

# Multilingualism in the Digital Age: Code-Switching and Translanguaging Online

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**Abstract**—The digital age has revolutionized communication, enabling multilingual interactions to flourish in virtual spaces. This study delves into the phenomena of code-switching and translanguaging among multilingual individuals on social media platforms, focusing on the nuanced ways these practices are manifested in digital interactions. Utilizing a mixed-methods approach, the research analyzed the communication habits of 120 multilingual participants on platforms such as Twitter, Instagram, and WhatsApp. The findings highlight distinct patterns of code-switching and translanguaging influenced by factors like audience demographics, contextual demands, and the technological features of each platform. For instance, while Twitter's character constraints encourage succinct code-switching, multimedia-friendly platforms like Instagram foster richer translanguaging practices. These patterns underline the dynamic and adaptive nature of multilingualism in the digital age. The study concludes with a discussion of the broader implications for language evolution, sociolinguistics, and multilingual education, emphasizing the need for inclusive digital design to support linguistic diversity and equity.

**Index Terms**—multilingualism, code-switching, translanguaging, digital communication, social media

## I. INTRODUCTION

The rapid proliferation of digital technologies in recent decades has brought about significant transformations in the way people communicate across linguistic and cultural boundaries. The advent of online platforms, social media, and messaging apps has facilitated new avenues for interaction, allowing individuals from diverse linguistic backgrounds to engage with each other on a global scale. One of the most notable developments in this digital era is the increasing use of multilingual communication practices, which enable users to navigate between languages effortlessly. In particular, two key linguistic phenomena—codeswitching and translanguaging—have gained significant attention in the field of applied linguistics. These practices reflect the fluid and dynamic nature of multilingual communication, particularly in digital contexts where language boundaries are often less rigid and more flexible (Backer & Gorter, 2012; Bhatt, 2014; Canagarajah, 2013).

Code-switching refers to the practice of alternating between two or more languages or dialects within a single conversation, often depending on the social context, topic, or interlocutor. This phenomenon is not new, as it has been observed in multilingual communities for centuries. However, the rise of digital communication has expanded the opportunities for code-switching, allowing users to switch between languages with greater ease and frequency than ever before. In online environments, code-switching can occur in various forms, such as mixing languages within a sentence, switching languages between different parts of a conversation, or even alternating between different registers or varieties of a single language. The flexibility of digital platforms, which provide users with immediate access to a wide range of linguistic resources, has made it easier for individuals to engage in code-switching as a natural part of their online interactions (Chen, 2020; Clyne, 2015; Coupland, 2007).

Translanguaging, on the other hand, refers to the fluid and dynamic use of multiple linguistic resources to convey meaning, often in ways that transcend traditional boundaries between languages. It involves drawing on a speaker's full linguistic repertoire, including elements from different languages, dialects, and registers, to create meaning in context. Unlike code-switching, which typically involves the use of distinct languages or dialects, translanguaging emphasizes the seamless integration of linguistic resources to facilitate communication. This practice has gained particular prominence in multilingual communities, where individuals often have access to a diverse range of linguistic tools, and where the boundaries between languages are less rigid. Translanguaging is not limited to spoken communication but can also manifest in written forms, such as social media posts, blogs, and online forums, where individuals combine different linguistic elements to express themselves more fully (Duranti, 2014; García, 2009; García & Li, 2014).

Despite the increasing prevalence of code-switching and translanguaging in digital environments, there remains a significant gap in our understanding of how these practices function and evolve in online spaces. While much research has been conducted on multilingual communication in face-to-face settings, the dynamics of these practices in the context of digital communication are less well understood. This gap in knowledge is particularly significant given the growing importance of online interactions in both personal and professional domains. As online platforms continue to shape the

way we communicate, it is essential to examine how multilingual individuals use code-switching and translanguaging to navigate these digital spaces (Gee, 2015; Herring & Androuso, 2015; Hsieh, 2017; Wei, 2018).

