

**THE EFFECTS OF PHONETICS AND CELEBRITY INFLUENCE ON THE
PREFERENCE AND MEMORABILITY OF NEOLOGISMS**

by

MATTHEW COHEN

**Submitted to the Psychology Department
School of Natural and Social Sciences
in partial fulfillment of the requirements
for the degree of Bachelor of Arts**

**Purchase College
State University of New York**

May 2022

**Sponsor: Stephen Flusberg, Ph.D.
Second Reader: Meagan Curtis, Ph.D.**

Abstract

New words and phrases are invented all the time, but only some of them catch on. Why? Past research has identified several factors that may contribute to the popularity of new words, or neologisms, such as phonetics, emotionality, and the social identity of their users. However, these factors have typically only been researched in isolation. The present study was designed with the goal of assessing several factors in tandem. We presented 100 participants with a series of neologisms either within the tweet of a celebrity or within the tweet of a low follower count stranger. The words themselves were divided between words with “good” and “bad” phonetics as described in previous research (Pogacar et al., 2015). Participants rated how much they liked each word and their emotional attitude towards each word. After a brief distractor task, they were asked to freely recall as many words as possible and then completed a cued recall task where they were shown all of the words and asked to write down their definitions. We hypothesized that words that were presented by a celebrity and had phonetic patterns that have been shown to be preferable would have superior likability, emotionality, and memorability. We found partial support for these hypotheses: words with good phonetics were rated more likable and evoked a more positive emotional response, but words that were presented by celebrities had decreased likeability when compared to words presented by strangers. Memory scores were low across the board and were not significantly associated with our independent variables. These findings have implications for marketers and others who frequently coin neologisms.

Keywords: Neologisms, Phonetics, Celebrity Influence, Likeability, Emotionality, Memorability, Memory, Free Recall, Cued Recall

The effects of phonetics and celebrity influence on the preference and memorability of neologisms

Language is constantly evolving and during times of change new words, or neologisms, frequently spring into existence (Behera, 2013). In the late 16th and early 17th century, William Shakespeare invented over 1700 words for the English language, many of which are still used commonly today. Similarly, over the past roughly two and a half decades since the introduction of the internet, so called “netspeak” has created a plethora of words, many of which are commonplace today: tweet, hashtag, g2g, lol (Liu, 2014; Tong, 2019). And even more recently with the Covid pandemic we’ve seen certain words come into the common vernacular with terms like incubation period, coronavirus, and social distancing being used more and more frequently (Asif et al., 2021). What you don't hear about are the failed words; where coronavirus succeeded in becoming the de facto term for the virus, sars cov2 became a relatively obscure term for it. So why do some words succeed where others fail?

The emotions that are evoked and associated with a word may play into its memorability and usage. Elizabeth Kensinger and Suzanne Corkin ran a series of tests to determine whether emotional words were easier to remember than neutral ones (Kensinger & Corkin, 2003). Their measure of emotionality of a word was measured by its valence, which denotes the positive or negative affectivity of a word, and its arousal, which denotes the overall energy level of the emotion that is evoked. For their experiment, Kensinger and Corkin gathered several students as test subjects and 140 neutral words and 140 negative words were selected for their word pool. Over the course of a 45 minute session, participants were asked to study and rate a series of words as either abstract or concrete via a simple button press. Participants then performed a distractor task for 15 minutes before proceeding to the recognition section of the test. During this

section, the participants were shown a list of words, some of which were new words and some which they had seen before in the rating section. They were then asked to select whether they vividly remembered the word from the list, knew the word was familiar and believed it had been previously presented, or thought that the word was new (not previously presented). After participants completed this cycle they were asked to rate all words from both sections on a scale of 1-9 for valence (1= highly negative, 9 = highly positive) and on a scale of 1-9 for arousal (1= highly calming, 9 = highly arousing).

Participants recognized more negative words than neutral words. Recollection was higher for negative than for neutral stimuli, and familiarity was marginally higher for negative than for neutral words. The recollection enhancement was present in all 18 participants. These findings suggest that more arousing words with a negative valence are remembered better than purely neutral words. This supports the supposition that the emotionality, or valence and arousal, of a word will affect how strongly we remember it and may be considered a factor in the success of a word for our purposes.

