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Role of Artificial Intelligence & Social Media in Language Evolution

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Abstract

This study explores the role of Artificial Intelligence (AI) and social media in shaping contemporary language practices among BS students in universities across Punjab. Using a questionnaire-based survey, data was collected to examine how students use AI-driven tools (such as language assistants, translators, and writing support systems) alongside social media platforms in their daily communication and academic work. The findings indicate that students frequently mix English with Urdu and regional languages, adopt shortened forms, emojis, and hashtags, and rely on AI suggestions for grammar, vocabulary, and clarity. There was a diversified of answers describing how there was a boosted confidence and preciseness in writing when using AI tools as well as how social media platforms influenced writing in a creative way with a mixture of code-switching and adoption of modern phrases. On the other hand, as a result of using AI there was a concern of lack of true original thought and a defaulting to a simplistic style of writing. In total, there is a positive report on the use of AI as well as social media in writing and the evolution of a hybrid style of integrating formal and informal writing styles. This study record obtained educations the opportunity to help students deal with the duality of being creative in their writing while maintaining the quality of the language. The use of AI to communicate and the language that is being used provides a new base and sets a primary focus for research on the new and innovative practices of learning.

Keywords: Artificial Intelligence, Social Media, Language Evolution, Code-Mixing, Digital Communication, BS Students, Punjab, Pakistan, AI-Mediated Learning, Linguistic Change, Hybrid Language Forms.

Introduction

Language has always evolved in response to social, cultural, and technological change. In the digital age, however, the pace of this transformation has accelerated significantly. New forms of communication enabled

by internet connectivity, smartphones, and online platforms have reshaped how people write, speak, and interact. Among these influences, Artificial Intelligence (AI) tools and social media platforms have emerged as two of the most powerful drivers of linguistic change. Paramata et al, (2025)

Students incorporate AI language technologies into their education and the completion of their assignments, including chatbots, translators, and writing aids. These smartphones programs make suggestions and corrections that transcend the level of language accuracy, including suggesting different word choices, rewording an entire sentence, providing edits of an entire text, adjusting the level of formality of the text, etc. These programs can influence the writing and thinking of the user. The more suggestions the users accept, the more they generate a specific profile of their language usage. Anakrih (2025)

Also, social media platforms including Meta (formerly Facebook), WhatsApp, Instagram, TikTok, and X (formerly Twitter) encourage users to practice writing that is both rapid and creative, albeit in an unstructured manner. They incorporate emojis, abbreviations, memes, hashtags, and a hybrid language that includes English, Urdu, and various local dialects. These practices, rather than being shortcuts to writing, reflect a specific pattern of language that has emerged to show community, identity, and a high level of comfort with technology. Imran et al, (2020)

There is a special combination of these two phenomena for some students, especially for those in a BS program at the university. These students' pair informal writing with social media with AI technologies for paraphrasing. Educationalists, linguists, and policymakers will find a combination of informal and formal language and the resultant effects on vocabulary, grammar, spelling, and ways of communicating to be essential.

As a result, this study examines the effects of AI and social media on the language of BS students in Punjab. The study looks into the students' levels of gratitude and the patterns of use, along with the attitudes towards AI-supported language technologies and social media. The objective concentrates on identifying the pros and cons of the technologies in relation to language use in the contemporary educational context.

Research Questions

How AI-based language tools influence the writing, vocabulary, and communication practices of BS students in Punjab?

In what ways do social media platforms contribute to code-mixing, new expressions, and changes in language norms among BS students?

Research Objectives

To analyze students' patterns of using AI and social media and their perceived impact on language use

To identify emerging linguistic changes, challenges, and opportunities created by AI-mediated and social media communication

Significance of the Study

This study is significant because it highlights how AI technologies and social media platforms are actively shaping language behavior among university students. The findings of this research will help educators and policymakers craft effective integration of strategies to mitigate the risks and encourage the positive and supportive use of AI in students' and others' communication skill development in the digital age. This research will study the role of AI in digitized language events and the acquisition and analysis of texts. Given the use of AI services among students and scholars, we opted to administer surveys to 40 respondents to illustrate the diffused employment of AI technology.

Literature Review

Akbar & Khaleel (2025) study investigated the multimodal features of Pakistani human-generated and

machine-generated advertisements, with the objective of comparing how each form constructs meaning through visual and textual elements. Using a qualitative and comparative research design, the researchers selected forty advertisements in total, including twenty human-created ads from social media platforms and twenty AI-generated ads produced using ChatGPT-4 and DeepSeek, across both English and Urdu. Python-based analytical tools were applied to examine linguistic patterns and visual representations. The findings showed that while AI can produce content that is organized and looks good, they do not explain advertisements with as much emotional sensitivity and relevance as people do. In the end, the study concluded that AI is currently unable to provide the cultural understanding, practical knowledge and empathetic touch that is needed to supplant human originality, demonstrating the major limitations of AI-mediated communication in the context of the rapidly evolving digital communication.

