



## Language Alternation in the Communication of Digital Game YouTubers: Code-Switching Case Study

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**Abstract:-** Code-switching (CS) is a well-researched language contact phenomenon, defined as the alternation between two languages within a single discourse. Focusing on how CS manifests within the gaming community, the present study explored the use of CS among Arabic gaming YouTubers. Utilizing a mixed-methods approach that combines quantitative data collection from several game matches with qualitative conversational analysis, the research provides a comprehensive understanding of CS in this digital milieu. To elucidate the reasons behind CS and following Al Bathi's (2022) conversational framework, Malik's (1994) model was employed in this study. The study identified various types of CS, including intra-sentential, inter-sentential, tag-switching, intra-word, and metaphorical CS, and examined the underlying motivations for these linguistic shifts. The results revealed that CS is predominantly used to facilitate communication, express emotions, and establish group identity. The study concludes that CS is a deliberate and functional aspect of communication among gaming YouTubers, enhancing interaction and engagement within the gaming community.

**Keywords:** *code-switching, digital learning, gaming, methodology, PUBG, social interaction.*

### 1. Introduction

This study investigates the use of code-switching (CS) using English among Arab gaming YouTubers playing online games. The current paper employed a mixed method approach, collecting data from several matches of the mobile games: PUBG stands for "Player Unknowns' Battlegrounds", which is an online game, where a hundred players enter a battle fight each other to survive, and Minecraft, a sandbox video game, made by Mojang, Minecraft was first developed by Markus "Notch" Persson, who used Java. In this research, the impact of these online games on players' performance and CS is analysed. The frequency of CS was noted to create objective data, leading to valuable findings. Furthermore, a conversational framework was used to complement the quantitative approach, following Al Bathi's (2022) work, who



implemented this conversational framework to support his quantitative approach with practical methods for analysing interaction among gamers, including audio recording, detailed discussion analysis, and guided interviews. As a result of this combination, both approaches support and reinforce each other, resulting in a richer and more comprehensive study. Such a mixed-method approach can help the researchers dig deeper into the data, to improve the validity of the study and detect the problem from a more holistic perspective.

The spread of the two highly popular games is mostly amongst adolescents. A factor that led to the widespread of PUBG around the globe is live communication between the players during the game. Players can talk to each other while they are playing, and this provides a pleasant environment as well as the sensation of being completely immersed in the battle. On the other hand, Minecraft, which available across various platforms, allows players to explore a blocky, procedurally generated 3D world, including five modes, such as Survival, Creative, Adventure, Spectator, and Hard-core. The core of the game is mining, building, and crafting, with multiplayer options that enable collaboration and competition. Its extensive modding community, educational applications, and significant cultural presence, featuring merchandise and a dedicated convention called Minecon, underscore its popularity. Albawardi (2018, p. 68) mentioned that the use of CS on social media platforms has its pros and cons, one related to the enhancement of “linguistic creativity” among young generations; in contrast, it reflects the possible negative impact of young players’ CS of English, Arabic, “Arabish and Arabicised English” on the literacy of Arab youngsters and social communications as well as social identity. Finally, the present study aims to recognize the types of CS commonly created by Arabic gaming YouTubers, the main types, attitudes towards playing the game in its English form and the reasons of occurring CS in the context of these games as well as the YouTubers attitudes towards CS phenomenon.

## 2. Literature Review

Code switching is a well-known and extensively researched language contact phenomenon “that is carried out according to specific language rules” (Alkhudair, 2019). It is defined as the behavioral adjustment of switching from one language to another. The term “code-switching” was originally used by Hans Vogt in his research on multilingual speech in 1954 (Auer, 1998). Poplack (1980, p. 583), who defined the phenomenon as “the alternation of two languages within a single discourse, sentence or constituent,” later explained a famous description of computer science that has been often quoted. The majority of the definitions, when examined closely, communicate the essential idea of switching between two or more language codes by bilingual speakers (Gardner-Chloros, 2009; MacSwan, 2019). The use of CS is common in “informal contexts where participants of the conversations are among friends, family members as well as the education context especially at the tertiary level” (Hamouda, & Aljumah, 2020, p. 85). It is also common within the gaming community and occurs across various age groups.



In the gaming community, CS is a typical occurrence when people adapt their behavior by moving from one language to another (MacSwan, 2019).

Across a wide range of age groups, language switching is typical. Languages are frequently switched between in online gaming communities from non-English speaking nations, such as Arabic speakers, to enable communication with their fellow players. When speakers of one language are exposed to another language over a sustained period, they become bilingual to varying extents, making CS a frequent occurrence. In online gaming communities, especially those from non-English-speaking countries, players frequently switch languages during playing to communicate easily with their teammates. This is influenced by the widespread use of English in online games highlighting the need for CS among gamers. English is also more likely to be utilized than other languages when explaining activities because it is a language that is frequently used in video games and other technological inventions (Fatmala, 2019). According to Aurima and Windyawati (2018), who discovered it on social media posts, (CS) is essential to communication and affects how individuals engage with languages.

Researchers such as Heredia and Altarriba (2001) and Wei (2002) have hypothesized that bilinguals occasionally employ CS to prevent misunderstandings when a particular language would be a more effective means of expressing a thought or emotion. Moreover, it might be used as "a sociolinguistic tool" to provide emphasis, provide clarification, or carry out a particular communicative task in the event that there was no equivalent phrase in the other language (Hughes et al., 2006). According to Majeed (2022), the majority of people switch because particular concepts are unavailable to them or because they are not proficient in one of the languages.

Several studies (Donati et al., 2021; Du, Grace, Jagannath, & Salen-Tekinbas, 2021; Leonhardt & Overa, 2021; Pikhart et al., 2024; Tawafak et al., 2024) examined how gaming affects different aspects of learning a second language, including creativity, psychological status, cognitive abilities, social participation, isolation, motivation, risk-taking, and communicative competence. Prior studies have sufficiently demonstrated that using virtual reality to improve L2 acquisition is feasible (Pinto et al., 2021).

