Fomo Vs Jomo: Understanding the Psychology Behind Social Media Consumption Behavior and Its Impact on Mental Well-Being With A Communication Psychology Approach

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Abstract. In this digital era, social media has become an integral part of people's lives, offering opportunities for connection and self-expression. However, excessive use of social media can have a negative impact on mental health, giving rise to the phenomena of FOMO (Fear of Missing Out) and JOMO (Joy of Missing Out). FOMO describes the anxiety and fear of being left behind by the latest information or trends, which can trigger anxiety and depression. In contrast, JOMO is the happy feeling of being free from the stress of social media, which increases happiness and mental well-being. This research analyzes the psychological factors underlying FOMO and JOMO, as well as their impact on mental well-being, through a communication psychology approach. The method used is literature study and in-depth interviews to collect empirical data. The results showed that FOMO increased anxiety and depression, while JOMO increased happiness and gratitude. Strategies to reduce FOMO and promote JOMO involve limiting time on social media use and practicing mindfulness.

Keywords: FOMO, JOMO, Mental Wellbeing.

INTRODUCTION

In this digital era, social media has become an inseparable part of human life. Platforms like Instagram, Facebook, and Twitter allow us to connect with others, share information, and express ourselves. However, behind the positive side, excessive use of social media can have a negative impact on mental health.

One of the main impacts is increased anxiety and depression. Social media often displays images of a perfect and ideal life, which can trigger feelings of dissatisfaction and low self-esteem in its users. Constant social comparison with others on social media can make individuals feel like they are not good enough, *leading to feelings of anxiety and depression*. Another impact is sleep disturbance. Blue light from gadget screens can interfere with the production of melatonin, a hormone that regulates sleep. Using social media at night can make it difficult to fall asleep and cause insomnia. Lack of sleep can worsen other mental health problems such as anxiety and depression.

Social media can also cause feelings of loneliness and isolation. Although social media allows us to connect with many people online, these interactions are not always the same as face-to-face social interactions. Lack of deep social connections can make individuals feel lonely and isolated, leading to feelings of loneliness and isolation.

Additionally, social media can result in *cyberbullying*. *Cyberbullying* is a form of intimidation carried out through social media, such as negative comments, rude messages, or

spreading misinformation. *Cyberbullying* can cause shame, anxiety and depression in its victims.

In this fast-paced digital era, social media has become an inseparable part of human life. Platforms like Instagram, Facebook, and Twitter open the gates of limitless information and connections. However, behind this ease of access, two interesting phenomena emerge: FOMO (*Fear of Missing Out*) and JOMO (*Joy of Missing Out*).

FOMO, or *Fear of Missing Out*, describes the feeling of anxiety and fear of being left behind by the latest information, experiences, or trends. Social media users who get caught up in FOMO feel pressured to keep up with every update, like, and comment, worried they're missing out on important moments or enjoyable experiences. This can trigger anxiety, depression, and even feelings of dissatisfaction with one's own life.

On the other hand, JOMO (*Joy of Missing Out*) is the opposite of FOMO. JOMO is a feeling of happiness and satisfaction because you are free from the busyness and pressure of social media. JOMO users choose to focus on real life, build deeper relationships, and enjoy simple moments without being tied to notifications and likes on social media.

Social media use is driven by various human psychological needs. One of the main needs is the need for connection and a sense of community. Humans have an instinct to connect with other people and feel accepted in a group. Social media provides a platform that allows us to fulfill this need, enabling interaction with friends, family, and even strangers from all over the world. Additionally, the need for recognition and validation also plays an important role in social media use. We have a desire to be recognized and appreciated by others, and social media allows us to get that recognition through likes, comments, and shares from other users. Apart from that, the need for information and entertainment is also the main driver. Humans are always hungry for information and entertainment, and social media provides a variety of content that can fulfill this need, from the latest news to funny and inspirational videos.

Healthy use of social media can provide benefits for mental health. Social media can help us to stay connected with friends and family who live far away, as well as expand our circle of friends and new connections. Apart from that, social media can also be a platform for seeking support and information about mental health, as well as connecting with communities who have similar experiences. Additionally, social media provides a platform to express oneself, share creative ideas, and gain inspiration from others, which in turn can increase creativity and self-expression.

However, excessive use of social media can have a negative impact on mental health. One of the main negative impacts is anxiety and depression. Social comparison with others on social media can trigger anxiety and depression, especially if users feel they are not good enough or don't have as happy a life as others. Apart from that, the FOMO (*Fear of Missing Out*) phenomenon can also trigger anxiety and stress, encouraging users to always be connected and follow every update. Social media can also be a platform for *cyberbullying*, where users experience verbal abuse, intimidation, or the spread of misinformation by others. In addition, using social media at night can disrupt sleep, because blue light from gadget screens can interfere with the production of melatonin, a hormone that regulates sleep, making it difficult to fall asleep and causing insomnia.

