Factors Affect the Frequency of Using Slang on Social Media: Case Study Word "Flex" on Facebook in Vietnam

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Abstract— This study investigates the factors impacting the frequency of slang usage on social media, with a particular focus on the phrase "flex" on Facebook in Vietnam. We used a mixed-approaches strategy, which combined quantitative and qualitative research methods. Data were gathered from a representative sample of 1000 Vietnamese Facebook users chosen from a population of almost 1,000 using a systematic sampling procedure with a sampling interval of k=5. Surveys and interviews were done to collect detailed information about user demographics, societal influence, and personal sentiments toward slang usage. The data was analyzed quantitatively using SPSS. The findings show that demographics, social influence, and personal opinions have a considerable impact on the frequency of slang usage. Younger users and those with more social media activity are more likely to utilize slang phrases such as "flex." The study also found that slang usage is frequently motivated by a desire for social identity and approval. These findings help us understand how language evolves in digital communication and how social media influences linguistic trends.

Keywords: slang; social media; language; Slang Adoption; Digital Communication.

I. LITERATURE REVIEW

Although users use different social media platforms for different purposes, they also need to use language to express their words and emotions, as claimed by We are social 2023. Therefore, in the era of 4.0 technology, communication on social media platforms is becoming more popular, in particular, different ways of communication are gradually appearing. Research by Wahyu Trimastuti (2017) indicates that the development of media has affected the way people interact and communicate, which means that the language used to communicate is also affected and changed. This study shows that today, many social groups use special terms to communicate with others, especially on social media platforms. Along with that, slangs are appearing densely on social media such as "Khum" (Nope), "j z tr" (OMG), "ét o ét" (SOS) have reached millions of mentions on Vietnamese social media platforms. The use of slang is gradually becoming a typical popular trend, creating a unique language in the online community. "The popularity of slang on social media is not just a short-term trend, but a manifestation of innovation and diversity in the way we express and share language in the digital age," according to Eduardo G. Altmann et al. (2011).

The birth of new slang when widely popular is always one of the phenomena of attraction in society. Research on these innovations, Rogers (1962), who developed the first popular model, defined diffusion of innovations as "the process in which an innovation is communicated through certain channels over time between members of the social system". For its adopter, innovation can be any "idea, practice, or object regarded as new by another individual or adopter" (Rogers, 2003). As one of the most influential theories of communication in marketing, the focus of *Diffusion of innovation Theory* is the means of disseminating information about an innovation. Although Rogers' model is classical and widely applicable, it has some limitations in terms of predictability regarding the dissemination of an innovation (Bass, 1969). Therefore, Bass had proposed the Bass model to explain his finding that the number of people who are aware of innovation over a period of time is almost identical to the number using that innovation in most popular processes. Hence, the Bass model has been modified and implemented in forecasting the spread of innovation in many fields (Mahajan, Muller, & Bass, 1990).

Notwithstanding this Roger's diffusion of innovations research model and the Bass model are suitable for exploring the factors that spread slang, the specific characteristics of slang as well as the proposed factors in the model are not clear to build the scale to measure the impact. Thus, our framework synthesizes interdisciplinary theories, encompassing communication, psychology, law, and marketing, complemented by an exacting validation sequence to foster a bespoke model tailored for social media slang dispersion.

The findings of this study not only shed light on giving an overview of the factors that cause language spread on social networks but also contribute to the research overview of slang on social media platforms with factors contributing to changing the frequency of using slang on social media. Simultaneously, it proposes specific solutions for stakeholders, especially media agencies, to capture positive components so that advertising and marketing campaigns can be highly effective and support future research. Thereby, it can contribute to a deeper understanding of the importance and influence of slang and its use in modern society.

II. BACKGROUND

Based on The diffusion of Innovation and the Bass model, this study proposes that the research model of influencing factors that change the frequency of using slang and the intensity of its impact from these factors to network users has been inherited and improved accordingly as follows:

Table 1:

The three hypotheses corresponding to the three causal variables are stated as follows:

H1: *Personality traits influence how often slang is used on social media.*

H2: *Social media has an effect on the change in the frequency of slang use on social media.*

H3: *The characteristics of innovation have an impact on the change in the frequency of slang use on social media.*

- **Causes of personality traits**

First, personality traits will determine why the user makes the decision to use a precise product or service. “Like innovation, adopters have been identified as having characteristics that influence their ability to adopt an innovation,” Rogers observes. A wide range of individual personality traits have been examined in terms of their impact on the acquisition of adaptive individuals.” Different personalities will cause users to make different usage decisions (Riaz et al., 2012). Prevailing scholarship (Ozer & Benet-Martinez, 2006) corroborates the premise that personality is a prescient determinant of a wide range of life's facets, encompassing digital conduct (Wang, 2013). While several personality models exist, one of the most widely accepted theoretical frameworks of personality is the five-factor (or Big 5) model, which includes openness to new experiences, conscientiousness, extroversion, agreeableness, and neuroticism (McCrae and Costa, 1987; McCrae and John, 1992). Driven by growing evidence of the presence of an association between personality and online behavior, researchers have begun to explore the use of digital footprints left by people on social media to infer the 5 personality traits.

Table 2:

- **Causes of social media characteristics**

The characteristics of social media, following personality traits, are another factor that can influence users' decisions to use the word "flex." Tim Althoff et al. (2017) posited that social networks directly impact user behavior due to their inherent features. Before the advent of the internet, it was posited that social networks played a crucial role in knowledge dissemination, particularly discussed in the book *The IRG solution: hierarchical incompetence and how to overcome it.* This book suggests that the widespread adoption of computer networks by individuals would significantly enhance the spread of innovations, along with a greater comprehension of potential limitations and the identification of necessary innovation that would otherwise not be noticed. In corroborating research, Ngo Minh Tien (2021) highlighted five salient characteristics of social media: virality, community, real-time continuity, personalization, and high interactivity.

