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Artículos Científicos

Uso de las abreviaciones en redes sociales y dispositivos móviles en estudiantes de la Universidad de Guadalajara

Use of abbreviations in social networks and mobile devices in students of the University of Guadalajara

Uso de abreviações em redes sociais e dispositivos móveis em estudantes da Universidade de Guadalajara

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Resumen

El objetivo de la presente investigación fue conocer la manera en que los estudiantes de la licenciatura en Agronomía del Centro Universitario de la Costa Sur de la Universidad de Guadalajara utilizan las abreviaturas en redes sociales y dispositivos móviles. Para recabar la información se empleó la encuesta, una técnica que resulta útil para recoger datos según un protocolo establecido, seleccionando contenido de interés procedente de la realidad mediante preguntas en forma de cuestionario (su instrumento de recogida de datos). Los resultados demuestran que más de la mitad de los participantes son conscientes de que las abreviaturas puede distorsionar la comunicación entre el locutor y el interlocutor, de ahí que estén a favor de que sean eliminadas. De hecho, un porcentaje muy alto opina que no es indispensable que todas las personas deban adoptar esta forma de comunicación porque consideran que las abreviaciones que ellos utilizan deforman el lenguaje y la comunicación, lo cual, en definitiva, puede alterar el significado verdadero del mensaje transmitido.

Palabras claves: abreviaciones, códigos de comunicación, comunicación y encuesta.

Abstract

The objective of the present investigation was to know the way in which the students of the degree in Agronomy of the University Center of the South Coast of the University of Guadalajara use the abbreviations in social networks and mobile devices. To collect the information, the survey was used, a technique that is useful for collecting data according to an established protocol, selecting content of interest from reality through questions in the form of a questionnaire (its data collection instrument). The results show that more than half of the participants are aware that the abbreviations can distort the communication between the speaker and the interlocutor, hence they are in favor of their elimination. In fact, a very high percentage believe that it is not essential that all people should adopt this form of communication because they consider that the abbreviations they use distort language and communication, which, in short, can alter the true meaning of the message transmitted.

Keywords: abbreviations, communication codes, communication and survey.

Resumo

O objetivo da presente investigação foi conhecer o modo como os alunos da graduação em Agronomia do Centro Universitário da Costa Sul da Universidade de Guadalajara utilizam as abreviaturas em redes sociais e dispositivos móveis. Para a coleta das informações, utilizou-se a pesquisa, técnica útil para a coleta de dados de acordo com um protocolo estabelecido, selecionando conteúdo de interesse da realidade por meio de perguntas na forma de questionário (seu instrumento de coleta de dados). Os resultados mostram que mais da metade dos participantes está ciente de que as abreviações podem distorcer a comunicação entre o interlocutor e o interlocutor, portanto, são favoráveis à sua eliminação. De fato, uma porcentagem muito alta acredita que não é essencial que todas as pessoas adotem essa forma de comunicação, porque consideram que as abreviações usadas distorcem a linguagem e a comunicação, o que, em suma, pode alterar o verdadeiro significado da mensagem transmitido.

Palavras-chave: abreviações, códigos de comunicação, comunicação e pesquisa.

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Introduction

Communication (word that comes from the Latin *communicare*, which means 'to make another participant of what one has') is a process that has materialized since ancient times through the use of different representation systems (ideograms, pictograms, hieroglyphs, etc.) that have served to offer and receive information (Fuentes-Navarro, 1980), which inevitably happens in the middle of a context that usually determines the meaning of what is said (Naranjo-Pereira, 2005). This is a process that can be unilateral (when the sender transmits a message that the receiver is only limited to receiving) or bidirectional (when sender and receiver exchange their roles).

Now, beyond the different definitions that may exist for this process, some authors — such as (Naranjo-Pereira, 2005). they believe that true communication arises from empathy, that is, from the genuine rapprochement between people who participate in a society.

Also, it should be remembered that in every communicative act there is information that is to be transmitted, for which a code or system of signs is used that must be common for both the receiver and the sender. In the case of young people today, this system has been constituted by the use of abbreviated communication, which has become a specific type of jargon that reinforces them as a group and internally joins them into a virtual community (Marín -Montín, 2004).

In fact, due to the popularity of the many existing technological platforms, the abbreviations have become one of the linguistic resources most used by young people to interact with their peers (Brönstrup, Godoi and Ribeiro, 2007). These can be defined as a “set of letters that represent a word. Normally [are] used or the initial part of the word of origin or a mixture between the initial and the final part ”(Siurot, nd), that is, they are made up of phonetic elisions that serve to shorten the graphic expression of the ideas that they want to issue (Graham-Augustsson, 2014).

Although it is true that there are usually no absolute rules to regulate the formation of abbreviations, it can be indicated that they are regularly formed using the first letters of a word (preferably up to a consonant) followed by a period. Table 1 shows some of the most common abbreviations.