How a word sounds and its sound symbolism, or how closely its sound is connected to its meaning, may affect how favorably it is viewed. A brand name study by Ruth Pogacar, Emily Plant, Laura Felton Rosulek, and Michal Kouril (Pogacar et al., 2015) studied the formation of and popularity of top brand names. Their study delves deep into the concepts of sound symbolism and reviews whether there are commonalities in the phonetic structure of top brands and therefore whether those phonetic structures influence consumer behavior. The researchers for this study claim that brand names that were informative and meaningful have been successful, while many brand failures have been attributed to misnaming. Top brands from the late 1970s frequently began with the letters a, b, c, k, m, p, and s even more so than words that were in the

dictionary. Sound symbolism proposes that certain phonetic structures are linked to certain concepts in our mind. For example, the flowing r of river and road corresponds to movement. Additionally, in a separate study (Köhler, 1929) when asked whether bouba or kiki (two made up words) were appropriate names for angular versus rounded shapes that they were shown, 95% participants across multiple languages (English, Swahili, and Bantu) and ages selected kiki for the angular shape and bouba for the rounded shape, showing that there is some form of association between our cognition of basic shapes and sounds that we hear and speak.

This research (Pogacar et al., 2015) showed that certain phonetics are viewed more favorably than others. They found that certain vowel sounds are nearly always viewed as more positive regardless of the context. For example, the “o” sound in posh (/ɑ/) is regarded more favorably than the “yoo” in puke (/ju/) or the “u” ugh (/ə/). Vowels produced from the front of the mouth are associated with things that are fast, feminine, small, light, and angular, while vowels produced from the back of the mouth are associated with things that are slow, dark, masculine, and round. These associations led consumers to prefer sounds that emphasized positive traits for the product; automobile consumers preferred front mouth vowels in sports car companies and back mouth vowels for SUV companies. Fricatives, sounds produced by restricting air through the mouth like in S or Z, seem to have more varied associations, negatively associated with the electability of political candidates, but with a higher rate of association with “positive” words. Plosives, sounds produced by stopping airflow through the mouth like in P or T, were noted to increase recognition and recall if used as the first sound of a word, but words with them were also noted to be more commonly considered a “bad” word. Nasals, sounds produced by passing air through the nasal cavity like in “ng”, frequently were included in words that were considered pleasant, specifically the letter m which is the fourth

most common initial sound in positive related nicknames and the second most common initial round in successful brands. Affricates, combination sounds between stops and fricatives such as “ch” and “dj” (like the g in gillette), were common among unpleasant related words. Finally, approximates, sounds between categories such as “w”, “l”, and “r”, did not show major association with positive or negative words on their own. However, some of them did seem to amplify the effects of fricatives if they directly followed them (e.g. thwack seems more powerful than just wack). It is, however, important to note that due to competing effects of vowels, fricatives, affricates, and approximates it may be difficult to use them as predictive factors for the success of a word.

For their study, Pogacar and colleagues (2015) used a sample of 88 top brands and 884 proper nouns from the Corpus of Contemporary American English (COCA). Brand names were transcribed into the International Phonetic Alphabet so that each sound was represented by 1 symbol and each symbol only represented 1 sound. Each name’s sound frequency was determined by multiplying the number of its occurrences in each word and then multiplying that by its frequency in the COCA database, thus providing a measure of relative frequency as opposed to a simple present/absent measure. The results of this study were mostly in line with predictions; For vowels the “posh” “o” sound was very strongly favored and overrepresented while the “u” sounds were underrepresented. Fricatives were found to be mostly overrepresented, especially the “s” sound. Nearly all tested splosives besides “b” and “k” were overrepresented. For nasals the “m” sound was overrepresented, the “n” sound was underrepresented, and the “ng” sound had no significant differences in representation. The “dj” sound was the only underrepresented and statistically significant affricate. Finally, the “r” and “w” approximates were underrepresented while the “l” approximate was overrepresented.

These findings provide some good evidence about the potential for phonetics to influence the usage and preference for certain words. A decent portion of brand names were made up words so the fact that such definitive patterns emerged lends credibility to the potential for phonetics to play a large role in the success of a neologism or buzzword. Words that apply some of the phonetic structures that have been shown to be successful as part of this experiment may have greater chances at success.

