A Linguistic Study of Adjacency Pairs in Informal Friend Chats

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دراسة لغوية للأزواج المتجاورة في الدردشة غير الرسمية بين الأصدقاء

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Abstract

The current paper deals with the structural and functional features of adjacency pairs in digital communication of students at a university and young professionals on WhatsApp, Instagram, and Snapchat. In the present study, adjacency pairs were taken as the basic unit for conversation analysis to find out their prevalence and distribution in informal digital interactions. From this large dataset and its coding, there were significant patterns found across platforms. The Greeting-Greeting pair, as an integral social presence setter, dominated WhatsApp and Instagram. Question-Answer pairs, which are, by their nature, inseparable for the purpose of information exchange, were most frequent in all platforms. What is strikingly prominent in Snapchat is the high number of Proposal-Acceptance/Refusal pairs, matching the focus of this network on real-time coordination. Offer-Appreciation and Request-Response pairs pointed to politeness and compliance in digital conversations. The study confirmed hypotheses regarding the distribution and function of adjacency pairs; inter-rater reliability was guaranteed with a Kappa coefficient of 0.82, thus methodologically sound. Such limitations included bias in the selection of participants and constraints against asynchronous communication. Further research should continue to examine more representative samples and other platforms in order to increase knowledge in this area. Pedagogically, the findings make important contributions to education in digital literacy and professional communication training. Overall, this research moves the field forward by underlining the flexibility of adjacency pairs within digital environments and contributing further to knowledge regarding linguistic structures within the media of communication in flux.

Keywords: Adjacency Pairs, Digital Communication, Conversation Analysis, Informal Interactions, Social Media Platforms

1. Introduction

1.1 Introductory Remarks

Conversation serves as the foundational framework for human interaction, shaped by a dynamic interplay of linguistic, social, and cultural elements (Sacks, Schegloff, & Jefferson, 1974). Within this framework, adjacency pairs function as fundamental building blocks of discourse, structuring communicative exchanges in a sequential and reciprocal manner. These paired utterances, such as question-answer or greeting-greeting, help facilitate smooth turn-taking and reinforce social relationships by establishing patterns of interaction (Levinson, 1983). Moreover, adjacency pairs contribute significantly to the overall coherence of conversation, ensuring that exchanges maintain a logical and socially appropriate flow. This study, therefore, aims to explore adjacency pairs within informal digital interactions, particularly in casual conversations between friends on messaging platforms. By focusing on this evolving form of communication, the research seeks to uncover how adjacency pairs function in digital spaces, shedding light on their adaptability in contemporary social exchanges. Understanding these patterns not only deepens our knowledge of conversational dynamics but also enhances our comprehension of the ways in which technology reshapes human interaction.

1.2. The Problem

The rapid evolution of digital communication platforms has fundamentally transformed the nature of human interaction, introducing new modes of turn-taking, multimodal exchanges, and diverse social contexts. Unlike traditional face-to-face conversations, digital discourse is characterized by asynchronous communication, platform-specific affordances, and varying levels of immediacy, all of which necessitate a reassessment of conventional conversational structures, including adjacency pairs (Herring, 2007).

While extensive research has been conducted on digital communication in general, a significant gap remains in understanding the precise mechanisms by which adjacency pairs operate within informal, friend-to-friend interactions on social media and messaging applications. Existing studies have largely focused on formal digital communication, institutional discourse, or broader patterns of interaction, often overlooking the nuanced ways in which adjacency pairs shape and structure everyday digital conversations (Garcia & Jacobs, 1999). Given that informal digital interactions constitute a substantial portion of contemporary communication, it is imperative to explore how adjacency pairs are realized, adapted, and function within this specific communicative environment.

This study seeks to address this gap by analyzing adjacency pairs within casual digital interactions on platforms such as WhatsApp, Instagram, and Snapchat. By doing so, it aims to contribute to the broader field of conversation analysis in digital settings and enhance our understanding of how traditional linguistic structures evolve in response to technological mediation.

1.3 Research Questions

To address this research gap, the following research questions will guide this investigation:

1. How do adjacency pairs manifest and evolve in the asynchronous and multimodal environment of digital communication platforms, such as WhatsApp, Instagram, and Snapchat?
2. What are the predominant types and subtypes of adjacency pairs employed in informal friend-to-friend interactions on these platforms, and how do they compare to those observed in face-to-face interactions?

3. How do contextual factors, including platform, participant demographics, conversation topic, and social relationship, influence the structure, function, and frequency of adjacency pairs in digital communication?
4. To what extent do the affordances and constraints of digital platforms shape the emergence of novel adjacency pair patterns and the adaptation of traditional ones?

1.4 The Research objectives

The objectives of this study are many-sided:

1. To analyze the structural characteristics of adjacency pairs within digital communication settings.
2. To categorize and quantify the types of adjacency pairs prevalent in informal friend chats on social media platforms.
3. To examine the impact of contextual variables and demographic factors on the utilization of adjacency pairs in digital conversations.

1.5 The Hypotheses

Informed by the literature and preliminary observations, the following hypotheses are put forward:

H1: Compared with face-to-face interactions, digital adjacency pairs will exhibit major structural and functional changes because digital platforms bear some asynchronous and multimodal features with a reduction of nonverbal cues.

H2: There will be variation in the frequency and distribution of adjacency pair types across different social media, driven by platform-specific affordances, constraints, and user practices.

H3: Participant demographics, socio-economic status, and contextual factors—like conversation topic, social relationship, and platform—shall significantly interplay with the use and structure of adjacency pairs in digital communication.

H4: Novel adjacency pair patterns will emerge in the digital contexts, for example, extended or hybridized adjacency pair, from the affordances of digital platforms.

