

OMG! Aussies don't know WTF LOL stands for

amaysim digs into the digital dialect getting Aussies into translation trouble

Think "LOL" stands for "Lots of Love" or "WTF" means "Why The Face"? You're not alone according to results of a survey released today which show two in five Aussies have landed in translation trouble as digital acronyms infiltrate our daily banter.

Examining the use and misuse of acronyms, the survey commissioned by low-cost mobile service provider amaysim shows that two thirds of Aussies have embraced acronyms as a simple, time saving tactic. However, the race to embrace has left some Aussies lost and confused.

Despite half (47%) of mobile and social media fans being active users of acronyms, nearly as many (43%) admit to misunderstanding them, resulting in some very awkward (or 'awkies!') situations.

Even the most used acronym, LOL, is tripping Aussies up. Whether it's giving an ex the wrong impression by sending lots of love, or laughing out loud when you're meant to be sympathising, it's no wonder one in five Aussies are asking for translation help.

Bizarrely, one addled acronym user was left scratching their head at receiving what looked like an impromptu update from a mate on their cholesterol levels when LOL was confused with LDL (Low-density lipoprotein).

Older generations are not the only ones ending up red-faced, with the research showing a tiny one per cent difference in translation troubles between 18-24 years olds (43%) and people over 65 (42%).

While the majority of these lost in translation moments are exchanges between friends (75%), one third of 25-34 year olds have landed themselves in hot water with work colleagues or their boss.

Dr Susie Khamis, Lecturer at Macquarie University in Media, Music, Communication & Cultural Studies said, "With so many people using acronyms, in all sorts of contexts – socially, at work and so on – it's not surprising that confusion ensues!

"Interestingly, this confusion crosses generational divides, confirming the speed with which modern language is evolving and how the rapid uptake of smartphones and tablets has accelerated and intensified this phenomenon."

FYI more GR8 stats

Digital dialect is infiltrating everyday lingo with 20% of Australians using acronyms verbally in day-to-day language

A third of Aussies claim to know most acronyms while 5% have absolutely no idea

Two thirds of Aussies use acronyms as a simple time saver but 10% of 45-55 year olds use them to be cool

Top 5 most used acronyms:

- LOL – laugh out loud (60%)
- OMG – oh my god (18%)
- BRB – be right back (10%)
- GR8 – great (10%)
- WTF – we'll let you figure this one out (4%)

Ged Mansour, amaysim's PR & Social Media Manager, concluded, "New acronyms are popping up every day and a fifth of us use them in our daily face-to-face chats, showing that the digital dialect has well and truly infiltrated our everyday banter. Even so, it's the tried and tested acronyms that are still causing the most confusion, so it's kinda hard not to LOL when someone messes them up."

Ends

The research was conducted by Pure Profile on behalf of amaysim in October 2012, involving a sample of over 1,000 respondents from across Australia.

About amaysim

Founded in November 2010, amaysim is Australia's low cost mobile service provider on a mission to uncap Australia.

amaysim's three SIM-only mobile plans - *amaysim UNLIMITED*, *amaysim FLEXI*, and *amaysim AS YOU GO* - deliver simplicity, fairness and unbeatable value to mobile customers. *amaysim MOBILE BROADBAND* Data Packs satisfy the online needs of Aussies without ridiculous data charges or long-term lock-in contracts.

Supported by a high quality, 100% Australian customer service centre and a self-service website, amaysim is delivered over the Optus 3G Mobile network. amaysim won gold at the *Money* magazine Best of the Best 2012 awards for cheapest Postpaid Mobile Plan – High Usage for *amaysim UNLIMITED* and Cheapest Postpaid Mobile Plan - Low Usage for *amaysim AS YOU GO*.

amaysim SIM packs are available at amaysim.com.au and from over 12,000 retail outlets including 7-Eleven, Harvey Norman, Woolworths Petrol, Caltex, Newslink, Dick Smith, Myer, Coles Express, Franklins, Coles, Australia Post and many more. Keep up to date with amaysim at facebook.com/amaysim, amaysim.com.au/blog and twitter.com/amaysimAU.