One of the most frequent strategies employed by advertisers is their usage of the celebrity spokesman; a famous man or woman who acts as a popular face for any given product or service. While the assumption that celebrities are taken as trusted influences on the public is just that, an assumption, the fact remains that most large brands go to great lengths to associate themselves with a celebrity. According to a study by Mohan Menon and Hudson Rogers (Menon & Rogers, 2001) about the effectiveness of celebrity advertising, the three main factors contributing to the success of a message with a celebrity spokesman are: the source credibility of the message, the knowledge and trustworthiness of the celebrity promoting the message, and the physical appearance of the celebrity. Source credibility refers to the believability or trustworthiness of the message; messages with higher credibility are usually viewed in a more positive light. The knowledge and trustworthiness of the celebrity refers to the audience's belief in the expertise of the celebrity on the message; celebrities that are associated with or have some degree of expertise with a product in a similar field generally have better received messages. The physical appearance of a celebrity promoter also affects the reception of their message; however, this is on a very much case by case basis with messages concerning attractiveness benefitting from an attractive celebrity promoter while other topics, such as taxes, were actually better served with a non attractive person as their promoter.

Menon and Rogers' study collected data based on the appearance, credibility, and knowledge of a celebrity and the believability of the advertisement in which they took part. Their study included students from Southeastern University of different ages, races, and majors. Participants were shown advertisements from six large brands, three of which had celebrity spokesmen and three of which had a stranger as its spokesman, and were asked to rate the spokesman's credibility, the spokesman's knowledge, their own liking for the spokesman, and the believability of the advertisement, and purchase intentions. The findings of this study revealed that there was indeed a strong correlation between the credibility of the spokesman and advertising believability and that advertising believability was positively correlated to purchase intentions. This data provides a strong case for the influence of celebrity spokesmen on the likelihood of purchasing any given product, but only under the condition that the celebrity be associated with or treated as an authority on said product.

Our current study seeks to build off of past research as it relates to these three factors, emotionality, phonetics, and celebrity appearance, in tandem. Although each of the aforementioned studies give good insight into the influence of these factors on a person and their attitudes towards related products or names, they were also somewhat narrow in their focus which, while making the studies easier to analyze and control, may have left an incomplete picture. This study was designed to take in data from all three of these factors at once and analyze them to see if there are any commonalities or distinctive trends between them as well as if some factors affect a word's memorability and likeability more than others. Our study researched the possible connections between how much a person liked a word, their emotional attitude towards it, its phonetics, whether it was presented by a celebrity, and its memorability; it

was hypothesized that good phonetics and a celebrity presentation would positively influence a word's likeability and memorability.

Methods

Participants

We recruited 100 US participants online via Amazon's Mechanical Turk (MTurk) crowdsourcing platform. Participants all had a good record on prior MTurk studies (>90%) and were at least 18 years of age. Our analysis was restricted to those participants that completed the entire study and those that reported English as their native language; seven participants were excluded based on these criteria, leaving 93 remaining participants. The remaining participants were 44% female and 56% male, a majority held bachelor's degrees (46%) or were students (22%), and had a mean age of 35 ($SD = 8.58$).

Design

For this experiment we used a within-subjects design consisting of two independent variables: whether or not the neologism had "good" or "bad" phonetics and whether or not the word is displayed in a tweet from a celebrity or stranger.

"Good" and "Bad" phonetics were determined by criteria laid out in prior research on which types of sounds are preferred by English speakers (Pogacar et al., 2015). For example, the "posh" "o" sound is positive, "u" sounds are negative, fricatives are generally positive, especially the "s" sound, splosives besides "b" and "k" are positive, nasal "m" sounds are positive, nasal "n" sounds are negative, affricate "dj" sounds are negative, approximate "r" and "w" are negative, and "l" sounds are positive. A total of 12 words (Appendix A) were used in this study, half using "good" phonetics and half using "bad" phonetics. Half of each type of word was paired with celebrity tweets and half were paired with stranger tweets. Pairings between specific

words and celebrities/strangers were counterbalanced across participants. The dependent variables were (a) a subject's preference for the word as judged on a 5-point scale and (b) whether or not they could recall its definition on a surprise free recall test.

Materials & Procedure

The experiment was created using Qualtrics questionnaire and data collection software. Participants were given a brief cover story that we were interested in how people react to new words that are used by people on social media. They were told they would view a series of tweets containing new words highlighted in bold and would be asked to evaluate the words based on their subjective attitudes.

