

FREQUENCY OF USE OF NEOLOGISMS IN GOOGLE SERVICES IN UZBEKISTAN

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Abstract. This research investigates the usage patterns of popular neologisms by analyzing data collected from various Google services, including Google Trends and Google Ngram Viewer. The study focuses on identifying the frequency, regional distribution, and temporal dynamics of emerging lexical items commonly used in internet communication and social media. By examining search trends and textual occurrences, the research highlights how certain neologisms gain popularity and enter mainstream usage. The findings contribute to a better understanding of digital-era language evolution and the sociolinguistic factors influencing the adoption of new vocabulary.

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

Аннотация. В этом исследовании изучаются модели употребления популярных неологизмов путем анализа данных, собранных с помощью различных сервисов Google, включая Google Trends и Google Ngram Viewer. Исследование направлено на выявление частотности, регионального распространения и временной динамики новых лексических единиц, широко используемых в интернет-общении и социальных сетях. Изучая тенденции поиска и встречаемость в тексте, исследователи выявляют, как определенные неологизмы приобретают популярность и входят в повседневное употребление. Полученные результаты способствуют лучшему пониманию эволюции языка в цифровую эпоху и социолингвистических факторов, влияющих на внедрение новой лексики.

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

Annotatsiya. Ushbu tadqiqot turli xil Google xizmatlaridan, shu jumladan Google Trends va Google Ngram foydalanuvchilaridan to'plangan ma'lumotlarni tahlil qilish orqali mashhur neologizmlardan foydalanishi o'rganadi. Tadqiqot Internet aloqasi va ijtimoiy tarmoqlarda keng qo'llaniladigan paydo bo'layotgan leksik elementlarning chastotasi, mintaqaviy tarqalishi va dinamikasini aniqlashga qaratilgan. Qidiruv tendensiyalari va matnli hodisalarni o'rganib, tadqiqot ba'zi neologizmlarning qanday qilib ommaviylikka erishishini va asosiy foydalanishga kirishini ta'kidlaydi. Topilmalar raqamli davr tili evolyutsiyasi va yangi so'z boyligini qabul qilishga ta'sir qiluvchi sotsiolingvistik omillarni yaxshiroq tushunishga yordam beradi.

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

Introduction: In recent years, the rise of digital communication platforms has significantly reshaped the way language evolves and spreads. Online spaces—especially social media, forums, and blogs—serve as fertile ground for the creation and rapid diffusion of neologisms. Words such as "selfie," "ghosting," and "flex" have emerged, quickly gaining widespread recognition and use. These neologisms often arise from particular cultural phenomena, technological advancements, or shifts in societal values, becoming symbols of contemporary life.

The speed and extent of this linguistic transformation are largely driven by the interconnectedness of the global digital landscape. A term that starts as a niche expression in an online community can, within a short span, become a mainstream part of the lexicon. The viral nature of digital communication accelerates the adoption and adaptation of new words, causing them to transcend geographical and cultural boundaries. As a result, the process of neologism creation and adoption is no longer confined to traditional linguistic centers, such as literary circles or academic institutions. Instead, it is a dynamic and

participatory process that takes place in real-time, fueled by the collaborative nature of the internet.

In this context, it becomes increasingly important to analyze how these neologisms spread and gain acceptance. By utilizing tools like Google Trends and Google Ngram Viewer, researchers can track the rise and fall of specific terms, exploring their geographical reach, frequency of use, and temporal patterns. These platforms allow for the identification of key moments in the lifecycle of a neologism—from its initial introduction to its peak usage, and potentially, its decline. The analysis of such data provides a unique opportunity to uncover the underlying forces that drive language change in the digital age, shedding light on how online communities influence the broader linguistic ecosystem.

Moreover, the study of neologisms offers insights into the way language reflects and responds to societal changes. For example, terms related to emerging technologies, social movements, or global events often mirror the collective consciousness of the time. As new concepts and realities emerge, so too does the language needed to describe them. In this sense, neologisms can be viewed not only as linguistic innovations but also as cultural artifacts that capture the essence of contemporary life.