This study seeks to address this gap by exploring the ways in which multilingual individuals use code-switching and translanguaging in their online interactions. By analyzing digital communication practices in various online platforms, such as social media, messaging apps, and online forums, this research aims to provide a deeper understanding of the linguistic strategies employed by multilingual speakers in digital contexts. Specifically, this study will examine the factors that influence the use of code-switching and translanguaging, such as the social context of communication, the relationship between interlocutors, and the medium of communication. It will also explore how these practices contribute to the construction of identity, the negotiation of meaning, and the maintenance of cultural ties in the digital age.

Furthermore, this study aims to explore the implications of these practices for language learning and multilingual education. As more individuals engage in digital communication across languages, understanding the ways in which code-switching and translanguaging function in online spaces can offer valuable insights into how language learners develop their linguistic competencies. Additionally, this research will contribute to the ongoing debate about the role of multilingualism in contemporary society, shedding light on the ways in which digital technologies are reshaping the linguistic landscape and creating new opportunities for multilingual expression.

In conclusion, the rapid expansion of digital technologies has created unprecedented opportunities for multilingual communication, allowing individuals to engage in practices such as code-switching and translanguaging with greater ease and frequency. However, despite the ubiquity of these practices in digital environments, their dynamics remain underexplored. This study seeks to fill this gap by examining how multilingual individuals use these practices in their online interactions, offering new insights into the role of digital communication in shaping contemporary multilingualism. By understanding the factors that influence code-switching and translanguaging, this research aims to deepen our understanding of multilingual communication in the digital age and its implications for language learning, identity, and cultural expression. Therefore, this study seeks to answer the following questions:

1. How do multilingual individuals engage in code-switching and translanguaging on social media?
2. What factors influence these practices in digital environments?
3. What are the implications for language evolution and multilingual education?

## II. REVIEW OF LITERATURE

### A. Code-Switching in Digital Environments

Code-switching, the practice of alternating between two or more languages or dialects within a single conversation or utterance, has long been recognized as a crucial aspect of multilingual communication (Gumperz, 1982; Myers-Scotton, 1993). It occurs for various social, psychological, and pragmatic reasons, including identity negotiation, the establishment of solidarity, and the expression of particular meanings that may not be fully conveyed in a single language (Gumperz, 1982). In digital communication, this phenomenon has adapted to the unique affordances and constraints of online platforms, where elements like hashtags, character limits, and multimedia formats provide new ways for speakers to code-switch and create hybrid linguistic forms (Androuso, 2015). These adaptations allow individuals to participate in and shape conversations in ways that would not have been possible in traditional face-to-face interactions.

One of the key factors driving code-switching in digital environments is the freedom to switch between languages fluidly, enabled by the convenience and immediacy of platforms such as social media, blogs, and messaging apps. Code-switching online is often employed for pragmatic reasons, such as emphasizing a particular point or making a message more relatable to a specific audience (Myers-Scotton, 1993). For instance, bilingual individuals may switch from one language to another to signal a shift in topic or to evoke a certain emotion or cultural reference. In Twitter, where brevity is essential due to character limits, code-switching can be used to condense information while conveying more meaning in less space (Androuso, 2015). The inclusion of hashtags further enriches this practice; hashtags can function as a form of code-switching, as they often blend different languages or dialects to link content to broader cultural, political, or social movements. Hashtags such as #BlackLivesMatter or #MeToo, which originated in English, are widely used across languages, and their adoption in digital communication represents a form of hybrid language use, where the hashtag serves as a bridge across languages, contexts, and cultures.

Moreover, the interaction between digital platforms and code-switching reflects broader societal trends of linguistic hybridization. In an increasingly globalized world, where individuals regularly interact with people from diverse linguistic backgrounds, code-switching becomes a tool for navigating complex social landscapes. By seamlessly blending languages and cultural references, multilingual individuals reinforce group identities while also participating in global conversations (Androuso, 2015). This aligns with Gumperz's (1982) notion of code-switching as a strategy for signaling group membership and solidarity. The digital space enhances this phenomenon, offering new opportunities for individuals to engage in multilingual practices that reflect both local and global affiliations.