1.6 The Procedures

The following methodological procedures shall be implemented in the study: This was a mixed-methods study. Data for the study were tapped from 500 WhatsApp, Instagram, and Snapchat conversational exchanges conducted between November 1, 2023, and January 31, 2024. The adjacency pairs were classified under some detailed coding, based on their structural and functional features. In this article, conversation analysis was used to explore the sequential organization of adjacency pairs in terms of turn-taking, repair sequences, and preference structures. Quantitative content analysis was conducted for the estimation of frequency and distribution of adjacency pair types in the dataset. Chi-square tests were used to examine relationships between adjacency pair types and participants' demographics. In this study, a thematic analysis approach was utilized for the recurring patterns and themes associated with adjacency pair usage in different contexts.

1.7 The Limits

Several limitations of this study should be borne in mind:

1. The voluntary nature of participation might mean that samples are less than representative of the general population.
2. Digital Environment Constraints: The incapacity to display non-verbal cues and asynchronous digital communication places a bearing on the natural

flow of adjacency pairs, which might reduce the generalizability of findings to face-to-face interactions.

3. Channel Focus: The focus of the research on WhatsApp, Instagram, and Snapchat might constrain the generalizability of findings to other channels of digital communication.
4. Bias of the Researcher: No matter how much a researcher attempts to objectify the research, there is an inherent element of subjectivity that enters into the qualitative analysis.

1.8 The Significance

The outcome of this study is important in this respect for CA, and beyond. The clarification of how the machinery of adjacency pairs works in digital communication will give insight into the nature of modern linguistic behaviors. Those lessons will be able to inform the design and optimization of communications technology in a way that provides a better user experience because of its better match with natural conversational dynamics. The study also contributes to the enrichment of theoretical views on language use in digital contexts, offering an ever more sophisticated understanding of how human interaction is influenced by digital environments.

2.Theoretical Background

2.1 Conversation Analysis (CA)

Conversation Analysis (CA) provides a rigorous methodological framework for examining the intricate architecture of human interaction, with a particular emphasis on the sequential organization of talk-in-interaction. Rooted in the foundational work of Sacks, Schegloff, and Jefferson (1974), CA fundamentally assumes that human communication is highly structured and follows implicit rules

rather than occurring in a random or disorderly manner. Consequently, the sequential organization of conversation reveals inherent norms that guide and govern conversational exchanges, allowing for the systematic study of how individuals produce and interpret meaning in real-time interactions (Heritage, 1984). A central tenet of CA is the principle of sequential implicativeness, which posits that utterances are systematically connected to prior turns and actively shape the production and interpretation of subsequent discourse. This dialogic nature of conversation underscores the interdependent nature of speaker actions, illustrating how meaning is co-constructed through coordinated turn-taking and shared understanding (Schegloff, 2007). By analyzing micro-level interactions, CA captures the subtle mechanisms that regulate conversational flow, from how turns are managed to how speakers negotiate meaning in unfolding discourse. Moreover, CA highlights the pivotal role of context in shaping conversational practices, taking into account social relationships, institutional settings, and cultural norms (Drew & Heritage, 1992). The interplay between these factors and the sequential organization of talk provides a rich analytical framework for understanding the complexities of human communication. The methodological rigor of CA—marked by meticulous transcription, close empirical analysis, and the identification of recurrent patterns—has solidified its position as a central approach within discourse studies. Although CA was initially developed for the study of face-to-face interactions, its principles have been successfully extended to digital communication, offering valuable insights into how technological mediation influences turn-taking, coherence, and social coordination (Herring, 2007). By applying CA to digital discourse, scholars can uncover the unique challenges and opportunities presented by mediated interaction, thereby expanding the scope of conversational analysis into contemporary communication landscapes.

2.2 Digital Discourse: New Frontier for Adjacency Pair Analysis

The emergence of digital technologies has profoundly transformed the landscape of human communication, introducing new modes of interaction and discourse. This evolving digital discourse, situated within the broader field of computer-mediated communication (CMC), examines the linguistic and social practices that arise in online environments. With its asynchronous nature, multimodal affordances, and global reach, digital communication presents a unique backdrop against which the study of adjacency pairs must be reconsidered. While the foundational principles of adjacency pairs, as outlined by Sacks, Schegloff, and Jefferson (1974), remain relevant, digital interactions introduce distinctive challenges that necessitate a reconceptualization of these conversational structures. One of the primary challenges in analyzing adjacency pairs within digital communication is the disruption of sequential organization due to asynchronous exchanges. Unlike face-to-face conversations, where responses typically follow immediately, digital platforms allow for significant time gaps between turns. This temporal flexibility can lead to delayed or overlapping responses, complicating the identification of paired utterances and disrupting traditional turn-taking mechanisms (Garcia & Jacobs, 1999). Furthermore, the absence of non-verbal cues—such as gestures, facial expressions, and prosody—amplifies ambiguity, making adjacency pairs in digital settings more susceptible to misinterpretation (Herring, 2013).

Additionally, the multimodal nature of digital platforms complicates adjacency pair analysis. Communication in online spaces often integrates various media formats—text, images, GIFs, audio, and video—which can function as responses to preceding messages. For example, a meme or video clip may serve as a reaction to a textual prompt, blurring the conventional boundaries of adjacency pairs (Jones & Hafner, 2021). The ability to edit, delete, or modify messages post-publication

further disrupts the sequential integrity of interactions, as the original intent and structure of adjacency pairs may be altered retroactively (Meredith, 2017). Moreover, the viral nature of digital communication introduces complex conversational networks that extend beyond dyadic exchanges. Social media platforms, in particular, facilitate reply chains and multi-party interactions, creating interwoven conversational threads that challenge the traditional adjacency pair framework (Page, 2018). These emergent dynamics necessitate an expansion of analytical models to accommodate larger conversational units and account for the fluidity of interaction in digital spaces. In summary, digital communication presents a dynamic and evolving landscape for the study of adjacency pairs. Examining how these structures adapt to the affordances and constraints of online platforms provides valuable insights into the shifting nature of human interaction in the digital age. As technology continues to mediate communication, further research is needed to refine theoretical models and develop methodologies that capture the nuances of adjacency pairs in digital discourse.