CS is one of the various linguistic features that can occur in online games. The online games are among the entertainment mediums where who people share the same ideas have made a habit of (Widyananda & Annissa, 2021). The human mind can be greatly influenced by online games, which are perceived through sight and sound. The world of games is expanding quickly along with technological advancements; one example of this is the recent proliferation of online games. Online games are those that are played through a network (Ahdiyati & Irwansyah, 2018). In relation to that, one of the main results of Al-Obaydi et al. (2022) is the use of CS among digital game players of their native and target languages, which is connected to the players' alternating use of many languages at one time in gaming. This particular instance typically

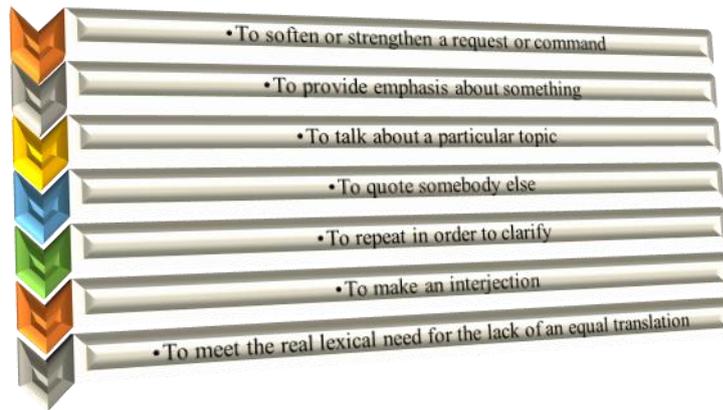


arises in bilingual or in an L2 context. After the game starts, the players return to their mother tongue. This case should be explained more to learners specifically those who are not usually familiar with it (Cambra, 1998). The other factor is the competitive, challenging, and fast-paced environment of the game, which makes players prioritize winning over developing new skills. The communication itself was a factor in other cases. Speaking is a sophisticated ability. It is necessary to strike a balance between linguistic and communicative abilities. Therefore, it is challenging for young students, whose communication skills are currently being developed, with the goal of speaking solely English.

Electronic games are designed to capture the players' full attention and allow them to fully engage with the game. These games attracted the attention of thousands of young players.

Barrie (1998) outlined the increase in popularity of both computer and electronic games among people of different ages. He points out the reasons behind the popularity and admiration of electronic games such as the quality of the game and its attractive design which takes the player to the real world of playing where the player would spend more time enjoying the experience. In addition, there is no limit or restrictions on the age, gender, or ethnicity of players. Another factor such as the lack of entertainment places and family gatherings drive a lot of young people to engage and communicate with a variety of people from around the globe via electronic games. On the personal, psychological, and social levels, humans desire to discover and try new things. Understandably, some young people play electronic games, so they won't feel left out as many around them play such games. Playing electronic games is a way for people to take some time off work and enjoy doing another activity, and they provide therefore a bit of fun.

Due to the widespread of online gaming, research outlined the consequences of spending long periods of time using smart devices to play electronic games. Douglas et al. (2007) showed that people in general and young people in particular spend a lot of time playing electronic games, albeit with positive or negative impacts, to have fun and to avoid go out. Appel and Muysken (2006) states that CS is used to achieve many functions in various interactions, there are many functions clarify the importance of CS. in the following figure.



**Figure 1.** Appel and Muysken (2006) Functions of using CS

In the code alternation of the English language, one of the most perplexing arguments is the difference between CS and code-mixing. According to Clyne (1991), CS and code-mixing refer to the same phenomenon, which occurs when the speaker "stops utilizing language 'A' and adopts language 'B' (p. 161). The phrase code-mixing, on the other hand, is used in the field of bilingualism. Code-mixing is the term explained by Siregar (2016) to describe the way a bilingual speaker imports words or phrases into their native tongue. The pragmatics of CS and code-mixing are used in second language contexts. Speakers engage in these activities consciously or unconsciously, switching between languages or combining elements of multiple languages in a communicative setting to accomplish certain goals. Chief among these goals is to support learners' acquisition of complex language structures and promote language retention, particularly in situations where the language is being learned as a second language. The language of digital game players is changing dramatically according to the context of communication. Some games require only English whether oral or written while some others allow for the use of two modes.

### 3. Methodology

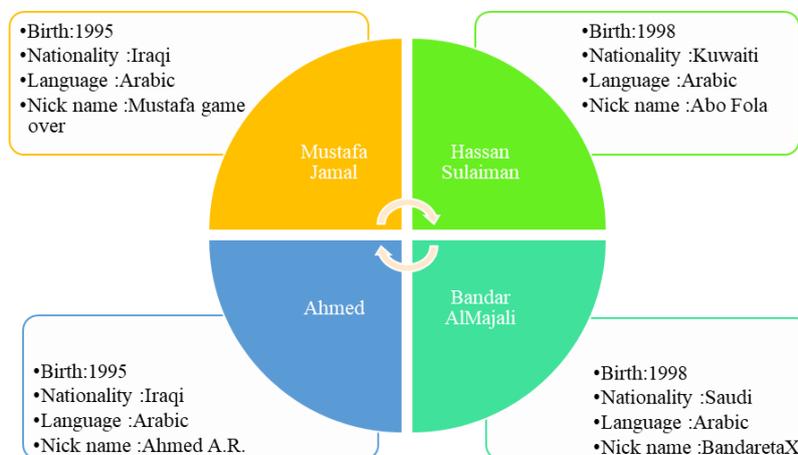
The current study outlines the procedures followed by the researchers to gather and investigate the data of the Arabic YouTubers' comments through electronic/online games, focusing on the occurrence of CS. The research adopts a mixed-methods approach, integrating both qualitative and quantitative techniques via eclectic model to analyze types, reasons and of CS of the analyzed data. The analysis is supported with figures and tables of the occurrence of CS in the analyzed data in both languages cross-culturally.

#### 3.1. Participants

Undoubtedly, young people play a major role in any society and represent the future generations. In this respect, there is a growing concern about their behaviour, relationships and



social interaction. Nowadays, the internet is widely used by young people around the world. Therefore, the sample of this study are selected from diverse backgrounds through many steps, first, the researchers identify popular YouTubers who specialize in gaming, contacted them, created a survey, and set up interviews to gather information. Criteria for participants' selection were: (a) diversity where participants should have varied cultural backgrounds, language proficiencies and ages to achieve comprehensive analysis, (b) representativeness to ensure that the sample reflects the broader and famous population of electronic game players, and (c) inclusion where participants should be regular gamers fluent in the studied languages to ensure relevant data. Based on these criteria, YouTubers in six videos from Iraq (2 participants), Kingdom of Saudi Arabia (1 participant), and one Kuwaiti who focus on gaming were selected. Their ages varied between 20-30 years old. To eliminate the effect of gender, all participants were males. Detailed information about the selected YouTubers is presented in Figure 2.



**Figure 2.** Demographic Information

### 3.2. Data Collection

The data of this study draws on 6 video games. These videos introduce live sessions of YouTubers who play PUBG and Minecraft online games. The YouTubers are all males of different ages, who represent various cultures (Iraqis, Saudi Arabians, and Kuwaiti) to achieve the aim of the study in dealing with CS cross-culturally. The data collection and analysis process spanned two months. Videos from various countries are downloaded from the YouTube channel and stored, the researchers watched multiple videos over different years to examine and assess changes over time. Each video ranged in duration from 15 to 32 minutes. to ensure we had enough data and comprehensive analysis.

