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RESEARCH PAPER

The Relationship of Social Media Usage and Fear of Missing Out Mediated by Phubbing Behavior

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ABSTRACT

The relationship between social media use and fear of missing out (FoMO) and phubbing behavior was investigated in this study. Gender differences were also investigated. Social media has a strong influence on behaviors such as phubbing and FoMO. Phubbing, giving smartphone attention over face-time, is largely associated with intensive social media activity and increased FoMO. Addressing these patterns is key to reducing their prevalence among students. A sample of 300 students from Azad Kashmir University was measured on standardized scales of phubbing, social media usage, and FoMO. Data was analyzed using SPSS. The results indicated significant positive correlations between phubbing, social media usage, and FoMO. Significant gender differences were found. Phubbing behavior acted as mediator between FOMO and social media usage.Increasing awareness of the psychological impacts of social media overuse is crucial. Universities must promote healthful digital habits and face-to-face interactions to diminish FoMO.

| **Keywords:** | Fear of Missing Out , Social Media Usage , Phubbing Behavior |

Introduction

In today's digital age, the pervasive influence of social media has transformed interpersonal communication and shaped social dynamics in profound ways (Kuss & Griffiths, 2017). As individuals increasingly turn to stages such as Facebook, Instagram, and Twitter for connection and engagement, the phenomenon of phubbing—the act of ignoring someone in favor of one's smart phone—has emerged as a significant behavioral concern, disrupting face-to- face interactions and contributing to relational dissatisfaction (Roberts & David, 2016). Central to this phenomenon is the Fear of Missing Out (FOMO), a psychological condition considered via the worry about remaining   are engaging in satisfying understandings as of that   single is excluded (Przybylski et al., 2013). The persistent deluge of carefully selected material on social media worsens this anxiety, encouraging users to resort to compulsive checking behaviors that favor digital interaction over face-to-face relations (Alt & Boniel-Nissim, 2022). This research strives towards investigating the complex interactions between phubbing, social media use, and FOMO, exploring how these relationships impact interpersonal relations and general well-being trendy the context of modern digital communication (Baker et al., 2016).

Social Media Usage

social media in a variety of ways, which reflects its complex character. "A collection of Cyberspace-based claims that shape on the conceptual and scientific basics of Web 2.0, and that agree the making and talk of user-created gratified" is what Kaplan and Haenlein

(2010) describe as social media. According to Boyd and Ellison (2007), social media are web-based services that let users create a public or semi-public profile inside a system that is bounded, list other users that they are connected to, and browse and view both their list of connections and those made by other users inside the system.

Social media is described by Kietzmann et al. (2011) as a collection as web- and mobile- based technologies that produce highly collaborating stands aimed at publics besides individuals to share, co-create, discussion, then manage worker-created material. Together, these concepts highlight how social media helps people engage with one another, share material, and create communities on digital networks. Social media refers to a range of platforms, each of which fulfills a certain function and allows for a variety of interactions. Users can create personal profiles and connect with friends, family, and coworkers on social networking sites like Facebook and LinkedIn (Boyd & Ellison, 2007). Users can publish brief updates or messages on micro blogging sites like Tumblr and Twitter, which offer a convenient way to share ideas with a network of followers (Muzaffar, Chohdhry & Afzal, 2019; Kaplan & Haenlein, 2011).

Users can publish, share, and view multimedia content on sites dedicated to sharing photographs, videos, and audio, such as Flickr, YouTube, and Instagram (Kietzmann et al., 2011). Users with similar interests can exchange and discuss particular sorts of content more easily thanks to content communities, such Reddit and Quora (Shao, 2009). Users can save, organize, and share links to online resources using social bookmarking services like Delicious and Diigo, which improves the management and discovery of online content (Gupta & Brooks, 2013). Reddit and Stack Exchange are two examples of online discussion boards and forums that offer threaded debates and community interactions centered around specific themes (Preece, 2000).Websites that provide reviews and ratings, such as Yelp and TripAdvisor, utilize user feedback to provide insightful analyses and suggestions regarding goods, services, and experiences (Dellarocas, 2003). Lastly, collaborative systems like Wikipedia and Fandom's wikis enable users to jointly generate, update, and arrange content (Kaplan & Haenlein, 2010). Together, these various social media platforms enable community development, content exchange, and user interaction over digital network.

