Social Media Analytics Summit

PRESCRIPTIVISM AND LEXICAL VARIATION IN FRENCH ON TWITTER

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INTRODUCTION
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• Technological innovations in 20\textsuperscript{th}-21\textsuperscript{st} c. USA

• English is a donor language all around the world

• \textit{Perceived} influence of a foreign culture, and not its \textit{actual} influence

• Prescriptivism “is not inherently conservative; prescriptive norms can change.”

• Discrepancies persist between prescription and practice

• Regional difference between France and Quebec
Does a prescribed term become more frequently used after its prescription?

Is there any regional difference between France and Quebec?
METHODOLOGY
Prescribed term in Quebec
*MOT-CLIC*
January 2011

Prescribed term in France
*MOT-DIÈSE*
January 2013

English pure borrowing
*HASHTAG*
#PokémonMemories Ce hashtag me donne envie de ressortir ma vieille GameBoy et de rejouer sur ma version jaune!

On pourra donc résumer cette journée dès maintenant, en un seul mot-dièse : #merci

Les mots-clics pour suivre tout ce qui se passe sur les médias sociaux ce soir : #polBSL #Gaspesie
TWITTER CORPUS

FRANCE
hashtag n = 2,678,593
mot-dièse n = 35,353

QUEBEC
hashtag n = 48,119
mot-clic n = 18,881

CRIMSON HEXAGON
2010-2017
N = 2,780,946
RESULTS
HASHTAG IN FRANCE
HASHTAG IN QUEBEC
HASHTAG IN QUEBEC: PROPORTION
HASHTAG IN FRANCE: WORD CLOUDS
HASHTAG IN QUEBEC: WORD CLOUDS
CONCLUSIONS
The frequency of a prescribed term depends on the region. FRANCE: it does not become more frequent QUEBEC: it does become more frequent
FUTURE DIRECTIONS

Other variables: trailer, cloud, e-mail, etc.

Variation in gender: male, female

Variation in urban areas: Paris, Toulouse

Methodological constraints: keywords
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THANK YOU!

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