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A Case Study of Textual Communication on Social Media

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Abstract

This essay describes a case study of textual communication on the online social media platform Tumblr. The aim of the research was to analyse the communicative functions and the stylistic, sociolinguistic, and pragmatic characteristics of textual discourse on Tumblr. Using data gathered on Tumblr, this essay analyses discursive aspects such as function, style, and pragmatics, relating the findings to literature on topics including relevance theory and theories of computer-mediated communication and cyberpragmatics. The research found that discourse on Tumblr is largely phatic in nature, with an overwhelming focus on the discussion of shared interests. Such discussion on Tumblr appears to heavily depend on shared background knowledge, which works as a barrier of in-group discursive solidarity and provides and furthers feelings of connectedness. This study further found that alternative use of style and grammar on Tumblr appears to be largely uniform, suggesting that divergences from standard norms are a way of displaying membership of a group and obtaining covert prestige, rather than a display of linguistic innovation.

Keywords: cyberpragmatics, social media, netspeak, computer-mediated communication, functions, textual communication, internet linguistics, Tumblr, phatic communication, covert prestige
Contents

1. Introduction .................................................................................................................. 2

2. Theoretical background ............................................................................................... 3
   2.1. Communicative functions ...................................................................................... 4
   2.2. Sociolinguistics ................................................................................................. 4
   2.3. Pragmatics ......................................................................................................... 5
       2.3.1. Discourse Analysis, Background Knowledge, and Schemata ...................... 5
       2.3.2. Cooperative Principle .............................................................................. 6
       2.3.3. Relevance Theory ...................................................................................... 7
   2.4. Computer-Mediated Communication (CMC) or Internet Linguistics ................. 8
   2.5. Cyberpragmatics ............................................................................................... 11
   2.6. Tumblr ............................................................................................................... 13

3. Methodology ............................................................................................................... 15
   3.1. Choosing the primary data ................................................................................. 15
   3.2. Analysing the data ............................................................................................. 16

4. Results ....................................................................................................................... 17
   4.1. Subject ............................................................................................................... 17
   4.2. Title ................................................................................................................... 18
   4.3. Main Body ......................................................................................................... 18
   4.4. Tags .................................................................................................................... 20
   4.5. Technological Facets of Tumblr ......................................................................... 20

5. Analysis ....................................................................................................................... 21
   5.1. Subject ............................................................................................................... 21
       5.1.1. Tumblr subcultures ................................................................................... 21
       5.1.2. Memes ..................................................................................................... 22
       5.1.3. Communicative purposes of non-subculture posts .................................... 24
   5.2. Title ................................................................................................................... 26
   5.3. Main Body ......................................................................................................... 27
   5.4. Tags .................................................................................................................... 30
   5.5. Social Facets of Tumblr .................................................................................... 32

6. Discussion ................................................................................................................... 34

7. Conclusion ................................................................................................................... 37

8. References .................................................................................................................... 40

Appendices ....................................................................................................................... i
Appendix A – Primary Data ............................................................................................. i
Appendix B – 100 Most Frequent Words in the Primary Data and in the COCA ............ xxxix
1. Introduction

In today’s world, the internet is no longer something a person sits down at their computer to connect to – thanks to developments in technology, people have the ability to be constantly online, no matter where they are or what they are doing. Along with this development, social media platforms have become a large part of many people’s lives, and a natural means of communicating with family, friends, and strangers alike. These new avenues for communication have also lead to new ways in which people communicate, which display properties of spoken and written communication alike, while simultaneously displaying its very own properties (Crystal, 2011). As social media is a new phenomenon, comparatively little linguistic research has been done in this area, despite the embarrassment of riches that exist in the form of potential data – though some social media platforms are more well-known than others (Facebook, Twitter, and Instagram being among the most widely recognised), a myriad of platforms exist on the internet. One such platform is Tumblr, whose large, predominantly young userbase has gained an online reputation of having invented its own dialect, or even its own variety of English (PBS Idea Channel, 2014; Oxley, 2014). While this is a bold claim, it is in line with theories suggesting that the internet has its own regions which each have their own particular linguistic style (Solomon, n.d. cited in Van Camp, 2016), and this makes Tumblr an interesting platform to study from a linguistic viewpoint. This essay aims to examine and analyse the function and form of textual communication on Tumblr by asking the following questions:

- What are the communicative functions of textual communication on Tumblr?
- What are the stylistic, sociolinguistic, and pragmatic characteristics of Tumblr discourse?
This essay will attempt to answer these questions by performing a case study of 100 randomly selected Tumblr text posts written in the English language. The essay will begin with a chapter which will present an overview of applicable structural, sociolinguistic, and pragmatic theories, alongside research focused on computer-mediated communication. This chapter will also include a brief introduction to Tumblr and its userbase. The following chapter will outline how the data will be selected and processed, and which features will be analysed. The next two chapters will outline the results of the analysis and delve more deeply into the most relevant findings and discuss them in relation to theory. Finally, the essay will discuss the implications of these results, ending with a short conclusion.

2. Theoretical background

According to Leiner, et al. (1997) the internet has revolutionized the computer and communications world like nothing before, and is at once a world-wide broadcasting tool, a way of sharing information, and a medium for collaboration and interaction with no regard to geographic location. Crystal (2011, pp.16-21) argues that the internet has introduced a fourth dimension of linguistic communication: where there was previously a phonic medium (speech), a graphic medium (writing), and a visual medium (signing), there is now also the electronic or digital medium. In trying to answer the question of whether internet language is closer to speech or to writing, Crystal argues that it displays properties of both, while also doing things neither of the others does. This sense of duality, where communication on the internet is both similar yet different to more traditional modes of communication, seems to run through the field of internet linguistics. Yus (2017, p.2) states that “When applying pragmatics to Internet-mediated communication, the analyst is faced with two apparently contradictory statements. On the one hand, Internet makes no difference . . . on the other hand Internet makes all the difference”. When analysing internet language, it may therefore be
useful to use traditional, overarching theories concerned with the human aspect of communication, alongside more internet-specific theories specifically designed for this relatively new medium.

### 2.1. Communicative functions

According to Jakobson (1960), there are six functions of language, which are determined by six factors: addressee, context, message, contact, code, and addresssee. These six functions are as follows:

- **Referential (or denotative, cognitive) function**: focuses on the context in terms of what is being discussed.
- **Emotive (or expressive) function**: focuses on the addresser and their attitude toward what is being discussed.
- **Conative function**: focuses on the addressee and usually takes the form of imperatives.
- **Phatic function**: focuses on the contact; language for the sake of communication.
- **Metalingual function**: focuses on the language and what is being said; using a code (language) to discuss or describe that same code.
- **Poetic function**: focuses on the message itself.

### 2.2. Sociolinguistics

Sociolinguistics is concerned with the relationship between language and society. Some of the variables studied within sociolinguistics are regional origin, social class, educational background, and social status (Yule, 2014, pp.257-258). Style and register are two closely related terms also studied within sociolinguistics. Style is described by Coulmas (2005, p.235) as “any situationally distinct choice of language made by individuals and social groups”, while Yule (2014, p.259) defines it by its most basic distinction, which is that between formal uses and informal uses. Register is explained by Coulmas (2005, p.235) as a speech form
considered appropriate to a situation. Speakers may adjust both their style and register, which is known as style-shifting or code-shifting. This may be done for reasons of prestige, which may be either overt, where a speaker chooses a style or register that is more frequent in the speech of those perceived to have a high social status, or covert, where a speaker chooses a style or register which marks them as members of a group with whom they identify (Yule, 2014, p.260). One much-maligned group\(^1\), linguistically speaking, is that of teenagers and adolescents. According to Eckert (2004), adolescent language is often considered to be sloppy, rebellious, full of slang and profanity, and irresponsible in its greater use of non-standard grammar. Eckert argues that teens’ elaboration of styles, including linguistic styles, functions as fundamental identity work, and that “[speech] differences among adolescents are probably far greater than speech differences among the members of any other age group. And it is this production of difference that defines adolescents linguistically” (Eckert, 2004, p.374).

2.3. Pragmatics

The linguistic field of pragmatics deals with the study of speaker meaning in context. According to Yule (1996), the four areas that pragmatics is concerned with is the study of speaker meaning, the study of contextual meaning, the study of how more than what is said is communicated, and the study of the expression of relative distance.

2.3.1. Discourse Analysis, Background Knowledge, and Schemata

Discourse analysis focuses on the spoken or written record of the process by which language is used in some context to express intention (Yule, 1996, p.84). This includes an

\(^1\) According to Tagliamonte, criticism of teenagers and their use of language is “a generational thing that happens over and over again. Young people are always highly criticized as leading to the demise of the human language, the bastardization of language, the decline of good and proper English” (2016 cited in Crum, 2016).
assumption of coherence, for which familiarity and background knowledge provide the basis. Background knowledge, or common knowledge, is “knowledge which two or more people have in common as a result of being brought up under similar conditions such as culture, subculture, region and education” (Kreckel, 1981 cited in Lee, 2001, p.25). This is different from the concept of shared knowledge, which also includes the knowledge of the other person’s (or persons’) knowledge. Shared knowledge can exist once the common knowledge has been negotiated through mutual interaction (Lee, 2001, pp.24-25). A broader term is common ground, which covers “mutual, common, or joint knowledge, beliefs, and suppositions” (Clark, 1996 cited in Lee, 2001, p.40). The term “schema” is used to describe a pre-existing knowledge structure in memory. More dynamic schemata are referred to as “scripts”, which are pre-existing knowledge structures involving event sequences that are often assumed to be shared (Yule, 1996, pp.85-86).

2.3.2. Cooperative Principle

The cooperative principle, as introduced by Grice (1975), states that participants in a conversation expect that each will make a conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange (Grice, 1975, p.26). The principle is divided into four categories: quantity, quality, relation, and manner. Within these categories, Grice placed a number of maxims and supermaxims, which are not meant to be prescriptive, but rather descriptive. The maxims may be violated or flouted: if a speaker quietly fails to fulfil a maxim (e.g. by lying), said maxim has been violated (Grice, 1975, p.30). A maxim is flouted when a speaker blatantly fails to fulfil a maxim “for the purpose of getting in a conversational implicature by means of something of the nature of a figure of a speech” (Grice, 1975, p.33). Such purposes include the conveying of humour, irony, metaphor, hyperbole, and ambiguity (Grice, 1975, pp. 33-37).
2.3.3. Relevance Theory

A key premise of relevance theory is that intentional communication gives rise to expectations which help receivers decide what the communicator intends to convey (Clark, 2013, p.4). Relevance theory seeks to explain pragmatic inference, i.e. the gap between what is linguistically encoded and what speakers actually communicate (Clark, 2013, p.14). A building block in relevance theory is cognitive effects, defined as adjustments to the way an individual represents the world. Those cognitive effects that are “worth having” are called “positive cognitive effects” (Clark, 2014, p.363) and are used to determine the degree of relevance. The more positive cognitive effects a stimulus has, the more relevant it is, but the more mental effort involved in processing a stimulus, the less relevant it is. There are two principles of relevance: the cognitive and the communicative principle. The cognitive principle states that the goal of human cognition is to derive as many cognitive effects as possible for as little effort as possible, while the communicative principle states that recognising that someone is speaking creates an expectation that their utterance will be worth the effort required to understand it (Clark, 2013, p.33). According to Wilson and Sperber, the originators of relevance theory, Grice’s maxims can either be reduced to a principle of relevance, or are made redundant by it (Clark, 2013, p.64). Relevance theory also deals with the idea of manifestness, a term similar to knowledge, defined as an assumption that an individual is capable of representing mentally and accepting as true or probably true (Clark, 2013, p.115). A mutually cognitive environment is a set of assumptions which are mutually manifest to two or more individuals (Clark, 2013, pp.117-118). If a communicator in such an environment succeeds in their effort to inform their audience of something mutually manifest, they also make the presumption of optimal relevance mutually manifest, which allows their audience to recover the intended interpretation; should the communicator fail to make their intentions clear, there will be more effort required from addressee, who then needs to believe
that there must be an interpretation worth the effort required (Clark, 2013, p.118). According to relevance theory, literal interpretations are not accessed and assessed before non-literal ones, loose uses\(^2\), hyperbole, metaphor, or irony (Clark, 2013, p.279).

