PEOPLE'S DEMOCRATIC REPUBLIC OF ALGERIA

MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC RESEARCH

UNIVERSITY OF TLEMCEN

FACULTY OF LETTERS AND LANGUAGES

DEPARTMENT OF ENGLISH

Investigating Code Switching in Social Media: Case of Facebook Users

Dissertation submitted to the department of English as a partial fulfilment of the requirements for the degree of Master's in Language Studies

Presented by: *Supervised by:*

Miss. Imane Rachida DELHEM   **Prof. Rahmouna ZIDANE**

Board of Examiners

Dr. Kamila BELHADJ TAHAR	**MCB**	**President**
Prof. Rahmouna ZIDANE	**Prof**	**Supervisor**
Mrs. Nassima HAMZA CHERIF	**MAA**	**Examiner**

Academic Year: 2023-2024

Declaration

I declare that this thesis represents my own work, except where due acknowledgement is made, and that it has not been previously included in a thesis, dissertation or report submitted to this University (Aboubekr Belkaid .Tlemcen)or to any other institution for a degree, diploma or other qualifications.

Dedication

The completion of this thesis would not have been possible without the assistance of

several people:

First and formost,I would like to say my sincere gratitude to my dear father 'Delhem

Djamel Eddine' for his encouragements and prayers.

Very special thanks go out to my dear lovely sister 'wassila for her encouragement,

kindness, understanding, love and care.

I dedicate this humble work to my family to all people I know and whom I have forgotten

to mention.

Acknowledgements

First of all, I would like to express the most gratitude and praise to God for this
help, affection and generosity in completing this work. Then, peace and blessing upon our
beloved prophet Mohammed(PBUH)and all his followers.

Although only my name appears on the cover of this thesis, many people have contributed
and helped me a lot to its production. I am truly grateful to my supervisor Prof. Zidane
Rahmouna ,whose valuable insights and guidance have made the completion of this thesis
possible. I consider myself incredibly fortunate and lucky to have had the opportunity to
work with her; without her guidance, criticism, and encouragement, a far inferior product
would have resulted.

To the Jury members, thanks a lot for the time devoted to evaluate this
work, for their valuable comments and precious remarks.

Abstract

Code switching is considered as a strategic tool that bilinguals possess to create social conversation and effective conversational functions emphasising the messages conveyed. This sociolinguistic perspective relies on the basic assumption of code switching as speakers select their codes according to the context and the situation. The present study tries to investigate code switching in social media and its influence on facebook users. It explores the occurrences of code switching in daily conversations of Facebook users. This research work aims at discerning the main sociolinguistic factors that affect the use of code switching in social media. It incorporates both quantitative and qualitative methods using a questionnaire and observation. The results of the study revealed the influence of code switching on facebook users according to the state of the speakers and the change of the topics.

Table of Contents

List of Figures

List of Acronyms

Generation X: people born between 1946 and 1964.

Generation Y: people born between1965and 1979.

Generation Z: people born between1995 and 2009.

General Introduction

Facebook has now become the most popular social networking tool. Its popularity has transformed it into acceptable platform for education purposes and to express themselves. The purpose of this research is to investigate code switching in social media by Facebook users. In the social media code switching is still dominant. The issue consists of alternating languages between people during communication or writing. Facebook users are not able to handle their language process; instead they are overreliant on the source language. They seem to be unable to use sentences without code switching; they always switch code in their conversation on Facebook.

Facebook users code switch to facilitate their conversation and express themselves in different situations. Thus, this research work attempts to explore code switching on Faceboook. First, it aims at investigating the reasons behind code switching in social media. In addition, it seeks to explore the use of code switching in social media consciously and subconsciously by Facebook users. The main question is:

Do Facebook users code switch in social media?

Consequently, the researcher strives to answer the following questions.

1-what are the reasons that push Facebook users to code switch?

2. In which situation do Facebook users code switch?

The above mentioned questions led to formulate the following hypotheses:

1- Difficulties in writing push Facebook users to code switch.

2. Facebook users code switch in a situation where they cannot use their target language.

In fact, the eagerness to reach the previously set objectives drives the research to deal with Facebook users in social media. This case study will collect both qualitative and quantitative data from different sources relying on a set of research instruments: a questionnaire for Facebook users and observation in social media. The results will be analysed and triangulated on the basis of a mixed approach combining qualitative and quantitative methods.

To carry out this case study research, the present work is purpose fully divided into two interrelated chapters. The first one reviews the literature on code switching and provides the theoretical background for the issue under investigation. It seeks to draw a

clear description of the use of code switching on Facebook and social media. The second chapter is devoted to case study. It deals with the research design and methodology through a detailed description of the data collection procedure and the research instruments. It is concerned with the analysis and interpretation of data.

Using more than one language within the same conversation is a phenomenon that characterises bilinguals and can be found all over the world. Indeed, in each speech used by Facebook users the speakers use two or more languages when they communicate with each other on Facebook. In this respect this study attempts to explain the main social, and reasons of code switching by Facebook users.

Chapter One:

Literature Review of Code Switching in Social Media

1.1 Introduction

The objective of this research work is to investigate code switching in social media by Facebook users. This chapter provides a literature review of the studies of code switching. It begins first with the definitions of code switching. It explains the reasons of code switching and code switching in social media.

1.2 Code Switching

Code switching appeared since ancient times, it has become used by people to clarify speech and understand each other. The speakers may switch to a shared language or dialects to establish rapport and facilitate understanding or create a sense of solidarity. Moreover? it allows speakers to express their cultural ethnic or social identities. The term code switching appeared in the 1950's. This term has attracted sociolinguists' attention. It was introduced for the first time by Hans Vogt in his book *Language contacts* in 1954. Vogt does not consider it a linguistic phenomenon, but rather a psychological one. According to Weinreich (1953), code switching is evidence of insufficient language knowledge and is only a random switching between languages. Gumperz (1970) focused on both the sociolinguistic and pragmatic aspects of code switching: in1982, he mentioned the relation between the choice of language variety and the verbal repertoire of an individual (Kunzler, 2019, p.11).

Code switching is to speak two varieties of a language or to talk two languages. "Code switching is a such wide spread phenomenon which has existed in both monolingual and bilingual communities for thousands of years"(Hukara, ,2022, p.15). The term code switching is divided into two parts code and switching. The first is code means implies a variety of concepts ideas, depending on the field that it is embedded in. The second is switching means changing of the position of mental toggle switch between varieties or dialects, and or languages, bilingualism is the feature of code switching and related to bilingual people. Code switching refers to"instances when speakers switch between codes, languages or language varieties, in the course of a conversation" (Swann, 2004,p.40-41 as cited in Hutauruk , 2016, p.10).

Code switching is "the juxtaposition within the same speech exchange of passages of speech belonging to two different grammatical systems or subsystems"(Gumperz, 1982,

p59 as cited in Alaiyed, 2020, p.262). From this quotation, one can understand that code switching takes the form of two subsequent sentences when a speaker uses a source language to convey a message or a statement in a conversation. Code mixing is used as solidarity marker in multilingual society. It refers "…to all cases where lexical items and grammatical features from two languages appear in one sentence (Muysken, 2000, p.11as cited in Alaiyed, 2020, p.265). The word used from one language may easily trigger the use of other words in the same language either before that word or subsequently.. speakers can decide when to switch and when not, it is less obvious that they can control transfer in the same way.

> According to Paradis (2004; 212), the implicit grammar of code mixing …does not require anything beyond the requirements of the individual languages ::"the only constraint seems to be that each speech segment of a mixed utterance should not violate the grammar of the language of that segment"(Treffers-Daller,2009,p.9).

Code mixing is a communication strategy used by bilinguals in which the speaker of one-language transfer's elements of different language; switching and mixing resulted from language contact. Both of code switching and code mixing are different terms in linguistics. Code switching occurs between two or more languages or language varieties in a single conversation or interaction. It   is the change of one language to another within the same utterance. It is a common phenomenon in societies in which two or more language are used.

