



Tired But Can't Stop: Exploring the Association of Fear of Missing Out (FoMo) and Social Media Fatigue among Emerging Adults

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ABSTRACT

Objective: Indonesia ranks third as the country with the most social media users, with emerging adults making up the largest group. On average, Indonesians spend almost 6 hours a day playing social media. This condition can cause both physical and psychological problems. One of the impacts of excessive social media use is Social Media Fatigue (SMF). The level of SMF is influenced by several factors, one of which is Fear of Missing Out (FoMo), which is a fear of missing out on experiences that others are enjoying. SMF and FoMo can significantly impact an individual's mental health. The link between the two conditions is clear, but there is little in-depth research linking the two. This study aimed to explore the association of Fear of Missing out (FoMo) with Social Media Fatigue (SMF) among emerging adults. **Method:** A cross-sectional study design was conducted among 157 men and women emerging adults. Participants completed a self-administered questionnaire that consisted of demographic characteristics, Fear of Missing Out scale, and Social Media Fatigue scale. Data were analyzed using descriptive analysis and Pearson Correlation statistic technique. **Results:** Descriptive analysis results showed that men showed a higher tendency of both fear of missing out and social media fatigue compared to women. Further, a significant yet moderate correlation was found between FoMo and SMF among emerging adults. **Novelty:** This study contributed to explore further on the relationship between fear of missing out (FoMo) and social media fatigue specifically among emerging adults.

INTRODUCTION

The significant increase in the use of social media in recent decades has given humans the ability to communicate effectively and efficiently. With social media, individuals can more easily build and establish their interpersonal relationships with those closest to them (Khan et al., 2022). Undeniably, social media has become an integral part that cannot be separated from the routine of daily life. Various types of social media platforms are offered today with various unique features, which can be broadly divided into two types, namely image-based social media and text-based social media. Image-based social media focuses on the main features that involve uploading images, such as Instagram and Snapchat. Meanwhile, text-based social media emphasizes text features in its uploads, such as social media X (formerly called Twitter) and Tumblr. However, almost all social media platforms try to have both types to be able to further increase user numbers.

Currently, Indonesia ranks 3rd as the country with the most active social media users. People in Indonesia spend an average of about 5 hours 54 minutes accessing social media per month (We Are Social, 2023). More specifically, emerging adults or young individuals are the dominant group in using social media (Howe, 2023). Emerging adults are individuals who are in the age stage of 18 to 29 years. This stage of development is an exploration phase where individuals can look for interests and desires in their lives. This exploration cannot be separated from the active use of social media, where emerging

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