1. Introduction

In the dynamics of the human communication landscape, language serves as a dynamic carrier. As social media platforms in the digital age have increased, they have been made to serve widely differing needs and circumstances. On such platforms, new forms of language are subtle in the order of the day. Users are bending language creatively to meet their communicative aims (Zappavigna, 2012). These new forms, however, are rooted in the very building blocks of words themselves. Morphological analysis enables researchers to examine the basic units of meaning that form a word, known as morphemes (Plag, 2003). As Yule (2010) clarified, morphology is the study of structures and their effect on word forms. Carstairs-Mccarthy (2002) also makes this clear when he argued that morphological analysis concerns the internal structure of words and their constituent morphemes.

These new innovative types of online communication styles indeed show the dynamic character of language in digital rhetoric. There is a tendency amongst the young to adopt new forms of patterns in cultural exchanges, norms and language control (Baron, 2003). Similarly, Muliana and Mubarak (2022) discovered that many language phenomena still occur on online media platforms. *Threads* is a new social media and online networking service that allows users to exchange text, images, and videos in posts with their networks (Afolaranmi, 2023). Therefore, *Threads* posts consist of various word formation processes to achieve a specific goal of using and understanding words. Language users use creativity and vitality to form new ways to use words, as Yule (2010) described.

In the evolving world of online language development, *Threads* emerged as an application created by the *Instagram* team in July 2023. Geared towards real-time text updates and public discussions, *Threads* offers a chance to delve into the relationship between word creation and digital communication. While it resembles established platforms such as *Facebook*, *Twitter* (now referred to as *X*), and *Instagram*. *Thread*s' fresh approach and unique features call for an exploring of the its users' tactics. As described by Yule (2010), these tactics often involve lively processes of word formation, which are evident in the conversational posts on *Threads*. Users harness this creativity to infuse language with meaning and significance within the platform. In this research, the researcher used a specific account in Threads for data, namely *the Dictionary.com* account. *The Dictionary.com* account was present when *Threads*app launched in July 2023. This *Dictionary.com* account can also be regarded as an online dictionary provided on social media platforms.

With its focus on imaginative word creation seen in *Threads*, Yule's (2010) thorough theory of word formation processes serves as a basis for this examination. This framework encompasses ten categories: coinage, borrowing, compounding, blending, clipping, backformation, conversion, acronym, derivation, and multiple processes. Yule (2010) explained methods such as shortening words, creating words by removing endings, changing words from one part of speech to another, using abbreviations, forming new words from existing ones, and combining different elements. This established concept provides an analytical framework. By looking through this framework, one can methodically explore individuals' language techniques on *Threads*.

Extensive research has been conducted on word formation processes in various academic and non-academic texts, such as research conducted by Purwaningrum (2019) on descriptive text. Her qualitative study employed Yule's (2006) theory to analyze the data. Further, her research found 8 out of 11 types of word formation processes. The 8 data are 65 inflection data, 46 derivation, 14 compounding, initialization, coinages, 4 acronyms, and clipping. In addition, other research conducted by Fatmawaty and Anggraini (2019) investigated the types of word formation in *Beats Apart* Novel authored by Alanda Kariza and Kevin Aditya. This research used Yule's (2006) theory and found nine types of word formation processes. The nine types of word formation are borrowing, compounding, blending, beheading, reshaping, conversion, acronym, and multiple processes.

Further research was conducted by Luthfiyati and Kholiq (2017), they examined on the Jakarta Post to identify word classes in the most common types of derivation words used in headlines 10 Education articles. Thus, this research only focused on one type of word formation process, namely derivation. Meanwhile, research on the same subject, namely the Jakarta Post, focused on Health articles conducted by Triwahyuni, Imranuddin, and Zahrida (2018). This research explored health terms, including the types of word formation processes in health articles. They research used Yule's theory (2010) and found 6 types of word formation, namely 55 derivations, 20 compounding, 16 borrowing, 11 acronyms, 2 clipping, 1 back-formation.

In addition to research on texts, previous researchers have also explored on word formation processes in social media, such as research conducted by Natanael, Septiani, and Johan (2022) on *Twitter*. They found ten types of word formation processes, namely 13 acronyms, 12 borrowings, 11 coinages, 7 blend words, 4 clippings, 3 backformations, 34 compound words, 1 onomatopoeia, 11 conversions, and 127 derivations, with a total of 218 words. Their research used Yule's (2010) theory in the categorizing word formation processes by adding two types taken from O'Grady and Archibald's (2015) theory. This study also found

that word formation processes is essential in determining the part of speech of a word. For example, derivation, conversion, backformation, and compounding are all types of word formation that affect most parts of speech. The following research focused on the type of word formation process that is most commonly used on *Facebook* conducted by Mustafa, Kandasamy, and Yasin (2015). This study found that in the word formation process, *Facebook* users often use abbreviations (clipping, acronyms, and combination of letters), blending, and emoticons in everyday communication on *Facebook*. Of the three types, abbreviation is the most commonly used type, at around 73%. Another study by Ishola (2019) analyzed social media as their data source. His research examines Nigerian social media users' most common word formation processes. Ishola (2019) found that the most common word formation processes used in daily communication on social media are abbreviation (clipping, acronyms, and combination of letters), blending, and the use of emoticons with abbreviation found as the most common word formation process among the three features.

While these initial studies provide essential learnings, a large hole remains in people's understanding of word formation processes on *Threads. Threads* represents an interesting case to investigate as a new platform that draws on the dual affordances of synchronous and real-time communication. Although *Threads* has similarities to other popular social media platforms, unique aspects of the app and its flora generation could generate new typographic style strategies that may not be seen elsewhere. This study is hoped to add insights into how language has changed over time, given the rapidly evolving world of digital communication, by looking at word formation processes on *Threads.*

What sets this study apart from previous studies is its focus on *Threads*, a newly launched application on July 2023 that has yet to be extensively explored from a linguistic perspective. In the area of morphology, most previous studies have generally explored morphology analysis on social media platforms that are familiar to everyone, such as *Facebook* by Mustafa, Kandasamy, and Yasin (2015), *Twitter* by Natanael, Septiani, and Johan (2022) and *Instagram* conducted by Inani Hidayati et al., (2021). No research has been carried out on morphology using data from *Threads* except the research by Afolaranmi (2023). However, this study examines the potential of *Threads* for resolving conflicts online. As an emerging platform, *Threads* presents a unique opportunity to investigate word formation processes in a context that combines text-based communication capabilities and real-time conversation. Examining word formation processes on this nascent platform aims to contribute to a broader understanding of how language develops and adapts in response to the ever-changing digital landscape. Notably, previous research has yet to explore word formation process on *Threads*,

making this investigation a pioneering effort to uncover the linguistic dynamics of this new digital space. In addition to determining the categories of word formation processes, this current research also explores how word formation processes in *Threads* are distributed.