1.3 Types of code switching

Poplack (2000) distinguishes three types of code switching: extrasentential, intersentential, and intrasentential (as cited in Mabule, 2015,p.342).

> Extrasentential switching is the insertion of tag elements from one language into a   monolingual discourse in another language. Tag elements are words or phrases from another language which are inserted at the end of a sentence or utterance boundary. The switch occurs outside the sentences or phrase as explained prior…Intersentential switching refers to switching at the sentence or utterance boundary(Poplack, 2000 as cited in Mabule, 2015,p.342).

Intersentential code switching occurs both within a turn and between turns, the latter being the more common situation. According toyletyinen (2004, p.103 as cited Mastura et al ,2013, p 462) inter-sentential code switching which was used almost as consistently for other functions in the classroom. In this context he says:" The most employed type to be used in teaching grammar in the EFL classroom...providing explanations, requesting help, or information interaction". Intrasentential switching is characterised by a switch from one language to another language within a single utterance; the speaker may switch parts of clauses, lexical, morphs within sentence or clause.

Moreover, Romaine (1989,p.112 as cited in Mastura et al., 2013, p.2)states that"tag switching is as the insertion of words that can be mentioned anywhere within the boundary of a sentence or speech without violating the grammatical rules of that sentence". However, The clause or sentence might have been in L1 before changing to L2 (Yletyine 2004,p.15 as cited in Mastura et al., 2013,p. 459). The meaning of code switching is influenced by extralinguistic factors such as topic,interlocutors, setting and the alternate use of lexical items from the non-native language into the system of the native language (Kumar 1986,p.195 as cited in Hutauruk, 2016, p.7).Proficiency in both languages is a prerequisite in avoiding structural errors. "Bbilinguals only code switch with other bilinguals with whom they shared a dual language identity"   (Bullock &Toribio, 2009,p.10).

Hoffman (as cited in Hutauruk, 2016, p.9) provided some examples of the types of code switching For instance strawberry is said stroberi by Indonesian speakers; this example of occurrence which commonly is pronounced as in English. "Code switching is the ability to select the language according to the interlocutor and the topic of conversation"(Meisel, 1994,p.415as cited in Bengudda, 2017, p.38). Code switching is related to anyone who is able and capable to talk and speak two languages or varieties at the same time. Code switching has to be looked on the characteristics used between speakers.

> Linguists consider code switching a style of speech that require an advanced level of competence in all the languages involved. Large parts of the population, on the other hand, see code switching as an indication for lack of competence or linguistic decline .The negative prejudices against the

phenomenon are especially dominant in the pedagogical fields,where the change of language is seen as degrading (Muller et al ,2005,p.1111as cited Bengudda, 2017, p.38).

This phenomenon causes speakers to lose their first linguistic items; they continue the sentence in the other language. " One phenomenon closely linked to plurilingualism is code switching; it describes the act,when a plurilingual person switches between two or more languages in a single discourse, a sentence or a constituent" (poplack, 1980,p.583 as cited in kunzler, 2019, p.9).Clyne mentions triggering; it is related to the central notion of code switching and causes bilinguals to switch between their languages. In this context, "words at the intersection of two language systems, which consequently, may cause speakers to lose their linguistic bearings and continue the sentence in the other languages "(Clyne, 1991,p.193 as cited in Benguedda, 2017,p.41).). Code switching has been spread very quickly and studied by linguists nowadays

1.4 Functions of Code-Switching

Researchers attribute diverse functions to code-switching. The sociolinguistic, interactional and social code-switching approaches are pointed out (Kunzler, 2019,p.14-15). Blom and Gumperz (1972) explored the sociolinguistic aspect of code-switching and subdivided it into situational and metaphorical/conversational code-switching. In situational code- switching, language changes as a result of a new situation or social setting. Metaphorical or conversational code-switching concerns the communicative effect when the speaker uses a second language to reply to the Interlocutor (Gumperz, 1982, p. 59-60 as cited kunzler, 2019, p.14- 15).

In other words, Gumperz (1982, p. 80) proposed six functions of conversational code-switching including quotation marking, addressee specification, interjection, reiteration, message qualification and personalisation versus objectivisation . Code switching signals contextual information conveyed through other syntactic or lexical processes (Gumperz, 1982, p. 98 as cited in kunzler, 2019, p.14- 15). The switching serves as a signal that informs the interlocutor about the content. It provides information about the speaker's intention. Auer (1984) divides the functions of code- switching into discursive-related or preference-related. In discourse-related code-switching the speaker's intention is the trigger for the change. In preference-related code-switching, the speaker depends on his or her counterpart.

Appel and Muysken (1987 as cited in kunzler, 2019, p.13- 14) propose six functions: referential, directive, expressive,phatic, metalinguistic and poetic. For them, the focus lies on social positions that can be expressed through the use of code-switching. Other studies on the functions of code-switching include a category concerning identity. In that category, code-switching serves as a way of showing identity (Malik, 1994). Various studies have shown that code-switching activates different social identities in the speaker; the identity function might be the trigger for code-switching; the change of languages during the conversation depends on the origin of the interlocutors (Riehl, 2013, p. 28 as cited in kunzler, 2019, p. 14).

Halim and Maros conducted a study about the functions of code switching in Facebook interaction and they relied on Gumperz conversational code switching. They identified the following causes of utterances of code switching in Facebook" quotation, addressee specification, reiteration, message, qualification, clarification, emphasis, checking, indicating emotions,… economy and free switching function"(2014,p.129-132) . Code switching should be recognized as multifunctional; some instances of code-switching hold the function of identity (Auer, 2013).

Language alternation can be void of identity-relevant meaning in some contexts, and yet in others extremely rich in the identity-work it accomplishes. To take the constructivist approach seriously into account then, would imply finding out for each and every case exactly what identity claims are occasioned by language alternation (Auer, 2005, p. 409)

Situational code switching happens in different situations; metaphorical code switch of languages happens in accordance with the topic (Wardhaugh and Fuller, 2015,p.104 as cited in Hukara,2022,p.5). Situational code switching occurs when they speak one language in one situation and another in a different situation. "Distinct codes are employed in particular settings and speech activities and with different categories and interlocuter, and there is direct relationship between categories of interlocutor, and there is a direct relationship between code use and observable features of a situation" (Bloom and Gumperz, 1972, p.344 as cited in Dauodi and Guitone, 2021,p.11-12).

Metaphorical code switching is in accordance with the group of people. "As the term itself suggests ,metaphorical code switching has an affective dimension to it: you change the code ad you redefine the situation _formal to informal, official to personal

,serious to humorous ,and politeness to solidarity "(Wardhaugh and Fuller, 2015,p.104 as cited in Hukara,2022,p.5).From this quotation, one can understand that this function affects people in different ways. The sociolinguistic aspect of code switching focuses on the relation between linguistic variation and social structures. Speakers use utterances to convey information and interpreted words. Code switching is used for implying meaning according to the context.the functions are so important to make the sociolinguistic context clear to people.

1.5. Reasons of Code-Switching

There are many people who use code switching for several reasons. Since the early 1970's, code switching has gained the interest of scholars. There are many factors that make bilinguals code switch from one language to another and convey the exact meaning. Spolsky says that:

> For bilinguals, shifting for convenience choosing the available word or phrase on the basis of easy availability is commonly related to topics. Showing the effect of domain differences, a speaker 's vocabulary will develop differentially for different topics in two languages.Thus, speakers of a language who have received advanced education in a professional field, in a second language will usually not be able to have the terms in their native language (1998, p.49 as cited in Benguedda, 2017, p.24)

From the above quotation, one can understand that bilinguals who speak two languages or more using these languages to express their ideas and their way of thinking.. Bilinguals code switch because there are some ideas much more simple to express in another language, and it is much more easier for them. The reasons of code switching have been studied by a number of researchers. According to Kelkoula (2018, p.8). Malik (1994),Gumperz (1982) and Kow (2003), developed ten reasons of code switching.