Zaman et al, (2025) a recent quasi-experimental study explored how the integration of Artificial Intelligence with social media can influence English language learning among university students. The primary objective was to investigate the effect of AI-supported WhatsApp instruction on reading comprehension among second-year undergraduates in Karachi's public sector universities. Two whole classes were split into their experimental and control group branches. In the experimental group, students were provided with AI-mediated support through Meta-AI integrated WhatsApp, while control participants were taught through conventional teaching methods. The pre-test and post-test results indicate the experimental group did better and demonstrate that AI-mediated social tools enhance social understanding and participation.

Huseynova et al, (2024) conducted and reviewed an extensive study featuring an examination of the Internet and social media's influence on the use of language within contemporary communication. This study aimed to understand the primary linguistic shifts that stem from the use of digital technologies and determine their impact on the cultural dynamics of language and the user's communicative behavior. The article evaluated the advantages and disadvantages of the phenomenon of communicative technologies on the accessibility of an extensive body of literature. The findings confirmed that communication technologies facilitate the availability of information and enhance the vocabulary of language, despite the disinformation, loss of cultural identity, and heterogeneous forms of communication.

Nazeer et al. (2024) recently studied the phenomenon of Urdu-English code-switching in ChatGPT communications, its potential implications and the challenges it presents with the multilingual AI code-switching. The study aimed to find out the frequency of AI code-switching and the particular circumstances of its occurrence in order to comprehend the new and evolving phenomenon of digital language usage. The research team accumulated text posts from social media, websites, and discussion threads, from which they extracted code-switching instances through text preprocessing, modification, and algorithmic detection. The research centered on answering how often switching occurred, the mapping of switching, the circumstances of switching through designing a context model, and the evaluation of the ChatGPT responses in terms of language, structure, and content. The study concluded that code-switching is common within a particular context, and that ChatGPT code-switch as humans do.

Bhatti (2025) article attempts to understand the challenges and the potential of Context Aware Dialogue Systems for the documentation of endangered languages in Pakistan's Multilingual Context. Specifically, she attempts to understand what types of AI technology might assist in the analysis of pragmatics and semantics in the languages of Pakistan where contextual shifts, dialectal variation, politeness, and honorifics (which all feature importantly in communication) exist. Using a review based methodology, the authors/ researchers examined various existing transformer models, e.g. BERT and GPT, and examined Google Translation Systems and the locally trained Urdu and Punjabi systems. From her analysis, it seems as though current AI models available demonstrate a sound understanding of the intricacies in semantics. However, they still struggle with the other aspects of pragmatic meaning and the regional rules of speech, particularly in the context of the digital communication landscape that is evolving rapidly. The research also found that the majority of frameworks of evaluation tend to other regional languages, with the linguistic needs of Pakistan

largely unaccounted for.

Vincent et al, (2025) recent study examined how Pakistan’s media landscape is shifting from traditional broadcast news to digitally interactive journalism under the growing influence of Artificial Intelligence. The focus of the research was to assess the role of AI-powered tools transforming the practice of AI in the newsroom, content creation and production, production and authenticity, the trust of the public on content created, and automation and digital inequalities, and the cause of concern, hoax reports and fake news. Utilizing a review-based qualitative approach, the researchers gathered data from review reports, AI applications journal articles, and case studies concerning automated subtitling, digital investigative tools, algorithmic news curation, and audience targeting content, and content automation.

Yasmeen et al, (2025) study examined the creativity of the users of social media in Pakistan to determine the main word-formation processes. Mocking Mattiello's (2008) work, the authors of the study collected data consisting of 168 tweets, posts, comments, and captions, and used purposive sampling techniques for selection from Twitter, Facebook, and YouTube. By observation, description, and tabulation, the study qualitative checked the meanings of the Urdu slangs using the internet dictionaries, Google Translate and AI. The study found that the Pakistani slangs internet users were involved in almost all the processes of constructing slangs and only one was missing and that is the elliptic rhyming slang, and were also involved in the construction of hybrid forms in the context of digital communication.

Nayab & Bilal (2025) examined the collaboration between Artificial Intelligence with immersive technologies in the context of preserving Pakistan’s cultural heritage. The focus was on studying the potential and impact of Artificial Intelligence in the areas of virtual reality (VR) and augmented reality (AR), and machine learning in the representation and preservation of different cultural artifacts, narratives, and historical sites. Analysts in the field of Artificial Intelligence reviewed the literature on digital reconstruction of virtual and interactive museums and on the narrative AI used in story-telling which makes culture learning more accessible. The study established the potential of AI immersive technologies to recreate historical settings, foster engagement and reinforce cultural continuity. The study also established the need to deal with the authenticity of the created settings, data bias, and digital inequalities.