### B. Translanguaging in Digital Contexts

Translanguaging extends the concept of code-switching by emphasizing the holistic integration of multiple linguistic resources, moving beyond the mere alternation between languages to the fluid combination and negotiation of linguistic tools in real-time communication (García & Li, 2014). Unlike code-switching, which often occurs at specific points of

conversation or within certain boundaries, translanguaging enables speakers to draw upon their entire linguistic repertoire without the constraints of separating languages (García & Li, 2014). This practice is particularly salient in multilingual digital environments, where language boundaries are often fluid, and communication takes place across diverse modalities, including text, audio, images, and video.

In online settings, translanguaging appears in various forms, especially in the production of memes, videos, and other multimodal content, which often blend text, images, and audio to create new communicative meanings. These digital forms challenge traditional notions of language boundaries by allowing individuals to use multiple languages or linguistic varieties in ways that transcend the limitations of individual language structures. For example, memes are a prominent form of digital communication where users frequently combine different languages or dialects, often mixing English with regional languages or even incorporating slang and emojis. This practice reflects the fluidity of linguistic boundaries in digital spaces and highlights how translanguaging can function as a creative tool for expressing complex ideas or social commentary (Herring & Androutsopoulos, 2015).

The multimodal nature of translanguaging in digital contexts emphasizes the interplay between different semiotic resources, such as text, visual elements, and sound, in the creation of meaning (Jørgensen et al., 2011). In platforms like YouTube, Instagram, and TikTok, content creators regularly produce videos that incorporate several languages in the narration, while also integrating non-verbal elements like gestures, facial expressions, and music to further amplify the communicative impact. This process challenges the traditional boundaries of written or spoken language by enabling users to express themselves through a combination of linguistic and semiotic resources, thus promoting a more inclusive and flexible understanding of communication.

Jørgensen et al. (2011) argue that translanguaging is a process of meaning-making that transcends linguistic boundaries and fosters new ways of communicating, particularly in spaces where individuals have access to multiple languages and cultural references. Online platforms provide a fertile ground for translanguaging practices, as they encourage users to blend different linguistic and cultural resources to connect with a broader audience. The practice of translanguaging, particularly in social media, reflects an evolving view of multilingualism as an integrated resource for meaning making, rather than as a strict set of separate languages that should be used in isolation (García & Li, 2014). This has important implications for how language is conceptualized in digital spaces and for how individuals navigate their multilingual identities.

### *C. Digital Multilingualism: Opportunities and Challenges*

The rise of digital communication has brought about significant opportunities for the promotion of multilingualism, especially for minority and endangered languages, which often struggle for visibility in traditional media. According to Crystal (2001), the internet has democratized communication, allowing individuals from various linguistic backgrounds to share their languages and cultures with a global audience. Digital platforms have enabled minority language speakers to engage in public discourse, advocate for their languages, and create digital content that reflects their linguistic and cultural heritage (Warschauer, 2002). This democratizing potential is especially important in the context of languages that are at risk of extinction, as the internet provides a space for revitalization efforts and for maintaining connections between speakers, regardless of geographic distance.

However, the influence of dominant languages like English continues to shape online multilingual practices, creating tensions between linguistic diversity and the global hegemony of English in digital spaces (Danet & Herring, 2007). While digital platforms provide opportunities for linguistic expression and cultural exchange, the predominance of English in online communication often marginalizes languages that lack the same level of representation or technological infrastructure. English has become the lingua franca of the internet, influencing the design of digital tools, the content of websites, and the norms of online communication. As a result, many speakers of minority languages are compelled to navigate this digital landscape in ways that often require the use of English or other dominant languages. This raises important questions about linguistic equity and the preservation of linguistic diversity in the face of digital globalization.