During the data collection process, the researcher decided to gather the types, reasons of CS and the players' attitudes from the same YouTubers twice at different points in time from 2020 to 2024 and different videos to compare the results and determine whether there were any



changes in the use of CS phenomenon through the passage of time. The researchers used oral communication analysis as the main tool for collecting the data. To gather pertinent data and comprehend how the concepts of CS and code-mixing developed, the researchers closely observed the participants while playing.

### 3.3. The Adopted Model of Analysis

There are several models in the field that address the phenomenon of CS. However, the current study adopts Malik's (1994) model concerning the reasons behind CS and the study discusses two other issues, the types, and the functions of CS. The model is relevance to the research objective. It is important to show that languages or dialects change and shift over time through communication. In gaming context, new species replace old ones in a way that seems to move from complex to simpler forms to ease and quick the conversation. The study focuses on the participants' CS in communication. Gros (2007) mentioned four essential key elements that should be considered when examining people through digital games: Establish the study's framework, specifying the activities that will be conducted, observing and communicating with participants, and finally evaluating the game's features, such as its critical and reflective components.

These key elements were implemented to facilitate the subsequent analysis of the collected data. Data collection is conducted (followed the following criteria for selection such as number of subscribers, frequency of content, diversity of language use) in two stages. Firstly, participants are directly observed to collect information about their gaming habits, language usage, and attitudes towards CS. Then, the researchers analyzed the video recording of the gameplay sessions. YouTubers might engage in CS, especially if they are multilingual or have a diverse audience. CS can occur for several reasons. The selection of the games is based on the participants' preference and fit the study's objectives, since these games encourage the You Tubers' communication for several reasons, first they are the most famous games, through these games the You Tubers reflect their creativity and proficiency, encourage them to connect with their followers as well as, these games played in groups, so they need to communicate either in their mother tongue in various dialects or in English.



**Figure 3.** Methods of Collecting CS types and reasons



The following three areas comprise the data: (1) the type of CS in the mobile game's conversation; (2) the reasons behind the using of CS in the online mobile game dialogue; and (3) participants' attitudes towards playing the game in its English form. The researchers examined speech communication, identifying patterns, themes, and categories within the data, including CS in the online games voice communication. The analysis focused on identifying patterns of CS, paying attention to any instances of language switch, looking for patterns or contexts in which CS occurs, determining the motivations behind them, and exploring their impact on communication dynamics.

The researchers primarily base their study on Malik's model which compromises ten reasons, to which they have made modifications, providing specific reasons to ensure a comprehensive understanding of CS practices and improve its relevance and effectiveness.

### 3.3.1 Type of Codeswitching

The following types of code-switching were focused on in this study.

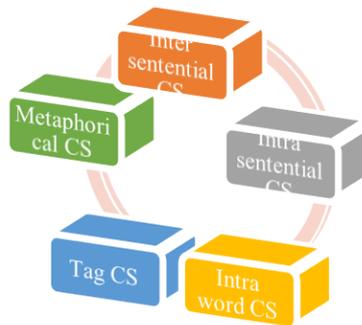
*Intra-sentential CS*: involves the insertion of elements from one language into another within a single sentence or clause. This type of CS often happens naturally in conversations.

*Inter-sentential switching*: occurs at the boundaries of sentences, where one sentence is in one language and the next sentence is in another, i.e., the conversation involves finishes a sentence in one language and starts the second sentence in another (Natalia, 2022, p. 37)

*Tag-switching*: involves inserting a tag phrase or a discourse marker from one language into an utterance that is otherwise entirely in another language. Tag phrases are often short, set expressions that are used to emphasize a point, ask for confirmation, express emotions, or manage the flow of conversation.

*Intra-word CS*: is the least common of all types and it requires skill and ability to show the creatively blend elements from two languages to form hybrid expressions. i.e., the combination of morphemes from various languages within a single word.

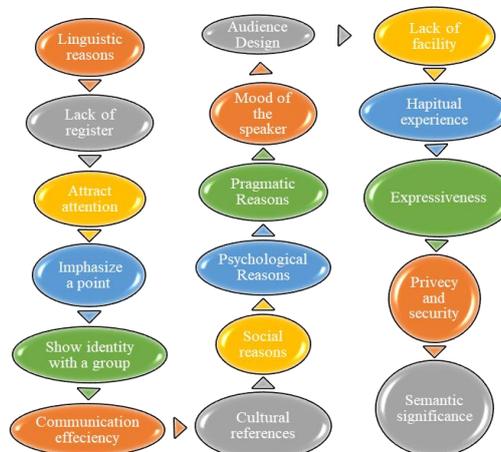
*Metaphorical CD*: is a type through which the speakers switch languages to signal a change in tone or to convey a particular social meaning. For example, switching to formal language through the conversation to show a matter of respect, although, the participants usually use informal language with each other.



**Figure 4.** Types of CS

### 3.3.2 Reasons for Using CS in the Online Mobile Game Dialogue

Being aware of the context that conversations take place in is crucial to developing a conversational framework. Due to this, a detailed examination of the mobile game's match locations was necessary. Players' language may change depending on the type of game mode they are playing (ranked competition versus casual), audience engagement, cultural references, or gaming terminology (they might use phrases or expressions from other languages that are common in the gaming community), personal background, finally, for humor and emphasis. The degree of expertise shown by an individual can impact their CS behavior. Figure 5 shows the main reasons employed in the study. So, speakers from diverse languages tend unconsciously to switch in a particular language if certain terms or phrases are more commonly used or understood.



**Figure 5.** Reasons for Using of CS between

### 3.3.3 Participants' Attitudes Towards Playing the Game in its English form

After dealing with the reasons that led the participants to use their first language or use the games' language, the researchers registered some examples used by the players that reflected



their attitudes toward playing the game in its English form. It was observed that players preferred the English version for several reasons, such as that many famous games are created and developed in English, so most players prefer the original version, to facilitate communication, since people who play these games are from various languages. Moreover, these online games are more fascinating for the players since these games encourage the adventure and challenge emotion in addition to their availability and accessibility. Finally, sometimes, games that are translated to Arabic lose their enjoyment.

