



MACQUARIE DICTIONARY

WORD OF THE YEAR 2025

SHORTLIST

AI slop

noun Colloquial low-quality content created by generative AI, often containing errors, and not requested by the user.

ate (and left no crumbs)

phrase Colloquial (an expression used to indicate that someone has performed or executed something perfectly.)

attention economy

noun an economy in which human attention is treated as a major commodity, especially in advertising, in which the aim is to maximise the time a customer spends viewing a product.

Australian sushi

noun any of various thick, uncut sushi rolls with the nori wrapped around the filling in order to be eaten by hand, sold as takeaway and often containing non-traditional fillings.

BAL rating

noun a system of assessing a building's potential exposure to ember attack, radiant heat and direct flame of a bushfire; the rating serving to determine the construction requirements for the structure. *Abbrev:* BAL [b(ushfire) a(ttack) l(evel) + RATING]

bathroom camping

noun Colloquial the act of isolating oneself in a bathroom or bathroom cubicle for a period of time, as to seek solitude, avoid work, regulate emotions after overstimulation, anxiety or stress, etc.

bird-dogging

noun Colloquial the act of confronting a politician at a public event with direct questions or issues, with the aim of bringing attention to a specific issue or to call them to account.



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blind box

noun a type of mystery box which contains an unseen collectible toy or figurine, the buyer being encouraged to purchase multiple boxes in order to complete a full set.

clanker

noun Colloquial (usually derogatory) a robot or other entity which operates using artificial intelligence to carry out a specific task which would normally be performed by a human.

[popularised in the animated television series *Star Wars: The Clone Wars* (2008–14), in which the word was used to describe metallic androids who produced clanking sounds when moving]

femgore

noun a subgenre of horror in which female protagonists are given agency over the narrative, and while still victimised, objectified or exploited to an extent, are not passive; often becoming the characters who commit the acts of violence, especially in retaliation or retribution to the stereotypical system they are fighting against.

medical misogyny

noun entrenched prejudice against females in the context of medical treatment and knowledge, especially in the area of reproductive health, as by medical professionals minimising or dismissing reports of symptoms, lack of research into gynaecological conditions, etc.

Ozempic face

noun Colloquial a condition resulting from the use of a semaglutide drug, characterised by wrinkling and sagging of the face after rapid weight loss.

quadball

noun the new name for real-life quidditch -- a game played by two teams of seven players, each carrying a long stick between their legs, who aim to score goals by putting a ball through any of three vertical hoops at each end of the field.

[*quad* in reference to the 4 balls in play and perhaps to retain the letter *Q* from quidditch + BALL]



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Roman Empire

noun Colloquial any of various events, interests, subjects, etc., that one finds themselves frequently thinking about, especially one considered unusual.

[from a trend on the social media platform TikTok in which men were asked how often they thought about the historical *Roman Empire*, the responses indicating that this was a frequent occurrence]

six-seven

interjection Colloquial (a nonsense expression with no meaning, often accompanied by a gesture in which each hand is held out to the side with palms facing up, alternately moving each up and down as if comparing weights.) Also, **6-7**.

[from the song 'Doot Doot (6 7)' by US rapper Skrilla in 2024, popularised as background music for video clips of professional basketball players, with '6 7' referring generally to their height (6 foot 7 inches)]