On each trial, participants saw a (fake) tweet from either a celebrity or stranger (Appendix B) that used the hashtag #NewWordWednesday and contained one of the 12 neologisms followed by its definition. They were asked to rate their attitude towards the word on a 5-point Likert scale (1 = strongly dislike; 5 = strongly like) as well as the emotional connotations of the word (1 = strong negative feelings associated with this word; 5 = strong positive feelings associated with this word). The order in which the words were presented was randomized, and the pairing between specific words and tweeters was counterbalanced across participants.

Next, participants were asked to perform a brief distractor task which had them perform a few simple arithmetic problems. The purpose of this task was simply to mitigate any recency bias that could occur in the upcoming free recall section. Participants were then given a surprise memory test and asked to list all the words that they remembered from the original words shown. They were then shown each of the words they saw in randomized order and asked to define each one that they remembered.

Lastly, participants were asked to rate how familiar they were with and how much they liked each of the tested celebrities on a 1-5 Likert scale and given a short survey that collected basic demographic data.

Results

Our free recall section was coded to score each participant based on the number of words they could recall from each of the following categories: good phonetics and celebrity appearance, good phonetics and stranger appearance, bad phonetics and celebrity appearance, and bad phonetics and stranger appearance. Words that were spelled differently, but had new spellings that would be pronounced the same as the original word (such as Dabrack->Dabrak) were scored as correct; however, this only happened twice. The cued definition recall segment was scored into the same categories; however, half points were given to definitions which had meanings close to true definitions (missing certain tertiary descriptors, but still understood the meaning of the word) and full points were given to definitions which were phrased differently or used close synonyms, but still gave the correct definition. The average liking rating and average emotionality rating of each word was also separated into these same categories and calculated for each participant.

We ran a series of repeated measures ANOVA using JASP statistics software to analyze our data. Our results were somewhat in line with predictions, though there were a few unexpected results. A repeated measures ANOVA was performed to compare the effect of phonetics and celebrity appearance on word likeability. There was a significant main effect of phonetics, $F(1, 92) = 12.18, p < .001$. Participants rated "good" phonetics words ($M = 3.08, 95\% \text{ CI } [2.94, 3.23]$) as significantly more likeable than "bad" phonetics words ($M = 2.86, 95\% \text{ CI } [2.71, 3.01]$). There was also a significant main effect of identity, $F(1, 92) = 11.64, p < .001$.

Participants rated the celebrity presented words ($M = 2.88$, 95% CI [2.74, 3.02]) as significantly less likeable than non celebrity presented words ($M = 3.06$, 95% CI [2.92, 3.21]). There was no significant interaction between phonetics and identity $F(1, 92) = 0.09$, $p = 0.76$. See Figure 1.

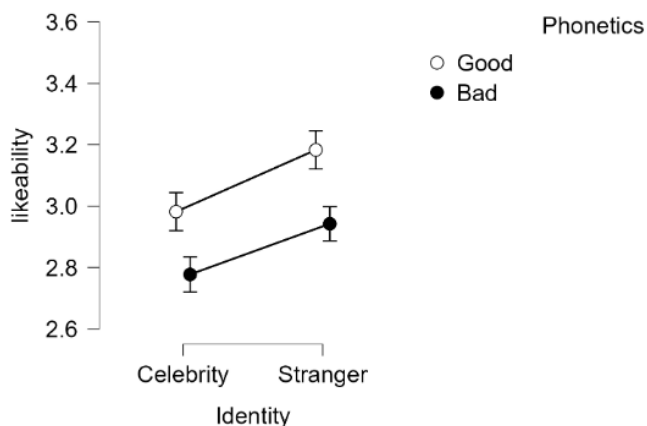


Figure 1. Mean likeability ratings for all words, separated by tweeter identity and phonetics.

Error bars represent standard errors of the mean

We also found a relationship between the phonetics and the emotionality of tested words. A repeated measures ANOVA was performed to compare the effect of phonetics and celebrity appearance on word emotionality. There was a significant main effect of phonetics, $F(1, 92) = 42.76$, $p < .001$. Participants rated "good" phonetics words ($M = 3.22$, 95% CI [3.12, 3.33]) as more positive emotionally than "bad" phonetics words ($M = 2.88$, 95% CI [2.78, 2.98]). However, there was not a significant effect of identity, $F(1, 92) = 1.52$, $p = .22$, and no significant interaction between phonetics and identity, $F(1, 92) = 0.02$, $p = .88$. There was an insignificant trend to suggest that identity negatively affected a word's emotional rating. See Figure 2.