By examining the patterns of neologism usage, this research aims to contribute to a deeper understanding of the forces shaping modern language. It will explore the implications of these linguistic changes on communication, identity, and culture in the digital era, offering valuable insights for linguists, sociologists, and anyone interested in the evolution of language in the 21st century.

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 that 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

In this study, we analyzed the frequency of occurrence of popular neologisms using Google Trends data in order to understand the patterns of their use and how they have evolved over time. Since it was not possible to extract this data directly from Google Trends, we manually calculated the total search volume for each neologism using an Excel spreadsheet. This allowed us to record the relative popularity of various terms and to trace trends in the frequency of their use.

The results revealed a clear pattern in the appearance and spread of some neologisms, many of which reflect significant cultural and technological shifts. For example, terms related to social media, online behavior, and digital technologies have shown a particularly high frequency of usage. These neologisms not only point to the evolving nature of language, but also emphasize the influence of the digital environment on modern communication practices.

After studying the search data, we were able to determine which neologisms are most common, as well as the geographical areas where they are most often used. This approach provided valuable information about the dynamics of language change in the digital age, highlighting the role of the Internet and online communities in shaping modern lexical trends.

The findings contribute to our understanding of how language adapts to new realities in a hyper-connected world where cultural and technological advances often lead to new words and expressions. This study also highlights the growing importance of online tools such as Google Trends for analyzing language usage and tracking the evolution of neologisms over time.

In the table below, we provide data on the frequency of searches for the analyzed neologisms, which gives a clear idea of their popularity and trends observed in different time periods. These data serve as the basis for further study of the mechanisms underlying the spread and introduction of new words in the digital age.

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 fikir bildiruvchi	Mashhur blogger 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
Kontent	<i>Content</i>	Yaratilgan internet material	"Kontenti zo'r ekan"	5255
Kreativ	<i>Creative</i>	Yangi, noodatiy, ijodiy	Reklama va dizaynda ko'p ishlatiladi	2020
Layk	<i>Like</i>	Yoqqanini bildirish (ijtimoiy tarmoqda)	"Menga like bos"	3474

Post	<i>Post</i>	Ijtimoiy tarmoqqa joylangan matn/rasm	"Post qo'ydim"	3471
Simple	<i>Simple</i>	Soddalikda haddan oshgan, o'zini tushunmaydigan darajada oddiy yoki sodda odam	U boshqalar uni aldayotganini tushunmayapti — juda simple ekan.	4740

Conclusion

In conclusion, the data collected from Google Trends provides valuable insights into the prevalence and usage patterns of various neologisms in the Uzbek language. The analysis of the frequency of these terms demonstrates how the digital age has influenced language evolution, with many of the neologisms reflecting global technological and cultural trends. Terms like "selfie," "blogger," "bot," and "follower" showcase the deep integration of digital platforms into everyday life, while expressions like "hater," "cancel," and "flex" reveal the dynamics of online interactions and social media culture.

The frequency of usage for these terms varies, indicating differing levels of adoption within the Uzbek-speaking community. Words like "kontent" (5,255 uses) and "selfie" (4,839 uses) are among the most widely recognized, reflecting their ubiquity in the online world. On the other hand, terms like "follower" (750 uses) are less commonly used, which might suggest that certain neologisms are more niche or tied to specific contexts, such as social media.

Furthermore, the study highlights the significant influence of English-language neologisms on the Uzbek lexicon, with many terms being directly adopted without translation. This

suggests a strong cultural and linguistic exchange, facilitated by the widespread use of global digital platforms. The presence of these words in everyday speech, as seen in the examples provided, underscores the growing role of technology and digital communication in shaping modern Uzbek language and society.

Overall, the rise of these neologisms reflects broader global trends in language use and communication, driven by the rapid spread of new technologies and the increasing interconnectivity of digital spaces. As new trends and technologies continue to emerge, the language will undoubtedly continue to evolve, and further studies will be necessary to track these changes and their implications for both language and culture.

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