Table 3:

- **Causes of the rules for operating social network system**

Social networking systems are not a novel concept in historical and contemporary studies. Bass (1990) and Chen (2008) have classified the governance and customs within social networks as factors contributing to the spread of innovation. However, their models have not specified the evaluation criteria for this element. Thus, this article taps into industry expert insights to determine the suitability and criteria for evaluating this factor. The interpretation of social media systems varies widely. Ngo Minh Tien and Do Thi Quynh Trang (2021) describe social media as "traditional media enhancements through superior Internet applications." In contrast, Nguyen Van Chuong (2016) states, "Characterized by rapid connectivity and extensive sharing

capabilities, with merely a phone or computer connected to the Internet, one can access and participate on numerous sites like Facebook, Zalo, YouTube, Twitter..., with Facebook being the most predominant." From these perspectives, the operation of social network rules is gauged by four metrics: (1) These rules of operation do not object to the use of slang, (2) Social networks have information links and trends that stand out from each other, (3) Features (e.g. adding hashtags, icons, etc.) that make slang more noticeable, (4) Content recommendation tools are designed to provide personalized search results based on user's interests and behaviors.

Table 4:

- **Causes of social media's ability to create, maintain and spread slang**

According to Gerčovská, Nataliya Oleksiyivna et al. (2016), "Users reflect their creativity in the online communication process, exhibited in social networks, blogs, forums, through neologism creation." Similarly, Bass (1990) emphasizes society's receptiveness to novelty as instrumental in diffusing innovation. Therefore, the role of social media in creating, maintaining, and spreading slang is assessed by the capabilities mentioned above.

Table 5:

- **Causes of the relative advantages of word "flex"**

Relative advantages are perceived as those contributing to a subject's significant developmental edge over others. Rogers (1962) defines this as the degree to which an innovation supersedes the preceding idea, program, or product. For the slang "flex," this study identifies four principal advantages contributing to its effective dissemination: (1) High frequency due to its simplicity and prevalence on free social platforms, (2) Adoption by various Vietnamese celebrities, creating a compelling influence as demonstrated by Due Ding et al. in 2012, (3) The word's intrinsic appeal, encapsulated by its brevity, memorability, comprehensibility, and the novelty of slang, as identified by Guzel Alekseevna Izmaylova and colleagues in 2016, and (4) The decline of preceding trends on social networks, creating a void for a newly engaging trend to take hold. Rogers (2003) points out that every innovation peaks in usage before waning, making space for subsequent innovations.

Table 6:

- **Compatibility Causes**

Compatibility, as defined by Rogers (1962), concerns how well an innovation aligns with user needs. Applying Maslow's (1943) hierarchy of needs, this study assesses the alignment of "flex" with the five rudimentary needs of network users, thus determining the compatibility of this slang on social platforms.

Table 7:

- **Cause of the complexity of the word "flex"**

According to Rogers (1962), complexity is measured through two major criteria: the difficulty of understanding (the level of ambiguity, vocabulary level, and grammar) and the difficulty of use. Innovations that interrupt routine tasks, even if they offer a significant advantage, may not be readily accepted due to potential instability. Conversely, innovations that simplify tasks are likely to be embraced. Closely related to the complexity and knowledge requirements, usability barriers can arise from the challenging implementation of improvements. However, even with high knowledge demands, support from early adopters or other sources can increase the chances of reaching adaptable individuals. Based on the reasoning above, the factors contributing to the complexity of the word "flex" are proposed.

Table 8:

Rogers (1962) identified five factors influencing the acceptance and use of social innovations, including: Relative advantage, compatibility, personal needs, complexity, trialability, and observability. By 2003; 2008 Bass and Chen's enhanced model introduced personality and social system causes, respectively. Therefore, the dependent variable "the frequency of using the slang 'flex' on social networks" is determined by evaluating 7 criteria:

Table 9:

This article delves into the factors mentioned earlier and evaluates their influence on network users' inclination to utilize slang. It is essential to rigorously assess these factors' effect on social media users to pinpoint the chief catalysts for the spread of slang. The investigative procedure outlined in the Methodology section affirms the devised research model, incorporating the specified factor categories.

III. METHODOLOGY

The study applies a blend of quantitative and qualitative methodologies to find out the factors that affect the decision to utilize slang on social networks, using the Vietnamese slang term "flex" as a case study. The data was primarily gathered from June to September 2023, via Facebook in Vietnam, supplemented by expert insights and feedback from various respondents.

III.I. STARTED WITH QUALITATIVE RESEARCH METHODS

conducted qualitative research with two objectives (1) changing and perfecting the criteria for measuring independent variables to suit the research topic; (2) detecting and supplementing aspects that the results of quantitative research have not yet discovered. In addition, to develop and complete a set of scales to assess the impact of criteria affecting the frequency of using slang on social networks comprehensively, the quality of the scale needs to be tested by experts to ensure its suitability with the characteristics of the media sector and the language sector in Vietnam. That is also the basis for the research team to adjust and continue quantitative research to target the factors affecting the frequency of slang use on social networks. After conducting in-depth interviews with two groups of industry experts and slang users on social media, the research team had more grounds to complete the scales to the fullest extent, in which the group adjusted, supplemented or eliminated the observed variables used to measure the main factors. The research team received a lot of opinions and suggestions and synthesized them to give the results as questionnaires and research models as above.

III.II. THE RESEARCH TEAM SWITCHES TO THE PRELIMINARY QUANTITATIVE RESEARCH METHOD

Based on the results obtained from qualitative research, the research team adjusted the survey questionnaire and transferred to the quantitative research process. The research team began the process with preliminary quantitative research to assess the survey contents' comprehensibility of for the respondents and evaluate the effectiveness through data analysis. From there, the research team will have more grounds to synthesize the problem, propose solutions and adjust the scale to produce a more appropriate and effective official questionnaire and minimize errors in the data collection process.

