THE IMPACT OF SOCIAL MEDIA ON FEAR OF MISSING OUT AMONG Z GENERATION: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

Generation z is also known as the gadget generation. This generation lives side by side with the development of gadgets and social media. In this digital age, the use of social media is a way of life. Social media is unavoidable and is expected to have an effect on its users, the general picture of the current literature is missing. Therefore, the aim of this systematic is to summarize research on the impact of social media on fear of being out of date among Generation Z. Our systematic search on the Science and Scopus webs yielded 30 eligible articles. Gen z or generation z born between 1997 and 2003 (what), indicates that they will be between 18 and 24 in 2021. The use of social media and FoMO by generation z can be a negative and positive influence depending on their position and capacity. A negative example is that generation z is always desirable. They are shown that Generation Z is a tech-savvy generation. Based on these systematic results, it shows that the habit of using one of the social media has an impact on the fear of being left behind in generation z. The use of social media cannot be separated from the life of Generation Z. So FoMO is one of the characteristics of generation z that distinguishes it from other generations. FoMO is commonly used in marketing, industry, and lifestyle, where generation z is the main subject.

Keywords: *Social Media, Fear of Missing out, Generation Z*

INTRODUCTION

Over the course of the past ten years, people's use of social media as a kind of recreational activity has grown in popularity. (Kuss D, Griffiths MD, Daria, 2011; Andreassen, 2015). People's everyday routines consist of using social media to contact one another, online shopping, discovering new things to do, and staying informed about current events. Social media (i.e., social networking sites such as Facebook, Instagram, Tiktok, Twitter, YouTube and Twitter) is heavily used by young adults. In total, 88% of 18 to 29-year-olds say they use social media (compared to 78% to 37% of older age groups). Additionally, young adults spend an average of over three hours per day on social media, which is significantly more time than older individuals. (Ilakkuvan, V.; Johnson, A.; Villanti, A.C.; Evans, W.D.; Turner, M, 2019; Hruska, Maresova, 2020). Especially for Z Generation. Z Generations are born after 1995 (Brown, 2020; Francis & Hoefel, 2018; Linnes & Metcalf, 2017), often referred to as the post-millennial generation. This generation cannot be separated from gadgets, lacks socialization, creativity, and is individualistic (Crindlern, 2019; Husein, 2019; Singh, 2014). Generation Z wants instant things and does not appreciate the process (Sterbenz, 2015). They connect to their accounts on social media sites from anywhere and anytime, using a smartphone, laptop, or desktop, and

engage in various entertainment and social activity through postings or blogs (Kuss et al., 2011; Sharma, John, Sahu, 2020).

According to the findings of a survey carried out by the Association of Indonesian Internet Service Providers (APJII) in 2020, around 171.17 million people are connected to the internet network. The majority of internet users come from 19 years to 34 years, 49.52%, students are included in the category. Furthermore, the survey results also prove that internet users are ranked fifth at 92.1% based on occupation, while based on education level, students currently studying are in third place, namely 92.6% (APJII, 2020). Generation Z is the most influential generation in their community compared to previous generations. This is a result of being exposed to various things on the internet. If this generation has positive or negative experiences with something, they will not remain silent; they will communicate their feelings on social media (Sladek and Grabinger, 2014). On the other side, Generation Z's open and embracing outlook makes it harder for them to define themselves and the most stressed-out generation in history (Rastati, 2018; Arnett, 2007).

Z generation usually have more than two social media accounts, and approximately 45% use their smartphones for more than 8 hours every day (Rizal, 2020). Cell phones are used for a variety of purposes by different people, but the majority of people use them to conduct research and access social media. This scenario suggests that many people who use Smartphones are terrified of missing out on important information. Individuals are fearful of missing out on knowledge that is spreading virally, and hence I am afraid of being labeled as being out of touch by his pals. Even when surfing in cyberspace, tasks that should be performed on time are frequently overlooked due to an excessive amount of time spent on the smartphone. Fear of missing out (FoMO) is synonymous with "fear of losing." FOMO is a psychological

construct described by a fear of missing out on meaningful experiences shared by others and a persistent need to stay connected and interested in the experiences shared by others (Przybylski, A.K., Murayama, K., DeHaan, C.R., & Gladwell, V. (2013).

