

Fear of Missing Out (FoMO) Research Plan

Key takeaways

- People feel they use their phones/SM too much
- Want to reduce but don't seem to actually do it (I always have my phone at hand/I try to keep my phone away from me)
- Check their phone first thing in the morning and last thing at night
 - Why?
 - Wake up to phone alarm
 - Set/check alarm at night

Part of our circadian rhythm?

Problem statement

How might we reduce FoMO without destroying our social media profiles

'Maria', who feels sad about missing out on experiences (FoMO), needs to feel happier without deleting her social media accounts.

Research methodologies

Interviews

Ethnographic research

What

I want to learn the participant's social media (SM) habits and the influence of FoMO on their lives.

Sample questions:

What platforms do you use to communicate with people?

Thinking about the yesterday/past week...

How much time a day?

When are you active on X?

What are you usually doing just before using X?

How long after/before you wake up/go to bed?

How do you use X?

What purpose?
What do you want to achieve using X?
What are you interactions? Likes/shares
Why?
When do you post?
Do you check for validation?

Are there times when you see friends/an event on X and you feel you are missing out?

What are your feelings towards X?
Are there times that you think you spend too much time on SM?
How does that make you feel?

Questionnaire:

<https://forms.gle/D8XZBLdyXxjvZWGLA>

Based upon the work of Przybylski and colleagues (2013).

Where

In person interviews, at the participant's office

When

Early April

How long

Interviews should take less than 30 minutes and I only wish to conduct 3 interviews

Interview Notes

Interview with Inés

"I hate that question, because I spend too much time on SM"

Work: 9 hrs a day (inc slack)

Private: 2 hrs a day Instagram

Mainly instagram

"I've made it a habit to check before I go to sleep & before I wake up... to see what's going on / new."

"I scroll Instagram until I reach the 'all caught up' message."

Uses:

"Recipés, everything I need is in a short video."

Running/travelling | training plan/top sights

"Insta is very motivating for me, running wise, there is a community with the same problems."

"Insta is like my google... It's like my source of everything."

"If I think it's a cool picture, I post it to share with my followers."

"The more likes the better."

"I check more often to see if anyone has liked – I have turned-off notifications because it's a work phone."

FoMO

"It's constant, 'I'm having amazing coffee with amazing friends'."

"It would be cool to try all these different restaurants."

"People only post positive things."

Interview with Aline

Mainly uses whatsapp

"I've got my phone in my hand the whole time."

"I want just one platform, so I use whatsapp."

"A bunch of groups."

"Im glued to my phone, I need a detox... my goal is to reduce."

"I leave my phone away from me."

"I check my phone the first and last thing in the day."

"I always check my phone on escalators, public transport, red lights, waiting rooms... I need to be active."

FoMO

"If I see something happening without me, I get annoyed, I want to be part of the fun."

"It needs to be an activity that I enjoy, if I see friends skiing it's no problem."

"I saw on twitter a photo of friends in Amsterdam. I commented on the photo, and I didnt get a reply... so I sent a whatsApp message to them."

Interview with Raj

Mainly uses Facebook

"I think I use my phone a lot... like everyone else."

"Because I don't live in the same city as where I grew up, facebook helps me stay connected with old friends."

"A few hours a day... depends how slow the work day is going."

"I also use it as a news source."

"Before I get out of bed I check what's been happening... and when I go to bed too. Hmm, I guess that's a lot."

FoMO

"Sometimes I wish I could be at a party with my friends on the other side of the country... It is nice to see them having fun. But yeah, I guess I feel like I am missing something."