

# THE ROLE OF LIFE SATISFACTION AS A MODERATOR IN THE RELATIONSHIP OF SOCIAL MEDIA ENGAGEMENT WITH FEAR OF MISSING OUT IN YOUNG ADULTS

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## ABSTRACT

*This study aims to examine the role of life satisfaction as a moderator in the relationship between social media engagement and FOMO. The participants of this study consisted of 407 young adults aged 18 to 35 years who have and are active in using social media using an accidental sampling technique. This research is a quantitative research with a Moderation Regression Analysis (MRA) data analysis method using SPSS and JASP. The measuring instruments used in this study were the Social Media Engagement (SME) questionnaire, Satisfaction With Life Scales (SWLS), and the Fear of Missing Out Scales (FoMOS). The results showed that there was a significant and positive relationship between social media engagement and FOMO. Life satisfaction as a moderator variable itself can not moderate the relationship between social media engagement and FOMO.*

**Keywords:** *Social media engagement, Fear of missing out, Life satisfaction, Social media, Young adults, Moderation*

## 1. PREFACE

With the development of technology, many Indonesian people have and use social media [1]. This can be seen from the active users of social media in Indonesia alone, reaching 170 million people, where the total population of Indonesia is 274.9 million people, and the time spent by the Indonesian population on using social media per day on average is 8 hours and 52 minutes [2]. Based on data from Databoks, the most social media users in Indonesia are 25-34 years old and second, 18-24 years old [3]. Most social media users in Indonesia are young adults, who are individuals aged 18 to 40 years [4]. One of the FOMO phenomena is people who experience FOMO for the COVID-19 vaccine because individuals who have been vaccinated can start their normal activities [5].

FOMO is the desire to continue to connect with what others are doing on social media, which provides an opportunity for individuals to compare their status with others [6]. FOMO can be caused by anxiety caused by the use of social media, which can make individuals compare themselves with others through the number of followers, the number of likes, and content [7]. The majority of the social media users are young adults who are looking for their identity and want to know how they see themselves and how other people see them [8]. Social media can also provide easy access to know the lives of others by following a community that can be used to monitor the lives of other users which can cause a feeling of anxiety for fear of being left behind [8].

Individuals can be more engaged when using social media because of an increase in using social media [9]. Social media engagement means that individuals participate in social media in the form of liking, sharing, and commenting on posts on social media [10]. The experience of using social media that involves the cognitive and emotional aspects which is known as social media engagement [11]. The cognitive aspect is understanding and talking about an issue that can generate perceptions in the individual's mind and the emotional aspect namely positive or negative emotions that arise about an issue that can project individual affective involvement [12].

Social media engagement itself is different from using social media in general which is only passive when social media users only observe content on social media [13]. There are many reasons why people engage with social media, namely to find out about entertaining content, and relational content [14]. The form of engaging with entertaining content on social media is by giving likes, comments, and sharing the content on social media [14]. Which is why many people can experience FOMO easily because they are engage with social media, especially young adults because social media can make it easier for individuals to find out what events they have been missed [15].

Individuals who are increasingly engaged with social media can experience FOMO due to individuals changing their lifestyles in order to adapt to what is currently popular [16]. Changing lifestyle is a form of low life satisfaction, because the individual is not satisfied with his life so he follows what other people do [17]. This can cause individuals to change their attitudes and judgments about life [16]. Life satisfaction is the process of assessing an individual's life that involves cognitive in which the individual assesses his life by comparing himself with others which is considered a standard [18]. Individuals who have a lower level of life satisfaction can process information negatively [19].

Individuals who prefer material goods will have lower life satisfaction when compared to individuals who prefer interpersonal relationships, especially with family [20]. Individuals who like material goods usually use social media to compare themselves with other users thereby reinforcing feelings of fear of being left behind [21].

The purpose of this study is to examine the role of life satisfaction as a moderator in the relationship between social media engagement and FOMO in young adults.

### ***Related Work***

Based on previous research, there is a relationship between social media engagement, fear of missing out, and life satisfaction. However, previous research was conducted abroad, so this researcher tested it with subjects from Indonesia. This study aims to examine the role of life satisfaction as a moderator in the relationship between social media engagement and FOMO in young adults.