### 2.4. Computer-Mediated Communication (CMC) or Internet Linguistics

Computer-Mediated Communication, or CMC, has been defined by Herring (1996 cited in Thurlow, Lengel and Tomic, 2004, p.15) as communication that takes place between human beings via the instrumentality of computers. While this term is over fifty years old (Thurlow, Lengel and Tomic, 2004, p.14), it has become an attractive subject for academic study over the past two decades thanks to technological advancements made. The rise of personal computers and the internet in the 1990s, and the more recent emergence of smartphones and other devices enabling (or forcing) people to be more or less constantly connected, has resulted in CMC becoming part of everyday life, and studies on various new aspects of CMC have been plentiful. Crystal considers the term CMC to be too broad, and instead uses the term *internet linguistics* to refer to this field of study (2011, p.2).

The term “netspeak”, describing the vernacular used on the internet, has been in existence since at least 1993 and is often considered a negative term (Squires, 2010). At the time of writing, netspeak is considered to be characterised by its nonstandard written features, such as acronyms, abbreviations, and respellings, and is linked to nonstandardness and youth (Squires, 2010, p.468). Thurlow hypothesises that negative emotions toward netspeak may stem from adult fears about young people, language and technology, all rolled into one (2006 cited in Squires 2010 p.464). Crystal has found that nonstandard written features are not as abundant as people might believe (or fear); for example, abbreviations are found in only 6-

\(^2\) A loose use of language is where an expression is applied to items that fall outside its strictly understood linguistically determined denotation, for example approximations or sense extensions (Wilson and Sperber, 2012, p.54).
20% of text messages (2011, p.4). Other outstanding features of online communication are its orthography, which is characterised by a reduced system that omits punctuation and avoids capital letters; syntactic patterns that reflect the way writers think and speak, such as ellipses to show incompleteness, dashes to mark a change in direction of thought, and commas to denote pauses; and a greater overall informality (Crystal, 2011).

To categorise the design-features of the electronic medium, Herring adopts the concept of facets from the field of knowledge management. These facets, of parameters of contrast, are divided into technological and social facets, where the former characterise the medium, and the latter the number, relationship, and behaviour of the individuals using the medium.

For online textual communication, the following variables are recognised:

<table>
<thead>
<tr>
<th>Technological facets</th>
<th>Social facets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Synchronicity (Does the activity operate in real time or not?)</td>
<td>Participation structure (How many active or potential participants in an interaction?)</td>
</tr>
<tr>
<td>Granularity (What is the nature of the units transmitted; messages, characters, lines?)</td>
<td>Participant characteristics (What are the sociolinguistic factors?)</td>
</tr>
<tr>
<td>Persistence (For how long do messages remain on the system after being received?)</td>
<td>Purpose (What is the reason for a message?)</td>
</tr>
<tr>
<td>Length (How many characters are allowed in a single message?)</td>
<td>Activities (What means are used to achieve the purpose?)</td>
</tr>
<tr>
<td>Channels (What multimedia channels are involved?)</td>
<td>Topic (What content is considered relevant or appropriate to a message?)</td>
</tr>
<tr>
<td>Identity (Are messages anonymous or identified?)</td>
<td>Tone (What is the manner or spirit of an interaction?)</td>
</tr>
<tr>
<td>Audience (Are messages publicly or privately accessible?)</td>
<td>Norms of organisation (How do participants organise themselves?)</td>
</tr>
<tr>
<td>Adaptation (Does the system allow content to be filtered, quoted, or modified?)</td>
<td>Norms of social appropriateness (What are the accepted behavioural standards?)</td>
</tr>
</tbody>
</table>
With the rise of social media, linguistic variants specific to online communication have also been studied, and these include such features as hashtags – meta-data marked with the # sign and used, initially, as a means of organising topics of discussion (Shapp, 2014). Hashtags originated on the microblog Twitter, where they are now, according to Shapp, used either as a means of tagging information (to connect with other’s tweets about the same topic, or to organise amongst one’s owns tweets) or as commentary hashtags (which add the author’s evaluation/emotion to a tweet, or form part of the main semantic content of a tweet). There are also meme hashtags, which may fall under either the tagging or the commentary category (Shapp, 2014, pp.5-6). A meme is a virally-transmitted cultural symbol or social idea, often in the shape of a captioned photo, a video, or a verbal expression, usually intended to be humorous but sometimes deeper in meaning (Gil, 2018).

The emergence of smartphones in the last decade has also had an impact on computer-mediated communication, both in terms of the frequency and manner in which communication occurs, and in the use of language, such as the use of emojis to denote meaning (Van Camp, 2016). Another technological advancement introduced along with smartphones is the autocorrect feature which, according to Hinrichs, makes it more difficult to write in a nonstandard manner – “You can’t have an ‘in’ ending, and they give you the ‘g’ whether you want it or not” (n.d. cited in Van Camp, 2016).
2.5. Cyberpragmatics

The term “cyberpragmatics” was coined by Yus, who defines it as “the applying of pragmatics to Internet users’ interactions, specifically cognitive pragmatics and, within that, relevance theory” (Yus, 2011, p.XI). The foundations of cyberpragmatics are made up of the following hypotheses:

1) On the Internet, the “addresser users” have communicative intentions and devise their utterances with the expectation that these intentions will end up being relevant to the other users and that their utterances will be interpreted correctly.

2) Internet users use inferential strategies when they interpret messages on the Net, and these do not differ from the ones used for the comprehension of utterances in oral conversations shaped by physical co-presence.

3) Internet users expect their interlocutors to be able to access the necessary amount of contextual information that will allow them to arrive at a correct interpretation of their utterances.

4) The attributes of the different cyber-media (chat rooms, e-mail, messenger, web pages, social networking sites…) influence the quality of the user’s access to contextual information, the amount of information obtained, the interpretation selected, the cognitive effects derived and the mental effort involved in obtaining these effects. (Yus, 2011, p.14)

Areas investigated within the framework of cyberpragmatics include the presentation of self online, virtual communities, social networks and their schemata, building and maintaining friendships via the internet, and theories of politeness on the net. Virtual communities and social networks may have their own “dialect” of internet language, and users are able to code-switch between these and standard variants depending on the current
linguistic and social context language (Van Camp, 2016; PBS Idea Channel, 2014). Yus argues that, with the recent rise of social media, there has been a change on the internet which has resulted in a shift toward a so-called “phatic” internet, whereby users devote a great deal of time to the exchange of seemingly useless information (Yus, 2017, p.4). According to Yus, there are several contextual constraints to take into account when discussing user-to-user communication, namely the following:

1) Degree of mutual knowledge existing between interlocutors (enhancement of shared information entails increased solidarity and feelings of connectedness prior to communication)

2) Known addressee vs. anonymous addressee and casual conversation vs. topic-focused conversations (different types of discourse and communicative strategies depending on the type of interaction and the interlocutor)

3) Familiarity with topics, jargons, expected background knowledge (assumed background knowledge of topics, jargons, etc. works as barrier of in-group discursive specificity)

4) Reason for the act of communication (casual chat, formal piece of communication, getting information on a topic, etc. entail different expectations in the interaction)

5) Personal traits, personality and sociality (one’s personal and social qualities influence eventual quantity and quality of use of Internet-enabled interactions)

(Yus, 2017, p.7).

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3 A “phatic utterance” is one mainly intended to be sociable rather than to request or pass on information, while “phatic communication” is communication that is mainly about developing or maintaining social relationships (Clark, 2013, pp.109, 221). Phatic communication is sometimes related to politeness, e.g. in the case of “banter”, utterances which appear to be impolite on the surface but help create a positive relationship between interlocutors (Nowik, 2005 cited in Clark, 2013, p.356).
2.6. Tumblr

Tumblr is a microblogging\(^4\) site founded in 2007 by David Karp, who felt that the standard blogging platforms available at the time were too complicated and time-consuming, and wanted to create a platform that allowed people to get their thoughts and images online quickly (Schonfield, 2011). Tumblr was inspired by German teenager Chris Neukirchen’s 2005 invention of tumblelogs and was acquired by Yahoo, Inc. for USD 1.1 billion in 2013 (Alfonso, 2013). Over 550 million people use Tumblr every month (Heine, 2015), 69% of whom are so-called “millennials”, i.e. born in the early 1980s through the late 1990s (Lella, 2015). There are nearly 400 million blogs on Tumblr, and more than 32 million posts are made every day (Tumblr, n.d.). Approximately 78% of users access Tumblr through a mobile device (Cummings, 2015), and the average visit lasts for 14 minutes (Indvik, 2013). The male-female ratio appears to be quite even (Statista, 2018), and American users make up 42% of Tumblr’s userbase (Tumblr, 2018). While a Tumblr blog may focus on anything, most of Tumblr’s users partake in one or several communities, or subcultures, depending on their personal interests. Some of the larger Tumblr subcultures are focused on social justice, body positivity, art, and so-called “fandoms”. A fandom is a fan community where the members engage in discussions and post various types of art based on or related to their favourite media, such as TV shows, books, music, etc. (Roncero-Menendez, 2013). The three stated purposes on Tumblr’s about page are “express yourself”, “be yourself”, and “connect with your people” (Tumblr, 2018).

Tumblr users can have one or more blogs, which may be open or password protected. If a user has several blogs, each blog will have a unique username (which the user may change

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\(^4\) Microblogging is a combination of blogging and instant messaging, which provides an easy and fast way to communicate with people online through the sharing of short messages in the form of e.g. text, images, video, audio, or hyperlinks. As of 2017, the three biggest microblogging platforms were Twitter, Tumblr, and Instagram (Nations, 2017).
at any time), with no indication to other users that they are owned by the same user. *Tumblr* does not require its users to provide their real names, and users can opt out of having their blog searchable via email address. Each *Tumblr* blog can be accessed through a unique URL based on its username, the appearance of which may be modified by the user. There are various kinds of *Tumblr* posts: Text, Photo, Quote, Link, Chat, Audio, and Video. These are different templates with slightly different characteristics designed to make it easy to post a certain type of content; for example, the Text template features a title field and the option to truncate a post with a “read more” link, while the Photo template allows users to drag-and-drop photos from their computer or the web for easy upload, and the Link template allows a user to paste a URL upon which a summary of the linked webpage is automatically generated.

All post templates contain a body field and a tag field, where the body holds the main content of the post, while the tag field allows a user to easily add metadata hashtags to a post by simply typing into this field. A tag may be one or several words long, and tags are separated by commas.

*Tumblr* users interact with each other through the so-called “dashboard”, which is the default page a user will be directed to when logged in to *Tumblr*. The dashboard shows all the posts made by blogs that a user follows, in chronological order, with the most recent posts appearing on top. From their dashboard, a user may interact with others’ posts by “liking” them (clicking a heart-shaped icon which will add this post to the user’s list of liked posts, which may be public or private, depending on user settings) or by “reblogging” them. By clicking the reblog button, the user will make a copy of the reblogged post appear on their own blog. The user is free to add content to the post during the reblogging process or to leave it as it is. The combined count of likes and reblogs a specific post has is called “notes”, and is shown as a number on the bottom left of each post. Users may interact directly with each other via *Tumblr’s* messaging function, which works as a combination between a chat and an
email/private message service. Users may also interact in public by typing a blog username preceded by the “@” symbol, which will send the mentioned user a notification that they have been mentioned in a post. Users are also notified when their posts are reblogged or liked.

3. Methodology

3.1. Choosing the primary data

When selecting data to be analysed, the sheer amount of data available presents a challenge: as of February 2018, there were over 158 billion posts on Tumblr (Tumblr, 2018). An additional problem is Tumblr’s algorithm which, as soon as a user interacts with another user or post in any way, will start recommending similar content to what the user has already showed interest in (Tumblr, n.d.). While this works well for providing users with the content they are interested in, it is a hindrance to non-biased research. The approach for this study will therefore be to create a new Tumblr account and use the Explore feature on Tumblr, which is designed to present content based on what a user has previously liked, content that is “trending” on Tumblr in real-time, and so-called “staff picks” selected by Tumblr (Russell, 2014). The “Text” option (https://www.tumblr.com/explore/text) will be selected, and the first 100 English language posts shown on the list at 8 p.m. on 1 February 2018 will be chosen to form the corpus. These posts will then be reblogged to a blank Tumblr blog, using the Google Chrome plugin Tumblr Tag Copy to copy the original tags. These 100 randomly selected posts will form the corpus for this study. This method will be used as it allows for the data to be presented in its native format, with formatting, multimedia, and metadata intact. This Tumblr blog will be available at the URL https://speakingtmblr.tumblr.com/. A printout of the data, with a direct link to each blog post\(^5\) and a number given to each post for identification,

\(^5\) As Tumblr users may edit, delete, or otherwise change their posts at any point in time, the links provided in Appendix A will lead to the reblogged entries on https://speakingtmblr.tumblr.com/. A
will be attached as an appendix to this essay. In addition to the Tumblr blog, the corpus will also be stored in an Excel database, where the data will also be processed for analysis.