Earlier studies examining the relationship between the internet and human behavior found a significant correlation between the use of social media and the user's personality (Hughes, Rowe, Batey, & Lee, 2012). On social networking sites, lurking behaviors appear to be rising. Additionally, people are engaging with social media news websites at a rising pace (Søderholm, G.; Bertsch, A.; Sawe, E.; Lee, D.; Wolfe, T.; Meyer, J.; Engel, J.; Fatilua2018, Sponcil & Gitimu, 2013). This is concerning, as it is considerably more accessible for people to fall prey to online deceit, considering the sheer number of users on social media and the speed with which an account can be created (Tsikerdekis & Zeadally, 2014). Another issue linked with the extensive use of social media is how difficult it may be to discern between trustworthy and untrustworthy sources of information (Hruska & Maresova, 2020).

This systematic review was directed by the primary purpose of the study project, which was to summarize the impact that social media has had on the Z generation's fear of missing out. This systematic review was directed by the main study purpose, which was to determine the effect of social media on the fear of missing out among members of generation Z. The primary focus of this review is on finding this effect. This is very important since it tells what previous researchers focused on and where the attention of future research should be directed. It is intended that this review will shed more light on prior research findings and give a better understanding of the effect of social media on contemporary life.

METHODOLOGY

This section focuses on the process that was used to retrieve the articles related to generation Z's use of social media and how those articles are related to the generation. The reviewer used Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA), a technique used to Run the systematic literature review. The process includes three main steps, which are Identification, screening, and eligibility.

The review utilized two primary databases, which were Web of Science (WoS) and Scopus. WoS is an extensive database consisting of more than 33,000 journals from over 256 disciplines such as psychology, interdisciplinary social sciences, environmental studies, and Developmental studies. It was founded by Clarivate Analytics and boasted a comprehensive backfile and citation database spanning a century's worth of time. Scopus is the second database that was used for the review. It is one of the largest abstract and citation databases of peer-reviewed literature and contains more than 22 800 journals from more than 5000 publishers all over the world. It consists of diverse subject areas such as psychology, social science, and developmental studies.

The search was designed to identify studies affecting social media, fear of being left behind, and targeting Generation Z or the young adult population. The inclusion criteria were (1) primary research; (2) use of social media; (3) fear of missing out (4) population of adolescents and young adults aged 12 to 25 years; (5) English articles (6) published from 2011 to 2020.

For the exclusion criteria, review articles, books, chapters in a book, and conference proceedings and articles with no empirical data were all excluded. Non-English publications were excluded due to difficulty in translating. Publications that exceeded 10 years since the date of publication (2011 and prior) were also excluded from this review.

Systematic review process

The review process consisted of three stages which were identification, screening and Eligibility. The identification stage identified keywords used for the search process, followed by an extensive search on related and similar terms from a thesaurus, dictionaries and Encyclopedia.

The filtering stage is when duplicate articles and articles that do not fit the inclusion criteria established by the researcher are removed. The filtering stage is also used to eliminate articles that do not fulfill the inclusion criterion. There are a total of 233 articles that are put through the screening process, and there were a total of 157 articles that were disqualified due to these factors. During the feasibility stage, the full texts of the remaining articles were examined. This included checking the titles, abstracts, and primary material. In this review, we will only use articles that qualify to be included because they meet the inclusion requirements. At this point in the process, a total of 37 articles have been reviewed, and 30 of those articles have been disqualified from further consideration because they do not satisfy the inclusion requirements. In the end, there were a total of 30 pieces that were repaired and prepared for the examination.

FINDING
Demography

Based on previous research, the majority of Generation Z are teenagers and young adults aged 12-25 years. They are those who are at school age until their final year of college. From several generations of Z, there are also those who have just finished college and are starting to enter the world of work and household.

Social Media Platform

In the digital world, Gen Z engages with others and presents themselves in quick ways, allowing for momentary changes to one's identity or shared self. These online self-

expressions and interactions give feedback from an enormous interpersonal realm accessible in real-time. Additionally, putting on possible selves on social media occurs in a frequently more straightforward milieu, safer, and associated with fewer severe repercussions than face-to-face situations (Back et al., 2010; Tosun, 2012).

When compared to members of earlier generations, members of Generation Z are more likely to use mobile phones (Zickuhr, 2011), are more accepting of cell phone use in social settings (Forgays, Hyman, & Schreiber, 2014), or are more likely to utilize social media for both informational and social purposes (Hughes, Rowe, Batey, & Lee, 2012). Emerging adults log roughly four hours per day on their mobile devices, primarily on social media platforms (Bjornsen et al., 2017a; Hughes et al., 2012; Kuss, Griffiths, Karila, & Billieux, 2014; Padilla-Walker, Nelson, Carroll, & Jensen, 2010; David, Roberts, & Christenson, 2017).