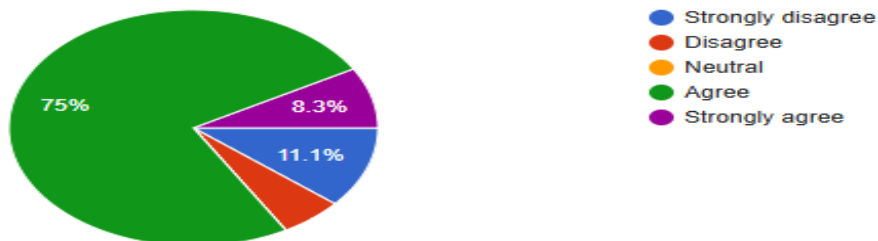
Gulnara & Tegen (2025) discusses combination of language and technology is a fast growing circumstances that modifies how are expressed, grasp, and protect. In this digital world, languages are working as technological tools in global communication patterns. The present study inspects the evolutionary impact of digital tools on world languages and explores how artificial intelligence, machine translation, social media, and online interaction have amended vocabulary, sentence structure, and teaching methods. It also inspects the difficulties in linguistic integration and digital rejection, and recommendations for educators, linguists, and policymakers can negotiate these alterations to develop innovation and diversity in language.

Data Analysis

1. Different people from different backgrounds mix writing styles in social media

ads. Untitled Question

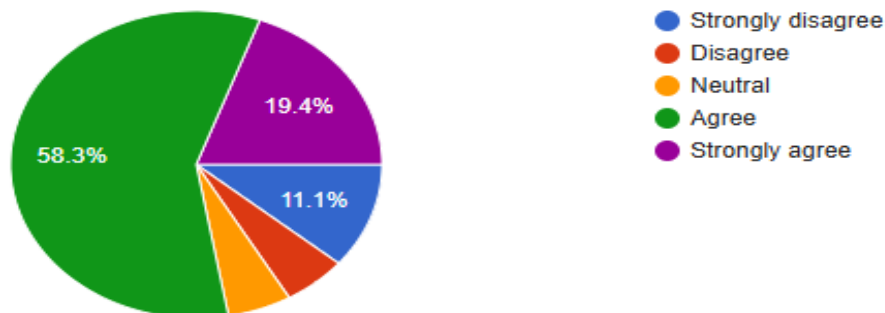
36 responses



The responses indicate that most participants (75%) agreed that individuals from diverse backgrounds tend to mix writing styles in social media advertisements. While 11.1 percent respondents were ‘disagree’, however 8.3% ‘strongly agree’. The dominance of agreement suggests that linguistic hybridization is now normalized in digital spaces. Only a small proportion expressed disagreement, implying limited resistance to this trend. Overall, the graph highlights increasing acceptance of stylistic blending as a communicative resource.

2. Languages evolve quickly on social media among people from different background communities.

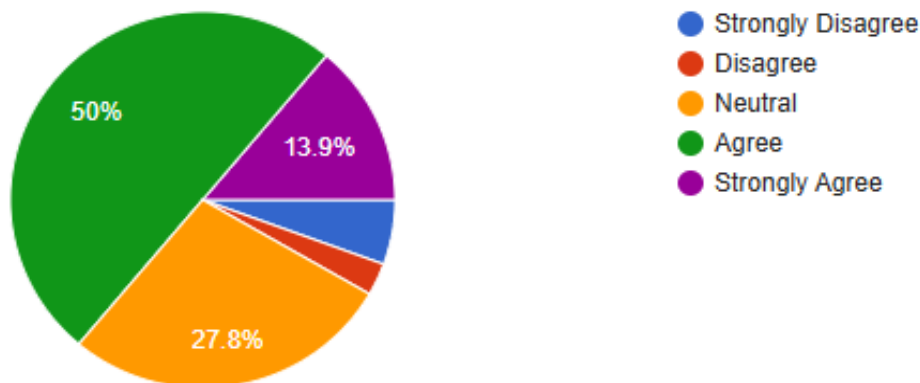
36 responses



The level of agreement in the social media responses shows that there is an understanding of the rapid changes in the social media language. The overwhelming positive response suggests the communicative innovation brought about by social media is widely accepted. The positive acceptance shows there is change in the communication styles in the social media sphere.

3. Newcomers are making neighbourhood languages less predictable online.

36 responses

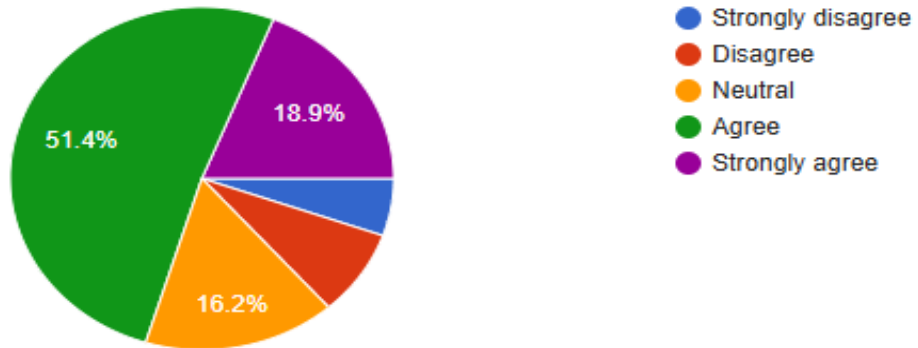


Fifty percent of the survey respondents have agreed that foreigners have a positive contribution in making the neighborhood languages less predictable in the online world. Also, 13.9 percent of respondents strongly agreed. This depicts a confirmation of the recognition of the variability in linguistics with the presence of migration and mobility. Although a minority of respondents did select the neutral option (27.8 percent),

depicting a lack of certainty or consistency with their personal experience in the subject matter. In conclusion, the overall data does demonstrate that changes in one's demographic will shed light with regards to the online usage of language, but it does indicate that not all respondents are fully in accordance with the aforementioned statement.