III.III. STARTING WITH THE PRELIMINARY METHOD OF TESTING THE RELIABILITY OF THE SCALE

In terms of sample size in simple tests, this study will generally not factor in a sample with less than 50 observations, and preferably the sample size should be at least 100 observations (Hair et al., 2014). Therefore, the research team conducted a preliminary survey with 113 observations at the preliminary quantitative research stage. The data collected were processed by SPSS software, preliminary scales were tested with Cronbach Alpha reliability coefficients (α) and total variable correlation coefficients were calculated. The α coefficient in the range of > 0.8 is a very good scale; > 0.7 is a good use scale; > 0.6 is a qualified scale (Trong and Ngoc, 2008). Next, the factors with the correlation coefficient of the total Corrected Item - Total Correlation ≥ 0.3, that variable meets the requirements (Nunnally, 1978).

Figure 1:

As the synthetic results above, it can be seen that the Cronbach Alpha coefficient of the factors is > 0.8 (very good) and the total variable correlation coefficient is > 0.3 (satisfactory). Therefore, the research team will continue to use these 35 preliminary scales for preliminary EFA testing.

Next, the research team tested the validity of the scale,

The research team used Exploratory factor analysis (EFA) to assess the scale's validity. This method evaluates the homogeneity of item elements and expects to have a significant relationship with the same factor. In particular, factors with weight (loading factor) < 0.5 will be eliminated. Coefficient extraction method is Principle Axisfactoring method with Promax rotation and stop when extracting elements with Eigenvalue of 1. The scale is accepted when the total variance extracted is ≥ 50%° and the good multiplier weight is 0.5 or more (Hair et al., 1998).

Figure 2:

After the preliminary data set processing results with 113 respondents, 35 scales all met the valid criteria; 13 scales (PE3, PE4, SO1, SO5, SNS2, RA1, CO3, CO4, COM2, FUS1, FUS2, FUS3, FUS7) were re-expressed by the research team to avoid convergence on the wrong variable, ensuring differentiation later. Thus, the research team continued to conduct the official quantitative survey with a set of 35 scales. After preliminary quantitative research, the research team has more grounds to enter

the official quantitative research process. The objective of this phase is to collect official data related to the factors involved in the impact process that make social media users use the slang word "flex."

III.IV. CHOOSE A SURVEY TEMPLATE

The survey was conducted to collect information from users on Facebook in Vietnam that could ensure representativeness as well as maximize the contribution of respondents. Specifically, based on the ranking algorithm "Achieving the Most Contributor badge in the Facebook group", the research team obtained the result that 988 members achieved the "Most Contributor" badge, ranked from high to low, between June 10, 2023 and July 20, 2023. The team then used systematic random sampling to select some of the 988 members who earned the “Most Contributors” badge in the “Flex đến hơi thở cuối cùng” Facebook group. From those 988 members, the research team sampled subjects 988 people selected by applying a constant distance (k=5 jump) followed by a random start. From there, 197 people out of 988 members who won the "Most Contributed" badge in the "Flex đến hơi thở cuối cùng" Facebook group participated in the online survey questionnaire of the research team. The research team used frequency statistics to describe the characteristics of the participants in general.

- ***Survey respondents*** included individuals whose social media accounts are members and who have earned the “Most Contributors” badge in the Facebook Group “Flex đến hơi thở cuối cùng”.
- ***Survey period:*** from October 2023 to December 2023.
- ***Study sample size:*** The number of survey samples suitable for factor analysis research should be at least 5 times the total number of observed variables (Comrey, 1973; Roger, 2006). Since the number of observed variables is 35, the minimum sample size required to meet the suitability of this study is 175.
- ***Survey scope:*** the online study collected user data from 988 members who earned the “Most Contributor” badge in the “Flex đến hơi thở cuối cùng” Facebook group.

All valid samples will be processed with SPSS 26.0 software to conduct reliability analysis, exploratory factor analysis, confirmatory factor analysis, frequency comparison and hypothesis testing.

III.V. DESCRIPTIVE STATISTICAL ANALYSIS

Descriptive statistics are coefficients that briefly describe a precise data set about the sample and parameters of the data through mean, maximum, minimum (max, min), standard deviation. The research team will use this statistical method to describe the multi-sensory experience, feeling and satisfaction of users with the quality of medical services in public hospitals in Vietnam through the mean and standard deviation values of the 5-level Likert scale.

Mean value (mean) expressed: 1 - 1.8: Strongly disagree; 1.81 - 2.6: Disagree; 2.61 - 3.4: Neutral; 3.41 - 4.2: Agree; >4.2: Strongly agree.

The standard deviation is shown: <0.81: the respondent's answer has little difference; 0.81 - 1.6: the respondent's answer has a difference but is still accepted; >1.6: the respondent's answer has a lot of difference.

III.VI. CRONBACH'S ALPHA SCALE RELIABILITY ASSESSMENT

The research team used Cronbach's Alpha reliability coefficient to assess the reliability of the scales through each impact factor on the frequency of users using slang on Vietnam's Facebook social network.

According to Hair et al. (1998), a Cronbach's Alpha coefficient of 0.6 or higher is acceptable. Trong and Ngoc (2005) said that Cronbach Alpha from 0.8 to nearly 1, the measurement scale is good, from 0.7 to approximately 0.8 is the usable scale. However, the research team needs to pay attention when the Cronbach's Alpha coefficient is too large (> 0.95) because it possibly happens the overlapped questions or the variables are omitted (Tho and Trang, 2011). However, this coefficient only indicates whether the measurements are interconnected but does not determine whether an observed variable should be retained or omitted. According to Nunnally & Burnstein (1994), variables with a total variable correlation coefficient of less than 0.3 are considered garbage variables and will be discarded.

The minimum condition for testing the scale's reliability is that each tested factor has at least three variables. All factors of the research team met the requirements for using Cronbach's Alpha coefficient. From the collected data, the team conducted a reliability assessment study through SPSS software version 26.0 to confirm whether the scales are suitable for the model.