### ***Our Contribution***

The theoretical benefit of this research is that it can provide new information and increase knowledge about the relationship between social media engagement and fear of missing out and about the relationship between social media engagement and fear of missing out, which is moderated by life satisfaction. The practical benefit of this research is that it can provide an overview to the public regarding the fear of missing out experienced by young adults due to social media engagement.

### ***Paper Structure***

The systematics of writing from the first part is about the introduction, research contributions, and writing structure. The second part contains the background consisting of theories from fear of missing out, social media engagement, and life satisfaction. The third part is the method section which contains the participants, types of research, research measuring instruments, and research data analysis techniques. The fourth part contains research findings and discussions related to research results. The last section, section five, contains the conclusions from the research.

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

FOMO is a feeling of fear that we will not be able to experience the valuable and pleasant experiences that other people experience [6]. FOMO is a feeling where individuals do not want to feel left out of their environment and cannot adapt to their environment [22]. FOMO is the need to know what other people are doing and to be able to stay connected with them [23].

FOMO has four core components, namely (a) need to belong, which is an individual's social need, such as having a group of friends; (b) need for popularity, namely having popularity and being recognized by the individual's environment; (c) anxiety, namely feelings of anxiety that arise due to fear of missing something when compared to the environment around the individual; (d) addiction, namely excessive behavior to overcome feelings of fear of missing something when compared to the environment around the individual [23].

There are several factors that can cause a person to experience FOMO, namely (a) not meeting the need for competence; (b) non-fulfillment of the need for autonomy; (c) the need for connectedness is not met [6]. Social media can also cause individuals to experience FOMO, because it can easily see the fun activities that individuals are left behind [15].

One of the impact of FOMO is being disturbed and having poor concentration which causes a decrease in productivity, this is due to the attention of individuals who are more focused on notifications from social media [24]. Another impact of FOMO is the disruption of sleep time, because individuals are afraid to go to bed early by assuming that something important and fun will happen when they fall asleep [25]. However, FOMO does not always have a negative impact, but there is also a positive impact, which is students who experienced and feel anxious and afraid to miss information about studies, this causes the FOMO they experienced to actually encourage the students to be more motivated, to be more diligent and try not to miss information during the class [26].

### ***Social Media Engagement***

Social media engagement is an experience that allows social media users to interact and relate to other social media users, involving cognitive and emotional aspects [27]. Social media engagement is the involvement of cognitive, affective, and behavioral aspects when using social media [28]. "Social media engagement" is the interaction between users on social media [29].

There are six models of social media engagement, namely presentation of self, action and participation, use and gratification, positive experiences, usage and activity counts, and social context [27]. Presentation of self is how social media users build their self-image on social media

by sharing content and information, posting photos, and connecting with others [27]. Action and participation is the participation and contribution of social media users by liking, commenting, and sharing content on social media [27]. Gluttony is the motivation or reason for social media users to continue using social media [27]. Positive experiences are pleasant experiences that social media users get [27]. The usage and activity count measures how frequently social media users use social media and how much time they spend on social media [27]. The social context is the context in which one uses social media, such as for work, education, and a variety of other purposes [27].

There are three factors of social media engagement, which is: (a) social engagement, which involves receiving and disseminating information to the social environment, such as family and friends, via social media; (b) news information engagement, which involves receiving news via social media; and (c) commercial information engagement, which involves receiving and disseminating information about a product via social media [30].

Individuals who are engage with social media can affect their academic activities, performance, and work [31]. The other impact of engaging with social media is that individuals can use social media excessively which causes addiction to social media [9]. However, individuals who are engage with social media do not always have a negative impact, but there are also positive impacts. For example, if an individual engages with social media, they will have good social connections which cause the individual to have good bonds with other social media users, a sense of belonging, and an identity as a community member on social media [31]. In addition, individuals who engage with social media can also get emotional and functional support from friends on social media [32].

### ***Life Satisfaction***

Life satisfaction is the process of assessing an individual's life that involves cognition in which the individual assesses his life by comparing himself with others, which is considered a standard [18]. Life satisfaction is an individual's feeling of pleasure related to the conditions and experiences in his life [33]. Life satisfaction can be defined as an estimate of the quality of an individual's life based on preferences, standards, and individual satisfaction [34].

Life satisfaction either has one dimension or is unidimensional [18]. Life satisfaction itself is based on the cognitive-assessment process [18]. Where the individual conducts an assessment process of his current situation based on the standards he has set and is not coerced by external [18].