3.2. Analysing the data

Once the corpus has been created, the three parts of each post (title, body, and tags) will be analysed together and separately. The posts as a whole will be analysed as to their subject and as to whether they can be considered to fall under a prominent Tumblr subculture. Titles will be analysed according to whether they are present or not, and if so, what their function is. The body will be analysed with regards to grammatical and stylistic features, such as the use of punctuation and capitalisation, and how dialogue and quotations are represented. Post length, word frequency\(^6\), alternative spellings, formatting, and the presence of profanity, slang, and acronyms will also be analysed. The tag field will be analysed to see whether there are tags present, and, if so, what their function is. The results of these analyses will be summarised and placed in tables, which will be presented in the Results and Analysis chapters of this essay. Pie charts, box-and-whisker plots, and bar charts will be used to illustrate numerical proportion of post subjects, median post length, and tag prevalence. The data will also be analysed with regard to the technological and social facets Herring (2007 cited in Crystal, 2011) uses to categorise the design-features of an electronic medium, as described in the previous chapter of this essay. The results of the analyses will be compared to previous studies and literature, including Crystal’s discussion of outstanding features of online communication (2011), Shapp’s study of hashtag use on Twitter (2014), and Squires’ definition of netspeak (2010).

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\(^6\) As American users make up the largest group of Tumblr’s userbase (42%), word frequency will be compared to the Corpus of Contemporary American English (COCA).
4. Results

4.1. Subject

Analysis of the post subjects shows that 69% of the posts included in the data fall within one or more of the prominent Tumblr subcultures (Social Justice, Body Positivity, Art, and Fandom) as defined by Roncero-Menendez (2013). Of these, Fandom is the most prominent (49%), while Body Positivity is not represented in the data at all. 7% of posts can be categorised as Memes. 27% of the posts do not fall into any of these categories, and were further analysed according to their inferred communicative purposes, which indicated that these posts can be sorted into three major categories: humorous, educational/informational/conversational, and relatable. The below charts show the numerical proportion of the different post subjects, in broad terms (Chart 1) and in more detail (Chart 2).

Chart 1 and Chart 2: Pie charts showing the numerical proportion of types of post subjects.
4.2. Title

12% of the posts in the corpus have titles, while 88% of posts do not. 25% of the posts with titles (4% of the posts overall) hold no text in the main body.

4.3. Main Body

The most prominent grammatical and stylistic feature present in the data is the use of capitalisation, or the lack thereof. A majority of the posts (62%) lack proper capitalisation and are written entirely, or nearly entirely, in lowercase. 19% of the posts use proper capitalisation, while 17% use proper capitalisation along with a lack thereof, and 2% of the posts are written fully in capital letters. 5% of the posts include capitalisation in the middle of a sentence, seemingly for emphasis. Proper punctuation is found in 27% of the posts, while 47% of the posts lack any punctuation at all. 20% of the posts feature both proper punctuation and the lack of punctuation, while 6% of posts use punctuation in a non-conventional manner. 66% of the posts include words that contain an apostrophe; of these, 83% use apostrophes correctly, 9% omit apostrophes, and 8% use some apostrophes correctly while others are omitted. Post length varies from 0 to 777 words, where the average post length is 57 words, while the median post length is 32 words. As shown in the charts below, nearly half the posts examined are between 24 and 50 words long.

7 The post length of 16 of the examined posts qualify as statistical outliers, i.e. they have a value which is larger than Q3 by at least 1.5 times the interquartile range (IQR). In this case, all posts longer than 88 words qualify as an outlier.
Quotation marks appear in 28% of the posts. In 54% of these, or 15% of posts total, the quotation marks denote a quotation or direct speech. 12% of the posts represent direct speech through the use of a colon mark. Word frequency largely corresponds to the COCA\(^8\); out of the data’s 100 most frequently found words, 71% are also found amongst the 100 most frequent words in the COCA\(^9\) (Davies, 2008--). Of the 50 most frequent words found in the data, only three (’s, I’m, and an) are not found in the COCA top 100; of the 50 most frequent words found in the COCA, four (say, go, would, and make) are not found among the data’s 100 most frequent words. Only one of the words not present in the COCA top 100 (fucking) is

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\(^8\) *Corpus of Contemporary American English*: an online corpus of American English containing more than 560 million words from 1990-2017.

\(^9\) See Appendix B for the lists of the 100 most frequent words in the data and the COCA respectively.
defined as slang as per the OED Online\textsuperscript{10}. 21% of the posts contain profanity, out of which 67%, or 14% of posts total, contain some variation of the word *fuck*. Acronyms are found in 6% of the posts. Alternative spellings and abbreviations appear in 14% of the posts, with three recurring trends: four instances of a dropped g in an -ing form, five instances of *you* spelled as *u*, and three instances of rendering *because* as *bc*. Formatting is found in 15% of the posts, out of which 80% feature bolded text and 40% contain italics. One post features struck-through text.

### 4.4. Tags

79% of the analysed posts contain one or more tags; the average number of tags is 5, while the median is 2. Of the posts that contain tags, 95% contain tag used as a means of tagging information; 67% of these are used to connect with other users’ posts about the same topic, while 55% contain a tag used for organising the user’s own posts. 39% of the posts that contain tags have one or more commentary tags present, out of which 87% also have one or more organising tags, while 13% feature commentary tags only. 7% of the posts have a tag that relates to the post itself, rather than its contents, such as a number to denote the number of notes the post has received, or a tag identifying whether the original poster welcomes reblogs of the post.

### 4.5. Technological Facets of Tumblr

*Tumblr* activity does not operate in real time. A user may interact with a post at any time once it has been published. However, depending on the speed of which a user’s dashboard moves, posts may only be on a dashboard for a short period of time; as such, it may take on a more real-time aspect. *Tumblr* units are transmitted as blog posts (*Tumblr* allows text, image (still and GIF), video, audio, and link posts), and a post will remain online

until a user chooses to delete it. If a post has been reblogged, the original creator can only control the original post; reblogs will remain in their original format under the control of the reblogging user. While there is no character limit per post, a single page is limited to display 500,000 characters, and a user is limited to posting 250 posts per day (per account, not per blog).

Posts are identified by blog username. An email address is needed to sign up, but is not displayed to other users. Users do not need to disclose their real name when signing up or at any time during usage. Blog usernames do not allow other users to trace several blogs to the same user. Messages are accessible publically or via guest password, depending on blog/post settings; all posts used to form the corpus used in this study are publically accessible. The system allows content to be quoted and modified via the reblog function. Users may filter the content they see on their dashboard by blocking posts tagged with specific tags from appearing on their dashboard. Posts appear on both the dashboard and individual blogs in reversed chronological order, with the most recent on top.

5. Analysis

5.1. Subject

5.1.1. Tumblr subcultures

As discussed in the previous chapter of this essay, 69% of the posts included in the examined data fall within one or several Tumblr subcultures, with fandom alone accounting for nearly half of the posts in total (49%). Yus considers the degree of mutual knowledge existing between interlocutors to be a contextual constraint of user-to-user communication, where the “enhancement of shared information entails increased solidarity and feelings of connectedness prior to communication” (2017, p.7). One of Tumblr’s main three intentions, as stated by the site itself, is for the users to “connect with [their] people”. A large amount of
the examined data appears to have this function, where the users presume mutual knowledge and derive feelings of solidarity and connectedness from discussing a subject they are highly interested in with others who share the same interest.

Several of the posts that fall within the social justice subculture are centred around or mention the 2018 State of the Union\textsuperscript{11} speech. This speech was given on 30 January 2018, less than two days before the data used in this study was gathered. Similarly, several posts express disappointment over an interview in which the director of an upcoming movie within the \textit{Harry Potter} franchise stated that the film will not address LGBTQ+ issues, despite a previous statement from \textit{Harry Potter}’s creator that one of the main characters in the film is a gay man. This interview was published on 31 January 2018, the day before the data was gathered. The prominence of these two topics suggests that \textit{Tumblr} users are prone to discuss topics which are “hot off the press”. The latter category is also an example of posts which fall within several subcultures (in this case, fandom and social justice). This type of discourse suggests an overlap between subcultures, where users who are fans of a certain media will also view it from a social justice viewpoint, and criticise it accordingly.

5.1.2. Memes

Gil (2018) defines a meme as a virally-transmitted cultural symbol or social idea, often in the shape of a captioned photo, a video, or a verbal expression. For the purpose of this study, memes have been identified using \url{www.knowyourmeme.com}, a site that researches and documents Internet memes and viral phenomena.

\textsuperscript{11} The State of the Union is an annual address delivered to Congress by the President of the United States.
Among the posts classified as memes, two major trends can be observed, namely the "Tide POD Challenge" and the “Oh, You Haven’t Heard?” meme. These two memes account
for 57% of the meme-related posts, and 4% of the data in total, which hints at the viral nature and short lifespans of memes.

5.1.3. Communicative purposes of non-subculture posts

The posts included in the data which do not belong to a subculture, and which are not memes, largely appear to fall within one of three categories, which for the purpose of this study have been defined as humorous, educational/informational/conversational, and relatable. Humorous posts are those which appear to be mainly or solely intended to make the reader laugh; they contain a punchline of some sort. The educational/informational/conversational category contains posts whose purpose appears to be the dissemination of knowledge. Posts in the relatable category appear to intend for the addressee to recognise themselves in the idea presented, either for a humorous or a more serious purpose.

*Table 2: Examples of posts displaying the communicative purposes of non-subculture posts.*

<table>
<thead>
<tr>
<th>Post no.</th>
<th>Body</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>58</td>
<td>new theory: all these “rare” super moons we’ve been having? the moon is trying to get closer. she needs to tell us something. everybody be quiet.</td>
<td>Humorous</td>
</tr>
<tr>
<td>70</td>
<td>no but seriously I still get chills thinking about turning off my headlamp in the cave and The Hand That I Did Not Actually See, and it’s been twelve years since it happened it’s such an unreal experience like you turn off your light in a cave and wave your hand in front of your face and you can see this shadowy thing moving in the black space where your hand is</td>
<td>Educational/Informational/Conversational</td>
</tr>
</tbody>
</table>
it looks like the same shadowy thing you would see in your room at night if you waved your hand in front of your face, it’s there and vaguely hand-shaped, and your brain recognizes it as your hand because your brain is aware of where your hand is and what it is doing

**But You Are Not Seeing Anything**

Inside a cave, there is No Light. No matter how far your pupils spread, there is no light for them to draw in, no light to put an image on your retina.
But your brain just Fucking Assumes that because it knows where your hand is and what it is doing, clearly it can see it.

So it *creates a shadowy thing for your eyes to be seeing.*

Brain is like “there’s a hand there”

Eyes are like “yup sure thing brain I can totally see it”

Brain is like “nice”

*but there is no hand, you cannot see the hand, you are seeing a literal actual hallucination in the cave because your brain thinks it knows best*

Caves are awesome, but also terrifying. Thank you for coming to my TED Talk.

---

<table>
<thead>
<tr>
<th>98</th>
<th>Dear everyone who is currently working on a Thing, whatever that Thing may be,</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Good luck with the Thing. You can do the Thing. You will do the Thing. You just have to do the Thing.</td>
</tr>
<tr>
<td></td>
<td>Best wishes,</td>
</tr>
<tr>
<td></td>
<td>Someone who is also doing a Thing</td>
</tr>
</tbody>
</table>

| 84 | If you are a vegan and want to feed your pets a vegan diet, consider this: get yourself an herbivore. Buy a rabbit. |

| 38 | doing laundry? fine, even fun. putting laundry away? terrible. worst chore. wretched way to spend time. |
Unlike the posts which fall into a Tumblr subculture, which are topic-focused, these posts can be considered to function as casual conversation. Yus (2017) argues that the discourse and communicative strategies vary between these types of interactions, where the former presumes a certain amount of shared knowledge and uses discursive barriers to keep the discussion in-group. Seen from this perspective, these posts may be said to constitute “small talk” whose potential addressees is not limited to a user’s own subculture or group, unlike the subculture posts which are largely aimed at a group with which the addressee identifies.

