

CONTENTS

| | | |
|----------|---------------------------------|-----------|
| | PREFACE | viii |
| 1 | Linguistic perspectives | 1 |
| | Misconceptions | 3 |
| | Terminological caution | 7 |
| | Research challenges | 10 |
| 2 | The Internet as a medium | 16 |
| | Speech vs writing | 17 |
| | The Internet as a mixed medium | 19 |
| | Differences with speech | 21 |
| | Differences with writing | 28 |
| | A new medium | 32 |
| 3 | A microexample: Twitter | 36 |
| | Methodological issues | 39 |
| | Content issues | 42 |
| | Grammatical issues | 45 |
| | Pragmatic issues | 48 |
| | A variety in evolution | 52 |

| | | |
|----------|---|------------|
| 4 | Language change | 57 |
| | Vocabulary | 58 |
| | Orthography | 61 |
| | Grammar | 67 |
| | Pragmatics | 69 |
| | Styles | 75 |
| 5 | A multilingual Internet | 78 |
| | Policy and technology | 82 |
| | Methodological issues | 86 |
| 6 | Applied Internet linguistics | 92 |
| | Problem areas | 93 |
| | The focus on ambiguity | 98 |
| | A lexicopedic approach | 103 |
| | The centrality of semantics | 106 |
| | An illustration | 109 |
| | Other aspects | 113 |
| 7 | A forensic case study | 122 |
| | An extract | 124 |
| | A case study | 125 |
| | Method | 126 |
| | Results and discussion | 127 |
| 8 | Towards a theoretical Internet linguistics | 135 |
| | Relevance and indexing | 140 |
| | New directions | 148 |
| 9 | Research directions and activities | 150 |
| | 1 Debating roles (Chapter 1) | 151 |
| | 2 Audio issues (Chapter 2) | 151 |
| | 3 Distinctive forms (Chapter 2) | 152 |
| | 4 Testing hypotheses (Chapters 2 and 3) | 153 |
| | 5 Punctuation (Chapter 4) | 154 |
| | 6 Spam (Chapter 4) | 154 |
| | 7 Online translation (Chapter 5) | 155 |
| | 8 Localization (Chapter 6) | 158 |

| | |
|--|-----|
| 9 Taxonomy (Chapter 6) | 159 |
| 10 Semantic targeting (Chapters 6 and 7) | 161 |
| Notes | 163 |
| Further reading | 171 |
| Index | 172 |