#### 4. Data Analysis and Discussion

Analyzing a group of players' CS in mobile games can provide valuable insights into their communication patterns, social dynamics, and cultural influences. CS is a strategy used to break down group boundaries and foster interpersonal interactions through commitments and relationships, which is crucial in mobile games that require both group and individual contact. The first thing in the analysis is to determine the type of CS used by the participants (identify the Languages/Dialects that the players are switching between and when CS occurs), then the reasons behind switching (players switch languages based on functional or social reasons and who they are addressing) and the player's attitudes towards playing the game in its English form (identify whether players prefer playing games using their native language or switching to another languages or dialect? Whether playing games while switching language or dialect gives players a competitive advantage? How comfortable are players playing games while switching?) Finally, the researchers analyze how often players code-switch during gameplay and whether specific sequences or contexts see more prevalent switching, whether CS enhances or hinders interaction. YouTubers from different countries and language backgrounds are selected and through different periods of time, to provide insights into how CS is used in diverse gaming communities.

##### *A. Analysis of the Iraqi YouTubers*

The following data include three Iraqi YouTubers video games from 2020-2024. The duration of each session lasts from 15 up to 32 minutes totalling one hour and half, minutes. CS is measured and analyzed according to reasons, type of CS, and the attitude of the players toward playing these games. Below is the analysis of the episodes, from the oldest to the most recent.

##### *(a). Analysis of Mustafa Jamal's Server Diamond Craft.*

The video uploaded by the YouTuber on June 6th, 2020. The YouTuber discussed some issues related to Minecraft game. The video lasted for 14: 55 minutes. This episode is a thrilling blend of action, problem-solving, and humor, capturing the audiences 'attention to keep them engaged and entertained throughout the entire mission. During the game, various types of CS occurred for the following reasons: The YouTuber begins his video with greeting in Arabic and switch to English at 0:7 by presenting the name of the game "Server Diamond Craft".



Table 1. Distribution of the Percentages of the Occurrence of CS in Mustafa Jamal's Games

Time	words	Types of CS	Reason	Attitude	Total	Percentage
0:30 14:36	like	Intra-sentential	To emphasize a point	Positive	2	4.26%
1:00	Happy Eid	Inter-sentential CS	To attract attention	Pos.	1	2.13%
1:10	1, 2, 3,	Intra-sentential	To show identity with group	Pos.	1	2.13%
1:14	Totem	Intra-sentential	Lack of register	Pos.	2	
1:18	Wooden land	Intra-word CS	To show identity with group	Pos.	1	2.13%
1:22 4:43	Villagers	Intra-sentential CS	Lack of facility	Pos.	1	2.13%
1:23	Saddle	Intra-sentential CS	Habitual experience		2	4.26%
1:27 2:53 2:27 3:35 5:00 9:29 10:5 10:2 9 11:4 1	Emerald +tain (add Arabic morpheme from dual. diamond+ at)	Intra-word CS	Habitual experience	Pos.	8	17.02%
1:32	Thank you very much	Inter-sentential CS	Mood of speaker	Pos.	1	2.13%
2:04	zombie	Intra-sentential CS	Lack of register	Pos.	2	4.26%
2:34	Farmer	Intra-sentential CS	to address a different audience	Pos.	1	2.13%
2:44	story	Intra-sentential CS	To show identity with group	Pos.	1	2.13%
2:58	Melon	Intra sentential CS	to address a different audience	Pos.	1	2.13%
3:37 4:12 4:32 5:25 6:22 7:55 12:1 4	Ok.	Intra sentential CS	Habitual experience	Pos.	3	6.38%
3:46	Oh my God	Inter-sentential CS	Semantic significance	Pos.	2	4.26%
4:23	Nice	Intra sentential CS	Mood of speaker	Pos.	1	2.13%
4:27 -29 12:8	Wheat	Intra sentential CS	to address a different audience	Pos.	4	8.51%
5:30 8:48	Level +ly (Arabic morpheme to show possess)	Intra word CS	Habitual experience	Pos.	1	2.13%
5:35	Skelton	Intra sentential CS	Lack of register	Pos.	2	4.26%
5:40 8:08 9:00	Iron, hold, pickax's, boot breaking, strider, gold	Intra sentential CS	Lack of register	Pos.	2	4.26%
8:43	I take it	Inter-sentential CS	to address a different audience	Pos.	1	2.13%
11:2 9 11:4 0	Gold+ia (Arabic morpheme to minimize)	Intra sentential CS	To attract the attention	Pos.	5	10.64%
11:3 5	Pay here	Inter-sentential CS	to address a different audience	Pos.	1	2.13%
14:0 0	I do not know	Inter-sentential CS	to address a different audience	Pos.	1	2.13%
					47	51.06%



The table above shows that 51.06% of the video speech involved CS, the large majority of the types are intra sentential CS about 31.92% followed by inter-sentential CS about 12.77%, and finally 6.38%, there were no tag and metaphorical CS. In relation to the reasons behind CS, the results showed that to address a different audience 25%, lack of register 20.83%, and habitual experience 16.67% were the top of the reasons, followed by to show identity with group at 12.5%. The frequency of the rest was shared by the following reasons: to attract attention 8.33%, and mood of speaker 8.33%, to emphasize a point 4.17%, lack of facility 4.17%, and semantic significance 4.17%, table 1. indicates the positive attitude toward using CS since the YouTubers use it. The YouTubers Switch to Iraqi dialect, standard Arabic and other dialects but to a lesser extent compared to the switches occurred in the use of the English language.

*(b). Analysis of Ahmed A.R. 's Speech.*

This session uploaded by the YouTuber on 19th February 2023. In episode 63 of "Y R Life," the YouTuber Ahmed discussed the details of his journey through the game "Minecraft". In this game, the YouTuber sets out on a thrilling adventure to reclaim stolen gold from a mischievous clown. The adventure is filled with surprising challenges set by the clown. With determination and clever strategies, he manages to outsmart the clown and recover the precious gold. During this episode, which lasts for around 31 minutes, CS occurred many times either to English or using standard Arabic differing in its types and reasons.

Ahmed switched to English using the following words; oh my God, no, like, likeat, diamond, lava, torch, ok., let's go 2, what's 2, oh my God, diamond, what, diamond, what, old man, ok., oh my God, diamond, oh my God, I will give you 8 diamonds, diamond, gold, what, nice, soup, ok, we decide to go with you ..., shower, oh, hello, diamond and gold, like, oh my God, ok. oh my God, big door, what the hell, what2, let's go 3. This switch reflects the two common types of CS intra and inter sentential CS.

Examples to switching to standard Arabic and variations of dialects included words such as, yalahkny "run after me", aydaan "also", inara "torch", and many other examples. These CS are classified as metaphorical code switching and there are different reasons behind the use of this specific code, the most common to show identity.

