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Research Paper

Linguistic stylistics: a critical dissection of the alpha-numeric revolution in Bet9ja digital betting

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ABSTRACT

This research examines the semiotic and linguistic features of Bet9ja's alphanumeric code within the digital betting discourse of Nigeria using Critical Stylistic Theory (Jeffries, 2010) and Semiotic Theory (Saussure; Peirce) as theoretical frames. Using textual analysis, interviews, and ethnographic fieldwork, the research examines how codes such as 1X2, HT/FT, 2.5G, GG/NG, and DC operate as ideological and linguistic bundles of meaning. Findings show that such alphanumeric vocabularies have dual functions: they make complex betting systems simple and communicate myths of control, rationality, and digital agency. Semiotic understanding remains to show that the codes transcend their denotative words to communicate a sense of belonging, expertise, and modern-day identity in Nigerian gambling culture. The study concludes that Bet9ja's alphanumeric lexis is a virtual stylistic innovation in which linguistic economy and symbolic density converge with discourses of ideology of empowerment and confidence. Ultimately, the change emphasizes the convergence of language, technology, and ideology, projecting the Bet9ja's language system as a semiotic and sociocultural phenomenon.

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1. INTRODUCTION

The rise of electronic communication has transformed linguistic practices, particularly through alphanumeric forms that combine letters and numbers. These forms are prevalent on social networks, text messages, and web platforms, where brevity, efficiency, and creativity are valued. The blending of conventional alphabets and numbers allows users to modify language to fit digital requirements, thereby generating new forms of language that have never been used before. Alphanumeric language is widely used in online communications and advertisements because it is a powerful attention-grabbing technique. Alphanumeric language is used by advertisers in company names, logos, and products to appeal to tech-savvy consumers. In digital communication, the use of alphanumeric language is a sign of a broader trend toward dynamic language. Alphanumeric language is widely used in Nigeria, especially when sending SMS

messages and engaging in other forms of digital communication. The language used may include irregular spellings, phonetic language, and alphanumerics. The influence of this language is also being felt in conventional forms of communication, which is an indication of the impact of digital language. Advertisements by telecommunication companies, such as MTN and Etisalat, utilize alphanumeric language to attract customers. For example, Bet9ja is an alphanumeric word that combines the Nigerian symbol "9ja" with "Bet." The word “Bet9ja” is an indication of Nigeria’s culture and language.

2. RELATED WORK

2.1. Stylistic Linguistics

Stylistic linguistics is a branch of linguistics that deals with the study of the use of language in texts, with particular attention given to the interaction between the phonetic, lexical, grammatical, and syntactic aspects of language to produce meaning and effect. The study of language form, context, and function is called stylistics. This is an important area of study in terms of the emotional and aesthetic effects of language [1]. Also, stylistics emphasizes that language styles which can be social, artistic, or communicative in nature which are the outcome of decisions that frequently involve departing from the norm.

In virtual environments such as online forums and social media, stylistic variation is prominent in the use of abbreviations, acronyms, and alphanumeric codes. Such forms are cost-effective and can be used as a symbol of group identity and creativity, which is associated with the socio-cultural practices of the participants in a fast-paced digital environment. Cognitive and pragmatic stylistics also account for these phenomena. Cognitive stylistics focuses on the mental processes involved in creating engagement and meaning, whereas pragmatic stylistics focuses on the creation of meaning in a particular context. Numerical codes on Bet9ja, for example, can be accounted for from a cognitive and pragmatic perspective, as they involve the creation of concise forms of complex ideas and the creation of social meanings. Computational methods can be used to analyze the styles of online writing.

In computer-mediated communities, linguistic styles serve as predictors of functional competence and indicators of group affiliation. Nonetheless, there is an increasing worry regarding the effect of alphanumeric scripts and abbreviations on standard language usage and literacy practices. This requires critical study of these language varieties. In order to effectively address the realities of digital language usage and its effects, linguists, educators, and communication experts need to understand these changing stylistic traditions.

