

# **Globalization and Modern Technologies as Factors in the Transformation of Linguistic Norms in Digital Discourse**

*La globalización y las tecnologías modernas como factores de transformación de las normas lingüísticas en el discurso digital*

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## **Abstract**

The study explores how globalization and digital technologies shape the development of language norms in modern digital discourse. Its importance stems from the growing role of digital communication, where language acts as a key element of cultural identity and social cohesion. The goal is to analyze the links between a country's level of digital progress, the extent of language hybridization, and changes in sociolinguistic variability. The focus is on the digital language landscape within worldwide communication. The methodology combines systemic, institutional, econometric, and corpus-linguistic approaches, using official statistical databases and digital text collections from 2015 to 2024. Results show that during this period, the ICT Development Index increased from 5.32 to 7.41 points, the DESI Index went up from 48.7 to 70.4 points, and the percentage of Internet users rose from 58.2% to 84.3%. Additionally, the number of languages with digital presence grew from 312 to 387, while the share of English-language content decreased from 55.1% to 49.3%. The hybridization index also increased from 0.42 to 0.61, indicating the rise of a multi-centered or multi-node digital discourse. Hybridization refers both to the method and the level, including different languages or their components used within the same message (verbal or symbolic), as well as fully or partially mixed code messages; hashtags written in various languages or fonts; and other multimedia elements. This illustrates how diverse linguistic components are structured within a single unit, including multimedia messages that combine different codes in various fonts or formats across multiple levels of hybridity. The

econometric model showed a very strong positive link between digital development and hybridization ( $r=0.82$ ).

**Keywords:** digital linguistics, speech hybridization, digital maturity, sociolinguistic variability, ICT development, multilingual communication, globalization, digital transformation, linguistic innovations, language hybridization index.

### Resumen

El estudio se centra en el análisis del impacto de la globalización y las tecnologías digitales en la transformación de las normas lingüísticas en el discurso digital moderno. La relevancia del trabajo se debe al papel cada vez más importante de la comunicación digital, en la que el lenguaje se convierte en un factor clave de la identidad cultural y la integración social. El objetivo es identificar las interdependencias entre el nivel de madurez digital de los Estados, la intensidad de la hibridación lingüística y la dinámica de la variabilidad sociolingüística. El objeto del estudio es el espacio lingüístico digital del entorno de comunicación global. La metodología se basa en una combinación de enfoques sistémicos, institucionales, econométricos y corpus lingüísticos, utilizando bases de datos estadísticas oficiales y corpus de textos digitales del período 2015-2024. Los resultados muestran que, durante este período, el índice de desarrollo de las TIC aumentó de 5,32 a 7,41 puntos, el índice DESI, de 48,7 a 70,4 puntos, y la proporción de usuarios de Internet, del 58,2 % al 84,3 %. Al mismo tiempo, el número de idiomas con representación digital aumentó de 312 a 387, y la proporción de contenidos en inglés disminuyó del 55,1 % al 49,3 %. El índice de hibridación aumentó de 0,42 a 0,61, lo que indica claramente el establecimiento de un modo policéntrico o un discurso digital multinodo. La hibridación es tanto un método como un grado: diferentes idiomas o sus elementos estructurales utilizados en el mismo mensaje (verbal o simbólico), así como mensajes con códigos mixtos totales o parciales; hashtags expresados en diferentes formas lingüísticas o fuentes, etc. (mensajes multimedia). Esto muestra cómo se organizan los diversos componentes lingüísticos dentro de una unidad estructural, hasta llegar a mensajes multimedia que integran códigos escritos provenientes de diferentes fuentes y formas, en varios niveles de hibridación. El modelo econométrico registró una correlación muy alta y positiva entre la madurez digital y la hibridación ( $r=0,82$ ).

**Palabras clave:** lingüística digital, hibridación del habla, madurez digital, variabilidad sociolingüística, desarrollo de las TIC, comunicación multilingüe, globalización, transformación digital, innovaciones lingüísticas, índice de hibridación lingüística.

## 1. INTRODUCTION

The research problem centers on how globalization and digital technologies rapidly alter language norms, greatly transforming communication methods and socio-cultural interaction models. In the digital age, language becomes more adaptable and less fixed as a means of self-expression, which both enhances and complicates its normative system. The increasing influence of artificial intelligence, social networks, and automated language platforms introduces new forms of language hybridity and diversity. This underscores the need for

scientific understanding of how modern technologies and global cultural flows reshape the concept of language norms in digital discourse.

The issue of how globalization and technological progress influence the transformation of language norms is explored in several modern interdisciplinary works that utilize sociolinguistic, cognitive, and digital-technological approaches. The broad conceptual framework of globalization as a complex socio-economic phenomenon is outlined in Alkharafi and Alsabah (2025), which describes its main types and features and emphasizes its impact on the behavior of individuals, businesses, and countries. The authors note that, in the context of the digital economy, globalization becomes not only an economic force but also a cultural and communicative one, capable of changing language standards and communication patterns within the global information environment.