Individual life satisfaction is affected by individual economic status, social equality, individual age, individual personality, marital status, and employment status [35]. For individuals in Southeast Asia, the first factor that affects life satisfaction is marital status, followed by the role of government, employment status, and standard of living [36].

### ***Young Adults***

Young adults are an age group ranging from 18 years to 40 years [4]. Young adults at this stage begin to try to be more independent by not being too dependent on family, so that friendships with peers are very important [37]. The most extensive use of social media is by young adults, which can be caused because they are looking for their identity [38].

According to Erikson, young adults are at the stage of intimacy versus isolation in psychosocial development. In the intimacy versus isolation stage, young adults will form strong bonds with friends or partners [4]. But if young adults are unable to form deep relationships with others, they risk becoming too self-isolated and self-centered [4]. Generally, individuals aged from 18 to 40 years have made choices regarding their education and work that they are interested in [4]. Young adults still cannot control their emotions well and also lack of stability and lack of self-control [38].

## 2. RESEARCH METHOD

The characteristics of the participants in this study are young adults aged 18 to 35 years who have and are active in using social media in their daily lives. Researchers did not limit the research participants by race, religion, ethnicity, or gender. The technique used to collect participant data is non-probability sampling with an accidental sampling technique. The total participants of this study were 407 participants. Participants in this study consisted of 72.5% females. 34.9% of study participants were 21 years old. In this study, the most frequently used social media platform was Instagram, and 48.2% of participants spent 3-6 hours using social media on one day. The type of research used in this research is non-experimental quantitative research that uses the Moderation Regression Analysis (MRA) data analysis method. This study uses Google Forms to collect research data.

This study uses the Fear of Missing Out Scales (FoMOS) measuring instrument [6]. The Fear of Missing Out Scales (FoMOS) consists of 10 items using a 5-point Likert scale.

Social media engagement is measured using Social Media Engagement (SME) [30]. The Social Media Engagement (SME) questionnaire consists of 9 items that measure 3 factors, namely social media engagement, news information engagement, and commercial information engagement using a 5-point Likert scale.

Life Satisfaction was measured using Satisfaction With Life Scales (SWLS) which consisted of 5 items and 7 answer choices [18].

To perform a regression test, there are several assumptions that need to be met, namely the linearity test, normality test, and heteroscedasticity test. The results of the residual normality test showed that  $p > 0.05$ , which means that the data is normally distributed. Next is the linearity test, where the result is  $p = 0.376$ . So it can be concluded that the data is not significant. If the result is that the data is not significant, it means that the data is linear. The results of the heteroscedasticity test are seen based on the scatterplot, where it can be concluded that the data indicates that there is no heteroscedasticity.

## 3. RESULT AND DISCUSSION

### *Result*

Hypothesis testing was conducted to test the relationship between the variables. Of the 3 research variables tested using SPSS, namely social media engagement, FOMO, and life satisfaction, only social media engagement and FOMO were significantly and positively related ( $r = 0.374$ ,  $p = 0.001$ ). Meanwhile, other research variables tested, namely FOMO with life satisfaction and life satisfaction with social media engagement, were not significantly related.

Furthermore, the Moderation Regression Analysis (MRA) test was carried out using SPSS and JASP to test the role of life satisfaction as a moderator of the relationship between social media engagement and fear of missing out (FOMO). The result shown at table 1 shows that  $R^2 = 0.167$ ,  $F(1, 399) = 12,597$ ,  $t = -0.959$ ,  $p = 0.338$ . This shows that life satisfaction as a moderating variable has no role in the relationship between social media engagement and FOMO.

Mann-Whitney U test was conducted to test the difference between male and female FOMO. The results show that  $p = 0.143$  and it can be interpreted that there is no significant difference in FOMO levels between men and women. Oneway Anova test was conducted to tests the difference based on educational history, namely elementary, junior high, high school, Diploma, Bachelor or S1, Magistes or Masters, and Doctoral or S3. The results show that  $p = 0.079$ ,  $F = 2.110$  and it can be interpreted that there is no significant difference in FOMO levels between when compared to educational history. Oneway Anova test was also conducted to tests the difference based on the duration of social media use, namely under 3 hours, 3-6 hours, and above 6 hours. The results show that  $p = 0.001$ ,  $F = 6.778$  and it can be interpreted that there is a significant difference in the level of FOMO when compared to the duration of time using social media and individuals with the duration of using social media above 6 hours have the highest FOMO level. In addition, a regression test was conducted with the age of participants. The results of the FOMO regression test with age showed that  $p = 0.001$ ,  $F = 12.006$ ,  $R^2 = 0.029$ ,  $b = -0.387$ , dan  $t = -3.465$ . Which means that age of the participants can predict FOMO.