Social media usage takes dramatically changed the mode individuals connect, relate, then share information, becoming an integral part of daily life for millions around the globe (Muzaffar, Yaseen & Safdar, 2020; Statista, 2023). With over 4.9 billion active societal mass media handlers as of 2023, these platforms facilitate instant communication and connection across vast distances (Statista, 2023). Social media offers various functionalities, including messaging, content sharing, and community building, allowing users to maintain relationships and attach by others who segment like benefits (Ellison et al., 2011).The convenience and accessibility of social media have led to its widespread adoption, particularly among younger generations (Kuss & Griffiths, 2017). Many users engage with social media multiple times daily, with some studies indicating that individuals devote an regular of nearly 2.5 times each daylight on these platforms (Hootsuite, 2023). This extensive use often creates a sense of immediacy and connection, as users can receive real-time updates about friends, family, and current events (Kross et al., 2013). Moreover, the visual nature of stages similar Instagram and TikTok encourages workers to part experiences through images and videos, further enhancing engagement (Dhir et al., 2018).

In spite of the positive sides of social media, its use may also have negative psychological impacts, such as anxiety, depression, and low self-esteem (Twenge et al., 2017). Evidence indicates that the manicured countryside of social media presentations creates a culture of judgement in society, whereby people compare their lives with the usually idealized presentation of others (Vogel et al., 2015). This comparison makes people feel inadequate and have lower life satisfaction, especially when users feel that their lives are not up to those of the people they see on social media (Appel et al., 2016).mass media

platforms employ algorithms designed to keep workers engaged, frequently making their users spend more time on screens and, in extreme cases, form addiction-like habits (Zhu et al., 2017). Research has emerged that excessive social mass media use is linked to a range of negative outcomes, including reduced mental well-being and strained relationships (Andreassen et al., 2016). The more immersed users become in their digital lives, the more they might overlook their offline relationships, which can result in loneliness and isolation even though they are virtually connected (Hunt et al., 2018).

Phubbing Behavior

Phubbing is a term used to describe the act of ignoring a person in a social environment by concentrating on one's mobile phone rather than interacting with the people around. This practice is becoming more prevalent in the age of technology, where mobile phones provide instant access to social media, emails, and online entertainment (Chotpitayasunondh & Douglas, 2016). The term "phubbing" is a blend of "telephone" and "ignoring," describing the social effect of being overlooked for a cell phone (Roberts & David, 2016). Phubbing devours remained create to have a negative effect on the quality of interpersonal relationships. For example, a study by Roberts and David (2017) confirmed that phubbing among idealistic couples causes feelings of neglect, dissatisfaction, and can be a cause of relationship conflict. They discovered that the more people phubbed, the more dissatisfied their partners became, forming a cycle of relational dissatisfaction and conflict. Phubbing is not only prevalent in romantic relationships but also in friendships and work relationships because it dismains face-to-face communication (David & Roberts, 2017).

