

# AMONG THE NEW WORDS

---

KELLY E. WRIGHT

*University of Wisconsin–Madison*

EMILY BREWSTER, *Merriam-Webster*

CHARLES E. CARSON, *Duke University Press*

BRIANNE HUGHES, *Wordnik*

J Aidan McLEAN, *University of Oregon*

LYNN ZHANG (张笛菲), *American Speech*

BENJAMIN ZIMMER, *Wall Street Journal*

Send newly found words to [atnw@americandialect.org](mailto:atnw@americandialect.org)

ON JANUARY 10, 2025, at the Philadelphia Marriott Downtown, Ben Zimmer, chair of the New Words Committee, and Kelly Wright, data czar of the New Words Committee, cohosted over 300 people live at the 35th annual vote for American Dialect Society’s Word of the Year. This jovial ADS tradition highlights the normal, ongoing, and entertaining facets of language change through collective deliberation over which terms best encapsulate the year that has just concluded. This year—perhaps more than most—we are proud not only to be the oldest ongoing Word of the Year vote but to be the one and only such vote that waits for the calendar year to end before choosing a representative winner. Had we followed the trend of announcing a winner shortly after Thanksgiving, as many mainstream dictionaries choose to do, we would have missed words like *tarrified* and the wildly productive *Luigi* (see below).

*American Speech*—currently celebrating its centennial—has used “Among the New Words” to keep pace with lexical progress since 1941. Originally conceived of as a supplemental stop gap to print dictionaries, ATNW offers an accounting of ongoing lexicalization by providing depth and breadth to underdocumented topics or communities, most recently covering infinitely productive expressions of gender and sexuality (*AS* 98, no. 1 [Feb. 2023]) and increasingly relevant algospeak, the phenomenon of lexical avoidance through masking to avoid corporate or government censorship in digital spaces (*AS* 99, no. 1 [Feb. 2024]). The algospeak installment was spearheaded by Kendra Calhoun of the University of Illinois Urbana-Champaign and Alexia Fawcett of the University of California, Santa Barbara; I cannot encourage you more strongly to please read their work on the subject—both in ATNW and in the journal *Language@Internet* (2023).

In the November 2016 issue of *American Speech*, we began treating each headword we document with a more discursive assessment in print—shifting the more traditional lexicographical treatments with citational evidence to our online supplement. This online format allows our citational evidence of

linguistic provenance and innovation to be much more robust and includes multimedia resources like TikToks, Reddit threads, and memes linked on almost every line. This evidence is curated by our editorial team, which includes Ben Zimmer and myself along with Emily Brewster, Brianne Hughes, Jaidan McLean, and Lynn Zhang. This evidence is then expertly reviewed, organized, supplemented, edited, and formatted by Charles Carson, without whom this publication simply wouldn't exist. We have also begun instructing students on how to prepare lexicographic treatments and gather citational evidence, so please help us welcome Chloe Feder, a student at West Chester University, who is now training with the editorial team. If contributing a discursive paragraph or learning a new professional skill seems appealing to you, please contact our team at [atnw@americandialect.org](mailto:atnw@americandialect.org).

As we continue our efforts at including more communities and a wider spectrum of speakers in the process of documenting ongoing lexicalization, we especially seek balance and representation of nonexperts by crowdsourcing suggestions for ATNW's thematic installments and soliciting WOTY nominations from the public. In 2024, we received more nominations than ever, with 656 individual lexemes submitted by self-described old farts, teens, and The Rizzler themselves. Kelly Wright organized these submissions into preliminary categories (view them at <https://bit.ly/2024WOTYNOMSReport>), which were debated by all in attendance at the live ADS nominating session on January, 9, 2024, after which a ballot for the live WOTY vote the following evening was crafted by Ben Zimmer, Kelly Wright, and Emily Brewster (whose contribution to defining on-the-fly was immeasurable). Our work at ATNW depends very much on these events, so thank you for aiding us in canonizing language use from an increasing number of communities by badgering your friends, family, and casual acquaintances with requests for nominations throughout the year and for reporting your observations to us; we welcome nominations any time (and any number of times) for 2025 Word of the Year at <https://bit.ly/2025WOTYNOMS>.

The 2024 word of the year is *rawdog*, an infamous term originally describing unprotected sex turned playful term characterizing unprepared for activities of any kind. This term was catapulted to WOTY fame by linguist Larry Horn, who championed *rawdog's* use to label the recent trend of rawdogging flights—taking a long plane ride without a book or other entertainment and thus just sitting, staring forward, without distraction of any kind—so popular that it has inspired a video game (see treatment below). While many may feel this word is simply too nasty to utter in popular conversation (the *New York Times* called it “wildly obscene”; Roy 2024), the nonsexual usage has been around since at least 2012. *Rawdog* is used by old and young alike, for both humorous and serious effect, and we are thrilled to welcome it among the new words.

This year, ADS was fortunate to have documentary filmmaker Jamie Meltzer and his crew from Stanford embedded with us across two days of WOTY-related events at the ADS annual meeting. While hosting a film crew was certainly out of the ordinary, we hope that the film sustains growing media coverage and public interest in WOTY proceedings in years to come. The 2024 WOTY events were covered across various news outlets: *8 O’Clock Buzz* on WORT in Madison, Wisconsin (Moore 2024); *AV Club* (Hughes 2025), who called us “linguistic chaos gremlins”; *Straight Arrow News* (Felton 2025); Dave Wilton’s *Wordorigins.org Newsletter* (2025); *Language Log* (Lieberman 2025); Nancy Friedman’s *Fritinancy* (2025); Anne Curzan and Rebecca Kruth’s radio segment *That’s What They Say* (2025) on Michigan Public Radio; *That Word Chat*’s annual “Word of the Year” episode (Allen 2025); Emily Brewster’s “Word Nerd” segments on *The Fabulous 413* podcast on New England Public Media (2025); *New York Times*’s *Gameplay* newsletter (Corbin 2025); *Fill Me In* podcast (Cimmet and Zimmer 2025); *ICYMI* podcast (Lim and Lindsay 2025); the *Slate* daily crossword (Zimmer 2025); and *Because Language* podcast (Midgley, Skirgård, and Ainslie 2025).

