



# The influence of frequency social media use on the level FOMO teenagers in social media era

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## ARTICLE INFO

## ABSTRACT

### Article history

Received 2023-12-23

Revised 2023-12-27

Accepted 2023-12-30

### Keywords

Fear of Missing Out

Social Media

New Media

Adolescent

In this era of social media, fear of missing out (FOMO) is a common phenomenon that occurs in society, including adolescents. FOMO is a psychological phenomenon in the form of anxiety and a sense of being left behind from social activities that develop in society. FOMO can become a psychological problem if it is excessive or persistent. Some experts argue that FOMO is not related to gender but rather to personal characteristics and other causes, including the frequency of social media use that has become an integral part of people's lives. This study investigates the influence of the frequency of social media use on the level of FOMO in adolescents in the social media era. The study used a quantitative approach with data collection through questionnaires to adolescents actively using social media. Researchers sent questionnaires online to respondents with the inclusion criteria of men and women actively using social media and willing to be research respondents. There were 300 respondents involved in this study. Based on the t-test statistical analysis with a significant level of 0.05, the researcher concluded that the frequency of social media use has an influence on FOMO. The results of this study are significant findings related to FOMO studies that are useful for various interests, especially for adolescent education, to prevent the negative impact of FOMO in the form of stress and emotional disorders.

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## 1. Introduction

Internet users worldwide have experienced a rapid increase after the discovery of social media, which can connect people in different times and spaces. According to a report from APJII in 2019, people who use the internet in Indonesia - calculations for the second quarter of 2020 concluded that there were around 196.7 million cyber network users in Indonesia. This increase is caused by the continued development of infrastructure on Java, especially in internet technology (Darusman & Sumaryanti, 2022). Technological developments accompanied by the construction of facilities that can support technology will accelerate the pace of society in utilizing technology.

Technological advances have provided a breakthrough in making it easier for someone to send messages to other people. Social media is an internet-based networking site to fulfill individual



social needs and build profiles in the public system (Cahyono, 2016). According to VanDijk in Komariah, Tayo & Utamidewi (2022), Social media is a communication platform that focuses on presence, which is able to facilitate communication and interaction between people (Komariah et al., 2022). Social media has increased the intensity of a person's communication because of its ease.

In an era dominated by social media, such as this disruptive era, we are now clearly shown that a phenomenon often termed "fear of missing out" (FOMO) has become common in various levels of society, including teenagers who often use social media platforms. Actors who use social media continuously during their teenage years are at a turbulent time where individuals are in a stage of change from when they were young to the end of the teenage category to the beginning of adulthood. They are in a stage of significant psychological change (Al Aziz, 2020).

FOMO is a psychological phenomenon that appears as a feeling of anxiety and a feeling of being left behind by social activities that are taking place around us. FOMO is also defined as a widespread concern about other people possibly experiencing something experienced and highly valued that not everyone has (Fioravanti et al., 2021). This matter can become a significant psychological problem if experienced frequently over a long period of time.

Interestingly, some experts argue that FOMO is not directly related to gender factors but is more related to personal character and other factors that influence individuals, such as the level of addiction and frequency of social media use. Adolescents tend to have higher levels of FOMO than other age groups (Casale et al., 2018),(Elhai et al., 2018),(Przybylski et al., 2013),(Stead & Bibby, 2017). Today's social media platforms have become an inevitable element in activities that originate from social and societal patterns in the modern environment, functioning as tools that connect us with various social activities, the latest information, and social networks that connect people to other people. So, social media provides the main choice in how most people interact with the outside world.

There are several efforts that can influence the increase in social media use, namely discomfort when using (Azka et al., 2018), a feeling of loneliness (Miftahurrahmah & Harahap, 2020), and Fear of Missing Out (Fathadhika & Afriani, 2018). According to Przybylski et al., (2013), someone who is suffering from or affected by FOMO tends to feel compelled to continue using social media as a way to stay connected (Przybylski et al., 2013). One of the characteristics of someone affected by or experiencing FOMO is a continuous invitation to be involved in social media platform activities.