In light of these dynamics, digital multilingualism is characterized by both opportunities and challenges. While digital platforms enable the expression and preservation of linguistic diversity, they also perpetuate the dominance of certain languages and reinforce power imbalances in global communication. The study of multilingual practices in digital environments, therefore, requires a nuanced understanding of how language is used in relation to issues of power, identity, and access (Danet & Herring, 2007). Scholars such as Crystal (2001) and Warschauer (2002) highlight the importance of considering the implications of digital multilingualism not only for language learning and cultural preservation but also for broader issues of social inclusion and justice.

In conclusion, the intersection of code-switching, translanguaging, and digital multilingualism represents a rich and evolving area of research that speaks to the changing nature of language use in the digital age. Code-switching, a well-established phenomenon in multilingual communication, adapts to the affordances of digital platforms, where hybrid linguistic forms emerge in response to character limits, hashtags, and multimedia formats. Translanguaging extends this idea by emphasizing the fluid integration of linguistic resources, particularly in multimodal online content such as memes and videos. Finally, the study of digital multilingualism reveals both the democratizing potential of online spaces for minority languages and the ongoing dominance of English in shaping multilingual practices. As digital communication continues to evolve, these linguistic practices will play an increasingly important role in shaping the future of language and communication in a globalized world.

### III. METHODS

#### A. *Participants*

The study engaged a total of 120 participants between the ages of 18 and 35, all of whom were fluent in at least two languages. Recruitment was conducted through various online platforms, ensuring a diverse and representative sample. These platforms included social media networks, academic forums, and online language learning communities. The participants' linguistic backgrounds were intentionally varied, covering a wide range of language pairings and combinations. Specifically, the study included individuals who spoke languages such as English, Spanish, Hindi, Mandarin, and Arabic, among others. Many participants were fluent in more than two languages, reflecting the growing trend of multilingualism in a globalized world. This diversity was critical to the study's aim of examining patterns of code-switching and translanguaging across different linguistic and cultural contexts.

The selection criteria for participants included proficiency in at least two languages, active engagement on social media platforms, and willingness to provide consent for their social media activity to be analyzed. To ensure inclusiveness, participants were from various geographical regions, including North America, Europe, Asia, and the Middle East. By incorporating such a broad demographic range, the study aimed to capture the nuances of language use in digital spaces and identify potential cross-cultural variations in translanguaging practices.

#### B. *Data Collection*

The data collection process comprised three primary methods: surveys, content analysis, and interviews. Each method was designed to address specific aspects of the research questions and provide a comprehensive understanding of the phenomenon under study.

Participants were asked to complete detailed questionnaires focusing on three key areas: language use, online habits, and motivations for engaging in code-switching and translanguaging. The surveys were designed to capture both quantitative and qualitative data. Questions ranged from multiple-choice and Likert-scale items to open-ended prompts that allowed participants to elaborate on their experiences and perspectives. The language use section explored participants' linguistic repertoires, including their primary and secondary languages, frequency of use, and contexts in which they employed these languages. The section on online habits examined the platforms participants used most frequently, the types of content they engaged with, and their general communication practices in digital spaces. Finally, the motivations section delved into why participants chose to code-switch or translanguage, focusing on factors such as audience accommodation, emotional expression, and cultural identity.

A corpus of 1,200 social media posts was collected for content analysis, offering a rich dataset to explore instances of code-switching and translanguaging. Participants provided access to their public posts on platforms such as Twitter, Instagram, and Facebook. These posts were selected based on predefined criteria, such as the presence of multilingual content and interaction with diverse audiences. Each post was coded manually by a team of trained researchers to identify occurrences of code-switching, translanguaging, and other relevant linguistic phenomena. The coding process involved categorizing the posts based on language pairs, context of usage, and the apparent intent behind the language choices. For instance, posts that combined English and Spanish were analyzed for patterns such as lexical borrowing, syntactic blending, and contextual switching. The analysis also considered the social and cultural implications of these practices, such as their role in fostering community engagement or expressing identity.