Therefore, in this research the author will analyze FOMO and JOMO influencing the way individuals view and use social media, the psychological factors underlying FOMO and JOMO, FOMO and JOMO influence individual mental well-being, including aspects such as anxiety, depression and *self-esteem.*

RESEARCH METHODS

This research uses qualitative methods with a literature study approach and in-depth interviews. The literature study involved analyzing various scientific articles and reliable sources that discuss FOMO and JOMO and their impact on mental health. Additionally, in-depth interviews were conducted with individuals experiencing FOMO and JOMO to collect empirical data regarding their personal experiences. The data obtained were analyzed using a thematic approach to identify the main patterns and relationships between these two phenomena.

DISCUSSION

FOMO: The Fear of Missing Out and Its Psychological Impact

In this fast-paced digital era, social media has become an inseparable part of human life. Platforms like Instagram, Facebook, and Twitter open the gates of limitless information and connections. However, behind this ease of access, there is another side that needs to be understood: FOMO (*Fear of Missing Out*) or the fear of being missed. FOMO is a feeling of anxiety and fear of being left behind by the latest information, experiences, or trends. This phenomenon can have a negative impact on an individual's mental health and well-being.

FOMO users often have several characteristics underlying their behavior. They are constantly connected to social media, feeling the need to keep up with every *update, like*, and comment,

worried that they will miss important moments or enjoyable experiences. They also tend to have insecurities and low self-esteem, which are fueled by social comparisons with other people on social media who appear perfect. In addition, their high need for social validation drives them to seek recognition and appreciation from others through likes, comments and shares on social media.

Some psychological factors underlying FOMO include social anxiety, insecurity, and the need for social validation. Individuals with social anxiety may feel uncomfortable in face-to-face interactions, so they seek connection and validation on social media. Feelings of not being good enough or not having as happy a life as others on social media can exacerbate insecurities and trigger FOMO. The need to be recognized and appreciated by others can also drive individuals to seek recognition on social media, which in turn strengthens FOMO. FOMO can have various negative impacts on mental health. The fear of falling behind and constant social comparison can trigger anxiety and depression. Focusing too much on social media and the constant flow of information can cause stress and mental fatigue. In addition, blue light from gadget screens can interfere with the production of melatonin, a hormone that regulates sleep, which can cause insomnia. FOMO can also cause drastic mood swings, such as irritability, sadness, or frustration. Too much time spent on social media can also interfere with focus and productivity in real life. Excessive use of social media can even become a habit that is difficult to break, ultimately leading to addiction.

Social media plays an important role in amplifying and exacerbating FOMO. Social media algorithms designed to maximize *engagement* encourage users to constantly scroll and view new content. This can create feelings of anxiety and fear of being left behind, which exacerbates FOMO. Additionally, social media often depicts other people's lives as seemingly perfect, full of fun experiences and incredible accomplishments. This social comparison can trigger feelings of dissatisfaction and low self-esteem, prompting FOMO users to seek validation and recognition on social media.

To ward off FOMO and maintain mental health, it's important to implement several strategies. Limit your time using social media by setting clear time limits each day. Use an app like " *Screen Time* " to help track and limit usage time. Choose positive content by following inspiring and positive accounts on social media, and avoid accounts that make you feel anxious, dissatisfied, or depressed. Focus on real life by taking time to interact with other people directly, such as meeting friends and family. Being grateful for what you have is also important, focus on the positive things in your life and be grateful for what you have. If you are

experiencing serious mental health problems due to FOMO, don't hesitate to seek professional help from a psychologist or psychiatrist.

FOMO is a psychological phenomenon that can have a negative impact on mental health. By understanding the factors underlying FOMO, its impact, and the role of social media, we can take steps to counteract FOMO and maintain mental well-being. Use social media wisely and responsibly, focus on real life, and enjoy the simple moments in life.

JOMO: The Joy of Skipping and Its Positive Impact

In the midst of the hustle and bustle of social media and the busy digital world, a new phenomenon has emerged: JOMO (*Joy of Missing Out*) or the Joy of Missing Out. JOMO is the opposite of FOMO (*Fear of Missing Out*), namely the feeling of happiness and satisfaction because you are free from the busyness and pressure of social media. JOMO users choose to focus on real life, build deeper relationships, and enjoy simple moments without being tied to notifications and likes on social media.

JOMO users have several characteristics that differentiate them from social media users who struggle with FOMO. First, they are aware of time and focus more on real life. They value time spent with loved ones and enjoy the simple moments in life. Second, they value privacy and quiet. Freed from the pressure of social media, they choose to focus on themselves and personal growth. Third, JOMO users have a high sense of gratitude. They are grateful for what they have and are not obsessed with other people's achievements on social media.