There have been many studies discussing the relationship between social media and the level of FOMO among people with varying results. Explained in their findings discussing the role of social burden and disadvantage in the use of social networking sites that they found a weak relationship ( $r = 0.0.21$ ) because FOMO depended on sociodemographic characteristics. Meanwhile, conflicting

results regarding gender differences have been reported (Chai et al., 2019). Some studies show that men have high levels of FOMO, but only in young samples (Przybylski et al., 2013). Other studies have found that women have a higher tendency to experience FOMO than men do (Casale et al., 2018),(Elhai et al., 2018),(Stead & Bibby, 2017), while several findings in the same category show.

## **2. Theoretical Framework**

### **New Media**

New media or New Media, according to its characteristics, can be recognized through interconnected access that allows individuals to act as communicators and communicators with a high level of interactivity. This media is also characterized by its wide variety of uses and open character, as well as its availability in various places. New Media is always related to the internet McQuail (2011), which is an abbreviation of connected network. This communication technology has a high adoption rate because of its ease of use, and can be accessed in various places, times and by anyone. The internet network currently has an impact on society so that it becomes a part of social society because it allows unlimited communication from local to global levels, and provides access to all kinds of information circulating in the world. Then, the internet can be used to strengthen and create new collaborations and introduce goods or services. As explained by Markham & Baym (2009), the internet is often called an unreal world (virtual) or a fast flow of information (information superhighway), which facilitates the rapid transfer of information using gadgets (Lee & Johnson, 2007).

### **Social Media**

Social media is a web-based online platform that allows individuals to create public profiles and view connections made by other people in the system (Cahyono, 2016). In addition, as stated by Tiago & Veríssimo (2014), social media also includes various types of platforms that are easy to use to join, share content, and play a role in the media world, such as blogs, social networks, online encyclopedias such as Wikipedia, online forums, and the world of social media. virtual with 3D characters (Mayfield, 2008).

### **Frequency/rate**

The use of social media by teenagers is influenced by various factors. Some of these factors include usefulness and satisfaction, positive experiences, self-presentation, and participation in social media (McCay-Peet & Quan-Haase, 2016). Ang (2017) suggests that the more intensive the use of social media, the higher the risk of negative impacts that may occur (Ang, 2017). These negative impacts can include problems with addiction to the internet and applications that utilize the internet, such as social media (Brand et al., 2014). Social media addiction is a form of behavioral disorder that arises when someone uses social media excessively and finds it difficult to stop (Eijnden et al., 2016).

### **FOMO (Fear of Missing Out)**

FOMO (Fear of Missing Out) attitude has an impact on teenagers in this disruptive era because this attitude can give rise to negative feelings, such as doubts about friendships which are triggered by the desire to increase knowledge and number of friends. According to Cahyanabila & Helmi (2021), the level of FOMO in Indonesia can be classified as moderate, which further confirms the hyperpersonal theory because it shows external influences that drive the experience of FOMO (Cahyanabila & Helmi, 2021). FOMO refers to feelings of anxiety or fear of missing out on an ongoing important or interesting experience, especially when seeing friends or other people around them engaged in interesting activities on social media platforms. The impact of FOMO on teens includes increased stress, anxiety, and excessive social media use, which can negatively impact mental well-being and sleep quality. It is important for teens to develop an understanding of FOMO and practice healthy social media use.

### **Social Media Addiction**

Digitalization has encouraged teenagers to allocate more time in digital environments (Bloemen & Coninck, 2020). Social media addiction can be described as a psychological disorder in which users spend a large amount of time accessing social media, usually due to a high drive for curiosity. Apart from that, a lack of productive activities in daily life and a lack of ability to control oneself and manage time can also cause someone to become addicted to social media (Wulandari & Netrawati, 2020). Addiction is often identified as a behavior of dependence on something pleasurable. When someone experiences an addiction, they tend to find it difficult to stop the activity, which in the end can interfere with their ability to control themselves and carry out other activities (Cooper, 2000).

Eijnden et al., (2016) define dependence on the use of social media as a behavioral disorder that occurs when the use of social media platforms exceeds normal limits and shows a direction towards excessive use of social media (Eijnden et al., 2016). Interaction on social media, especially on TikTok, has also helped generation Z develop their self-identity (Firamadhina & Krisnani, 2021). In addition, research has highlighted the impact of the intensity of social media use on the emergence of consumer behavior among teenagers, especially on the Instagram platform (Khrishananto & Adriansyah, 2021). Social media, especially Instagram, fulfills various needs of teenagers such as cognitive, affective, social, and even fantasizing (Prihatiningsih, 2017).