These CS is categorized as direct speech that happens automatically, without conscious thought or intention. It is a clear indication that the speaker uses it consistently, making it a habitual part of their communication, accompanied with laughter without making any further comments. At the minute 04:21, Ahmed avoids using CS and withdraws from reading the long text by asking the audience to translate the text and write it in comments. At 7:35, 14:41, 15:7, 16:46, he reads a short sentence and translates it. During this episode Ahmed said English words and make them plural via using Arabic rule for plural like diamond, diamondat, like-likeat to ease of expression and contextual appropriateness. At various moment of the episode,



he tends to use “oh my God” to express multiple types of feelings, such as joy, amazement, surprise and so on, At the following minutes 02:02, 02:35, 02:43, 02:54, Ahmed prefers to use certain words in English like diamond, lava, torch, since English is the default language for certain terms, especially in fields of gaming, and technology. In addition to that using the original English words can ensure clarity and precision.

At 2:59, 8:16, and through all the episode, the word “OK” is used at least more than ten times accompanied with different facial expressions in various situation, to reflect his personal style and way of speaking which sometimes includes a blend of two languages or variation. Incorporating English words can add to the content a current, stylish, contemporary, as well as fashionable feel, which attracts younger audiences. It was also noticed that Ahmed tends to code-switch to other dialects when he wants to make the conversation more humorous.

Table 2. Distribution of the Percentages of the Occurrence of CS in Ahmed’s Video Games

Time	words	Types of CS	Reason	Attitude	Total	Percentage
01:28 1:30	Like-at (an Arabic morpheme use for plural)	Intra-word CS	To emphasize point	Positive	3	3.7%
02:38 10:48 13:13	Diamond-at (an Arabic morpheme use for plural)	Intra-word CS	Lack of register & to show identity with a group	Pos.	6	7.41%.
2:43	Lava	Intra-sentential	Lack of register	Pos.	1	1.23%
2:53	Torch	Intra-sentential	Habitual experience	Pos.	1	1.23%
2:57 8:24 08:46 11:50 20:25 24:08 25:59 27:05 27:20	Ok.	Intra-word CS	Habitual experience	Pos.	9	11.11%
3:50 23:42 28:35	Let’s go	Inter-sentential CS	Habitual experience and speakers ‘style	Pos.	5	6.17%.
4:00 6:44 7:16 11:54	What’s	Tag question	Mood of speaker To express astonished		4	4.94%.
28:23	What is the hell	Inter-sentential CS	To show identity with group		1	1.23%
4:23	Long story	Inter-sentential CS	Mood of speaker	Neg.	1	1.23%
4:44 9:36 10:52-53 26:14 26:36 26:59 29:45	Oh my God	Inter-sentential CS	Habitual experience	Pos.	9	11.11%
6:39 6:53 9:10 11:45	Diamond	Intra-sentential CS	Lack of register	Pos.	6	7.41%.
07:30 13:1	<i>kabeer</i> “old man”	Metaphorical CS	To attract attention	Pos.	2	2.47%
08:51	<i>Mafy ahad</i> “nobody”	Intra-word CS	to emphasize a point	Pos.	5	6.17%.



09:54 12:39 27:08	Pickaxe	Intra-sentential CS	Lack of register	Pos.	3	3.7%
11:48 15:19 29:40-24	Gold	Intra sentential CS	to emphasize a point	Pos.	5	6.17%
11:49 13:13	Nice	Intra sentential CS	to address a different audience	Pos.	2	2.47%
14:31	We decide to go with you on tripe...	Inter-sentential CS	to emphasize a point	Pos.	1	1.23%
15:05	Enter the sheep, it is cold	Inter-sentential CS	to emphasize a point	Pos.	1	1.23%
16:36	My mum says, I told the teacher	Inter-sentential CS	to address a different audience	Pos.	1	1.23%
18:00	shower	Intra sentential CS	To show identity with group	Pos.	1	1.23%
20:00 20:20	Nonteleq "lets' go"	Metaphorical CS	To emphasize points of you	Pos.	2	2.47%
23 :36	easy	Intra sentential CS	Habitual experience and speaker style	Pos.	1	1.23%
24:03	Like	Inter-sentential CS	to emphasize a point	Pos.	1	1.23%
29:45 30:30-40	Ehreb "run away"	Metaphorical CS	to emphasize a point	Pos.	10	12.35%
					81	29.6%

Regarding the second table, the results recorded lowest percentage of CS among the other videos 29.63%. The majority of the types are Inter-sentential CS about 33.33%, then Intra-sentential CS 25% followed by intra word sentential about 16.67%, to reach lastly for metaphorical CS about 12.5% and tag CS 4.17%. According to the reasons, the highest stage is occupied by "to emphasize point reason 32%, habitual experience 20%, then move to the third reason lack of register about 16%, to show identity with a group 12% ranking fourth, the fifth position is jointly shared by the mood of speaker, and to address a different audience 8%. Last reason to attract attention 4%. It is essential to refer to the issue that at 2:53, the YouTuber used the word "torch" while at the end of the video, he prefers to say it in Arabic, this proves that in certain situations the process of switching is done consciously. At the same minutes, the YouTuber switches nine times using the expression "oh my God" to express the speaker 'style and different emotions.

(c). *Analysis of Mustafa Jamal's Survival in Frost.*

This episode records on May 24th, 2024 (Survival in Frost) which is based on PUBG, a special game mode that occurs in an icy environment. Players must survive in harsh and endure extreme conditions. In this mode, players face additional challenges, such as keeping warm and gathering sufficient resources to stay alive while also dealing with enemies. Through this episode, the player returned to the game after a full year of absence and found many changes, as well as forgetting some details. Mustafa discussed the details of the new game and begins the game with switching to English via using the word ok. through the whole session.



At 01:23, and through the whole game, the YouTuber switches to Saudi dialect Iyal “kids”, Egyptian words, such as *ho fee e* “what happen”, *ento men* “who are you” and many other Arabic dialects to add humor and for metaphorical CS. At 01:26, he used the expression *anwab mn Alboot* means “noob” or “weak player to express an English word in Arabic dialects to express litotes. At 1:38, 13:49, he switched to Egyptian dialect with astonished feeling on his face *ho fee e* “what is going on?” At 4:33, he switched via using complete sentence. At 1:50 he switched to standard Arabic via using the standard greeting then move to English with different stress and tone. At 9:26 he switched to Egyptian *ya iyal wadi fe map wala iee* “am I alone in the map or what” via using intra sentential CS. At 13:10 the player uses the expression “oh my God” to express his emotions. Moreover, Mustafa switches to English when saying the weapons’ names to show how much he knows about them.

