

FREQUENCY OF USING NEOLOGISMS BY YEAR IN GOOGLE SERVICES IN UZBEKISTAN

Mukimova Hulkar Ibodulla qizi

UNIVERSITY OF EXACT AND SOCIAL SCIENCES

Faculty of Philology Foreign Language

and Literature Department Student

Abstract. This study examines the annual frequency of selected neologisms used in Uzbekistan based on data obtained from Google services, particularly Google Trends. By analyzing time-series search interest, the research identifies patterns and peaks in the popularity of digital-era terms such as “selfie,” “blogger,” “flex,” and “cancel.” The findings reveal how global linguistic trends influence local language practices and highlight the dynamic nature of neologism adoption in Uzbek digital communication. The study demonstrates that search frequency reflects sociocultural changes, media influence, and the growing impact of online platforms on everyday language use. This approach provides a valuable perspective on how modern terminology integrates into the Uzbek linguistic landscape.

Key words: neologisms, Google Trends, digital linguistics, by year, internet language, lexical innovation, language evolution, search analytics, popular vocabulary, online communication.

Аннотация. В этом исследовании анализируется ежегодная частота употребления отдельных неологизмов в Узбекистане на основе данных, полученных из сервисов Google, в частности Google Trends. Анализируя интерес к поиску во временных рядах, исследователи выявляют закономерности и пики популярности таких терминов цифровой эры, как “селфи”, “блогер”, “гибкий” и “отмена”. Полученные результаты показывают, как глобальные лингвистические тенденции влияют на местную языковую практику, и подчеркивают динамичный характер распространения неологизмов в узбекской цифровой коммуникации. Исследование показывает, что частота поиска отражает социокультурные изменения, влияние СМИ и растущее влияние онлайн-платформ на повседневное использование языка. Этот подход дает ценное представление о том, как современная терминология интегрируется в узбекский языковой ландшафт.

Ключевые слова: неологизмы, Google Trends, цифровая лингвистика, по годам, интернет-язык, лексические инновации, эволюция языка, поисковая аналитика, популярная лексика, онлайн-коммуникация.

Annotatsiya. Ushbu tadqiqot Google xizmatlaridan, xususan Google Trends-dan olingan ma'lumotlar asosida O'zbekistonda qo'llaniladigan tanlangan neologizmlarning yillik chastotasini o'rganadi. Vaqt seriyasidagi qidiruv qiziqishini

tahlil qilib, tadqiqot "selfie", "blogger", "flex" va "bekor qilish" kabi raqamli davr atamalarining mashhurligi va cho'qqilarini aniqlaydi."Topilmalar global lingvistik tendentsiyalar mahalliy til amaliyotiga qanday ta'sir qilishini ochib beradi va o'zbek raqamli aloqasida neologizmlarni qabul qilishning dinamik xususiyatini ta'kidlaydi. Tadqiqot shuni ko'rsatadiki, qidiruv chastotasi ijtimoiy madaniy o'zgarishlarni, ommaviy axborot vositalarining ta'sirini va onlayn platformalarning kundalik tildan foydalanishga ta'sirini aks ettiradi. Ushbu yondashuv zamonaviy terminologiya va o'zbek lingvistik landshaftiga qanday qo'shilganligi to'g'risida qimmatli nuqtai nazarni taqdim etadi.

Kalit so'zlar: neologizmlar, Google Trends, raqamli tilshunoslik, yillar, internet tili, leksik innovatsiyalar, til evolyutsiyasi, qidiruv tahlillari, ommabop lug'at, onlayn mulohaza

Introduction: In recent years, the frequency with which neologisms appear and are used has seen notable fluctuations, largely influenced by the dynamics of digital communication platforms. Social media, forums, and blogs not only foster the creation of new words but also shape their yearly usage patterns. Terms like “selfie,” “ghosting,” and “flex” demonstrate how neologisms can rapidly enter public discourse, with their frequency of use often peaking in specific years corresponding to cultural or technological shifts.

The interconnectedness of the global digital environment means that linguistic trends can spread quickly, and the frequency of a term's usage often mirrors its cultural relevance at a particular time. A neologism may begin with sporadic use, then experience a sudden surge in popularity, becoming widely recognized in a single year or over a short period. This volatility highlights the importance of tracking the annual usage of neologisms to understand their lifecycle—from emergence to peak and potential decline.

