

Social Media Detox: An Effort to Fight Social Media Addiction and The Fear of Missing Out (FOMO)

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Abstract: *The appeal of the internet which offers global reach coupled with time efficiency is very attractive to social media users for individual needs; such as connecting with other human beings quickly, looking for work, and showing off talents and achievements. However, social media seems to be able to shape addictive behavior. This is usually experienced subjectively as a "loss of control" behavior continues despite having an intention/effort to stop the behavior. Likewise, addiction to social media – is a condition in which individuals pay more attention to social media, have a strong desire to continue using social media, and spend time and energy accessing social media thus neglecting important things. In addition to being addictive, the rapid development of technology is indeed increasingly easy to cause new phenomena and habits in society, one of which is Fear of Missing out (FoMO). This syndrome is often experienced by millennial and gen Z, whose daily life is never separated from social media. This term is commonly used to describe the behavior patterns of young people who always feel excessively worried and fear that they will be left behind by the current trend. Because social media can be a place for people to show their existence, abilities, and lifestyle. In fact, not a few of the media also image on social media that they have a perfect life. This makes some people compare their lives with other people's lives which look very extraordinary. To anticipate that, social media detox can be an alternative way for someone to reduce addiction to social media and get caught in the FoMO syndrome. Take a break from social media life, you can reduce or even stop using social media for a certain period of time. Aims to reduce and eliminate the bad influence of social media.*

Keywords: *FOMO, Social Media Detox, Social Media Addiction*

Introduction

In this era, globalization has sparked the transformation of human life from an agrarian society to an industrial society that has revolutionized many things, one of which is the development of information and communication technology is becoming increasingly rapid, so that people can easily access the internet and use social media as an alternative to social interaction online. In addition (Alyusi, 2016) revealed that apart from the internet, it can connect humans from various

parts of the world who did not know each other before by connecting computers to the internet network, from that interaction, information emerges as part of the demands of life and as a support for activities using social media. on the internet has become a global phenomenon. Through social media, many people are brought together in a virtual space even though they are geographically far apart. Social media is also a convenient place for individuals to share personal profiles, interact in cyberspace with friends from the real world, and even meet many people just based on common interests (Griffiths, 2011).

However, in addition to the positive impact, it turns out that social media has a negative impact on its users. In cyber psychology, there is what is called social media addiction. According to (Andreassen, 2015) social media addiction is excessive attention to social media that is felt by individuals so that it encourages the individual to use it for a long time, and interferes with various other social activities such as work and studies, social relationships, and health and psychological well-being. Usually social media addicts spend a lot of time thinking about and how they can spend more time on online social networking (salience). Often, they spend more time on social networking than the initial allotted time, in addition (Andrew K. Przybylski, 2013) adds that it turns out that Fear of Missing Out (FoMO) is the driving force behind the use of the internet and especially social media, the strongest level of FoMO is experienced by adolescents and early adults (emerging adulthood).

This is in line with the results of Przybylski's study that the subjects who experienced FoMO and social media addiction in this study were in the age range of late adolescence and early adulthood. Then, Przybylski defines FoMo as the fear of losing the precious moments of another individual or group in which the individual cannot be present and characterized by a desire to stay connected to what others are doing via the internet or cyberspace. FoMo consists of 2 aspects that become one unit, namely the unfulfilled psychological need for self and the unfulfilled psychological need for relatedness. This is because the utility of social media provides an increasingly abundant form of social information. This medium provides easy access to real-time information about activities, events and conversations happening across various social networks. This flood of digitally triggered updates has sparked interest in and writing about a relatively new phenomenon called FoMO.

The presence of digital detox is a phenomenon tapping into the promise of authenticity, as it offers ways to counter experiences of inauthenticity in connection with online interactions, faceless communication and artificial intelligence. Digital detox describes efforts to take a break from online or digital media for a longer or shorter period, as well as other efforts to restrict the use of smartphones and digital tools. In addition to describing a set of practices, digital detox appears in books, blogs, websites and social media posts as a buzzword, representing certain understandings of the role of digital media in everyday life (Trine Syvertsen, 2019).