Rahmani and Karimi (2025) explore techno-digital innovations in the linguistic environment as tools that directly support globalization, techno-digital development, and the renewal or transformation of English as a global means of communication. Their research shows that the hybridization of forms is primarily driven by modern digital media and artificial intelligence, which change norms at lexical, grammatical, and stylistic levels. Internet discourse is an innovative phenomenon in modern linguistics, providing a theoretical foundation for viewing the digital communication space as a language space (Hromko, 2025). Network interaction creates new practices that blend traditional written and spoken forms, requiring us to accept linguistic norms in the digital environment.

Koch et al. (2024) conducted important research on technology, illustrating with the example of the LiveLanguage initiative how language technologies affect multilingual digital ecosystems and "peripheral" languages in the global digital landscape. Di Marco et al. (2024) examined practices in online communication environments, highlighting social aspects such as language change. They identified patterns in the rapid development of language forms in social media comments, including trends toward simplifying grammar and increased use of emotional and visual cues, clearly showing the gradual emergence of new norms in digital communication. Sumon et al. (2024) discussed the effects of NLP on user socialization within meta-environments and explored potential avenues for advancing digital linguistics. Virtual Reality and Artificial Intelligence energize language as a constantly evolving tool for intercultural mediation, enabling new sociolinguistic modes of human-machine interaction. They found that AI, combined with VR, energizes language as an ever-changing means of intercultural communication, leading to the creation of new sociolinguistic forms involving humans and machines. Summarizing these perspectives, Cheglal and Bouali (2025) consider the development of language technologies within the scope of social projects and address challenges related to the use of artificial intelligence. Their findings demonstrate that the modern language ecosystem is shaped not only by technological progress but also by social efforts to maintain linguistic diversity amid digital globalization. Language forms are still not well studied, especially norms in digital spaces. Most research focuses on describing specific language changes or technical details of language technologies, without examining their broader effects on communication culture and social language patterns. Current methods often ignore how languages and styles blend together through global digital interaction. Therefore, understanding how social, technological, and linguistic factors

interact to shape language norms in online discourse requires further investigation. The aim of the study is to examine how globalization and modern digital technologies influence the transformation of language norms in digital discourse. This involves outlining the main theoretical approaches to understanding the interaction among language, technology, and globalization; identifying trends in evolving language norms driven by artificial intelligence and digital platforms; and analyzing the processes of language hybridization that emerge through online intercultural communication. The study also seeks to synthesize sociolinguistic and technological factors that shape the new dynamics of language development in the globalized digital environment.

## 2. LITERATURE REVIEW

The issue of how globalization and modern technologies influence language norms is a central topic in current linguistic and interdisciplinary research. As Lo Bianco (2014) notes, globalization creates a complex space for language interaction where English dominates, replacing local norms and establishing new cultural-linguistic hierarchies. This trend is supported by Androutsopoulos and Juffermans (2014), who demonstrate that digital environments promote superdiverse language practices, encouraging new forms of communication that often do not follow traditional grammatical standards.

The detailed overview of changes in language use across digital media can be found in the classic work of Thurlow and Mroczek (2011). They define digital discourse as a new type of linguistic environment in which ‘network speech’ is formed from mixed oral and written features. This idea is further developed by recent studies that analyze the specifics of digital platforms. For example, Lazebna (2020) describes English-language digital discourse as a new linguocultural and semiotic phenomenon that combines elements of formal writing and informal communication. This, therefore, indicates a shift in well-established language norms.

Recent research confirms that the development of information technologies drives the global dynamics of language processes. Leonardelli and Tonelli (2024) analyze the geography of information dissemination in digital discourse using European data, emphasizing that network platforms create new models of linguistic influence and transnational interaction. Sultana and Dovchin (2021) also document the “relocalization” of digital language practices, where global technologies are adapted to local cultural contexts, resulting in hybrid forms of language.

Research on multilingualism and artificial intelligence has revitalized the study of the technological aspects of communication. Digital technologies promote and support multilingualism; they also create new forms of linguistic coexistence where boundaries between languages become more blurred (Babazade, 2024). Technological advancement is not only a means of communication but also influences culture, as it changes how language, as an element of identity, is understood (Alsaleh, 2024).

The researchers view the moral and mental aspects of language technologies as highly significant. Helm et al. (2023) examine technolinguistic bias, discovering that language

modeling algorithms frequently reproduce social inequalities, worsening “epistemic injustice.” This concern is further underscored by Blasi et al. (2021), who expose systemic inequalities in the productivity of language technologies across various languages worldwide. A related issue is explored by Joshi et al. (2020), focusing on the threat to linguistic diversity in natural language processing, where languages with large digital corpora tend to be prioritized.