> Lack of facility: speakers code switch when some concepts or appropriate expressions in one variety are not available in the other variety …**.** Lack of Registral competence: speakers code switch because they are not equally competent in the two languages …Mood of the speaker: when the speakers are not in a good state of mind …To emphasise a point: code switching is used as a means of adding

more force to the statement …Habitual Expressions: code switching occurs mainly in fixed phrases like greetings, commands, requests, invitations, expression of gratitude and discourse markers (as cited in Kelkoula, 2018, p.8).

Speakers code switch because they cannot use two languages equally in the sentence and phrases. If they are angry and anxious or nervous, code switching takes place. Speakers code switch to emphasise a certain point due to the importance of the subject and information.

Semantic significance: code switching is a tool for conveying importation and meaningful linguistic and social information…To show identity with a group: code switching is used to signify shared values and experiences by people belonging to the same culture…To address different audience: code switching takes place when speakers tend to address people who have different linguistic background…Pragmatic reasons: code switching may emphasize varying degree of speaker's involvement… To attract attention: code switching is used to attract the attention of the audience through media and advertisements (as cited in Kelkoula, 2018, p.8).

when speakers switch, there must be a reason that stands behind this practice. Grosjean (1982) suggests some reasons for code switching;. Bilinguals code switch "when speaker cannot find proper words or expressions… when there is no appropriate translation for the language being used" (as cited in Almamma, 2021, p.8)

Also when interlocutors, situations, messages, attitudes, emotions generate code mixing… when quoting what someone has said… when emphasizing one's group identity… when specifying the addressee (switching to the usual language of a particular person in a group will show that one is addressing that person)… when talking about a past experience or event that is related to a place or people of the alien code (as cited in Almamma, 2021, p.8-9).

Furthermore Grosjean (1982) adds some reasons of code switching as in thefollowing :(1)Fill a linguistic need for lexical item, set phrase, discourse marker or snetence filler. (2)continue the last language used (triggering). (3)Quote someone

(4)specify addressee (5)qualifiy message; amplify or emphasize… (6)specify speaker involvement or personalize message. (7)Mark and emphasize group identity (8)conveyconfidentiality, anger, and annoyance (9)Exclude someone from conversation (10)change role of speaker raisestatus,addauthority, and show expertise. (Grosjean, 1982,p,153 as cited in Hutaurak, 2016,p,11).

Gumperz (1982) suggests that code switching is influenced by syntactic constraints. "Much syntactic constraints are motivated by underlying factors which depend more on certain aspects of surface from or on pragmatics than on structural or grammatical characteristics" (Gumperz, 1982, p.89-90 as cited in Beguedda, 2017, p.24). Moreover, "people have many reasons of using code switching in multilingual society" (Lismay, 2017, p.86).

> A speaker may similarly switch to another language as a signal of group membership and shared ethnicity with and addressee. Even speakers who are not proficient in second language may use brief phrases and words for this purpose .The switches are often very short and they are made primarily for social reasons to signal the speaker's ethnic identity and solidarity with the addressee. It also functions as identity and relationship between participants who often express a move along the solidarity /social distance dimension (Holmes,1992, p.4 as cited in Lismay, 2017, p.82).

Code switching can depend on pragmatic aspects rather than grammar " Switching is blocked where it violates the speaker's feeling for what on syntactic or semantic grounds must be regarded as a unit " (Gumperz ,1982,p.9 as cited Benggueda,2017,p.380).The reasons of using code switching in language can also be listed according to its functions in communication."Switches often serve several functions at once, and not only emphasis the precise message content but also ethnic. Finally, code switching's function is to express the idea when a speaker lacks vocabulary and knowledge in a language" (Holmes,1992, p.4 as cited in Lismay, 2017, p.82).Speakers code switch to address their specific needs to understand the interests and knowledge levels of the audience. Code switching is based on the practical consideration more than the theoretical one.

1.6 Code Switching in Social Media

Social networking sites have taken a large part in people 's lives and they use this networking extensively. The social media (or network to be specific) is some one of the channel where language is vigorously used. The social media employ different forms of networks to make communication local among such groups or clients. They allow the use of a multiplicity of modes; hypertextuality enables the user to establish a relation with other texts. In other words, communication on social media is a combination of text, images, sounds and video messages (Kress, 2003).

Communication have their way to social media accounts; Language on social media cannot be reduced to written language but must be understood as multimodal coded production(Wyss und Hug, 2016). Therefore, the interactional aspect of communication in social media is fundamental(Kunzler2019,p.15-16).The Internet is becoming world-wide communication medium. It has the ability to connect people linguistically.   Many researches have been done to observe the usage of language shown by most users on different online platforms particularly in switching codes.

> Language exposure and borrowing is a normal and common phenomenon in most languages all over the world….code switching… in social media is a manifestation of change, and also a way for people in general to assert the voice of their generation….How to code switch depends on the perception and consciousness of users. Using it at the right time and the right place (Tuan,2021, p.40).

The phenomenon of code switching in social media has attracted attention in society as a result of globalization and development in the digital age. "Even though generation X might have lived to see digital technology developing, the age that were exposed to digital technology the way we have it now is very different than how generation Y or generation Z experience it "(Hukara, ,2022, p.18). Most of them are bilinguals and speak foreign languages. With the explosion of social networks and globalization, they need a fast and effective approach to communicate information and ideas with each other like: mixing the mother tongue with foreign languages, using abbreviations and changing word forms.

In this era, code switching becomes widespread in social media platform. Social networking sites have a big importance in multilingual practice. Their social media could easily be connected to facilitate code switching in sociolinguistic perspective..Code switching on social media is much more varied and complex than in spoken discourse. "Social networking sites must be seen as important sites of contemporary multilingual practice in a globalised and mediatised world" (Androustsopoulos, 2015 p.202 as cited in Benguedda, 2019,p.17).The role of language and code switching in social media appeal to communication and identity. social media have an important aspect of language that is used by speakers to communicate with each other (Hukara, 2022,p.12). They have become a platform for people to interact with others, share life updates as well as express themselves (NurRasyidah 2023,p.1286). Social networking sites have become a companion of human nowadays, like a shadow in his daily life and he cannot release his life without social media.

1.7 Code switching on Facebook

The Internet is a global network and electronic devices. Facebook is one of the popular types of the social media; it is very dynamic nowadays. It is one of the means social media significantly affected people to use code switching in writing status. However the social networking sites in general and Facebook, in particular serve as a context to satisfy their needs . Also, the use of facebook could affect people personal characteristics like self-esteem (syam, 2022,p.18). Facebook can have not only social applications but also academic uses. "Teachers have to find out where the students are, and work from there, well, the students are on Facebook "(Petosky,2014, p.1 as cited in Epinsosa, 2015,p.1-2) . Facebook like any other form of the social network can be used to connect friends, customers and classmates . Most of the users of Facebook are teenagers and school age youth.

The language of Facebook is in the state of flux. People use all forms of acronyms and neologisms to represent their ideas and opinion. Facebook is a place where occurrences of code switching are high. Facebook users tend to switch from one code or another while communicating with each other. They often mix and switch their languages While communicating on Facebook with each other, people often switch codes just like they do in regular life (syam, 2020,p.1-2). Facebook users tend to switch using other languages, such as phrases, Words, or even sentences seen on the internet sites.Code switching is used to show up the Facebook users self-esteem to support their condition of

"social life "or "social identity "using two or more languages to be accepted in that digital community. (Erikson, 1993as it cited in syam, 2020,p.18).

The consequences of code switching on the language of Facebook users have two sides: positive and negative. Facebook helps English language learners to interact with peers: they feel comfortable to express their ideas and opinions in English (Wu and Hsu ,2011) Facebook informal setting helps learners to feel less more confident to use English (salehi, 2012). It provides more possibilities for learning with both online and offline learning opportunities.

Especially, social media offers a meditational means for students to play with their identity. Each site orapp has its own culture, styles, and Conversation, the culture of the social media site Facebook for example, is based on how people Post status updates and comments or like the posts of other and here by also influences how its users write, self-present, and evaluate others (Dressler, 2016,p.24 as cited in Kunzler, 2019, p16-17).