Literature Review

Based on research (Hariadi, 2018) regarding the relationship between Fear of Missing Out and social media addiction at MAN Surabaya through correlational research methods on 120 samples of MAN Surabaya students, it was concluded that there was a relationship between FoMO and

social media addiction in adolescent students at MAN Surabaya with a positive correlation. This means that the higher the FoMO the higher the addiction to social media, and vice versa.

Another study by (Santika, 2015) showed a relationship between FoMO and internet addiction at SMAN 4 Bandung through correlational research methods on 333 samples of SMAN 4 Bandung students, so the following conclusions were obtained. There is a positive relationship between FoMO with internet addiction at SMAN 4 Bandung with a moderate correlation level of 0.436. High FoMO students of SMAN 4 Bandung tend to have high Internet addiction as well. Meanwhile, low FoMO of SMAN 4 Bandung students tend to have low internet addiction.

Likewise, with (Andi Intan Dwita Putri, 2019) There is a positive relationship between FoMO and social media addiction in students using Instagram at the Islamic University of Bandung with $r = 0.425$ and $p = 0.000 < 0.01$. This means that the stronger the level of FoMO experienced by students, the higher the tendency of students to experience social media addiction. Based on the data obtained, the number of students who experience social media addiction at the Islamic University of Bandung in the late tenn category is higher than students in the early adult age category.

Methodology

This paper is based on the library search method, which is a research method that examines or critically reviews knowledge, ideas, or findings that are academically oriented based on previous written sources or research.

Findings & Discussion

The internet is a product of technology that creates a new type of social interaction that is different from the previous social interaction – face-to-face. So nowadays people prefer to interact in cyberspace or online without being limited by space and time. Besides social media being able to connect people from all over the world, it also offers an opportunity for users to develop personal relationships with others. Dewa and Love in (Alyusi, 2016) revealed, that although the communication is only online without face-to-face and only using text, other users can still convey various emotions from happiness and affection to anger and hostility by using various kinds of emoticons and formatting techniques.

However, it turns out that social media can also be addictive. A point raised in many self-help books is that dopamine is the reason for addiction: 'Dopamine makes us feel excited, and we like feeling excited' (Price, 2018). some compare the 'dopamine loop' created by digital media to drug addiction: "It leads to compulsory disorders similar to those who are addicted to chemical stimulants and depressants such as cocaine, caffeine, methamphetamines, nicotine, and alcohol" and Talks in (Trine Syvertsen, 2019) revealed that heavy users of the Internet can suffer brain damage similar to those suffered by people who are addicted to drugs.

Internet addiction is a phenomenon that is formed from the evolution of the development of technology and communication so that it has an influence on humans. Several studies have shown that internet addiction can have a negative impact on humans. Nowadays, the internet is not only widely accessed through computers and laptops, but also through smartphones. The internet

that is accessed via smartphone is much more practical because it can be taken anywhere and anytime. According to (Hariadi, 2018) social media addiction is a compulsive behavior and a person's dependence on the use of internet-based social media, where social media can connect one individual to another individual or even groups without having to meet face to face directly. Although current technology has been associated with many positive attributes such as being used only for entertainment, business facilities, cognitive skill development, capital, and social interaction, concerns about excessive use, especially the potential for users to become "addicted" have been raised by several experts. In this context, addiction is characterized by; paying too much attention to online activities, being driven by uncontrollable motivations to access social media, and devoting a lot of time and effort to accessing social media so that it can interfere with and damage other important lives (Andreassen, 2015).

Then, Andreassen added that social media addiction is being too worried about social media that is driven by a strong motivation to enter or use social media, and devote so much time and effort to social media that it interferes with other social activities, study/work, interpersonal relationships and/or social media. or psychological health and well-being. Then, social media addicts usually spend a lot of time thinking about and how they can spend more time on online social networking (salience). Often, they spend more time on social networking than planned. If banned, addicts usually become stressed, restless, troubled, or irritable, and feel bad if they can't engage in social networks (withdrawal).

