, and even material losses (DeVito, 2002).

Theories that represents the phenomenon of socializing through the usage of social networking sites can be represented in the works of Goffman (1959), Sapir and Whorf (1958), and Walther (1996). These explain how users of social networking sites utilize the internet as a means to communicate through the sharing of messages in their status posts.

The *Dramaturgical Approach to Interactionist Perspective* (Goffman, 1959) assumes that the actions of people are dependent on time, place, and audience. A human being presents itself to another human based on cultural values, norms, and expectations. Thus, the positivity and negativity of the nature of messages is said to be linked with the background of an individual. With the intention to make once presence in Facebook recognizable, the usage of language suggests potential judgements from the other users of Facebook.

Meanwhile, *Sapir-Whorf Theory* (Sapir and Whorf, 1958) theory clearly explains the emerging social media terminologies based on how they are being used in context. Words, phrases, and even expressions which are contained in the posts of other users become part of the reality of another user and later represent the similar thoughts for other users. As college students aim for inclusion in social networking sites, these tendencies become evident in their status posts in their respective walls.

With the assumption of the theory of *Hyperpersonal communication*, Walther (1996) points out that individuals are better able to express themselves in mediated environments than they are in face-to-face (F2F) conversations. Considering this, college students are expected to have a variety of motivations and reasons for communicating through Facebook. Feedback in computer-mediated communication can result to an *intensification loop* where the confirming messages of each partner reinforce the behavior of the other (Walther, 1996). The platform of socialization then created through Facebook mirrors how interaction through language exists among its users.

Previous studies present a number of insights on computer-mediated communication but the case of Facebook status posts being a platform, specifically, for social interaction is yet investigated. If individuals are found to be more expressive in CMC than in F2F, it is then worthy to discover the different possibilities of language use that can be individuals can express through Facebook

With theoretical underpinnings, this study aims to investigate the sociolinguistic aspect of the texts shared in the status posts of respondents' Facebook walls. Specifically, the nature of these messages will be constructed and deconstructed so as to disclose how people intend to communicate themselves with their online friends. The results of this study can be a reference in understanding the motivation of Facebook users in using the social media and how they form their messages through a language that they believe to be relatable to their online friends. This information will be useful in crafting the communication and media literacy programs for college students as way for the higher education institutions to look for ways to further enrich the utilization of social networking sites like Facebook in societal development.

## II. METHODS

The study employed the qualitative research design using content analysis of status posts of respondents to know the nature of the textual messages posted in the Facebook walls and too create categories representing the nature of these messages. The corpus of Facebook status posts of the respondents served as the research instrument in this study which includes the texts, photos, and graphics in their Facebook walls but analysis only included the textual status posts.

### *Participants*

Participants are the 83 Bachelor of Science in Education major in English of the Polytechnic University of the Philippines Bataan Branch who provided permission to be part of the study through an informed consent. As an ethical consideration, they were asked to personally submit printouts of their Facebook pages through a homogenous purposive sampling technique Aside from belonging to the same program, participants included must have a Facebook account for six months.

### *Data Collection and Analysis*

The screenshots of the Facebook status posts of the respondents for a six-month period were the source of data. As ethics is considered in this study, participants submitted an informed consent form together with the corpus of data. The textual message posts of respondents were encoded verbatim. Through the *Analytic Induction Technique*, analysis was directed toward generating conceptual categories in the data Themes created on the nature of messages posted in the Facebook walls of the participants became the basis for discussion.

## III. RESULTS

As the corpus of Facebook posts of the participants were analyzed, several themes emerged and categorized on the basis of the nature of the textual messages. These include: (1) highlighting self; (2) recognizing others; (3) initiating online interaction; and (4) revealing hurt and hatred.

## IV. HIGHLIGHTING SELF

### *Expression of momentary feelings*

There are respondents which are vocal about their feelings in their statuses through adding feelings options. This feature of Facebook is a pre-set status wherein users can choose among suggested feeling cite details about it to give other Facebook users exact ideas on what they feel at that moment. Happiness, love, excitement, craziness, blessedness are some of the positive moods utilized by the Facebook users.