Despite the evidence of Facebook's positive influence, experts have also pointed out some of its negative sides. Facebook may contain grammatical and technical faults. It does not promote the development of all linguistic skills. Learners' writing skills are negatively impacted by their Facebook chatting habits; they tend to acquire colloquial and abbreviated language. Using Facebook to communicate necessitates adhering to a certain language system based on acronyms and informal structures (Ghanes and kaba ,2022,p.2). The linguistic phenomenon of code switching holds the function of identity construction on Facebook.

1.8 Previous Studies about Code Switching in Social Media

The phenomenon of code switching has been discussed by scientific research analysing code switching even in social media platforms like Facebook that is used nowadays by people in communication with each other. Samhan (2017) performed a study on participants who frequently use Twitter in which he gave significant attention on the social aspects of those participants who often include several codes when tweeting. This researcher analysed the combination of language exhibited among participants who are more active on Twitter compared to other platforms. Gad (2019) studied the usage of language specifically within the demographic of his homeland. He carried out a study to analyse bilingual Egyptians who resort to combine elements from Arabic and English when interacting on several platforms such as WhatsApp, Facebook, and Twitter. A study

examining languages used in Facebook wall posts was done by Ting and Yeo (2019). They focused on the salience of code-mixing through posts made by multilingual users in Malaysia on their Facebook status (NurRasyidah, 2023,p.1286-1287).

Al_Quysi and Al_Emram (2017)focused on code switching in social media. The informants were the students and educators in Oman. The results demonstrated that most of the students agreed that code switching helps them to convey new words easily while they code switch between English and Arabic .Moreover, code switching allows students to express ideas that they cannot express in Arabic; students are highly positive in their attitudes towards the use of code switching in social media.

Kunzler (2019)focused on code switching in social media. The main objective of this research was to provide an insight on several instances of code switching on their timeline during the two past years. The number of people who have taken part in the survey filled were 16.The main result was that all the participants used at least three different languages on their Facebook timeline during the two past years; instances of code switching could be found, ranging from four instances per person to a maximum of 16.

Douaoudi and Guitone (2021)focused on the use of code switching in social media. The main objective was to identify the type of code switching. The sample population of this study included Algerian influencers that are active in Instagram. The main result of the survey revealed that the informants switch codes in their Instagram account. This means that the respondents use code switching when they do not find equivalent words in the other languages to express the ideas according to the situation they are in.

Hukara (2022) focused on code switching in social media. The main objective of this research work was to provide an insight into generational differences in opinions and habits in regard to code switching. The number of people who have taken part in the study was 110.The survey was shared on social media platforms, including Facebook and Instagram. The main result of the survey revealed that the majority of Generation X do not code switch in social media while Generation Z code switch.

Jamali (2022) focused on code switching by multilingual Pakistanis onTwitter, the main objective was to delve into the use of language and code switching on online platforms. This research considered a population of Pakistani users in the Rawalpindi, Isalamabad. .The main result of the survey revealed that the regional languages of Pakistan were not used for the purpose of code switching, The languages used for Code switching

were Urdu and English. The phenomenon of code switching on social media has attracted linguists.

1.9 Conclusion

Bilinguals using two languages or more within the same conversation, and this phenomena can be found all over the world like social media platform and in their daily life.This chapter has introduced the theoretical back ground to the study presenting code switching and its related phenomena, the aim was to discern the main aspects that may affect the use of code switching in the digital world platform like Facebook.

Chapter Two

Case Study

2.1 Introduction

   This chapter outlines the methodology design used in this study focusing on the participants. It also aims at describing code switching in social media that characterises the Facebook users. This will be undertaken by reflecting upon the data based on a questionnaire and observation. This chapter seeks to present the results generated from the analysis of the collected data that concerned code switching in social media more specifically on Facebook that occurred in daily conversations and natural speech obtained Master second year Master students who used the Facebook. It also attempts to discuss the implications of the research findings.

2.2 Research Objectives

   The main objective of this research work is to provide an insight into Facebook users in regard to code switching. The information was gathered using a questionnaire and observation about the use of code switching by Facebook users. The focus is mainly on code switching in social media by Facebook users. To do so the sample included Master 2 Language sciences at the department of English at Tlemcen University. The aim of this research work was to identify code switching among Facebook users.

   In almost all sociolinguistic investigations both qualitative and quantitative methods are required. For example, in the whole methodology of works approaching code switching in social media, both qualitative and quantitative methods are used. The qualitative method is used to identify language in use.

> The data for qualitative sociolinguistic research are of widely diverse types, but labelling qualitative data as "language in use" perhaps captures a coherent element in the diversity. There is much more concern about revealing the social context under which the data were produced: who was speaking to whom; what was the setting; what was the relationship between the interlocutors; what roles in the group do the interlocutors have; and any other aspects of the occurrence of the utterances that are considered to be relevant to the analysis (Mallinson et 2 al.? 013,p.14 as cited in Benguedda, 2017,p.129_130).

   Hence, in accordance with the goals of this research work, qualitative and quantitative research approaches are combined to analyse the collected data to obtain accurate outcomes and sufficient information from the respondents in order to depict the main reasons that lead Facebook

users to code switch. The qualitative approach is used through observation while the quantitative method is provided through the questionnaire

2.3 Sample Population

To accomplish this research, Master two students of English at the University of Tlemcen were selected as a population since they use Facebook. "Sample size is important foreconomic reasons: An undersized study can be a waste of resources for not having the capacity to produce useful results, while an oversized one uses more resources than are necessary " (Lent, 2001,p.188 as cited in Benguedda, 2017,p.124).The whole population of Master students are 250 students. The numbers of students who have volunteered were 45 students. The participants use code switching when they communicate in social media they were asked to answer a questionnaire in order to investigate their views, attitudes and perceptions about code switching on Facebook.

2.4 Research Instruments

To investigate and explore code switching on Facebook, a questionnaire and observation were used.

2.4.1 Questionnaire

The questionnaire is the most common instrument for implementing collecting data in most researches. A questionnaire is a formalized set of questions for obtaining information from respondents "(Malhotra ,2006,p.83 as cited in Holmes , 2023, p.1). In comparison with other research instruments, it is the easiest and it provides the researcher with the data needed. The structure of the questionnaire is an essential starting point. A questionnaire is "…a set of questions to be asked from respondents, with appropriate instructions indicating which questions are to be asked and in what order" (Sreejesh et al 2014,p.134 as cited in Holmes , 2023, p.1). Close-ended questions require a short answers that will comprise quantitative results. The answers to open ended questions comprise qualitative results. Questionnaires are employed in order to collect data from sample of informants during a short period of time.

In this study, the researcher concentrates on collecting quantitative data. The questionnaire aimed at conceiving the use of code switching on social media by Facebook users. It attempted to identify the attitudes towards languages alternation to provide information about the use of code switching, In this research, the questionnaire was designed to Facebook users.It was composed of closed ended and multiple choice questions. It was submitted in the form of paper and the

collected data were quantified. The purpose was to identify the informants' views about the use if code switching on Facebook, which languages they use when they speak , the languages they use to code switch on Facebook ,how often they code switch on Facebook , the difficulties faced when they code switch on Facebook (see Appendix A).

2.4.2 Observation

Observation is an instrument for collecting data. Observation studies "involve the systematic recording of observable phenomena or behaviour in a natural setting" Gorman & Clayton, 2005, p.40 as cited in Baker, 2006, p.173). Observation helps to get more information.   It is either a covert or overt activity "in which the observer participants in the daily life of the people under study ...observing things that happen, listening to what is said, and questioning people, over some length of time " (Becker & Geer, 1970, p.133 as cited in Baker, 2006, p.173)

By using observation, the researcher has an opportunity to watch events and activities in the classroom directly or in any social media platform. "…The aim of linguistic research in the community must be to find out how people talk when they are not being systematically observed, yet we can only obtain these data by systematic observation " (Labov 1972, p.209 as cited in Benguedda, 2017,p.137). Observation is conducted to get more details.