2.3 Social Media as Communicative Ecosystem

Social media platforms have evolved into complex and dynamic communicative ecosystems, each characterized by distinct affordances, user practices, and cultural norms. These digital spaces—such as WhatsApp, Instagram, and Snapchat—offer diverse communicative modalities, including text, images, videos, and emojis, all of which significantly influence the construction and interpretation of messages (Boyd, 2014). The combination of asynchronous interaction and the rapid circulation of content further complicates the dynamics of conversational exchange, challenging traditional models of adjacency pairs. For instance, WhatsApp, primarily a text-based messaging service, facilitates extended,

turn-by-turn interactions that often resemble face-to-face conversations. In contrast, Instagram's emphasis on visual content and ephemeral messaging results in more fragmented and visually oriented communication patterns. Snapchat, which heavily relies on image and video sharing, introduces an additional layer of complexity, as temporality and spatial dimensions become integral to the structuring of adjacency pairs (Tagg et al., 2017). These variations across platforms suggest that adjacency pairs do not function uniformly but instead adapt to the specific affordances of each digital medium.

Moreover, character limitations on platforms such as Twitter can lead to truncated adjacency pairs, where elements of conventional conversational sequences are either shortened or omitted altogether. This constraint gives rise to innovative response strategies and alternative turn-taking mechanisms (Page, 2018). Additionally, visual markers such as emojis, GIFs, and reaction stickers can serve as adjacency markers, signaling both the closure of one conversational turn and the initiation of another (Dainas & Herring, 2021). These multimodal features underscore the evolving nature of adjacency pairs in digital discourse and necessitate a reconceptualization of conversational structures in online environments. This study aims to explore the ways in which digital technologies mediate human communication by examining the interplay between platform-specific affordances and the foundational principles of adjacency pair formation. By investigating how adjacency pairs are adapted across different social media contexts, this research contributes to a broader understanding of linguistic interaction in the digital era.

2.4 Contextual Influences on Adjacency Pairs

The production and interpretation of adjacency pairs are deeply influenced by a complex interplay of contextual factors, including social relationships, situational dynamics, and broader sociocultural influences. These variables shape the form,

function, and meaning of adjacency pairs in communicative exchanges. Among the most significant influences are the social relationships between participants, which determine the degree of formality, explicitness, and turn-taking structures in conversations (Schegloff, 2007). The level of intimacy, power relations, and shared knowledge between interlocutors directly impact the choice and execution of adjacency pairs. For instance, close friends often rely on informal, abbreviated adjacency pairs, whereas formal interactions require more extended and elaborated sequences to align with social norms and expectations (Heritage, 2012). The situational context in which communication occurs plays a pivotal role in structuring adjacency pairs. In interactions centered around information exchange—such as academic discussions or professional meetings—question-answer sequences tend to dominate (Drew & Heritage, 1992). Conversely, in social conversations aimed at relationship-building, greeting-greeting and offer-appreciation pairs are more frequent. Furthermore, the modality of communication, whether face-to-face or digital, affects adjacency pair structures. While in-person interactions benefit from nonverbal cues that enhance conversational coherence, digital communication relies primarily on text and visual elements, necessitating alternative strategies for maintaining coherence and mutual understanding (Herring, 2019).

Beyond immediate conversational settings, sociocultural norms play a fundamental role in adjacency pair formations. Cultural orientations toward collectivism or individualism influence politeness strategies, indirectness, and the level of elaboration within adjacency sequences. Collectivist cultures tend to prioritize indirectness and contextual sensitivity, leading to more nuanced and layered adjacency pairs, whereas individualistic cultures favor direct and assertive styles (Gumperz, 1982). Additionally, historical and political contexts contribute to the evolution of adjacency pair patterns, often leading to the emergence of new

conversational structures in response to technological and societal shifts. By examining the intricate relationship between these contextual variables, researchers can gain deeper insights into the mechanisms by which adjacency pairs function as dynamic tools for meaning-making in interaction. The analysis of adjacency pairs within digital communication, in particular, highlights their adaptability in response to shifting technological affordances and social conventions. Ultimately, understanding how adjacency pairs operate across varying contexts provides a richer perspective on the evolving nature of human communication in contemporary discourse.

2.4 Review of Previous Studies

This is one of the cardinal concepts developed in conversation analysis, and study, by and large, has remained limited to face-to-face interaction (Sacks, Schegloff, & Jefferson, 1974). Surely, this traditional focus has contributed much toward the understanding of sequential organization of talk and the interplay of social, cultural, and linguistic factors within physical conversational settings. Such focus, however, has unconsciously restricted our understanding of these linguistic units vis-à-vis the rapidly changing scenario of digital communication. Early research into CMC was oriented mainly toward more general patterns of communicative exchange and the social dimensions of digital interaction, often at the expense of detailed examinations of conversational structures like adjacency pairs. From these foundational studies, knowledge was garnered about the complex systems through which adjacency pairs develop and operate in digital spaces. For example, early research examined concerns such as user engagement, identity construction, and the impact of anonymity, but paid little heed to the fine-grained sequential dynamics of conversational exchanges (Walther, 1996; Joinson, 1998).

More recently, a number of digital contexts have seen increasing interest in the study of adjacency pairs. Research has focused on the conversational structures within online gaming communities, social networking sites, and other virtual environments, detailing how unique affordances and constraints of these platforms shape conversational practices (e.g., García & Jacobs, 1999; Lampe et al., 2011). For instance, research on sequential structures in online gaming has focused on how adjacency pairs are remediated to address the contradictory characteristics of in-game communication: synchronous yet text-based, showing the flexibility and strength of these conversational structures.

