THE IMPACT OF FEAR OF MISSING OUT (FOMO) ON SOCIAL NETWORKING USAGE AND LIFE SATISFACTION AMONG YOUNG ADULTHOOD

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Abstract: Fear of Missing Out (FOMO) a term introduced to describe perception of missing out or feeling that other individuals are having more enjoyment, pleasure experiences, living more desirable, satisfactory, or effective lives as compared to any person in general. The Research follows to examine how FOMO Impacts an Individual by using Social Network Usage Questionnaire (social aspect) and Satisfaction with Life scale (psychological aspect). The study was conducted on 151 Young adults who were 18-24 years old, college students and citizen of India. Tools used for data collection were Fear of Missing Out Scale: FoMOs (Przybylski at el., 2013), Social Networking Usage Questionnaire Gupta & Bashir, and Satisfaction with Life Scale (SWLS) (Diener et al., 1985). For Data Analysis, Descriptive Statistics, Correlation and Regression was used. The result of the study revealed that there is significant correlation between Fear of Missing Out and Social Networking Usage, it also depicted significant correlation between Fear of Missing Out and Satisfaction with Life at the 0.01 level however the study found significant correlation between Social Networking Usage and Satisfaction with Life at no specific level.
Keywords: *Fear of missing out, social network usage, and satisfaction with life.*

I.INTRODUCTION

Every individual has a Fear of Missing out on something- a party maybe or a concert, a game etc.However, what if it is life that you'll be missing out on? When an individual comes across certaindelightful photos posted by friends, family, or celebrities on their feed, while one scroll, one maynotice that a feeling starts to build within us, perhaps best understood as a sense of anxiety. It occurs to you that all of these people are living lives that are far more interesting, exciting, successful, and, frankly, Instagramable than yours. This feeling is called FOMO (Fear of MissingOut), a term coined by Dr. Dan Herman. FOMO isn't just confined to what one sees on social media, it runs much deeper, with implications that go far beyond shaping the daily lives of digitalnatives, such as millennials and Gen Z. FOMO is largely like an internal struggle and its effects are widespread.

According to Przybylski et al (2013) Fear of Missing Out is, "An individual's high degree of anxiety toward absence from meaningful, pleasurable or momentous experiences enjoyed by their contemporaries".

In 2013, according to one of the Psychologist Fear of Missing Out is "pervasive apprehension that others might be having rewarding experiences from which one is absent". An emotional state(negative) that results because of an unfulfilled socially being related needs.

"FOMO (Fear of Missing Out) is the enemy of valuing your own time" Andrew yang.

Social Network heightens FOMO. It accelerates FOMO phenomenon in several ways wherein we compare our regular life to the Highlights of others' lives. We see all pictures or videos of our friends in details and assume that they are having fun without us. Social Network creates a platform for bragging where all the events, things, even happiness seems to be in competition at all times. From a Recent statistic (Statista, 2019) smart phones use have risen in size from 32 minutes in 2011 and is predicted to be 155 min by 2021.

From over decades, mobile phones have activated humans to be in touch with one another by communication and access information, anytime and anywhere.

In the course of this present day we can say, electronic devices are an addition and extension to our minds & bodies of additional amount otherwise small number of individuals. Kemp (2017) published, 'We Are Social' report, which indicates that maximum population in the world is utilizing mobile phones with the number continuously being increased.

Adolescents who use Social Network sites are at high risk of developing FOMO which also impact their Satisfaction with Life. FOMO is attentively looked as one of the categories of problematic attachment to social media. It embraces wide range of feelings and experiences like Lack of emotional control, sleeping problems, emotional tension, lowering life competency, negative result and consequences on physical well-being, etc. with close and personal connections perhaps viewed as a process to counter rejected or excluded socially. FOMO is considered as Social Anxiety. Through social network usage there is a continuous and constant awareness of how a being misses, quality and superior time by generating misleading or falsify perceptions of others edited or reel life.