In this study, observation aimed at collecting data about the use of code switching by master 2 students. It considered naturally occurring code switching of Facebook user. The observation began on the Facebook group of master 2 students (2023/2024) to observe that students code switch using two languages   when they talk and communicate with each other, and when they ask about lectures or any documents relating to the study of the English language. Note taking was the method used to gather data for this study. The purpose of observation was to provide general information about code switching on Facebook by master two students.

2.5 Data Analysis

Both qualitative and quantitative methods are used. "The advantage of the quantitative approach lies in its ability to model the simultaneous, multidimensional factors impacting on speaker choices, to identify even subtle grammatical tendencies and regularities in the data, and to assess their relative strength and significance" (Tagliamonte 2006,p.1 as cited in Benguedda, 2017,p.1302). The qualitative method is used to identify language in use Mallinson et al., 2003as cited in cited in Benguedda,2017,p.129-130). The results represent answer about the use of languages on Facebook and code switching on this platform.

2.5.1 Analysis of the Questionnaire

  The results of the questionnaire will be represented in the respondents' answers about the use of code switching on Facebook.

1- Which languages do you speak?

Arabic ❑

French ❑

English ❑

Spanish ❑

  When asked which languages they speak,30 participants answered that they speak Arabic, French, English (66,4%), and 10 answered that they speak Arabic, English (22,2%), while 3 answered that they speak French and English (6.66%) and 2 participants answered that they speak Arabic, French, English and Spanish.
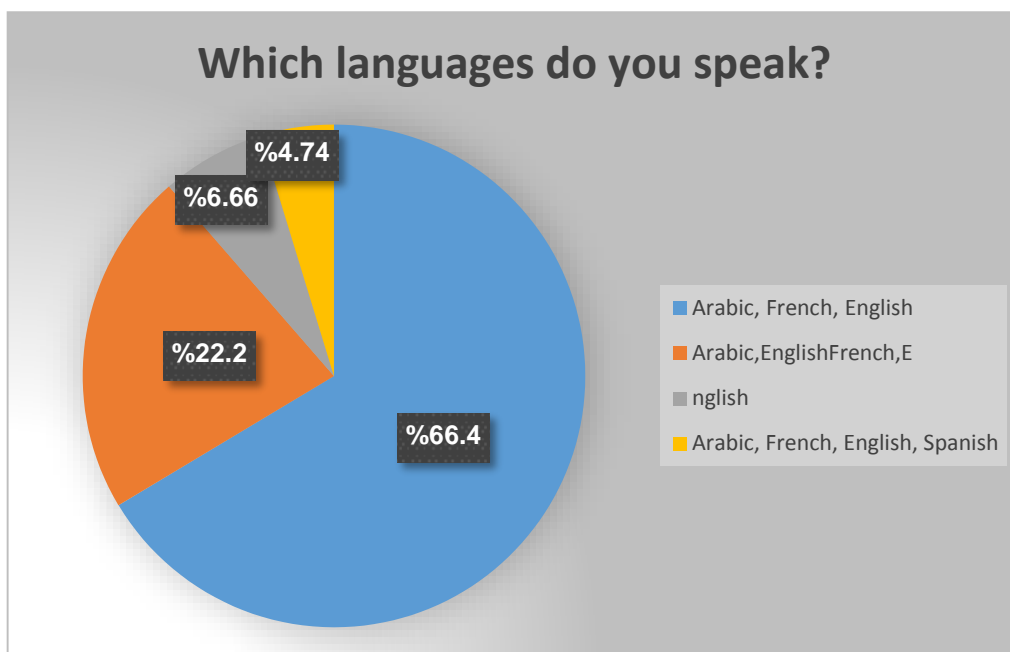

Figure **2.1** languages spoken by participants

Most of the participants speak Arabic, French and English.

2- Do you code switch in social media?

They code switch in social media, all the participants answered with "yes" (100%). The respondents use code switching in social media.

3- What are the types of social media you use in your daily life?

Facebook ❑
Instagram ❑
Tiktok ❑

When Master 2 students were asked about what are the types of social media they use in their daily life 39 answered they use Facebook (86,9%) and 4 answered they use Facebook, Instagram, Tiktok (8,9%) and 2 participants answered they use Facebook, Instagram, Tiktok and Snapchat. The figure represents the respondents' answers.
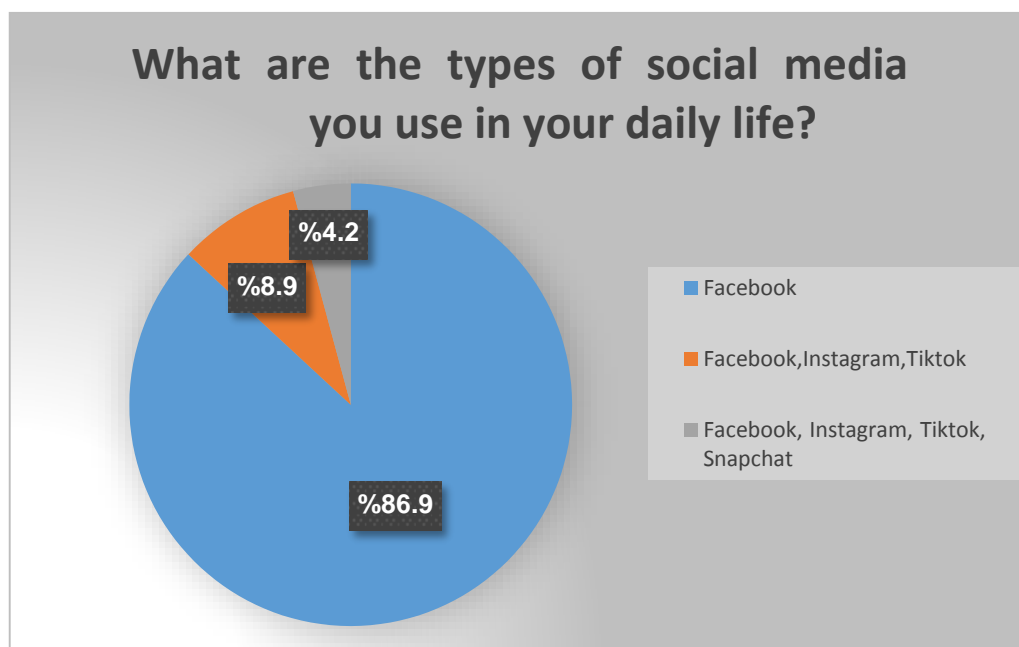

Figure 2.2 Types of social media used by participants in their daily life

Most of participants use Facebook of their daily life to communicate in social media,

4- Do you code switch on Facebook?

Interestingly, they code switch on Facebook 35 answered with "yes" (77,7%) and 10 answered with "No"(22,3%). The figure represents the respondents' answers.

Do you code switch in Facebook?