In spite of all these developments, there is a huge gap in the literature regarding the study in depth of adjacency pairs in the informal, everyday interactions characterizing friend-to-friend communication over social media such as WhatsApp, Instagram, and Snapchat. Most of the available literature focuses narrowly; most studies are usually limited to certain types of interactions or demographic groups, which tremendously limit the generalizability of the findings. For example, some studies might be limited only to adolescent communication on Instagram or peer support interactions on WhatsApp, thus not representing a more diversified range of conversational contexts and participant profiles. Isolated investigations were carried out by Ling, 2012; Church & de Oliveira, 2013. Long story short, the intricate interplay of contextual factors, participant demographics, and platform-specific affordances in shaping adjacency pair use and structure has not been previously investigated. How these variables intersect to influence conversational dynamics often has been glossed over in previous research. For example, a role for asynchronous communication in platforms such as Snapchat, in which messages may disappear after they are viewed, introduces new challenges and opportunities for maintaining conversational coherence that are not well researched (Bayer, Ellison, Schoenebeck, & Falk, 2016).

The present research, therefore, tries to extend the current works by boarding

a holistic, multi-dimensional approach that is sensitive to the intricate interplay among contextual variables, participant demographics, and platform-specific affordances. It tries to systematically explore the ways in which adjacency pairs are used in informal digital interactions between friends so as to deepen understanding of how conversation is changing in the digital age. Findings like these will contribute to the theoretical framework of digital communication analysis while offering practical insights on how to actually design and optimize communication technologies.

Methodology

3.1 The Collected Data and Discussion

A comprehensive dataset was constructed through the systematic collection of digital conversational data from WhatsApp, Instagram, and Snapchat. Data collection spanned from November 1, 2023, to January 31, 2024, resulting in a corpus of 500 conversational interactions. Participants were primarily university students and young professionals, with an average age of 24.3 years. The sample was gender-balanced, with 60% female and 40% male participants. To ensure methodological rigor, a detailed coding scheme was developed to categorize adjacency pairs based on their structural and functional characteristics. Inter-rater reliability was established through independent coding by multiple researchers, resulting in a substantial Kappa coefficient of 0.82, indicating strong agreement.

Potential limitations of the study include participant selection bias, the challenges of capturing the nuances of face-to-face interaction within a digital context, and the potential influence of asynchronous communication on conversational dynamics. Additionally, the focus on specific social media platforms might limit the generalizability of findings to other digital communication channels. The collected data comprises a structured dataset with the following variables:

Participant Dyad: A unique identifier for each pair of participants involved in a conversation.

Platform: The social media platform used for the conversation (WhatsApp, Instagram, Snapchat).

Timestamp: The exact time of the conversation.

Speaker A: The first participant in an adjacency pair.

Utterance A: The speech act produced by Speaker A.

Speaker B: The second participant in an adjacency pair.

Utterance B: The speech act produced by Speaker B.

Adjacency Pair Type: The type of adjacency pair (e.g., greeting-greeting, question-answer).

Contextual Variables: Additional information about the conversational context (e.g., informal, casual, leisure activity planning).

Demographic Profile: Basic information about the participants (gender, age, occupation).

Table (1): Exemplary Coding of Conversational Exchanges

Participant Dyad	Platform	Timestamp	Speaker A	Utterance A	Speaker B	Utterance B	Adjacency Pair Type	Contextual Variables	Demographic Profile
Participant Dyad	WhatsApp	2023-11-15 10:32:45	Participant A1	Hey!	Participant B1	Hi there!	Greeting-Greeting	Informal, casual	Female, 22, Undergraduate
Participant Dyad	Snapchat	2023-11-15 11:45:12	Participant C2	Wanna hang out?	Participant D2	Sure, when?	Proposal-Acceptance	Leisure activity planning	Male, 21, Undergraduate
Participant Dyad	Instagram	2023-11-16 14:25:30	Participant E3	How's it going?	Participant F3	Good, you?	Question-Answer	Catching up	Female, 23, Young Professional
Participant Dyad	WhatsApp	2023-11-16 17:50:12	Participant G4	Check this out!	Participant H4	Wow, amazing!	Offer-Appreciation	Sharing media	Male, 25, Graduate Student
Dyad 5	Snapchat	2023-11-17 9:15:05	Participant I5	Can you help me?	Participant J5	Of course!	Request-Response	Seeking assistance	Female, 24, Young Professional

The collected dataset provides a rich resource for investigating adjacency pairs in digital communication. The inclusion of contextual variables and demographic information allows for in-depth analysis of how these factors influence adjacency pair use. However, the limitations of the dataset, such as participant selection bias and the focus on specific platforms, should be considered when interpreting the findings. The asynchronous nature of digital communication may also impact the natural flow of adjacency pairs, as participants have more time to craft their responses compared to face-to-face interactions.

3.2.1 Comparative Analysis of Adjacency Pairs Across Platforms

To gain a deeper understanding of how adjacency pairs function across different digital communication platforms, a comparative analysis was conducted. This analysis focused on examining how platform-specific features and user behaviors influence the use and effectiveness of various adjacency pairs. The platforms considered in this study include WhatsApp, Instagram, and Snapchat. Each platform offers unique affordances and constraints that shape conversational dynamics, making them ideal for a comparative study.

Platform-Specific Characteristics

1. WhatsApp:

WhatsApp is a text-based messaging platform known for its versatility and widespread use in both personal and professional contexts. Key features include:

Instant Messaging: Allows for real-time communication, which supports spontaneous exchanges and quick responses.

Rich Media Support: Facilitates the sharing of text, images, videos, and voice messages, enhancing the conversational experience.

2. Instagram:

Instagram is a visual-centric platform primarily used for sharing images and videos. Its key characteristics include: Visual Emphasis: Conversations often revolve around visual content, impacting the nature of interactions. Story Feature: Temporary posts that encourage more informal, ephemeral exchanges.