This installment will be the only one in *American Speech*’s 100th volume dedicated to WOTY (in years past, it’s taken two), and as in previous installments, some winners and nominees will not receive full treatment, in part because the criteria for inclusion in ATNW differs from WOTY in that our aim is to provide coverage of un- or under-documented terms and not those newly prominent or notable in a given calendar year. Of particular note is the term *weird* as used by the vice-presidential candidate Tim Walz and other Democrats to describe Donald Trump and J. D. Vance as strange, bizarre, and out of step with the mainstream. *Weird* enjoyed a blip of prominence as it briefly functioned as a rallying cry for the Harris-Walz campaign, but given that there was nothing lexically special or particularly new about *weird*, we have chosen to forego coverage in these pages. We also will not provide a discursive treatment of *unserious* in this installment, although it was awarded the coveted (and contentious) Most Likely to Succeed superlative for the 2024 WOTYs. *Unserious*, meaning ‘lacking a properly serious attitude’, has in many ways already succeeded lexically in that it has enjoyed a rather stable meaning since 1655 (*OED*, first published in 1926, not yet revised) and is documented consistently in mainstream dictionaries. Our research also led us to conclude that there was little lexically special about the runner-up in 2024’s special wildcard category Most Fun While it Lasted: *demure*. This term, popularized by TikTok lifestyle and beauty influencer Jools Lebron, became a fascination and fixation of many usage communities in 2024. However, the classical meaning of *demure* ‘affect a modest and reserved outlook or appearance’ has already been thoroughly documented. In short, *demure*, *unserious*, and *weird* weren’t really doing anything lexically interesting despite their

increased usage in 2024. The full list of WOTY winners for 2024 are included below, with the runners-up displayed in parentheses:

WORD OF THE YEAR (2024): *rawdog* (*sanewashing, crash out, cooked, yap, brat*)  
 MOST USEFUL: *lock in* (*eat, crash out, cooked, bedrot*)  
 MOST LIKELY TO SUCCEED: *unserious* (*NIL, aura, girlypop, tariffed*)  
 POLITICAL WORD OF THE YEAR: *Luigi* (*sanewashing, bleach blonde bad built butch body, weird, brologarchy, lib out, burrito taxi*)  
 DIGITAL WORD OF THE YEAR: *brainrot* (*AI slop, tradwife, Xit/Xodus, cope* [n.])  
 INFORMAL WORD OF THE YEAR: *rawdog* (*yap, cooked, W, mewing, mog*)  
 MOST CREATIVE WORD OF THE YEAR: *the \_\_\_ I \_\_\_-ed* (*-maxxing, brologarchy, in da clerb we all fam*)  
 MOST FUN WHILE IT LASTED: *brat* (*demure, hawk tuah, hold space*)

Details of the voting and lists of past winners are available at the ADS website (<https://www.americandialect.org/woty>). As mentioned above, each headword is provided with its own brief discursive assessment here, and full lexicographical treatments with citational evidence and multimodal usage examples are available as supplemental material to the online version (<https://doi.org/10.1215/00031283-11868193>). In addition to the word treatments by ATNW's regular editorial team, we also solicited contributions from guest authors based on their expertise and participation in the WOTY discussions. We are pleased to include discursive entries below from Nancy Friedman (*AI slop*), Dave Wilton (*brologarchy* and *NIL*), Chloe Feder (*girlypop*), Mark Peters (*-maxxing*), and Anne Curzan (*sanewashing*).

## THE WORDS

AI SLOP. A Halloween parade that never existed (Davis 2024). A pizza recipe that included glue among its ingredients (Robison 2024). An Ottawa food bank recommended as a popular tourist spot (Napolitano 2023). For as long as artificial intelligence (AI) has been generating text, it's been generating questionable results. In 2023, *hallucination* 'confident responses unjustified by training data' was nominated as an AI word of the year in the annual ADS vote. Its 2024 counterpart is a different breed of AI snafu: *slop* 'content generated by artificial intelligence of little to no value, intended to flood online search results'.

*Slop* is the AI equivalent of *spam*, which had been appropriated by computer users in the late 1980s to mean 'irrelevant, inappropriate, or unsolicited electronic messages'. Like computer *spam*, AI *slop* occupies a sense continuum between "mysterious" and "unappetizing." Unlike *spam*, though—originally a trademarked term of uncertain provenance for a processed-pork product—*slop* is an oldish English word, dating back to about 1400 but with roots in

Old English *sloppe* ‘dung’. Benjamin Hoffman, writing in June 2024 in the *New York Times*, noted that *slop* began appearing in 2022 as a descriptor for low-grade AI material after the release of AI art generators; it became more prevalent in May 2024 “when Google incorporated its Gemini A.I. model into its U.S.-based search results.” On May 4, 2024, post by X user @allgarbled: “it’s cool how every google search now starts with a wall of LLM [large language model] slop that is completely useless and takes up half the screen.” On May 6, X user @deepfates reposted @allgarbled and added: “Watching in real time as ‘slop’ becomes a term of art. the way that ‘spam’ became the term for unwanted emails, ‘slop’ is going in the dictionary as the term for unwanted AI generated content.” And on May 8 British programmer Simon Willison declared it official: “Slop is the new name for unwanted AI-generated content.” By December, *slop* was successful enough to be declared “the real word of the year” by *Washington Post* tech columnist Shira Ovide: “[S]lop never really goes away. “Sometimes intentionally but often without realizing it, you and everyone else posting online have absorbed techniques from generations of online slop.” [Nancy Friedman]

AURA. Everyone has a certain aura about them. Whether we’re talking about chakra colors, mysterious dark vibes (see 2005 film *The Aura*), or an intense personality (see 2013 Lady Gaga quot.), throughout the years people have used *aura* to describe a sensation or atmosphere about a person. Many have defined *aura* as a certain “energy” people exude, like Shouryu on *Urban Dictionary*, “the ever-changing flow of life energy around one’s body” (see 2004 Apr. 21 quot.), or *Merriam-Webster.com*, “an energy field that is held to emanate from a living being.” In recent years, the term *aura* has been popularized as describing the skill, presence, and (most importantly) the charm of famous athletes. For example, *aura* is used in admiration by fans of athletes like Liverpool soccer player Virgil van Dijk (see 2022 Mar. 8 quot.) and Olympic gymnast Simone Biles, whose aura “could power a medium-sized city” (see 2024 July 24 quot.). The usage of *aura* in this sense expanded from athletes, in part thanks to Gen Z’s interest in all things charismatic, where slang like *aura* and *rizz* (ATNW, AS 98, no. 4 [Nov. 2023]: 459) became quickly popularized through trendy online content. On TikTok, people attributed with having *aura* have a cool, respected, and charismatic presence, measurable by metaphorical *aura points* that people can “gain” or “lose.” For example, TikTok user @papa\_bradge risked all of his aura points when screaming a line from the *Despicable Me* movie, where he would’ve “lost” all his aura if no one had responded (see 2024 Oct. 27 quot.). All in all, *aura* earned a spot as one of our 2025 Most Likely to Succeed words of the year due to the likelihood of its continued creative semantic expansion, particularly through social media and Gen Z’s usage with describing one another and their idols. [Jaidan McLean]