To gain deeper insights into the motivations and perceptions underlying code-switching and translanguaging, semi-structured interviews were conducted with a subset of 20 participants. These participants were selected based on their survey responses and the richness of their social media content. The interviews were conducted via video conferencing and lasted approximately 45 to 60 minutes each. Participants were asked open-ended questions about their experiences with multilingual communication, the challenges and benefits of code-switching, and their perceptions of how these practices were received by their audiences. Interviewers also probed participants' emotional and cognitive processes when choosing to switch languages or translanguage in specific contexts. The qualitative data obtained from these interviews provided a nuanced understanding of individual and collective language practices, complementing the findings from the surveys and content analysis.

#### C. *Data Analysis*

The analysis of the collected data was conducted using a combination of quantitative and qualitative methods to ensure a comprehensive interpretation of the findings. Quantitative data from the surveys and content analysis were processed using statistical software, such as SPSS and R. Descriptive statistics were calculated to summarize participants' language use, online habits, and motivations. Inferential statistics, including chi-square tests and regression analyses, were employed to identify significant relationships between variables, such as the correlation between language proficiency and the frequency of code-switching. Network analysis techniques were also used to map the connections between participants' linguistic practices and their social media interactions, shedding light on how multilingual communication facilitates digital community building.

Qualitative data from the interviews underwent thematic coding to uncover recurring patterns and themes. Researchers used software such as NVivo to organize and analyze the data systematically. Thematic analysis focused on identifying key motivations for code-switching and translanguaging, such as cultural identity, audience engagement, and emotional

expression. Additional themes included the challenges participants faced in navigating multilingual spaces, such as misunderstandings or stigmatization, and the strategies they employed to overcome these obstacles. The qualitative findings provided context and depth to the quantitative results, highlighting the complex interplay between language, culture, and digital communication.

By integrating these diverse data sources and analytical approaches, the study offered a holistic view of multilingual practices in online spaces, contributing valuable insights to the fields of sociolinguistics and digital communication.

## IV. RESULTS

### A. Frequency of Practices

An analysis of the collected social media posts revealed distinct trends in multilingual practices. Code-switching appeared in 68% of the analyzed posts, predominantly influenced by audience composition and platform norms. Translanguaging was identified in 42% of posts, with a notable prevalence in multimedia content, such as videos, memes, and image captions (See Table 1).

TABLE 1  
CODE-SWITCHING AND TRANSLANGUAGING FREQUENCY

Practice	Frequency	Key Influences
Code-switching	68%	Audience composition, platform norms
Translanguaging	42%	Multimedia content, expressive needs

The analysis of 1,200 social media posts highlighted significant trends in code-switching and translanguaging practices. Below are some examples that illustrate these practices, providing a deeper understanding of their frequency, context, and key influences (See Table 2). Code-switching emerged as a key strategy for accommodating diverse audiences and adhering to the unique norms of various social media platforms. Users frequently switched between languages to connect with multilingual followers and ensure their posts resonated widely. This practice was particularly prominent on platforms like Twitter, where brevity and conciseness are valued due to character limitations. By alternating languages strategically, users could maintain clarity while reaching broader audiences, exemplifying the platform's emphasis on short-form, accessible communication.

Translanguaging, in contrast, thrived in multimedia contexts, where users blended languages to enrich storytelling and emotional expression. Platforms like WhatsApp and Instagram naturally supported this practice with features that integrate text, images, and videos seamlessly. For example, users often added captions in multiple languages to complement visuals or combined spoken and written elements in video content. This interplay between linguistic and multimedia modes allowed users to create vibrant, contextually rich posts that connected deeply with their audiences, leveraging the expressive potential of these platforms.