Figure 3:

The results show that the Cronbach's Alpha coefficient of all scales is greater than 0.6 (especially the COM scale has the Cronbach's Alpha if Item Deleted 0.000 coefficient because this is a new Cronbach, when deleting 1 small variable, there is 1 variable left, so there is no testing significance). The team continues to check Item-Total to see which observation variables have unsatisfactory correlation coefficients.

Figure 4:

The observed variables all have a total variable correlation coefficient greater than 0.3 and are all less than the general Cronbach's Alpha value. All scales satisfy the criteria and can be used for the CFA test step. The final results received show that the value scales of the groups of factors are reliable and correlate the data in accordance by the developed scales.

IV. ANALYSIS

H1: *Personality traits influence how often slang is used on social media.*

The processes of analyzing the data collected through the survey and interview stage of the first hypothesis are presented as follows: The average value for personality trait factors is 3.50, which is in the consent range. However, this number is quite close to the neutral level, which is near the bottom of the consent level. This shows that users perceive this factor to have a relatively good impact on the decisions of using slang.

Table 10:

"I feel the first elements in this section (PE1, PE2, PE3) have the strongest impact on me, as they give me the confidence and boldness to use slang words to describe my thoughts." – Middle-aged group 26 - 35, female *"I think the last 2 assessment factors in this section (PE4, PE5) seem inappropriate, however, it is also possible to make an impact on other individuals who are not me, " anything can happen in life ", but I still believe the first 3 factors are the factors that cover and impact the most"* - Middle-aged group 36 - 50, female

Specifically, *"You are someone who wants to change your style to better suit society"* (3.31) and *"You are a person who uses the word "flex" due to external factors (advertising campaigns, usage trends of network users, idols,...)"* (3.34) are the lowest rated factors, in the neutral range. Reviews about visual perception in the service environment such as *"You are a steadfast person and a firm stance"* are evaluated by users with an average score of about 3.54 (in the consent range). The remaining statements are in the agreed range and have quite high scores, saying *"You are a sociable, well-integrated person"* (3.66) and *"You are someone who wants to experience (discover, create) new and interesting things)"* (3.66). In other words, the majority of slang users on social media will be heavily influenced by PE1, PE2 and PE3 factors. The variables PE4 and PE5 have no common impact on the majority. The above figures are also completely consistent with the results of personal in-depth interviews that the authors have conducted:

H2: *Social media has an effect on the change in the frequency of social media slang use.*

The social networking factor is assessed by three scales, respectively (1) social media, (2) the norms of the social networking system, (3) the ability to create, maintain and spread the slang of social networking. The specific results of the three scales are presented in the below table:

Table 11:

The results show that the average value from user reviews for the impact of factors affecting the frequency of slang use on social media is 3.76, which is in the consent range. This shows that users are relatively influenced by this group of factors. Specifically, the *"Able to spread quickly"* statement has the highest average value of 3.95, followed by the statements *"Continuous, real-time updates"* (mean = 3.81), *"High ability to connect, share, interact"* (3.76) and *"An environment that provides opportunities to express personal identity"* (3.73). The above statements all have a high level of influence rating at the agreed threshold. This shows that the majority of users feel strongly influenced by the characteristics from social media. Therefore, the above factors are important factors affecting the user's decision to use slang and the frequency of their slang usage.

In addition, the statement *"Highly communal, including many users who share the same concerns"* has the lowest average score,

> *"The social media characteristics listed here are well suited to influence my decision to use slang. If social media doesn't excite me with algorithms so that the whole online community can know, learn and use innovations like this slang. Inevitably, innovations will not be as well received as they are recently."* - Youth Group 18 – 25, male
> *"Fortunately, these factors helped me know more trends, not just "flex" or slang, but for me, they made me more curious and the faster I made the decision to"swing"this trend."* - User group 26 – 35, male

reaching 3.55 points (still in the consent range but near the lower limit), showing that users are not affected too much compared to other variables in the social media group, they appreciate well but do not feel that this factor is too influential on their decisions. The research team also explored through in-depth interviews with users who used slang on social networks. The feedback of some users is slightly contradictory when it comes to factors related to the impact of the causes affecting the frequency of slang use on Vietnamese social networks:

In terms of **the ability to create, maintain and spread the slang of social media,** the average value from users' evaluations of social media's ability to create, maintain, and spread slang was 3.81. This shows that users appreciate the level of impact of the factors that create, maintain and spread the slang of social media.

Table 12:

The statements in this factor group were rated at a high level of agreement, the average score was 3.81. The statement with the lowest average score "Social media is the suitable environment to create (produce, generate) slang" (3.74) but still falls in the high consent range. Combined with the results from personal in-depth interviews, it can be seen that the above variables have a great impact on the frequency of users' use of slang on social media.

> *"The environment created from social media really means a lot to stimulate me to use slang words like "flex" With users being able to freely interact, share words and stories, it is easy to understand that social media is an ideal place for new things like slang words to be born."* – Group 36 – 50 years old, female
> *"As an individual working in the field of Communication, I think of social media as an"open"environment not only for innovations such as slang but also all other innovations or events and phenomena that can be comfortably created, maintained and spread"* – Group under the age of 18, male

In terms of the impact of the social media system, the survey data shows that the average value from user reviews on the factor from the social network system has an average score of 3.66, which is in the consent range. This shows that the majority of users are influenced by this group's factors leading to make decisions to use slang or change their frequency of using slang.

Table 13:

The statement "Social networks have information links and trends that stand out from each other" has the highest average score, reaching 3.75 (in the range of Agree). Therefore, this factor has a great impact on the decision of users in the above group of factors. Along with that is the identification of the results with the personal opinions collected by the team.