**BRAINROT.** Winner in the 2024 Digital Word of the Year category, *brainrot* has in recent times proved to be a remarkably versatile term going far beyond its basic meaning of mental deterioration. In the hyphenated form *brain-rot*, it is attested back to 1854 in the writing of Henry David Thoreau; in Walden, Thoreau mused, “While England endeavours to cure the potato rot, will not any endeavour to cure the brain-rot—which prevails so much more widely and fatally?” As noted by Oxford Languages when they selected *brain rot* (rendered as an open compound) as their overall 2024 Word of the Year, “Thoreau criticizes society’s tendency to devalue complex ideas, or those that can be interpreted in multiple ways, in favour of simple ones, and sees this as indicative of a general decline in mental and intellectual effort” (Oxford Languages 2024). Drawing on this long-standing notion of cognitive decay, younger generations have embraced *brainrot* as a self-effacing descriptor of the effects of consuming media with little or no redeeming content. *Brainrot* has semantically branched off in at least two further bifurcations. The term can refer to content itself that is seen as particularly frivolous, pointless, or absurdist, with the viral “Skibidi Toilet” video series often given as a canonical example (see ATNW, AS 99, no. 4 [Nov. 2024]: 475, for more on *skibidi*). Further, bizarre, meme-driven buzzwords like *skibidi* that have been labeled Gen Alpha slang (Kircher 2023) can also be given the *brainrot* label, either attributively as in “brainrot humor” or simply as brainrot (Press-Reynolds 2023, 2024). While online neologisms may make some sense given appropriate context, Gen Alpha seems to take special pleasure in stringing them together in *brainrot* fashion, most famously in the viral song parody “Sticking Out Your Gyat for the Rizzler” (with lyrics like ♪You’re so skibidi / You’re so fanum tax / I just wanna be your sigma / Freaking come here / Give me your Ohio♪) (Hamilton 2023). Despite the *brainrot* designation, the creation and appreciation of pleasurable nonsense through playful decontextualization actually involves a fair bit of mental acuity. [Benjamin Zimmer]

**BRAT.** When Charli XCX released her album *brat* (styled in lowercase) on June 7, 2024, the bratty old word seemed poised for a renaissance. It has long been a contemptuous term for a child, especially one considered spoiled, rude, or out of control, with examples going back to the early sixteenth century. More modern incarnations of the word have suggested the possibility of a positive reevaluation, reclaiming “bratty” qualities as desirable. Such precursors include the 1990s rapper Da Brat and the early-aughts line of dolls known as Bratz, for girls looking for “bratitude” (Zimmer 2024). But Charli XCX’s reclamation of *brat* went far beyond these predecessors, ushering in *brat summer*—modeled at least in part on Megan Thee Stallion’s 2019 “Hot Girl Summer” and its various spinoffs (see, e.g., *hot wax summer* [ATNW, AS 97, no. 3 (Aug. 2022): 425] and *hot labor summer* [ATNW, AS 99, no. 4 (Nov.

2024): 470]). Whereas the use of *brat* in *brat summer* could be seen simply as an attributive noun (like *girl* in *hot girl summer*), Charli XCX soon made it clear that *brat* was morphing into an adjective too. In a July 1 TikTok video captioned “what it means to be a brat,” the singer explained that a *brat* “likes to party and maybe says some dumb things sometimes” and “is very honest, very blunt, a little bit volatile.” Notably, she went on to use the word as a predicate adjective: “But it’s brat. You’re brat. That’s brat” (see 2024 July 1 quot.). In a similar vein, Charli expressed her support for Kamala Harris in the U.S. presidential race by posting on X “kamala IS brat,” setting off a wave of think pieces and political punditry trying to decipher what that meant for the Harris campaign (see July 21 quot.; Demopoulous 2024, France 2024; Li 2024). As 2024’s *brat summer* faded into the distance, the lexical fad proved to be largely ephemeral, but it was certainly worthy of winning in the ad-hoc category that the American Dialect Society created for the year: Most Fun While It Lasted. [Benjamin Zimmer]

**BROLOGARCHY.** The word is a blend of *bro* + *oligarchy* and refers to a small group of men who control a situation or political power structure. It differs from an ordinary oligarchy in that a brologarchy carries with it a connotation of toxic masculinity. The word gained prominence in 2024, but it dates to at least 2009, when it appeared in a Twitter post, “the brologarchy has spoken. you are cool” (see 2009 Dec. 7 quot.). The context of this tweet is unclear. Eighteen months later, *Urban Dictionary* user TCCdablumen defined it as “a small cadre of Bros who snatch control of any scenario” (see 2011 May 22 quot.). A 2014 glossary of *bro*- terms in the blog *The Belle Jar* defines *Brologarchy* as “A form of power structure in which power effectively rests with a small number of bros, most often distinguished by the power of their bro-ness” (Theriault 2014, citing Twitter user @theskyisblack). By 2018 the term had acquired a more specific connotation of a Silicon Valley billionaire when a tweet called Elon Musk a brologarch (see 2018 May 27 quot.). The term remained confined to social media and blogs until 2023 when the alternative news outlet the *Arkansas Times* used the term to refer to the overwhelmingly male state legislature (see 2023 Mar. 3 quot.). In February 2024, the political activist, alternative dance/industrial musical group Consolidated posted a song to the Bandcamp website titled “Serfin’ U.S.A./The Brologarchy.” The word appears only in the song’s title, but the lyrics show that the tech-bro sense is clearly intended. Legacy media finally picked up *brologarchy* in a July 2024 *Guardian* newspaper article about Silicon Valley tech billionaires who supported Donald Trump’s election (see 2024 July 20 quot.). [Dave Wilton]

**COOKED.** *Cooked* was nominated as one of the Informal Words of the Year due to its diverse meanings and widespread usage. When used as a simple past-tense intransitive verb (as in *somebody cooked*), it carries a positive

connotation, often serving as a compliment to describe someone excelling at something or pulling off an impressive feat. This usage is closely related to the phrase *let (someone) cook* (ATNW, AS 99 no. 4 (Nov. 2024): 472], which suggests that great results require time to unfold. However, the primary reason for its nomination lies in its use as a past participle in passive constructions (as in *(somebody) got cooked* or *(someone) is cooked*), where the meaning shifts entirely to something negative, indicating physical or mental exhaustion, depletion, involvement in serious trouble, or facing severe consequences. While *cooked* meaning ‘exhausted, finished, destroyed, in serious trouble’ has been documented as far back at the mid-nineteenth century in *Green’s Dictionary of Slang* (Green 2010–; see 1848 Feb. 13 quot.), its recent surge in popularity is largely driven by online streaming culture. Examples like “chat.....I MIGHT be cooked” (see 2024 Dec. 26 quot.) or “chat am I cooked?” (see 2024 July 6 quot.) became prevalent across social media platforms in 2024, with *chat* being a common way for digital content creators to address their audience [ATNW, AS 99 no. 3 (Aug. 2024): 371]. Some people find the dual meanings of *cooked* confusing—understandably so. After all, not everyone is eager to differentiate between a past-tense verb and a past participle when they see the word, and if that sounds like too much trouble, well... they’re probably cooked. [Lynn Zhang (张笛菲)]

