



# MACQUARIE DICTIONARY

## WORD OF THE YEAR 2024

### ARTS

#### **canon event**

*noun* an experience, incident, etc., which changes the course of a person's life, affecting their behaviour, beliefs and life choices.

#### **destination thriller**

*noun* a mystery novel, film, etc., with a particularly attractive or interesting setting.

#### **fairy porn**

*noun* *Colloquial* a subgenre of fantasy fiction which explores relationships between humans and supernatural characters, especially characterised by explicit depiction of sexual relationships.

#### **isekai**

(say 'eesuhkuy)

*noun* a subgenre of fantasy anime or manga in which the protagonist is transported to or reincarnated in a parallel universe, especially one in which they are then trapped.

[Japanese: parallel universe, different dimension]

#### **splatterpunk**

*noun* a subgenre of horror fiction or film, characterised by graphic scenes of violence, gore and death.



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## WORD OF THE YEAR 2024

### BUSINESS

#### **downward envy**

*noun* a feeling of jealousy or inferiority experienced by a manager, leader, etc., towards someone in a junior position.

#### **enshittification**

*noun* *Colloquial* the gradual deterioration of a service or product brought about by a reduction in the quality of service provided, especially of an online platform, and as a consequence of profit-seeking.

[EN-1 + SHIT + -I-1 + -FICATION; coined in 2022 by Canadian author Cory Doctorow]

#### **ghost college**

*noun* **1.** a fraudulent business which presents itself as a college, enrolling fee-paying students, particularly international students, but providing no tuition, and often issuing fake certificates.  
**2.** a fraudulent business which presents itself as a college, registering fictitious students in order to access government subsidies, grants, etc.

[GHOST, from the college having few or no students + COLLEGE]

#### **greedflation**

*noun* *Commerce* an increase in the price of a product or service which is falsely ascribed to inflation by the vendor or provider. [GREED + (IN)FLATION]

#### **personality hire**

*noun* a person whose employment is based on perceived personality traits, such as charisma, confidence, etc., rather than qualifications, skills and experience.



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## WORD OF THE YEAR 2024

### COLLOQUIAL

#### **brat**

*adjective Colloquial* confident and bold, especially when considered unorthodox or uncharacteristic.

[from the album title *Brat* (2024) by UK singer Charli XCX; extension of BRAT<sup>1</sup>]

**goated** *noun Colloquial* of the highest or best class or quality; exceptional.

Also, **GOATED**.

#### **mogging**

*noun Colloquial* the act of asserting dominance or superiority over another by virtue of physical attractiveness, strength or other characteristic, sometimes signified by holding one's index finger upright in front of the mouth, or by running one's index finger along the jawline to the chin.

[acronym from (*alpha*) *m*(ale) *o*(f the) *g*(roup) + -*g*- + -ING<sup>-1</sup>] -**mogger**, *noun*

#### **sigma**

*noun Colloquial* **1.** a person who is well regarded as being exceptional in some way, especially a male.

*adjective* **2.** attractive; excellent: *sigma wheels*.

[modelled on ALPHA MALE, with *sigma* used to represent someone with attributes similar to the alpha male but who presents their attributes in a different way]

#### **skibidi**

(say 'skibuhdee)

*interjection Colloquial* (a nonsense word used to mean any of various things depending on context, but often 'cool' or 'excellent').

[popularised in 2023 by web series *Skibidi Toilet*; ? influenced by dancing memes based on the 2018 song 'Skibidi', by Russian band, Little Big]



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## WORD OF THE YEAR 2024

### EATING AND DRINKING

#### **chip on a stick**

*noun Colloquial (pl. **chips on a stick**)* a whole potato which has been spiralised and threaded onto a skewer, then battered and deep-fried, especially as sold as a snack at a public event; tornado potato; spiral potato; potato twister; potato slinky.

#### **donburi**

(say 'donbooree)

*noun* a Japanese dish consisting of a bowl of rice topped with meat, seafood, vegetables, etc., usually cooked in a sauce. [Japanese: bowl]

#### **food noise**

*noun* persistent and intrusive thoughts of food, usually resulting from a preoccupation with food choices, weight loss, hunger, etc.

#### **kup murri**

(say 'kup mahree)

*noun* **1.** an earth oven for pit cooking in the traditional Torres Strait Islander style.

**2.** food prepared in this manner. **3.** a feast at which such food is served.

Also, **kup-murri**, **kap mari**. [from Australian languages of the Torres Strait Islands]

#### **velveting**

*noun* the practice of tenderising meat by cutting it into strips, coating it in baking soda or cornstarch and soaking it in water.



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## WORD OF THE YEAR 2024

### ENVIRONMENT

#### **agrihood**

*noun* a residential community with public produce gardens, working farms, etc., intended to provide food security and promote sustainability and a sense of community.