> *"I see the trend of "flex" even in many different social media platforms. There are days off during this time, overflowing from Facebook to TikTok and Instagram,.. all of which are very easy to come across these "trending" accounts."*– Young group 18 – 25 years old, male
> *"Around July, I saw too many users using this word "flex", across all the social media platforms I joined. My friends and family almost all used it, so I saw this trend everywhere I went. Perhaps it emerged from Facebook and spread to other social networks."* – Age group 26 – 35, male

H3: *The characteristics of innovation have an impact on the change in the frequency of social media slang use.*

The characteristics of innovation are also measured by 3 scales, respectively: (1) Relative advantage, (2) Compatibility, (3) Complexity.

Factors on the impact of Relative Advantage: When surveying the evaluations of the relative advantage factors of slang on social media, the average value of the evaluations reached 3.71. This proves that users appreciate the influence of these factors on their slang usage decisions.

Table 14:

> *"The appearance of the word "flex" on my social media accounts along with the use of this word by many celebrities made me pay more attention to it. Not to mention, if you learn a little bit, you will find that this word is quite simple and easy to use, not difficult for an elderly person like me to try."* - Group over 50 years old, female.
>
> *"In my opinion, frequency is the most important factor, because I used this word because the word "flex" appears densely, especially when my idol also uses it and my friends often tag me in articles with the content "flex."* - Age group 18 - 25, female

For statements of relative advantage, the average evaluation score ranges from 3.38 to 3.88 (Neutral to Agree). Most users do not appreciate the impact of the statements "Characteristics of the word" flex" (short, easy to understand, easy to remember, novel)" (3.88), "The frequency of the word "flex" appears a lot" (3.84) and "There are many celebrities who have used the word "flex" (3.74). The elements in the above group of factors are in the Agree level. In addition, the statement "Previous trends have receded" (3.38) is within the neutral level. However, this factor still has an impact on separate individuals but is not clear, due to the tendency of network users to ignore previous trends. When surveying the evaluations of the relative advantage factors of slang on social media, the average value of the evaluations reached 3.71. This proves that users appreciate the influence of these factors on their slang decisions.

In terms of Compatibility impact factor, compatibility variable results have many differences from the above variables. The average score rated by users is only in the Neutral range, 3.26. As a result, compatibility factors are generally not important factors influencing a social media user's decision to use slang.

Table 15:

> *"In my opinion, the need to be respected or express yourself may seem a bit heavy and condescending, there may be users with purposes like this, but there will not be many people who identify themselves like that."* - Group of 26-35 years old, female
>
> *"I think the need for rest, relaxation and entertainment greatly affects my decision to use the word "flex" because it is simply because anyone who uses social media will also use it for entertainment."* - Age group 18 - 25, male

Nearly all variables in this proposed group of causes are in the Neutral range, from 2.95 to 3.33. Only the statements "The need to be connected to the community" and "The need to rest, relax, and entertain" were rated at the Agree level, with an equal score (3.51). It can be seen that there are two needs that most affect the decision of network users when using slang: physiological needs and community needs (according to Maslow's demand pyramid). Thus, in general, the use of slang in particular and innovations is to serve the most basic human needs.

The complexity factor of the word "flex": The average value from user reviews for the word "flex" complexity factors is 3.61. This shows that users appreciate the level of impact of the factors that create, maintain and spread the slang of social media.

Table 16:

The statements in this factor group are rated at a high level of agreement. Both comments that *"The word "flex" is easy to understand, so the frequency of use is high"* and *"The word" flex "is a simple word so it is widely used"* received an impact rating of 3.56 and 3.66, respectively. Through this, proving complexity is also a factor that greatly influences the user's decision to use innovation.

"I think, everyone is like that, the easier it is to understand, the easier it is to use, the easier it will be to access and receive widely and the word "flex"for me ensures these criteria, so it is legal for that slang word to be popular on social networks." - Age group 36 - 50 years old, female

""Not only the above factors, for me, these are the most noticeable causes when a trend becomes popular because not everyone can easily understand and use innovations if it is too difficult."- Youth group 18 - 25, male

Thus: The proposed factors from the model have been verified to have an impact on the decision to use slang of network users in Vietnam.

Plus, it helps to maintain the timing of trends on social media

When surveying the consensus of users on factors to maintain the popularity of trends on social media, the average value received was 3.66 between 3.41 and 4.2. This proves that the respondents agree with the factors that help maintain the time of the trends on social media proposed from this study.

Table 17:

In particular, the statement "That trend is consistent with the user's personality traits" has the highest average value, reaching 3.91 (the highest level of near consent), showing that this trend will be maintained and used for a long time due to the suitability of each personality. For factors from social media, the social media system evaluates the user at a level of agreement. This is reflected in the statement that "social media is a very effective means of communication" reaching 3.67. The statement "That trend does not affect ethical standards" also has an average score of 3.67, which means that this statement is also at a level of agreement. Thereby, it can be seen that users are interested in the elements of the code of conduct on social media or the regulations on the use of language, images,etc. according to the regulations of each social media platform. Next, the statement "That trend is easy to understand and use in many situations" was rated at a level of agreement, reaching an average of 3.63. Likewise, those trend factors that are easy to use and understand are also factors that help maintain the popularity of a trend. The statement "That trend has many points that are easier to apply in practice than previous trends to date" reached an average of 3.60, also within the agreed level, it can be seen that in order to be interested and become a trend, a subject must have highlights and advantages over current trends or have advantages when other trend waves have come to an end. Suggestions from search engines, interactive tools,... on social media platforms are the factors evaluated at the level of agreement, expressed in the statement "That trend is suitable for the search/use needs of many users" reached 3.58. Finally, the statement "Popular trends on many social media platforms will prevail for the longer term" has the lowest average of 3.57, but still at an average level of agreement.

V. DISCUSSION AND CONCLUSION

The results of the study identified and ranked factors affecting the decisions of slang use on social media. In order of priority, these factors include: the ability of social networks to create, maintain and spread slang (3.81), the social media factor (3.76), the level of impact of relative advantage (3.71), the impact of the social network system (3.66), the complexity of the word "flex" (3.61), the personality trait (3.5), and the level of impact of compatibility (3.26).