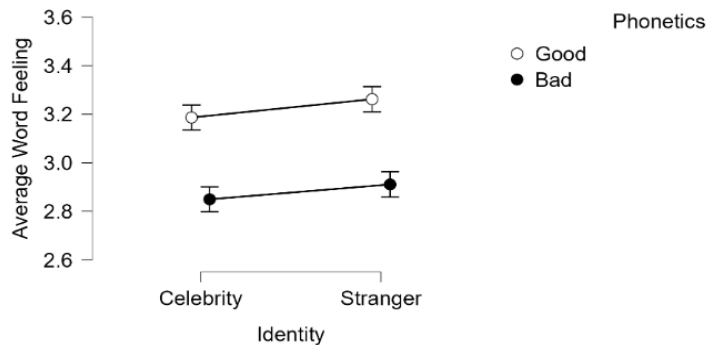


Figure 2. Mean emotionality ratings for all words, separated by tweeter identity and phonetics.

Error bars represent standard errors of the mean

The relationship between both phonetics and celebrity appearance on both the free recall of words and free recall of definitions was not significant. A repeated measures ANOVA was performed to compare the effect of phonetics and celebrity appearance on word memorability. There was no significant main effect of phonetics, $F(1, 92) = 1.80, p = .18$, no significant main effect of identity, $F(1, 92) = 0.48, p = .49$, and no significant interaction between phonetics and identity, $F(1, 92) = 0.28, p = .60$. For word recall there was a slight trend to indicate that words with good phonetics from strangers were recalled better than their counterparts. See Figure 3.

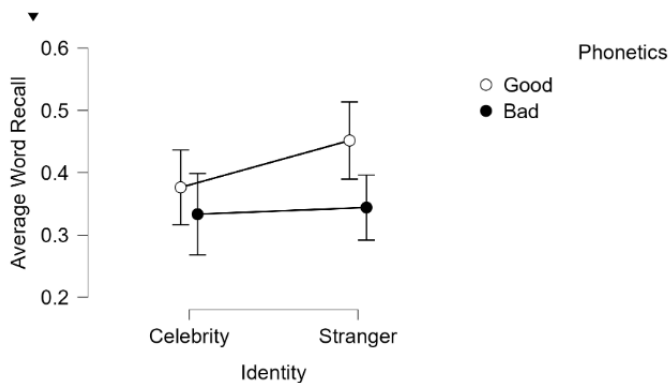


Figure 3. Mean memorability for all words, separated by tweeter identity and phonetics. Error bars represent standard errors of the mean

A repeated measures ANOVA was performed to compare the effect of phonetics and celebrity appearance on word definition recall. There was no significant main effect of phonetics, $F(1, 92) = 0.67, p = .42$, no significant main effect of identity, $F(1, 92) = 0.81, p = .37$, and no significant interaction between phonetics and identity, $F(1, 92) = 0.08, p = .78$. For definition recall there was no significant trend to indicate that words with good phonetics had their definitions recalled better and that words from celebrities also had their definitions recalled better, somewhat contrary to the previous word recollection analysis. See Figure 4.

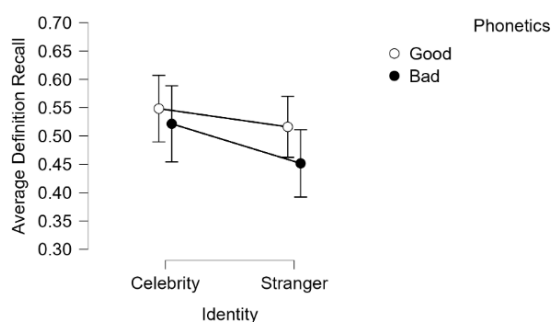


Figure 4. Mean memorability for all word definitions, separated by tweeter identity and phonetics. Error bars represent standard errors of the mean