[AGRI- + (NEIGHBOUR)HOOD]

#### **airpocalypse**

*noun* *Colloquial* any widespread instance of air pollution caused by wood fires, industrial activity, vehicle exhausts, etc. – **airpocalyptic**, *adjective*

#### **bee hotel**

*noun* a small box-shaped construction, designed as a shelter for solitary native bees and wasps that do not live in a hive.

#### **overtourism**

*noun* a situation in which too many people are visiting a tourist destination, causing damage and degradation, and adversely affecting the lifestyle of local residents as well as their own experience as tourists.

#### **xeriscaping**

(*say* 'zereeskayping)

*noun* the landscaping of an area utilising methods to reduce water usage, such as employing drought-tolerant plants, efficient irrigation, etc.

[*xeri-*, modelled on ZERO- + (LAND)SCAPING]



# MACQUARIE DICTIONARY

## WORD OF THE YEAR 2024

### FASHION

#### **clean girl**

*noun Colloquial* **1.** a women's fashion characterised by neutral-coloured, elegantly casual clothing, a simple hairstyle, often with the hair pulled away from the face, and the appearance of having applied little or no makeup, the aesthetic intended to convey a natural elegance and beauty, achieved with little or no intervention.

**2.** a female who has adopted such a fashion.

#### **dopamine decor**

*noun* a style of interior decoration which features bright colours and bold patterns, thought by some to stimulate the brain and improve mood.

#### **everything shower**

*noun Colloquial* an extremely long shower in which one undertakes a number of activities in addition to standard washing, such as shampooing and conditioning hair, shaving, exfoliating, applying scrubs or masks.

#### **looksmaxxing**

*noun Colloquial* the act of improving one's physical attractiveness as much as possible, especially as undertaken by young men. Also, **looksmaxing**.

[LOOKS + -MAXXING]

#### **snatched**

*adjective Colloquial* extremely attractive or stylish: *a snatched body; snatched makeup*.



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## WORD OF THE YEAR 2024

### GENERAL

#### **cat distribution system**

*noun Colloquial (humorous)* a supposed force or power used by stray cats to find a home, choosing an owner by following them home, appearing on their doorstep, etc., as opposed to being chosen by the person.

#### **confirmation bias**

*noun* the tendency for a person to give more credence to, or to seek, information which supports their existing beliefs, regardless of other possible considerations.

#### **pink cocaine**

*noun* a bright pink designer drug, used recreationally, typically being a mixture of 2C-B, ecstasy, ketamine and caffeine, but often without cocaine, coloured with pink food colouring or dye; tusi.

#### **rawdoggging**

*noun Colloquial* the act of undertaking a long-haul flight with no electronic entertainment, devices or reading material, as film, music, games, laptops, books, etc.

#### **social battery**

*noun* a supposed energy reserve someone has for engaging in social interactions, the reserve being depleted or stimulated depending on circumstances and an individual's personality.



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## WORD OF THE YEAR 2024

### HEALTH

#### **active listening**

*noun* the practice of giving one's full attention to what someone is saying, both verbally and with body language, and by positively engaging through demonstrating understanding, asking open-ended questions, withholding judgement, etc. –**active listener**, *noun*

#### **cyberpsychology**

*noun* the branch of psychology which deals with the effects of computer and digital technologies, such as the internet, social media, virtual reality, artificial intelligence, etc. –**cyberpsychologist**, *noun*

#### **ice bath**

*noun* a bath prepared with ice or iced water, for supposed therapeutic benefits.

#### **incidentaloma**

*noun* a tumour which is unexpectedly discovered while undergoing a physical examination, medical imaging or surgery for an unrelated medical investigation or procedure.

[INCIDENTAL + -OMA]

#### **semaglutide**

*noun* a drug used in the treatment of type 2 diabetes, which suppresses appetite and controls high blood sugar, often prescribed off-label for weight loss.





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## WORD OF THE YEAR 2024

### INTERNET

#### @

(say at)

*noun* **1.** the at sign.

*verb (t)* **2.** *Internet Colloquial* to tag (a user) on a social media post, or other digital communication, by using the @ symbol followed by their username, usually to bring something to their attention or to prompt a response.

*phrase* **3.** **don't @ me**, *Internet Colloquial* (an expression indicating that someone who has posted a comment, opinion, etc., does not want a response, especially when the post is something likely to be disagreed with.) Also, **at**.

#### brainrot

*noun Colloquial* **1.** content, especially as viewed on a social media platform and for an extended duration, which is considered to be of low quality in terms of intellectual stimulation.

