


# Chapter 12

## Journey From FOMO to JOMO by Digital Detoxification

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### ABSTRACT

*Digital transformation has long been prioritized by corporate companies, both big and small, in almost every sector, due to the urgency of market rivalry. Digital technology is present everywhere nowadays, and it plays a significant role in our daily lives. The fast development of inexpensive and widely available media technologies, together with almost universal internet connection, is profoundly changing how society functions. Digital technology is transforming how we obtain information and communicate with one another more quickly than before. The speed at which digital changes are occurring is having a significant impact on how we live, work, and interact. There seems to be a new cautionary tale about how digital technologies are ruining social life every day. Some of the discussion about the effects of digital technology in recent years has resembled a moral panic.*

### 1. INTRODUCTION

The constant pull of our devices and the fear of missing out (FOMO) on the newest developments, trends, and social interactions are commonplace in today's fast-paced,

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digitally connected world. But more and more individuals are understanding how important it is to tune out digital distractions to enjoy the pleasure of missing out (JOMO). This transition from FOMO to JOMO is a life-changing event that may lead to better relationships, mental health, and a greater sense of connectedness to the outside world.

## **1.1 FOMO**

The fear of missing out, or FOMO, is a psychological phenomena that is prevalent and often upsetting in the digital era. When individuals feel they are missing out on interesting events, activities, or social interactions that others are having, particularly when they see these things posted on social media or learn about them via their social networks, it is referred to as worry and trepidation. Studies have estimated that nearly 70% of adults in developed countries suffer from FOMO.

Scholars have looked at the origins of the FOMO concept (2014 Schreckinger). According to research by Lai, Altavilla, Ronconi, and Aceto (2016), FOMO results in increased brain activity, suggesting that it is a result of a neurological drive to belong. Anita Sanz (2015), a clinical psychologist, concurs with Lai et al. (2016)'s conclusions that FOMO is brain-based, but she points to a deeper anthropological explanation. According to her, FOMO has been crucial to human existence since the day of the caveman. We may not survive if we could not discover a clean drinking water source or a food supply. FOMO was thus a major motivator throughout life.

It was during a 1996 focus group research that Dan Herman first learned about the concept of FOMO (Herman, 2011). He defined and clarified the notion of FOMO in a Journal of Brand Management essay that was published four years later (Herman, 2000). Ever since Herman's piece, FOMO has become a much more popular concept. FOMO is described as "a pervasive apprehension that others might be having rewarding experiences from which one is absent" by Przybylski et al. (2013). FOMO might make you worry that you're missing out on something interesting that's occurring somewhere else.

Key aspects of FOMO include:

- **Social Comparison:** FOMO often results from contrasting one's own life with the lives of others that seem to be more interesting or pleasurable when seen via social media. Feelings of inadequacy and insecurity may result from this.
- **Constant Connectivity:** People may now easily keep informed and connected around-the-clock because to the widespread use of social media and cellphones. Because individuals are always aware of what other people are doing, this continual connectedness might make FOMO worse.

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