Zhu et al. (2022) discovered that frequent phubbing can damage close friendships, decreasing trust and closeness. This implies that phubbing reduces the felt value of face-to-face communication, as people believe that their physical presence is of lesser significance than the virtual arena. Additionally, phubbing generates feelings of exclusion and social rejection, and this can become a cause of anxiety and depression in the person being snubbed (Kushlev, Heintzelman, & Dunn, 2022).The growth in smartphone savvy and social media has played an instrumental role in the increase of phubbing. Social media sites, intended to be interesting and rewarding, enhance the urge to look for updates or messages, even while engaging in social interactions (Lin et al., 2022). Phubbing is also fueled by the need to remain connected virtually, making people put their online connectivity above real-world social relationships (Chotpitayasunondh & Douglas, 2018). Additional studies indicate that FOMO (Fear of Missing Out) is a key driver of phubbing behavior. Przybylski et al. (2013) describe how people who feel FOMO feel anxious round missed out on public events or news and so compulsively check their phones even in appearance-relations.Sbarra et al. (2021) expand on this, noting that the constant urge to remain digitally connected undermines the quality of in-person relationships, as people are less attentive to those around them. The psychological impact of phubbing extends beyond interpersonal relationships. Kushlev et al. (2022) found that individuals who experience frequent phubbing in their daily lives report higher levels of loneliness, diminished lifetime gratification, and bigger cheerless signs. This is mostly about in the context of mass media addiction, where the compulsive need to check one's phone creates a feedback loop of social withdrawal and digital over engagement. As Chotpitayasunondh and Douglas (2018) suggest, phubbing can lead to a sense of disconnection even when people are surrounded by others, as face-to-face interactions are continually interrupted. At work, phubbing has also been found to impact working relationships. Roberts and David (2020) illustrated that workers who phub at meetings or collaborative work are rated as less engaged, resulting in lower team cohesion and productivity. This is consistent with research by Yam & Marsden (2021), who noted that workplace phubbing leads to perceptions of disrespect and disengagement among coworkers, hence negatively affecting the general work environment.

Recent research is going more and more into the link between phubbing and psychological health outcomes. For example, Balta et al. (2023) discovered a significant correlation between recurring phubbing activities and indications of nervousness and unhappiness. Their work suggests that the people who indulge in phubbing are prone to feeling casually isolated, thus enhancing loneliness and psychological distress. This is also confirmed by Wang et al. (2023), who posit that the continuous attention required by smartphones induces a condition of "hyper- connectivity" that can be intimidating and results in cognitive overload and exhaustion.

Fear of Missing Out

Fear of Missing Out (FOMO) is a global mental singularity attributed to the concern or apprehension of missing out on fulfilling skills that others are enjoying (Przybylski et al., 2013). FOMO typically presents itself as an obsessive need to be in touch with other people, prompted by the expectation that one could be left behind in key social events, parties, or activities (Duncan et al., 2019). FOMO is most common among people who use social media extensively, as the media give a perpetual flow of news regarding what is happening around other people (Hunt et al., 2018). Research indicates that FOMO has a strong relationship towards the use of social media, with people constantly checking their accounts so they do not feel left behind (Baker et al., 2016). This compulsive behavior vessel primary towards a vicious cycle of negative feelings, since people compare their own lives to the edited and frequently idealized presentations of others on the internet (Appel et al., 2016). These comparisons can lead to feelings of insufficiency and reduced self-esteem, which strengthens the need to suffer associated with mass media (Vogel et al., 2015).

In addition, FOMO has been associated with several negative emotional consequences, as well as higher levels of nervousness, hopelessness, and general life dissatisfaction (Przybylski et al., 2013; Alt & Boniel-Nissim, 2022). Those high in FOMO are also likely to demonstrate maladaptive coping mechanisms, such as excessive use of social media, which may further intensify feelings of loneliness and social isolation (Elhai et al., 2016). The effects of FOMO go beyond personal well-being; it can also influence interpersonal relationships. For example, people who constantly suffer from FOMO tend to give their connected connections ended expression-relationships more importance, which results in a loss popular the value of their in-person relationships (David & Roberts, 2020). This action is commonly known as phubbing, where people neglect their immediate social surroundings for their smartphones, thus reducing the quality of real-life interactions (Roberts & David, 2016). Interestingly, research has also put forward the suggestion that while FOMO container resulted in ill effects, it can also compel people to get involved more consciously in social endeavours and create relationships (Milyavskaya et al., 2018). This dual nature emphasizes the inherent ambiguity of FOMO, wherein anxiety related to losing out can elicit both affirmative and detrimental conducts.

In order to counter the negative consequences of FOMO, scholars promote mindfulness and self-awareness approaches to social media use (Berryman et al., 2018). Through encouraging a consistent approach to mass media encounter, people can mitigate the impact of FOMO on their psychological health and relationships (Przybylski et al., 2013). In conclusion, it is crucial to grasp the dynamics of FOMO in order to design interventions for promoting healthier social media use and well-being in a digital era.