If positive thoughts became the basis for the usage of the *add feelings* feature of Facebook, so are the negative ones. The feelings of being emotional and sad are associated with reflecting on an undesirable event which happened, happening given a certain stimulus, and about to happen. A description of a worsening scenario when something is done to the person can be traced from the post, *“feeling emotional, Crying more when people ask what’s wrong”* and an anticipation of a not-so- favorable experience is suggested in the post, *“feeling sad, malapit ng mag bakasyon, matagal qong hnd makikita c crush”*.

The pain respondents feel which are expressed through the add-on status feelings can be classified in two (2) aspects: physical pain and psychological pain. In terms of physical pain, hunger is one indicator as clearly stated in the post, *“feeling hungry, hoping ube isang box”* and, *“feeling pained, Supraspinatus tendinitis*. The other kind of pain – psychological, can be traced from the admittance of feeling stressed, exhausted, and annoyed. One of the identified stressor for one of the respondents is school examination as suggested in the post, *“feeling-stressed-hay naku.. EXAMS”*. Aside from the school task, the pressure felt in the workplace can also said to be a source of discomfort as suggested in a post, *“feeling exhausted, Mas masaya maging estudyante.PROMISE*.

### *Publicizing wishes*

The act of wishing to surpass the hardships in academics to achieve certain goals can be read in post, There are also wishes posted addressed to a specific person which suggests that publicizing a private message to another person is preferred. And when a person wants to gain something in life, whether material or immaterial, mentioning it in Facebook wall is something normal. Even sharing of experiences which a person is deprived of having is shared in the status posts.

### *Intention to crack a joke*

There are Facebook users who obviously spread good vibes online with the posting of jokes in their respective accounts. For an instance, the post, *“Anong hayop ang walang gilagid?Edi LangGum xD orayt (emoticon happy)”* can be roughly translated as *“What animal does not have gums?..Ant*. The spelling of ant in Filipino which is *langgam* is revised to *LangGum* to emphasize the syllable *gam* being associated with *gum*. Meanwhile, the punchline depended much on the Filipino translation of the phrase *no gums* which is *(wa)lang gum*. Humor based on TV advertisements can also be traced from the posts. *“Ilang beses na akong kumain ng Magic Biscuit a! Bat di padin dumadating si John Lloyd? (emoticon sad)”*. In the actual seen on TV, the hunk actor referred to appeared to a woman after biting the said biscuit.

Those single people without loved ones during Valentine's Day have also been a topic of humor in Facebook. "*Sabi nila, sinasadya daw na malamig ngayong valentines para sa mga mgyayakapan.. so, kaming mga single maninigas nalang? Ganun? Maawa naman kayo.*" This post uses exaggeration of a situation as a way of communicating humor to readers through the freezing from coldness of the single people who do not have someone to hug during Valentine's Day. The state of being beautiful is also found to be subject for making jokes online. There are people who may want to joke on the idea of admittance of being being beautiful, as how one respondent put in her post: "*May mga tao dawn a galit sa maganda... kaya pala ang sama ng tingin nila sa kinanina. HAHAA(emoticon smile)*"

### ***Sharing of own accomplishments***

One practice in deciding on the content of status posts is making winnings known to Facebook friends. In a post, a respondent cannot contain the excitement felt upon receiving the good news about her high mark in a certain course which prompted her to announce her grade in the status post. The accomplishment of passing a specific examination in class is also shared online.

The intention of emphasizing the milestone brought about by a group effort done is clearly stated in one of the posts accompanying a group picture with friends. Others just like their online friends to be updated with their life events. The act of motivating and cheering for oneself to boost one's morale is also being made known to the public.

The presence of *thinking aloud* concept can be greatly attributed in the way Facebook users give advises to oneself in some of the posts. Example of such is the post, "*the fact that you know he's not busy anymore but still don't have time to talk to you, it's a sign that it's the end. wake up!!!*". Even the cognitive dissonance experienced in deciding on what to do is being shared in this online community.