5.2. Title

Only 12% of the posts in the data have content in the title field. Of these, 25% hold no text in the main body, with the result that the text in the title field has the same function as the body of a post. The posts which hold text in both the title and body field use the title to clarify the post’s context to the addressees, either in a straightforward way, such as in post 89, or in a way where the two parts together work as a whole for humorous purposes, such as in post 31.

Table 3: Examples of posts with titles.

<table>
<thead>
<tr>
<th>Post no.</th>
<th>Title</th>
<th>Body</th>
</tr>
</thead>
</table>
| 89       | being a musical fan          | you are a musical fan if you are only into “mainstream” musicals (typically hamilton, be more chill, dear evan hansen, and heathers)  
       |                              | you are a musical fan if you are not into “mainstream” musicals (for example, matilda, great comet, etc.)                           |
|          |                              | you are a musical fan if you are into both!                          |
|          |                              | YOU ARE A MUSICAL FAN IF YOU LIKE MUSICALS                           |
| 31       | this goes out to all the people out there living in italy             | meatball. tortellini. fettuccine. olive oil. the pope. cannoli.       |
The low frequency of titles suggests that titles are not required for communication on *Tumblr*; in most cases, *Tumblr* users appear to believe that their communicative intentions will be clear to their audience without a title, and the inferential strategies used by addressees to correctly interpret a post, as discussed by Yus (2011), do not appear to include a contextualisation by means of title. This may indicate that the schema or script\(^\text{12}\) for text posts on Tumblr does not necessarily include a title; as users do not expect for the title field to contain information, they do not rely on it to deduce meaning, and providing a title may be seen as a violation of the maxim of quantity (Grice, 1975).

### 5.3. Main Body

A comparison of the results of this study and previous research, as well as widespread ideas of the defining aspects of internet communication (or netspeak), shows that some widely held beliefs apply, while other aspects are not at all as abundant as might perhaps be expected. According to Squires, some of the defining standards of netspeak are the use of acronyms, abbreviations, and respellings (2010). However, only 6% of the posts analysed in this study feature acronyms of any sort, and alternative spellings and abbreviations are only slightly more prevalent at 14%. These results are in line with Crystal’s study, in which he found that abbreviations only appear in 6-20% of text messages (2011), and further supports his theory that the use of nonstandard written features is not as frequent in netspeak as many believe it to be. Furthermore, these nonstandard written features appear to be largely uniform, with the most common examples being a dropped g in an -ing form, *you* rendered as *u*, and *because* abbreviated to *bc*, which might suggest that this is a stylistic choice rather than a display of linguistic innovation. Another feature which may be expected considering the

\(^{12}\) A schema is a pre-existing knowledge structure in memory, while a script is a pre-existing knowledge structure involving event sequences that are often assumed to be shared.
young demographic of Tumblr, but which is scarce in the data examined, is the use of slang, with only one (*fucking*) of the 100 most frequently found words in the data being defined as slang (per the OED Online). Variations of this same word also account for the majority (67%) of the profanity found in the data. Profane language, another feature widely believed to be abundant in youth language, appears in 21% of the posts. However, profane terms such as *fucking* are often used as adjectives or adverbs (such use of *fucking* alone constitutes nearly half of the profanity found in the data).

Another aspect which appears to be in line with commonly held beliefs about online communication is orthography; the examined data corresponds well with Crystal’s definition of the outstanding features of online communication, which he defines as the omitting of punctuation and avoidance of capital letters; the use of syntactic patterns that reflect the way writers think and speak; and a greater overall informality (2011). Only 19% of the posts examined use proper capitalisation throughout; a majority (62%) omit capitalisation altogether and are written entirely (or nearly entirely) in lowercase. The same pattern applies to punctuation, with proper punctuation only found in 27% of the analysed posts, and nearly half of the posts lacking any punctuation whatsoever. These patterns are similar throughout the data, which suggests that rather than showing individual linguistic innovation, the usage of these non-standard grammatical features shows adherence to a specific style or register. In some cases, capitalisation and proper punctuation is used for effect in an otherwise lowercase-only and punctuation-less post; this may be either for purposes of emphasis, or as an apparent shift in style or register.

**Table 4: Examples of capitalisation in otherwise lowercase-only posts.**

<table>
<thead>
<tr>
<th>Post no.</th>
<th>Body</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>y’all they put a warning when you buy another story thats how you know cheritz are really gonna Fuck Us Up</td>
</tr>
</tbody>
</table>
Dear everyone who is currently working on a Thing, whatever that Thing may be,

Good luck with the Thing. You can do the Thing. You will do the Thing. You just have to do the Thing.

Best wishes,

Someone who is also doing a Thing

I honestly can’t believe that I had a full on conversation with my straight male professor about Supergirl yesterday (I do a lot of little comics for my other senior thesis class and I was showing them to him [he ALSO said that my drawings of the nude model looked ‘suspiciously like Miss Luthor’ last week]) and he stopped, looked into the distance for a second and said

“Do you know what the strange phenomenon is about that show? I couldn’t point to one single character and call them exclusively heterosexual. Not a one. They all have the potential to be gay. I wonder if that’s intentional or not.”

Like he fuckin SAID THAT.

I love college I love my professor I dont want to graduate.

I’m watching The Good Place and they finally arrive in The Bad Place

* 

oh what’s that

* 

how is this show so good

(it says Pirates of the Caribbean 6: The Haunted Crow’s Nest or Something, who gives a crap. Now playing everywhere forever)

In the case of posts 79 and 89, the authors have chosen to use proper capitalisation and/or punctuation in their quotations, which indicates that the lack of capitalisation and punctuation in the main part of the post is not due to laziness or ineptitude, but is rather due to stylistic choice. The use of a more standard variation to fulfil a specific communicative purpose in this way can be considered a type of code-switching. Another aspect supporting
the theory that this is a stylistic choice is that many Tumblr users access the device via their smartphones, which feature an autocorrect function, thus making it more difficult to write in a nonstandard manner (Van Camp, 2016). For users posting via their smartphones, nonstandard use of capitalisation and spelling variations such as a dropped g in an -ing ending require more effort than the use of standard grammar would.

In terms of word choices, the examined data appears to be quite similar to American English as a whole per the COCA, with a 71% match between the 100 most frequent words in the data and in the COCA. One word present in the COCA top 100 but missing from the data top 100, however, is the word *say*, which is the 19th most frequent word in the COCA. This is especially remarkable as 27% of the posts in the data feature a quotation or representation of direct speech. The word most often used instead of *say* is *like*, which is the 16th most frequent word in the data, with the construction “I’m/she’s/he’s like” appearing in 6% of the posts. This result is also in line with Crystal’s theory that online syntactic patterns reflect the way writers think and speak (2011).

### 5.4. Tags

Tagging is Tumblr’s main way of organising data; tags can be both followed (subscribed to) and blocked by other users. 75% of the posts analysed contain at least one tag used as a means of tagging information, and of the posts that contain tags at all, 95% contain at least one such tag. Commentary tags, which Shapp (2014) classifies as ones which supply the author’s evaluation/emotion, or form part of the main semantic content, are much less frequent, though still present in nearly a third of the posts.
These findings correspond well to Shapp’s research on the use of hashtags on Twitter, which shows that Twitter users utilise tags as a means of tagging information, either to connect with others or to organise one’s own data, or as a way to add commentary. One type of tag not mentioned in Shapp’s research is that of “meta” tags related to the post itself and seemingly often added after the original publishing of the post. The most common type of such a tag is a number denoting the number of notes the post has received. The reason why this type of tag is present on Tumblr but not on Twitter may be that Tumblr allows its users to edit their posts at any time after their initial publishing, while Twitter lacks an edit function.
Table 5: Examples of tags and their functions.

<table>
<thead>
<tr>
<th>Post no.</th>
<th>Tags</th>
<th>Organising to connect with others</th>
<th>Organising own content</th>
<th>Commentary</th>
<th>Meta</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>#!!! #idk im rambling im just really excited and happy and nervous and idkkkk #love simon #simon vs #1k #2k #4k #toodrunktofindau url #skellydun #5k</td>
<td>#love simon #simon vs</td>
<td></td>
<td>#!!! #idk im rambling im just really excited and happy and nervous and idkkkk</td>
<td>#1k #2k #4k #5k</td>
</tr>
<tr>
<td>56</td>
<td>#dear evan hansen #dear evan hansen cast #abigail.txt</td>
<td>#dear evan hansen #dear evan hansen cast</td>
<td></td>
<td>#abigail.txt</td>
<td></td>
</tr>
</tbody>
</table>

5.5. Social Facets of Tumblr

The number of potential participants in a Tumblr interaction is unlimited. Any Tumblr user may see and interact with a publically available post. Most posts can be accessed without logging in to Tumblr; some also allow anonymous comments that do not require the commenter to be logged in to the service. A user may choose to password protect their Tumblr blog so that only those with the password may access it, thus significantly limiting the number of potential participants. A majority of Tumblr posts appear to have a phatic purpose, while others (especially those that fall within the social justice category, or have an educational/informational purpose) also, to a certain degree, are informational. Many of the posts, such as the fandom-categorised ones, appear to strive to build or enhance solidarity through the discussion of a shared interest. The means used to achieve this purpose include an expectation of shared background knowledge, the use of memes, a familiar and casual tone, and shared language conventions which are informal and deviate from the norm.
Each post appears to be quite self-contained and focused on one specific topic. The topic is often not introduced or explained; the reader is expected to gather all the necessary data from the post itself. As this study only examines original content, and does not feature reblogs with added information, it lacks data on how replies are constructed and what content is considered relevant and appropriate. The tone of posts is informal, often quite coarse and including profanity. Most posts feature one addresser speaking to many potential addressees; while the tone can be personal, it is not aimed at one specific recipient. In terms of organisation, tags appear to play an important part, with a majority of the posts examined featuring organising tags. The Tumblr platform allowing users to follow/track tags, which allows users to see posts of a subject of their choosing even without following that particular blog, or to not see a post which contains a blocked tag, even if it is made by someone they follow. Accepted behavioural standards include the use of memes for humour and/or to make a point, displaying political awareness, phatic communication often revolving around media, talking about oneself, and tagging content. The most prominent linguistic conventions recognised are a disregard of capitalisation and standard punctuation, certain spelling variations and acronyms, and a quite liberal use of profanity.

Facets not covered in this study include participant factors, and language or language varieties used. Sociolinguistic factors are missing as the data is published anonymously and the participants have not been identified. As per official Tumblr demographic statistics, however, 69% of users were born in the early 1980s through the late 1990s, 42% of users are American, and the female-male ratio is quite even. Language has not been studied, as this study focuses on English only.
6. Discussion

According to Yus’s theory of cyberpragmatics (2011), addresser users on the internet have communicative intentions and devise their utterances expecting these to be relevant to other users, and for other users to be able to correctly interpret these utterances by accessing the necessary amount of contextual information. While the inferential strategies used to interpret utterances on the internet are no different from ones used in oral conversations, the attributes of the cyber-media used influence the user’s access to contextual information, the amount of information obtained, the interpretation selected, the cognitive effects derived and the mental effort involved in obtaining these effects. The way Tumblr is constructed, with an individual dashboard where each user will see the content they have chosen to follow, allows a user to curate their own experience of the platform; this means that, when a user signs in to Tumblr and accesses their dashboard, they will already have quite a clear idea of what to expect. The cognitive principle of relevance theory states that the goal of human cognition is to derive as many cognitive effects as possible for as little effort as possible, which may be one explanation for the low frequency of titles in the examined data; as a reader will already, to some degree, know what subject matters they will encounter on their dashboard, an overt contextualisation by the means of a title may well constitute more effort from an addresser user than what is required for the maximum positive cognitive effects from their audience. On the other hand, organising tags appears to play a large role in contextualisation on Tumblr, as they not only allow a user the option to follow or to block a certain tag, but also provide overt contextualisation, should it be required, in a standardised format and location. According to relevance theory, non-literal interpretations, including hyperbole, metaphor, and irony, are accessed and assessed alongside literal interpretations (Clark, 2013). This may be yet another reason why the organising tags are so important, as Tumblr discourse is often laden with hyperbole and irony; the tags, in their metadata function, appear somewhat exempt from this
and may therefore more easily lead a user to a literal interpretation than the text in the title or main body field would.