This is due to the need for social media users to access and network in cyberspace. As stated (Kennon M. Sheldon, 1996), he mentions the need that has the potential to cause addictive behavior, there are six aspects: First is competence or the feeling that the individual is capable and effective in carrying out daily activities. Second, relatedness or the feeling that individuals are able to develop close and close contact with loved ones. Third, pleasure or the feeling that individuals are able to enjoy the activities carried out and feel happy about it. Fourth is security or feeling safe and feeling and feeling able to control situations that are considered uncertain and threatening. Fifth, self-esteem or the feeling that individuals feel that they are as valuable as others. Then the sixth is popularity or feelings of being liked, respected, and feeling able to influence others.

In line with Sheldon, (Aysan, 2017) revealed that the fulfillment of the needs of competence, relatedness, pleasure, security, self-esteem, and popularity will increase the duration of internet use, which is positively related to internet addiction. Then this is confirmed by (Andreassen, 2015) which states that distorted needs are one of the reasons why social media addiction occurs in individuals. That is, when the needs have been met, and social media provides wider access to meet those needs again, the limits of satisfaction with fulfillment become vague and able to control situations that are considered uncertain and threatening.

Other opinions regarding aspects that can trigger social media addiction are also described by (Regina J.J.M. van den Eijnden, 2016). He developed aspects of social media addiction into 9 criteria, including:

1. Preoccupation

The aspect were accessing social media becomes the most important activity in a person's life and dominates his thoughts (preoccupation), feelings, and behavior (overuse).

2. Tolerance

Aspects related to the process by which a person starts accessing social media more frequently, thereby gradually building up the amount of time spent on social media. The subject had difficulty stopping the activity of accessing social media and even increasing the time to access social media.

3. Withdrawal

This aspect relates to the presence of unpleasant emotions and/or physical effects that occur when accessing social media is suddenly reduced or stopped. Therefore, social media users will find it increasingly difficult to withdraw themselves from the habit of accessing excessive social media.

4. Persistence

This aspect relates to the failure of social media users to control or reduce participation in the use of social media.

5. Displacement

This aspect refers to a loss of interest in real-life relationships, previous hobbies, and other entertainment except for use of social media.

6. Problem

This aspect refers to the problems caused by accessing social media excessively. Problems with the social environment, as well as those that arise within the individual, such as intrapsychic conflicts and subjective feelings of loss of control. The problems that social media addicts can face can be physical or social. Physically, users who are excessive in accessing social media will interfere with sleep and other needs; will interfere with the body's work that requires rest.

7. Deceptions

This aspect refers to the existence of lying behavior carried out by social media users to family members, friends, or other people, related to the amount of playing time.

8. Escape

Includes sedation and-or feelings of relaxation associated with escaping from problems and stress, which a person experiences subjectively as a result of accessing social media. The subject of social media users will feel a change in mood that increases and improves when he starts accessing social media. Addicts will also experience problems in other activities, such as problems with work or lectures for students.

9. Conflict

This aspect refers to all interpersonal conflicts resulting from excessive access to social media. Conflict occurs between the user and the people around him. Conflicts can include arguments and abandonment or lies. When the user is in the addiction stage.

Meanwhile, according to Andreassen (2010) there are six symptoms of someone addicted to Social Media, which are as follows:

1. *Spend a lot of time thinking or/and planning what to do on social media.*
2. *Feeling really want / urgency to use social media.*

3. *Using social media to run away from/forget about personal problems.*
4. *Ever tried to reduce the use of social media, but failed.*
5. *Restless and disturbed when prohibited from using social media.*
6. *Too often use social media so that it interferes with work or education.*

Because social media is one of the internet-based applications, the factors that cause individuals to become addicted to social media are the same as the causes of internet addiction. Young in (Hariadi, 2018) explains the factors that influence internet addiction, including the following:

1. Gender

Gender affects the type of application used and the cause of the individual experiencing internet addiction. Men are more often addicted to online games, porn sites, and online gambling, while women are more often addicted to chatting and shopping online.

2. Psychological conditions

Surveys in the United States show that more than 50% of individuals who are addicted to the internet are also addicted to other things such as drugs, alcohol, cigarettes and sex. Internet addiction also arises from emotional problems such as depression and anxiety disorders and often uses the fantasy world on the internet as a psychological distraction from unpleasant feelings or stressful situations. Based on the results of this survey, it was also found that 75% of individuals who experience internet addiction are caused by problems in their relationships with other people, then these individuals start using interactive online applications such as chat rooms and online games as a way to form new relationships and be more trusting themselves in dealing with others via the internet.