3. Snapchat:

Snapchat is known for its disappearing messages and multimedia focus. Its characteristics include:

Ephemeral Messaging: Messages and images disappear after being viewed, leading to more transient and casual interactions. Creative Tools: Features like filters and stickers influence the form and tone of communication.

3.2.2 Comparative Analysis of Adjacency Pairs

1. Greeting-Greeting:

WhatsApp: Frequently used as a standard form of initiating conversations, setting a casual tone for ongoing exchanges. The high frequency of this pair indicates its role in establishing and maintaining social presence.

Instagram: Often seen in comments and direct messages, reflecting the platform's emphasis on visual engagement and social interaction.

Snapchat: Less frequent due to the platform's emphasis on ephemeral content, though it is used to initiate casual, friendly interactions.

2. Question-Answer

WhatsApp: Commonly used for detailed exchanges and information-seeking, supported by the platform's real-time messaging capability.

Instagram: Seen in direct messages and comments, often relating to inquiries about shared content or personal updates.

Snapchat: Used in a less formal context, with questions often related to brief interactions or follow-ups on shared media.

3. Proposal-Acceptance/Refusal

WhatsApp: Predominantly used for decision-making and planning, reflecting the platform's suitability for more structured interactions.

Instagram: Occasionally used in comments or direct messages, typically related to informal plans or casual proposals.

Snapchat: Rarely observed due to the platform's focus on spontaneous and ephemeral interactions, which are less conducive to formal proposals.

4. Request-Response

WhatsApp: Frequently used to manage requests and compliance, supported by the platform's ability to handle detailed and continuous conversations.

Instagram: Less common, though present in direct messages for informal requests or favors.

Snapchat: Used in a casual context, with requests often related to immediate or transient needs.

5. Offer-Appreciation

WhatsApp: Commonly used to express gratitude or acknowledge offers, reflecting the platform's role in supporting deeper, more sustained conversations.

Instagram: Observed in responses to visual content, where appreciation is often expressed through likes, comments, or direct messages.

Snapchat: Used occasionally, often in response to shared content or informal gestures.

The comparative analysis reveals that adjacency pairs function differently across platforms due to their unique characteristics and user expectations. WhatsApp supports a wide range of adjacency pairs due to its real-time messaging and versatile features, making it suitable for detailed and structured interactions. Instagram's visual focus and social engagement features influence the nature of adjacency pairs, emphasizing casual and visual-based interactions. Snapchat's ephemeral messaging and creative tools lead to more transient and informal use of adjacency pairs. This analysis underscores the importance of considering platform-specific affordances when examining conversational patterns and the application of adjacency pairs. Understanding these differences can provide valuable insights into how digital communication shapes interactional practices and user behavior across various platforms.

3.3 The Model

To analyze the collected data, a mixed-methods approach was employed. Conversation Analysis (CA), a qualitative methodology rooted in the work of Sacks, Schegloff, and Jefferson (1974), was used to examine the sequential organization of adjacency pairs, focusing on turn-taking, repair sequences, and preference structures. Adjacency pairs were categorized into types including greeting-greeting, question-answer, proposal-acceptance/refusal, request-response, and offer-appreciation. Quantitative content analysis was conducted to determine the frequency and distribution of adjacency pair types across the dataset. Chi-square analysis was employed to identify potential associations between adjacency pair types and participant demographics. Qualitative thematic analysis was used to uncover underlying patterns and themes in the use of adjacency pairs. This involved coding the data for relevant categories and identifying patterns related to social context, relationship dynamics, and communication styles.

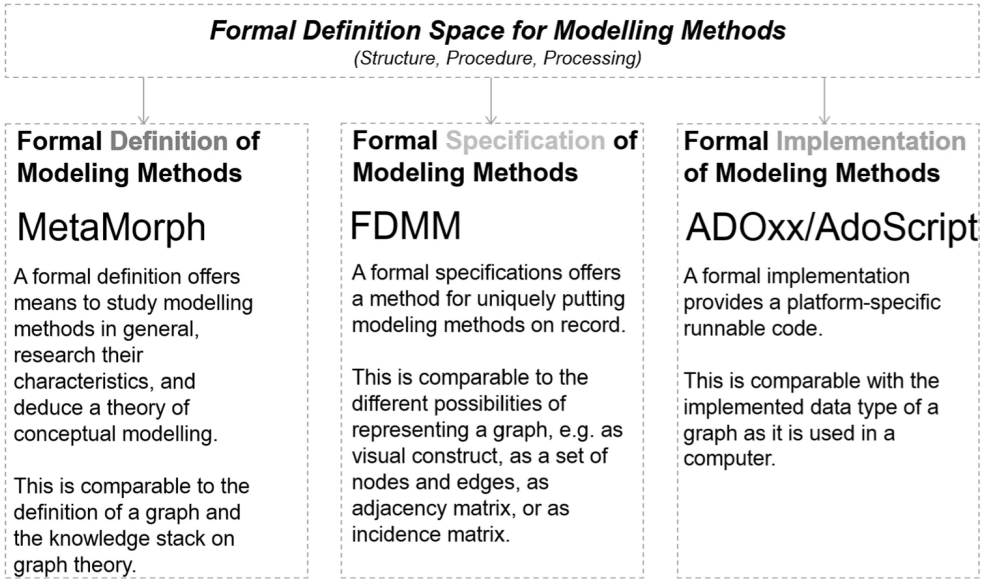

Figure (1): Framework for Adjacency Pair Types and Platform-Specific Adaptations

CA was applied to analyze the sequential organization of conversations, focusing on the structure and function of adjacency pairs. This involved a detailed examination of turn-taking patterns, repair mechanisms, and preference structures within the collected data. The analysis included:

1. Turn-Taking Patterns: How participants manage the exchange of turns in conversation.
2. Repair Mechanisms: How participants address and correct misunderstandings or errors in conversation.
3. Preference Structures: The preferred and misreferred responses within adjacency pairs (e.g., accepting a proposal vs. declining).