Tabla 1. Ejemplos de abreviaturas

Palabra	Abreviatura
Página	pág.
Capítulo	cap.
Número	n.º
Eminencia	Em. ^a
Señora	Sra.
Señorita	Srta.
Administración	admón.

Fuente: Roméu-Escobar (2012)

The problem with this communicative resource, however, is that although it can serve to facilitate the task of taking notes, it can also generate confusion among the interlocutors if they do not know the exact meaning of what is written in a writing (Royal Spanish Academy

[RAE], 2017). Therefore, since ancient times the Emperor Justinian had banned its use, and even in 12th-century France decrees were issued that limited its use in notarial documents.

Explained the above, it can be said that in the present investigation we have tried to know the way in which the students of the degree in Agronomy of the University Center of the South Coast of the University of Guadalajara use the abbreviations in social networks and mobile devices.

Method

This research was conducted at the University Center of the South Coast, headquarters located in the city of Autlán de Navarro, Jalisco, which is part of the University of Guadalajara. To collect the information, the survey was used, a data collection technique that is part of the non-experimental designs. Due to its intense use and dissemination, this technique is ideal for knowing the behavior of interest groups and making decisions about them. It also allows structuring and quantifying the data found and generalizing the results to the entire population studied, and is useful for collecting data according to an established protocol, selecting the content of interest from reality through questions in the form of a questionnaire (its collection instrument of data) (Kuznik, Hurtado Albir and Espinal Berenguer, 2017).

The questionnaires were self-administered, since they have the advantage of guaranteeing the anonymity of the study subjects; In addition, they are easier to apply than a personal interview, hence they are used especially in naturally constituted groups (schools, companies, etc.) (Casas-Anguita, Repullo-Labrador and Donado-Campos, 2002).

However, it is also worth commenting that one of its greatest limitations is that they provide a simplified and superficial image of reality, based on atomized and decontextualized data that do not allow us to have a comprehensive view of the phenomena studied. In addition to this, and from a practical point of view, it is the most fragile data collection technique, since it can fail in many stages of the process. This disadvantage is aggravated because once it has begun to apply it does not allow any rectification during the process (Kuznik *et al.*, 2010).

Now, since this was a descriptive study applied to students who use the abbreviations as a communication tool in social networks and their mobile devices, it was decided to use the probability formula for defined populations, since this allows a Once the universe of individuals with whom you want to work is known (in this case, 338 students of the Agronomy career, 2017 B calendar); therefore, the following finite sample analysis equation was used Aguilar-Barojas, Saraí (2005).

$$n = \frac{Z^2 N pq}{e^2(N - 1) + Z^2 pq}$$

As

n = Sample size

Z = Confidence Level

N = Universe

p = Probability

q = Probability found

e = Estimation error.

This equation has a reliability of 95% and an accuracy of 87%, with which the surveys were applied and the sample size was determined. As for the statistical analysis, this was done using Cronbach's alpha coefficient (Zumbo and Rupp, 2004, cited by Elosua and Zumbo, 2008). In this regard, Campo-Arias and Oviedo (2008) indicate that internal consistency is considered acceptable when it is between the values 0.70 and 0.90. Based on this premise, González-Alonso and Pazmiño-Santacruz (2015) interpret the following Cronbach's alpha test formula:

$$\alpha = \left(\frac{K}{K - 1} \right) \left(1 - \frac{\sum V_i}{V_T} \right)$$

As

K = Number of items

V_i = Independent variance

V_T = Variance of the total items

∑V_i = Sum of the variance of the items.



Results

Descriptive analysis

Table 2 shows the percentages of both positive (yes) and negative (no) responses around certain participants' perceptions of the use of abbreviations:

Tabla 2. Porcentaje de respuestas positivas y negativas sobre las preguntas formuladas

Pregunta	Respuestas positivas (%)	Respuestas negativas (%)
1) ¿Sabes qué son las abreviaturas?	100	0
2) ¿Existe la comunicación entre los estudiantes?	98	2
3) ¿Se distorsiona la comunicación entre los estudiantes en su forma de abreviar?	57	43
4) ¿Crees que son adecuadas las nuevas abreviaciones de los jóvenes?	34	66
5) ¿Las abreviaciones de los jóvenes alteran o confunden la comunicación?	68	32
6) ¿Deben de eliminarse las nuevas abreviaciones de los jóvenes en la comunicación?	55	45
7) ¿Todas las personas deben adoptar esta nueva forma de comunicación de los jóvenes?	13	87

Fuente: Elaboración propia

The previous table shows that all the students of the Agronomy degree consulted know what the abbreviations are and more than half are aware that this system can distort the communication between the speaker and the interlocutor, hence they are in favor of be eliminated. In fact, a very high percentage believe that it is not essential that all people should adopt this new form of communication for young people.