### ***Promoting trustworthiness***

In spite the fact that online friends may have a variety of perception on a Facebook user upon revealing their problems, still, there are respondents who feel comfortable doing it. Experiencing a non-serious physical hurt and financial trials are casually shared in the post. The feeling of exhaustion in loving is expressed in a direct address which accompanies a voiced exhale suggesting airing out of a bad emotion. A post also describes the hardships women experience when falling in love. Even frustrations brought about by circumstances not aligned with one expectations are common compositions of status posts.

There are also cases when a coping strategy being done to forget problems and its ineffectiveness is being made known to other people as well. Without hesitation, a Facebook user even specifically solely mentioned the course which brings the feeling of cramming for an examination. This post reads: "*Ang dami na nga nila! Ang hirap pang i-spell #MythologyPa!*"

### ***Throwing of Hugot lines***

This term eventually emerged as part of the language of the social media users. *Hugot* can be roughly described as a statement that is rooted from unforgettable experiences of the speaker or writer in asserting a point. And these *hugot lines* can be seen in a number of posts in Facebook. The concept of the word *forever* in the context

a *hugot* line is closely associated with the idea of love, therefore, everlasting love. Such is used in a line written: “*Meron naman talagang forever AYAW MO LANG MANIWALA! Tsk! Haha #damingAmpalaya*”.

The hashtag used connotes one’s bitterness about love which is compared to the bitter taste of a bittergourd (*ampalaya*). The usage of the word *bitter* is seen as a common description for a person as in another hashtag, *#BeBetterNotBitter*. Even the experience of losing a mobile phone is linked to the experience of losing a partner. And when the phone was found, it is again associated with the absence of closure in a relationship.

A *hugot* line can also be constructed by emphasizing the irony in two opposite concepts with the intention to make the style of writing appealing to readers. This can be seen in the post in question from: “*Bakit ang hirap makatulog sa gabi at magising sa umaga(emoticon with tears)*”

### ***Random thoughts***

A random thought that a person may have is shared online, like how a post reads: “*Sometimes, the little things mean the most.*” The intention of comforting oneself or another person is also evident when another post contain the line: “*Everything is going to be fine.*” Instances occur when respondents seems to assert oneself online by sharing one’s experiences and anticipation of events. Similar in nature, in the post, “*Parang lalagnatin ata ako aa*”, the Facebook user intends to publicize even her current health status.

Even a personal errand that has been done for oneself is shared for others to know about it. In the post: “*Pabawas lang konti ng hair(emoticon kissed)*”, which accompanies her own picture with a newly-cut hair, the Facebook user announces an update or a change done about oneself. A private joke with a person or a specific group of people, though there is no assurance that other Facebook friends would understand, is also written as a status post: “*Hohoho (emoticon cry) lam na this*”. As suggested, the user expects other online friends to understand or to relate to what have been posted.

## **V. RECOGNIZING OTHERS**

### ***Complimenting oneself and others***

The social media can be a way to recognize a person or group of people for something favorably done to and for another person. In one of the posts, a writer confidently admits appreciation of one’s physical appearance, as well as her friends’ too. Mentioning a specific person while sharing kind words about that someone is also practiced in social media posts. One user openly shares how she appreciates the presence of another person which sounds to be a very close friend. Also, tagging that specific person signals that the writer confidently wants that person to be aware that those kind words are being told about that person. Facebook functions as a way to publicizing good news about people. It is also a tool for greeting groups of people online. There are also those who even greet foreign celebrities in their statuses although they know that the individual is not an online friend.

### ***Showing praise to God***

Facebook users also demonstrate their faith in their status posts. The roles of the divine being in their lives can be reflected on how they associate God in their daily lives. In most of the posts, showing appreciation of what God has provided for them in different forms. Showing of appreciation is seconded with an appeal to make the

current day better than the previous one. God is recognized as the source of blessings in the form of food to be shared with the family.

Facebook users attribute their health, hope, strength, and safety from God and other religious personalities. It is also obvious that idea of healing from sickness and the assistance coming from other people are also credited to the divine being. Such is also true when a respondent associate God as having the full control over our safety and does the act of keeping us safe all the time.