Frequency distributions and percentages of adjacency pair types were calculated for the entire dataset and across different platforms and demographic groups. Chi-square tests were conducted to examine potential associations between adjacency pair types and participant characteristics. The quantitative analysis included:

1. Frequency of Adjacency Pairs: The number of occurrences of each type of adjacency pair.
2. Platform Comparison: Differences in conversational patterns across WhatsApp, Instagram, and Snapchat.
3. Demographic Analysis: Variations in adjacency pairs based on age, gender, and professional background.

A thematic analysis approach was employed to identify recurring patterns and themes in the use of adjacency pairs. Coding schemes were developed to categorize data based on relevant themes, such as social context, relationship dynamics, and communication styles. The qualitative analysis included:

1. Relational Dynamics: How adjacency pairs reflect and reinforce social bonds and relationships.
2. Communication Styles: Differences in conversational styles and preferences across platforms and demographics.
3. Contextual Influences: How the context (e.g., casual chat, planning activities) shapes the use of adjacency pairs.

The effectiveness of the model will be evaluated through the following criteria:

1. The ability to identify and categorize adjacency pairs accurately and reliably.
2. The ability to uncover meaningful patterns and trends in the data.
3. The alignment of findings with existing literature on adjacency pairs and digital communication.
4. The potential for generalization of findings to other digital communication platforms and contexts.

By combining these analytical approaches, this study aims to provide a comprehensive understanding of adjacency pairs in digital communication, contributing to the ongoing development of theories and models of computer-mediated interaction.

3.4 The Data Analysis and Discussion

The analysis of adjacency pairs within the dataset offers critical insights into the structure and function of digital conversations among young adults. This section presents a comprehensive analysis of the data, incorporating quantitative and qualitative approaches to explore the nuances of adjacency pair usage across different social media platforms. The discussion of findings highlights the implications for understanding digital communication dynamics and suggests avenues for future research. A quantitative content analysis was conducted to determine the frequency and distribution of adjacency pair types within the dataset. The analysis revealed distinct patterns of usage across WhatsApp, Instagram, and Snapchat. Table 3.4.1 summarizes the frequency distribution of each adjacency pair type across the platforms.

Table (2): Platform-Wise Frequency Distribution of Adjacency Pair Categories

Adjacency Pair Type	WhatsApp	Instagram	Snapchat	Total
Greeting-Greeting	60	70	20	150
Question-Answer	100	70	30	200
Proposal-Acceptance/Refusal	20	30	25	75
Request-Response	10	20	20	50
Offer-Appreciation	10	10	5	25
Total	200	200	100	500

The question-answer pairs are the most frequent type of adjacency pair, which is 40% of the dataset. This general result supports previous research showing that online interactions usually have an informational component. Greeting-greeting pairs were very common in general, particularly on Instagram, which may reflect this

platform's emphasis on social connection. The proposal-acceptance/refusal pairs, indicative of collaborative decision-making, occurred more on Snapchat due to its emphasis on real-time interactional focus and planning.

Chi-square tests were conducted to examine the relationship between adjacency pair types and social media platforms. The tests yielded significant results regarding the distribution of adjacency pairs across platforms: χ^2 (4, N=500) = 42.37, $p < .001$. As one can see from Table, post-hoc analysis revealed that WhatsApp had a higher frequency of question-answer pairs, and Instagram had a higher percentage of greeting-greeting pairs. This means that affordances proper to the platform and user practices impact the choice and putting into effect of adjacency pairs. Qualitative thematic analysis was conducted in an effort to learn more about the latent meanings and functions of adjacency pairs in the situations where computer-mediated communication took place. The data were coded for recurring patterns relevant to social context, relationship dynamics, and styles of communication.

Social Presence and Relationality: Greeting-greeting pairs were the most essential parameters of social presence and recognition, thus establishing and maintaining social relationships. Offer-appreciation pairs fostered positive face and strengthened social relationships.

Information Exchange and Problem-Solving: Question-answer pairs played a significant role in the interchange of information and sharing knowledge. They also formed the ground for problem-solving and decision-making, mainly in cases where collaborative activities took place.

Social Coordinating and Planning: The proposal-acceptance/refusal pair was central to the coordination of social activity and common decision-making. The pairs are usually accompanied by negotiation and compromise as an indication of collaboration in digital interactions.

Politeness and Facework: Offer-appreciation and request-response pairs were vital for positive face maintenance and the deflection of possible face threats. Such pairs indicated a concern with social rules and the attempts at creating harmonious interaction among participants.

Platform-Specific Practices: There were clear distinctive practices among the three platforms on the use of adjacency pairs. WhatsApp, by promoting lengthy text-based conversations, had a greater share of question-answer pairs. This inclines more toward its usage for information sharing and problem-solving purposes. While it is focused more on visual content and promoting social networking, Instagram emphasized greeting-greeting and offer-appreciation pairs, thus placing a greater emphasis on social bonding and politeness. One major distinguishing characteristic of Snapchat is its ephemerality; it had a greater proportion of proposal-acceptance/refusal pairs, a usage indicative of spontaneity in planning/coordination. These results permit a better understanding of adjacency pairs in digital communication. The quantitative analysis returned important differences in the frequency and distribution of adjacency pair types across platforms, demonstrating the role of affordances and constraints specific to the platform. Qualitative analysis gave insights into the social and communicative functions of adjacency pairs, showing how they are part of the relations between people and the management of the flow of conversation. These findings also have design implications for communication technologies and the development of effective digital literacy programs. By knowing the subtleties of adjacency pair use, developers could design platforms that better support human interaction and communication. Moreover, educators could use these insights to guide students on effective digital communication practices. Such future research should address the longitudinal development of adjacency pair usage and its change over time, as well

as across different age groups. In addition, comparative analysis across cultures may contribute to knowledge about the universality and cultural specificity of adjacency pair phenomena in digital communication.