Table 3. Distribution of the Percentages of the Occurrence of CS in Mustafa Jamal’s Survival in Frost Video Game

Time	Words	Types of CS	Reason	Attitude	Total	Percentage
01:23 07:01 08:08 14:15	<i>Iyal</i> “kids”	Metaphorical CS	To have fun & Habitual experience	Pos	4	5.56%
01:26	<i>Anway mn alboot</i> “very weak”	Intra-word CS	Lack register	Pos.	1	1.39%
01:30	Boot	Intra-sentential	Lack register	Pos.	1	1.39%
01:39	<i>Ho fee e</i> “what is going on”	Metaphorical CS	To have humor	Pos.	1	1.39%
01:50	Greeting in different tone	Intra-word CS	To have humor & emphasize point	Pos.	1	1.39%
02:10	full	Intra-sentential CS	Habitual experience	Pos.	1	1.39%
02:28	Easy	Intra-sentential CS	Habitual experience	Pos.	2	2.78%
02:44 03:31 10:24 11:10 12:49	Ok.	Intra-sentential CS	Habitual experience		7	9.72%
03:24	<i>Akhy</i> “my brother”	Metaphorical CS	To show identity with group	Pos.	2	2.78%
03:32 03:58 05:12 14:12	G.G. (great job)	Intra-word CS	Habitual experience and to show gratitude	Pos.	8	11.11%
4:09	Ventoory	Intra-sentential CS	Lack register	Pos.	1	1.39%
04:39	Please man	Inter-sentential CS	to emphasize a point & address various audience	Pos.	1	1.39%
05:42	Red zone	Intra-sentential CS	lack of register& habitual experience	Pos.	1	1.39%
05:55 06:18 07:32	drop	Intra sentential CS	Lack of register	Pos.	8	11.11%
06:25	Aim-y (add Arabic morpheme for possessive)	Intra-word CS	To show identity with group	Pos.	1	1.39%
06:30 11:11 11:58-59 12:25-29	Damage-ta (add Arabic morpheme & damage (ne)2	Intra-word CS	Habitual experience	Pos.	8	
06:44-54 10:05 10:23 10:35	Sniper3, car2, scare	Intra sentential CS	Lack of register & Habitual experience	Pos.	4	5.56%



08:07	Drop-en (add Arabic morpheme for dual)	Intra-word CS	Habitual experience	Pos.	1	1.39%
08:40	Fire range	Intra sentential CS	Habitual experience& lack register	Pos.	1	1.39%
09:04	Head	Intra sentential CS	Lack of register	Pos.	2	2.78%
09:28	Ya eyal wahdy walaee fe "am I alone in the map or what"	Inter word CS & tag CS	To have humor	Pos.	1	1.39%
09:48 14:19	Game	Inter-sentential CS	Habitual experience	Pos.	2	2.78%
10:41	Noup	Intra sentential CS	Lack of register	Pos.	1	1.39%
10:51 11:34 12:23 12:32	Robot	Intra sentential CS	to show identity with group &to show emphasize	Pos.	5	6.94%
12:20 13:18	Head shot	Inter-sentential CS	Lack of register& Habitual experience	Pos.	2	2.78%
12:53	zone	Intra sentential CS	Pragmatic reasons & Lack of register	Pos.	2	2.78%
13:10	Oh my God	Inter-sentential CS	Habitual experience	Pos.	1	1.39%
13:51	Ento feen "who are you?"	Inter words CS	To have fun	Pos.	1	1.39%
14:25	Kill	Intra sentential CS	Habitual experience		1	1.39%
					72	40.2%

Roughly half of the video was CS 40.28%. The primary and principal position is held by Intra-sentential 43.33%, the second position is held by Intra-word CS 26.67%, and the remaining position is held by Inter-sentential CS, 13.33%, then Metaphorical CS 10%. Finally, tag CS 3.33%.

There are a number of reasons for using CS as follows: Habitual experience 35.14%, secured the first position, lack register 29.73%, emphasize point. 8.11%, to show identity with group 8.11%., address various audience 2.7%, lastly pragmatic reasons 2.7%. It is crucial to mention the issue that the repetition of the same switching more than one proves that it is habitual experience.

## B. Discussion and Analysis of the Gulf YouTubers' Speech

### (a). Analysis of Abo Fula's Speech.

Abo Fula is recognized for his high proficiency in English. He presented this episode at Dec 20th, 2020. He begins his game (PUBG MOBILE, Solo Squad). The video lasted for 13:13minutes. The YouTuber began the video with switching (inter word switching) via singing Arabic song in English tone to show identity and end the song with ok. To start his journey with CS, using words such as such as, YouTubers, like at 2, squad, load 4, charismas, baba noel, team 2, hell no 2, ok., what the hell, aim+ y, perfect +o, wow, zone, impolite words, al –aim easy man, DP, boy, so easy man, ok. sit, down boy, sit down men, sit down 5, easy and like 3, at different points of time.

Abo Fula switches to standard Arabic when talking with a Turkish player. Inter sentential CS occurs and metaphorical to show respect hayran faalt ayoha al terkey "good job Turkish player", hayak Allah "most welcome", ya basha "Mr." and so on. At the minute 01:17. Abo



Fula prefers to say the word “solo- squad” in English because it the most common in the game. At 1:18, he switches via using sentential CS “solo squad ok. oh, let’s go baby”.

Table 4. Distribution of the Percentages of the Occurrence of CS in Abo Fula’s Video Games

Time	words	Types of CS	Reason	Attitude	Total	Percentage
01:20	O.K. Let’s go baby	Inter-sentential CS	To show identity with American group and to attract attention	Positive	1	1.96%
01:36 01:40 13:01 13:13	Like	Intra-sentential	To attract attention	Pos.	5	9.80%
01:38	Like+(at) an Arabic morpheme	Inter-word switching	To show identity with group	Neg..	1	1.96%
01:52-55 06:40	loot	Intra-sentential	Lack of register	Pos.	4	7.84%
02:12	Christmas, babanoeel	Inter-sentential CS	to address a different audience	Pos.	3	5.88%
02:44	Team	Intra-sentential CS	Habitual experience	Pos.	1	1.96%
03:02	<i>Khayr faalt</i> (well done or good job Turkish man)	Metaphorical CS	To show identity with Arabic group	Neg.	1	1.96%
04:05	Ya basha (Mr.)	Metaphorical CS	To show respect	Neg.	2	3.92%
04:47-52	Formal Arabic words	Metaphorical CS	To show identity with Arabic group	Pos.	1	1.96%
05:28	Perfect(o)	Inter-word CS.	Semantic significance	Pos.	1	1.96%
05:34	Hell no	Intra-sentential CS	To attract attention	Pos.	2	3.92%
5:36 10:58 11:54 12:12	Ok.	Intra-sentential CS	Habitual experience	Pos.	4	7.84%
05:44 12:22	What a hell	Intra-sentential CS	Pragmatic reason	Pos.	2	3.92%
06:00	Aim (y)	Intra sentential CS	Habitual experience	Pos.	1	1.96%
06:46	Zone	Intra sentential CS	Lack of register	Pos.	2	3.92%
07:15	Fight	Intra sentential CS	Habitual experience	Pos.	1	1.96%
08:47	DP	Intra sentential CS	Lack of register	Pos.	3	5.88%
09:11 12:39-41	Wow	Intra sentential CS	Pragmatic reason	Pos.	4	7.84%
09:46	boy	Intra sentential CS	To attract attention	Pos.	1	1.96%
10:14	Easy man, so easy	Inter-sentential CS	Mode of speaker	Pos.	2	3.92%
11:20 12:17 12:20 12:30-33	Sit down man	Inter-sentential CS	Mode of speaker	Pos.	7	13.73%
11:27	Lobby	Inter-sentential CS	Lack of register	Pos.	1	1.96%
12:00	A finish (Arabic morpheme)	Metaphorical CS	Mode of speaker	Pos.	1	1.96%
					51	45.1%