2.2. Linguistic Alphanumeric Revolution

The alphanumeric revolution in the field of linguistics has come to be recognized by scholars as they examine the implications of digital communication on the language hierarchy. Groundbreaking studies examine the impact of digital communication on the redefinition of language development, creativity, concision, and flexibility. Androutsopoulos explains the creative ways individuals adapt their communication through codes, hashtags, and symbols in digital environments to express more with less [2]. In cross-linguistic settings, especially where minority languages are involved, meanings are likely to change, and this is referred to as semantic shifts; the term semantic shifts is used to describe the changing nuances, emphasis, and/or connotation of the meanings [3]. On this note, Ejembi and Abochol observe that language brings people together by establishing a common meaning and cultural identity, especially through the use of names, as they are used as identity, belonging, and social connectivity markers [4]. Bhatia posits that in professional and institutional genres, language, according to Bhatia, functions as a strategic resource in constructing authority, clarity, and professionalism in discourse communities [5]. Alexander and Stibbe posit that the adoption of this distinct language is one of the forms of human communicative life [6]. By combining conventional language with emerging forms of language like emojis, abbreviations, and texting symbols, they illustrate the role of social media in language innovation. In stylistics, the ability of users to manipulate computer-mediated communication can prompt them to deliberately violate conversational maxims creatively, hence developing new meanings not present in the literal content of

messages they send [7]. All these studies illustrate the role of the digital space in encouraging creativity and breaking linguistic rules.

2.3. Innovation in Language of Gambling

The gaming and gambling industry has always provided fertile ground for language innovation and creativity, particularly in the development of the gambling language, which is constantly evolving and updating itself in line with the latest technological and social changes. Studies have shown that language in gambling settings undergoes change over time. In this respect, Li and Wang explore the lexical link between the words "gambling" and "gaming," illustrating a shift from adversarial to co-development in the 1990s, coinciding with the globalization of gaming enterprises worldwide [8]. In advertising settings, Mensah and Ndimele demonstrate the potency of Nigerian Pidgin, particularly in terms of popularity, flexibility, and creativity in reaching a wider audience base [9]. Ekpang and Ogolekwu underscore the mathematical and cognitive dimensions explaining that "no language is used in isolation, but in the context of something to function" [10]. Moreover, observation from other studies and findings has also shown that there is the ability for global participation in digitalized betting platforms that have different linguistic inputs for innovation in gaming language. From the perspectives discussed in this section, it is evident that there is the interplay of culture, technology, and society in terms of language in gambling.

2.4. Intersection of Language and Technology in Betting Culture

The crossroads of language in digital technology and betting culture have become a point of academic interest in terms of the role of linguistic nuances and styles in gambling in modern society. Li, Zhang, and Liu assert that although "gambling" has negative connotations, "gaming" has positive connections to recreation, business, and technology due to socio-economic changes in their meaning and usage [11]. Ogolekwu highlights the role of language in the construction of identity and the regulation of social practices, including gambling-related communication and interaction [12]. Domesticating this to Nigerian experience, have pointed out that Bet9ja uses particular words and interactive terms to communicate with their customers, while the digital platform helps users to monitor and book their games online [13]. According to Ackermann, Churchill, and Munyanyi, the adoption of Internet has eased the betting process by providing users with guidelines, tutorials, and codes to facilitate their participation [14]. Research into urban youth's betting practices shows that soccer betting acts as a coping and identity-building practice for urban youth. In these practices, soccer bettors employ their networks of peers, research practices, and digital literacy. In these online environments, language is an essential tool for enhancing social bonding and developing differing attitudes towards betting. Likewise, communication systems are a reflection of their users, who embody culture, identity, and values; not simply instruments for connection [15]. Though there is an increase in research being conducted in the study of digital linguistics, there is little research being conducted in alphanumeric communication in localized online betting sites like Bet9ja, where many youths engage in.