In today's time, every individual uses Social Network platform for communicating with one another. One is occupied scrolling through, admiring trends, seeing post of successful youngsters and comparing their lives with them, but we forget what we see might not be real. Most of the youth is addicted to social network, some use it to explore, present their talents, reach out to more people for marketing, earning, making a career by actively posting, etc. while others who live in their comfort zone, when they use media they may feel lonely, triggered, or feel unproductive, this feeling when you see someone's post or stories is known as Fear of missing out, an anxious feeling a self-talk which includes "others are doing so much better than me, they are more lively".FOMO feeling, basically individuals who can't leave their phone, want to stay updated about every one's business, they are the ones with more strong feelings of FOMO.

Satisfaction with life involves positive balanced attitude towards one's life. To achieve higher life satisfaction an individual develops good meaning in life followed by having greater subjective, psychological, emotional, physiological, and economic Well-Being.

According to Ed Diener et al (2002) Satisfaction with Life is "An overall assessment of feelings and attitudes about one's life at a particular point in time ranging from negative to positive". "A person's cognitive and affective evaluations of his or her life".

An individual Satisfaction with his/her owns Life implies a fulfillment, acceptance, embracing life circumstances, contentment of wants and needs of own existence and being. A quintessence, Life Satisfaction is an internal assessment of the quality of our living and it is subjective.

Life Satisfaction has been found to be in relationship with FOMO. Research studies (Hızarcı, 2018; Can & Satici, 2019; Giagkou et al., 2018; Sette et al., 2020; Przybylski et al., 2013) have discovered that FOMO is negatively correlated with Satisfaction with Life. As the FOMO level increases, SWL decreases.

Satisfaction with Life includes two main types of theories (Heady, Veenhoven, & Wearing, 1991)

- Theory of Bottom-up: SWL is an outcome of satisfaction in the numerous areas of our living like work, family, relationships, friends and health. Satisfaction of Life within these domains merge to produce our general and all-inclusive SWL.

- Theory of Top-down: the theory says that satisfaction with life is as a promoter of domain-specific satisfaction.

- Another theory of Jussi Suikkanen's (2011) says an individual is satisfied with one's life when "a more informed and rational hypothetical version of him/her" forms an opinion or conclusion about that one's life realize or achieve their ideal life-plan.

Social network use impacts individual negatively, and might led to addiction in extreme cases. Hence this study focuses on understanding FOMO, its relation to social media use and how it impacts our perspective and satisfaction with Life.

FOMO provokes loneliness emotion and may therefore establish thoughts that one's life isn't better like the rest of the people which lead to many other factors that may develop like- low self-esteem, anxiety, depression, etc. The key here is to use social network for one's benefit or happy time and making life effective by limiting social media time, focusing on one's own life, living in the moment.

Fear of Missing Out includes negative effect from unfulfilled social necessity. It has been conceptualized using Self-Determination Theory (SDT invented by Ryan et al, Przybylski et al) that realizes social relatedness operates inherent and innate motivation that turns to hearten our positive health.

FOMO is explained as a brand-new division of dependency, craving, compulsion that causes beings to invest prolonged time on social networks because of fear of missing out the evolution & failure of being well knowledgeable of developments on social networkingsites. FOMO has also been reported to increase social media usage among young people (Alt, 2015; Przybylski et al., 2013).

Fumagalli, Dolmatzian and Shrum (February, 2021) researched on Centennials, FOMO, and Loneliness: "An Investigation of the Impact of Social Networking and Messaging/VoIPApps Usage during the Initial Stage of the Coronavirus Pandemic". The results revealed anincrease in social network usage in the initial stage of lockdown along with increased feelings of loneliness, and the relation was conciliated by FOMO whereas messaging app usage was linked with decreased feelings of loneliness, and was independent to Fear of Missing Out.

Li et al (2021) utilized, "A network analysis approach to the relationship between fear of missing out (FOMO), smartphone addiction, and social networking site use" findings whichshowed item-level network analysis which manifested Fear of Missing Out was positivelyassociated with Social Network Sites use and Smartphone Addiction. No significant genderdifferences were found in network structure and the global edge strength. Results showed close relationship between FOMO, SNS use, and Smartphone Addiction. Smartphone addiction farther increases excessive SNS use & increases FOMO level.

