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WORKSHOP ON

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IS PHUBBING IMPACTING WELL-BEING?

Presented by

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About Us

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Agenda

Introduction

Understanding FOMO, Phubbing and CSMU

Objectives of the study

Impact on sleep cycle, depression, anxiety: leading to Well-Being

Key Insights

Social Media is the **JUNK** of Social Wellness

Source: Brooks, Arthur C., and Oprah Winfrey. Build the Life You Want: The Art and Science of Getting Happier. Portfolio, 2023.

<https://www.hbs.edu/faculty/Pages/item.aspx?num=64663>





Is phubbing due to social media impacting my well-being – demystifying the FOMO, CSMU, phubbing loop among school and university cohorts

https://ai.invideo.io/watch/O_Xb4HUHCvu

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Is phubbing due to social media impacting my well-being – demystifying the FOMO, CSMU, phubbing loop among school and university cohorts

Is phubbing impacting well-being?

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Abstract

Purpose - Emergent research suggests that compulsive social media usage (CSMU) has a correlational link with well-being. Previous research in this area primarily focused on the prevalence, dynamics and consequences of social media usage. However, the knowledge of these occurrences among school and university students is still in its infancy stage. This research study addresses the knowledge gap by investigating the nexus between fear of missing out (FOMO), phubbing, CSMU and well-being.

Design/methodology/approach - Cross-sectional surveys were conducted for collecting the data of school students and university students during COVID-19 when the exposure to the Internet and social media among the students had increased tremendously. Multivariate analysis and Moderated Mediation analysis techniques were performed to analyze the data using the structural equation modeling approach.

Findings - The results indicated that while on one side, students experience "FOMO", on the other, they phone snub the individuals available to them to interact. FOMO significantly influences well-being, phubbing also has a significant impact on well-being; phubbing partially mediates the relationship between CSMU and well-being. However, for university students, the full mediator of phubbing in the relationship between CSMU and well-being was confirmed. It was also found that sleep fully mediated the relationship between CSMU and well-being.

Originality/value - This study provides novel highlights of the differential effects of FOMO, phubbing, sleep hygiene and well-being among the university and school-attending cohorts.

Keywords CSMU; FOMO; Phubbing; Well-being
Paper type Research paper

1. Introduction

Social media plays an important role in the life of archetypal school and university students. In the past decade, it has become an integral part of our daily lives (Perrin, 2019). A study by Statista (2021) highlighted that the number of active social media users has grown worldwide to 4.33 billion and it shows that there has been an increase of 13% from the year 2020. It is estimated to have a huge global base. Though people use social media to share, connect and communicate with each other, yet it brings along several negative consequences. Reynolds *et al.* (2016) suggested that social media impacts the need of an individual to belong in the present. Social media trap its users by constantly monitoring social media platforms to sneak peek into others' life. This strongly creates an urge among social media users to be on social media platforms and this gives way to compulsive social media usage (CSMU) among the young cohorts. Adams *et al.* (2017) highlighted that a large number of social media users engage in social media at night. This directed the attention of many scholars toward gauging the impact of sleeplessness due to CSMU on the well-being of students. The increased usage of social media was further aggravated by the onset of the global pandemic COVID-19, which shifted the physical world to a digital landscape to a large extent. The nationwide lockdown has, to an extent taken control of excessive social media usage from parents and other stakeholders.



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Objectives of the Study

To gauge the association between CSMU, FOMO, phubbing, sleep and well-being among the most affected stakeholders of society – the students.