Textual description of the abbreviations used by Agronomy students of the University Center of the South Coast

In addition to the seven questions asked and presented in Table 2, the following question was raised: which abbreviations do you use to communicate through the different mobile devices and in your social networks? The results achieved were divided according to the sex of the respondents (table 3):

Tabla 3. Abreviaciones más usadas por mujeres y hombres consultados

MUJERES			HOMBRES		
FRASE	ABREV.	FREC.	FRASE	ABREV.	FREC.
<i>No te preocupes</i>	NTP	8	<i>No te creas</i>	NTK	21
<i>No te creas</i>	NTK	7	<i>No te preocupes</i>	NTP	19
<i>Te quiero mucho</i>	TQM	5	<i>Por qué</i>	XQ	13
<i>Por qué</i>	XQ	3	<i>Te quiero mucho</i>	TKM	14
<i>No mames</i>	NMMS	3	<i>No mames</i>	NMMS	15
<i>Por</i>	X	3	<i>Por</i>	X	11
<i>Chinga tu madre</i>	CTM	3	<i>¿Qué?</i>	Q	9
<i>Sin respuesta</i>		2	<i>A la verga</i>	ALV	11
<i>Facebook</i>	FACE	2	<i>Chinga tu madre</i>	CTM	8
<i>Hijo de puta</i>	HDP	1	<i>Dónde</i>	DNDE	5
<i>A la verga</i>	ALV	1	<i>Está bien</i>	OK	4
<i>Que pedo</i>	Q Pdo	1	<i>Ninguno</i>		5
<i>Hijo de su puta madre</i>	HDSPM	1	<i>Feliz cumpleaños</i>	HBD	3
			<i>Baby</i>	BB	2

Fuente: Elaboración propia

The table above shows that men and women have certain similarities in the way they express themselves through abbreviations, although it is worth noting the difference in their TKM and their TQM (I love you very much).

On the other hand, it can be said that the most commonly used abbreviation is NTK (Do not believe it), while one of the least used is *Q Pdo* (*¿qué pedo?*, *¿qué pasa?*, *¿qué sucede?*).

Statistic analysis

Cronbach's alpha test

The results obtained with the Cronbach's alpha test are explained below and presented in numerical values of the survey applied to Agronomy students on the use of abbreviations in social networks and mobile devices. As part of the reliability of the answers, some authors point out certain values in the application of this test. In this regard, acceptable and reliable values are indicated by the following values and standards of between 0.7 and 0.9, and 0.5 and 0.9, respectively (Campo-Arias and Oviedo, 2008; Frías-Navarro, 2019) (table 4).

Tabla 4. Índice de valores del coeficiente de alfa de Cronbach

Valor numérico	Valor cualitativo
> 0.9	Excelente
> 0.8	Bueno
> 0.7	Aceptable
> 0.6	Cuestionable
> 0.5	Pobre
> 0.5	Inaceptable

Fuente: Frías-Navarro (2019)

Knowing that the items applied in the survey were seven, the sum of the variances of both men and women was determined, as well as the total variances, and then the absolute values to obtain the final value of Cronbach's alpha, which in the applied survey it was 0.8 for both men and women (table 5).

Tabla 5. Prueba de alfa de Cronbach

	HOMBRES	MUJERES
K	7	7
Sum var	1.086369771	1.102941176
Var Totales	0.639676113	0.654411765
Valor abs	0.698312236	0.685393258
	1.166666667	1.166666667
	-0.698	-0.685
Alfa de Cronbach	0.8	0.8

Fuente: Elaboración propia

The statistical analysis of the previous table shows that the values obtained from Cronbach's alpha are acceptable and reliable. (Campos-Arias y Oviedo, 2008; Frías-Navarro, 2019).

Discussion

According to the results obtained in question three of the applied questionnaire (Is communication between students distorted in its abbreviated form?), It can be said that 57% of the students responded affirmatively, while the remaining 43% did so in a negative way. This is evidence of the lack of consensus among the participants, as for some the abbreviations must continue to be used, since they speed up the writing and do not constitute an impediment to understanding the texts, while other students disagree with this opinion, as they believe that this method of communication can generate misunderstandings.

In accordance with the previous idea, it should be noted that many participants are aware that if they use abbreviations with people over 40 they would not understand the messages because they may not know their meanings, although another group of young people do not consider this reality, what their abbreviations would use because they think it is a quick and fun way to write (Graham-Augustsson, 2014).

Likewise, it can be indicated that young people express their feelings in the way they write, and that each word has a particular expression that follows a cultural prototype and jargon when making changes in the way they communicate. An example of this is the

differences found in the abbreviations of men (TKM) and women (TQM) to refer to the same idea (I love you very much).

Conclusion

At present, for young people the abbreviations have become a habitual system of communication in digital environments; This, on the one hand, has served as an integration factor that facilitates interaction between this group of individuals, but at the same time it has become a jargon that has served to exclude, mainly, older people who are not familiar with her.

Even so, it can be said that the young people consulted do not agree with the adoption of this new way of communicating because they consider that the abbreviations they use distort the language and communication, which, in short, can distort the true meaning of the message transmitted

Finally, it should be noted that it is convenient to deepen this research topic, which although it represents a practical, effective and fun way to interact, it is also a new way of transmitting emotions.

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