**2.** the supposed diminished mental capacity caused by the consumption of such content.

Also, **brain rot**. [from the notion that constant consumption of low-quality online content causes a decline in cognitive ability due to the brain not being stimulated]

#### de-influencing

*noun* (of a social media influencer) the practice of advising followers to avoid, stop using, etc., particular products or services. –**de-influencer**, *noun*

#### NSFL

*Colloquial* (an abbreviation of 'not safe for life', with reference to online material which is considered extremely disturbing, such as graphic violence, extreme pornography, etc.)

#### pig butchering

*noun* a type of fraud in which a scammer portrays themselves as a friend, romantic interest, financial adviser, etc., in order to gain the trust of their victim and convince them to invest money, the scammer disappearing with the funds once the victim's resources have been drained. [Chinese *sha zhu pan*, literally, killing pig plate; the scam being likened to the process of fattening a pig before slaughter]



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## WORD OF THE YEAR 2024

### POLITICS

#### **disaster capitalism**

*noun* the practice of taking advantage of a widespread and serious disaster, such as flood, fire, pandemic, war, etc., especially for financial gain or, of a government, to introduce privatisation, deregulation and legislation to their advantage.

#### **rage bait**

*noun* **1.** content that is intended to provoke a hostile, angry reaction, often posted online and political in nature.

*verb (t)* **2.** to post such content in order to provoke an angry reaction from (a user, follower, etc.).

**-rage baiting**, *noun*

#### **right to disconnect**

*noun* a law which grants employees the right to not work or be contacted about work during non-work hours.

#### **shadow war**

*noun* a war or conflict which is carried out using covert operations, cyberwarfare, economic sanctions, espionage and sometimes a proxy war, rather than direct military conflict between the major parties.

#### **wanding**

*noun* the practice of using a wand (a handheld electronic device used to detect the presence of metal objects, especially weapons) to scan a person for a concealed knife or other weapon.



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## WORD OF THE YEAR 2024

### SOCIAL INTEREST

#### **kill notice**

*noun* an order to stop or retract the dissemination or use of an image, story, item of information, etc., especially due to security concerns or evidence that tampering with the material has taken place. Also, **kill notification**.

#### **rent bidding**

*noun* the practice of a prospective renter offering a real estate agent or landlord a higher price than that advertised in the hope that their rental application will be accepted over others. Also, **rental bidding**.

#### **school refusal**

*noun* **1.** an ongoing reluctance or refusal of a child to attend school or to remain at school for the expected duration, characterised by high levels of distress and anxiety.

**2.** an instance of such refusal. Also, **school avoidance**. –**school refuser**, *noun*

#### **social licence**

*noun* acceptance, by the public and stakeholders, that an organisation is operating in a responsible manner in relation to transparency, accountability, environmental care, human rights, and impact on the local community.

Also, **social licence to operate**.

#### **stack dating**

*noun* the practice of arranging a number of short, informal dates with different people in order to assess each as a prospect for a romantic relationship.



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### SPORT

#### **awe walk**

*noun* a leisurely walk taken with the intention of paying close attention to one's natural surroundings in order to find something which brings a feeling of wonder and awe.

#### **down rock**

*noun* a form of breakdancing with manoeuvres performed on the ground, rather than standing up, with the hands, shoulders, back and head acting as the main contact points to the ground. Also, **downrock**.

#### **fatbike**

*noun Colloquial* a type of e-bike with wide tyres, originally designed for travelling over rough terrain. Also, **fat bike**.

#### **gym rat**

*noun Colloquial* a person who attends a gym frequently, especially one seen as being obsessive in their training and as flaunting their supposed resulting attractiveness.

#### **spoon bowl**

*noun Colloquial (humorous)* a match between the two lowest teams in a competition to determine which finishes the season at the bottom of the table. Also, **spoonbowl**.

[(WOODEN) SPOON + BOWL<sup>1</sup>; play on *Super Bowl*, the American football championship game]



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### TECHNOLOGY

#### **biocomputer**

*noun* a hypothetical computer which uses components of biological origin, such as proteins or molecules of DNA, to perform computational functions. –**biocomputing**, *noun*

#### **deleb**

*noun* *Colloquial* a famous person who has died, especially one whose appearance, voice, persona or other likeness is used in an advertisement, film, music recording, etc., using AI or other computer technology. [D(EAD) + (C)ELEB(RITY); modelled on CELEB]

#### **grief tech**

*noun* technology which facilitates interaction with an avatar of a deceased person, created with AI, using visual, audio and biographical data relating to the deceased.

#### **Q-day**

*noun* a theoretical point in time at which quantum computers will become large-scale enough to enable the decryption of public key encryption algorithms, including those which currently protect sensitive information relating to banking, intelligence, national security, etc.

[Q(UANTUM) + DAY]

#### **strong AI**

*noun* a hypothetical artificial intelligence which shares the same level of cognitive abilities in learning, understanding, problem solving, etc., as a human. Also, **artificial general intelligence**, **general AI**.