4. People from diverse backgrounds accelerate language change in the diaspora communities through social media.

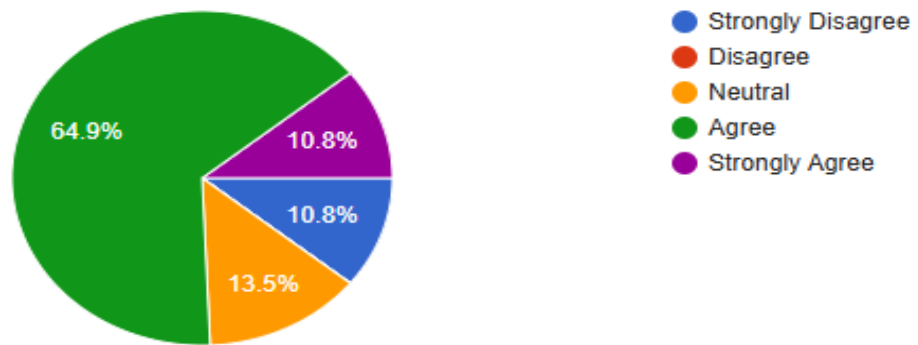
37 responses



The fourth graph demonstrates overwhelming support for the role of social media in aiding the acceleration of language change in diaspora communities. Most of the respondent's agreed (51.4%), and 18.9% strongly agreed. The rather small proportions elsewhere suggests that most respondents do appreciate the influence of cultural and linguistic diversity on language change in diaspora communities. This phenomenon may be looked at in the light of the theories of globalization and transnationalism, which consider social media the main facilitator of language contact and change.

5. People from different backgrounds' searches for jobs and homes evoke mixed reactions on social media.

37 responses

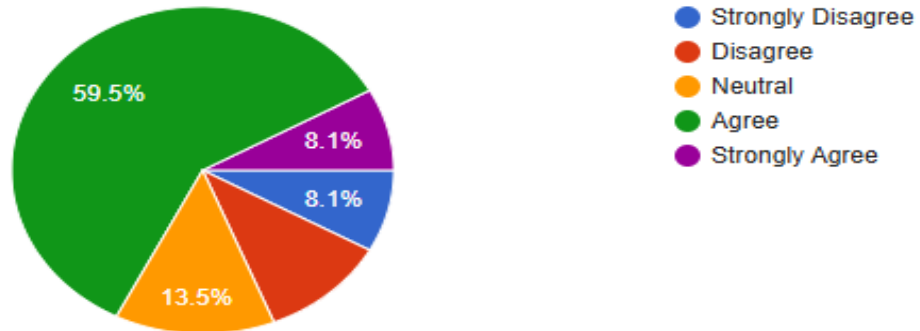


There is a broad consensus that job and housing search posts from people of different backgrounds, and the comments on them, create varied reactions on social media. Thank You Very Much. 64.9% of people

responded with an agreement, while 10.8% chose the option to strongly agree. Given the content stimulates a relatively diverse range of social reactions within the social media sphere, the reasons may be economically based, culturally ideological, or social structure related. The small percentage of disagreement shows very little opposition to the position and reflects the employment and housing sensitivities within the social media multi network.

6. The skills have been replaced with social media travel picks instead of family tongues

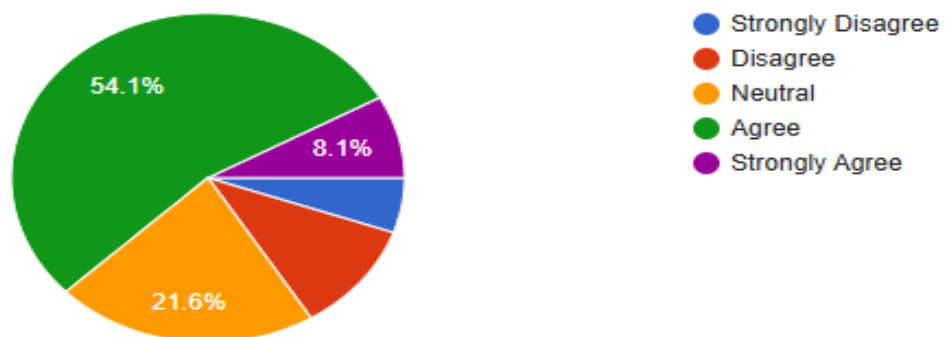
37 responses



The graph presents data on respondents agreeing that family-oriented skills or languages are being replaced by social-media-oriented trends, such as travel content. The majority, 59.5% of respondents, agreed, suggesting intergenerational language loss to make way for global detritus. Despite this, the shift across families and communities is more complex, as indicated by the considerable number of respondents who chose neutral or expressed disagreement. Overall, the results demonstrate the impact of social media on the languages people use.