This video records the highest percentage of using CS through the process of gaming 45.1%: It is clear that 45.1% of the YouTuber’s speech occurs through the whole video and appears in various types as follows Intra sentential CS 52.17%, followed by Inter-sentential CS 21.74%, finally, Inter-word CS. 21.74%, and Metaphorical CS 17.39%



YouTubers sometimes struggle to comprehend the written instructions, particularly when they're involved in PUBG and Minecraft games. Hence, this issue often leads to CS, especially with game-related expressions and some additional words based on the time they spend playing, beside that there are other reasons for switching, such as to show identity with group 16.67%, to attract attention 16.67%, lack of register 16.67%, to address a different audience 4.17%, habitual experience 16.67%, to show respect 4.17%, semantic significance 4.17%, pragmatic reason 8.33%, and mode of speaker 12.5%.

*(b). Analysis of Speech of BanderitaX.*

This video uploaded on 16th March 16th, 2024, was created by the YouTubers BanderitaX and his friend Baraa and Mohammed. The video last 31:21 minutes and was about Minecraft, a number of CS with different types and reasons occurred. The video accompanied with subtitles in English to support the video’s information, to show identity with group, and to address a different audience.

With the very beginning of the video, at 00:27, BanderitaX switched to Arabic dialect via teasing and joking with his friend Baraa for humor and fun. At 2:23 Mohammed used two types of switches; The first one metaphorical CD when he switches to formal Arabic matha yanee “what does this mean?”, and then make intra sentential CD (biomes) for humor reason. At 2:51, he switched again to formal Arabic mantaka jegrafya “geographical area” as metaphorical CD to clarify certain information.

Table 5. Distribution of the Percentages of the Occurrence of CS in BanderitaX’s Video Games

Time	words	Types of CS	Reason	Attitude	Total	Percentage
0:27 0:46	Skin	Intra-sentential CD	To have fun	Positive	1	1.54%
1:39	box	Intra-sentential	To attract attention	Pos.	1	1.54%
2:14 3:9	yep	Intra-sentential	To show identity with group	Pos.	2	3.08%
2:18 2:40-41	Biome	Intra-sentential	Lack of register	Pos.	3	4.62%
2:54 3:1	Roots, mud	Intra-word CS	to address a different audience	Pos.	1	1.54%
3:21 24:22	wow	Intra-sentential CS	habitual experience	Pos.	1	1.54%
3:50 4:05	zombie	Intra-sentential CS	lack of register		3	4.62%
4:28 8:07 9:25	Oh my God	Inter-sentential CS	Habitual experience	Pos.	3	4.62%
4:30 7:36 8:03 9:59 11:52 12:16 22:31	Ok.	Intra-sentential CS	habitual experience	Pos.	7	10.77%
4:38	Let’s go	Intra-sentential CS	habitual experience	Pos.	1	1.54%
5:31 20:32	spider	Intra-sentential CS	to emphasize a point	Pos.	5	7.69%



7:14 21:07 30:20	copper	Intra-sentential CS	to address a different audience + lack of register	Pos.	7	10.77%
7:59	skeletons	Intra sentential CS	lack of register	Pos.	1	1.54%
8:52 9:04 21:18 24:11 28:05 28:52	iron	Intra sentential CS	lack of register	Pos.	8	12.31%
9:06-8 14:28	pickaxe	Inter-sentential CS	habitual experience	Pos.	5	7.69%
14:06	Search (with an Arabic tone)	Intra word CS	mood of speaker	Pos.	1	1.54%
14:56	Walking dead	Intra sentential CS	to address a different audience	Pos.	1	1.54%
16:14	Emeralds	Intra sentential CS	habitual experience	Pos.	1	1.54%
16:20 28:48	Leather	Intra sentential CS	lack of register	Pos.	2	3.08%
19:33	steak	Intra sentential CS	lack of register	Pos.	3	4.62%
21:06	Gold	Inter-sentential CS	lack of register	Pos.	1	1.54%
24:37	creeper	Intra sentential CS	lack of register	Pos.	1	1.54%
26:50	demonetized	Intra- word Switching	to show identity with group	Pos.	2	3.08%
27:07	What	tag CS	to show hesitation	Pos.	1	1.54%
27:22	Hey, hey	Intra sentential CS	pragmatic reasons		1	1.54%
27:57	helmet	Intra sentential CS	lack of register		2	3.08%
28:11	mangrove	Intra sentential CS	lack of register		2	3.08%
					65	41.54%

With the very beginning of the video, at 00:27, BanderitaX switched to Arabic dialect via teasing and joking with his friend Baraa for humor and fun. At 2:23 Mohammed used two types of switches; The first one metaphorical CD when he switches to formal Arabic matha yanee “what does this mean?”, and then make intra sentential CD (biomes) for humor reason. At 2:51, he switched again to formal Arabic mantaka jegrifya “geographical area” as metaphorical CD to clarify certain information.

The above table shows that 41.54% of the YouTuber’s speech is CS with various types; the large majority of the types are Intra-sentential CD. 70.37%, Intra-word CS 11.11%, Tag CS 3.70%, and Inter-sentential CS 11.11%. The YouTuber unconsciously said words in Arabic and directly switch to English via translated them, such as “root” and “mud”, as they address a different audience, also the same thing occurred at 25:08 with the word “reaction” directly after the Arabic word. In fact, all the sample YouTubers prefer to use the expressions “oh my God” or just “my God” and “OK” as habitual experience but to show various types of emotions and responses. It is crucial to show that at 5:31 the three YouTubers switched to “spider” to show that they are switching to certain words unconsciously.