Lee (2001) states that shared knowledge can exist once the common knowledge has been negotiated through mutual interaction (pp.24-25). However, Tumblr users appear to presume shared knowledge even without such negotiation through mutual interaction, which may suggest that Tumblr users believe that they are operating within a mutually cognitive environment and shape their utterances accordingly. According to relevance theory, a mutually cognitive environment is a set of assumptions which are mutually manifest to two or more individuals. A successful utterance by an addresser user in such an environment will not only inform their audience of something mutually manifest, but will also make the presumption of optimal relevance mutually manifest, and thus lead the audience to the intended interpretation. The short length of most Tumblr posts may be a way for addressers to provide their audience with maximal cognitive effects for the least amount of effort, thus maximising the chance of an addressee user taking the time to read a post, instead of deeming it tl;dr\(^{13}\) and scrolling past it. The extreme outlier, length-wise, in the data examined in this study (post 78) is quite information-heavy, and may thus be an exception where the positive cognitive effects gained from reading the post are considered worth the effort required to interpret it correctly (to someone who is interested in the topic at hand).

Communication on Tumblr appears to be overwhelmingly phatic in purpose, with only 6% of the data examined in this study appearing to have dissemination of knowledge as its primary function. This is in line with Yus’s (2017) theory of a shift toward a phatic internet, whereby users devote a great deal of time to the exchange of seemingly useless information

\(^{13}\)Netspeak acronym meaning “too long, didn’t read”, used both as a snide remark when someone has been too verbose, and as a way to introduce to a brief summary of a much longer piece of text.
on social media platforms such as Tumblr. This type of communication on Tumblr appears to have a function similar to the type of communication that takes place in “real life” forums such as book clubs, study circles, and Bible study groups; namely to build contacts and provide mutual support and encouragement through the discussion of a common interest. Unlike face-to-face communication, online communication is not limited by physical distance. This may mean that social media platforms such as Tumblr have made it easier to find like-minded individuals with whom to engage in such discussions, especially for those who live in rural areas or have esoteric interests. Yus (2017) further theorises that, within a mutual cognitive environment, the sharing of such information increases solidarity and feelings of connectedness, which may be one explanation for the phatic function of most communication on Tumblr; users obtain enough positive cognitive effects from seemingly “pointless” discussion on matters which interest them with others who hold a similar interest for it to be worth their time and effort.

Yus (2017) states that assumed background knowledge of topics, jargons, etc. works as a barrier of in-group discursive specificity. This appears to be true on Tumblr, where, as users are not identified publicly by their email address nor real name, users may often only know the members they interact with by their blog username. In many cases, Tumblr users include no identifying information on their blogs, seemingly choosing to use the platform as a place where they can engage with like-minded individuals without having to divulge or relate to who they are outside the platform. This is in sharp contrast to social networks such as Facebook, where users are identified by their full names and photographs, and are encouraged to share a large amount of personal information in order to be easily findable and identifiable to other people they already know “in real life” – Facebook’s stated mission is to enable users to stay connected with friends and family. Due to this, a user’s readership on Facebook is likely to be heterogeneous in terms of age, location, interests, political and religious opinions,
and so forth. A user’s social network on Facebook is based on and centred around the user as an individual, whereas a user’s social network on Tumblr appears to be based on and centred around common interests. Unlike an online discussion forum centred around a specific topic, however, Tumblr allows for and encourages discussion on any topic a user wishes to discuss at any given time, meaning that a user can remain on the platform even if their interests evolve and change.

Tumblr states that the purposes of the platform are for its users to be able to “express yourself”, “be yourself”, and “connect with your people”. As such, phatic communication on Tumblr appears to function as a community-building activity, where shared interests are discussed using shared language conventions, such as the lack of punctuation and capital letters. These language conventions are used both for purposes of covert prestige, i.e. to mark oneself as a member of the group and display the ability to “speak Tumblr”, a specific subset of internet language which has its own norms, vocabulary, and grammar; and to exclude those who are not members of the group. As such, Tumblr users who utilise the platform mainly as a means of phatic communication appear to use various strategies to exclude those who are not their intended audience, including the use of these shared language conventions and a lack of overt contextualisation, with the result that those outside the intended audience would need to devote a great deal of effort to interpret these utterances in order to derive cognitive effects from it, effectively making communication difficult to understand, and thus uninteresting, to outsiders.

7. Conclusion

This study set out to examine the use of language in textual communication on the social media platform Tumblr. Both the communicative functions and the stylistic and pragmatic characteristics of Tumblr discourse were investigated in order to examine their role,
as well as their relation and interplay. To perform this study, randomly selected data was gathered from Tumblr to form a corpus, which was stored in an Excel database where it was analysed in several stages to examine various aspects of interest to this study, such as function, grammatical and stylistic features, and technological and social facets. The findings were also compared to previous studies and literature on online communication.

The results show that textual communication on Tumblr is overwhelmingly phatic in function. A majority of the data analysed is centred around the discussion of shared interests and appears to function as a way to create a sense of belonging and community and to provide mutual support and friendship. This sense of community is furthered through assumed background knowledge of topics and language norms, which also works as a way to exclude those who are not part of the community in question. In many cases, the shared interests discussed are centred around topics such as music, television, and books, and may appear “pointless” to an outsider, while those partaking in the discussion appear to derive enough positive cognitive effects from this discussion to devote a large portion of their time and energy to it. These results may indicate that the communicative functions of “interest-centred” social media platforms like Tumblr are more similar to those used on non-social media communication platforms on the internet, such as message boards and discussion forums, rather than more “user-centred” social media platforms like Facebook.

In order to create a corpus of randomly selected data, the data examined in this study were selected from Tumblr’s Explore page, which features solely original content. Reblogged posts with content added were thus entirely excluded from this study, which is unfortunate as much of the communication on Tumblr takes place in such “threaded” posts where users add their own contribution to previously existing content. A different approach to gathering data may have resulted in the inclusion of such posts, which may have yielded a different result, and may be a possible avenue for further research on this topic.
Another possible way of expanding on the results of this study would be to take a more sociolinguistic approach to the research by identifying the users whose data is included in the study and analysing factors such as their age, gender, location, class, etc. A comparison of their output on Tumblr with their output on other social networks, such as Facebook, would also be of interest and may show the degree to which users adapt their language use on Tumblr, as well as their level of awareness in doing so.
8. References


Appendices

Appendix A – Primary Data

This full corpus may also be found in its entirety at https://speakingtmblr.tumblr.com/.

<table>
<thead>
<tr>
<th>Post no.</th>
<th>Post content</th>
</tr>
</thead>
</table>
| 1        | Heterosexual™: why do you write so many poems about the beauty of women when you could be writing them about men?  
Sappho, about to invent lesbianism: oh? you haven't heard?  
#wlw #gay #lgbtq #sappho  
#sorry this is dumb idk if anyone's done this before  
[Link](https://speakingtmblr.tumblr.com/post/170389163122/dumbledee-heterosexual-why-do-you-write-so) |
| 2        | even if i were to accept, for argument’s sake, the assertion that men are pressured to be strong and muscular just as much as women are pressured to be passively beautiful, it’s still not the same fucking thing. it will never be the same fucking thing as long as the “standards” men feel they must live up to are dominant, powerful, and assertive, in contrast to women’s role as submissive, weak aesthetic pieces. learn to define yourself by a metric other than the subjugation of others.  
#1k  
[Link](https://speakingtmblr.tumblr.com/post/170389156572/platovevo-even-if-i-were-to-accept-for) |
| 3        | the generic overhyped mess of a song “shape of you” did not seriously just win over the masterpiece of passion and anger and rebirth that is “praying” by kesha  
#NO i refuse to believe it #grammys #grammys 2018 #a: grammys  
#ed sheeran #kesha #prayering #shape of you  
[Link](https://speakingtmblr.tumblr.com/post/170389149867/neglectedrainbow-the-generic-overhyped-mess-of-a) |
| 4 | common sense: groundhog day: the musical’s usage of lighting, props, backgrounds, and ensemble extras is outstanding- whoever choreographed this show is extremely clever and deserves an award for hope alone

me, an idiot: woah.... he's fuckin...... teleporting,,,,.. onstage  

#robin speaks  #groundhog day  #ghd  #musicals  

|---|---|
| 5 | y'all they put a warning when you buy another story thats how you know cheritz are really gonna Fuck Us Up  

#mystic messenger  #mysme  #mm  #ray route  #ray route spoilers  

#mystic messenger spoilers  #ray route spoiler  

https://speakingtmblr.tumblr.com/post/170389094512/marshmallowsaeran-yall-they-put-a-warning-when |
| 6 | everyone talks abt namjoon's dimples but no one ever says anything about his nose ?? he has the smallest nose in bangtan AND the cutest ? i’m disappointed in u all  

#3:22 pm these r nose lovin hrs  #personal  

https://speakingtmblr.tumblr.com/post/170389080362/knjj-everyone-talks-abt-namjoons-dimples-but-no |
| 7 | i can't believe that photo of hemsworth hiddleston and taika waititi all taking a nap together that's so cursed and blessed at the same time  

https://speakingtmblr.tumblr.com/post/170389074837/thegestianpoet-i-cant-believe-that-photo-of |
| 8 | “if she breathes, she's a thot” was probably meant to mean “All women, regardless of who they are, are whores” but it honestly sounds like the person thinks breathing is lewd.  

“Disgusting. Look at all these hoes sucking oxygen, spewing out carbon dioxide!”  

https://speakingtmblr.tumblr.com/post/170389067692/celticpyro-if-she-breathes-shes-a-thot-was |
9
“Music which is consisted of my team, My friend, and my family is the best, absolute, and perfect genre ever.” -Dae’s tattoo

im a mess and cryinggg omg
#bap #b.a.p #daehyun

https://speakingtmblr.tumblr.com/post/170389060622/bestabsolutesuperjunior-music-which-is

10
firestar is just so friendly and orange and thats why we honor him still, 15 years after warrior cats: into the wild was released
#warrior cats #barking #ok 2 rb /

https://speakingtmblr.tumblr.com/post/170389046212/silverhawk-firestar-is-just-so-friendly-and

11
The fact that @Louis replied with that tweet to the one outlet that has been supporting him unprompted by his team is just!!!!!! I want to yell!

https://speakingtmblr.tumblr.com/post/170389039932/theystudyrainbows-the-fact-that-louis-replied

12
[-listens to any fob song i’ve heard 500 times before] fuck dude this is such a banger. what a jam. god
#1000


13
the fact that Love Simon’s tag lines are “he’s done keeping his story straight” and “coming out 2018” like….. they get us… bad puns are gay culture and they know that

#!!!!
#idk im rambling im just really excited and happy and nervous and idkkek
#love simon #simon vs #1k #2k #4k #tood drunktofindaurl #skellydun #5k

https://speakingtmblr.tumblr.com/post/170389031222/dadario-the-fact-that-love-simons-tag-lines
fbi agent who watches me through my laptop: damn can 1d get back together so this bitch can stop crying

#mine


---

do you guys have that one day6 song that you seem to always forget just how good it is? and everytime you hear it you’re just in awe over and over again bc you were not prepared to hear such a masterpiece???

for me it’s hi hello

#idky but i just always forget how good that song is  #day6  #mine: day6
#xwonpilimiri

https://speakingtmblr.tumblr.com/post/170389015157/wonpilimiri-do-you-guys-have-that-one-day6-song

---

at my job we have to go through a training program that teaches us the library of congress classification system, and when i was first being trained my boss started to boot it up and she gave me a really anxious and guilty look and said “listen, i’m really sorry in advance, there’s nothing i can do about this, just…. just try to get through it” and i was like lol what’s she talking about and then the program loaded and i was greeted with a deliriously funny-looking photoshopped wizard with glowing eyes pointing at some intro message like “AH YES, JUST AS THE PROPHECY FORETOLD… APPRENTICE, YOU COME AT A TIME OF MOST DIRE NEED… YOU MUST LEARN OUR WAYS” and my boss just looked at me helplessly and was like “i’m so sorry. it’s like two hours long.”