Elhai, Yang, and Montag (2021) conducted research which talks about FOMO's correlation with levels of online social engagement, problematic technology and internet communication use, negative affectivity, and sociodemographic variables.

Hamutoglu, Topal and Gezgin (November, 2020) investigated direct and indirect effects of Social Media Addiction (SMA), Social Media Usage (DSMU) and Personality Traits beyond BIG 5 on Fear of Missing Out (FOMO) and Results indicates that Fear of MissingOut directly and positively predicted by SMA, and DSMU had a significant and positive effect on SMA while DSMU having no effect on Fear of Missing Out. Ultimately, findings on personality traits & Fear of Missing Out showed that Agreeableness (AGR) personality trait had positive constructive effect on Fear of Missing Out while other personality traits did not.

Roberts and David (July, 2019) researched on, "The Social Media Party: Fear of MissingOut (FOMO), Social Media Intensity, Connection, and Well-Being". the research surveyed the relationship between FOMO and well-being.

Two studies one of which indicated that Fear of Missing Out is positively correlated with Social Media Intensity however negatively correlated with Social Connection, FOMO has a positive indirect effect on social connection through social media intensity.Another study found that there is direct negative and indirect positive impact of Fear ofMissing Out on subjective well-being and it also impact on social media intensity and social connection. The findings of the above two studies discloses a nuanced model of FOMO and its association with social media intensity, connection, and well-being.

Gezgin (2018) discovered positive correlations interpreted as Smartphone Addiction increasing with greater student age, daily duration of SNS use on smartphones, duration of smartphone ownership, and Fear of Missing Out. There exists a negative-correlation between smartphone addiction and sleep duration, as well as frequency of SNS use on smartphones. It also shows that FOMO, daily duration of SNSs use on smartphone and duration of smartphone ownership estimate smartphone addiction, with the Fear of Missing Out variable being as the strongest predictor.

Kuss and Griffiths (2017) expressed in a literature that FOMO can be a strong predictor of social media addiction.

Gezgin et al (2017) study showed preservice teachers who engage on social media actively for longer than seven hours throughout the day had higher Fear of Missing Out levels.

Hoşgör et al (2017) reported that university students with a tendency of FOMO were using minimum 7 hours of social media actively day-to-day and had 4 different profile accounts on 4 different social networking sites. These shows that the Fear of Missing Out variable must be addressed in research on social media usage and social media addiction.

Chamarro & Oberst (2016) observed that Fear of Missing Out triggers problematic social networking and is connected and correlated with social media addiction, several studies also indicate that Fear of Missing Out causes problematic smartphone usage. In addition, some studies (Jeong, Kim, Yum, & Hwang, 2016; Salehan & Negahban, 2013) indicates SNS use as a positive predictor of smart phone addiction.

Gökler et al (2016) discovered in their research on university students that the student's intensively using social network accounts & with many social media accounts had higher Fear of Missing Out levels. In the same study, they identified that there was a positive relationship between Fear of Missing Out levels and increased Social Network Usage.

In an experimentation conducted by Aljomaa et al (2016) among university students, they found out that smartphone addiction was higher in young people with more than four hours of everyday smartphone use contrast to those with hardly any hours of smartphone use. Gezgin & Çakır (2016) reports that especially in Turkey, it can therefore be said that the role of Social Networking Services interaction plays a considerable role in smartphones use over long hours.

Jeong et al (2016) observed that Smartphones allow its users to access social sites continuously due to their portability and all the time connectivity, lead to unnecessary use, which contributes to dependency among young people. Research concluded that Fear of Missing Out, act as a predictor of excessive use of SNS.

In a study conducted with university students by Cheever, Rosen, Carrier, and Chavez (2014), stated that an increase in day-to-day duration of smartphone use give rise to anxiety levels when students were separated from their smartphones.

Przybylski et al (2013) designed the Fear of Missing Out scale, concluded that individuals high in Fear of Missing Out use social media sites more and are to be expected to use their phones during the time of driving a vehicle or sitting in a classroom. Fear of Missing Out has been found to increase social media use in young people (Alt, 2015;

Przybylski et al., 2013; Vaidya, Jaiganesh, & Krishnan, 2016). Some studies indicate that Fear of Missing Out also was the variable most linked to problematic smartphone usage (Alt, 2015;

Clayton,Leshner, & Almond, 2015; Elhai et al., 2016; Przybylski et al., 2013). Gokler et al (2016) study also found a positive relationship between the increase in the frequency of social network use and Fear of Missing Out.