%22.3

%77.7

■ Yes
■ No
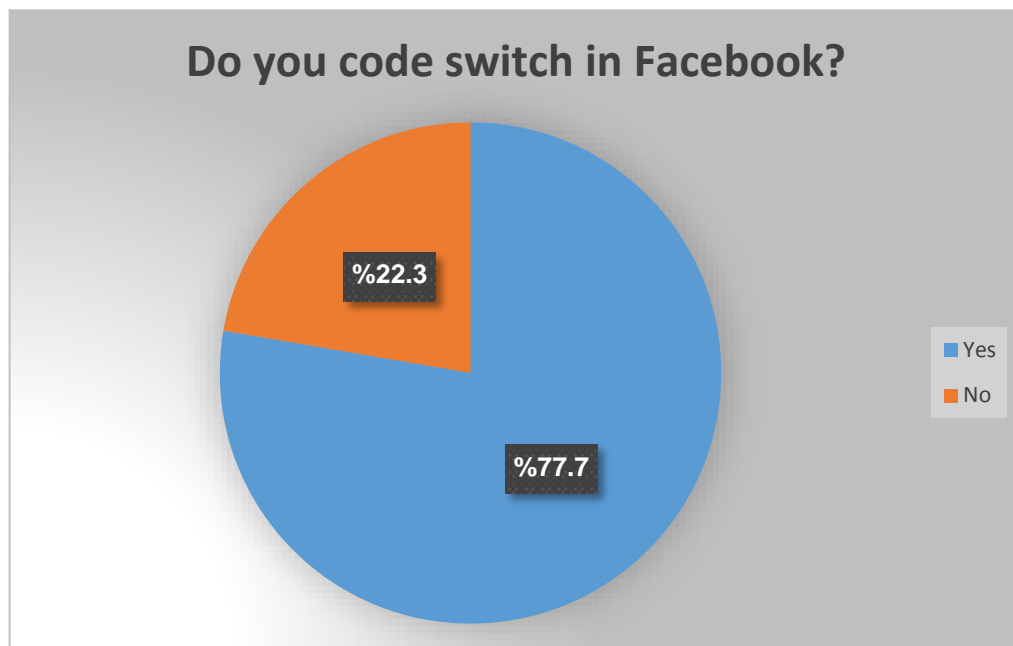
Figure 1.3 Code switching on Facebook

The majority of participants codes witch on Facebook.

The respondents use Facebook in their daily life

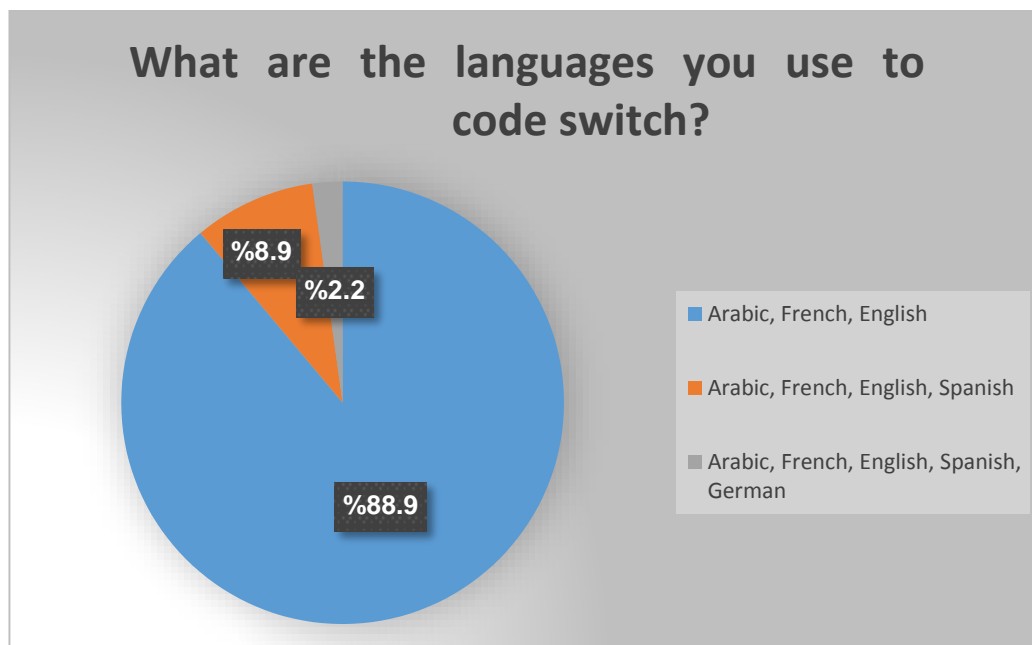**5- What are the languages you use to code switch?**

Arabic ❑

French ❑

English ❑

Spanish ❑

40 (95%) they use Arabic, French, English and 4 (8,9%)answered they use Arabic, French, English and Spanish. The figure represents the respondents' answers.

Figure2.4 the languages used by participants to code switch

Most of the students use three languages to code switch. Some of them use four languages and few use five languages, all the participants are bilingual and considered as foreign language students. They can speak two or more languages.

6- How often do you code switch on Facebook?
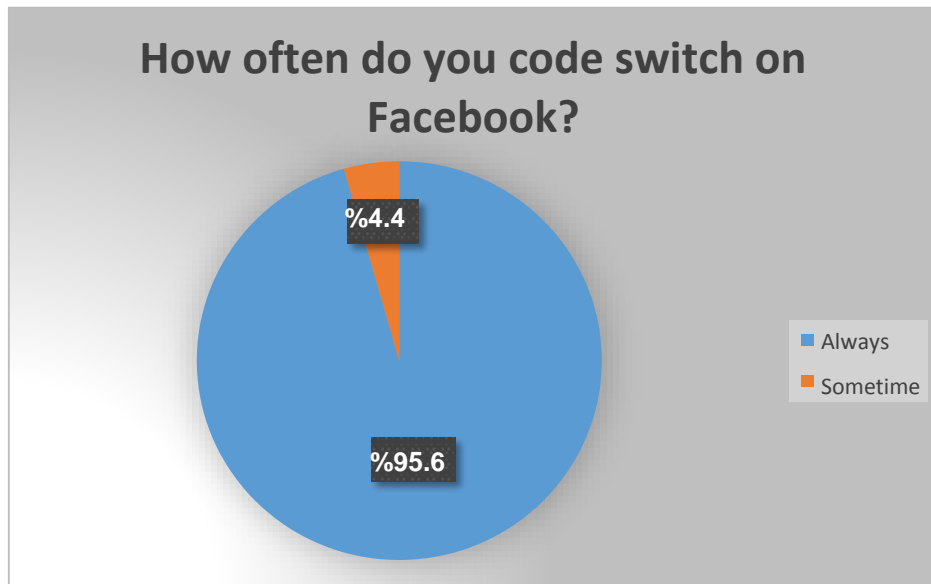
Never ❑

Rarely ❑

Sometimes ❑

Always ❑

Moreover, they code switch on Facebook 43 answered always (95,6%) and 2 answered sometimes they code switch on Facebook (4,4%). The figure represents the respondents' answers.

Figure 2.5 The number of times participants code switch on Facebook

The majority of students code switch on Facebook.

7- Why do you code switch on Facebook?

Because you are bilingual ❑

To make people who do not speak the same language understand you ❑

they code switch on Facebook, 42 answered that they use it to make people who do not speak the same language understand them (93,3%) and 3 said they use it answered because they are bilingual (6,7%). The figure represents the respondents' answers.
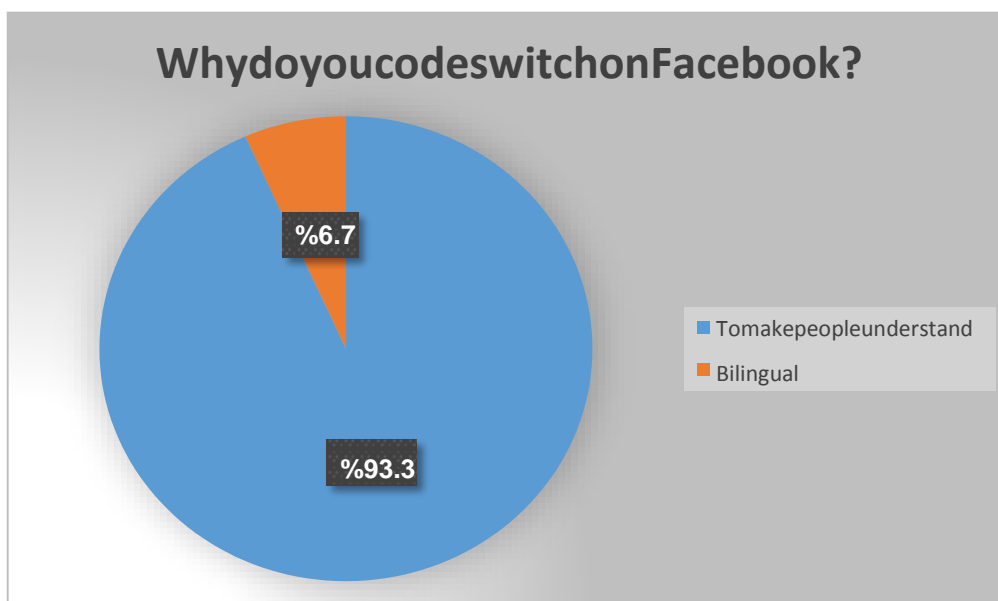
Figure 2.6 Reasons of code switching

The majority of student's code switch on Facebook to make people understand what they speak and make their language clear.

