



MACQUARIE DICTIONARY

WORD OF THE YEAR 2024

SHORTLIST

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]

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]

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.

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]

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]

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]



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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.

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]

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]

rawdogg

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.

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.

right to disconnect

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

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]



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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]

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.

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 + BOWL¹; play on *Super Bowl*, the American football championship game]

Brought to you by Macquarie – Australia's **goated** dictionary