The final piece of relevant analysis was a fairly strong correlation between how much each subject liked a category of word and their emotional attitude towards it; good phonetics and celebrity appearance likeability and emotionality were found to be strongly positively correlated $r(91) = 0.749, p < .001$, good phonetics and stranger appearance likeability and emotionality

were found to be strongly positively correlated $r(91) = 0.725, p < .001$, bad phonetics and celebrity appearance likeability and emotionality were found to be positively correlated $r(91) = 0.682, p < .001$, and bad phonetics and stranger appearance likeability and emotionality were found to be positively correlated $r(91) = 0.623, p < .001$. It is fairly notable that good phonetics words, both with and without celebrity presentation, held a stronger correlation between likeability and emotionality than bad phonetics words and that celebrity presentation also seemed to positively influence the correlation between likeability and emotionality.

Discussion

This study sought to determine what effects phonetics and celebrity presentation have on the emotionality, likeability, and memorability of neologisms. To accomplish this, we asked subjects to rate a variety of neologisms on how much they liked them and what their emotional attitudes towards them were. Said neologisms were either created with good or bad phonetics determined from previous research (Pogacar et al., 2015) and were presented either by a tweet from a celebrity or a tweet from a stranger. We collected data on memorability by asking participants to list as many words they could remember in a free recall task and to provide definitions for all of the word words in a recognition memory/free recall task. We hypothesized that good phonetics and celebrity presentation would positively influence the likeability, emotionality, and memorability of the neologisms.

The results of this experiment were partially in support of our hypothesis and partially contrary to it. We found that words with “good” phonetic structures had increased likeability and emotional scores when compared to words with “bad” phonetic structures, which is in line with our hypothesis and previous data (Pogacar et al., 2015). However, we also found that celebrity presentation of a word had a negative influence on its likeability when compared to words that

were presented by strangers. The data also did not strongly indicate that either phonetics or celebrity presentation influenced the memorability of words and did not strongly indicate the effect of celebrity appearance on the emotionality of words.

However, our lack of definitive results regarding the impact on memorability can be explained. First of all, the largest issue concerning our findings via free and cued recall whereupon the vast majority of participants were either incorrect in their answers or left no answer; on average participants correctly recalled just 1.5 words and 2.1 definitions. Since our analysis relied on measuring the amount of correctly remembered words and definitions we ended up with very little relevant data. We clearly overestimated our participants' ability to accurately recall words and definitions; perhaps if we had had participants perform easier recognition tasks similar to those in Pogacar's research (Pogacar et al., 2015) then we would have had better data. Additionally, one of the participants appeared to be a bot, something not detected until coding took place. This participant filled in a bizarre answer for every question including the free and cued recall sections, which may have skewed the data, though due to the relatively large sample size this was a negligible issue. It is possible that other less sophisticated bots also took the survey and simply left the recall sections blank, which may have skewed our data, however, there is no way to know for certain and due to the fact that our study only allowed participants with good record on prior MTurk studies (>90%) this is most likely not the case.

One of the areas in which our analysis revealed somewhat unexpected conclusions was in the significant negative effect of celebrity appearance on the likeability of words. This may be explained by the general growing sense of disdain for celebrities which has taken place over the past few years. Even in this study, average celebrity likeability ranged from 2.9 to 3.4 with an overall average of just 3.1 (out of 5), which is squarely within the "neither like nor dislike"

range. The fact that our participants rated their liking of celebrities on average as neutral is a strong indicator that they probably simply did not like the celebrities enough for them to have a positive effect on their associated words. Another possible explanation for this relates back to Menon and Roger's research (Menon & Rogers, 2001), which suggests that a celebrity will only positively affect the success of a product if they seem to be an expert on said product; due to the fact that none of the celebrities were necessarily experts on inventing words their appearance may have had adverse effects.

Perhaps most importantly though, this research was somewhat held back by logistics. Although there are more factors that may affect the memorability and likeability of neologisms due to the fact that this research was done by a small team of one undergraduate student and one professor sponsor we were unable to feasibly quantify and test them all. For instance, in this research definitions were made up without any other potential factors in mind, such as sound symbolism, which may have skewed the data in our cued recall section. Additionally, although we were able to collect data on how much our celebrities were liked in general and how much each participant liked each celebrity, we did not correlate the likeability score they gave to each celebrity to the scores they gave to the likeability and emotionality for the words that said celebrities presented which could have had an impact on our data. If research into this topic were to continue then there is great potential for larger, more elucidating, and more reliable experiments to be conducted.