As these elements continue to evolve and intersect with new technologies, they point toward a future where digital communication attains greater richness, subtlety, and inclusivity [16]. This is affirmed that all human societies develop distinctive linguistic structures that enable them to describe, interpret, and contextualize experiences and events [17]. Bet9ja uses alphanumeric codes in Nigeria, highlighting that all human societies have unique ways of using language to describe and understand experiences [18]. Leadership is embedded in language, which is used to transmit information, but also to legitimate leadership and shore up power [19]. The sudden rise in artifact sophistication at the Stone Bowl and High Plateau sites suggests key technological and cultural breakthroughs, likely including language. In this case, archaeology and linguistics have not yet combined their ideas about the origins of modern humans in the form of the Reconstructionist Approach to the Study of Human Origins [20]. Bet9ja digital betting language, these findings show that although technological and cultural advances may have supported the rise of language, archaeology and linguistics still have not fully aligned their explanations of the origins of modern humans within the Reconstructionist Approach to the Study of Human Origins. This particular study,

therefore, seeks to explore how Bet9ja uses alphanumeric codes and how it localizes them within Nigeria's sociolinguistic landscape, thereby filling an important gap in the field of digital language studies.

Sports betting has always been very popular in Nigeria, with companies such as Bet9ja, NairaBet, and SportyBet being leaders in this industry. Sports betting is considered an entertainment and supplemental income earner for Nigerians, even when the chances of losing are considered to be very high [21]. According to Chiu and Storm, "individuals holding more positive attitudes toward gambling are those who are more likely to gamble and to experience gambling-related problems" [22]. The development and use of digital technologies and mobile devices have sparked discussions on their contribution to youth entrepreneurship and innovation in Nigeria's informal economy [23]. The presence of online sports betting sites like Bet9ja has therefore sparked intense controversy over its contribution to entrepreneurship development in Nigeria [23]. A study examined the sponsorship effect of Bet9ja small business development in Nigeria [24]. This trend has especially caught the attention of the youth, who have accepted betting as part of their culture. Apart from the economic aspects, the formation of Bet9ja is significant from the perspective of the wordplay among the people of Nigeria. Apart from being one of the most diverse nations when it comes to culture and languages, Nigeria presents various complexities when considered from the perspective of professions and other aspects of the economy [25].

3. METHODOLOGY

The qualitative method is used to analyze the alphanumeric revolution in linguistics from the viewpoint of Bet9ja. This segment addresses research design, data collection methods, and analytical resources used for investigating the linguistic practices on Bet9ja and their broader implications on digital communication. The case study design has been used in the research, and Bet9ja is the subject of the case study in the context of the alphanumeric revolution in linguistics. The case study design is useful for the in-depth analysis of the alphanumeric revolution in the use of codes, signs, and language in the betting environment of Bet9ja. The method of collecting the data is as follows:

3.1. Textual Analysis

The text, codes, and terminologies found in the Bet9ja website and mobile sites were considered as part of data collection. This includes alphanumeric codes like "1X2," "2.5G," and "HT/FT" usually used in referencing the betting possibilities. The Table 1 below presents a clear breakdown of the codes and meanings in the context of the textual analysis employed in the study.

Table 1. A Textual Interpretation of Alphanumeric Elements and their Meanings

Code	Full Form	Description
1X2	Home Win/Draw/Away Win	It Shows the Three Possible Results of a Football Match.
2.5G	Over/Under 2.5 Goals	It Shows Whether the Total Number of Goals Scored in the Match is More or Less Than 2.5.
HT/FT	Half-Time/Full-Time	It Shows the Result of The Match at Halftime and at Full Time.
GG/NG	Both Teams to Score/No Goal	Bets on Whether Both Teams Scored (GG) Or At Least One Team Did Not Score (NG).
DC	Double Chance	It Shows Two Possible Results of the Match, Which Can Be Used to Reduce Risk.

3.2. Interviews and Surveys

Interviews: Semi-structured interviews with users of Bet9ja were conducted to understand how users make sense of alphanumeric codes. The textual data, semi-structured interviews were conducted with users of Bet9ja to understand how users make sense of, internalise, and apply alphanumeric betting codes. The interview questions, thematic area of interview, and analytical relevance of interview responses are as shown in Table 2 below.