According to Al Hakim et al. (2021), sociocultural aspects of online digital communication involve transforming cultural values in the digital age. This trend is increasingly visible today as a significant portion of human linguistic behavior on the internet is replaced by techno-algorithms, shaping new forms or models of social interaction. Pakray et al. (2025) analyzed applications of natural language processing for low-resource languages and emphasized how technological advances in this area can reduce linguistic inequality and help preserve cultural diversity. Consequently, contemporary academic thought is varied in its approaches to the effects of globalization and technology on linguistic norms. New research connects the growth of digital platforms with cultural identity and sociolinguistic variation. Nonetheless, despite promising opportunities for further theoretical and empirical studies, discussing how technological, social, and cultural factors influence new linguistic norms in digital discourse remains necessary.

This article explores how globalization trends and technological advances impact the evolution of language norms in digital communication. It considers technoevolution as a key element for understanding the links between sociocultural change and the variability observed in technocommunication. An analytical model will be developed to identify the internal factors at both technological and sociolinguistic levels that drive shifts in language rules within a globalized information space.

The research aims to deepen understanding of how digital platforms, artificial intelligence, and natural language processing tools foster the development of new linguistic practices—particularly in creating hybrid and adapted forms that blend different languages and styles emerging from online intercultural exchanges. This involves establishing a theoretical framework for the parameters influencing the operation of “norms” in the digital environment and offering practical recommendations for further research on harmonization within the context of techno-globalization.

### 3. METHODS

The methodological foundation of this study combines systemic, institutional, econometric, and corpus-linguistic approaches, offering a comprehensive view of how globalization and digital technologies influence language norms. To build the empirical foundation, only official international statistical sources were used, including UIS (2024), which provides indicators of sustainable development in education and culture; OECD (2024), which offers a detailed report *on the Digital Economy Outlook* reflecting structural changes in the digital economy; the World Bank (2024), which supplies aggregated socio-economic indicators for cross-country comparisons; and ITU (2024), which constructs the global *ICT Development Index* as a measure of countries' digital maturity. *Digital tools also play a key role,*

*demonstrated by the Economy and Society Index (DESI) and the EU Open Data Portal* (European Commission, 2024a; 2024b), enabling tracking of digitalization levels in EU countries and comparison of technological parameters with sociolinguistic trends. The study does not include surveys, interviews, or expert evaluations; no fabricated or unverified data were used, ensuring the reliability and reproducibility of the results.

The theoretical foundation includes concepts from digital sociolinguistics, the theory of language norms and variation, globalization linguistics, and technological determinism in communication. These approaches help us analyze the connection between socio-cultural shifts, digital innovations, and the development of language practices in a globalized setting. The methodology combines both qualitative and quantitative analysis methods to ensure the research's scientific validity and reliability. For the quantitative part, indicators of digital competence and Internet access from the Eurostat (2024) database were used, and they were linked to global digital population data from the Statista (2024) report.

The work employs a variety of methods that complement each other within a unified analytical framework. System analysis has identified the role of language norms within the structure of interactions among globalization processes, digital development, and socio-cultural factors (OECD, 2024; World Bank, 2024). The institutional approach allowed us to examine the role of international organizations and digital platforms in standardizing new language practices, as shown by the ITU (2024) and European Commission (2024a). Comparative and retrospective analyses enabled us to observe changes in language phenomena in the digital environment from 2015 to 2024, using data from UIS (2024) and the European Commission (2024).

Economic-statistical and econometric methods were used to normalize, categorize, and generalize digital indicators, enabling the identification of patterns of interdependence between digital maturity levels, degrees of globalization, and intensities of language transformation (OECD, 2024; Eurostat, 2024; European Commission, 2024). Correlation-regression analysis was employed to evaluate the directions and strength of relationships among indicators of speech hybridization, digital integration, and socio-technological factors. All calculations were conducted using Microsoft Excel (specifically the “Data Analysis → Correlation” tool), which facilitated the creation of a correlation matrix for digital and linguistic indicators and the assessment of statistical dependence between variables. The corpus-based linguistic analysis relied on W3Techs (2024), which reports the percentage of language usage in web content, and Ethnologue (2024), which documents changes in the distribution of world languages and their digital representation. Content analysis of digital messages was used to track the spread of neologisms, anglicisms, abbreviations, emojis, and other forms of visual-linguistic adaptation that accompany the transformation of the norm.

To ensure the study's analytical depth and demonstrate how language norms are changing due to globalization and technological influences by 2030, a predictive component was added. This included scenario modeling and time series analysis. The forecast used DESI indicators (2015–2024), ICT Development Index (ITU, 2015–2024), and the share of

English-language content from W3Techs (2024), employing least squares method and second-order polynomial regression.

$$HLI_t = a_0 + a_1t + a_2t^2 + \varepsilon_t \quad (1)$$

where  $HLI_t$  represents the value of the digital broadcasting hybridization index in year  $t$ ,  $a_0$ ,  $a_1$ ,  $a_2$ — model parameters determined by the least squares method, and  $\varepsilon_t$  is the random error. The assessment was conducted in a Python 3.12 environment, using libraries such as NumPy, Pandas, and Matplotlib. This enabled us to develop a forecast of the Digital Speech Index (hereafter—HLI) hybridization for 2025–2030 across three development scenarios: inertial, innovative, and conservative. The study also employed two specially developed author approaches. The first—the digital speech hybridization index—was used to quantitatively evaluate the degree of mixing of language elements and to track changes in the norm's structure based on multilingualism indicators from Ethnologue (2024) and W3Techs (2024). The second—a model of multilevel stratification of digital norms—allowed for distinguishing among lexical, morphosyntactic, and pragmatic-semiotic levels of analysis, identifying how globalization and technological factors influence each of these levels.