Despite these shortcomings, however, we did manage to draw some meaningful conclusions from our research. The strength of phonetics as a tool to increase likeability and emotional score was very clearly displayed in our data and has great potential for advertisers and marketers; deliberately selecting or creating words with specific phonetic patterns, such as the

'o' in 'posh', has a significant effect on people's attitudes towards them. Celebrity presentation's negative effect on likeability and lack of effect on emotionality was contrary to our hypothesis, but is still important regarding commercial campaigns and brands that feature a celebrity spokesman. Even though impacts on memorability did not yield enough data to draw proper conclusions from, it still showed a rough trend which could possibly be researched further under better testing environments. Overall, this study produced relevant data regarding whether people's attitude towards neologisms could be controlled and, at the very least, serves as a solid proof of concept for larger scale research on the topic to take place.

References

- Asif, M., Zhiyong, D., Iram, A., & Nisar, M. (2021). Linguistic analysis of neologism related to coronavirus (COVID-19). *Social sciences & humanities open*, 4(1), 100201.
- Behera, B. (2013). The Burgeoning Usage of Neologisms in Contemporary English. *IOSR Journal of Humanities and Social Science*, 18, 25-35.
- Kensinger, E. A., & Corkin, S. (2003). Memory enhancement for emotional words: are emotional words more vividly remembered than neutral words?. *Memory & cognition*, 31(8), 1169–1180.
- Köhler, W. (1929). *Gestalt psychology*. Liveright.
- Liu, W. (2014). Analysis on the Word-formation of English Netspeak Neologism. *Journal of Arts and Humanities*, 3, 22-30.
- Menon, K., Boone, L. E., & Rogers, H. P. (2001). Celebrity Advertising: An assessment of its relative effectiveness. *Unpublished manuscript*.
- Pogacar, R., Plant, E., Rosulek, L. F., & Kouril, M. (2015). Sounds good: Phonetic sound patterns in top brand names. *Marketing Letters*, 26(4), 549–563.
- Tong, L. (2019). An Analysis on the Forms and Characteristics of English Netspeak. *Proceedings of the 2019 4th International Conference on Social Sciences and Economic Development (ICSSSED 2019)*.

Appendix A: List of good and bad phonetics words and their definitions

Good phonetics words:

Condled- to investigate carefully

Bestap- a forceful stoppage

Dabrack- a colorful mural

Graciom- an unknown sound

Smoshy- irreverent and silly

Flassy- something that looks tough but isn't

Bad phonetics words

Neppen- to unintentionally hide

Juplan- an attempt at something new



Rerwit- a contradictory statement

Ithnir- an unpleasant light

Noogler- someone who is unhygienic with food

Glithin- someone who seems like a liar but is actually honest





Appendix B: Fake Tweets



 **Lady Gaga** 
@ladygaga 

My choice for [#NewWordWednesday](#) this week is
Condled (to investigate carefully)

3:45 PM · Jan 16, 2022

53.4K Retweets **22.2K** Quote Tweets **110.7K** Likes





   

 **Peggy Hill**
@peghill455 

My choice for [#NewWordWednesday](#) this week is
Condled (to investigate carefully)

12:50 PM · Dec 25, 2021

8 Retweets **5** Quote Tweets **39** Likes

 **Taylor Swift** 
@taylorswift13 

My choice for [#NewWordWednesday](#) this week is
Bestap (a forceful stoppage)

1:10 PM · Feb 5, 2022

73.5K Retweets **31.1K** Quote Tweets **325.4K** Likes

 **Doug Dereks**
@tharealddereks 

My choice for [#NewWordWednesday](#) this week is
Bestap (a forceful stoppage)

12:36 PM · Nov 25, 2021

1 Quote Tweet **1** Like

 **LeBron James** 
@KingJames 

My choice for [#NewWordWednesday](#) this week is
Dabrack (a colorful mural)

4:10 PM · Dec 18, 2021

53.4K Retweets **22.2K** Quote Tweets **110.7K** Likes


   

 **Steph Crol** @thescroller ...

My choice for #NewWordWednesday this week is Dabrack (a colorful mural)

4:34 PM · Nov 15, 2021

35 Retweets 6 Quote Tweets 214 Likes

 **Bruno Mars** @BrunoMars ...

My choice for #NewWordWednesday this week is Graciom (an unknown sound)