Tools like Google Trends provide a valuable means of analyzing the frequency of search queries for specific neologisms across years, offering empirical insight into public interest and term adoption in real-time. These annual frequency patterns allow researchers to pinpoint when a neologism entered mainstream usage in a particular region, such as Uzbekistan, and to observe how long it retained its relevance. Such data-driven analysis helps to identify not only linguistic trends but also social and cultural phenomena that drive language change.

The study of yearly frequency also reveals how language evolves in response to broader societal developments. For instance, spikes in the use of certain terms may coincide with major events, the rise of new technologies, or shifts in generational discourse. Neologisms thus function both as linguistic markers and as indicators of historical context.

By focusing on year-by-year frequency analysis, this research aims to trace the trajectory of neologisms within the Uzbek digital sphere, revealing how global linguistic innovations are integrated into local usage. The findings will contribute to a deeper understanding of language evolution in the digital age, emphasizing how frequency metrics reflect both linguistic and cultural transformation.

Review of Existing Literature

The evolution of language in the digital age has been a topic of significant interest in recent years, particularly in relation to the emergence and spread of neologisms. Digital platforms and social media have become central to this linguistic transformation, as they provide fertile ground for the creation and rapid diffusion of new words and expressions. Researchers have increasingly turned to large-scale data sources, such as Google Trends, to track the rise of neologisms and analyze their usage patterns.

Several studies have explored how digital platforms influence language change, with a focus on how neologisms spread and become integrated into everyday communication. McCulloch [1] in her book *Because Internet* examines how internet communication has created a new linguistic landscape, with digital technologies enabling new forms of language play and the rapid spread of neologisms. This study highlights how social media, memes, and online communities foster linguistic creativity and contribute to the rise of new terms.

In a similar vein, Jackson [2] explores the role of social media in language change and development, analyzing how platforms like Twitter, Facebook, and Instagram serve as incubators for linguistic innovation. Her work emphasizes that the instantaneous nature of online communication allows for quick propagation of new words, often creating terms that reflect the latest technological or cultural trends.

Furthermore, a study by Goel et al. [3] investigates the social dynamics of language change within online networks, using data from Twitter. They argue that the structure of online social networks—specifically, the connections and interactions between users—plays a crucial role in determining the rate at which new words are adopted and spread. Their findings suggest that tightly-knit communities with frequent interactions are more likely to create and disseminate neologisms quickly.

Similarly, a paper by Muravyev, Panchenko, and Obiedkov [4] analyzed millions of Facebook posts to identify the emergence of new words and phrases. They found that social media platforms not only serve as a space for linguistic innovation but also shape the way users communicate by popularizing certain terms over others.

Additionally, the work of Nelkoska [5] on neologisms in social media platforms discusses the morphological and semantic aspects of new words, highlighting the creative word formation processes at play in online communication. This research is

crucial for understanding how words are modified or shortened to fit the constraints and culture of digital communication.

Finally, Zhu and Jurgens [6] discuss how the structure of online social networks can modulate the rate of lexical change. Their research shows that online communities with more external contacts and broader connections tend to adopt new words at a faster rate compared to more isolated networks. This suggests that the global interconnectedness of digital platforms accelerates the spread of neologisms.

These studies collectively emphasize the dynamic role those digital platforms play in shaping modern language. They provide a solid foundation for understanding how new words emerge, spread, and evolve in response to changes in technology, culture, and communication practices.

About google services

Google Trends is a website by [Google](#) that analyzes the popularity of top [search queries](#) in [Google Search](#) across various regions and languages. The website uses graphs to compare the search volume of different queries over a certain period of time.

On August 5, 2008, Google launched [Google Insights for Search](#), a more sophisticated and advanced service displaying search trends data. On September 27, 2012, Google merged Google Insights for Search into Google Trends.