Some of the psychological factors underlying JOMO include *mindfulness* , *self-acceptance* , and focus on the present moment. *Mindfulness* , or the awareness of living in the present and focusing on the present moment, helps individuals to enjoy life more and avoid anxiety about what they missed. *Self-acceptance* , or accepting oneself as one is, helps individuals to feel satisfied with their own lives without being influenced by other people's achievements on social media. Focusing on the present moment allows JOMO users to enjoy real experiences and memories rather than being trapped in the virtual world of social media. JOMO can have various positive impacts on mental health. First, JOMO increases gratitude. Focusing on the present moment and what one has helps individuals to appreciate life more and be grateful for what they have. Second, JOMO can increase happiness. Releasing yourself from the stress of social media and social comparison can increase happiness and life satisfaction. Third, JOMO helps individuals to focus more. The lack of distractions from social media allows individuals to focus more on daily tasks and activities. Fourth, JOMO can deepen relationships. Focusing on real interactions with other people can improve the quality of relationships and build stronger connections. Lastly, JOMO can improve mental health. By

reducing anxiety, depression, and stress associated with excessive social media use, JOMO helps individuals feel more calm and balanced.

Social media can play a role in supporting and strengthening JOMO in several ways. The "Do Not Disturb" feature on social media allows users to mute notifications and hide social media apps for a certain time, giving them a break from the digital world. Additionally, following accounts that promote mindfulness, self-acceptance, and focusing on the present moment can help JOMO users stay motivated and feel more positive. Joining a JOMO online or offline community can also provide support and connection for individuals who want to reduce social media use and focus on real life.

In conclusion, JOMO is not about avoiding social media altogether, but about using it wisely and responsibly. By balancing the digital and real worlds, focusing on the present moment, and appreciating what they have, individuals can find greater happiness and mental well-being through JOMO. This phenomenon teaches the importance of living in the moment and enjoying simple moments, which ultimately helps individuals to feel more satisfied and happy with their own lives.

Understanding the Differences between FOMO and JOMO with a Communication Psychology Approach

In this fast-paced digital era, social media has become an inseparable part of human life. Platforms like Instagram, Facebook, and Twitter open the gates of limitless information and connections. However, behind this ease of access, two interesting phenomena emerge: FOMO (Fear of Missing Out) and JOMO (Joy of Missing Out). To understand the differences and their impact, we can look at them through the lens of communication psychology.

FOMO, or *Fear of Missing Out* , describes the feeling of anxiety and fear of being left behind by the latest information, experiences, or trends. Social media users who get caught up in FOMO feel pressured to keep up with every update, like, and comment, worried they're missing out on important moments or enjoyable experiences. Communication psychology helps us understand the factors that drive FOMO. *Uses and Gratifications* Theory explains that individuals use social media to fulfill various psychological needs, such as the need for connection, recognition, and information. FOMO occurs when these needs are not met, giving rise to feelings of anxiety and insecurity

Social comparison also plays an important role in FOMO. *Social Comparison* Theory explains that individuals tend to compare themselves with other people on social media. When they see other people having seemingly perfect lives, full of joyful experiences and incredible accomplishments, this can trigger feelings of dissatisfaction and low self-esteem, which then

triggers FOMO. The negative impact of FOMO on mental health is very significant, including anxiety and depression, stress and fatigue, sleep disturbances, mood swings, loss of focus and productivity, and social media dependence.

On the other hand, JOMO, or *Joy of Missing Out* , is the opposite of FOMO. JOMO is a feeling of happiness and satisfaction because you are free from the busyness and pressure of social media. JOMO users choose to focus on real life, build deeper relationships, and enjoy simple moments without being tied to notifications and likes on social media. Communication psychology helps us understand the factors that drive JOMO. Mindfulness Theory explains that JOMO individuals focus on the present moment and value real experiences. They are not obsessed with what happens on social media and choose to enjoy life outside the digital world. *Self-Acceptance* Theory also plays an important role in JOMO. JOMO individuals accept themselves as they are and are not influenced by other people's achievements on social media. They feel content with what they have and do not need to seek validation from others. JOMO's positive impact on mental health is enormous, including increased gratitude, greater happiness, better focus, deeper relationships, and better mental health.

FOMO and JOMO are two phenomena that arise due to excessive use of social media. It is important to understand the underlying psychological factors, as well as their impact on mental health. By using a communication psychology approach, we can look at FOMO and JOMO from a broader perspective and understand the role of social media in shaping individual behavior and emotions. FOMO, driven by the need for connection, validation, and information, can have negative impacts such as anxiety, stress, and sleep disturbances. Meanwhile, JOMO, which is driven by *mindfulness* and *self-acceptance* , can bring positive impacts such as increased gratitude, happiness and better focus.

By understanding FOMO and JOMO through the lens of communication psychology, we can be wiser in using social media. It is important to find a balance between the digital and real worlds, so that we can enjoy the benefits of technology without sacrificing our mental wellbeing.

CONCLUSION

This research found that FOMO contributes to increased anxiety, depression, and feelings of dissatisfaction in daily life due to constant social comparison on social media. On the contrary, JOMO provides positive impacts, such as increasing happiness, gratitude, and focus on real life. By understanding the psychological factors underlying FOMO and JOMO, individuals can be wiser in using social media. Strategies to reduce FOMO include limiting

social media usage time and selecting positive content, while JOMO can be promoted through mindfulness practices and self-acceptance. This research highlights the importance of balance between the digital world and real life to maintain optimal mental health.

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