Table 2. Participant Responses on the Meaning and Application of Bet9ja Alphanumeric Codes

Interview Participant	Key Discussion Points	Insights
Participant 1	Knowledge of '1X2'	Adopted especially during urgent match predictions.
Participant 2	Detailed explanation of '2.5G'	Observed as a target apparatus for betting on goals.
Participant 3	Adoption of 'HT/FT'	Selected for major predictions among the addictive users.
Participant 4	Overall insinuation of codes	Observed as a pattern to simplify betting options complexity
Participant 5	Societal implications	Indicate the communal way of providing detailed meanings and explainable codes in shops.

3.3. Ethnographic Observation

The ethnographic observation of users' interaction within real-time Bet9ja stores offered further contextual understanding. Notes were documented on how users communicate and how they comprehend alphanumeric codes within a real-time environment. Ethnographic observations of users' interaction were conducted within real-time physical stores of Bet9ja. The observations aimed to identify users' interactional exchanges, collective understanding, and interpretation of alphanumeric codes during their betting interactions. The observation plan, interactional contexts, and field understanding derived from the ethnographic observation are shown in Table 3 below.

Table 3. Ethnographic Survey of Bettors Conversations and Interpretation of Bet9ja Alphanumeric Codes

Observing particular date	Attitudinal Change Observed	Knowledge acquired
2024-11-10	Constant adoption of '1X2' during interaction.	Simplifies match results interactions.
2024-11-12	Bet users arguing '2.5G' predictions.	Boosts critical thinking in goal betting.
2024-11-15	Cooperation among users to interpret 'HT/FT'.	Boosts a sense of belonging in a society
2024-11-18	Agents explaining 'DC' and 'GG/NG' codes to new users.	Shows the educational impact of shop agents.
2024-11-20	Cooperate debate focused on match results.	Identifies the social changes of betting shop owners.

However, purposive sampling was used to recruit the participants as frequent customers of Bet9ja. The participants consisted of frequent bettors of different linguistic and cultural backgrounds, Bet9ja agents, and shop owners. The qualitative data collected was analyzed to obtain an interpretation of the alphanumeric codes and patterns using content and contextual analysis.

4. RESULTS AND DISCUSSION

Both Critical Stylistic Theory (CST) and Semiotic Theory guide the discourse analysis of online betting in Bet9ja to investigate how alphanumeric codes, as symbolic and linguistic instruments, operate to create user perception, interaction, and ideology within this virtual environment. Language and symbols, within this virtual environment, are not ideologically neutral means of communication; rather, they are ideological artefacts naturalising gambling as a normalised, culturally embedded, and technologically mediated activity. The alphanumeric revolution in formats such as 1X2, 2.5G, and HT/FT is a hybrid linguistic practice that draws upon numerical precision and linguistic brevity to compact meaning in a manner that obscures complex risk structures beneath a veil of accessibility and expertise.

4.1. Signifier and Signified Analysis

Semiotically, as discussed by Ferdinand de Saussure, every sign consists of a signifier (the material form, i.e., alphanumeric code) and a signified (the concept or meaning that the form evokes). The alphanumeric code represents powerful signifiers in concise, systematized form that denote a specific action in betting while at the same time acting as cultural symbols of participation, knowledge, and digital literacy in the communicative ecology of Bet9ja. For example, the acronym "1X2" represents three possible outcomes of a football match: Home Win (1), Draw (X), or Away Win (2). The acronym "2.5G" stands for "Over/Under 2.5 Goals," which is the bettor's prediction of whether the goals scored in a match are more or less than the predicted benchmark. The acronym "HT/FT," on the other hand, stands for "Half-Time/Full-Time," which involves a double temporal prediction in one bet. These acronyms are the semiotic representation of the compression of digital discourse that is characterized by the high density of information in compact linguistic form.