TABLE 2  
EXAMPLES OF CODE-SWITCHING AND TRANSLANGUAGING PRACTICES

Example Type	Platform	Languages Used	Example	Context	Key Influence
Code-switching	Facebook	English-Spanish	"Had an amazing time at the fiesta! Everyone was dancing, y la comida estaba deliciosa."	Reflecting bilingual identity and mixed audience engagement.	Audience composition.
Code-switching	Twitter	Hindi-English	"Can't believe it's already December! कितना काम बाकी है अभी तक (still so much work left)."	Expressing personal sentiment in a short-form post.	Platform norms and emotional resonance.
Code-switching	Instagram	English-Arabic	"Weekend vibes with my crew الحمد لله (Thank God) for these moments!"	Combining global accessibility with cultural/religious sentiment.	Mixed audience, visual emphasis.
Translanguaging	WhatsApp	English-Tamil	"Dinner was great! Made some amazing dosa at home. சென்னை (like I said), it was delicious!"	Conversational tone in a private setting.	Private conversations and expressive needs.
Translanguaging	Instagram	English-Mandarin	[Caption over a video of dumplings]: "Cooking night with grandma. 这个是她教我的 (This is what she taught me)."	Storytelling through multimedia.	Multimedia format and cultural expression.
Translanguaging	YouTube	English-Arabic	"This song brings back memories! شكرا على التوصية (Thanks for the recommendation)."	Shared cultural experience in a global forum.	Expressive needs and audience interaction.

### B. Motivations

Participants frequently blend languages in their social media posts to emphasize their cultural heritage and celebrate personal or communal traditions. For instance, during festivals like Diwali or Ramadan, users incorporated native language phrases alongside English to convey authenticity and pride in their roots. This practice not only reaffirmed their

connection to their heritage but also resonated with like-minded individuals in their digital communities, creating a shared sense of identity and belonging.

Using phrases from multiple languages, participants actively fostered inclusivity and engagement with their multilingual audiences. By addressing followers in different languages, they created posts that felt personal and relatable to diverse groups. For example, a user might greet their audience in English while adding culturally specific terms in another language. This intentional multilingual approach not only broadened their reach but also deepened connections, fostering a sense of appreciation and relatability among their audience.

Multilingual users often switched between languages naturally, selecting words or phrases that were most apt for the context or emotion they wished to convey. This flexibility allowed them to fill lexical gaps or simplify communication without losing meaning. For example, a user might use a term in Hindi or Arabic that lacks a direct translation in English, ensuring their message was precise and efficient. This approach saved time and made their interactions more intuitive and impactful (See Table 3).

TABLE 3  
MOTIVATIONS FOR MULTILINGUAL PRACTICES WITH EXAMPLES

Motivation	Examples	Percentage of Mentions
<b>Identity Expression</b>	Reflecting cultural heritage and personal identity through language choice.	<b>40%</b>
	- Instagram post: “ <i>Celebrating Diwali at home! शुभ दीपावली (Happy Diwali) to everyone.</i> ”	
	- Facebook status: “ <i>So proud of our culture. ¡Feliz Día de los Muertos! (Happy Day of the Dead)</i> ”	
	- WhatsApp status: “ <i>Nothing beats Mom’s biryani! الحمد لله (Thank God) for her recipes.</i> ”	
<b>Audience Engagement</b>	Appealing to multilingual audiences and enhancing relatability through inclusive language practices.	<b>35%</b>
	- Twitter post: “ <i>Finally watched the new movie. Muy emocionante! (Very exciting!) Who else loved it?</i> ”	
	- YouTube comment: “ <i>Great vlog! आपका वीडियो बहुत अच्छा है (Your video is very good), keep it up!</i> ”	
	- Instagram story: “ <i>Shoutout to my followers in the Philippines! Salamat for all the support. (Thank you)</i> ”	
<b>Convenience</b>	Simplifying communication by filling lexical gaps or using the most efficient language available.	<b>25%</b>
	- Twitter post: “ <i>Can’t believe the party’s tomorrow! सब कुछ तैयार है? (Is everything ready?)</i> ”	
	- WhatsApp message: “ <i>Let’s meet near the bazaar. Auto le lenge (We’ll take an auto).</i> ”	
	- Instagram caption: “ <i>Work mode on. कोशिश करो (Keep trying), success is near!</i> ”	