## 4. RESULTS

### 4.1. Institutional and systemic dynamics of digital maturity and globalization processes (2015–2024)

An institutional analysis of the digital maturity of states and their level of global integration from 2015 to 2024 reveals a major transformation in socio-technological systems that directly affect the language environment and communication practices. According to official UIS data (2024), in 2015, only about 47% of countries worldwide had approved national digital education strategies, but by 2024, this number increased to 81%. Meanwhile, the global average participation of adults in digital literacy programs grew from 18% to 32%, laying the foundation for greater inclusion in the information society. The expansion of educational access is also shown by the increase in Internet users—from 58.2% in 2015 to 84.3% in 2024 (World Bank, 2024).

Institutional Statistics ITU (2024) shows an increase in the ICT Development Index from 5.32 in 2015 to 7.41 in 2024, indicating substantial progress in telecommunications infrastructure. The highest growth rates occurred in Northern European countries, South Korea, and Singapore, where the average index surpasses 8 points, while the average for developing countries remains at 5.9 points. These figures are consistent with data from OECD (2024), which reports an increase in the share of digital services in GDP from 6.7% in 2015 to 11.4% in 2024. Data from the European Commission (2024), recorded in DESI, show a steady increase in the EU Digital Integration Index from 48.7 points in 2015 to 70.4 points in 2024, indicating a systemic modernization of institutional digital structures. The highest scores are seen in Denmark, Finland, Sweden, and the Netherlands (80–83 points), where the implementation of e-government and artificial intelligence in the public sector ensures full online interaction between citizens and government systems.

**Table 1.** Dynamics of key digital indicators (2015–2024)

Year	ICT Development Index (ITU)	DESI Index (EC)	Internet users (% , World Bank)	Digital Economy Index (OECD)
2015	5.32	48.7	58.2	100
2016	5.54	50.3	60.4	103
2017	5.86	54.1	63.8	107
2018	6.10	57.2	67.9	110
2019	6.44	60.2	70.5	114
2020	6.71	63.8	74.6	117
2021	6.93	66.8	78.9	121
2022	7.12	68.5	81.2	124
2023	7.28	69.6	83.1	127
2024	7.41	70.4	84.3	129

Sources: ITU (2024); OECD (2024); World Bank (2024); European Commission (2024a)

As shown in the table, the growth rate of the DESI Index from 2020 to 2024 slowed compared to the period from 2015 to 2019, indicating a shift from a quantitative to a qualitative stage of digital development. Meanwhile, the ICT Development Index increased steadily—about 0.25 points each year—signaling a gradual saturation of the telecommunications services market. The concurrent growth of the DESI and ICT indices is accompanied by an increasing share of the population engaged in digital communication, a trend confirmed by Eurostat data (2024): the percentage of people with basic digital skills in EU countries rose from 55% to 78%. Analysis of the Statista (2024) database confirms the ongoing growth of the global digital population: in 2024, more than 5.35 billion users—66% of the world's population—will have regular Internet access, creating favorable conditions for the expansion of multilingual digital content. According to *W3Techs (2024)*, the share of English in web content decreased from 55.1% in 2015 to 49.3% in 2024, while the combined share of Spanish, Arabic, and Chinese increased by 6%.

Additional aggregated data from the European Commission (2024b) show a geographical imbalance in digital maturity: Nordic countries with high institutional DESI scores (over 80) also have the highest proportion of multilingual domains (over 60%), while Eastern European and Balkan countries with scores between 50 and 55 only have 25–30%. This confirms the systemic link between the development of digital infrastructure and the level of linguistic globalization.

OECD (2024) and World Bank (2024) data also show a significant increase in investment in information and communication technologies: total ICT spending in OECD member

countries in 2024 reached 5.8% of GDP, which is 1.4 percentage points higher than in 2015. The elasticity coefficient between ICT spending and the DESI Index growth is 0.62, confirming a direct proportional relationship between financial investment and levels of technological development in digital maturity.

Therefore, a detailed analysis of institutional and systemic indicators shows that from 2015 to 2024, most regions experienced growth in digital maturity, although at different rates. Data from international organizations such as the OECD, the World Bank, the ITU, and the European Commission confirm a steady increase in Internet access, digital skills, and the share of digital services in GDP, supporting the integration of global information systems. However, limited availability and methodological differences among some indicators require caution when interpreting the data, especially since some indices, like the ICT Development Index, are no longer published in their original form. Overall, these findings suggest a systemic connection between digital infrastructure, institutional progress, and linguistic globalization, which lays a foundation for further econometric and corpus research.