thankfully it wasn't an elaborate fever dream and i have found screenshots
https://speakingtmblr.tumblr.com/post/170389011057/nest-at-my-job-we-have-to-go-through-a-training

i wish i was an italian farmer pushing my wheelbarrow full of fruits and vegetables down a gravel path on the side of a hill towards the market in the center of town and didnt know what a tide pod was

https://speakingtmblr.tumblr.com/post/170389005477/raedonknotts-i-wish-i-was-an-italian-farmer

Liam is really out here carrying a gucci purse and not caring at all I love this new era he's in my boy is honestly feelin himself and i'm here for it

https://speakingtmblr.tumblr.com/post/170389002422/chxrrywhine-liam-is-really-out-here-carrying-a
Eternally waiting for “Not today Satan” to be said on Lucifer and being continually disappointed

Originally posted by prettylittleteengirl

#one day  #lucifer  #lucifer on fox  #tom ellis  #lucifer morningstar  #dct


high school teachers: university teachers are not going to be lenient

one of my art professors at uni: “gives me extra points on my grade for having watched neon genesis evangelion”

#it’s been so long since i’ve actually enjoyed going to school
#college teachers don’t gaf & i love it  #neon genesis evangelion  #college
#orka speaks

https://speakingtmblr.tumblr.com/post/170388985007/orkusuga-high-school-teachers-university
21

Gillian: I don't do social media, I don't do any of that, it's not even on my phone

Gillian: OK, so here's the setup, I'll sit in the chair and someone give me the whole tray of desserts and I'll be pretending to eat all the desserts and someone take a picture of me and I'll make this face like I got caught and we'll post it when the episode airs (what is this episode called? oh yeah “ghoul!” ok) and I have red hair so I'll say “caught red-haireded” get it? because it's like red-handed and all the fans know I like chocolate and they left me chocolate on the ground and I ate the chocolate from the ground so this will be funny and it will get so many likes, it's a perfect idea, ok, who's gonna take it, ok, email it to me, I mean, text it to me, ok, I'm sending it to the social media girl, SOCIAL MEDIA GIRL, CAN YOU TWEET THIS? TWEET IT AFTER THE EPISODE AIRS OTHERWISE IT WON'T BE AS EXCITING OK THANKS THIS IS GILLIAN BY THE WAY OK THANKS BYE

#i think that's how it went #ga #the twitter

https://speakingtmblr.tumblr.com/post/170388981162/myassbrokethefall-gillian-i-dont-do-social

22

hi so taylor swift had photographic proof of her sexual assault, went to court and won against the man who groped her and somehow people are saying she's playing the victim. Taylor is being labeled “playing the victim” while this man just got hired at another radio station where he can do more harm. This is the world we live in.

#leah rambles

https://speakingtmblr.tumblr.com/post/170388970657/drugismybaby-hi-so-taylor-swift-had-photographic

23

ily: i love you

ilysm: i love you so much

ktiaawlyaayawnly: know that it is a corpse who loves you and adores you and will never, never leave you

#i'm sorry #i'll go #phantom of the opera #meme

im just finishing up a project and im so tired that i accidentally typed “worms sighted” instead of “works cited”


Winona Ryder is really out here giving interviews saying she may have “over acted” as her character Joyce Byers since she hasn’t gotten any nominations for awards since the show premiered, after she spent the last 3 years chugging water bottles on set to stay safely hydrated because she would have to be sobbing for 10 hours a day and I just seriously want to make a new awards show and nominate her 10 different times because she fucking deserves it


Okay but this is how bad 2017 was that I’m in my basement just now and a dandelion seed floats by and I’m like that’s weird, why is a dandelion seed floating right toward me in my basement where there’s no wind and in the middle of winter? And I let it fall onto my hand and stared at it for a moment before saying to it, “I’m a scientist and a very practical, down to earth person… but if you’re some kind of fairy, can you help me out, bro, and give me a better 2018?” Then I gently sent him on his way and wished him good luck.

Keep your fingers crossed, people. XD

https://speakingtmblr.tumblr.com/post/170388932557/fallxnprxnce-okay-but-this-is-how-bad-2017-was
the year is 2030

interviewer: so... saoirse... that's a

saoirse: A FUNNY NAME YEAH WE KNOW IT'S WACKY!

interviewer: right... so to go back to you margot-

margot: yes i eat vegemite yes you will think it's disgusting because
you have no idea how to eat it properly can i PLEASE talk about my
movie now?

#In this hypothetical situation their movie is about them being lesbians
together

https://speakingtmblr.tumblr.com/post/170388928267/the-year-is-2030

please keep in mind that when you interact with anybody related to
this radio station, you need to be very mature and professional
about it. we need this to be taken very seriously, and by cursing and
being immature, this isn't going to go anywhere. you can be firm and
strong and still be mature.

https://speakingtmblr.tumblr.com/post/170388921517/tshifty-please-keep-in-mind-
that-when-you

I have decided on a new constellation. I call it The Bees. If you look
up at the night sky and see all those sparkly dots, congratulations.
You see The Bees. I have just made astrology 10000x easier, you’re
welcome.

#The Bees  #astrology  #why's it gotta be so unnecessarily complicated yi
#if there's only one you don’t have to try to find them all  #you just look up
#and there it is  #the constellation

https://speakingtmblr.tumblr.com/post/170388900822/leopharry-i-have-decided-
on-a-new-constellation

sometimes a song overall is mediocre but there's like one brief
portion of it that u wish you could steal with the photoshop
eyedropper tool and expand into a full song of its own

https://speakingtmblr.tumblr.com/post/170388895392/heedra-sometimes-a-song-
overall-is-mediocre-but
this goes out to all the people out there living in italy

meatball. tortellini. fettuccine. olive oil. the pope. cannoli.

https://speakingtmblr.tumblr.com/post/170388889427/this-goes-out-to-all-the-people-out-there-living

32

i wish there was a genre of music just called gay. i wish i could type in “gay” on spotify and find a bunch of gay music

#katy talks

https://speakingtmblr.tumblr.com/post/170388884782/butchsunshine-i-wish-there-was-a-genre-of-music

33

i should be, was meant to be, a six pack lesbian but instead i’m a grilled cheese everyday not moving unless i have to go to the bathroom or get food kind of lesbian

https://speakingtmblr.tumblr.com/post/170388880692/gayingmantis-i-should-be-was-meant-to-be-a-six

34

tfw your seven book series has just (1) “*canon*” gay character but you can’t even be bothered to make it explicit in a five film franchise involving said character… i expect nothing and i’m still let down

#fantastic beasts  #remember when i was excited for this franchise  #mins
#*  #mine

“Don’t trace” originally started as a warning against tracing as art theft (as in, tracing someone else’s art without permission or credit is art theft) and then over the intervening years turned into “you can’t use references because it’s cheating” and I think that’s one of the worst cases of the telephone game I’ve ever personally experienced you are allowed to trace as practice you are allowed to trace your own work (for example photographs you took yourself or to keep architectural consistency) you are allowed to trace things the original artist is encouraging you to trace you SHOULD use references you SHOULD be allowed to pick up other artists’ artistic tics you like (...as long as they’re not offensive, like blackfacing, but that’s a different kettle of fish) you SHOULDN’T go around moralizing at other people about how they learn best because you can and will lose friends that way and you can and will hurt other artists’ development that way. Also other than art theft there IS no such thing as cheating in art okay use sparkle pens and fan brushes to your heart’s content why is that even a thing I have to say (...and yes I’ve had conversations in the analog world about fan brushes as “cheating” I’m so tired of snotty artists who think you shouldn’t be allowed to use tools that make things easier because they can do it the hard way)

https://speakingtumblr.tumblr.com/post/170388871957/kintatsujo-dont-trace-originally-started-as-a

the vulnerable jughead they showed on the whole couch scene was the most beautiful thing i’ve ever seen and that’s all i’m gonna talk about for the next 50 years

#riverdale spoilers #* #bughead

https://speakingtumblr.tumblr.com/post/170388866727/murderyoursoul-the-vulnerable-jughead-they-showed
<table>
<thead>
<tr>
<th>Page</th>
<th>Text</th>
</tr>
</thead>
</table>
| 37   | Do you ever just stop and think about how Asami Sato just rushes people when she fights? Like she sprinted towards a guy on a motorcycle. She jumped over a small wall to fight a member of the Red Lotus. She just rushes them.  
  #asami sato  #lok  #it cannot be a safe way to fight  
  #literally she has one electric glove  #one electric glove  
| 38   | doing laundry? fine, even fun. putting laundry away? terrible. worst chore. wretched way to spend time.  
  [Link](https://speakingtmblr.tumblr.com/post/170388855972/ceramicsun-doing-laundry-fine-even-fun-putting) |
| 39   | people really out here calling liam's handbag a “murse” like… no sweetie… liam payne is out rocking a purse unashamedly don’t take this away from him and also me thank s  
  #bubbles  #200  
| 40   | me, first getting into stray kids: yes i love my kids felix, jeongin, chan, jisung and *looks at smudged writing on hand* chain bean, whoops, men hoe, hyojeongin and *squints* sungm in  
  me now: *hears 00004. second of an indistinguishable noise* oh wow can u believe han jisung blood type b born sep.14th year 2000 has the most beautiful laugh you've ever heard?  
  #i'm crying i just did this  #listening to day6 and bopping m  #anyways  
  #CEL speaks  #bang chan  #kim woojin  #kim seungmin  #lee felix  
  #lee minho  #hwang hyunjin  #yang jeongin  #han jisung  #seo changbin  
  #stray kids  #straykidznet  
  [Link](https://speakingtmblr.tumblr.com/post/170388828477/minsungz-me-first-getting-into-stray-kids-yes) |
| 41   | why are greaser aesthetics still used to depict “bad boys” in art and media, when it hasn’t been that way since the 50s. this is a real mystery, i’m a serious scientist.  
  [Link](https://speakingtmblr.tumblr.com/post/170388821417/justsomeantifas-why-are-greaser-aesthetics-still) |
Today's aesthetic: 19th Century literature where the nominal protagonist doesn't even show up until you're 20,000 words in.


me: i want to buy new books

the 10 unread books i bought last year, staring at me from my bookshelf:

https://speakingtmblr.tumblr.com/post/170388810017/haelstorm-me-i-want-to-buy-new-books-the-10

mom was describing a tattoo a girl once took her to a back bedroom to show her, which was a fishing pole low on her pelvis with a line and hook that descended into her bush where a small clownfish hid amongst the hair, and that's just. that's a goal. and the ultimate freedom from obligation, like "gah I would shave but it would ruin my very good joke, what are you gonna do, I gotta make sure there's foliage for my little clownfish to hide in"

then mom finished telling me this and looked off for a moment. "my god," she said. "she was flirting with me. fuck. goddamn it."

https://speakingtmblr.tumblr.com/post/170388803982/andhumanslovedstories-mom-was-describing-a
45
LET YOUR ART BE UGLY!!! LET YOUR WRITING BE BAD!!! DANCE OFFBEAT!!! SING OFF KEY!!! LIFE IS TOO SHORT TO LET YOUR FEAR OF NOT BEING GOOD ENOUGH PREVENT YOU FROM LEARNING AND ENJOYING NEW THINGS!!!

#also stop shaming beginners for not knowing stuff that’s obvious to you
#jeez  #not everyone has to improve at stuff they’re doing for fun  #positivi
#personal goals #self improvement #self acceptance #self love

https://speakingtmblr.tumblr.com/post/170388795387/duskian-let-your-art-be-ugly-let-your-writing

46
william got more action at 17 in 4 minutes of screentime than either of his parents have had in 25 years


47
i’ve been spending more time on twitter lately which means seeing new and spicy types of discourse, and the latest trend is arguing that “homophobia” is problematic because it’s ableist toward people with clinical phobias, and the substitute word on offer is “queermisia.”

https://speakingtmblr.tumblr.com/post/170388782447/beachdeath-ive-been-spending-more-time-on

48
some greek: why are you always looking at yourself in the mirror?

Narcissus, who’s about to invent self-love: oh? haven’t you heard?