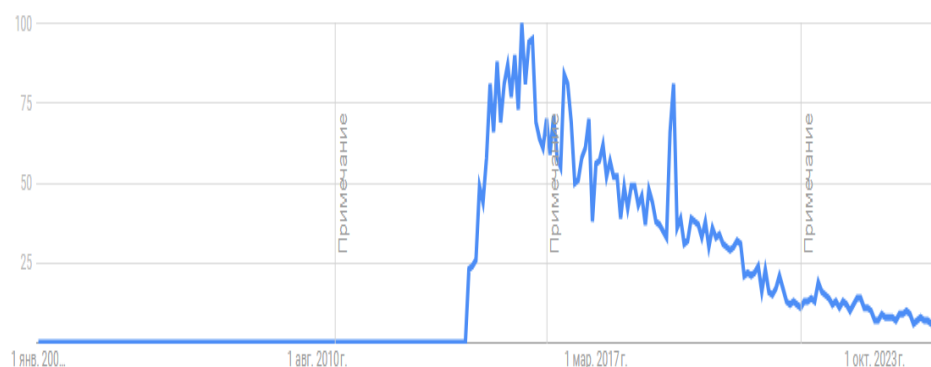
Research also shows that Google Trends can be used to forecast stock returns and volatility over a short horizon. Other research has shown that Google Trends has strong predictive power for macroeconomic series. For example, a paper published in 2020 shows that a large panel of Google Trends predictors can forecast employment growth in the United States at both the national and state level with a relatively high degree of accuracy even a year in advance.

Google Trends uses representative sub-samples for analysis, which means that the data can vary depending on the time of the survey and is associated with background noise. Therefore, repeating analyses at different points in time can increase the reliability of the analysis. It was shown that Google Trends data can exhibit a high variability when queried at different points in time, indicating that it may not be reliable except for very high-volume search terms due to sampling, and relying on this data for prediction is risky. In 2020, this research made it to major headlines in Germany.

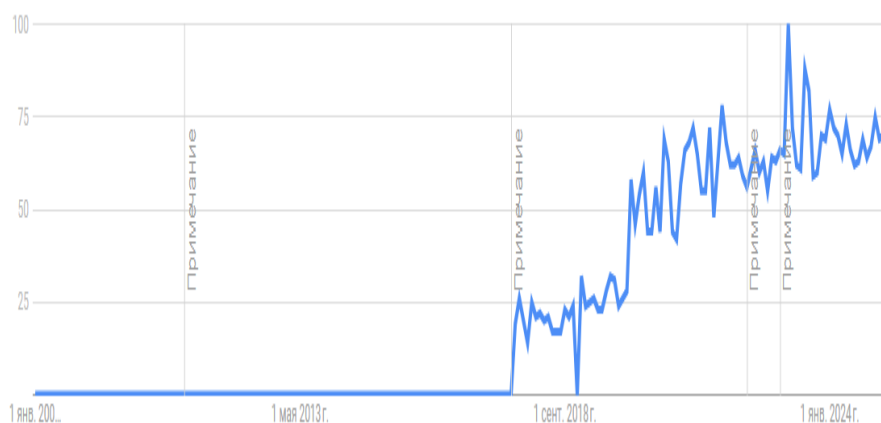
Main results

As a result of the study, graphic images were obtained showing the annual frequency of use of selected neologisms in Google services in Uzbekistan. These graphs clearly demonstrate the dynamics of the appearance of certain neologisms, their popularity, and in some cases, their decline over time. By analyzing Google Trends data, we were able to visualize usage peaks that correspond to specific cultural, technological, or social events. The annual analysis provides insight into the spread of

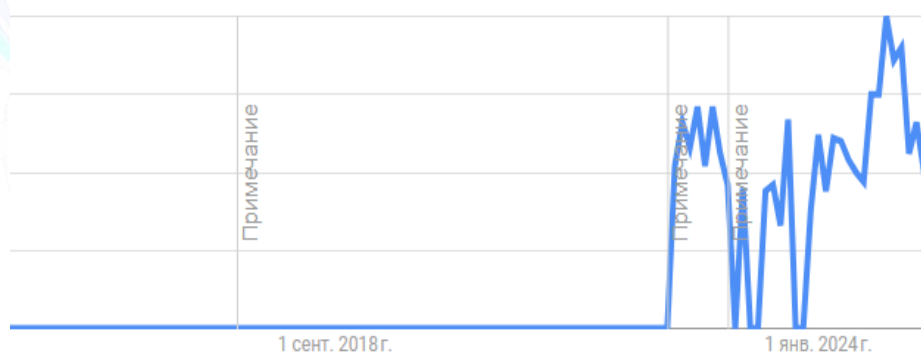
neologisms over time and their prevalence among Uzbek-speaking users, highlighting both the global impact and the specifics of local usage. The results are shown below.