The most important factor identified from the study is the ability to create, maintain and spread slang on social media. This shows the power of the social media environment in creating and maintaining languages, namely slang, by promoting the spread and use of slang in the online community. This factor may be related to the nature of the online environment, where the interaction and sharing of information takes place quickly and widely.

Besides, the social media factor also plays an important role in influencing the frequency of slang use. This may be due to the way that social media platforms organize, promote, and encourage the use of specific language through features, trends, or communication strategies.

The study further illuminates how the relative benefits offered by social networking systems, in conjunction with each personality trait, underpin the prevalence of slang use on social media. These findings tentatively point to the interplay between socio-

cultural influences and individual preferences as determinants of linguistic choice in digital communication.

In addition, a better understanding of the relationship between personality traits and the use of slang on social media can provide valuable information about how users interact with language on social media platforms and adjust their behavior in a positive way.

Moreover, the research delineates that a meticulous analysis centered on network-related dynamics, individual necessitates and attributes, the relative merits of trending phenomena, and their inherent complexities, is imperative for efficiently targeting an audience within the perpetually morphing landscape of social media trends.

In general, this study has provided an overview of the factors affecting the frequency of slang use on social media, however, there is more space to further study the specific mechanisms and the level of interaction between these factors. This can help improve understanding of the use of specific language on social media and can be applied to areas such as communication, marketing or cultural studies.

The results of this article provide a deep understanding of how the social media environment, social media, personality traits factors impact the formation and spread of specific language such as slang on social media platforms. This is not only an initial step in better understanding the rules and mechanisms behind the use of language on social media, but also provides a basis for further research and practical application in the field of communication, marketing, and culture.

Nevertheless, future research endeavors that delve into the complex interactions and mutual influences among these factors are poised to become an axis of paramount interest. Studies that closely examine the nexus between influencing factors and specific language practices on social media are likely to offer a more integrated perspective on this intricate process.

Simultaneously, translating the insights gleaned from this study into actionable practices can potentiate the refining of communication strategies, fostering of online communities, and enhancement of product or service promotion through an elevated understanding of user language and interactions on social media platforms.

In conclusion, this research not only lays the foundation for a better understanding of the use of slang on social media, but also opens the door for further exploration and application in practice, contributing to the development of the communication field in the future.

VI. DISCLOSURE STATEMENT

No potential conflict of interest was reported by the authors

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Table 1: **The research model of influencing factors that change the decisions of using slang and the intensity of its impact from these factors to network users**.

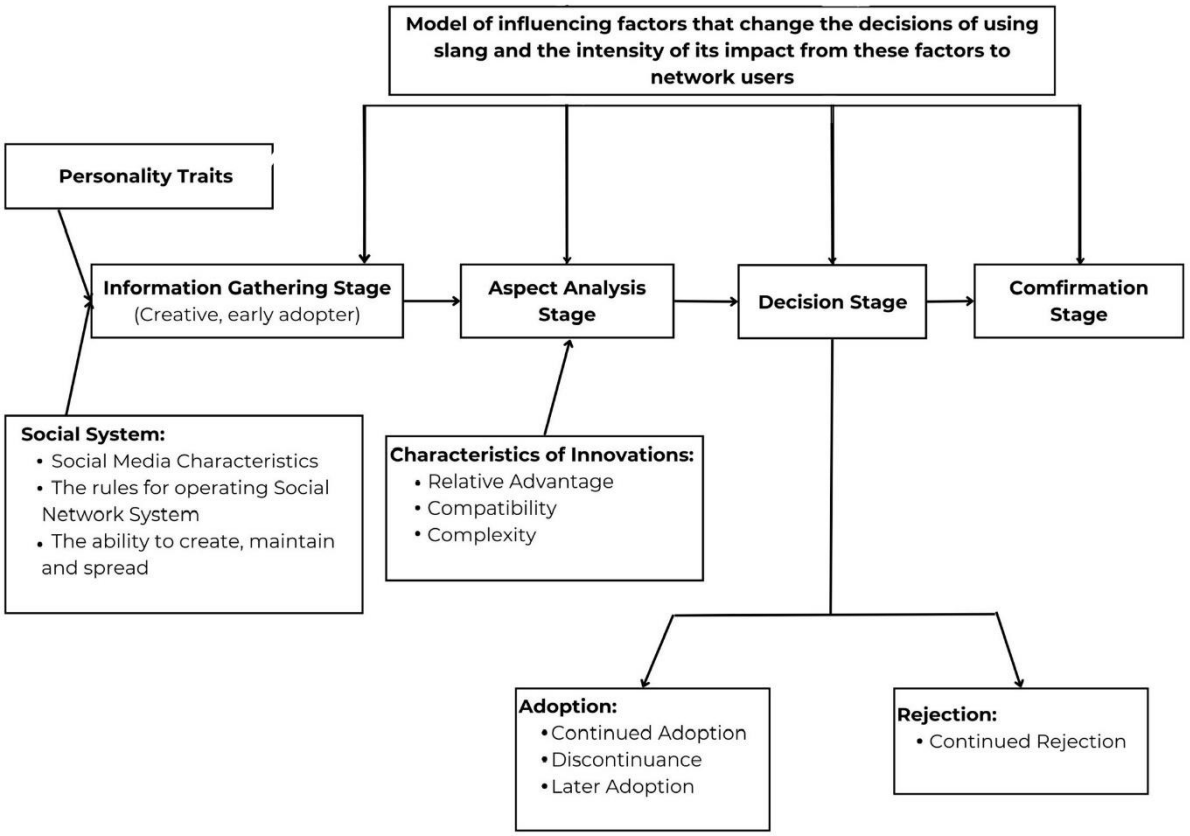

Table 2: Statements measuring independent variables causing personality traits

Symbol	Measurement assumptions	Proposed Facility
PE1	You are someone who wants to experience (discover, create) new, interesting things	Rogers (1962); McCrae and Costa, (1987); McCrae and John, (1992); Rogers (2003); Ozer and Benet-Martinez (2006) Hsia-Ching Cha (2011);
PE2	You are a steadfast person and a firm stance	
PE3	You are sociable, well-integrated person	
PE4	You are someone who wants to change your style to better suit society	
PE5	You use the word "flex" due to external factors (advertising campaigns, usage trends of network users, idols, ...)	