Even conflicts with other people are believed to be solved with the intercession of God. Others lift verses from the Holy Bible as contents of their status posts and also included the exact book of source. The idea of the future and what lies ahead of a person are also communicated as things which God has a full control of. Therefore, respondents expressed their faith and trust that whatever happens to them is based on the will of God.

The intention to encourage others to seek guidance from God in making decisions can be drawn from the post, *“Jesus knows the way. Follow him.”* In terms of working and making an effort to do something, respondents believe that God would reciprocate such with positive results. Facebook users also believe that non-congruence between God’s and own plan is the cause for not pushing through of a plan.

## **Initiating Online Exchange**

### ***Spreading of good vibes***

Sharing of remarkable lines, funny experiences, and *kilig moments*, has also part of a life of a Facebook user. When a relative has just given words of advice to somebody and that line made an impact to the person, the feeling of the need to share it to others arises. A *kilig moment*, or a state wherein a romantic partner makes someone feel very special at a specific point in time, is being made known to online friends as well, as how the line in post suggests: *“He hugged me and told me “tagal mo na kaseng di nauwi e.”*

An amusing situation in an everyday routine at home is also shared online as in the post, *“Jusmi! Hahaha ang aga ko gumayak, hahaha ready to go nako tas sira pala orasan ditto sa bahay? Hahaha”*. Though the nature of the event seems not-so extraordinary, the Facebook user even intensifies the intention to impart a funny experience with the two-time inclusion of the word *hahaha*, which is the sound of laughter. This word is also present in the narration of a painful experience used as an object of laughter of a group of people. The respondent who shared this post disregards the risk of embarrassing oneself to other Facebook users having been narrated a personal account of an undesirable event.

### ***Selling of products***

Doing business through the connections we have in social media, specifically in Facebook, opened doors to college students to market their products to at least their online friends. A simple label of their good/s being offered is posted together with its picture can be seen in their walls. Note that the business transaction is not intended to be done publicly in their walls, rather, privately through a chat box. Aside from accessories, there are also respondents who offer viands online through posting though it is also important to note that the transaction in the sales of food is also preferred to be done through private messaging.

### ***Admittance of wrongdoing***

Facebook is also used as a way to express humility in communicating kind words to a person who is intentionally or unintentionally hurt by the writer. A very simple admittance of a wrongdoing is done in the post, “*Sorry po*”. Note that the Filipino term *po* (a word to express respect for the elders) is added to the word ‘sorry’ to express a respectful way of apologizing to another person. If in the previous post the writer simply expressed apology, another Facebook user even gave details on why she felt sorry about something and expressed how she despise a previous attitude.

### ***Sending love lines***

When expressing one’s thoughts related to one’s romantic love problems, a Facebook user utilizes the second person style of writing or direct address. In another case, a respondent shares a line about how one views herself in a romantic relationship while another asserts the need of a woman for love. But such special someone who brings love to a person, apparently, is not seen as an element that brings the feeling of completeness to a person, as suggested by another Facebook user: “*You don’t need someone to complete you. You only need someone to accept you completely. (emoticon kissed).*”

Advices on falling in love and falling out of love can also be seen in status posts. Proper timing and right reasons are deemed important for one. When the time comes that a person experiences mixed feeling with a partner, a Facebook user suggests a thorough assessment of one’s disposition in a relationship before making any drastic action. Humorously, a respondent also makes a point on not being with a person who does things against one’s will.

And when bad things happen along the way, it is proposed in one of the posts that inhibition of feelings toward another person must be done as a way of coping with the situation. On a lighter side, a respondent expresses her grief towards an issue with the opposite sex in terms of accepting a stereotype about women. “*Bilang nalang yung mga lalaking nakakaintindi sa pagkamood ng mga babae.*”

### ***Celebrity matters***

The practice of integrating observations about TV shows and celebrities therein suggests that Facebook users are also consumers of traditional forms of mass communication. Predominantly, posts on this are centered on a two major networks – ABS-CBN and GMA. Respondents freely give comments on certain television shows, as well as on celebrities. Even political advertisements in-between TV shows are given negative commentaries.