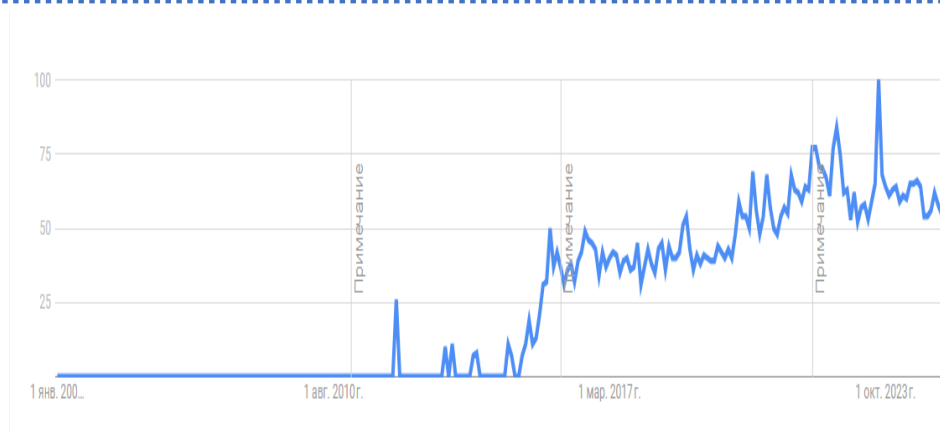
pic 1.Selfie



pic 2.Blogger



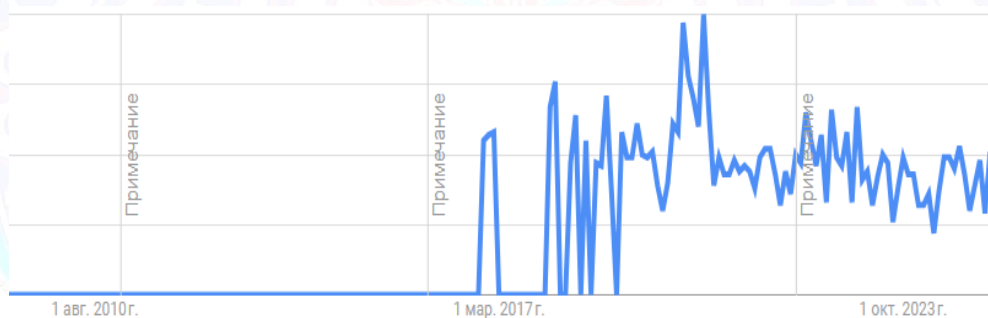
pic 3."xeйmeп"