PE: Personality traits

Table 3: Statements measuring independent variables on social media characteristics

Symbol	Measurement assumptions	Proposed Facility

SO1	Able to spread quickly	Rogers (1962); McCrae and Costa, (1987); McCrae and John, (1992); Rogers (2003); Tim Althoff et al. (2017); Ngô Minh Tiến and Đỗ Quỳnh Trang (2021)
SO2	High ability to connect, share, interact	
SO3	Continuous, real-time updates	
SO4	Highly communal, including many users sharing the same concerns	
SO5	An environment that provides opportunities to express personal identity	

SO: Social media characteristic

Table 4: Independent variable measurement statements on the causes of the operating rules of the social network system

Symbol	Measurement assumptions	Proposed Facility
SNS1	These rules of operation do not object to the use of slang	Rogers (1962); Bass (1990); Rogers (2003); Chen (2008); Advisory Group (2023)
SNS2	Social networks have information links and trends that stand out from each other	
SNS3	Features (e.g. adding hashtags, icons, etc.) that make slang more noticeable	
SNS4	Content recommendation tools, search tailored to users' interests and behavior	

SNS: Social Network System

Table 5: Independent variable measurement statements cause of the ability of social networks to create, maintain and spread slang

Symbol	Measurement assumptions	Proposed Facility
TA1	Social media is the suitable environment to create (produce, generate) slang	Rogers (1962); Bass (1990); Rogers (2003); Chen (2008); Герцовська, Наталія Олексіївна et al. (2016); Advisory Group (2023)
TA2	Social media is an environment for slang to easily maintain	
TA3	Social media is a favorable environment for slang to spread widely	

TA: The ability

Table 6: Independent variable measurement statements cause of the relative advantage of the word "flex"

Symbol	Measurement assumptions	Proposed Facility
RA1	The frequency of the word "flex" appears a lot	Rogers (1962); Bass (1990); Rogers (2003); Chen (2008); Thai et al. (2011); Due Ding et al. (2012); Guzel Alekseevna Izmaylova et al. (2016); Advisory Group (2023)
RA2	There are many celebrities who have used the word "flex"	
RA3	Characteristics of the word "flex" (short, easy to understand, easy to remember, novel)	
RA4	Previous trends have receded	

RA: Relative Advantage

Table 7: Conformity independent variable measurement assumptions

Symbol	Measurement assumptions	Proposed Facility
CO1	Self-fullment needs	Maslow (1943) ;Rogers (1962); McCrae and Costa, (1987); McCrae and John, (1992); Rogers (2003);
CO2	Esteem	
CO3	Love and belonging needs	
CO4	The need to clearly understand the information around, not to be left behind	
CO5	Physiological needs	

CO: Compatibility

Table 7: Independent variable measurement statements cause of the complexity of the word "flex"

Symbol	Measurement assumptions	Proposed Facility
COM1	The word "flex" is easy to understand, so it is often used	Rogers (1962); Rogers (2003);
COM2	The word "flex" is a simple word so it is widely used	

COM: Complexity

Table 9: Variable measurement judgments depending on the frequency of using the slang "flex" on social networks

Symbol	Measurement assumptions	Proposed Facility
FUS1	Social media is a very effective means of communication	

FUS2	That trend is consistent with the user's personality	Rogers (1962); Rogers (2003); Bass (2003; Chen (2008); Advisory Group (2023)
FUS3	That trend does not affect ethical standards	
FUS4	Trend that is popular on many social media platforms will be in vogue for a longer time	
FUS5	Trend that is popular on many social media platforms will be in vogue for a longer time	
FUS6	That trend is suitable for the search/use needs of many users	
FUS7	That trend is easy to understand, easy to use in many situations	

FUS: Frequency of using slang

Table 10: User level assessment of personality traits

Observed variables	**Mean**	
You are someone who wants to experience (discover, create) new, interesting things	3,67	3,50
You are a steadfast person and a firm stance	3,54	
You are sociable, well-integrated	3,66	
You are someone who wants to change your style to better suit society	3,31	
You use the word "flex" due to external factors (advertising campaigns, usage trends of network users, idols, etc)	3,34	

Table 11: User evaluation of the impact of factors from social media

Observed variables	**Mean**	
Able to spread quickly	3.95	3,76
High ability to connect, share, interact	3.76	
Continuous, real-time updates	3.81	
Highly communal, including many users sharing the same concerns	3.55	

An environment that provides opportunities to express personal identity	3.73	

Table 12: Social media's ability to generate, maintain and spread slang

Observed variables	Mean	
Social media is the suitable environment to create (produce, generate) slang words	3,74	3,81
Social media is an environment for slang to easily survive	3,75	
Social media is a favorable environment for slang words to spread widely	3,95	

Table 13: User evaluation of the influence of the complexity factor of the word “flex”

Observed variables	Mean	
The word "flex" is easy to understand, so it is often used	3,56	3,61
The word "flex" is a simple word so it is widely used	3,66	

Table 14: User's assessment of the impact of the social network system

Observed variables	Mean	
These rules of operation do not object to the use of slang	3,58	3,66
Social networks have information links and trends that stand out from each other	3,75	
Features (e.g. adding hashtags, icons, etc.) that make slang words more noticeable	3,66	
Content recommendation tools, search tailored to users' interests and behavior	3,67	

Table 15: User evaluation of relative advantage factor impact

Observed variables	Mean

The frequency of the word "flex" appears a lot	3,84	3,71
There are many celebrities who have used the word "flex"	3,74	
Characteristics of the word "flex" (short, easy to understand, easy to remember, novel,...)	3,88	
Previous trends have receded	3,38	