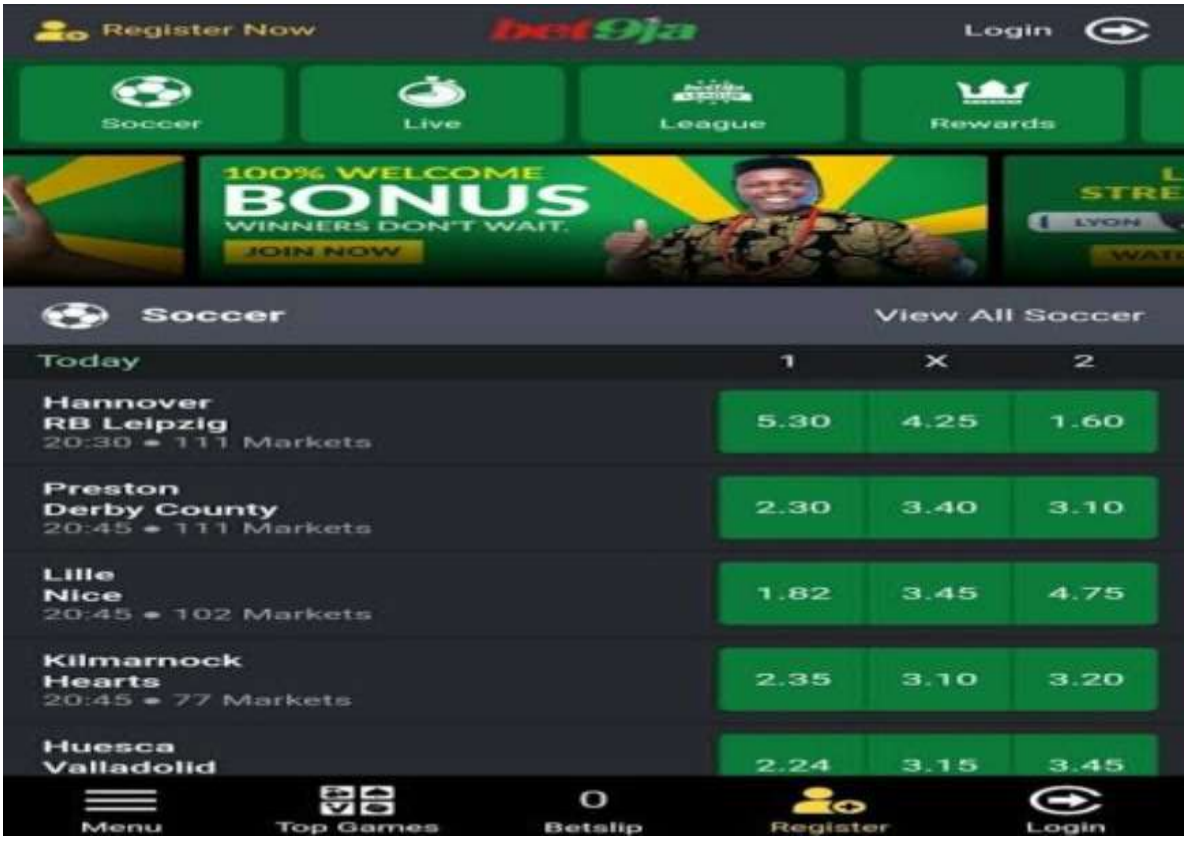

Figure 1. Sample Betting Interface – Alphanumeric Compression of Match Outcome Into 1 (Home Win), X (Draw), and 2 (Away Win)

As can be seen from Figure 1 from the Critical Stylistics perspective, the interface takes the results of the matches and represents them in alphanumeric form, where 1 represents the home team winning, X represents the draw, and 2 represents the away team winning. The compact form of the results is not neutral; rather, it is an ideologically loaded form that represents the practice of gambling in an unattached way, quite independently from the complexities and uncertainties of the sporting event itself.

The alphanumeric form is also an example of the stylistic features of the interface, where the denotative and connotative functions are ideologically loaded. The denotative function is the presentation of the alphanumeric form as a form of gambling, and the connotative function is the presentation of the alphanumeric form as rational and calculable, with the bold and capitalized numeric form invoking the rationality and calculability of the digital and the computational. The interface presents the activity of gambling in a manner that invokes the socio-cultural power relations inherent in digital literacy and the activity of online gambling in Nigeria.