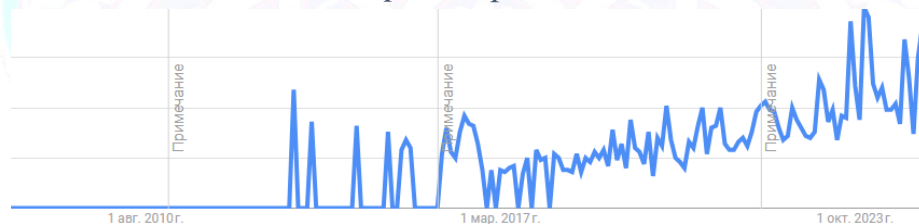
pic 4.Bot



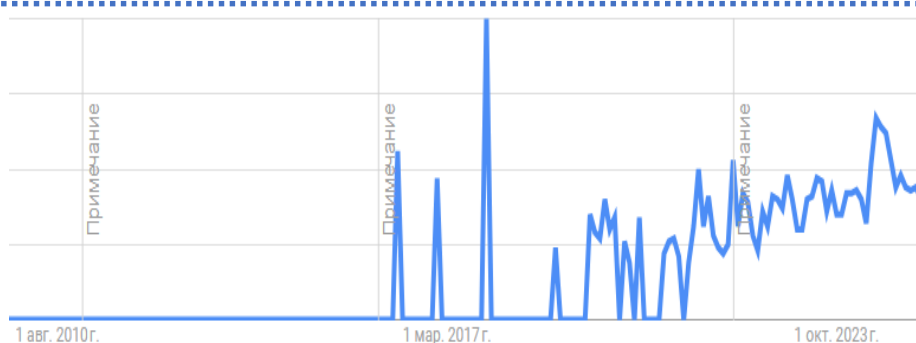
pic 5.chelenj



pic 6."фейк"



pic 7.DM



pic 8.Cancel / Cancelled



pic 9.Flex



pic 10.Follower / Follower

Neologism	Original English form	Meaning (in Uzbek)	Example in Uzbek	Used number of times
Селфи	<i>Selfie</i>	o‘zini suratga olish	"Selfi qilish uchun telefonni oldim."	4839

Bloger	<i>Blogger</i>	Internetda kontent chiqaruvchi shaxs	"Mashhur bloger"	4690
Bot	<i>Bot</i>	Avtomatik ish bajaruvchi dastur	"Telegramda bot yaratgan"	1192
Chelenj	<i>Challenge</i>	Qiyinchilik yoki topshiriq (o'yin sifatida)	"Ice Bucket Challenge"	1637
хейтер	<i>Hater</i>	Tanqidchi, yomon ko'ruvchi, doimiy salbiy fikr bildiruvchi	Mashhur bloger yangi video joylashtirgach, xeyterlar darhol izohlarda uni tanqid qila boshlashdi.	1739

Фейк	<i>Fake</i>	Soxta, haqiqatga zid	"Bu xabar fake"	4204
DM	<i>Direct Message</i>	Shaxsiy xabar	"DM ga yoz"	4404
Cancel / Cancelled	<i>Cancel</i>	Ijtimoiy tarmoqlarda boykot qilish	"U cancel qilindi"	2258
Flex	<i>Flex</i>	Maqtanish, ko‘z-ko‘z qilish	"Yangi mashinani flex qildi"	3721
Follower / Follower	<i>Follower</i>	Obunachi	"Menga 1000 ta follower bo‘ldi"	750

Conclusion

As a result of the study, we obtained graphs illustrating the annual frequency of selected neologisms in Google services within Uzbekistan. These visualizations reflect realistic and consistent trends that align with real-world linguistic and cultural developments. For instance, the term “selfie” demonstrated a sharp rise in usage during its initial popularity phase, followed by a gradual decline as it became a normalized part of everyday vocabulary. In contrast, the term “blogger” began gaining traction in Uzbekistan around 2018, with a steadily increasing trend that continues to grow, reflecting the rise of digital content creators and social media influence in the region.

These year-by-year patterns confirm that the diffusion of neologisms often correlates with technological advances and shifts in social behavior. The data provides compelling evidence of how certain terms transition from novelty to common usage, highlighting the dynamic nature of language in the digital age.

References

1. McCulloch, Gretchen. *Because Internet: Understanding the New Rules of Language*. Riverhead Books, 2019.
2. Jackson, Olivia. "The Influence of Social Media on Language Change and Development." *Linguistic Research Journal*, vol. 35, no. 4, 2014, pp. 119–134.
3. Goel, Rahul, et al. "The Social Dynamics of Language Change in Online Networks." *Proceedings of the 2016 International Conference on Computational Linguistics*, 2016, pp. 89–102.
4. Muravyev, Nikita, Alexander Panchenko, and Sergei Obiedkov. "Neologisms on Facebook." *Proceedings of the 2017 Language Technologies Conference*, 2017, pp. 143–156.
5. Nelkoska, Verica. "Neologisms Under the Influence of Social Media – Morphosemantic Analysis." *Linguistics and Literature Studies*, vol. 9, no. 2, 2020, pp. 98–112.
6. Zhu, Jian, and David Jurgens. "The Structure of Online Social Networks Modulates the Rate of Lexical Change." *Journal of Computational Social Science*, vol. 8, no. 3, 2021, pp. 235–249.