Table 16: User ratings of compatibility factor impact

Observed variables	**Mean**	
Self-fullment needs	3,33	3,26
Esteem	2,95	
Love and belonging needs	3,51	
The need to clearly understand the information around, not to be left behind (The need to be connected to the community)	3,04	
Physiological needs (The need to rest, relax and entertain)	3.51	

Table 17: Factors that influence whether a trend is popular in the long run on social networks

Observed variables	**Mean**	**Std. Deviation**
Social media is a very effective means of communication	3,67	0,757
That trend is consistent with the user's personality	3,91	0,751
That trend does not affect ethical standards	3,67	0,806
Trends that are popular on many social media platforms will be in vogue for a longer time	3,57	0,878
Trends that are popular on many social media platforms will be in vogue for a longer time	3,60	0,801
That trend is suitable for the search/use needs of many users	3,58	0,797

That trend is easy to understand, easy to use in many situations	3,63	0,843

Figure 1: General results of the Cronbach Alpha comparison scale

Factor	Cronbach's Alpha	Coefficient of correlation of total variables	Number of variables
Personality Traits (PE)	0.774	0.395 - 0.696	0/5
Social media communication (SO)	0.828	0.561 - 0.668	0/5
Social Networking System (SNS)	0.866	0.653 - 0.769	0/4
The Ability to Creating, Maintaining and Spreading (TA)	0.814	0.635 - 0.694	0/3
Relative Advantage (RA)	0.790	0.464 - 0.692	0/4
Compatibility (CO)	0.801	0.427 - 0.778	0/5
Complexity (COM)	0.658	0.493 - 0.493	0/2
Frequency of usage trends (FUS)	0.896	0.541 - 0.800	0/7
Preliminary Summary	0.806	0.521 - 0.698	0/35

Figure 2: Scale validity test results

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.922
Bartlett's Test of	Approx. Chi-Square	4862.243
Sphericity	df	595
	Sig.	.000

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	14.575	41.642	41.642	14.184	40.526	40.526	11.238
2	2.192	6.263	47.904	1.818	5.195	45.721	9.924
3	1.862	5.321	53.226	1.508	4.309	50.030	10.001
4	1.458	4.165	57.390	1.039	2.968	52.999	4.362
5	1.388	3.965	61.355	.952	2.721	55.720	5.974
6	1.040	2.971	64.326	.645	1.842	57.562	3.320
7	1.013	2.896	67.221	.599	1.713	59.274	5.770
8	.944	2.697	69.918				
9	.846	2.417	72.335				
10	.740	2.115	74.450				
11	.724	2.070	76.519				
12	.641	1.830	78.350				
13	.617	1.764	80.114				
14	.587	1.677	81.790				
15	.544	1.555	83.345				
16	.540	1.544	84.889				
17	.476	1.361	86.250				
18	.471	1.347	87.597				
19	.416	1.189	88.786				
20	.414	1.182	89.967				
21	.381	1.087	91.055				

22	.364	1.039	92.094				
23	.333	.951	93.045				
24	.304	.869	93.914				
25	.283	.810	94.723				
26	.253	.724	95.447				
27	.232	.662	96.109				
28	.224	.640	96.749				
29	.203	.579	97.328				
30	.188	.537	97.865				

Figure 3: Cronbach's Alpha test results of factors

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
PE1	13.84	6.237	0.552	0.690
PE2	13.97	6.533	0.466	0.719
PE3	13.85	5.935	0.629	0.662
PE4	14.20	6.094	0.504	0.706
PE5	14.18	5.812	0.444	0.737
SO1	14.84	6.488	0.700	0.807
SO2	15.03	6.837	0.656	0.819
SO3	14.98	6.876	0.676	0.815
SO4	15.24	6.458	0.615	0.832
SO5	15.06	6.382	0.661	0.818
TA1	7.70	2.127	0.671	0.799

TA2	7.69	2.167	0.715	0.758
TA3	7.49	2.013	0.710	0.761
SNS1	11.08	4.084	0.693	0.815
SNS2	10.91	4.516	0.654	0.831
SNS3	11.00	4.081	0.725	0.801
SNS4	10.99	4.209	0.711	0.807
RA1	11.00	3.686	0.669	0.701
RA2	11.10	3.389	0.702	0.679
RA3	10.96	3.856	0.589	0.740
RA4	11.46	4.117	0.443	0.812
CO1	13.37	8.283	0.600	0.791
CO2	13.75	8.399	0.582	0.796
CO3	13.19	7.992	0.744	0.749
CO4	13.30	8.489	0.632	0.782
CO5	13.19	8.735	0.527	0.812
COM1	3.66	0.615	0.533	0.00
COM2	3.56	0.752	0.533	0.00
FUS1	21.96	15.913	0.762	0.900
FUS2	21.72	16.564	0.648	0.912
FUS3	21.96	15.599	0.760	0.900
FUS4	22.07	15.634	0.675	0.910
FUS5	22.04	15.380	0.807	0.895
FUS6	22.06	15.387	0.810	0.895

FUS7	22.00	15.519	0.732	0.903

Figure 4: Results of Cronbach's Alpha test of each variable

Factor	Cronbach's Alpha	Coefficient of correlation of total variables	Number of variables
Personality Traits (PE)	0.747	0.444 - 0.629	0/5
Social Media Communication (SO)	0.849	0.615 - 0.700	0/5
Social Networking System (SNS)	0.854	0.654 - 0.693	0/4
Generation, Survival and Propagation (TA)	0.836	0.671 - 0.715	0/3
Relative Advantage (RA)	0.788	0.443 - 0.702	0/4
Compatibility (CO)	0.822	0.582 - 0.744	0/5
Complexity(COM)	0.693	0.533 - 0.533	0/2
Frequency of usage trends (FUS)	0.915	0.648 - 0.810	0/7