#this joke has a strange amount of levels  #greek myths  #narcissus
#memes

the weasleys pretending their f*cking ghoul in pyjamas is ron and getting away with it is the most ridiculous and amazing part of deathly hallows

I do think it's, hmm, Unfortunate that the only people who care that the man who was tried and convicted for assaulting taylor swift was hired by another radio station are taylor swift's fans, which makes us look like a bunch of sensitive shrill harpies when we complain about it but here's the rub – if we support #timesup and #metoo that means supporting ALL victims and standing against ALL abusers, whether it's Harvey Weinstein or aziz ansari or some radio dj who groped a pop star during a meet and greet. Taylor Swift said through the entire trial that the reason she took it this far was bc if he was brazen enough to do something like that, in public, to taylor fucking swift, then what might he do to a lesser known, more vulnerable woman? We should be angry that he's been allowed to have another job, because this just gives him the opportunity to do it again, do it worse, and not get caught, because apparently being told on by one of the most famous women in the world and then convicted of the assault isn't enough to end someone's career. This isn't about how you feel about taylor swift, this is about convicted abusers being given the opportunity to continue to abuse.

https://speakingtmblr.tumblr.com/post/170388768262/fleamontpotter-the-weasleys-pretending-their

i truly don’t understand how any fan of louis’ can listen to him speak in even one (1) interview and then think that he’s an idiot who thinks books and libraries are stupid and does nothing but sit around scratching his dick and watching dumb reality tv and eating mcdonalds and playing footie all day every day

like if you really believe he would tweet something like that or that he thinks it’s cute to look dumb or ignorant, i’m not sure who you’ve been paying attention to for all these years because it ain’t louis tomlinson

https://speakingtmblr.tumblr.com/post/170388751052/lads-laddylads-i-truly-dont-understand-how-any

Monster Hunter conspiracy that, rather then trapping or killing monsters, just keeps doing things like passive aggressively sending vampires Italian cookbooks and werewolves catalogues of jewellery

#RPG #Roleplaying Game #World of Darkness #Hunter the vigil #horror
https://speakingtmblr.tumblr.com/post/170388748812/probablybadrpgideas-monster-hunter-conspiracy

when you realize in fixing one problem you have created an even bigger problem and now have to restructure your story yet again
when you realize in fixing one problem you have

#writing problems

https://speakingtmblr.tumblr.com/post/170388741987/when-you-realize-in-fixing-one-problem-you-have

54
dan saying to get someone to like you find someone that likes the same things as you and all i can think about is i like muse you like muse because dans an idiot who i hate

#jasmine's discourse


55
so far every female cerulan blood has had ties to vriska

there's vriska serket

aranea serket, her ancestor

?????? "not vriska" elwurd

and now ardata "probably vriska" carmia

inb4 there are gonna be 4 more female cerulean bloods in hiveswap all with ties to vriska to make 8 fucking serkets

#hiveswap #homestuck #aranea serket #aranea #vriska #vriska serket #elwurd #ardata carmia

https://speakingtmblr.tumblr.com/post/170388728667/elwurd-so-far-every-female-cerulan-blood-has-had
the most iconic videos of the dear evan hansen cast

- “woah i’m drunk”
- laura getting hundreds of boxes of ninja turtle fruit snacks: a saga
- “what did you DO”
- “AT’S GOING ON” “i have… a box of fruit ninja turtles for You My IOvE” “ben platt spins around and kicks” “tuuurtlees” “none for you mike faist” “that’s fine i have cheeze-o’s”
- laura crying on the floor after meeting beyonce
- colton running backstage through the music box riffing good for you
- “oh look it’s lady liberty. hey bitch”
- michael park’s video while performing onstage at the tony’s
- WILLY FUCKING ROLAND


“i’m going to be apologizing for it for the rest of my life”

this just in: jughead not only thinks they’ll still be together after graduation, he believes they’re going to spend the rest of their lives together

#words

https://speakingtmblr.tumblr.com/post/170388718977/bughead-im-going-to-be-apologizing-for-it-for

new theory: all these “rare” super moons we’ve been having? the moon is trying to get closer. she needs to tell us something. everybody be quiet.

https://speakingtmblr.tumblr.com/post/170388710212/wehaveallgotknives-new-theory-all-these-rare
i must say when dan was lookin all half lidded at phil and phil was making silly sounds and ended up saying babadook and leaning towards dan i had never been happier in my life

#jasmine's discourse

https://speakingtmblr.tumblr.com/post/170388707407/demonphannie-i-must-say-when-dan-was-lookin-all

---

after a slight inconvenience

lance: sigh...
lance: (makes his way over to keith)
keith: ?
lance: (places his head between his thighs)
keith: ??????
lance: squeeze as hard as you can.
keith: ?????????????
lance: don't hold back.

#klance  #text  #THIS WAS FUNNIER IN MY HEADJGJ LANCE NO

https://speakingtmblr.tumblr.com/post/170388702362/after-a-slight-inconvenience

---

i will never be over vernon dursley telling people at his wedding that james potter was some kind of amateur magician, implying that he wasn't even that good

#james potter  #vernon dursley

https://speakingtmblr.tumblr.com/post/170388696217/snapslikethis-i-will-never-be-over-vernon-dursley

---

I have never once in my life witnessed a president who claps for himself during the State of the Union

#donald trump  #state of the union  #state of the union 2018  #politics

https://speakingtmblr.tumblr.com/post/170388692922/lallanasinpyjamas-i-have-never-once-in-my-life
| 63 | i love that anissa doesn’t do the whole “my new powers are scary” thing, she’s just like “welp time to kick some ass let’s get training i wanna punch a hole through a washing machine”

#black lightning  #spoilers

https://speakingtmblr.tumblr.com/post/170388689832/ladybubblegum-i-love-that-anissa-doesnt-do-the |
|---|---|
| 64 | Just a friendly reminder to not compare Cory Monteith’s passing with that sicko that killed himself to avoid prison time thank you!!

#glee  #cory monteith  #mark sailing

|---|---|
| 65 | to be honest, i wouldn’t be surprised if lana del rey is actually aphrodite embodying herself as a human to save the world with love

#lana  #text  #mine  #aphrodite

|---|---|
| 66 | **pidge:** are you ok

**lance, who hasn’t slept for 36 hours, sobbing hard:** do cats let me pat them because they really love me or they’re just loveless empty vessels who want food and other comforts

#i’ve never knned anything but i kin this post  #also i started crying halfway through writing it  #srb later  #vld lance  #vld pidge  #voltron  #vld shitpost  #voltron legendary defender

https://speakingtmblr.tumblr.com/post/170388677842/a-zzurra-pidge-are-you-ok-lance-who-hasnt
YO THE 6 MONTH ANNIVERSARY OF KILL JACKSEPTICEYE IS COMING UP

I can remember the panic and adrenaline of that first viewing... holy hell, gives me shivers.

#jacksepticeye #antisepcticeye #dr schnepstein
#THE DOCTOR HAS BEEN GONE FOR 6 MONTHS  # WEEP

https://speakingtmblr.tumblr.com/post/170388674077/yo-the-6-month-anniversary-of-kill-jacksepticeye

all the best memes are either about loving your friends or drinking water in the middle of the night or cats

https://speakingtmblr.tumblr.com/post/170388660082/all-the-best-memes-are-either-about-loving-your

apparently the fantastic beasts sequel will avoid talking about dumbledore's sexuality

well, there goes any hype i might have still had about it

#Albus Dumbledore  #Harry Potter
#Fantastic Beasts and Where To Find Them

no but seriously I still get chills thinking about turning off my headlamp in the cave and The Hand That I Did Not Actually See, and it's been twelve years since it happened

it's such an unreal experience

like

you turn off your light in a cave and wave your hand in front of your face

and

you can see this shadowy thing moving in the black space where your hand is

it looks like the same shadowy thing you would see in your room at night if you waved your hand in front of your face, it's there and vaguely hand-shaped, and your brain recognizes it as your hand because your brain is aware of where your hand is and what it is doing

But You Are Not Seeing Anything

Inside a cave, there is No Light. No matter how far your pupils spread, there is no light for them to draw in, no light to put an image on your retina.

But your brain just Fucking Assumes that because it knows where your hand is and what it is doing, clearly it can see it.

So it creates a shadowy thing for your eyes to be seeing.

Brain is like “there's a hand there"

Eyes are like “yup sure thing brain I can totally see it”

Brain is like “nice”

but there is no hand, you cannot see the hand, you are seeing a literal actual hallucination in the cave because your brain thinks it knows best

Caves are awesome, but also terrifying. Thank you for coming to my TED Talk.

#the Bear roars

im never gonna get over how most adaptations went along the manga's human to devilman looks for akira, which is basically just a smirk and eyeliner

meanwhile crybaby just

now im a jerk and everybody loves me.png

#devilman  #devilman crybaby

https://speakingtmblr.tumblr.com/post/170388646952/apocalypsegay-im-never-gonna-get-over-how-most
you’ve been told your whole life that disco is bad. you’ve known your whole life that that’s a lie.

#chatterbox
https://speakingtmblr.tumblr.com/post/170388630232/youve-been-told-your-whole-life-that-disco-is

My favorite photos of moths are when they’re clinging to windows and there’s no obvious scale of reference, so they look fucking massive

#not corruption

love the inherently gay trope of having a best friend who you believe to be smarter & better than you in every single aspect and so you devote yourself to them completely….only to find out…… surprise bitch! they were wholly devoting themselves to YOU for the exact same reason lmaoo

https://speakingtmblr.tumblr.com/post/170388619152/rvancoogler-love-the-inherently-gay-trope-of

I dont think i can do this anymore. I wanna cry.

Immigrants are not criminals. We come here to fucking work and try to live a decent life. That’s fucking it.

#Trump #SOTU #State of the Union #Politics #GOP #President #President Trump #Immigration #Dream act #Dreamers

https://speakingtmblr.tumblr.com/post/170388615007/thecircleofblah-i-dont-think-i-can-do-this
a normal person on friday march 2nd: hangs out with friends, goes on dates or parties, has a nice, stress-free night out
me on friday march 2nd: loses valuable sleep to stay up all night watching a mediocre cartoon about teenagers saving the universe with mecha lion bots

https://speakingtmblr.tumblr.com/post/170388609622/lanceapologist-a-normal-person-on-friday-march

me, drinking orange juice right of the container like the cool older brother on a disney channel show

https://speakingtmblr.tumblr.com/post/170388599897/imperaptorfuriosa-me-drinking-orange-juice-right

some well-known facts about kpop groups~

// kpop history & facts 101 //

Super Junior:

- ‘sorry sorry sorry naega naega naega meonjeo nege nege nege ppajeo’
- them being the parents of literally every kpop group out here
- most of the members being emcees
- the members' familial bond
- kim heechul
BigBang:

- ‘bang bang BANG’
- g dragon and kwon jiyong being completely 2 different people
- members’ solo careers are legendary
- their songs could always gather everyone together and turn up/cry at the same time
- made YG into the conglomerate it is today god bless

SHINee:

- ‘RING ding dong ring ding RINGY DING DING DING DING’
- having the most legendary discography of any kpop group, from day 1
- the members having no chill in any variety show jjong pls tell them to cool it im begging u
- angel maknae who’s actually the devil
- but this maknae is also thought of as their literal son and the most prized treasure of SM

Infinite:

- ‘I want you back back back back baaaaaack back back back back baaaaaack’
- a group of 6 7 visuals
- their nostalgic-feel songs that never fail to make you smile
- has no chill and will expose everyone and everything pt.2
- dancing & synchronization LEGENDS
Vixx:
- ‘soneul deureo nan FREEZE armor DOWN Nananana Nanana Nanana’
- their wild and out of this world concepts that everyone high key appreciates even if they don’t stan them
- the world’s most satanic maknae
- “that kinky group vixx-”
- having the cutest and nicest fandom in the world

EXO:
- ‘I’m creeping in your heart BAbe dwijipgo muneoteurigo samkyeooooo’
- the confusion over who the Chinese and Korean members are and what exo-k and exo-m is **wipes-tears**
- deep and scary and confusing theories over every single one of their music videos bc they all connect
- their cool superpowers and the whole exoplanet concept
- baekhyun being the self proclaimed dad to the whole fandom……. ‘aeris’