7. People from different backgrounds create a sense of style, but often poorly utilize social media.

37 responses

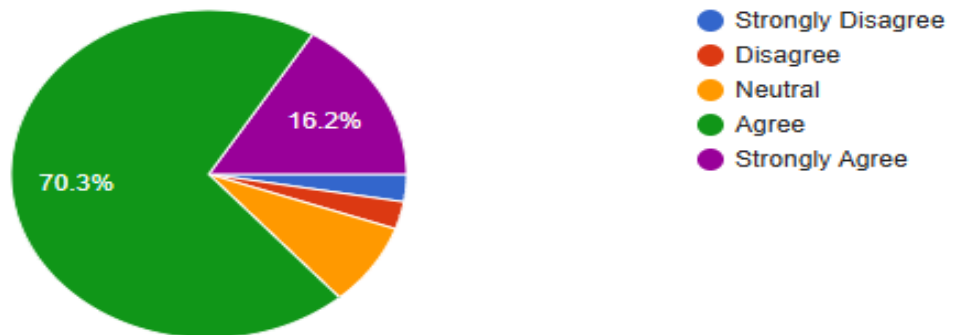


While survey participants appreciate the diverse online stylistic forms of self-expression afforded by social media, they also think those same individuals may not be using social media in an optimal way. While 54.1%

believed this to be the case, 21.6% took a neutral position, suggesting that they may not have an opinion. The fact that there were a lower percentage of respondents who expressed a strong level of agreement does indicate that while some people do perceive purposeful social media engagement to be strategically limited or absent. Of that social media engagement, there may be a focus on stylistic expression.

8. Applications merge speech, writing, and images to shape language on social media.

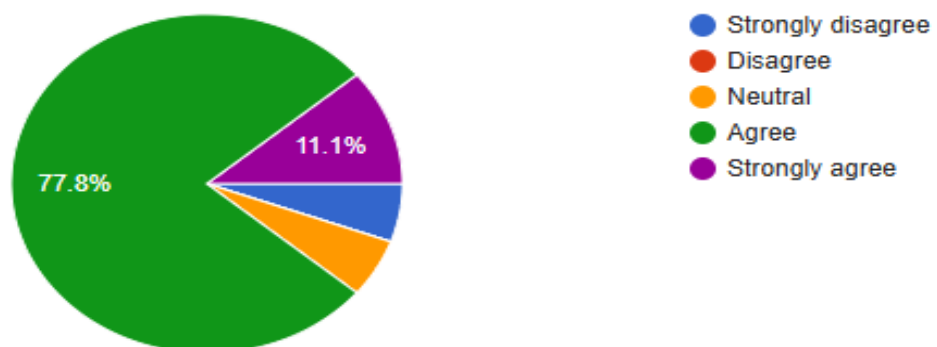
37 responses



The graph shows that nearly everyone agrees on what role applications play when integrating speech with text and visuals to form new uses of language. The consensus is illustrated by having 70.3% of respondents agreeing, while 16.2% reported that they strongly agree with this statement. Given how little respondents disagreed, it can be inferred that claimant respondents have a more than passing awareness of the role of multimodality in digital communication. It evidences the claims of digital discourse and communication that the use of technology changes how language is used.

9. AI tools effectively blend writing styles in social media ads.

36 responses

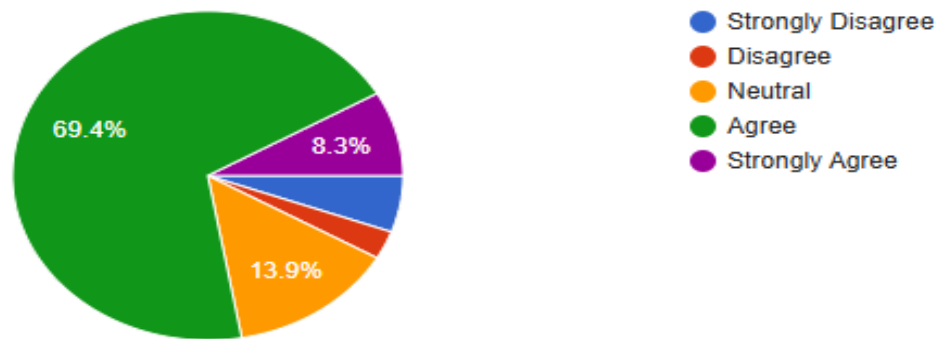


The respondents believe that an AI tool can blend different writing styles in social media ads due to how positive the respondents were in their agreement. An overwhelming majority of respondents were in agreement (77.8%), while even a portion of the respondents (11.1%) even went to the extreme of selecting

strongly agree. Very few respondents selected the disagree option, indicating that the AI linguistic abilities were not viewed with skepticism. It shows how AI is able to produce hybrid texts that can multi-style in an ads discourse.