Relationship Phubbing, Social Media Usage Fear Of Missing Out

The correlation between phubbing, social media use, and fear of missing out (FOMO) is not just complicated but important for appreciating the expansive nature of human interaction within a digital age. Phubbing, a term meaning the flip of dismissing someone out of courtesy of a traveling device, is increasingly common in social life, and its effects reach further than distraction itself (David & Roberts, 2020). Studies reveal phubbing may

cause significant losses in relationship satisfaction and emotional bonding among users, generating feelings of abandonment and anger (Roberts & David, 2016). This is most problematic because it interrupts the primary desire for emotional support and sense of belonging individuals receive from personal interaction (Weiser, 2015).

Social media consumption is a defining context for examining phubbing, given the tendency of social media to accentuate the requirements of continuous connection. Consumers consistently use social media to monitor peers' actions and thus resort to compulsive checks (Hunt et al., 2018). Such compulsiveness has its roots in FOMO in that consumers end up worrying while close nearly excepted after knowledges other folks are having on the internet (Przybylski et al., 2013). In this regard, social media use is both an effect and a cause of phubbing; while people focus on their online conversations, they can unconsciously overlook the people who are around them, thus leading to a disconnection cycle (Baker et al., 2016).FOMO can be seen as a psychological consequence of social media use. Studies have revealed that those with high FOMO levels tend to become anxious and distressed when they feel that others are engaging in fun activities without them (Duncan et al., 2019). The anxiety usually leads to other social media use, creating a feedback loop of checking for updates and strengthening feelings of inadequacy (Elhai et al., 2016). The outcome is a feedback cycle in which increased use of social media causes phubbing more often, which in turn increases FOMO (David & Roberts, 2020).

Research has revealed excessive media use and increased FOMO towards greater levels of depression and anxiety (Twenge et al., 2018). Those who partake in phubbing activity can become trapped in a loop of loneliness and solitude, even when they are virtually connected (Berryman et al., 2018). The affective disconnection caused by phubbing not only affects the respective user and phubber but can also permeate bigger social groups, weakening the strength of social relationships in societies (Weiser, 2015).The research indicates that the correlation between FOMO and social media use can also foster proactive tendencies. For instance, those with FOMO might go in search of greater social interaction or activities to help soothe their unease (Milyavskaya et al., 2018). But in trying, these efforts turn into self-defeat as they turn individuals more toward social media to find validation and association, thus causing feelings of disconnection to intensify even more (Baker et al., 2016).

The phenomenon of phubbing also intersects with generational differences in social media usage. Younger individuals, who are more immersed in digital environments, report are experiencing higher FOMO levels and are more often involved in phubbing behavior compared to the older generations (Twenge et al., 2018). The phenomenon of such behavior concerns the long-term impact of digital culture on social skills and the quality of relationships, as technological dependence could delay the development of genuine interpersonal relations (Roberts & David, 2016).
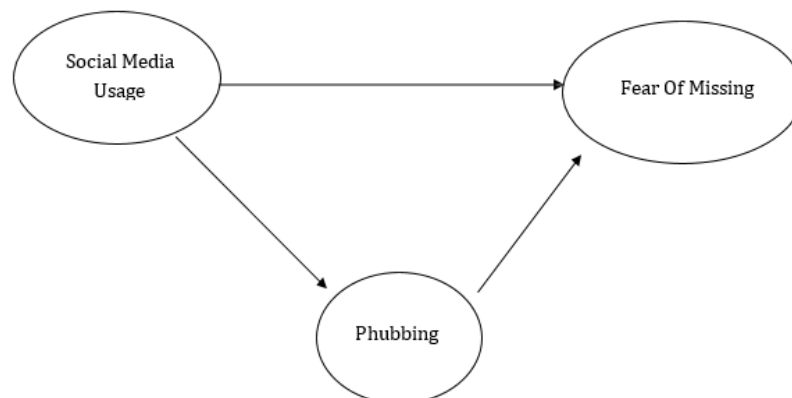
Conceptual Framwork

Figure 1 Conceptual Framwork

Hypotheses

- There is a positive association among social media usage, phubbing behavior then fear of missing out.