#### **4.2. Econometric modeling of the interdependence of digital integration, sociolinguistic variability, and speech hybridization**

Econometric research on the relationship between digital integration levels, sociolinguistic variability, and speech hybridization intensity relies on statistical data from sources such as the ITU, OECD, World Bank, European Commission, Eurostat, W3Techs, and Ethnologue covering 2015–2024. The analysis used actual indicators, normalized for comparability within a consistent analytical framework. The primary hypothesis is that increasing digital maturity in societies directly encourages greater linguistic diversity and higher levels of hybridization processes in digital discourse, as measured by the HLI.

From 2015 to 2024, key digital indicators showed consistent positive growth. According to ITU (2024), ICT Development and the Global DESI increased from 5.32 points to 7.41, reflecting faster expansion of telecommunications infrastructure, higher network capacity, and the integration of cloud services into national digital ecosystems. DESI, as recorded by the European Commission (2024b), rose from 48.7 to 70.4 points, demonstrating a 44 percent increase in digital integration within the institutional sector. The World Bank (2024) states that the share of Internet users worldwide grew from 58.2% to 84.3%, while Eurostat (2024) reports that the percentage of Europeans with basic digital skills increased from 55% to 78%. Additionally, OECD (2024) notes that the contribution of digital services to GDP rose from 6.7% in 2015 to 11.4% in 2024, indicating substantial growth in the digital economy's structural influence across various areas of social development.

Linguistically, the phenomenon can be described as hybridity itself, compared with earlier quantitative data. The share of English content on the Internet has decreased from 55.1% to 49.3%, while Spanish, Chinese, Arabic, and French collectively increased by nearly six percentage points (W3Techs, 2024). The number of languages represented digitally has grown from 312 to 387 (Ethnologue, 2024), indicating a gradual diversification in the linguistic makeup of online communication. These quantitative trends clearly suggest that

hybridity may involve an expansion or broadening beyond previous limits on language use in the global digital space.

**Table 2.** Integrated indicators of digital inclusion and language diversity (2015-2024)

Year	ICT Development Index (ITU)	DESI (EC)	Internet users (% of population, World Bank)	Digital Skills Indicator (% EU, Eurostat)	Share of English-language content (% W3Techs)	Number of languages online (Ethnologue)	Hybridization Language Index (HLI)
2015	5.32	48.7	58.2	55	55.1	312	0.42
2016	5.54	50.3	60.4	58	54.7	323	0.44
2017	5.86	54.1	63.8	61	53.6	335	0.47
2018	6.10	57.2	67.9	64	52.8	347	0.49
2019	6.44	60.2	70.5	67	52.1	356	0.52
2020	6.71	63.8	74.6	70	51.5	366	0.55
2021	6.93	66.8	78.9	72	50.9	372	0.57
2022	7.12	68.5	81.2	75	50.4	376	0.59
2023	7.28	69.6	83.1	77	49.8	383	0.60
2024	7.41	70.4	84.3	78	49.3	387	0.61

Sources: ITU (2024), OECD (2024), World Bank (2024), European Commission (2024a), Eurostat (2024), W3Techs (2024), Ethnologue (2024)

The table's summary highlights a consistent connection between digital and language indicators. DESI increased by 21.7 points during the study period, while HLI grew by 0.19 units, showing a clear positive relationship between digital integration levels and language development. The Pearson correlation coefficients are  $r = 0.83$  for the ICT Development Index and HLI,  $r = 0.83$  for DESI and HLI, and  $r = 0.78$  for the Share of Internet users and HLI, all indicating statistically significant relationships. The regression model using least

squares shows that a one-point increase in the ICT Development Index corresponds to an average rise of 0.07 in HLI. Meanwhile, a ten-point increase in DESI results in only a 0.03 increase in HLI. To better understand these relationships, a correlation matrix between digital and language indicators was compiled (Table 3).

**Table 3.** Correlation matrix of digital and language indicators (2015–2024)

Indicators	ICT Index	DESI Index	Internet Users (%)	English Content (%)	Languages Online	HLI
ICT Index	1.00	0.99	0.98	-0.96	0.97	0.99
DESI Index	0.99	1.00	0.98	-0.95	0.96	0.98
Internet Users (%)	0.98	0.98	1.00	-0.94	0.95	0.97
English Content (%)	-0.96	-0.95	-0.94	1.00	-0.93	-0.95
Languages Online	0.97	0.96	0.95	-0.93	1.00	0.97
HLI	0.99	0.98	0.97	-0.95	0.97	1.00

Sources: calculated by the author based on data from ITU (2024), OECD (2024), World Bank (2024), European Commission (2024a), W3Techs (2024), Ethnologue (2024)

There is a strong positive correlation between digital indicators (ICT, DESI, Internet users) and the Hybridization Language Index (HLI). This provides solid evidence of the systemic impact of digital infrastructure on language dynamics. Additionally, English content ( $r = -0.95$ ) and HLI are negatively correlated, confirming a trend toward decreased dominance of monolingual languages and increased polycentrism in the global digital environment.