12:25 PM · Dec 14, 2021

5.5K Retweets 1.4K Quote Tweets 57.5K Likes

 **John Gloveman** @gloveguy12 ...

My choice for #NewWordWednesday this week is Graciom (an unknown sound)

4:55 PM · Dec 12, 2021

2 Retweets 2 Quote Tweets 21 Likes


 **Oprah Winfrey** @Oprah ...

My choice for #NewWordWednesday this week is Smoshy (irreverent and silly)

5:25 PM · Nov 17, 2021

2.5K Retweets 660 Quote Tweets 20.4K Likes

 **Ian Pinkman** @notthebrain ...

My choice for #NewWordWednesday this week is Smoshy (irreverent and silly)

6:30 PM · Dec 16, 2021

2 Retweets 51 Likes

 **Kevin Hart** @KevinHart4real ...

My choice for #NewWordWednesday this week is Flassy (something that looks tough, but isn't)

2:50 PM · Dec 11, 2021

6.8K Retweets 792 Quote Tweets 19.5K Likes





   

 **Jay Larson**
@jlar22

My choice for [#NewWordWednesday](#) this week is Flassy (something that looks tough, but isn't)

2:50 PM · Dec 25, 2021

6 Retweets 1 Quote Tweet 52 Likes

Bad


 **Lady Gaga**
@ladygaga

My choice for [#NewWordWednesday](#) this week is Neppen (to unintentionally hide)

3:10 PM · Jan 5, 2022

32.6K Retweets 18.9K Quote Tweets 74.8K Likes





   

 **Peggy Hill**
@peghill455

My choice for [#NewWordWednesday](#) this week is Neppen (to unintentionally hide)

12:20 PM · Nov 25, 2021

32 Retweets 9 Quote Tweets 348 Likes

 **Taylor Swift**
@taylorswift13

My choice for [#NewWordWednesday](#) this week is Juplan (an attempt at something new)

1:10 PM · Dec 19, 2021

40.3K Retweets 11.3K Quote Tweets 196.9K Likes

 **Doug Dereks**
@tharealddereks

My choice for [#NewWordWednesday](#) this week is Juplan (an attempt at something new)

12:34 PM · Nov 15, 2021

6 Retweets 1 Quote Tweet 52 Likes



LeBron James ✓
@KingJames



My choice for [#NewWordWednesday](#) this week is Rerwit (a contradictory statement)

12:10 PM · Dec 1, 2021

5.5K Retweets 1.4K Quote Tweets 57.5K Likes



Steph Crol
@thescroller



My choice for [#NewWordWednesday](#) this week is Rerwit (a contradictory statement)

4:50 PM · Nov 28, 2021

43 Retweets 8 Quote Tweets 165 Likes



Bruno Mars ✓
@BrunoMars



My choice for [#NewWordWednesday](#) this week is lthnir (an unpleasant light)

5:25 PM · Dec 23, 2021

32.6K Retweets 18.9K Quote Tweets 74.8K Likes



John Gloveman
@loveguy12



My choice for [#NewWordWednesday](#) this week is lthnir (an unpleasant light)

4:30 PM · Dec 23, 2021

17 Retweets 4 Quote Tweets 73 Likes



Oprah Winfrey ✓
@Oprah



My choice for [#NewWordWednesday](#) this week is Noogler (someone who is unhygienic with food)

5:40 PM · Nov 27, 2021

1.2K Retweets 440 Quote Tweets 7.2K Likes





Ian Pinkman
@notthebrain



My choice for [#NewWordWednesday](#) this week is Noogler (someone who is unhygienic with food)

6:10 PM · Dec 27, 2021

18 Retweets 4 Quote Tweets 1.2K Likes



Kevin Hart ✓
@KevinHart4real



My choice for [#NewWordWednesday](#) this week is Glithin (someone who seems like a liar, but is actually very truthful)

2:26 PM · Dec 11, 2021

6.8K Retweets 792 Quote Tweets 19.5K Likes



Jay Larson
@jlar22



My choice for [#NewWordWednesday](#) this week is Glithin (someone who seems like a liar, but is actually very truthful)

2:26 PM · Dec 11, 2021

17 Retweets 4 Quote Tweets 73 Likes