BtoB:
- ‘geubi dalla namdalla tae tae tae taege dalla I liiiiiike it I liiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiii
B.A.P:

- ‘one SHOT gulbokhal tenga nareul dulleossan deoche geollyeodeul tenga only one SHOT’
- their leader is the hottest guy you’ve ever laid your eyes on
- overcoming that huge battle w/ their company to come out on top in the end
- there’s always a wild story and traitor in their MV’s
- they seem to be v v v emo and hardcore at the same time

Got7:

- ‘hadeukaeiriHAE let it flow let it flow now heundeureotta deureotta nwa hadeukaeiriHAE’
- getting a headache just by looking at them bc u can already imagine the screams™
- wild and unpredictable pt.3
- lots of diversity in just one group
- the songs are the best to get lit to, even if you don’t know the group everyone’s pregamed to hard carry tbh

Monsta X:

- ‘nan neomanui namja I can be your hero, I can be your hero, I can be your heRO’
- thicc boys
- one of their members is the one and only meme king chae hyungwon
- everyone’s seen them on no.mercy and had no idea they’d turn out this close
- they’ve stolen all the gay hearts w/ their MV storylines
Day6:

- ‘congratulations neon cham daedanhae congratulations eojjeom geureoke’
- JYP’s meme bois
- everyone stans their heavenly music even if they don’t follow the group or the members
- jae + lobster = a love story more romantic than twilight?
- they run after school club when they’re finished w/ dowoon’s fan club meetings every day

Seventeen:

- ‘sosimhaedo sesimhangeol ijobuteo nareul bwajwo my lady manse manse manse YEH manse manse manse YEH manse manse YEH’
- those heart wrenching videos of their trainee days are viral aka woozi murdering them w/ his guitar
- they’re shinee’s biggest fanboys
- they quite literally have jesus in their group amen god bless #praytojisoos
- one of the members is an exact copy of kim heechul………except he’s chinese

iKOn:

- ‘we gon get it poppin it we gon we gon get it poppin it igeon geunyang noraeniggen rideum TA’
- the rappers are a bunch of softies but they won’t admit it
- **flashbacks of bobby on smtn**

- is babied and looked after by every group and artist under YG
- they have no age order in ikon they all bully and expose each other 24/7 what’s a hyung line? what’s a maknae line???
NCT:

- ‘OH!h baby it's YOU ige sjigya muhane na donge cheoeumgwa seoui kkeut jokbuteo (ooOOo)’
- the fact that there are going to be unlimited members scares and excites everyone
- exo’s biggest fanboys bc they’re their kids
- being a foreign line stan is just too hard sometimes justice for nct’s foreign line pls and thank you @SM
- all seem like an actual huge loving family when all the units get together

(no, I didn’t forget any groups, they’re my opinions lmao)


79

I honestly can’t believe that I had a full on conversation with my straight male professor about Supergirl yesterday (I do a lot of little comics for my other senior thesis class and I was showing them to him [he ALSO said that my drawings of the nude model looked ‘suspiciously like Miss Luthor’ last week]) and he stopped, looked into the distance for a second and said

“Do you know what the strange phenomenon is about that show? I couldn’t point to one single character and call them exclusively heterosexual. Not a one. They all have the potential to be gay. I wonder if that’s intentional or not.”

Like he fuckin SAID THAT.

I love college I love my professor I dont want to graduate.

https://speakingtmblr.tumblr.com/post/170388588487/airstripyaks-i-honestly-cant-believe-that-i-had
So we got an Amazon Echo and we changed the wake word to “Computer” and now I feel like I’m on the Enterprise all the time. Additionally, whenever I watch Star Trek, she only responds to “computer” when Data says it and it’s kind of adorable. Not Picard, not La Forge, not Troi, not Dr. Crusher, not Riker. Not anyone but Data. The other night Data asked his Computer what the time was and my Computer told him it was 10:47. Watching Star Trek is even more fun now.

#star trek  #Star Trek TNG  #star trek the next generation  #star trek humo  #data  #Data Star Trek  #Lt Cdr Data  #Lt commander data  #echo  #amazon echo  #enterprise  #computer  #wake word  #alexa  #humor  #funny  #cute  #adorable

https://speakingtmblr.tumblr.com/post/170388581677/ace-aro-fandroid-so-we-got-an-amazon-echo-and

The real Tide Pod Challenge is actually doing a load of laundry while suffering from crippling depression.

Source: reddit.com  #ShowerThoughts  #Thoughts from the shower


I just came up with a fun game for when you watch the State of the Union tonight. The rules are simple: whenever you hear Trump say something you agree with, take a drink. At the end, if you end up dying of alcohol poisoning, everyone else wins.

#state of the union  #trump  #politics  #writers on tumblr  #spilled ink

the most #UselessLesbian thing i have ever done was when i was trying to figure out if this girl liked me or not, just constantly arguing with myself about it, and after a couple, uh, months, of this, i was like, “god i wish i could just like... go to court and lay out all this evidence and have a couple lawyers argue over the TRUE MEANING of her text messages, and then a judge tells me if she likes me or not.” and then the proverbial lightbulb went off over my proverbial head, and i dug into my mock trial folder from high school and found the trial guidelines and i wrote out an entire trial transcript featuring a plaintiff (me), my attorney (my wildest hopes and dreams), a defense attorney (my worst fears and insecurities), and a judge (my desperate attempt at rationality). the final product was several thousand words long. it clarified nothing. at any point in this process did it occur to me to ask her how she felt about me? absolutely not. did i ever stop and think, “hey, maybe i should tell her that i like her?” absolutely not. that’s for people who take risks and i don’t take risks i take myself to court in my own head.

https://speakingtmblr.tumblr.com/post/170388555177/beachdeath-the-most-uselesslesbian-thing-i-have

If you are a vegan and want to feed your pets a vegan diet, consider this: get yourself an herbivore. Buy a rabbit.

#because there are more kinds of pets than cats and dogs

https://speakingtmblr.tumblr.com/post/170388545192/celticpyro-if-you-are-a-vegan-and-want-to-feed

The human brain is amazing. It functions 24/7 from the day you were born and only stops when you sit down to do some writing and drawing.

#kristi talks #FUKC #artist problems #writer problems #holy shit HOW MANY NOTES??? #hall of fame #whoa

when your faves drop that vlive that you can’t wait to see, but you also got an exam in 5 minutes that you know you can’t miss:

https://speakingtmblr.tumblr.com/post/170388535767/dumbbelle-when-your-faves-drop-that-vlive-that

a nice idea: i wake up, the love of my life is tangled up in the sheets next to me, the sun is shining, my plants are alive and i know that there’s loads of fresh fruit in our kitchen. life is good.

https://speakingtmblr.tumblr.com/post/170388531632/inlovesuggest-a-nice-idea-i-wake-up-the-love-of
being a musical fan

you are a musical fan if you are only into “mainstream” musicals (typically hamilton, be more chill, dear evan hansen, and heathers)

you are a musical fan if you are not into “mainstream” musicals (for example, matilda, great comet, etc.)

you are a musical fan if you are into both!

YOU ARE A MUSICAL FAN IF YOU LIKE MUSICALS
#musicals #psa #broadway #music #musical #hamilton #be more chill #dear evan hansen #heathers #heathers the musical #newsies #newsies musical #matilda the musical #great comet #natasha pierre and the great comet of 1812 #fandom #shitpost #in the heights #wicked #the book of mormon #hades town #the greatest showman #spongebob the musical #shrek the musical #falsettos #les miserables #the lightning thief musical #hairspray #the addams family #waitress

https://speakingtmblr.tumblr.com/post/170388523257/being-a-musical-fan

I’m watching The Good Place and they finally arrive in The Bad Place

oh what’s that
how is this show so good

(it says Pirates of the Caribbean 6: The Haunted Crow's Nest or Something, who gives a crap. Now playing everywhere forever)

#the good place spoilers  #the good place  #alex says  #mine  #my post


you ever staying home from school because youre sick and you look at your clock and think ‘hahah those lil shits are in math right now’

#thats the best feeling honestly  #corey.txt  #ok to rb  #1k  #5k  #10k  #20k  #30k


there’s something really satisfying about the fact that sir arthur conan doyle was the most gullible motherfucker on the planet

#original

https://speakingtmblr.tumblr.com/post/170388509477/unprettytheres-something-really-satisfying-about

new wave discourse:

which is more accurate to an australian man: Sniper from TF2 or Junkrat from Overwatch

https://speakingtmblr.tumblr.com/post/170388502587/vendeluxe-new-wave-discourse-which-is-more
minority culture is being labelled too political because you don't want to be friends with people who literally don't think you should have the same rights as them

https://speakingtmblr.tumblr.com/post/170388488337/jedihighcouncil-minority-culture-is-being

dreamworks please don't skip over the fact that keith almost sacrificed himself please show the paladins loving and caring for him and showing him how hurt everyone would be if he had gone through with it, you showed us their group hug before he left, please give us another showing how relieved they are that he's back and safe with them, his family

https://speakingtmblr.tumblr.com/post/170388484612/fflorona-dreamworks-please-dont-skip-over-the

If a cis person, a straight person, a gamer, a white person, or a member of another non-oppressed group asks, “Where’s MY pride parade? Where’s MY special flag? Where’s MY exclusive club?” Then they must also ask...

“Where’s my fabric patch that my people were forced to wear on their clothing during the Holocaust?”

“Where are the laws that deny me being able to adopt children, marry my partner, or freely use the public bathroom that makes me feel safest?”

“Where are the politicians and religious figures that openly murder and imprison my people?”

If none of these questions make any sense in regard to their group, then perhaps they should next ask, “Why am I trivializing the traumatic history of oppressed people trying to survive in a world that violently tries to make them disappear?”

https://speakingtmblr.tumblr.com/post/170388479587/worldsonlylivingheartdonor-if-a-cis-person-a
The best fantasy worldbuilding always starts with really asinine questions. Not even basic stuff like "how do they get their food?". I'm talking much more trivial: stuff like "are their swear words more likely to be obscene, scatological or blasphemous?" or "what kind of hats do they wear?" - that's your gold mine, especially once you add "and why?".

#writing #gaming #tabletop roleplaying #tabletop rpgs #worldbuilding


I just… can't believe the utter absurdity of someone going “let's sell some old government furniture” so went into an office where they keep top secret files, saw an old filing cabinet, didn't bother to check inside of it, organised to have to transported out and sold at a second hand store and at no point did anyone double check any part of this process and go “wait… do you think this filing cabinet designated to hold government secrets might… you know… still contain those secrets?” until SURPRISE MOTHERFUCKER! THE ABC FINDS HUNDREDS OF SECRET GOVERNMENT FILES AND GOES “WE CAN'T PUBLISH THEM ALL BUT HEY HERE’S THE HIGHLIGHTS!” Someone is probably sitting in their office screaming into their hands so people in the room over can't hear them. This is just… how????

https://speakingtmblr.tumblr.com/post/170388417507/theauspolchronicles-i-just-cant-believe-the

Dear everyone who is currently working on a Thing, whatever that Thing may be,

Good luck with the Thing. You can do the Thing. You will do the Thing. You just have to do the Thing.

Best wishes,

Someone who is also doing a Thing

#fmi

https://speakingtmblr.tumblr.com/post/170388390277/teashoesandhair-dear-everyone-who-is-currently
Do not punish the behaviour you want to see

I mean, it seems pretty obvious when you put it like that, right?

But how many families, when an introvert sibling or child makes an effort to socialize, snarkily say, “So, you’ve decided to join us”?

Or when someone does something they’ve had trouble doing, say, “Why can’t you do that all the time?” (Happened to me, too often.)

Or any sentence containing the word “finally”.

If someone makes a step, a small step, in a direction you want to encourage, encourage it. Don’t complain about how it’s not enough. Don’t bring up previous stuff. Encourage it.

Because I swear to fucking god there is nothing more soul-killing, more motivation-crushing, than struggling to succeed and finding out that success and failure are both punished.

https://speakingtmblr.tumblr.com/post/170388375522/do-not-punish-the-behaviour-you-want-to-see

some guy: uhhh there’s a leaf in your water

person who’s about to invent tea: oh haven’t you heard?

Appendix B – 100 Most Frequent Words in the Primary Data and in the COCA

<table>
<thead>
<tr>
<th>DATA</th>
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Tove Elmgren