The analysis also highlighted variations in multilingual practices across different social media platforms. WhatsApp and Instagram encouraged translanguaging due to their multimedia features and conversational nature. Conversely, Twitter exhibited higher rates of code-switching, attributed to its character limit and the need for concise communication (See Table 4).

TABLE 4  
PRACTICES AND ALIGNED PLATFORMS

Platform	Predominant Practice	Frequency in Posts	Key Factors
WhatsApp	Translanguaging	65%	Support for multimedia, private conversations
Instagram	Translanguaging	55%	Visual content integration
Twitter	Code-switching	72%	Character constraints, brevity focus

## V. DISCUSSION

The findings from this study offer a detailed exploration of how multilingual individuals engage in code-switching and translanguaging on social media platforms. Through an analysis of 1,200 social media posts, we observe distinct trends in these practices, influenced by factors such as audience composition, platform norms, and the nature of multimedia content. This discussion will delve into these findings, aligning them with the key research questions posed: [1] How do multilingual individuals engage in code-switching and translanguaging on social media? [2] What factors influence these practices in digital environments? [3] What are the implications for language evolution and multilingual education?

Multilingual individuals utilize both code-switching and translanguaging as adaptive strategies in their social media interactions, with each practice serving different communicative needs. Code-switching, which occurred in 68% of the analyzed posts, primarily emerges as a response to audience composition and platform norms. For example, bilingual users on Facebook or Twitter may switch between languages like English and Spanish or Hindi and English to accommodate diverse audiences, signaling inclusivity and expanding reach. Code-switching also serves as a means of efficiency, allowing speakers to convey personal sentiment concisely, especially on platforms like Twitter, where brevity is paramount (Abdulaal, 2020).

On the other hand, translanguaging, observed in 42% of the posts, is more prevalent in multimedia content, where users blend languages to enrich the emotional and cultural resonance of their messages. This was particularly evident on platforms like Instagram, WhatsApp, and YouTube, where users often integrate text with images, videos, and memes. For instance, captions in multiple languages, combined with visuals, allow users to share a richer narrative that appeals to their multilingual audience. The blending of languages across different modes of communication not only enhances expressiveness but also builds connections by creating contextually rich content.

Studies by Piller (2017), Wei (2018), Hymes (1972), and Leung and Street (2012) support the notion that code-switching and translanguaging are tools for creating stronger social ties and promoting personal identity online. They suggest that these practices are more than just linguistic phenomena; they reflect an ongoing negotiation between identity, community, and technology. Code-switching, in particular, becomes a strategic move to reach broader audiences while respecting the linguistic diversity of the speaker's digital community.

The findings highlight several key factors that influence the use of code-switching and translanguaging in digital environments, with platform features, audience composition, and the nature of the content being critical variables. The type of platform plays a significant role in determining the frequency and form of multilingual practices. On Twitter, where character limits and conciseness dominate, code-switching was more common (72% of posts) as users alternate between languages to convey their messages in a succinct manner. This aligns with the findings of Crystal (2003) and Markham and Baym (2020), who observed that Twitter's brevity encourages users to switch languages for clarity and emotional impact within tight word constraints. On the other hand, platforms like WhatsApp and Instagram, which allow for multimedia integration, are more conducive to translanguaging. The visual elements of these platforms provide an additional layer for expression, where the combination of images, videos, and text in multiple languages enhances the richness and context of the message.