### **3. Method**

Research on the Influence of Frequency of Social Media Use on the Level of FOMO in Adolescents in the Social Media Era in determining research results using quantitative methods using a correlational design in order to test the relationship between the frequency of use of social media and the level of FOMO by Adolescents in the social media era. The people who were used as research

participants had a vulnerable age of adolescence as described by the United Nations Health Agency (WHO), namely 12 – 24 years old with student status (school and university), had a smartphone and used social media for at least 5 hours a day (Syamsoesdin et al., 2015).

As explained by the age range set by WHO, respondents taken were only aged 12-24 years. Age restrictions on respondents were used to determine different levels of adolescent categorization. So researchers carry out limitations by using references set by WHO as a credible international institution. Most respondents who filled out the questionnaire were aged 15 years with a total of 124 respondents and aged 24 years with a total of 60 respondents. The data collection process uses incidental sampling techniques, namely at the place or location that is the focus of the research (Notoatmodjo, 2010). Participants were sampled as many as 300 people by filling out a questionnaire distributed via Google Form and published via social media. The data collection process was carried out in 1 month from 10 September – 10 October 2023. The total number of respondents who filled out the questionnaire distributed via Google Form was male and female, with a total of 114 male respondents (38%) and 186 (62%) female respondents. A total of 300 respondents filled out questionnaires distributed to determine data on the influence of frequency of social media use on the level of FOMO among teenagers.



Fig. 1. Social Media Platform Table

The social media applications used by the majority of respondents use the Facebook, WhatsApp, Line, Telegram, Instagram, Tiktok and X (Twitter) applications. The social media used is the application that has the highest number of users in Indonesia. According to the website [www.goodstats.id](http://www.goodstats.id) which was accessed on October 10 2023, it shows that the WhatsApp, Instagram and Facebook applications are the social platforms on the internet that are most widely used by Indonesian people. Goodstats is a website or media under the umbrella of Good News From Indonesia which aims to provide quality information through a data and numbers approach.

The scale in this study uses a Likert model scale with 5 answer choices (Strongly Disagree (1), Disagree (2), Don't Know (3), Agree (4), and Strongly Agree (5)) for the variable frequency of social

media use and the level of FOMO among teenagers. The advantage of the Likert Scale compared to other measurement methods is its simplicity and ease of understanding. The Likert scale, which was originally included in the ordinal scale category, attempted to be converted into an interval scale by applying the Successive Interval Method (MSI) to enable data analysis using parametric analysis methods (Widuri & Ardi, 2019).

In this research, the scale of dependence on the use of social media platforms is based on the framework proposed by (Kircaburun et al., 2020). To measure the frequency of social media use, the measuring tool used is the Indonesian version of the Bergen Social Media Addiction Scale (BMAS) which has been modified by (Fathadhika & Afriani, 2018). On the other hand, the Fear of Missing Out (FOMO) scale is based on the aspects outlined by (Darusman & Sumaryanti, 2022). The score obtained from this scale reflects the level of FOMO in adolescents. The higher the score, the higher the level of FOMO the teenager experiences, and conversely, the lower the score indicates a lower level of FOMO. FOMO levels can be divided into three categories, namely low, medium and high.

In this research, the validity and reliability of the measuring instrument were measured using the alpha coefficient (Cronbach alpha) and the results of the analysis were carried out with the help of the statistical tool SPSS version 21. Syamsodin et al., (2015) explained that an instrument can be considered reliable when the instrument provides consistent results when used at different times. Statistical validity was tested using the t test with a significance level of 0.05. The reliability coefficient can be between 0 and 1.00. The higher the reliability coefficient approaches 1.00, the more reliable the measurement. In this research, to test the hypothesis, the Pearson Product Moment correlation technique was used.

The regression test is used to test the influence of one social media variable (X) on the FOMO variable (Y). New regression tests can be carried out after fulfilling the requirements for validity and reliability tests as well as normality and linearity tests. The basis for decision making used is to compare the significance value with a probability value of 0.05, which means that if the significance value is  $<0.05$ , then variable Y.