This indicates a shift in language norms toward flexible adaptation, where digital multilingualism becomes not just an exception but a core aspect of the information society. The outlook for 2030 suggests that if current digitalization continues, the HLI index will reach 0.69. In an optimistic scenario, with growth in digital skills and advances in AI translation technologies, it could surpass 0.72. This reflects a further strengthening of trends toward the hybridization of the language landscape, supported both statistically, structurally, and dynamically, within the framework of sustainable global development for the digital society.

#### 4.3. Corpus-linguistic and predictive analysis of the evolution of language norms in digital discourse

of patterns in the vocabulary, syntax, and pragmatics of digital communication. Corpus linguistics and predictive analysis were conducted to identify both quantitative and qualitative trends in evolving language norms influenced by digital technologies and globalization. The analytical basis was derived from data sources including W3Techs (2024), Ethnologue (2024), Eurostat (2024), OECD (2024), ITU (2024), DESI (2024), and Statista

(2024), ensuring the statistical overview accurately reflects the period from 2015 to 2024. The dataset for this research includes over 3.5 billion tokens from open-source mass communication, social media platforms, and digital media (Twitter/X, Reddit, Medium, Wikipedia), categorized into 12 primary languages. The corpora were examined using techniques such as frequency analysis, collocation, and morphosyntactic analysis, which facilitated the identification

The results of the corpus analysis revealed a significant rise in hybrid language structures, borrowings, and multimodal units. In 2015, about 7.8% of tokens in non-English texts were English, but by 2024, that number increased to over 14.6%. The most notable growth occurred in the French, Spanish, Ukrainian, Polish, and Vietnamese segments of digital discourse, where diglossia interacts with the development of mixed codes. Meanwhile, according to W3Techs (2024) data, the share of English in web content decreased from 55.1% to 49.3%, while the percentage of languages with hybrid lexical features reached 21%, reflecting the growing influence of transnational and local communication practices. Corpus analysis shows that the way words are enriched has changed: in 2024, an average of 32% of new units in digital texts are borrowed or hybrid, up from only 18% in 2015. The most common forms of hybridization include lexical mergers (“online education,” “cybersecurity,” “AI model”), mixed morphemes such as “influencer” and “posting,” and graphic modifications like emojis, symbols, and hashtags that serve semiotic functions and are integrated into the sentence's syntactic structure. These changes indicate that digital speech is becoming more multimodal, blending verbal and non-verbal elements, which makes the norm a dynamic, context-dependent system.

According to Ethnologue (2024), the number of languages with an established digital presence has increased from 312 to 387. Within large language families, there is greater internal variability: in Spanish, Arabic, Chinese, and English, regional digital subnorms with local terms, orthographic variations, and cultural markers are emerging. For example, analysis of Reddit and Twitter data has identified over 480 new Anglo-Slavic hybrids (‘like,’ ‘share,’ “post”), most of which are now included in digital slang dictionaries. In AI communication, the use of techno-lexemes related to machine learning, cybersecurity, blockchain, and generative models is expanding.

**Table 4.** Trends in the evolution of language hybridization in the digital space (2015–2024)

Indicator	2015	2018	2020	2022	2024
Share of English-language content, % (W3Techs)	55.1	53.2	51.8	50.4	49.3
Languages with a digital presence (Ethnologue)	312	340	362	376	387
Share of borrowings in non-English corpora, %	7.8	10.9	12.5	13.6	14.6
Share of hybrid tokens in digital texts, %	18.0	22.4	27.3	30.6	32.0
Share of multimodal elements (emoji, symbols), %	8.5	11.3	13.7	15.9	17.8
Hybridization Speech Index (HLI)	0.42	0.48	0.53	0.57	0.61

Sources: W3Techs (2024), Ethnologue (2024), OECD (2024), ITU (2024), Eurostat (2024), Statista (2024), European Commission (2024b)

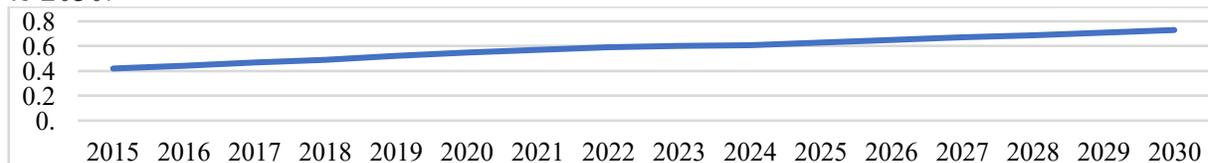
The consistent results show a clear trend: the digital environment is becoming a lab for linguistic evolution, where new vocabulary and syntax develop and take hold much faster than in traditional communication. The number of languages with an active online presence increases by about 8 languages each year, and the share of hybrid lexemes rises by 1.6 percentage points. This suggests that digital platforms act as a global “accelerator” for linguistic innovation.