10. AI-based word replacement support for everyday language zones is rapidly evolving on social networks.

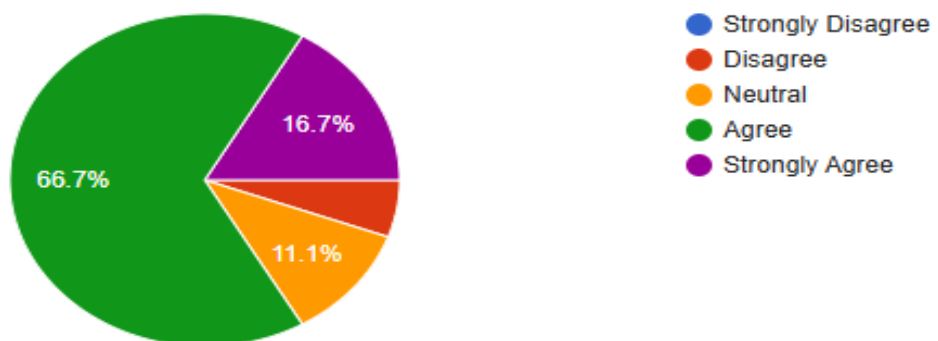
36 responses



Graph number ten indicates nearly universal alignment on the point that AI-powered writing substitution and writing assistance software and tools are on the march on social media. 69.4% of the participants agreed, and 8.3% of the participants strongly agreed. The aforementioned consensus indicates that users are conscious of the AI-sustained changes in everyday digital writing. Predictive text, translation software, and contextual word suggestion tools are the unsurpassed tools that are deployed.

11. Languages on social media become increasingly unpredictable due to rapidly changing AI-driven elements.

36 responses

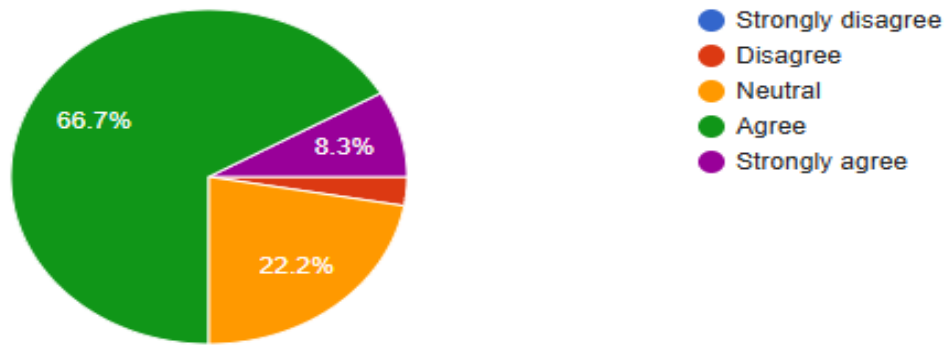


This data shows that most respondents view AI-assisted features as purposeful rendering of language on social media as erratic. Most (66.7%) reported agreement and another 16.7% reported strong agreement with the statement. A slight number selected the neutral or opposing viewpoints indicating that there may be some

differences in the user experience. All in all, the data indicates that there is significant AI tool development introduces new linguistic styles and configurations that disrupt the stability and predictability of online discourse.

12. AI chatbots are accelerating the transformation of diaspora communities on social media.

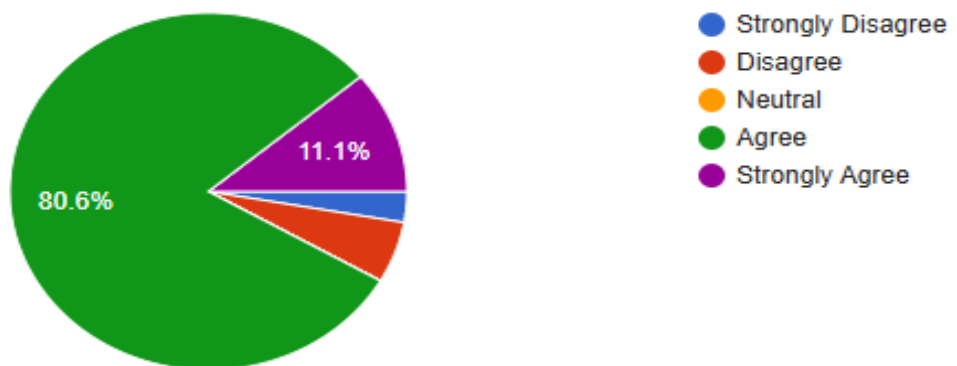
36 responses



The graph shows overwhelming support for the notion that AI chatbots significantly change the way people in diaspora communicate. Contrary to the preceding graph with responses in the disagreeing columns where individuals expressed ‘No’ to AI making any change, 66.7% agreed and 8.3% strongly agreed suggesting users see AI as a change provoker. 22.2 % responses to the neutral option may indicate that users do see the change but it is not clear to all. These results are consistent with the principles of transnationalism and theories of digital migration positing AI is changing the geographies of communication for the Diasporas.