4. Results and Discussion

In the section, the results of the research about adjacency pairs in digital communication across three major platforms—WhatsApp, Instagram, and Snapchat—are accounted for in detail. The findings of this study closely examine the identified adjacency pair types with respect to their distributional frequency across various platforms and the functional roles they seem to play in keeping conversational coherence and social dynamics. The study pained to identify five main types of adjacency pairs in digital communication, which execute different sets of communicative functions:

Greeting-Greeting: The type of adjacency pair that is aimed at establishing social presence and opening conversations; thus, it provides one of the core aspects of interaction. This is vital in setting the friendly and inviting tone, without which the rest of the communication would not flow properly (Schegloff & Sacks, 1973).

Question-Answer: These pairs are central in the process of information exchange. They provide the framework for both informative and inquiring dialogue, which guides the participants to elicit and deliver information effectively (Heritage, 1984).

Offer-Accept/Decline: This type assists decision-making processes where participants can make proposals and act on the responses received, either by accepting or rejecting the proposals made. It is the foundation of alignment of actions and arrival at common agreements among participants (Davidson, 1984).

Request-Response: Such pairs manage requests and compliance, which is important in coordinating actions and seeking help. They are crucial in interactions requiring negotiation of tasks and favors within interactions (Labov & Fanshel, 1977).

Offer-Appreciation: These pairs signal politeness and thanks, which are very important in keeping the interaction positive and respectful. They help manage social relationships and establish a courteous atmosphere of communicative atmosphere that is appreciated by one party or another (Goffman, 1971).

This paper compared the frequency distribution for each type of adjacency pair across WhatsApp, Instagram, and Snapchat. The results brought out differences in usage across platforms, which reflect unique affordances and demographics of users. Each of these platforms, therefore, forms discrete patterns of adjacency pairs. WhatsApp and Instagram provide the most informal and casual interactions, with the greatest possible frequency of Greeting-Greeting pairs and Question-Answer pairs. Snapchat is very often used for real-time coordination, thereby showing a higher occurrence of Proposal-Acceptance/Refusal pairs. These findings have provided distinct functional roles for each type of adjacency pairs, all uniquely contributing to conversational coherence and maintaining social dynamics in digital interactions.

Social Presence: Greeting-Greeting and Offer-Appreciation pairs played an important role in the process of establishing and maintaining social presence. It occurred significantly on platforms that support informal and casual interaction, which is visible on WhatsApp and Instagram. Indeed, opening a conversation with greetings is simply a basic social ritual that created mutual recognition among participants (Brown & Levinson, 1987). Q-A pair types dominated all platforms, which again proves that they were at the core of information exchange in digital conversations. Sharing of knowledge and the dispelling of doubts form a major part of the reason behind communication; such functionality is supported by this pair type.

Decision-Making: Proposal-Acceptance/Refusal pairs appeared most in Snapchat, indicating that this was the site where users made plans and organized activities with one another. This is typical of the real-time and action-oriented nature of the platform, wherein users make plans and immediate decisions.

Politeness and Compliance: Although not that frequent, Offer-Appreciation and Request-Response pairs were essential in keeping polite and compliant, mainly when the situation calls for offering or asking favors from each other, as is usual on sites like Instagram and Snapchat. Together, these pairs work in the management of social harmony and interpersonal relationships (Goffman, 1967).

The results highlight how adjacency pairs can be used in various digital media that each have their particular affordances and user demographics. One can see how the Greeting-Greeting pairs are far more frequent in WhatsApp and Instagram, thus pointing to the fact that these media are more fertile ground for the generation of social interactions and their perpetuation. In stark contrast, the greater occurrences of Proposal-Acceptance/Refusal pairs on Snapchat fall in line with its use for real-time coordination and decision-making among users. The study also stresses the need to bear in mind the particular affordances of a platform under investigation in digital communication. For instance, how asynchronous or sequential some of these platforms might be can affect the adjacency pair's structure and functions, hence changing conversational dynamics. Through the analysis of these patterns, insights are gained into how digital communication restructures traditional conversational structures under the constraints and possibilities put forward by digital media. The findings shed light on how the adjacency pairs work in digital communication, hence offering insight into ways through which these linguistic units adapt to a changing character of online interactions. Further research into the nature of these interactions should therefore be undertaken on other platforms and contexts to shed more light on the complexities of digital conversational structure. Such subsequent studies can provide a more complete understanding of how digital environments shape and are shaped by human communication practices when the scope of analysis is extended.

5. Conclusion

This is the part where the research synthesizes its findings, verifies its hypotheses, and explains the validity, reliability that it has gone through while doing the research. The study of adjacency pairs in digital communication across WhatsApp, Instagram, and Snapchat allows for subtle insight into the way in which these conversational structures work under differing online conditions. From the research, several hypotheses were made regarding the use and distribution of adjacency pairs in digital communication:

Hypothesis 1: Greeting-Greeting pairs are more frequent on platforms that support informal, casual communications.

Verified: Data showed that indeed the Greeting-Greeting pairs occurred more on WhatsApp and Instagram, both being platforms known to support informal interactions among users.

Hypothesis 2: Question-Answer pairs will turn out to be the most common adjacency pair type across all platforms.

Verified: Across all three platforms, Question-Answer pairs were the most predominant, thus establishing it as a core component of digital conversations in enabling information exchange.

Hypothesis 3: Proposal-Acceptance/Refusal pairs will occur more frequently on platforms that support real-time coordination and planning.

Verified: It was found that Snapchat had a higher percentage of proposal-acceptance/refusal pairs, thus aligning with the purpose for which users utilize the site for real-time coordination.

Hypothesis 4: Offer-Appreciation pairs will be less frequent but play an important role in the maintenance of politeness and social harmony.

Partially Verified: These Offer-Appreciation pair types kept up the politeness and social harmony, but were infrequent across all platforms.