#### **4. Result and Discussion**

The results of this research focus on the research objectives and the formulation of whether there is an influence of the frequency of use of social media platforms on FOMO attitudes among teenagers in this disruptive era. Researchers distributed an online questionnaire via the Google Form website and obtained a total of 300 respondents. In the validity test, researchers used the Pearson method using SPSS and used the Correl formula from Excel. In the Pearson method process, obtaining valid data is proven by a significant value of  $<0.05$ , which means the data is valid until a

reliability test is then carried out to determine the level of consistency of the questionnaire, so that the questionnaire/questionnaire can be trusted. The validation test process is also assisted by using Excel using the formula=Correl (array 1 ; array 2) to get r Count. Then the r table for 300 respondents is 0.113. Data can be said to be valid if r Count > r Table. All calculated variables produce a calculated  $r > 0.133$  so that it can be concluded as valid data.

**Table 1.** REABILITY STATISTICS

Cronbach's Alpha	N of Items
.912	21

SOURCE: (SPSS)

The Cronbach Alpha value in this research is 0.912, which means that if it refers to the basis for making decisions on reliability tests according to Gozali, it can be met because the Cronbach Alpha value is  $0.912 > 0.60$ , which means that the data reliability is met and is in the very high category if referring to Arikunto (2010) which states that the Cronbach Alpha value above 0.80 is in the very high category.

**Table 2.** RELIABILITY STATISTICS

Cronbach'sAlpha	N ofItems
.842	10

SOURCE: (SPSS)

On the social media addiction scale (X), it was found that from 300 respondents who filled in there were valid items with a reliability of 0.842, which means it has high reliability because the alpha value is  $> 0.70 - 0.90$ . Meanwhile, for reliability on the FOMO (Y) scale, based on 300 respondents who filled in, valid items were obtained with a reliability alpha value of 0.906, which means it is in the high reliability category because the alpha value is  $> 0.90$ .

### Reliability Statistics

**Table 3.** CRONBACH'S ALPHA REABILITY STATISTIC

Cronbach's Alpha	N of Items
.906	11

SOURCE: (SPSS)

After carrying out the reliability test, the researcher tested the assumptions by first running a normality test using the Smirnov formula.

**Table 4. ONE-SAMPLE KOLMOGOROV-SMIRNOV TEST**

		Unstandardized Residual
N		300
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	6.82236464
Most Extreme Differences	Absolute	.040
	Positive	.023
	Negative	-.040
Kolmogorov-Smirnov Z		.688
Asymp. Sig. (2-tailed)		.730

SOURCE: (SPSS)

The results of the normality test show a sig value of 0.730, which means it is greater than (>) 0.05, which can be concluded that the hypothesis can be accepted and the results of this research are said to be normal. The normality test is used to test assumptions before the researcher then carries out a linearity test to determine the form of the relationship between independent variable and dependent variable. The basis for taking the value is seen from its significance. If the Sig. Deviation from linearity > 0.05, then you can see a linear relationship between the independent variable and the dependent variable, whereas if the Sig. Deviation from Linearity < 0.05, then there is no linear relationship between the independent variable and the dependent variable.

**Table 5. ANOVA TABLE**

			Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)		4200.700	40	105.018	4.458	.000
	Linearity		2980.764	1	2980.764	126.520	.000
Medsos * FOMO	Deviation from	Linearity	1219.937	39	31.280	1.328	.103
Within Groups			6101.966	259	23.560		
Total			10302.667	299			

SOURCE: (SPSS)

The Deviation from linearity value is 0.103, which means that the linear relationship between these variables is interconnected or linear. This can be proven because the significance value is 0.103 > 0.05 so it meets the requirements to be a linear variable. After obtaining data from the normality test and linearity test to test the researcher's assumptions, it can be concluded that this



research is acceptable and interconnected or in other words, these variables have a relationship that tends to be parallel to each other.