The movie industry also occupies much importance to the thoughts of Facebook users. The excitement in anticipation of watching a certain movie is expressed through quoting a remarkable line which most probably was aired during the movie trailer. Positive recognition of celebrities in a movie is also one of the themes of status posts. Even lines from a song can serve as a basis for the posts of Facebook users. In the line, “*I found love right were (we’re) we are.... #imissyou #heart #thinkingoutloud*”, the pronoun *I* is a replacement of the pronoun *we* which is a famous line in Ed Sheeran’s *Thinking Out Loud*. The title of the song of Katy Perry, “*The one that got away (emoticon smiley)*” also used as a status. And a post intended for a special someone used the first line of an OPM song was adapted -- “*Mapapansin mo ba... kaya ang tulad ko (emoticon heart)—crush #maninpink.*”



Adaptation of songs in status posts is not limited to the selection of a certain line in the

lyrics of a song. When expression of thoughts cannot simply be expressed in a single line, an entire stanza is even lifted to be used as a post. But not all adaptation of songs in statuses is intended to express romance. There are also those who just want to spread positivity online. This can possibly be the drive of a respondent as reflected by the attached hashtag: *"I wish someday ...you'll be back home. Cause I really miss you darling. Please come home.... #goodmorning #smile."*

### ***Greeting other people***

Publicizing greetings intended for different recipients are being done through Facebook as well. Though not the usual practice, a respondent casually greets oneself in their own posts. Walls are also used to greet other people who are not even tagged in the post. Greetings for parents and babies showing love, concern, and appreciation can also be observed in their status posts. Though users know that the addresses cannot read their posts, this does not stop them from posting. Not only specific individuals are greeted online, but also sectors of professionals, barangays, and even churches. Even national and local holiday greetings related to religious affiliations are evident.

### ***Openquestions***

Evidently, there are questions raised in the status updates of users which do not really expect an answer from those who can potentially see them – and that is the writer's Facebook friends. These instances just seem to want attention from readers and gain reaction/s in return through the like and comment features of Facebook. This kind of post reflects a Facebook user which can be termed as *pa-pampam*, meaning *papansin*. This Filipino term refers to people who post anything that aims to acquire attention from readers. Such is also true in a respondent when having bangs is insinuated as a heavy task and

more of a sacrifice: *"Pagnakaya mo ba ang bangs isang araw makakaya mo na rin panghabang buhay?* The experience of being fed up with other people asking how a Facebook respondent currently feels after a break-up lead her to post: *"Sige nga kailan nagging happy ang break up??"*

### ***Sharing of quotes from others***

Adapting someone else's words in the status posts of Facebook users has been a practice in expressing oneself online. The variety of topics ranges from hope, values, and moving on. In a post, a Facebook user wants readers to always look at the bright side of things since God is beside them. Also, posts motivating others to do what they really want also exist.

Though hope is usually associated with faith and love, the post of another user suggests another reason for the need for holding with the concept of hope – and that is the hope for always finding beauty beyond what we actually see. Knowing the choice between what is right and wrong can also be gleamed from the post which reminds people for tests of character. Conversely, a rationalization of a wrongdoing can also be traced from a post which reads: *"Magiging pagkakamali lang ang isang bagay kung wala kang natutunan."*

With regard to decision making, a call to reflect on the repercussions before doing anything is the message of a post. And when a certain event did not work the way we planned them to be, a respondent points out that someone

must be responsible about it. Relatively, the idea of circumstances bringing people closer to failure or out of their comfort zones is viewed favorably in one of the posts, *“If everything was perfect, you would never learn and you would never grow.”*

Aside from the personal growth being pointed out, a good judgment of an alternative course of action is also asserted. This can be clearly read in the post, *“When everything’s wrong, u (you) make it right”*. To comfort a person who experienced disappointments in life, a couple of thoughts are shared by the respondents. First, acceptance of the past is important. The post, *“You can delete pictures but it won’t delete the memories.”*, obviously reminds friends that lingering of past experiences is normal. If we meet people who cannot contain any heartbreak, a sensitive and observant friend must be found among us. As written by a Facebook user, *“Sometimes, we just need someone to listen. No advice, no words. Just a shoulder and an ear.”*. And when we decide to leave the past behind, we just need to reboot ourselves or *“Sometimes, all we need is a fresh start”*.