CRASHOUT. While the *Cambridge Dictionary* defines *crash out* as “to go to sleep very quickly because you are tired,” as in “I just want to go home and crash out,” the slang term *crash out* as used in 2024 involves a bit more chaos. Also written as *crashout* or *crash-out*, this term describes a feeling beyond tiredness, a frustration or exhaustion toward something or someone that you throw all care out the window and have a full blown outburst. This usage of *crash out* has been comedically defined as “losing your shit in a big, impulsive, reckless way” (Del Turco 2024). Although this use of *crash out* can be found as far back online as 2013, with @gabbyderobles tweeting that she was “finna crashout” (see 2013 June 29 quot.), many attribute the origin of this extension of *crash out* to Baton Rouge slang, like with Baton Rouge artist Youngboy Never Broke Again rapping about “crashing out” when he’s nervous (see 2016 Oct. 21 quot.). The term has continued to spread and eventually became nominalized as in someone having “a crash out” or even being “a crash out” themselves (see 2023 Dec. 18 quot.). Spread of *crash out* even made it to the news outlets during the “Brexit crashout,” which referred to the jeopardization and carelessness for consequences that ensued with Brexit and the U.K. (see 2019 Aug. 18 quot.). In 2024 the term became especially popular on TikTok; for example, content creator Amber Wallin posted a video on the platform of her pulling her husband aside at a family function and being on the verge of a “crash out” because of his actions: “Do you wanna see me crash out? Cuss

in front of your mama one more time. Cuss in front of your mama one more time. One more time. I don't care how old you are. It doesn't sit well with my spirit" (see 2024 Dec. 20 quot.). The nominalization and extension from its original slumber meaning, along with being an incredibly useful term to so many people to describe their aggravated state, earns it its nomination as Most Useful in 2024. [Jaidan McLean]

EAT, ATE; DEVOUR; 4 + 4. The informal *eat* and especially the past-tense form *ate* became runner up for 2024's Most Useful WOTY after impassioned commentary from Sharese King, who noted that *eat* has been used in and among Black communities for decades to describe accomplishing or completing something difficult, complicated, or requiring talent remarkably well. As with many other terms and phrases arising from African American and legibitiquois (LGBTQIA+) communities, nailing down an original source is tricky, but the term and its derivatives have been actively produced since the late 1980s, emerging from the NYC underground ballroom scene. This *mise en scène* is one of the more lexically productive times and spaces in living memory, giving us terms like *mother* (ATNW, AS 99, no. 4 [Nov. 2024]: 475), *cunty* (ATNW, AS 99, no. 3 [Aug. 2024]: 371), and *yassify* (ATNW, AS 97, no. 3 [Aug. 2022]: 425). *Ate* is used throughout LGBTQIA+ culture and various fandoms, generating phrases such as *she ate that*, *she thought she ate*, and *ate and left no crumbs*, with an *Urban Dictionary* entry for *ate that* dating back to 2008 defining that complimentary phrase as "did a great job; pulled it off well; had a lot of success with something" (see 2008 July 11 quot.). According to *WikiHow*, *ate* functions similarly to other informal terms such as *slay* and *pop off*, which are used when someone is wearing a particularly stylish or well-suited outfit, has just completed an artistic endeavor with aplomb, or is speaking truth to power (Reyes and Gilmore-Jones 2024). *Eat*, of course, refers to feeding oneself—getting all the nourishment needed from an activity, relishing a meal—and cleaning one's plate is something to be praised. So when something *eats*, it is deserving of praise, as exemplified by TikToker Raymonte when he claims his comeback to someone he finds sexually too eager "eats" (see 2023 Oct. 23 quot.).

The metaphorical extension is not difficult to comprehend, especially as a quick stroll through the emergent examples of the usage of *eat* or *ate* reveals that the entire gustatory process is involved in these acts of semantic extension, with all their lexical accompaniment. For example, on the popular YouTube comedy show *UNHhhh*, cohost and drag queen Katya Zamolodchikova (given name Brian Joseph McCook) self-deprecatingly described herself at the beach thusly: "She served, she ate, and then she blew ass" (see 2023 Aug. 2 quot.). *Ate* has even extended into the abstract reference 4 + 4, as illustrated in the lyrics to Flash Riviero's song "4 + 4 = ATE": ♪4 plus 4 equal 8 / I ate these

Rap niggas right off of my plate / I eat them up just like steak / You can't afford steak / Bitch I can not relate / Give me my 10s then subtract 2 cause I ate♪ (see 2023 Oct. 27 quot.). Overall, a highly productive phrase that encompasses a positive semantic meaning absolutely devours and is why *ate/eat* was our 2024 Most Useful WOTY runner up. [Jaidan McLean and Kelly E. Wright]

GIRLYPOP. Nominated in WOTY's Most Likely to Succeed category for 2024, *girlypop* has been growing in usage in the past several years and shows potential to spread further. Typically used either as a noun or adjective, *girlypop* most commonly describes someone as overtly feminine, either through presentation, mannerisms, or the like. It has also shown potential for innovation, with variations like *spookypop* and *manlypop* leading the way for a new template for aesthetic descriptors (see 2024 July 8 and 2024 Mar. 9 quotes.). Despite initially appearing in various forms in 2009, the term was popularized during the late 2010s to early 2020s by YouTuber Haley Pham, who referred to her audience as "girly pops" in her videos (see 2018 Apr. 17 supercut). Following this, the term spread diversely on TikTok, with people using *girlypop* to describe people who look or act especially feminine (see 2023 July 27 quot.) as well as the band Korn (see 2024 Feb. 15 quot.). Marking Korn as *girlypop* shows recent growth of the term and a shift away from fitting that stereotypical image of girliness toward a more vibes-based definition. Additionally, *girlypop* making its way to the music industry once again (see 2025 Jan. 3 quot.) brings the term full circle to its seemingly earliest known usage as a (questionably derogatory) genre of feminine pop music, as in the 2001 book *Bubblegum Music Is the Naked Truth*, referencing LUV's distinctive sound: "Something about those soft-yet-snappy Dutch accents that is just perfect for melodic girlypop" (see 2001 May 10 quot.). *Pop* as a combining form has been historically productive across music genres, as covered in the ATNW two-part music installment (AS 87, nos. 2 and 3 [Summer and Fall 2012]), featuring blends like *pop punk*, *Brit-pop*, *indie pop*, and even *jangle pop*. Since its introduction, *pop* has remained productive, similar to the once musical genre distinguishing *-core* suffix (ATNW, AS 97, no. 2 [May 2022]: 204), giving us variations like *K-Pop*, *J-Pop*, and *hyperpop* and paving the way for future innovations like the aforementioned (and burgeoning) *spookypop*. Unlike its roots as a sometimes derogatory phrase, the new wave of girlypop seen in the early 2020s shines on female empowerment and those embracing femininity. This lexical reclamation is a sign of great things to come for the girlypops of the world. [Chloe Feder]

