What can Biscriptality offer in the realm of social media?

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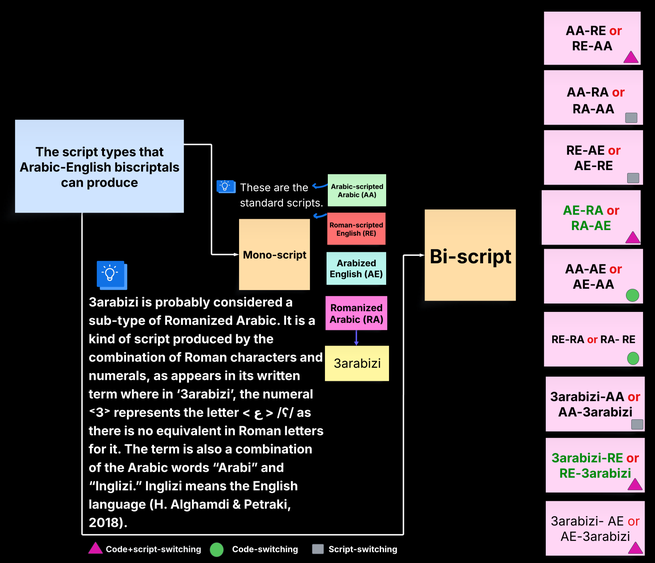
Background

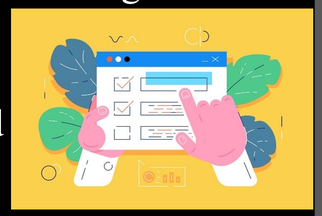
- When two languages have different scripts, several script combinations can be generated.
- Some script combinations are logical possibilities, but are not expected to be used.
- Arabic-English biscriptals can create the following scripts:



- The research explores the functions behind seven types of script combinations that Saudi bilinguals can create from two main standard scripts, Arabic and Roman, alongside two languages: Arabic and English.
- These script combinations are bi-scripts with either script-switching, code-switching, or both. They are shown in black in the above figure.

Material

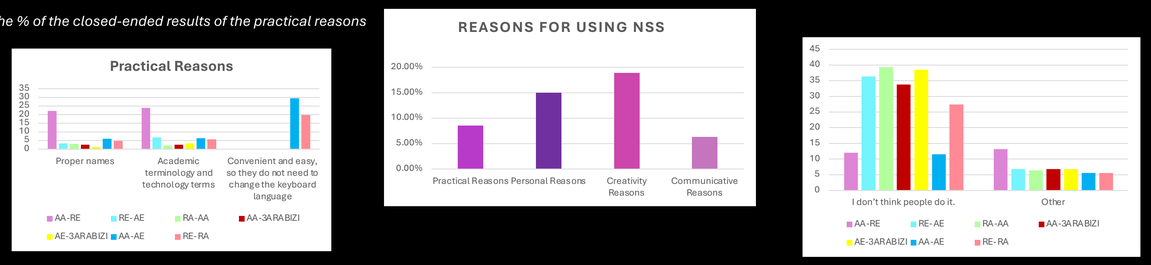
234 Saudi biscriptals completed the online questionnaire.



Abstract

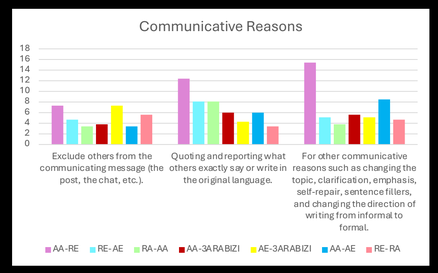
- The project investigates biscriptals' online writing practices, particularly code-switching and script-switching. Biscriptality is the knowledge of two writing systems that have distinct scripts. For example, Arabic-English biscriptals are known to be able to read and write in both Arabic and Roman scripts. Code-switching occurs when speech contains multiple languages simultaneously; it can also be found in written text and can also called code+script-switching.
- This poster presents an online survey that asked Saudi bilinguals about the reasons for using a mix of different non-standard scripts (NSS) on social media.
- According to the participants, most NSS were considered unused except AA-RE and AA-AE. The primary reason for using the AA-AE script was convenience, and the AA-RE script was used to imitate other social media users.

The average % of the reasons for NSS



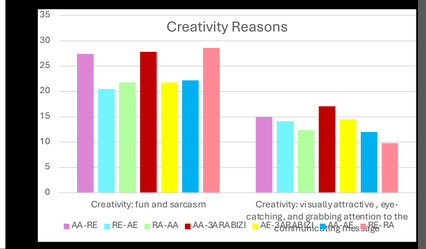
The % of the closed-ended results of the practical reasons

The % of the closed-ended results of the communicative reasons



The % of the closed-ended results of the personal reasons

The % of the closed-ended results of the creativity reasons



The open-ended results of the reasons of using NSS in social media communication

Discussion

- Most NSS were considered unused except AA-RE and AA-AE.
- **Overall, c**reativity was the highest-ranked reason for all NSS. For the AA-AE script, convenience was the highest reason, and for the AA-RE script, imitating other social media users.
- The AA-RE script has the most comments in the open-ended space.
- In the open-ended question, the AA-RE script encompasses almost all the reasons, except for serving as a code for confusing others and as a unique form of communication within a specific group. These reasons are exclusively named for the AA-3arabizi and AE-3arabizi scripts.
- Show-off was the only reason that was mentioned for all seven NSS.

Examples

References

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