13. AI-generated sentences help produce mixed styles in social media posts.

36 responses

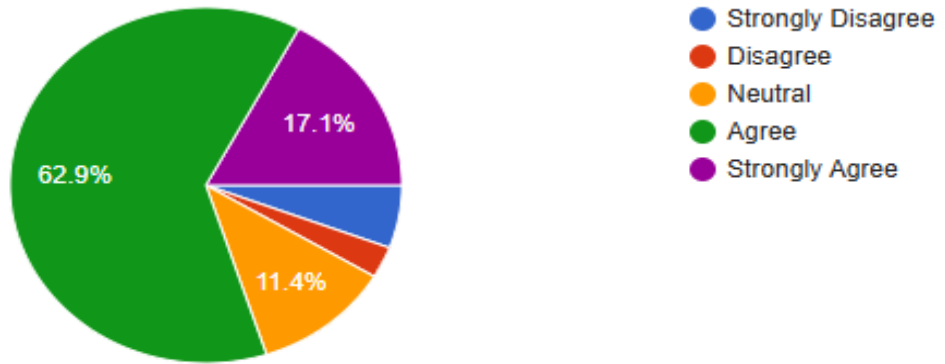


There is a consensus among the respondents that the use of AI-generated text does contribute to stylistic diversity on social media platforms. A vast majority of participants reported the option ‘Agree’ (almost 80%),

and a smaller percentage chose the option 'Strongly Agree'. Negligible respondents chose the option 'Disagree' and 'Neutral'. This shows that the majority of respondents have an understanding of the stylistic merging that occurs as a direct result of the use of AI technologies.

14. AI tools rapidly change urban slang on social media

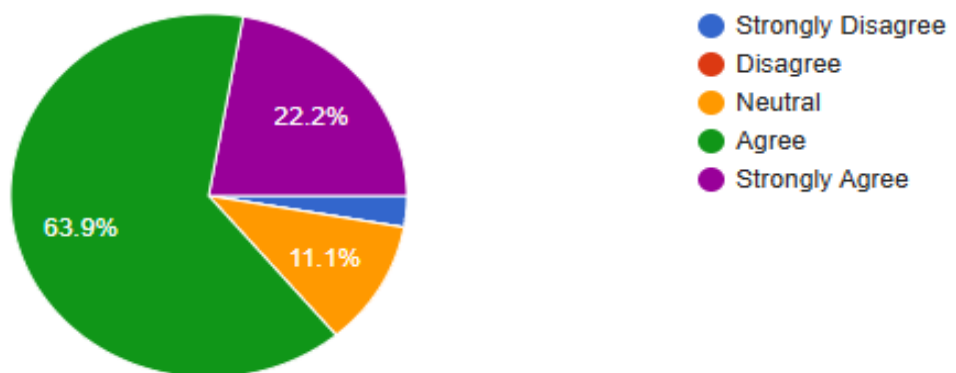
35 responses



Though a considerable segment of the population seems to be of the opinion that AI innovations are shaping and speeding up the transformation of urban slang, the results show a predominance of respondents who selected 'Agree', accompanied by a significant proportion choosing 'Strongly Agree'. Some indicated neutral positions or disagreement, indicating that, while the overwhelming consensus appears to be positive, a degree of uncertainty persists regarding AI's role in evolving slang.

15. AI helps critique social media spaces, educating language.

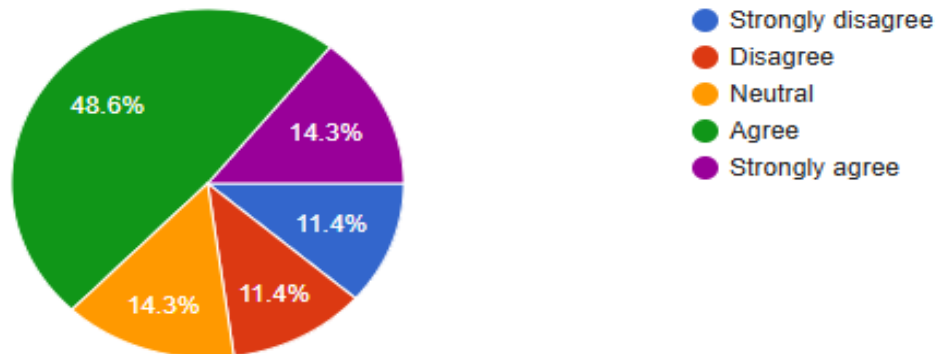
36 responses



In the view of AI helps most of the respondents 63.9% replied as agreed and 22.2 percent were strongly agreed. However, 11.1 percent people were remaining neutral.