According to Pew Research Center (2017), the top five social media platforms used by Gen Z are Facebook (88%), Instagram (59%), Pinterest (36%), LinkedIn (34%), and Twitter (34%). (36 percent). According to another study, Gen Z is more likely to use social media applications devoted to sharing photographs and brief text messages, such as Instagram and Snapchat (Alhabash & Ma, 2017; Modo Labs, 2016; Stanley, 2015). Facebook is frequently used for impression management, archiving significant facts and events in one's life, learning about people through their Facebook pages, and learning and sharing information about subjects, news, and stories (Zhao et al., 2013). Instagram and Snapchat are generally used to communicate photographs and brief messages for entertainment purposes and maintain casual social ties. The recent shift in Gen Z's preference for Instagram and Snapchat over Facebook coincides with concurrent evidence indicating increased social media usage is associated with decreased impulse control or

delayed pleasure (Wilmer & Chein, 2016). It is also prompted by the realization among millennials that their parents and prospective employers now frequently use Facebook, which suggests that the privacy among peer groups that many users of social media platforms demand is no longer available on the platform. This realization is another factor that contributes to the phenomenon (Boyd, 2015; Madden et al., 2013).

Gen Z has increasingly gravitated to social networking programs that emphasize images and videos over text (Bjornsen, 2018), Instagram, Snapchat, then versus text-based Twitter. Tik-Tok is connected with decreased loneliness and increased pleasure and contentment with life. Image-based communication more effectively duplicates the closeness of real-world connection, which is intrinsically more fulfilling psychologically (Pittman & Reich, 2016). Instagram use has a detrimental effect on emerging adults' self-worth, especially among the younger generation who have a high number of contacts, are more reliant on social comparison, and whose self-worth is conditional on external approval (Stapleton, Luiz, & Chatwin, 2017; Lup, Trub, & Rosenthal, 2015; Yang, 2016).

Fear of Missing Out and LifeStyle
Due to the variety of social media platforms available in Indonesia, internet users will likely have many social media accounts. Individuals with several social media accounts are more likely to spend more time or extend the duration of their social media use. One explanation for this is that social media users attempt to preserve their friendships on their social media profiles (Raacke & Jennifer 2008).

Meanwhile, according to Dhir, A., Yossatorn Y., Kaur, P., & Chen, S. (2018), the compulsive use of media and the fear of being left behind will trigger fatigue in the person. FOMO is a relatively new concept that has

garnered public and scientific interest in recent years; multiple research imply that persons with high levels of FOMO utilize social media more extensively than those with lower levels (Beyens et al., 2016; Przybylski et al., 2013). The term "fear of missing out" (FOMO) refers to the feeling of wanting to remain connected to what other people are up to through the use of technological platforms (Pryzyblski, A.K., Murayama, DeHaan, & Gladwell, 2013). In another way, FOMO is a fear that occurs because of the possibility that one social relationship is more important than others and comes from sources of negative mood or feelings of depression (Grohol, 2011; Wortham, 2011).

In defining FoMO, Przybylski, AK et al. (2013) refers to the Self Determination Theory, which explains that FoMO occurs because three basic psychological needs are not met: autonomy, competence, and relatedness, namely conditions where individuals want to act better and more effectively than others. Other (competence), the state of the individual that does not originate from himself or feelings of compulsion (autonomy), the condition of the individual's self, and the need always to have a connection, closeness, or relationship that always wants to be connected with other people (relatedness). So, if the self-determination theory is not fulfilled, there will be a sense of fear of failure that will lead to anxiety.

FOMO affects motivation, social motivation, and social capital (Saavedra. Bautista, 2020; Tefertiler, Maxwell, Morris, 2020). The use of social media also affects the need to be, the need for popularity, and increases stress in Generation Z Facebook users (Beyens, Frison, Eggermont, 2016). FOMO also affects sleep disorders, young people are currently procrastinating sleeping. In addition, FOMO can also cause phubbing, be indifferent to the surrounding environment and reduce direct communication.

CONCLUSION

Identified Gen z or Generation Z born between 1997 and 2003 (APA), indicating that they will be between 18 and 24 in 2021. Generation Z's use of social media and FoMO can be both a negative and a positive influence depending on their position and capacity. A negative example is Generation Z is always wanted. They are shown that Generation Z is a tech-savvy generation. Based on these systematic results, it shows that the habit of using one of the social media has an impact on the fear of being left behind in Generation Z. The use of social media cannot be separated from the life of Generation Z. So FoMO is one of the characteristics of Generation Z that distinguishes it from other generations. FOMO is usually used in marketing, industry, and lifestyle, where Generation Z is the main subject.

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