### ***Discussion***

From the results of the analysis of research data, it shows that there is a positive and moderate relationship between social media engagement and FOMO. The results of this study are in accordance with the quantitative research conducted by [31]. The results of the study show that the more engaged individuals are with social media, the more they will experience FOMO and vice versa. Many studies show that individuals who engage with social media can compare themselves with other social media users [40]. Many individuals use social media to post statuses, share photos of current activity, or use instant messaging from anywhere to stay up-to-date with what others are doing and keep others informed of their current activity [41]. This is an opportunity for the individual to compare himself to others and can lead to experiencing FOMO. One way to overcome this is to limit the use of social media and increase face-to-face interaction or direct interaction for individuals experiencing FOMO. [40].

The results of research data analysis show that there is no relationship between FOMO and life satisfaction. The results of this study are in line with research conducted by [42]. In addition, the results of research analysis show that there is no relationship between social media engagement and life satisfaction, which is in line with research [43]. The results of this study indicate that social media is a medium used to entertain individuals but cannot fulfill individual life satisfaction because individuals can feel satisfied with their lives based on other factors not caused by social media or FOMO [43]. There are individuals who can overcome their FOMO that they experienced because they are satisfied with the life they have [44]. This is because individuals who are satisfied with their lives can withstand the negative conditions caused by FOMO so that individuals cannot become weak caused by these negative emotional states [44]. The results of the Moderation Regression Analysis (MRA) test show that life satisfaction as a moderating variable has no role in the relationship between social media engagement and FOMO. Because individuals who are satisfied with their lives are wise individuals, especially when using social media [45]. According to Teo & Lee [46] wise individuals will try to use

social media wisely while unwise individuals when using social media can have a negative impact.

Mann-Whitney U test was conducted where there is no significant difference in FOMO levels between men and women. Oneway Anova test was conducted and can be interpreted that there is no significant difference in FOMO levels between when compared to educational history. The results of Oneway Anova test show that there is a significant difference in the level of FOMO when compared to the duration of time using social media and individuals with the duration of using social media above 6 hours have the highest FOMO level. There is also regression test that show the age of the participants can predict FOMO.

There is research that shows that young adults who like to share their activities on social media have a higher level of life satisfaction [46]. Because young adults are in the transition stage to adulthood and share activities on social media, individuals can find their identity by presenting themselves [46]. Individuals who are satisfied with their lives will tend to feel less jealous of the lives of their friends who are posted on social media [45]. According to [47] individual life satisfaction depends on how well the individual evaluates their life objectively by assessing a more positive domain.

FOMO and also social media doesn't always have a negative impact but FOMO can also be a positive thing too. According to research from [48], individuals who use social media for only 30 minutes a day can improve well-being. However, excessive use of social media can have negative effects such as depression, loneliness, and low self-esteem [48]. Research conducted [47] shows that young adults who like to share their activities on social media have a higher level of life satisfaction.

#### **4. CONCLUSIONS AND RECOMMENDATIONS**

The results of this study show that there is a significant and positive relationship between social media engagement with FOMO and life satisfaction as a moderator has no role in the relationship between social media engagement and FOMO.

In this study there are several limitations, namely the gender of the study participants tends to be more female. With more female participants, the results of research based on gender do not describe the results of research, the research participants should be balanced between male and female sexes. Since more of the participants were female, the description of female gender was better explained in terms of FOMO.

The second limitation is that more of the study participants were aged 18-22 years. Whereas the characteristics of the participants in this study were young adults aged 18 to 35 years. So that the age of the participants in this study is less representative of young adults because most of them are 18 to 22 years old.

In addition, for further research to be able to look for other variables as moderato that can affect FOMO for individuals who engage with social media. Because in this study the life satisfaction variable has no relationship with FOMO for individuals who engage with social media.

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