HAWK TUAH. An onomatopoeia associated with spitting, *hawk tuah* became a tentpole in WOTY 2024's wildcard category: Most Fun While It Lasted. While this written representation of the sound one makes when they hawk up a loogie wasn't exactly new (and exemplified various spellings as onomatopoeia often

do), its rapid rise to prominence in 2024 was spurred by a man-on-the-street style interview conducted by Instagram users Tim & Dee TV and DeArius Marlow, who approached passersby with the following question: “What’s one move in bed that makes a man go crazy every time?” Haliey Welch, known hereafter as the Hawk Tuah girl, responded: “Oh, you gotta give him that hawk tuah and spit on that thang” (see 2024 Jun. 10 quot.), referring to (messy and perhaps irreverent) oral sex. This usage, originally a noun (see 2024 June 14 quot.), expanded rather quickly in usage to become attributive and a verb (see 2024 June 21 quot.). Welch spent the summer and fall of 2024 pursuing every opportunity to cash in on *hawk tuah*’s virality, so much so that X user @\_TruthZone\_ commented “The ‘Hawk Tuah’ girl is a clear psyop... now she’s linking up with Shaq...” (see 2024 July 1 quot.). Welch interviewed her grandmother about the term and even started a podcast in September 2024 with the admittedly clever name *Talk Tuah*, where she has brought her family on, including her grandmother, to discuss the term (see 2024 Sept. 17 quot.). Her star fell almost as quickly as it rose, however, after Welch branded a cryptocurrency, *hawktuuuah*, which was almost instantly involved in a stock short scam, also referred to as a *crypto rug pull* (ATNW, AS 98, no. 3 [Aug. 2023]: 302). This unfortunate outcome made *hawk tuah* a flash in the pan and won the term its place in the Most Fun While It Lasted category. Communities far beyond the lexically inclined had a summer laughing about spit and fellatio, but we don’t expect *hawk tuah* to retain the productivity witnessed in 2024. [Kelly E. Wright]

THE LAUGH I LUFFED/LUFT. This phrase and its many derivations inspired the one and only snowclone on the WOTY roster, *the \_\_\_ I \_\_\_-ed*, the winner for Most Creative Word of the Year for 2024. This phrasal template has been productive since at least 2013, where we see then-Twitter user @thatTish employing an irregular past-tense verb for humorous (or at least sarcastic) effect “The laugh I luffed when that guy was explaining how the LAPD has ‘really cleaned up their act. since the 80’s.’ It was a great laugh.” (see 2013 Feb. 12 quot.). Gretchen McCulloch (2013) writes about how the “chronically online” (ATNW, AS 98, no. 3 [Aug. 2023]: 301) narrate their emotional reactions to certain stimulating events after the fact with such constructions as *I’ve lost the ability to can*; it would seem that *the \_\_\_ I \_\_\_-ed* template is participating in this same tradition, that McCulloch called “the general pattern of stylized verbal incoherence mirroring emotional incoherence.” Since, a bevy of past-tense verbs have been invented or resurrected to indicate excitement in the presence of famous people, beautiful people, or in response to announcements of all kinds. Similar to snowclone *she’s/he’s/they’re a 10 but \_\_\_* (ATNW, AS 98, no. 4 [Nov. 2023]: 460), *the \_\_\_ I \_\_\_-ed* functions as a social game, where the use of a created or rare irregular verb is ostensibly played along with by the listening or reading audience. It’s a joke, but a joke

that requires resurrection of a strong verb paradigm, complete with ablaut, as the punchline (Tan 2023); the comedic effect, often marking highly emotional experiences, is made through collective word play. And that is nothing if not linguistically interesting (as several supporters argued from the microphone during the live WOTY vote in January 2025). *The scream I scrumpt, the gasp I gusped, the cry I crode, the yell I yealed*, all signify knowledge of the strong paradigms many of our verbs lost in the past. To convey deep feeling, users are reaching deep into English's morphosyntactic past, and that's quite creative. The phrasal template has appeared online for years, dotting exclamations of K-pop stans (see 2023 Feb. 27 quot. and 2024 Mar. 14 quot.), unprepared students, like then-Twitter user @s2szn who posted "The scrim I scrome when I realised it was more of an English paper than a maths paper 🤔" (see 2019 June 5 quot.), and thirsty fans (see 2021 July 20 quot.). In 2024, the snowelone has surfaced in verbal communication, giving increasing longevity to this phrase among the new words. [Kelly E. Wright]

LUIGI. On December 4, 2024, a masked assailant in a hoodie shot and killed UnitedHealth CEO Brian Thompson. Each of the 3 bullets had a word etched on them: "deny," "delay," and "depose." For five days, this unknown assassin gained acclaim online as many aired their own grievances about the unresponsive bureaucracy of American healthcare. On December 9, Luigi Mangione was arrested for the murder. Since then, his first name has been used as a verb meaning to murder vigilante-style (e.g., *to get Luigi'd*) and as a noun for both the act of murder (e.g., *to do a Luigi, to pull a Luigi*) and as a genericized name (as with *guy* and *jack*) to describe someone who might suddenly hit their breaking point and murder a corrupt and/or powerful person. The noun senses of *Luigi* can be paired with recent slang endings (*Luigi-maxxing, Luigi-pilled, Luigicore, Luigification, [Luigi intensifies]*), and memes often use the Luigi character from the *Super Mario Bros.* video games to contrast the wholesome green plumber brother with revolutionary imagery or threatening text.

In a slower era of media, I would expect an algospeak replacement use of *Luigi* 'murder' to appear much later, but on the day after Mangione's name was released, it was already being used as a euphemism for 'kill' and 'murder' in the generic sense, even as a replacement for death by suicide, as in "I'm gonna fucking Luigi myself if the braves don't get a fucking pitcher dude" (see 2024 Dec. 10 quot.). In 2025, negative systems continue to oppress and inspire discussions of potential new Luigis and acts of Luigi-ism. For Valentine's Day 2025, a popular e-card with Luigi Mangione's image reads "Are you a CEO? Because I'd like to take you out" (<https://imgur.com/gallery/valentine-s-day-is-next-week-yDSg0tf>). This won Political Word of the Year 2024, but it's likely to succeed too and change from a specific political vigilante to just another guy. [Brianna Hughes]

-MAXXING. Do you maxx? If you're a young man who will do anything for your looks, then the answer may be yes. *Looksmaxxing* and the suffix *-maxxing* are a fashion and lexical trend built on maximizing what you've got going on, handsomeness-wise. Though *looksmaxxing* is the word du jour, this trend does stem from the earlier gaming term, *min-maxxing*, which also involves accentuating the positive and minimizing the negative. *Merriam-Webster.com* slang department defines *looksmaxxing* as "Efforts, sometimes extreme, young men take to look more attractive." The trend has been especially big on TikTok, where looksmaxxers show off their stylish new looks. A specific form of looksmaxxing is *jawmaxxing*, which refers to surgical attempts to create a more impressive jawline. That process has another, related term: *mewing*, the nonsurgical alternative involving the placement and tension of one's tongue. Thanks to *jawmaxxing* and other terms, *-maxxing* has become a suffix with surprising productivity. Some examples stay close to the existing trend, such as *testosterone-maxxing*. Other examples, while one-offs, are quite creative and go further afield, as in these examples from X, all from February 23, 2025: "Watched a guy on an airplane watching one movie on his seat-back screen and another movie on his phone using the airline's app. He called it in-flights-maxxing" (@michaelroston); "Nancy sinatra maxxng w my outfit rn" (@girlblancas, presumably in boots made for walking); and "I am remembering that my life has improved and that I have friends that I love and food on my table and a roof over my head I am positive-maxxing so hard rn mika nation" (@MikeMewMew). With examples like that, it shows *-maxxing* can refer to virtually any form of making the most of something. Other one-offs found in the wild are *nostalgia-maxxing*, *buzzword-maxxing*, *vocabulary-maxxing*, *malaise-maxxing*, *Debussy-maxxing*, *aura-maxxing*, *racism-maxxing*, *nap-maxxing*, and *follow-up-maxxing*. Now that's some strong suffix-maxxing. [Mark Peters]