II. METHODOLOGY

Rationale

FOMO is very common label used by Millennials and Gen Z. Every individual has mobilephone and is connected on social media. This study is an attempt to understand how FOMOimpacts usage of social networking sites and impact person's satisfaction with Life. FOMOis an untouched research topic which draw my attention to study and Research about it withspecific Age group (18-24 years) college going students.

In this study our aim is to understand and measure the Impact of Fear of Missing out on Social Networking Usage and Satisfaction with Life.

Hypothesis - a positive significant relation exists between fear of missing out, social network usage and satisfaction with life**.**

Locale of the study - The sample of the study was limited to Indian citizens; data was collected from young adults (18 – 24) years of age with the help of Snowball method. Sample size for this study was 151, both males and females were included.

Procedure of data collection - The data was collected online with valid and reliable tools**.**After acquiring our tools, items were added on online form along with required informationwhich is mandatory for the participant's consent.

Research Design: A correlational research design was used to find the association betweenFOMO, Social Network Usage and Satisfaction with Life.

Tools and description

- Fear of Missing Out Scale (FOMOs) (Przybylski et al., 2013)
- Social Networking Usage Questionnaire (Gupta & Bashir 2018)
- Satisfaction with Life Scale (SWLS) (Diener et al., 1985

Scoring and Interpretation

- <u>FoMOs</u>- Individual scores can be computed by averaging responses to all ten items and obtaining a reliable composite measure. The scale is a one-factor ten-item self- report measurement. Each item is rated on a 5-point Likert scale (1 = Not at all true to5 = Absolutely true). The total scores of the scale range between 10 and 50, where higher scores indicate a higher level of fear of missing out. The Cronbach α coefficientof the original version of the scale is .90.

- <u>Social Networking Usage Questionnaire</u>- The scale comprises of 5-point Likertformat, each statement is rated on five sequential points, (always=5, often=4, sometimes=3, rarely=2 and never=1).

- <u>Satisfaction with life Scale</u> - Scores consist of a raw score (between 5 and 35). Higherscores represent higher life satisfaction. Scorers can be assigned into six well definedcategories and interpretative text is provided for each; 30- 35 Extremely satisfied, 25, 29 Satisfied, 20 - 24 Slightly satisfied, 15 - 19 Slightly dissatisfied, 10 - 14 Dissatisfied and 5 - 9 Extremely dissatisfied.

III.RESULTS AND DATA ANALYSIS

Table 1: *Descriptive Statistics*

	Mean	Std. Deviation	N
FOMO_Tot	22.73	7.246	151
SNU_Tot	59.92	11.875	151
SWLS_Tot	22.52	5.873	151

Descriptive Statistics was used for Data Analysis. The above table describes about Mean and Standard Deviation of: Fear of Missing Out (FOMO), Social Networking Usage (SNU) and Satisfaction with Life Scale (SWLS) with N as number of individuals participated i.e., 151.

Table 2: *Correlation*

	SNU_Tot	SWLS_Tot
FOMO_Tot	.225**	-.300**
SNU_Tot		-.011

**. Correlation is significant at the 0.01 level (2-tailed).
The above table indicates Correlation as follows: -

- Individuals with Higher Fear of Missing Out will have High Social Network Usage andIndividuals with Low Fear of Missing Out will have Low Social Network Usage (Correlation is significant at the 0.01 level).
- Individuals with High Fear of Missing Out will have Less Satisfaction with Life and Individuals with Low Fear of Missing Out will have More Satisfaction with Life (Correlation is significant at the 0.01 level)
- Individuals with High Social Network Usage will have Less Satisfaction with Life andIndividuals with

Low Social Network Usage will have High Satisfaction with Life indicating that there is a correlation however at no specific significant level.