## VI. REVEALING HURT AND HATRED

### *Release of problems, anger, and disappointment*

Aside from talking about heartaches, Facebook users also utilize the social networking site to express disappointment towards other people for a variety of reasons. Being dishonest is one thing that a person despise about as revealed in one post: *“Libangan muna talaga yan anu? Ang magsinungaling.. Pisti.. Hahaha”*.

There are also those who express the stress they experience when other people view them as a dishonest person and no longer believe in them. Even problems experienced with the different telecommunication networks are being made known to online friends.

### *Sarcasm*

Part of asserting themselves online is the intention to voice out negative thoughts about someone or something though the usage of sarcastic words and statements. In Filipino, the word *maganda* refers to *pretty, beautiful, or stylish* in English, which functions as an adjective. But when the prefix *nagmama-* is attached to it, the word becomes a verb. The act of making oneself beautiful is the denotative meaning of the word *Nagmamaganda*, but the connotative meaning attached to it brought about culture of online communities suggests otherwise, which is bragging about oneself or one’s abilities to others.

A respondent also expresses despise over another’s actions through combining sarcasm and humor in a post. As stated in the post, the singer became pitchy in a line of a song which provoked a Facebook user to comment negatively.

In another post, *“Nahiya ako nung sinabi niya yung salitang “pangit”, ang ganda niya kasi.”*, the context of usage of the statement *ang ganda niya kasi* intends to sugarcoat the assertion of negative feelings over somebody attacking the physical features of another person. Such line is a counter-reaction to the *pangit* comment of the addressee of the respondent’s post.

Joking around the observation one has with regard to other people and relating it one’s reaction towards a scenario can also be observed in status posts. Sour-graping on someone else’s positive experiences is observable in a post. Expression of foul words is even concealed in different characters which form a word which does not

have meaning at all. In the statement, “*Asdfghjkl! Yung ugali mo talagang ganyan di na nagbabago. Nakakabwiset ka pa din! Kahit kelan. Ugh!*”

When one cannot confront a person on a specific problem to give one’s viewpoint about it, a person turns to Facebook as a means of airing things out with or without the intention to reach the referred individual. Though the addressees of the posts are not divulged, there is a slight intention that the target receiver can recognize oneself being the person referred to.

Dissatisfaction with the way a person treats another is openly expressed in Facebook. The English term *plastic* is contextualized in the Filipino language to refer to an individual who has not been faithful, loyal, honest, or true to another person. Also, disagreements on money matters can also be made known to the person who owes someone financially are being shared online.

Certain Facebook activities seem to be that bothering to others which make them express despise over it in their own walls. The act of liking, commenting on, and sharing one’s photo is also considered as a *turn off* factor for anyone who does it. Such is the point of the status, *Post mo, like mo, comment mo? Aba matinik, nahiya ka pa ishare mo pa (emoticon smiley)*”

Even beauty make-overs posted online by an individual can be viewed negatively by some assertive Facebook users and becomes a point for bullying people. Over application of make-up is viewed negatively as seen in the post, “*Puro ka make-up ganun parin naman pagmumukha mu te. :D*” And when another Facebook user utilizes beauty filters that enhances facial features in the photos being uploaded, others use it as an opportunity to also put somebody down. This is observable in the post, “*Kaartehan at its fine(st). I-filter mo pa Hija.*”

### ***Cursing***

Displaying online the feeling of displeasure with someone with a hint of revenge is one content which can be obviously read in one of the posts. And when a respondent feels that somebody capitalized on one’s kindness, sharing such bad experience online occurs.