NIL. *NIL* is an abbreviation of *name, image, and likeness*, a term of art in trademark law. In recent years the jargon term has intersected with popular culture, specifically collegiate athletics, and become a buzzword in general discourse. The phrase *name, picture, likeness, and personality* entered legal discourse following the death of Elvis Presley in 1977 with efforts to posthumously market those aspects of the entertainer (see 1977 Dec. 5 quot.). And the clipped *name, image, and likeness* appeared five years later (see 1982 Nov. 24 quot.). The phrase became associated with collegiate athletics in 2002, when the NCAA forbade University of Colorado skier and football player Jeremy Bloom from financing his Olympic-level skiing career with product endorsements (see 2002 Aug. 20 quot.). In 2012 the abbreviation *NIL* made its appearance in California litigation between student-athletes and the NCAA (see 2012 Oct. 3 quot.), and *NIL* began appearing in press accounts in 2014 in the case of *O'Bannon v. NCAA* (802 F. 3d 1049 [9th Cir. 2015]) (see

2014 June 10 quot.). O'Bannon had been a collegiate basketball player whose likeness from the 1995 NCAA championship game was used in a video game more than a decade later. In 2019 California passed the Fair Pay to Play Act, which allowed collegiate athletes in that state to receive compensation, and that same year a federal court ruled that the NCAA could not restrict non-cash educational benefits that schools gave to athletes and former athletes. That federal rule was upheld by the U.S. Supreme Court in 2021 (*NCAA v. Alston*, 594 US 69 [141 S. Ct. 2141 2021]). As a result of these court cases, appearances of the phrase in the Corpus of News on the Web (Davies 2016–) has grown from zero instances in 2017 to a peak of 289 instances in 2021, and it remains in steady use with 224 appearances in 2024. [Dave Wilton]

RAWDOG. The 2024 Word of The Year is *rawdog*, nominated and championed in our live WOTY proceedings for the verb's appearance in the growing trend of rawdogging flights, or “foregoing any of the in-flight perks” such as entertainment or even snacks (Anas 2024) and simply staring off into the middle distance. *Rawdog* is known to many for an older, sexualized sense referencing coitus without a condom, a sense which has appeared in verb and noun forms since the late 1990s, as documented in *Green's Dictionary of Slang* (Green 2010–). *Green's* earliest (1999) evidence of the term, spelled *raw dogg*, stem from lyrics from rap artists DMX's “Good Girls, Bad Guys” (see 1999 Dec. 21 quot.), though it also appeared earlier that year in Eminem and Dr. Dre's “Guilty Conscience”: ♪Hit that shit raw dog then bail♪ (see 1999 June 8 quot.). Evidence abounds for these older forms, but it is a nonsexual sense that has become prominent in 2024 usage and spurred a camp of enthusiastic supporters who recognized *rawdog's* ongoing semantic extension and amelioration. In 2024, *rawdog* means to experience something—either intentionally or accidentally—without preparations (like studying or forethought), traditional comforts (like headphones or caffeine), or protections (like ADHD medication or a raincoat). As with many other WOTY winners, we've come to the lexicalization party rather late as this sense has been circulating in modern day discourse for over a decade. In 2012 *Urban Dictionary* poster TheAngriestBird described the nonsexual meaning of *rawdog* thusly—to “have no protection, the consequences may be severe, and no matter what happens, you're still getting screwed”—giving the now-well-worn example of sitting for a test one has not studied for sufficiently (see 2012 Feb. 23 quot.). *Merriam-Webster.com* recently included *rawdog* in their slang explainer series, in response to the 2024 TikTok trend of rawdogging flights, which user @oiwudini, a Manchester-based DJ and producer, described in a post: “Just rawdogged a 7-hour flight (new personal best) no headphones, no movie, no water, nothing...The power of my mind knows no bounds” (see 2024 June 4 quot.). *Merriam-Webster.com* couches this behavior as “an apparent show of rugged resolve,” which seems

to align with other 2024 analog-life trends, such as being a *tradwife* (see below). Many individuals seem to pride themselves on rawdogging life—getting through a day, or dinner, or date stone-cold sober—delving into the doldrums of adulthood sans distractions. A quick Google search for *rawdogging life* reveals endless merch celebrating the trend. Linguist Larry Horn felt the existence of a video game—the rawdog simulator, where players can “sit back and endure” an 18-hour flight from New York to Singapore—was enough to skyrocket *rawdog* to WOTY renown. Such behavior is outrageous (coincidentally aligning with the adjectival form of *rawdog* as documented in *Green’s*), but perhaps unsurprising as American society thrusts into one unprecedented event after another without a safety net. At least we can watch this space for more lexemes illustrating semantic change as we collectively rawdog the great unknown together. [Kelly E. Wright]

**SANEWASHING.** Given the turbulent, riveting U.S. presidential election that dominated the headlines of 2024, the political word *sanewashing* was a strong candidate for the Word of the Year. The word isn’t new to 2024: it was coined in 2007 by Dale Carrico, a lecturer in the Department of Rhetoric at UC Berkeley, in the context of technology and transhumanism (see 2007 Oct. 26 quot.). But 2024 witnessed its application in the political realm to the media’s sanitizing of incoherent political rhetoric, especially by Donald Trump. Parker Molloy gets a lot of the credit, with this key line from a September article in *New Republic*: “This ‘sanewashing’ of Trump’s statements isn’t just poor journalism; it’s a form of misinformation that poses a threat to democracy” (see 2024 Sept. 4 quot.). But it also appeared earlier, for example, in *New York Magazine* in February 2024 to refer to Trump defenders trying to “sane-wash” his “disturbing idea” that NATO is a protection racket and allies should get invaded by Russia if they fail to meet payment targets (see 2024 Feb. 10 quot.). The word *sanewashing* showcases clever morphology, with the creative use of the combining form *-washing* and the rhyme with *brainwashing* (which brings to mind *gaslighting*, Merriam-Webster’s word of the year for 2022). And it promises to be a useful word in the coming years, such as the recent description in *The Atlantic* of GOP senators seeking “to sanewash RFK, Jr.” (see 2025 Jan. 29 quot.). As a relatively new word, *sanewash(ing)* still often appears in quotation marks, but those quotation marks will likely fall by the wayside as *sanewashing* continues to be part of the public political discourse in response to the Trump administration. [Anne Curzan]