16. Social media skills are shifting towards travel due to changes in AI.

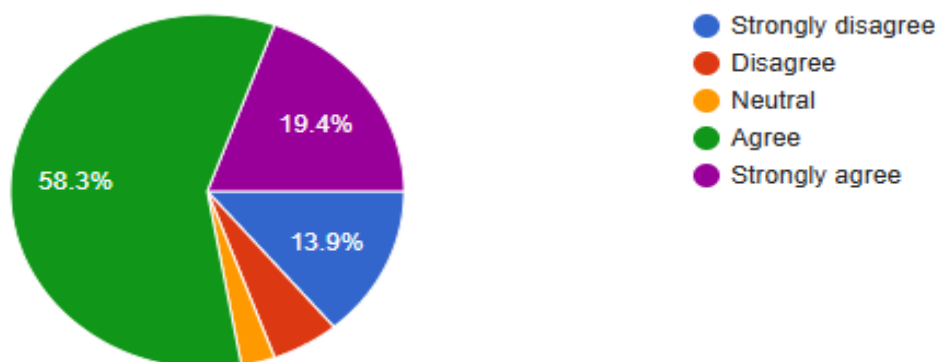
35 responses



Compared to prior charts, responses to this statement are more widely spread out. Even though the major group of respondents (48.6) percent continues to agree with the statement that AI is moving social media skills to more general or transferable skills, neutral and disagree responses are more prevalent than before. These varied responses show that users likely still are monitoring and/or adapting to these changes.

17. AI applications spark new words across social media platforms.

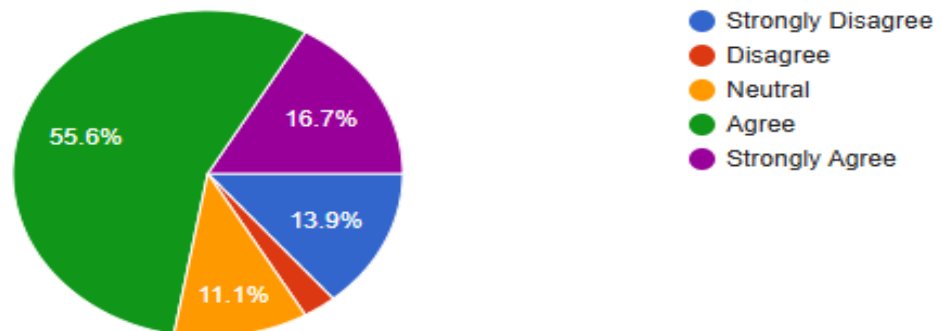
36 responses



The graph unequivocally shows that there is a demand for cross-platform functionality for AI applications. The majority of survey respondents showed agreement on this demand. There were only a small number of respondents who expressed disagreement which shows that there is a clear expectation for AI tools to be adaptable and usable across multiple social media channels.

18. AI-based social media work has levelled skills; native speakers are no longer the only ones.

36 responses



The graph supports the claim that AI has alleviated the problem of language barriers in social media work. Most of the respondents (55.6) stated that they agree, and a notable portion of the participants stated that they Strongly Agree. Very few stated that they disagreed. Therefore, the AI technology available is believed by respondents to have made the generation of social media content easier for people who speak some languages.

Conclusion

The collective responses from all eighteen questions demonstrate that AI and social media together function as powerful drivers of linguistic change. Participants consistently recognized that digital platforms accelerate vocabulary expansion, hybrid language practices, and stylistic blending. This indicates that language evolution is no longer gradual; instead, it is increasingly shaped by rapid technological advancements and algorithmic mediation.

The data also highlights toward AI-adaptive technologies such as automatic translation tools, predictive text, and chatbots as modifying the ways in which people continue to compose, speak, and communicate online, as people recognize the influence of AI on the various registers of discourse, in both formal and informal contexts, and especially in diaspora and multicultural settings. Thus, the use of AI in writing and speaking operates fluidly and more seamlessly depending on the varied contexts of digital communication.

The responses also reveal the innovative use of technology, which in this case is AI, to enhance communication and creativity in ways that are also unpredictable and, in fact, may lead to the homogenization of communication. AI and social media, therefore, are much more than tools of communication. They are powerful instruments that change communicative practices and, in the process, shift the social and linguistic hierarchies, the expressions of identity, and the power structures within online communities.

Findings

The study found strong agreement that AI tools contribute significantly to the emergence of new vocabulary and hybrid language structures on social media. Slang, abbreviations, mixed-code expressions, and creative spellings increasingly reflect AI-driven suggestions and platform conventions.

Overall, respondents recognized the role of AI in promoting accessibility and the democratization of processes. Those who report limited language skills described feeling more confident in contributing to discussions, suggesting that AI can mitigate language barriers and diminish the preponderance of native

speakers in online discussions. The findings also captured the disparity in levels of digital literacy. While AI promotes linguistic creativity, some participants continue to struggle with effective technology use.

Future Recommendations

Educators and curriculum designers should integrate AI-supported language tools into teaching practices while critically guiding students on their appropriate use. Structured pedagogical frameworks can help learners benefit from AI without losing awareness of linguistic authenticity, accuracy, and cultural sensitivity. Policymakers of digital platforms should continue to encourage inclusive design and the protection of under-served languages. The design of AI systems should incorporate the need for linguistic diversity and not homogeneous systems, including options for diverse languages, the ability to facilitate auto transcription, context-sensitive translation, and the selection of languages.

The communication of the future, which is mediated by AI, poses problems for the future which need to be analyzed by researchers and linguists. The influence of AI and its impact on the various forms of structure and grammar, on communicative norms and practices, on identity, and the variety of linguistic forms which affect the absence, misinformation, and bias, and the relevant future problems need to be addressed.

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