8- What are the difficulties faced when code switching onFacebook ?

Miscommunication ❑

Misunderstanding   ❑

the difficulties faced when they code switching on Facebook,44 said that they faced difficulties in misunderstanding (97%) and one participant faced difficulties in miscommunication (3%) . The figure represents the respondents' answers.
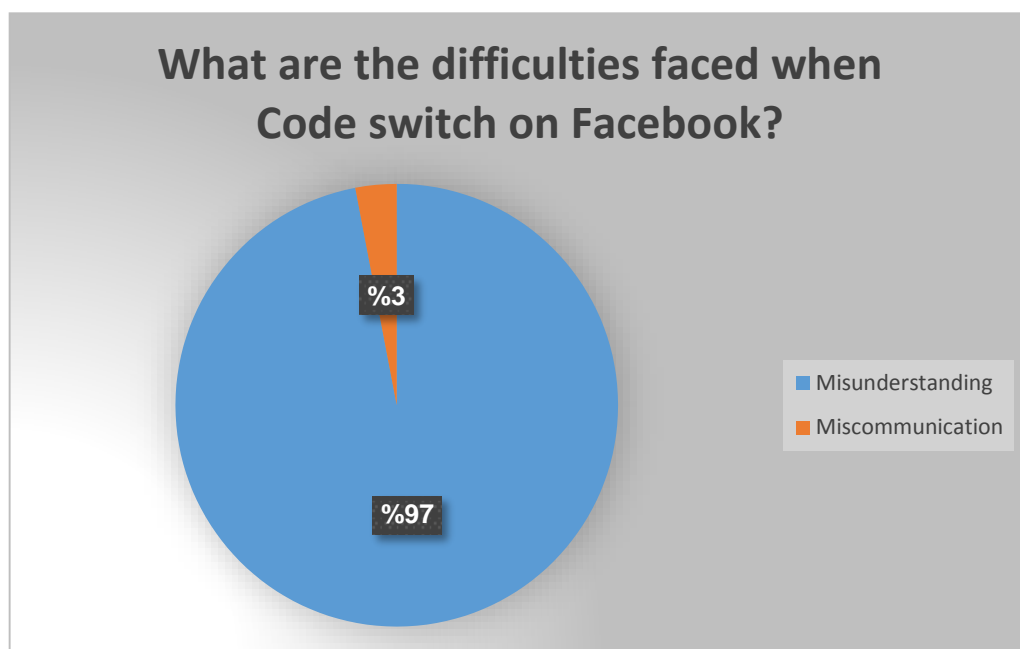
Figure 2.7 Difficulties faced by participants when they code switching

The majority of the participants faced difficulties when code switch like misunderstanding, which can provide a cultural problem when they communicate on Facebook.

2.5.2 Analysis of Observation

Speakers usually code switch when they think that if they use two or more languages they are understood by people when they communicate with them.The aim of this work was to know if master 2 students code switch on Facebook. During Observation, the researcher took notes from her Facebook account and from the conversation of the group on Facebook. All data were gathered from naturally occurring situations. Just students

were involved. All of them code switch. Sometimes, they used the dialect and French. Some of them used the dialect and English when they code switch.

The results showed that the occurrence of code switching is spread on Facebook by bilinguals. It is used by speakers to communicate effectively and in all situations. Itis influenced by level of education, and social aspects like context and topic . The Facebook users use Arabic and English when they code switch. They speak Arabic because it is their mother tongue , and then English since they are considered as English language students at university but it represents their third language after the French language . Here are some examples that the researcher noticed:

Example 1: Hi guys tkado tsiftoli wachktabto f Arabic linguistics (Hi guys can you send me what did you write in Arabic linguistics)

Example 2: salam please I want to ask you radwa adna presentation of Globalization (salam please I want to ask you tomorrow we have a presentation of globalization).

In fact, the findings show that Master 2 students always code switch on Facebook using two or more languages to avoid misunderstanding when communicating with people. The aim of observation to know if students code switch on Facebook.After and observing the private group of Master 2 students, it was noticed that all of them code switch unconsciously to communicate with each other on Facebook. The crucial result was that the occurrence of code switching was noted in spontaneous speech.

2.6 Data Interpretation

People spend their free time in popular social media and it is evident that they are switching codes using more than two languages while communicating with friends. This study investigates code switching in social media among Facebook users. The majority of sociolinguistics area. the participants (students) speak and studied Arabic, French and English and other languages in their daily life. Moreover, the phenomenon of code switching takes place on Facebook. It is used in conversations among the participants to communicate with each other. The purpose of this study was to investigate if Master 2 students of English at Tlemcen University use code switching in their social media interaction. Furthermore it is important to discover students' opinions on the use of code switching on Facebook. This research work tried to find out and discover the reasons behind using code switching on Facebook.

For the first hypothesis states that difficulties in writing push Facebook users to code switch. The participants code switch using two or more because they faced difficulties in writing. This means this hypothesis was rejected because the reason that pushes Facebook users to code switch is to avoid misunderstanding when they communicate on Facebook with each other. The second hypothesis was that Facebook users code switch in a situation where they cannot use their target language. It was confirmed because the participants code switch to make people who do not speak the same language understand them. The present investigation presents valuable information regarding code switching in social media. The results reveal that code switching is a linguistic phenomenon used by Facebook users.

The questionnaire provided quantitative data. The answers to the questions were related to the different use of code switching to know if students code switch on Facebook. On the basis of the results gathered from the questionnaire, it is safe to conclude that all the participants code switch in social media using more than one language on facebook. For the results of observation, the participants code switched in the classroom and in social media platforms more specifically on Facebook. All the students used two or languages to code switch when they communicate with each other and when they want to ask about specific things. However, most of them code switch using Algerian dialects and English or Algerian dialects and French. They gave examples of code switching that are used on Facebook like:

Tqadt zefetli la photo (can you send me the picture).

Allah ikhalik can you send me the lectures (god bless you send me the lectures).

Tomorrow nakraw from 9 to 10 (Tomorrow we study from 9 to 10).

The majority of the participants faced a problem of misunderstanding when they communicate. The results concluded that the participants code switch on Facebook. to make who do not speak the same language understand .

2.7 Conclusion

To conclude, this chapter detailed methodological aspects used for the purpose of this work such as the nature of using qualitative and quantitative methods to collect information. It also highlighted the used instruments for the purpose of investigating the use of code switching in social media by Master two students in their Facebook account. To conclude, one may say that this research work hopes to contribute a better understanding   of   using   code   switching   on   Facebook.

General Conclusion

General Conclusion

The fundamental role of the sociolinguist is to investigate variability in a specific language. The speakers code switch according to the situation. Upon closer look , the researcher noticed that code switching is always used by Facebook users. The present research work is a sociolinguistic oriented investigation of code switching in social media platforms more specifically on Facebook. The study focuses on code switching on Facebook as a linguistic phenomenon.

This research work involves two chapters. It started with a theoretical one, which highlights the main works, and considerations that help the reader to have a full understanding of the present linguistic. Then, the second chapter was devoted to the methodology underlying both qualitative and quantitative methods for the analysis of the data collected. It presented the results this study has attempted to examine the occurrences of code switching on Facebook; the use of code switching is different from one speaker to another. The data were gathered using different techniques and methods .