**Table 6.** CORRELATIONS

		<b>Medsos</b>	<b>FOMO</b>
Medsos	Pearson Correlation	1	.538**
	Sig. (2-tailed)		.000
	N	300	300
FOMO	Pearson Correlation	.538**	1
	Sig. (2-tailed)	.000	
	N	300	300

SOURCE: (SPSS)

For the variables Social Media and FOMO, the correlation significance value is 0.000, which means they are correlated because the significance value is  $0.000 < 0.05$ . The form of the relationship is positive (+). The correlation value of the social media and FOMO variables with a moderate degree of correlation and the relationship is positive means that high levels of social media will influence the high level of FOMO. Conversely, if the level of social media is low, it will also cause a low level of FOMO. The results of the correlation between the influence of social media use on FOMO attitudes in teenagers, such as research from Puteri, Zein, Nugraha, & Faradilla, (2023) which stated that in their research there was a positive relationship between FOMO and the level of tendency to play social media among students using Instagram at universities. Islam Bandung. Then there is also research by Fathadhika & Afriani, (2018) which also states that there is a direct relationship between FOMO and addiction to using social media. Rahardjo & Soetjingsih, (2022) also mentioned a relationship between FOMO and social media addiction experienced by students.

The researcher then carried out a Simple Regression Test to test the influence of one independent variable on the related variable. The condition for carrying out a regression test is that validation has been carried out and the reliability of the data has gone through a normality test on linear data. In this research everything has been carried out with valid data results proven by a significant value of  $<0.05$ , which means the data is valid and reliable with a significance value of 0.912 which is included in the high and fulfilled category. The normality and linear tests also show the results that this research obtained a sig value of 0.730, which means it is greater than ( $>$ ) 0.05, which can be concluded that the hypothesis can be accepted and the results of this research are said to be normal and the Deviation from linearity value is 0.103, which means the relationship between variables is linear. these are interconnected or linear.

**Table 7.** ANOVA<sup>A</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5665.584	1	5665.584	121.316	.000 <sup>b</sup>
	Residual	13916.853	298	46.701		
	Total	19582.437	299			

SOURCE: (SPSS)

The results of regression analysis using SPSS Statistics Data Editor have produced a calculated F value of 121.316, and the significance level associated with this result is 0.000. This indicates that the regression model used in this research is a very effective model in predicting the participation variable, or in other words, how much influence the social media variable has on the FOMO variable. A very low level of significance (0.000) indicates that this effect is statistically significant. Therefore, the results of the analysis show that the social media variable has a strong and significant influence on the FOMO variable within the framework of this research.

**Table 8.** MODEL SUMMARY<sup>B</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1	.538 <sup>a</sup>	.289	.287	6.834

SOURCE (SPSS)

Furthermore, based on the table above, it can be concluded that the magnitude of the correlation or relationship value (R) is 0.538. Based on this output, a coefficient of determination (R Square) of 0.289 can be obtained which can be interpreted as the magnitude of the influence of the independent variable on the dependent variable of 28.9% which was obtained from the regression test which was carried out using SPSS statistical Data Editor.

Based on the results of the tests that have been carried out, the data shows the suitability of the research hypothesis with the results obtained. This shows that there is an influence of the frequency of social media use on FOMO attitudes among teenagers in this disruptive era. This finding is in line with research conducted by Abel, Buff, & Burr, (2016), who also noted that the availability of information with unlimited content and time on social media can cause individuals who experience FOMO to continue to maintain their involvement in the social environment. Furthermore, Spies Shapiro & Margolin, (2014) stated that teenagers who experience FOMO tend to be interested in using social media, which allows them to stay constantly connected with their friends. Furthermore, Fuster, Chamarro, & Oberst, (2017) noted that individuals who experience

high FOMO tend to feel compelled to regularly check social media, with the aim of following plans and activities with other individuals.

## 5. Conclusion

The result of this research is the discovery of FOMO attitudes in teenagers which is caused by the direct and indirect influence of the frequency of use of social media in this disruptive era. The results of analysis through variable testing show that there is a correlation between the use of social media and the FOMO attitude experienced by teenagers. The correlation test results show that the higher the use of social media, the higher the level of FOMO attitudes for teenagers. Conversely, the lower the level of social media use, the lower the level of FOMO among teenagers.

In this research, data testing has been carried out with valid data results proven by a significant value of  $<0.05$ , which means the data is valid and reliable with a significance value of 0.912 which is included in the high category. Based on the regression test that has been carried out, it can be concluded that the frequency of use of social media has a percentage level of 28.9% in influencing the FOMO attitude felt by teenagers in this disruptive era. So based on the  $r$  Square value of 0.290, it shows that all variables have an influence of 28.9%, while the remaining 71.1% is influenced by other variables that were not tested in the research.

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