3. Socio-economic conditions

Individuals who have worked have a greater likelihood of experiencing internet addiction compared to individuals who have not worked. This is supported by the fact that individuals who have worked have internet facilities in their offices and also have a number of salaries that allow these individuals to have computer and internet facilities at home.

4. Purpose and time of internet use

The purpose of using the internet will determine the extent to which the individual will experience internet addiction, especially in relation to the amount of time he spends alone in front of the computer. Individuals who use the internet for educational purposes, for example, students and college students will spend more time using the internet. Generally, individuals who use the internet for educational purposes are less likely to develop internet addiction. This is because the purpose of using the internet is not used as an effort to overcome or escape from the problems it faces in real life or just entertainment.

Addictive social media has something to do with Fear of Missing Out (FoMO). Citing the view (Andrew K. Przybylski, 2013) fear of missing out (FoMO) is the driving force behind the use of the internet and especially social media, Przybylski added that the strongest level of FoMO is experienced by adolescents and early adulthood (emerging adulthood). Because, adolescence is a period of transition from childhood to adulthood, one of the characteristics of adolescents is that

they will be anti-life, but will still feel anxious and afraid when they are left behind with new information, and this is a period of friendship.

Borrowing the definition expressed (Hurlock, 2002) the term adolescence or youth comes from the Latin word (*adolescere*) (the noun, *adolescencia* which means teenager) which means "to grow" or "to grow into an adult". The term adolescence, as it is used today, has a broader meaning, including mental, emotional, social and physical maturity. This is in line with Santrock's opinion in (Andi Intan Dwita Putri, 2019) which states that adolescence is a transition period from childhood to adulthood, which involves cognitive and social-emotional changes. One of the emotional conditions in adolescents is anxiety or fear. A teenager who feels anxious and afraid of being left behind with the latest information from fun activities carried out by his friends, especially in generation Z will more often access social media to reduce his anxiety so that teenagers can have a tendency to be addicted to social media, this is because teenagers do not believe in social media. himself to interact and express his life in the real world.

To emphasize, adapt the results of research conducted by (RSPH, 2017) on its website; Nearly 1500 individuals ranging in age from adolescence to early adulthood in the UK, found that those who use social media Instagram experience anxiety, depression, bullying and FoMO. The study, titled #StatusofMind, led by the Chief Executive of RSPH.org and Dr. Becky, a Neuroscience from Cambridge University, stated that Instagram occupies the top spot that has a negative impact on the mental health of young people. In addition, according to Kandell, students are a group that looks more vulnerable to dependence on the internet than other community groups. Because social media is also a convenient place for individuals to share personal profiles, interact in cyberspace with friends from the real world, and even meet many people based on common interests.

The desire to always want to connect with others, the high intensity of accessing social media, the difficulty of refraining from opening social media during study time, to the tendency to update social media status to get attention are forms of FoMO. The definition of FoMO itself, borrowing a term (Andrew K. Przybylski, 2013) which defines FoMO as a fear of losing precious moments of another individual or group in which the individual cannot be present in it and is characterized by a desire to stay connected to what other people have, there do via the internet or cyberspace. This is the impact of the phenomenon of social media addiction which can be categorized as a behavioral addiction, where an addicted person cannot control himself control the use of social media and spends too much time and effort accessing social media; so this behavior can interfere with productivity. Addiction stems from the production of dopamine in the brain which is triggered by likes, retweets, shares, and emoticon reactions that the person gets. (Siti Nuriyah Fatkhul Jannah, 2022). In addition, there is an influence of social media engagement on social media addiction. That is, when individuals are attached to their social media, the risk of social media addiction in the individual will also increase (Wahyu Rahardjo, 2020).