**TRADWIFE.** While the tradwife herself has ostensibly been around for centuries, current evidence dates the word to the turn of this one (see 2001 Dec. 9 quot.), making *tradwife* only recently old enough to order its own glass of white wine. But 2024 was by some measures the year of the tradwife, with Google Trends measuring peaks of online interest in late February and again

in late July (<https://trends.google.com/trends/explore?date=2024-01-01%202025-03-05&geo=US&q=tradwife&hl=en>). The term has solidified semantically in recent years and people are taking note, as the spate of *tradwife* explainers shows (see 2024 Mar. 5, 2024 June 22, and 2024 July 29 quotes.). The importance of traditional gender roles is key to meaning, and there is in some cases an explicit alignment with White supremacist subculture (see 2024 July/Aug quote.). Lexically, the compound term builds on the chiefly British adjective *trad* meaning ‘traditional’, which has been in use since the mid-twentieth century, and the word *wife*, which has been in use since the days of Old English, when it originally meant simply ‘woman’. *Tradwife* was nominated in the Digital Word of the Year category but lost to *brainrot*. [Emily Brewster]

YAP It is not surprising that *yap* was one of the 2024 Informal Words of the Year when so many of us love to gab, chit chat, shoot the shit, and so on. The *OED* dates the word *yap* back to the seventeenth century, evolving from referring to a high-pitched dog bark to ladies jabbering, where the term has primarily held a negative connotation. In the late 1990s, early 2000s rappers like Nas and Master P reference how annoying yapping is (see 1996 July 2; 2005 June 21 quotes.); however, in today’s day and age, where people can make their livelihood by talking at their phone about anything and nothing at all, someone who yaps isn’t necessarily considered a bad thing. In her 2024 *New York Times* article on *yapping*, Madison Malone Kircher makes the point that with platforms like TikTok, built on talking, being labeled a *yapper* is neither a compliment nor an insult. For example, Instagram user @rrmeggy posted a heartfelt meme of two digital stock image people sharing a cup of coffee with the caption “\*real yapper to real listener communication\*,” indicating a warmth toward the yapper rather than negativity. Along with the spread of *yap*’s semantic changes and those wanting to be considered certified yappers, people have also shown their linguistic creativity in using *yap* as a combining form. The most notable is with *yapanese*, that “language” of yap that yappers speak, as in “This man is fluent in yapanese he didn’t even answer the question he just said a bunch of shit that didn’t matter and wasted both our times” (see 2023 Aug. 29 quote.). A personal favorite example of *yap* used in combination with another word is in Sean Odigie’s YouTube video “Telling People to Stop Stalking during Conversation Prank” where Odigie comments under his breath after cutting off a stranger’s small talk, “Yappy meal, goddamn. Pirates of the Yapibbean” (playing off McDonald’s Happy Meal and the film *Pirates of the Caribbean*). While I could yap on and on about the term, the recent productivity and positivity proves *yap* to be a top choice for the 2024 Informal Words of the Year. [Jaidan McLean]

## REFERENCES

References to dated quotations (e.g., “see 2018 Sept. 9 quot.”) refer to citations in the full lexicographical treatments, available online as supplemental material (<https://doi.org/10.1215/00031283-11868193>).

- Allen, Mark. 2025. “Word of the Year 2024.” *That Word Chat*, episode 81, Feb. 21, 2025. <https://www.youtube.com/watch?v=0dsoyhZcc-U>.
- Brewster, Emily. 2025. “Word Nerd” segments on “Dream Big” and “Civil Digital Discourse,” *The Fabulous 413*, Jan. 15 and 22, 2025. <https://www.nepm.org/podcast/the-fabulous-413/2025-01-16/jan-15-2025-dream-big-mlkjrday-mlkday-massmutual-mlkjrfamilyservices-vanessaford-trusttransferproject-wordnerd-merriamwebster>; <https://www.nepm.org/podcast/the-fabulous-413/2025-01-23/jan-22-2025-civil-digital-discourse>.
- Calhoun, Kendra, and Alexia Fawcett. 2023. “‘They Edited Out Her Nip Nops’: Linguistic Innovation as Textual Censorship Avoidance on TikTok.” *Language@Internet* 21: 1–30. <https://doi.org/10.14434/li.v21.37371>.
- Cambridge Dictionary*. 1999–. Cambridge University Press. <https://dictionary.cambridge.org/us/dictionary/english/>. Currently based on the *Cambridge Advanced Learner’s Dictionary*, 4th ed. (2012), the *Cambridge Academic Content Dictionary* (2009), and the *Cambridge Business English Dictionary* (2011).
- Cimmet, Briand, and Ben Zimmer. 2025. “Linguistic Chaos Gremlins.” *Fill Me In*, episode 476, Jan. 21, 2025. <https://bemoresmarter.libsyn.com/fill-me-in-476-linguistic-chaos-gremlins>.
- Corbin, Sam. 2025. *Gameplay* (newsletter). *New York Times*, Jan. 20, 2035. <https://messaging-custom-newsletters.nytimes.com/dynamic/render?uri=nyt://newsletter/d2432a98-79be-5081-bf94-ff4cca55c806>.
- Curzan, Anne, and Rebecca Kruth. 2025. “The American Dialect Society’s 2024 Word of the Year.” *That’s What They Say*, Jan. 13, 2025. <https://www.michiganpublic.org/podcast/thats-what-they-say/2025-01-13/twts-the-american-dialect-societys-2024-word-of-the-year>.
- Davies, Mark. 2016–. Corpus of News on the Web (NOW). Available online at <https://www.english-corpora.org/nw/>.
- Davis, Barney. 2024. “Chaos in Dublin as Thousands Turn Up for AI ‘Hoax’ Halloween Parade That Didn’t Exist.” *Independent* (U.K.), Nov. 1, 2024. <https://www.independent.co.uk/news/world/europe/dublin-fake-halloween-parade-ireland-ai-advert-b2639505.html>.
- Del Turco, Lauren. 2024. “Everyone Is Crashing Out—Here’s What That Means and How to Deal.” *Wondermind*, Dec. 12, 2024. <https://www.wondermind.com/article/crashing-out/>.
- Demopoulos, Alaina. 2024. “‘Kamala IS Brat’: Harris Campaign Goes Lime-Green to Embrace the Meme of the Summer.” *The Guardian*, July 23, 2024. <https://www.theguardian.com/us-news/article/2024/jul/23/kamala-harris-charli-xcx-brat>.
- Felton, Kennedy. 2025. “American Dialect Society Reveals 2024 Words of the Year.” *Straight Arrow News*, Jan. 10, 2025. <https://san.com/cc/american-dialect-society-reveals-2024-words-of-the-year/>.
- France, Lisa Respers. 2024. “Charli XCX Called Kamala Harris ‘Brat’: Here’s Why That’s a Strong Endorsement for the Candidate Whose Meme Stock Is Bullish.” *CNN Entertainment*, July 23, 2024. <https://www.cnn.com/2024/07/22/entertainment/charli-xcx-kamala-harris-brat-meme/index.html>.
- Friedman, Nancy. 2025. “Word of the Week: Rawdog.” *Fritinancy*, Jan. 13, 2025. <https://fritinancy.substack.com/p/word-of-the-week-rawdog>.