## **VII. DISCUSSION**

### ***On Highlighting Self.***

The desire to form a self-image online is one motivation for the usage of Facebook. The introduction of oneself or making oneself known to the online community is found to be done through the sharing the thoughts crossing their minds at a particular time, as well as the momentary feelings that they consider important to be shared. Aljen et. al. (1967) discussed that intention to behave in a certain way depends on attitude toward behaviour and subjective norms – the view of a person on how others want them to behave. *Theory of Reasoned Action* also provides rationalization to the other thoughts and activities that participants prefer to represent themselves. The intention to project one’s trustworthiness and one’s capabilities reflects how they wanted to be perceived by others. Moreover, since the *hugot* lines has been a popular manner of communicating serious matter through a lighter approach, the participants’ inclusion of these texts in their posts clearly posits their intention to be viewed as trendy. As they believe in their messages as a tool for self-presentation, they also believe that this is a way to belongingness in the social network for Facebook users seek for gaining acceptance and for making connections with online friends.

### ***On Recognizing Others.***

Aside from using language as a tool to highlight oneself in Facebook, participants also include messages on their status posts that shows appreciation of their online friends, as well as of God. They feel the comfort of addressing compliments to others through their respective Facebook walls. As they do this, they try to gain recognition from the online community that they have a positive disposition on their lives as reflected in their appreciation for others (Khors, 2006). The nature of using the social networking site depicts a picture of the intention to build a self-image out of recognizing other people. Craig et. al. (2009) studied this nature in relation to personality and suggested that the desire to communicate with others and to gain support from them can be considered in understanding Facebook utilization.

### ***On Initiating Online Interaction.***

Consequently, there are posts that exhibits qualities that are predisposed to feedback or to reactions from the online community. The usage of language on these aspects seems to be rooted from a previous experience which may effect to other people thinking about it. The posts that encourages happiness and other positive feelings that may be in the form of greetings, quotes provide venues for interaction.

Berger et al. (1966) assumes that the meaning of things depends on the language used to represent the thing in their *Social Construction Theory*. The belief that their online friends can engage in their idea presented, as well as the assumption of the online friends that the person who posted expects a feedback is something learned as they immerse in the different communication opportunities in Facebook. Later on, the interaction becomes in-synch with the other Facebook users that it becomes a coordinated pattern and a way of interaction online (Burgoon et. al., 1995)

Online interaction that may translate to monetary gains are also practiced in Facebook. The promotion of products through the walls of the Facebook users becomes a practice because of the wide range of audience it has compared with other traditional channels or media (Ferrell et al., 2012). Meanwhile, the expression of wrongdoing openly in Facebook may be viewed positively or negatively by the online friends. As seen in Kinsky (2014), the thoughts of Facebook users on putting apologies online varies across socio-demographic characteristics they have. In addition to this, Pempek (2009) emphasized that aside from the usual identity markers of a person, college students also use media preferences in making known their identities. The inclusion of talking about love and celebrities in their status posts can clearly be attributed to this tendency.

### ***On Revealing Hurt and Hatred.***

Although Facebook users tend to utilize the social network as a means to make oneself known and to promote belongingness, there are also some users who openly expresses hurt and hatred on self and on other people in their status posts. Participants are not mindful of the possible consequences of sharing negative thoughts about oneself and others. The study of Kumlachew (2014) found that more than half of the Facebook users in Ethiopia use Facebook as a platform to release they emotions when they are depressed. This may be associated with the college students who find it normal releasing their negative emotions in their walls.

### **Implications**

As the sociolinguistic features of the messages in the status posts of the participants are found to be grounded on their way of creating their identities online and their intended manner of interacting with online friends, the background of individuals who comprises a certain online community has the power to shape and reshape the direction of interaction in a social networking site like Facebook. With the countless possibilities college students allow themselves to be known to the community they interact with, the relationships created online without prior offline encounters has the tendency to be superficial. In addition to this, language surfaces to become the driver of understanding or meaning-making that would later on lead to an online culture that is continuously created and recreated by its users.

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