

The Joy of Missing Out (JOMO): A Study of Kuwaiti Youth Use of Social Media, Digital fatigue and Well-being

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Abstract

This study draws on the literature of psychological well-being and Self-Determination Theory and aims to examine the nature of the relationship between the Joy of Missing Out (JOMO) and several psychosocial and behavioral variables. The study seeks to understand how individuals regulate their relationship with social media platforms in a digitally saturated environment. Methodology: The study adopted a survey research design using an online questionnaire as the data collection tool. The questionnaire was administered to a convenience non-probability sample of 421 young people in Kuwait. Results: The findings revealed no statistically significant relationship between the intensity of social media use and the level of JOMO, indicating that heavy daily use is not associated with greater enjoyment of disengagement from social media. The results also showed a statistically significant relationship between FOMO and JOMO, suggesting that both tendencies may coexist within individuals in a psychologically complex manner. In addition, a strong and statistically significant relationship was found between the integration of social media into daily life and JOMO, indicating that higher levels of integration are associated with greater enjoyment of temporarily disengaging from social media. The findings further showed a weak but statistically significant relationship between social interaction anxiety and JOMO, suggesting that higher social anxiety is associated with a greater tendency to JOMO. Conclusion: The study highlights the importance of promoting digital balance and strengthening self-regulation skills in social media use, and calls for integrating digital well-being concepts into educational and university programs.

Keywords: Social Media, JOMO, FOMO, Life Satisfaction, Digital Fatigue