4.2. Denotation and Connotation Analysis

From the denotative and connotative analysis of the alpha-numeric code of Bet9ja, there is an indication of how these structures, through their dual roles, function simultaneously on two levels: the literal and the ideological. This can be explained by the fact that, according to the Semiotic Theory, denotative meaning explains the explicit or surface-level meaning of the sign, while connotative meaning relates to the associative, cultural, and emotional dimensions of the sign beyond the literal or explicit meaning. Within the framework of Critical Stylistic Theory, there is an indication of further connotation, which shows that the forms of style are read as an act of ideology, which configures the user's perception of the activity of online gambling. Therefore, in this case, the alpha-numeric code of Bet9ja can be said to be a dual-layered semiotic formation, which has a literal meaning but, at the same time, carries an underlying cultural narrative of naturalizing gambling as a valid activity of culture in Nigeria.

Figure 2. Sample Game Schedule Illustrating the Double Chance Betting Option in an Online Betting Interface

At the denotative level, the alphanumeric codes used in Bet9ja to denote Double-chance betting in Figure 2 above convey clear and useful meanings inside the betting system. For example, "2.5G" enables users to guess whether the total number of goals in a football game will be more or less than 2.5, while "1X2" indicates three possible outcomes: "DC" refers to double chance, which covers two possible outcomes; "Home Win (1), Draw (X), and Away Win (2)." As linguistic codes, they ensure accuracy, control, and accessibility. The Critical Stylistic theory of language suggests that these codes create a form of condensation that obscures the true unpredictability of gambling, creating the impression of a calculable rather than a random activity through the reformulation of probabilistic events in apparently objective, controllable form.

In Figure 2 above, the results indicate that these codes signify socio-cultural meaning related to the gambling culture in Nigeria at the connotative level. “1X2” signifies group identity and shared discourse, whereas “DC” signifies strategic calculation and management, which are socio-economic values that center on hope, caution, and maximization. Semiotic Theory explains the significance of these symbols to Nigeria’s sensibilities, while CST explains the linguistic form of these codes and their legitimation of attitudes of expertise and empowerment. Therefore, the alphanumeric discourse of Bet9ja is both communicative and ideological. At the denotative level, the codes ensure readability, while at the connotative level, they convey cultural meaning. Through the stylistic simplicity and visuality of the codes, the abstract letters and numbers have been translated into symbols of strategy, engagement, and modernity in the discourse of betting in Nigeria.

4.3. Myth and Ideology Analysis

The deconstruction of the ideologies and myths embedded in the alpha-numeric code of the Bet9ja betting discourse reveals the way in which the seemingly neutral linguistic form carries culturally significant narratives that reflect the belief systems of the society. According to Semiotic Theory, myths are narratives that have been constructed by society and have become part of the reality of the members of that society. They have become the way of viewing the world and the values that have been accepted as the only reality. In the Critical Stylistic model, myths have been linguistically constructed as stylistic choices that have highlighted the myths and obscured the other perspectives. In the alpha-numeric code of the betting discourse of the online betting company, the codes have been constructed not only as a form of communication but also as a form of ideology that has constructed the myths of the society.