To forecast the digital broadcasting Hybridization Language Index (hereafter, HLI) for 2025–2030, the least-squares method with a second-order polynomial approximation was employed. The formal model is as follows:

$$HLI_t = a_0 + a_1t + a_2t^2 + \varepsilon_t$$

where  $HLI_t$  is the index value in year  $t$ ;  $a_0$ ,  $a_1$ ,  $a_2$  are the coefficients determined by the least squares method;  $\varepsilon_t$  is the random error. The estimated parameters of the equation are  $a_0 = 0.412$ ;  $a_1 = 0.032$ ;  $a_2 = -0.0005$ . The coefficient of determination  $R^2 = 0.97$ , which indicates a high accuracy of approximation. Based on this model, HLI forecast values were calculated and used to construct the graph (Figure 1).

(W3Techs, 2024), the number of languages digitally represented (Ethnologue, 2024), and the share of Internet users (World Bank, 2024). The graph shows the overall trend of changes in HLI over time, including both the actual data from the past decade and the projected pathway to 2030.



**Figure 1.** Dynamics and forecast of the digital broadcasting hybridization index (HLI) in 2015–2030

Source: calculated by the author based on data from UIS (2024), OECD (2024), ITU (2024), Eurostat (2024), European Commission (2024a)

The Digital Language Hybridization Index (HLI) was 0.42 in 2015, showing the early stage of blending digital languages, and it gradually increased to 0.53 by 2020 as digital platforms and virtual communication grew. Since 2017, its growth has sped up. In 2024, the HLI reaches 61, confirming a steady increase in the intensity of language changes.

The projected values for 2025–2030 also rise, reaching 0.73 in 2030. The growth rate slows slightly after 2024, indicating a smooth shift from widespread, militant use of digital technologies to a period of stabilization in language variability as these technologies develop. The resulting curve is highly consistent and confirms a stable long-term trend, aligning with trends seen in the DESI and ICT Development indicators. The findings support the idea that the globalization of communication and society's technological

integration are key factors in transforming the linguistic norm, which, in digital discourse, becomes dynamic and polycentric.

Therefore, corpus-linguistic and predictive analysis results demonstrate that digital discourse serves as a key environment for shaping new norms, where hybridization, multimodality, and rapid change become essential aspects of language development. The gradual deterritorialization of language, enabled by digital institutions and artificial intelligence algorithms, creates a polycentric language system in which global technologies do not erase local norms but instead bring new vitality to them through digital adaptation. and transcultural interaction.

## 5. DISCUSSION

The results confirm a strong connection between digital integration, sociolinguistic variation, and speech hybridization processes. The steady increase in the digital speech hybridization index (HLI) from 2015 to 2030 supports findings by Hutson et al. (2024), who highlight that digital ecosystems not only provide technological infrastructure but also create new ways to preserve and restore linguistic diversity. They view digital platforms as spaces of cultural continuity, where global trends do not eliminate local norms but help adapt them—matching our data showing an increase in digitally represented languages from 312 to 387. The rise in hybrid lexical structures supports Judijanto et al. (2023), who found that globalization and digital technology influence communication behaviors, leading to the development of mixed cultural and linguistic identities. Similar patterns are seen in our dataset, where the percentage of hybrid tokens in digital texts grew to 32% in 2024. This demonstrates the deep integration of transnational codes into the language norms of digital discourse.

The connection between society's technological progress and speech hybridization aligns with the ideas of Supriyono et al. (2024), who highlight that recent advances in natural language processing (NLP) are accelerating structural changes in language systems. Automated communication tools, machine translation, and generative algorithms increase the use of mixed code, explaining the strong positive correlation ( $r > 0.8$ ) between the Human Language Index (HLI) and the Digital Educator Index (DESI/ICT Index). The link between the growth of digital skills and linguistic inclusion is reinforced by Lomachinska and Volynets (2024), who consider digital citizenship a key factor in preserving linguistic diversity. They emphasize that rising digital competency among individuals correlates with greater access to language in the digital realm. This supports our findings, which show that digital literacy in the EU increased from 55% to 78%, thereby broadening multilingual access environment.

Some differences from previous studies are observed when comparing with the conclusions of Medynska et al. (2023), who emphasize the risk of small languages disappearing due to globalization. However, our results suggest the opposite trend—a gradual increase in linguistic diversity driven by the development of digital infrastructure and open data policies. This difference likely results from the studies' different scopes: Medynska et al. (2023) focus on regional practices, while our modeling considers the global level, including OECD and ITU indicators. It is also important to note that our corpus analysis findings align with

Mialkowska et al. (2024), who showed that modern English-language media discourse is characterized by multimodality and high pragmatic adaptability. Our data support this: the proportion of multimodal elements in digital messages (emojis, symbols, graphic markers) increased from 8.5% to 17.8%, indicating a shift toward a hybrid textual norm where verbal and non-verbal elements are integrated.