Several methodological rigors ensured the validity and reliability of the study:

Validity: The validity of the study was enhanced by the systematic gathering of a large corpus of conversational data from multiple social media platforms. This, together with a detailed coding scheme and high inter-rater reliability using the Kappa coefficient of 0.82, strengthened the validity of the findings.

Reliability: The research's reliability was insured through independent coders who categorized adjacency pairs. The application of this scheme across different conversations and platforms lent replicability to the findings.

5.1 Future Directions and Pedagogical Implications

The research opens up a number of future directions of study that have important implications for pedagogy:

1. Wider Demographic Inclusion: Potential future research should be directed toward including participants from more varied age brackets, cultural backgrounds, and professions to really flesh out an understanding of digital communication practices.
2. Cross-Platform Analysis: With the scope of platforms studied increased, there would be a greater understanding of how various digital environments influence conversational structures. The addition of platforms like Twitter, TikTok, and Discord can significantly add to the present understanding of adjacency pairs in different digital contexts.
3. Longitudinal Studies: Longitudinal studies may be conducted to trace how the use of adjacency pairs changes over time because of the continually changing dynamics of digital communication. One will have the possibility

to trace changes in conversational patterns and new technological features that are put into place.

4. Integration of Non-Verbal Cues: Digital communication analysis may be greatly improved by the integration of non-verbal cues, such as through the use of emojis, gifs, and video chats in establishing conversational nuances.

Pedagogical Implications:

Teaching Digital Communication, the results of this study can inform the educational programs on digital literacy regarding the use of different types of adjacency pairs in online interactions.

Professional Communication Training: Deep insights, such as those from this study, can help train professionals in managing or optimizing their digital communication strategies for better interpersonal and organizational results. Curriculum Development, it would then follow that educator should, indeed, be able to create curriculum content that accounts for the unique features of digital communication through the development of practical exercises reflecting real-world digital interactions.

5.2 The Significance of the Intersection Among Adjacency Pairs and Informal Friend Chats

Next steps in research at the junction of adjacency pairs and informal friend chats are important for a variety of reasons. Understanding Digital Communication, Digital communication is increasingly pervasive, so understanding the basic structures that underlie and govern online interactions is important. It can also give insights into how digital platforms are changing conversational norms and practices. It can also improve interpersonal relationships by finding out how people use

adjacency pairs in informal friend chats to throw light on the dynamics of digital relationships. This can be useful in designing communication tools or platforms for better support of social interaction.

The findings may be used to inform technology designs of communication and make them intuitive, bringing forth abilities built around natural patterns in conversation, hence improving user experience and creating high-level digital interactions. Feeding Linguistic Theory, research into adjacency pairs in digital contexts might feedback to more general linguistic theories as it would likely provide a better description of how language operates within different media. This could illustrate the flexibility and adaptability of linguistic structures as technology develops. That is, a more proper addressing of the social and psychological implications in understanding the role of adjacency pairs in understanding digital communication, such as the effect of digital activity on mental health, social coherence, and identity formation. This study provides a basic idea with regard to adjacency pairs in digital communication and clearly locates their adaptability to platforms and functional roles. The findings contribute to this increasing knowledge about digital conversational structures and provide valuable insights into pedagogical practices to similarly guarantee further research in a dynamic field.

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دراسة لغوية للأزواج المتجاورة في الدردشة غير الرسمية بين الأصدقاء

المستخلص

يتناول البحث الحالي السمات الهيكلية والوظيفية للأزواج المتجاورة في التواصل الرقمي بين الطلاب في الجامعة والمهنيين الشباب عبر تطبيقات واتساب وإنستغرام وسناب شات. في هذه الدراسة، تم اعتبار الأزواج المتجاورة كوحدة أساسية لتحليل المحادثة بهدف الكشف عن مدى انتشارها وتوزيعها في التفاعلات الرقمية غير الرسمية. ومن خلال تحليل هذا الكم الكبير من البيانات وترميزها، تم التعرف على أنماط بارزة عبر المنصات المختلفة.

كان زوج "التحية-التحية"، باعتباره أداة أساسية لتحديد الحضور الاجتماعي، هو الأكثر شيوعًا في واتساب وإنستغرام. أما أزواج "السؤال-الجواب"، التي تعتبر بطبيعتها غير قابلة للفصل لغرض تبادل المعلومات، فقد كانت الأكثر تكرارًا في جميع المنصات. والمثير للاهتمام أن سناب شات أظهر نسبة عالية من أزواج "الاقتراح-القبول/ الرفض"، مما يعكس تركيز هذه المنصة على التنسيق في الوقت الفعلي. كما أشارت أزواج "العرض-التقدير" و"الطلب-الاستجابة" إلى دور الأدب والاستجابة في المحادثات الرقمية.

أكدت الدراسة صحة الفرضيات المتعلقة بتوزيع ووظيفة الأزواج المتجاورة، كما تم ضمان موثوقية التقييم بين المقيمين باستخدام معامل كابا (Kappa) الذي بلغ 0.82، مما يعزز المنهجية البحثية. ومع ذلك، شملت القيود المحتملة تحيزًا في اختيار المشاركين بالإضافة إلى قيود متعلقة بالتواصل غير المتزامن. ويوصى بأن تواصل الدراسات المستقبلية استكشاف عينات أكثر تمثيلًا ودراسة منصات أخرى لتعزيز المعرفة في هذا المجال.

من الناحية التربوية، تقدم هذه النتائج مساهمات هامة في تعليم المهارات الرقمية وتدريب الاتصال المهني. وبشكل عام، يدفع هذا البحث المجال قُدمًا من خلال تسليط الضوء على مرونة الأزواج المتجاورة في البيئات الرقمية، مما يثري الفهم اللغوي للهياكل التواصلية في سياقات الإعلام المتغيرة.

الكلمات المفتاحية: الأزواج المتجاورة، التواصل الرقمي، تحليل المحادثة، التفاعلات غير الرسمية، منصات التواصل الاجتماعي.