To fight social media addiction and FoMO. There is something called a social media detox. As a concept, a digital detox is less than a decade old but its use has rapidly increased. In 2013, the concept was included in the Oxford dictionary defined as "A period of time during which a person refrains from using electronic devices such as smartphones or computers, regarded as an

opportunity to reduce stress or focus on social interaction in the physical world. Digital detox is a phenomenon tapping into the promise of authenticity, as it offers ways to counter experiences of inauthenticity in connection with online interactions, faceless communication, and artificial intelligence. Digital detox describes efforts to take a break from online or digital media for a longer or shorter period, as well as other efforts to restrict the use of smartphones and digital tools. In addition to describing a set of practices, digital detox appears in books, blogs, websites, and social media posts as a buzzword, representing certain understandings of the role of digital media in everyday life (Trine Syvertsen, 2019) Digital detox texts often describe the problem of digital overload as addiction, both in a pathological and vernacular sense.

Citing the results of the analysis conducted by (Trine Syvertsen, 2019) in analyzing 20 texts about the concept of social media detox. Based on analyzes of 20 texts. Theoretically, the analysis rests on three notions of authenticity, each suggesting ways that humans can improve life by reducing digital media use. In conclusion we summarize how these notions are present across the three analyzed themes of time, space and body/mind:

First, there is the notion of authenticity as being real, genuine and true, as opposed to being fake, unreal and untrustworthy. This notion is visible in all three thematic areas, but particularly prevalent in discussions of spatial dislocation and body/mind problems. In the digital detox texts, a strong premise comes across that online communication is less true than offline communication, and that co-presence in physical space is necessary for genuine and trustworthy communication. There is also the notion that online communication pollutes your mind and gives you a less than healthy body image. Hence, recommendations flourish to reduce the amount of online and social media communication and instead build trust and engage in truthful and trustworthy relations with people around you.

The second notion of authenticity, as being true to one's inner values, comes across strongly in all three thematic areas. The texts idolize an authentic 'sense of time' where your own values and priorities decide what you do and an authentic 'sense of space' where you are grounded in a sense of 'hereness' and belonging. To gain a truer sense of yourself and reduce the health damage allegedly caused by online stress, the texts and retreats recommend mindfulness, yoga and similar measures. The aim is to 'reconnect' in the sense of getting more internal guiding as to how to live your life.

The third notion of authenticity is about a longing for a better yesterday, a more authentic era. Although it varies how specific the dating of this era is, the characteristics that emerge are similar across texts and genres. This is described as a less complicated time where life was slower and more down-to-earth, with fewer media temptations, and more direct contact with physical (rural) spaces. This life is described as much better for body and soul. It is worth noting that several texts warn against nostalgia, and stress that balance – rather than disconnection – is the dominant aim. Yet, the texts commonly suggest analogue and older media forms – such as switching to an old Nokia, reading a printed book or playing a board game – as measures to 'reconnect' with more authentic values and lifestyles.

On the other hand, (Murphy, 2022) describes that social media detoxification is the elimination of conscious use and consumption of social media for a certain period of time.

Generally, most social media detox is 30 days, but some people do social media detox 7 days or even as long as a year. A social media detox is different from a social media break. Taking a break from social media accounts is a promise to yourself to stay away from sites like Facebook, Twitter, TikTok, and Instagram for a period of time. Social media detox is a complete disconnection from social media platforms and may even include drastic changes. He added, the steps on how to detox social media:

1. Tell people

The first step to taking a social media detox is to tell people. Tell people you interact the most that you'll be offline for a while. This will do a few things. First, it will keep you accountable. If you're back within a few days Tweeting or posting photos, the people you told will hopefully call you out on it. This will help you stick with the detox. Secondly, it will let people know you haven't disappeared if you wind up sticking with it. Most people won't really care, and some may not even notice you're more inactive on the social media sites they're on.

2. Delete the apps and block the websites

The next step is to delete the social media apps from your mobile devices, especially your phone. For this to work, you'll need to disconnect completely. If that seems too hard (or even impossible), try a shorter detox.

3. Plan what you will do during your detox

The last step is to plan what you will do during your detox and actually fill your spare time with the things you plan to do. If possible, try to replace your social media habit with something that doesn't involve technology. I suggest this because using your phone or laptop to replace a digital habit isn't really productive.

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