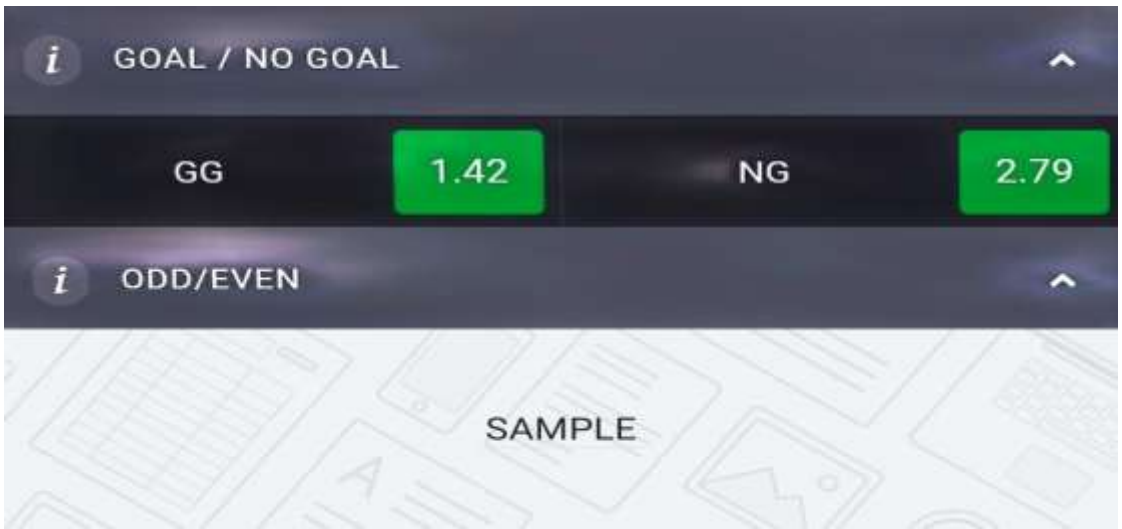

Figure 3. Sample of Bet9ja Games Scheduled Showing Both Teams to Score (Yes/No)

On the level of signification, the code "GG/NG" (Both Teams to Score/No Goal) in Figure 3 above implies, according to the concept of mythic speech developed by Roland Barthes, not only the expression of its denotative meaning but also of a cultural myth that appears to be "natural." The denotative meaning of the code is to offer the bettor the possibility of predicting the outcome in terms of the scores of both teams, either with both teams having scored (GG) or without both teams having scored (NG). Connotatively, the code implies the myth of certainty in the sport of football, which is actually not certain at all, being a sport with an unpredictable outcome. The textual-conceptual function of CST assumes and implies, and the alphanumeric code stylistically reiterates the ideology of control and reason, the bettor's sense of agency being "natural."

Likewise, "DC" (Double Chance) reinforces the idea of calculated luck. Its denotative meaning is the opportunity to bet on two results rather than one, improving the odds of winning. Its connotative meaning is also in accordance with the neoliberal ethos that promotes the management of risk, calculated choice, and the value of the self. The representation of action and event in CST positions the bettor in a strategic rather than random process, reinforcing the idea that the bettor is a competent agent with control over the odds. These alphanumeric codes are ideological tools that normalize risk and promote the idea of calculable luck, making digital betting clever and empowering in the context of the current digital economy in Nigeria.

4.4. Code and Contextual Interaction

In semiotics, the meaning of the sign is not fixed but is produced through the interaction between the sign and its context. The alphanumeric codes "1X2" and "HT/FT" in the online context of Bet9ja, therefore, assume a multitude of meanings depending on the context in which they are being used and interpreted.

Figure 4. Sample Bet9ja Games Schedule Illustrating First-Half and Second-Half (Full Time) Betting Markets

Observing the above Figure 4 from a Critical Stylistic perspective, this contextual versatility demonstrates how meaning operates through pragmatic variation on how the same linguistic construct invokes diverse conceptual mappings across social and cultural circles. In this regard, the meaning of these betting codes can be understood to be both contextual and socially negotiated.

4.4.1. Contextual Variability

The meaning of Bet9ja's alphanumeric codes is context-dependent and varies according to the audience. The youth will likely comprehend and relate to the code "1X2" as a convenient way to communicate within a mobile environment. The elderly will likely associate it with traditional paper slips and face-to-face betting. The code "HT/FT" will likely be a social space for arguing and debating, thereby generating meaning.

4.4.2. Contextual Analysis

Codes are subject to the linguistic and cultural context in which they are used. Codes within the online environment function effectively as efficient codes that emphasize the importance of speed and conciseness. From the offline environment, codes have connotative significance and function to promote identity construction and social solidarity. "1X2," "HT/FT," and similar codes function as a predictive tool and a tool for affiliation, thereby illustrating the process of the evolution of Bet9ja's alpha-numeric vocabulary.