Table 3: *Regression Analysis*

	SWLS		SNU	
	β	t	β	T
FOMO	-0.3	-3.833***	0.225	2.815**

Regression analysis of SWLS and SNU (as dependent variables) and FOMO (as independent variables) is performed. Standardized β coefficients and t-values for all the predictors are calculated in the regression analysis (see table). Linear regression was used to analysis.

The regression analysis showed that FOMO accounted for 8.4% of the variance in the SWLS scores (F $(1,149)$ = 14.695; Adj R^2 = .084) and 4.4% in the SNU scores (F $(1,149)$ = 7.927; Adj R^2 = .044). The low Adj R^2 shows that the model is not effective enough to determine the relationship between dependent and independent variables. The analysis suggests that the SWLShas a significant negative relationship (p<0.01) and SNU has a significant positive relationship (p<0.001) with the FOMO. The findings should be supported by previous studies that have foundsimilar patterns.

IV.DISCUSSION

The current study helps us to know how Fear of Missing Out can Impact our Social Network Useand Satisfaction with one's Life where FOMO was taken as an independent variable and remaining two were Dependent variable. This study tries to shed light on FOMO, how an individual feeling it can impact his or her choices for the near future. The objective of the currentstudy was to assess the impact of FOMO on Social Network Usage and Satisfaction with Life andto assess what impacts this feeling more. For our study 151 participants who were young adult with their age ranging from (18-30) was considered, where each gender was included, the resultsof the analysis among three variables depicts that the scores of participants showed a positive relation between FOMO-SNU and FOMO-SWL where the correlation was seen significant at 0.01 level. The study used 2-tailed to assess Correlation. FOMO also scored High on social Network Usage and those who scored Low on FOMO did as well for SNU.

Now days college students are so addicted to Using social network and media that it is likely that they will develop FOMO. The finding also shows that the more one feels FOMO the less they are Satisfaction with their Life whereas less FOMO feeling shows the personhave Higher Satisfaction with his/her Life. Individuals who have FOMO will eventually have a negative impact on their lifestyle which contribute to having less quality or satisfaction with theirlife. Additionally, the study had hypothesized that there may be a chance if Individual has HigherSNU he or she will have Low SWL, our findings showed significant relationship however at no specific significant level. Our objective was achieved through data analysis where Correlation and Regression were used and hypothesis was tested. The result directed to a positive

significantrelationship between fear of missing out, social network use and life satisfaction. This is supportedby previous studies, where the findings point out that there is a close relationship between FOMO,Social networking sites (SNS) use, and Smartphone Addiction. Smartphone addiction farther increases excessive SNS use & increases FOMO level (Lie et al., 2021). Research studies (Hızarcı, 2018; Can & Satici, 2019; Giagkou et al., 2018; Sette et al., 2020; Przybylski et al., 2013) have also discovered that FOMO is negatively correlated with Satisfaction with Life. As the FOMO level increases, SWL decreases. One more research findings indicates that Fear of Missing Out directly and positively predicted by social media addiction (SMA), and social mediause(DSMU) had a significant and positive effect on SMA while DSMU having no effect on Fearof Missing Out(Elhai, Yang & Montag, 2021).002

V.CONCLUSION

The findings obtained from this research successfully concluded that FOMO impacts Social Network Usage and Satisfaction with Life. However, results also show moderate correlation between Social Network Usage and Satisfaction with Life. As predicted individual who use socialnetworking sites to interact and be social are most likely to have FOMO which eventually impactstheir quality of Life. Social Networking is used for both Business and Personal relationships and maintain interactive environment, build a network and it involves two-way communication whichdirectly or indirectly establish FOMO with time. One major Limitations of this study was, smallsample size and representation of only Indian college students, which limits the generalization ofthe findings. Also, extraneous factors like family type, economic and educational status, lifestyle,etc. were not considered in the study and limit its findings.

Future research can explore FOMO inassociation with Loneliness, self-esteem, self-compassion, personality, etc. Also, depth of Gender roles and different age groups in various settings can be explored. JOMO (Joy of Missing Out) and FOBO (Fear of Better Options) are two more variables to be investigated for deeper understanding of the concept.

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