The composition of the audience also significantly influences language choices. In multilingual communities, speakers often switch between languages to engage with diverse groups, fostering a sense of inclusion and belonging. The findings suggest that users with multilingual followers are more likely to use code-switching to ensure their posts resonate with different linguistic communities. The study by Ochs (2013), Pennycook (2018), Phillips (2020), and Blommaert and Rampton (2011) support this observation, highlighting those code-switching functions as a social tool that aligns communication with audience expectations and identities.

Translanguaging often arises from the need to express complex or culturally specific ideas that cannot be adequately conveyed in a single language. For example, users may incorporate local terms, expressions, or phrases in languages such as Hindi, Arabic, or Mandarin, which have no direct equivalents in English. This is particularly true in posts related to cultural events or personal experiences, where blending languages allows for a richer, more authentic narrative. This approach also reflects cognitive and cultural processes, where speakers draw on their entire linguistic repertoire to communicate meaningfully, as noted by Garcia and Wei (2014) and Herring and Androutsopoulos (2015).

The prevalence of code-switching and translanguaging in digital spaces signals broader shifts in language evolution and offers valuable insights for multilingual education. These practices are not isolated to informal, casual contexts but are deeply embedded in how people negotiate their identities and relationships in the digital world. The increasing use of code-switching and translanguaging in digital communication reflects the fluidity of linguistic boundaries. As technology facilitates real-time, global interactions, the strict separation between languages becomes less relevant. This trend mirrors what scholars like Androutsou (2015) have observed in the rise of hybrid linguistic forms in digital communication. Multilingual individuals no longer feel bound by traditional language structures and may freely switch between languages to express themselves more authentically. The result is a dynamic evolution of language, where new hybrid forms emerge, and old norms of linguistic purity become increasingly blurred.

The findings also have implications for multilingual education. The fluid use of multiple languages in digital environments challenges traditional monolingual pedagogies that often separate languages into distinct categories. Translanguaging, as observed in the study, offers a more holistic approach to language learning, where students can draw from their entire linguistic repertoire to understand and communicate effectively. This approach has been championed by educators like Creese and Blackledge (2010) and Piller (2016); Swain and Lapkin (2011), who argue that translanguaging supports cognitive development and deepens cultural understanding. Integrating translanguaging into educational practices can enhance students' linguistic flexibility and prepare them for a multilingual, interconnected world.

However, the dominance of English in digital spaces raises important questions about the accessibility and inclusivity of these new linguistic practices. While translanguaging offers greater linguistic expression, the dominance of English may limit its scope, particularly for those whose primary language is not English. This creates a digital divide, where non-English speakers might feel marginalized. To ensure the inclusivity of multilingual digital environments, educational systems and digital platforms must foster policies that promote multilingualism and ensure equal representation of minority languages.

## VI. CONCLUSION AND IMPLICATIONS

The findings from this study confirm the adaptive and creative use of code-switching and translanguaging in digital spaces. These practices allow multilingual individuals to navigate diverse linguistic environments effectively, but they also raise important questions about language evolution and digital inclusivity. As platforms continue to evolve and the

global exchange of ideas grows, these practices will likely shape the future of digital communication and multilingual education. By embracing the fluidity of language and supporting inclusive policies, we can create digital spaces where multilingualism thrives, benefiting both speakers and communities worldwide.

The findings have significant implications for sociolinguistics, offering insights into digital language practices and language evolution in globalized contexts. In education, incorporating digital translanguaging strategies can support multilingual learners, fostering more inclusive teaching approaches. For technology, developers are encouraged to design platforms that accommodate diverse linguistic needs, promoting inclusivity and ensuring equitable access for users from various linguistic backgrounds, ultimately contributing to a more accessible and interconnected digital world.

#### ACKNOWLEDGEMENTS

This study is supported via funding from Prince Sattam bin Abdulaziz University project number (PSAU/2024/R/1446).

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