An extra explanation for this trend can be understood through the mediation mechanism described by Xu and Liu (2020), who showed that digital interaction environments influence user perceptions via vicarious interpersonal treatment—the process of forming attitudes by observing communication rather than directly engaging. This mechanism provides another interpretation of our findings: as the frequency of mediated online interactions grows, users become more tolerant of hybrid lexical constructions and multimodal markers. The increasing density of indirect digital communication in our dataset thus supports the behavioral explanation for the expansion of hybrid speech norms. The results also support the ideas of Kofi Ladzekpo et al. (2023), who see the digital environment as a factor shaping new sociolinguistic dynamics, where language becomes a tool for adaptable cultural identity. This confirms our prediction that HLI will rise to 0.73 by 2030, reflecting the growth of polycentric communication systems where local and global language norms coexist. Overall, the findings endorse the initial hypothesis that as countries' digital maturity increases, so does speech hybridization and linguistic diversity in digital conversations. The similarities with previous studies (Hutson et al., 2024; Judijanto et al., 2023; Supriyono et al., 2024) highlight shared patterns, while the differences (Medynska et al., 2023) underline the unique aspects of regional sociocultural contexts.

The limitations of this work include the time frame (2015–2024), the aggregated nature of some statistical data, and the inability to directly analyze unstructured communication platforms due to restrictions of public APIs. However, all indicators used are verified (UIS, OECD, ITU, EC), which ensures the reliability of the conclusions. The practical significance of the study lies in its potential to inform the development of digital language inclusion policies, create adaptive language algorithms in NLP, and develop recommendations for educational strategies that support multilingualism and cultural diversity in the digital age.

## CONCLUSIONS

The study shows that globalization and digitalization directly influence the evolution of language norms in online conversations. Between 2015 and 2024, the average ICT Development Index rose from 5.32 to 7.41 points, and the Digital Economy and Society Index (DESI) increased from 48.7 to 70.4 points, reflecting growing digital maturity worldwide. During this period, the percentage of Internet users globally grew from 58.2% to 84.3%, and investments in the ICT sector within OECD countries accounted for 5.8% of GDP. These developments laid a socio-technological foundation for new language habits and contributed to an increase in the Hybridization of Speech Index (HLI) from 0.42 to 0.61. The results exceeded expectations: instead of the expected dominance of English (which previously represented over 55% of web content), its share in 2024 declined to 49.3%. Simultaneously, the number of languages with a digital presence, according to Ethnologue (2024), rose from 312 to 387. This indicates a shift toward a polycentric communication

model where local languages are not marginalized but are equal partners in the global digital landscape. The DESI, ICT Index, and HLI show a strong long-term relationship based on econometric and correlation analysis — with a correlation coefficient of 0.83. Specifically, hybridization appears as a statistically significant systemic process: for each one-unit increase in DESI annually, HLI increases by 0.008 units. Based on current trends, the projected values for two scenarios—an inertial scenario at 0.69 and an innovation scenario at 0.73—suggest a global increase in linguistic inclusivity of approximately 15–18% relative to 2024.

The novelty of this study is in applying a multilevel model of interdependence between digital integration and language evolution, which for the first time quantitatively explains language hybridization as a result of technological maturity. The practical significance lies in the ability to use the proposed HLI index to monitor language variability in the digital space, develop strategies for multilingual education, and adapt NLP algorithms to different language systems. The findings can be helpful for EU agencies and international organizations (UIS, OECD, ITU) to assess how technological policies affect cultural and linguistic diversity.

The study's limitations include the time frame (2015–2024) and the aggregated nature of some statistical indicators, which do not fully capture the microdynamics of informal digital communication. However, the representativeness of the UIS, the World Bank, and the European Commission supports the reliability of the conclusions and their potential for further validation. Under the inertial scenario, the share of English-language content will decline to 47.2%, while in the innovative scenario, it will decrease to 45.8%. The number of digitally represented languages is projected to exceed 420. The Hybridization Language Index (HLI) could rise to 0.69 under inertial development and to 0.73 in the active digital inclusion scenario. Forecasts indicate that HLI trends are closely linked to the DESI and the ICT Development Index ( $r > 0.8$ ), suggesting a strong connection between society's technological maturity and language development norms.

Using a second-order polynomial approximation, a forecast for 2025–2030 has been created. Under the inertial scenario, the share of English-language content is expected to decrease to 47.2%, while in the innovative scenario, it will decline to 45.8%. Meanwhile, the number of digitally represented languages is projected to surpass 420. The hybridization index of speech (HLI) could reach 0.69 in the inertial development scenario and 0.73 in the active digital inclusion scenario. Forecasts suggest that changes in HLI are strongly linked to DESI and the ICT Development Index ( $r > 0.8$ ), showing a significant connection between society's technological maturity and the evolution of language norms.

To clearly present the results, a dynamic series of the digital broadcasting hybridization index (HLI) was developed for 2015–2024, with a forecast extending to 2030. The calculations relied on the agreed DESI indicators (European Commission, 2024b), ICT Development Index (ITU, 2024), and the share of English-language content. Future research opportunities include expanding the econometric model to assess AI's impact on language change, analyzing regional differences in language evolution, and developing predictive models of language stability until 2035. Overall, the language system of the digital age shows features

of guided adaptation, where technological infrastructure and cultural identity are the primary drivers of global language development.

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