Code switching appears to indicate that its primary purpose is to communicate effectively and to facilitate speech to convey feelings and ideas. The findings support that the majority of Master 2 students code switch in their daily life conversations for different linguistic and social reasons. Therefore, one may conclude that the occurrence of code switching in social media platforms like Facebook is varied as it depends on different social, linguistic and psychological factors that are used by Facebook users in social media platform.

The present investigation presents valuable information regarding code switching in social media. The results show that code switching is used by speakers to communicate in all situations. It is influenced by the level of education and social aspects..In fact, the findings show that Master 2 students always code switch on Facebook using two or more languages to avoid misunderstanding when communicating with people.

Bibliography

Bibliography

Alaiyed, M,A . (2020) .The Functions of code Switching in the Interaction of cartoon characters in Dora the Explorer. *Arab world English Journal*, 11 (3).p.260_275 .Doi: https: //dxdoi.org/10.24093/2wJ/vo/11n03.16.

Al Qaysi,N& Al Emran,M. (2017).Code Switching Usage in Social Media: A case study from Oman 1 (1).pp.25_38.http//journals.Sfu.c2/ijitls.

Almamma. (2021).Language Awareness: Language Use and Reasons for Code Switching.

Auer,p. (1998*).From switching Code to Code Switching*. 1998. Routledge

Baker,L,M. (2006).*Observation :*A complex. Research Method .The Board of trustees. *University of Illinois*,55 (1), P.171-189.

Benguedda , A . (2017).Sociolinguistic Dimensions of Code Switching: the Role of Social Factors in its occurrence in an Algerian context, Tlemcen Speech community. University of Tlemcen

Chad ,N,C. (2006)."Code switching *Sociocultural Linguistics,* (19).NILCSI.1.pdf.

Choy,w. (2011).Functions and Reasons for code Switching on Facebook by utar English .Mandarin Chinese Bilingual under graduates .Faculty of Arts and social sciences University Tanku Abdul Rahman. 1 (1) .p.1-60.EL 0803813.pdf.

Douaoudi,M & Guitone , W,M. (2021). Investigating the Use of Code Switching by Social Media Influencers on Instagram.p.1_48.University of Tiaret.

Espinosa,L (2015).The Use of Facebook for Education Purposes EFL classrooms. Ikiam Regional University,
Tena,Ecuador,5(11),pp.2206_2211.Doi:http//dxdoi.org/10_17507/tpls.0511.03.

Bibliography

Gardner, P. (2009).Code Switching. Cambridge. ;Cambridge University Press.

Ghanes,F. & kaba,O. (2022).The Impact of Facebook Language Use on EFL students' Vocabulary learning case of EFL first year students BMD at IBN Khaldoun University.

Hautaurk, Bertaria,S. (2016).Code Switching in Bilingual Classes :A case study of three Lecturers .at Bunda Mulia University.ISSN:2459.950

Holmes,AG,D. (2023).The Design and use of Questionnaire in Education Research Guide. *Journal of Education*, (11).I3. Doi: http://dx.doi.org/1022159/ijoe.2023v11i3.47599.

Hukara,E (2022).Code Switching in Social Media. .*University of Saranjo.*

Jamali,J . (2022*). Code Switching by Multilingual Pakistanis on Twitter*: *Khazar Journal,* 25 (2).p.22-44.Doi:105782/2223_2621.

Kanaza,F,U .(2020) . Language functions : The Analysis of conative functions *in Meghan Markle's speech* .4 (1),p.54- 73.https://doi/1020473/etno.v4i20347.

Kelkoula,N. *(2019).*Functions and Reasons. for Code Switching to Arabic among EFL Students English Department, ENSC.

Kunzler,A (2019).Code Switching in Social Media and its Implications for Language Teaching. University of Teacher Education.

Lismay ,L. (2017).Reasons of Using Code Switching by the Head of University as Mahaput era Muhammad Yamin in the speeches on Graduation..*Journal of English education* .3 (1)..lSSN:2459_9719.

Mabule (2015). What is this? Is it Code Switching, Code Mixing or Language Alternating? .*Journal of Education and Social Research*.5 (1).p.339.Doi:10.5901/jesr.

Bibliography

Mastura,N. Azlam,N,I .& Narasuman ,S.(2013).The Role of Code Switching as a Communicative Tool in an EFL Teacher Education classroom. Academy of language studies. University of technology,Malaysia.doi:10.1016/j.sbspto.

Muysken,P. (2000).*Bilingual Speech: A Typology of code Mixing*. Cambridge University press.39 (03).p.678_683..9780521771689.except. (1).pdf.www.Cambridge.org.

Nwala,M,N.(2019).The Social Media and Language Use: The case of Facebook. University   of   post   Harcourt.   Nigeria, (10).ISSN:2203.4714.www.all2ix.org.2u.EJn239099.

NurRasyidah , M,N . (2023*).*Code Switching and Code Mixing among users of social media. *Journal of Japanese studies* .6 (2),p.1267-1273.

Syam,F,T,M. (2020). Code Switching Used in Facebook By English Department students. . Hasanuddin university.

Treffers-Daller,J. (2009).*Code Switching and Transfer: an Exploration of Similarities*. Cambridge University press.pp.58_74.ISBN .9780521875112.Available at http://centaur .reading. ac.UK/ 20711

Tuan, T,H. (2021).*The Phenomenon of Code Switching on Social Media of Generation Z.* Journal   of   Humanities   and   social   sciences   (IOSR_JHSS).p,39-41.e_ISSN:2279_0837,p.ISSN:2279_0845.www.iosrjournals.org.

Yletyinen,H. (2004). The Functions of Code Switching in EFL classroom Discourse. Unpublished dissertation. University of Jyvaskyla.

Zainuddin.(2016).Levels of Code Switching on Students' Daily Language; study of language production.7 (3).107575/aiac.alls.v7n.3p.278.URL:http: //dx.doI.org.

Appendices

Appendix: Facebook Users' Questionnaire

The purpose of this questionnaire is to gather data about the use of code switching by Facebook users. Please, answer the following questions.

1- Which languages do you speak?

Arabic ❑

French ❑

English ❑

Spanish ❑

Others …………………………………………………………..

2- Do you code switch in social media?

Yes   ❑   No ❑

3- What are the types of social media you use in your daily life?

Facebook ❑

Instagram❑

Tiktok   ❑

Others …………………………………………………………..

4- Do you code switch on Facebook?

Yes   ❑   No ❑

Others …………………………………………………………..

5- What are the languages you use to code switch?

Arabic ❑

French ❑

English ❑

Spanish ❑

Others ……………………………………………………………..

6- How often do you code switch on Facebook?

Never ❑

Rarely ❑

Sometimes ❑

Always ❑

7- Why do you code switch on Facebook?

Because you are bilingual ❑

To make people who do not speak the same language understand you ❑

Others …………………………………………………………………....

8- What are the difficulties faced when code switching onFacebook ?

Miscommunication ❑

Misunderstanding ❑

Others ……………………………………………………………..

Thank you for your collaboration

Summary

Code switching is used by bilinguals who speak two or more languages when they speak or communicate with each other. Also, the education level plays an important role for the use of language . The main objective of this research work is to examine the use of code switching in social media by Facebook users more specifically by master two students ,also the education level play an important role for the use of language .

الملخص

تبديل التعليمات البرمجية يستخدمه ثنائيو اللغة الذين يتحدثون لغتين أو أكثر عندما يتواصلون مع بعضهم البعض. وكذلك مستوى التعليم يلعب دور مهم في إستخدام اللغة.الهدف الرئيسي من هذا العمل هو تحقيق استخدام تبديل التعليمات البرمجية في وسائل التواصل الاجتماعي ومستخدمي الفيسبوك بشكل أكثر تحديدا من طلاب ماستر2.

.

Résumé

Le changement de code utilisé par les bilingues qui parlent deux langues ou plus lorsqu'ils communiquent entre eux.le niveau d'éducation joue également un rôle important pour l'utilisation de langage. L'objectif principal de ce travail est d'examiner l'utilisation du changement de code dans les medias sociaux par les utilisateurs de Facebook plus.Spécifiquement par les étudiants de master 2.