4.5. Structural Analysis of the Betting Codes

For a semiotic approach, it is necessary to consider the significance of the relationships among the elements of a signifying system. In the linguistic environment of the Bet9ja codes, the alpha-numeric vocabulary "1X2," "HT/FT," "2.5G," or "DC" is a structural unit of the interconnected network of meanings.

By looking at Figure 5, one can understand the impact of language on the experiences and perceptions of the bettors. It can be identified that the betting platform is a linguistically structured environment, where language is central, and there is an interaction between different forms of language, which creates hierarchical meanings.

4.6. Sign System Mapping

All the betting codes used by Bet9ja are unique, but they all relate to each other as a linguistic stylistic sign system. For instance, there is 1X2 (Win/Drawing/Loss) used for guessing the result of the game, then there is HT/FT (Half-Time/Full-Time) used for dividing the game. After that, there is 2.5G (Over/Under 2.5 Goals) used for matching the guesses with the number of goals, and last but not least, there is DC (Double Chance) used for mixing the calculations with a simple bet.

4.6.1. Relational Analysis

When the bets are placed together, as they are on the betting websites such as Bet9ja, the codes used, such as 1X2 and 2.5G or HT/FT and DC, they interact with one another. They are somewhat akin to grammar, working together to make the complete meaning of the event on which one is betting. If one considers the codes, they seem to represent ideas of being in control, logical thinking, and planning. They represent ideas of thoughts of calculating the risks.

The codes used by Bet9ja represent ideas of how language has changed. They are short, organized, and part of the culture. They make communication quick and represent ideas of the risks, skills, and community. It shows language has become an easy tool to use, especially on the internet, which fits well with our culture.

Figure 5. Sample of the Bet9ja Games Schedule Showing Over and Under Betting Features

5. CONCLUSION

The language used by Bet9ja is a good example of the rate at which language is changing online, particularly when money is involved. The use of 1X2 and 2.5G is a good example of a lot of information being passed using a few symbols that everyone understands. It is short, sweet, and readily available. If one looks carefully, it is obvious that the company knows what it is talking about and is good with technology. It is a form of communication that is saying a lot about the importance of speed and accuracy in online communication. It is a language all on its own in Nigeria and is a form of communication that determines the language used by people using symbols that they all know. In essence, the language used by Bet9ja is a good example of the rate at which language is changing due to technology, the values of society, and the importance of having a digital style that is a product of culture being hammered out.

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Author Contribution Statement

Name of Authors	C	M	So	Va	Fo	I	R	D	O	E	Vi	Su	P	Fu
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Deborah Owooh Ejembi	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓

C : **C**onceptualization
Va : **Va**lidation
R : **R**esources
E : Writing - Review & **E**diting
P : **P**roject administration
M : **M**ethodology
Fo : **Fo**rmal analysis
D : **D**ata Curation
Vi : **Vi**sualization
Fu : **Fu**nding acquisition
So : **So**ftware
I : **I**nvestigation
O : Writing - **O**riginal Draft
Su : **Su**pervision

Conflict of Interest Statement

The author declares that there is no conflict of interest. The study was conducted independently and objectively without any influence from outside sources that could compromise the integrity of the study.

Informed Consent

All participants were informed about the purpose of the study and their voluntary consent was obtained prior to data collection.

Ethical Approval

The study, which was titled "Linguistic Stylistics: A Critical Dissection of the Alpha-numeric Revolution in Bet9ja Digital Betting," did not require any ethical approval since it was based on the analysis of publicly accessible digital content. The study also did not require informed consent since it was based on non-invasive interactions with the Bet9ja platform. The study, however, adhered to ethical requirements in that all personal identifiers were excluded. In cases where the study included some participants, their consent was obtained orally before they were included in the study. This was done to ensure that the study respected the integrity of the participants.

Data Availability

The qualitative data used in the study, which included excerpts of Bet9ja's alphanumeric codes and other texts, is available upon reasonable request from the author. The raw data, which included interview recordings, cannot be made public since it contains sensitive information.

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