- Green, Jonathon. 2016–. *Green's Dictionary of Slang*. Digital edition. Based on the 2010 print edition, incrementally revised. <https://greensdictofslang.com/>.
- Hamilton, Phillip. 2023. "Sticking Out Your Gyat for the Rizzler." *Know Your Meme*, Oct. 9, 2023. <https://knowyourmeme.com/memes/sticking-out-your-gyat-for-the-rizzler>.
- Hoffman, Benjamin. 2024. "First Came 'Spam.' Now, With A.I., We've Got 'Slop,'" *New York Times*, June 11, 2024. <https://www.nytimes.com/2024/06/11/style/ai-search-slop.html>.
- Hughes, William. 2025. "American Dialect Society Once Again Chooses Chaos, Names 'rawdog' 2024 Word of the Year." *AV Club*, Jan. 11, 2025. <https://www.avclub.com/american-dialect-society-word-of-the-year-rawdog>.
- Kircher, Madison Malone. 2023. "Gen Alpha Is Here. Can You Understand Their Slang?" *New York Times*, Nov. 8, 2023. <https://www.nytimes.com/2023/11/08/style/gen-alpha-slang.html>.
- Kircher, Madison Malone. 2024. "Are You Talking, or Are You 'Yapping'?" *New York Times*, Mar. 20, 2024. <https://www.nytimes.com/2024/03/20/style/yapping-tiktok.html>.
- Li, Shirley. 2024. "The Brat-ification of Kamala Harris." *The Atlantic*, July 23, 2024. <https://www.theatlantic.com/culture/archive/2024/07/kamala-harris-brat-memes/679205/>.
- Lieberman, Mark. 2025. "ADS WotY 2024." *Language Log*, Jan. 11, 2025. <https://languagelog.ldc.upenn.edu/nll/?p=67915>.
- Lim, Candice, and Kate Lindsay. 2025. "Rawdogging, Brainrot, and Brat." *ICYMI* (podcast). *Slate*, Jan. 22, 2025. <https://slate.com/podcasts/icymi/2025/01/2024s-internet-words-of-the-year-explained>.
- McCulloch, Gretchen. 2013. "Because Internet." *All Things Linguistic*, Nov. 30, 2013. <https://allthingslinguistic.com/post/68609127446/because-internet>.
- Merriam-Webster.com Dictionary*. 1996–. Merriam-Webster. <https://www.merriamwebster.com/>. Originally based on *Merriam-Webster's Collegiate Dictionary*, 9th ed. (1983); incrementally revised.
- Midgley, Daniel, Hedvig Skirgård, and Ben Ainslie. 2025. "WotY 2024: The Last Word (with Kelly Wright)." *Because Language*, episode 112, Feb. 21, 2025. <https://becauselanguage.com/112-woty-2024-the-last-word/>.
- Moore, Andy. 2024. "2024 Word of the Year Selection." *8 O'Clock Buzz*. WORT, Dec. 13, 2024. <https://www.wortfm.org/2024-word-of-the-year-selection/>.
- Napolitano, Elizabeth. 2023. "Microsoft Pulls Computer-Generated Article That Recommended Tourists Visit the Ottawa Food Bank." *CBS News*, Aug. 21, 2023. <https://www.cbsnews.com/news/microsoft-ai-travel-guide-ottawa-food-bank/>.
- OED*. 2000–. Oxford University Press. <https://www.oed.com/>. Originally based on the *Oxford English Dictionary*, 2nd ed. (1989); incrementally revised in preparation for 3rd ed.
- Ovide, Shira. 2024. "Sorry, Oxford Dictionary Nerds. This Is the Real Word of the Year." *Washington Post*, Dec. 3, 2024. <https://www.washingtonpost.com/technology/2024/12/03/slop-word-of-the-year/>.
- Oxford Languages. 2024. "'Brain Rot' Named Oxford Word of the Year 2024." Oxford University Press, Dec. 2, 2024. <https://corp.oup.com/news/brain-rot-named-oxford-word-of-the-year-2024/>.
- Press-Reynolds, Kieran. 2023. "While Some Are Making Fun of Gen Alpha's 'Brainrot' Memes, Gen Zers Are Reminding Each Other of the Ridiculous Memes They Grew Up With." *Business Insider*, Dec. 4, 2023. <https://www.businessinsider.com/skibidi-toilet-gen-alpha-gen-z-brainrot-humor-memes-nostalgia-2023-12>.
- Press-Reynolds, Kieran. 2024. "How Brainrot Humour Infected the Internet with Surreal Gibberish." *Dazed*, June 25, 2024. <https://www.dazeddigital.com/life-culture/article/62947/1/how-brainrot-humour-infected-the-internet-with-surreal-gibberish-tiktok-skibidi>.

- Reyes, Annabelle, and Anyah Le Gilmore-Jones. 2024. "What Exactly Does 'Ate and Left No Crumbs' Mean?" *WikiHow*, Aug. 28, 2024. <https://www.wikihow.com/Ate-and-Left-No-Crumbs>.
- Robison, Kylie. 2024. "Google Promised a Better Search Experience—Now It's Telling Us to Put Glue on Our Pizza." *The Verge*, May 23, 2024. <https://www.theverge.com/2024/5/23/24162896/google-ai-overview-hallucinations-glue-in-pizza>.
- Roy, Jessica. 2024. "A Wildly Obscene Term's Path to Mainstream Usage." *New York Times*, July 17, 2024. <https://www.nytimes.com/2024/07/17/style/rawdog-flights-term.html>.
- Tan (@failedviner). 2023. "Thunk about Scrumpt." *TikTok*, Apr. 3, 2023. <https://www.tiktok.com/@failedviner/video/7217723302624726315>.
- Theriault, Anne. 2014. "The Bronomicon." *The Belle Jar*, Dec. 19, 2014. <https://bellejar.ca/2014/12/19/the-bronomicon/>.
- Urban Dictionary*. 1999–. Urban Dictionary LLC. <https://www.urbandictionary.com/>. Crowd-sourced database of words and phrases with definitions and examples and with little editorial oversight.
- Willison, Simon. 2024. "Slop Is the New Name for Unwanted AI-Generated Content." *Simon Willison's Weblog*, May 8, 2024. <https://simonwillison.net/2024/May/8/slop/>.
- Wilton, Dave. 2025. "ADS 2024 Word of the Year (WOTY)." *Wordorigins.org Newsletter*, Jan. 11, 2025. <https://wordorigins-org.ghost.io/ads-2024-word-of-the-year-woty/>.
- Zimmer, Ben. 2024. "'Brat': Maybe That Spoiled Kid Is Cool after All." *Wall Street Journal*, June 7, 2024. <https://www.wsj.com/arts-culture/brat-maybe-that-spoiled-kid-is-cool-after-all-00bcdfd3>.
- Zimmer, Ben. 2025. "Slate Midi." *Slate Crossword*, Jan. 24, 2025. <https://slate.com/life/2025/01/crossword-slate-daily-puzzle-jan-24-2025.html>.