At the minute 07:14 one of the YouTubers for lack of register reasons, switched to English while the second translated it to address different audience. It seems they reduce CD when they use the subtitles. BanderitaX hid his CD after receiving some support from his partner and by using subtitles. BanderitaX and his partner kept using Saudi dialect for most of the video



although they switched a little bit in the register words. The YouTubers preferred a certain type of CS to communicate more effectively during gameplay, such as using the words as it is in the game, for several reasons, the most common one is lack of register which reflects 39.29%, habitual experience 21.43%, to address a different audience 10.71%, to show identity with group represent 7.14%, to have fun, to attract attention, reflect the mood of speaker, to show hesitation, pragmatic reasons, and to emphasize a point represented the least percentages at only 3.57%.

*(c). Analysis of Speech of Abo Fula's Second Video*

In this last video dated Oct 12th, 2023, which is given the title Abo Fula, the YouTuber began by welcoming his audience by mentioning those who designed a player for him, so he promised to support them by switching to English using the word “developers” at 00:33. The video lasted for 15:44 minutes and various types of CD occur.

Table 6. Distribution of the Percentages of the Occurrence of CS in Abo Fula's video Games.

Time	words	Types of CS	Reason	Attitude	Total	Percentage
1:37	Easy, let's go baby	Inter-sentential CS	To have fun, and give command	Positive	1	2.94%
1:39	Play	Intra-sentential	To attract attention	Pos.	1	2.94%
1:59 3:13:16 3:39 4:14 13:5 14:17 14:40-43	easy	Intra-sentential	Habitual experience	Pos.	13	38.24%
4:6	Yes, let' go	Inter-sentential CS	To have fun, and present command	Pos.	1	2.94%
4:08	(hulo) (nice)	Metaphorical CS	Mood of speaker	Pos.	1	2.94%
4:15 5:33 11:25 13:23 13:35	Ok.	Intra-sentential CS	Habitual experience	Pos.	7	20.59%
6:04 7:49 7:58 10:23	Let's go	Inter-sentential CS	Habitual experience		4	11.76%
8:48 13:11	Standard Arabic	Metaphorical CS	To emphasize a point	Pos.	2	5.88%
10:23	Thank you for play	Inter-sentential CS	to address a different audience	Pos.	1	2.94%
10:44	wow	Intra-sentential CS	Habitual experience	Pos.	1	2.94%
12:45-50	Over it	Intra-sentential CS	to emphasize a point	Pos.	4	11.76%
					34	32.35%

As has been stated, 32.35% of Abo Fula's speech through gaming is CS, where Intra-sentential CS constituted 45.45% and Inter-Sentential CS 36.36% were the most used forms of CS, to show that players use the language that they are most comfortable with. Hence, differences in language proficiency may lead to CS, in addition to the metaphorical one at 18.18%, whereas tag CS did not occur. Furthermore, it is important to show the reasons behind these codes, the



first one is habitual experience 36.36%, to have fun and to emphasize a point about 18.18%, to attract attention, mood of speaker, and to address a different audience representing 9.09%.

In relation to the difficulty of the pronunciation of the word “developer” at 00:33, the YouTuber directly translates and switch to Arabic to ease communication. So, it might be according to the lack of register, most YouTubers prefer to say the English words of the game as it is. It crucial also to show that through the passage of time, Gulf YouTubers tend to use subtitles to avoid using the English words. The primary findings of this study have demonstrated that the use of CS by YouTubers is not merely a matter of random changes but follows a progression from more complex to simpler forms, with advantageous traits persisting while disadvantageous ones are discarded. It is also clear to show that CS is not an error or violation of the discipline of talking but is necessary and desired by the YouTubers to casually converse animatedly with one another. Certain CS occurs unintentionally to enhance the speakers’ knowledge and skills, exaggerate certain actions, and increase humor.

The analyses prove that the use of CS encourages and contributes to the speech, rather than obstructing it. The findings indicate that participants engaged in CS while playing directly. CS occurred when transitioning between formal and informal languages, as well as between languages and dialects. By utilizing these modern methods, researchers can collect and analyze data more efficiently, gaining deeper insights into the language use and communication patterns of electronic game players. During intense competition, participants tended to code-switch more frequently, often to issue direct commands or instructions to other audiences, such as requesting assistance or additional resources, which is common in mobile games. In addition to that the results also prove that utilizing local or native expressions for several reasons, such as to capture the other attention, to achieve relevance, to show humor and so on. The findings also indicated that there are no significant differences among the way Iraqi YouTubers engage in CS phenomena. All of them have used CS for the past three years in the same way and quantity, to convey and express certain information, show their emotions among other reasons. On the other hand, there has been a decrease in using CS by Gulf YouTubers recently due to subtitles but remained unchanged with the Iraqi YouTubers.

## 5. Conclusion

From the above discussion, several key findings can be drawn on the use of CS and its various implications in online gaming communication. This study conducted a review on CS in the language of some Arab YouTubers, aiming to explore its functions from a sociolinguistic perspective. The research reveals insights into the use of CS across various media platforms, highlighting its role in shaping and expressing individual and group identities, as well as its functions in accommodating speech, overcoming language barriers, and expressing emotions and identity. Based on the above analysis, the main conclusion remarks of the present study are:



1. The models developed by Malik (1994) apply to the YouTubers' speech.
2. It has been demonstrated that CS is commonly used in gaming speech.
3. All five types of CS have been observed in the analysis, intra sentential has been used more by the YouTubers, in contrast, tag switching was the least used.
4. The findings revealed similarities between Iraqi and Gulf YouTubers in their use of CS, which is used for several reasons such as to show identity, lack of register habit and so on.
5. The use of CS, especially in Saudi and Kuwaiti speech, has decreased as a result of the prevalence of subtitles.
6. All the YouTubers incorporated and integrated the expressions "oh, my God," "OK.," as well as "let's go" for different reasons into their speech unintentionally and extensively, treating these expressions as part of their speech
7. Through the analysis, it is noticed that most of their switching occurs in the names of gaming weapons and locations while they encounter difficulty with other words, which may be attributed to repetition rather than language proficiency.
8. The frequency of CS within video games do not correlate with their duration. The selected videos take short time, but each moment has been involved one or more switching whether to English or toward formal Arabic.
9. The results did not show a significant change between the videos recorded in 2020 and those recorded in 2024; this proves the consistent global interest.

Most YouTubers make use of CS to facilitate interaction and achieve their goals such as to address a wider audience, and to emphasize points among other reasons.

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