- Male will be showing more phubbing behavior then female.

- Phubbing behavior will mediate the relationship between social media usage and fear of missing out.

- Phubbing behavior will predict fear of missing out.

Instrument

Generic scale of phubbing (GSP)

The 15-item GSP remained established by (Chotpitayasunondh and Douglas 2018b). There stood four magnitudes: monophobia (, as ., "I sense nervous if my telephone remains not close."), social fight ("I myself have fights with others because I am using my telephone." self-isolation (as "I feel happy when I am paid courtesy to my telephone as an alternative of others."), and problematic greeting ,(as , "I pay courtesy to my phone for lengthier than I intend to do so."). Contributors remained requested to degree on a 5-point Likert scale ranging from 1 (never) to 5 (always). GSP showed higher internal consistency that is r≥0.97.

Fear of missing out scale (FOMOS)

The 10-item FOMOS was developed by Przybylski, Murayama, deHann and Gladwell (2013).This scale is used to measure negative emotions associated with thinking that one is left out of the rewarding experience of other. Every item using the following score (1=not .2=somewhat correct for me ,3=temperately right for me ,4=very true of me 5=very correct of me). The reliability of FOMOS .87 to .90.

Social media usage scale

The 22-item social media practice scale was developed by Lin, Wang, and Chen (2016). The SMUS includes 22 items, divided into five dimensions: social interaction, entertainment, information seeking, convenience, and social comparison. Every item using the following scored on Likert scale ranging from 1(never) to 5 (very often).

Informed Consent

Informed agreement was the share of study for the reason of permission and freedom of withdrawal.

Demographic Sheet

The demographic page was used in the study to collect data about variables like Age, Gender, Residential area, Relationship status, Education and Parental Education.

Sample

The sample consisted of 300 students of university of Azad Jammu and Kashmir were comprised in this study.

Sampling Technique

Convenient sampling Technique has been used.

Method

The surveys were practical to model of three hundred pupils from university of Azad Jammu and Kashmir. All the members were up-to-date about drive of study and were requested to complete survey. The contributors were demanded to give truthful answers. After the gathering of data from members, it was moved to Statistical Package for Social Sciences (SPSS).

Table 1
Demographic Information

Variable		F	%
Gender	Male	155	51.70
	Female	145	48.30
Age	19-22	69	23.00
	23-26	164	*54.70*
	27-30	67	22.30
Residential area	Rural	151	50.30
	Urban	149	49.70
Relationship status	Single	199	66.30
	In a relationship	83	27.70
	Married	18	6.00
Education	B. S.	242	80.7
	M.Phil./M. S	58	19.3
Parental Education	Educated	229	76.66
	Non-educated	71	27.70

Note: f= frequency; %= percentage; N=no. of participant

Descriptive statistics shows that participant include 159 male and 145 female, 69 participants have age range from 19-22 years, 26 participants have age range from 23-26 years and 67 participants have age range from 27-30 years. 151 participants are from rural area and 149 are from urban. This table shows that 199 are single status, 83 are in a relationship and 18 are married. Similarly, 242 participants are from B.S and 58 participants are from M.Phil. / M.S. the 229 participants having educated parents and 71 participants having non educated parents.

Table 2
Psychometric properties of the study variables.

Variable	N	M	S.D	α	Range	
					Skewness	Kurtosis
Fear of missing out	10	23.96	6.2	.67	.006	-.201
Phubbing behavior	15	41	11.12	.83	.008	-.196
Social media usage	22	62.76	12.06	.80	.071	-.042

Note; N=number of items; M=mean; S. D=Standard deviation; α =Cronbach alpha

In Table 2, the psychometric properties of the study variables are presented. The reliability analysis revealed high-reliability coefficients for the measurement scales, indicating satisfactory internal consistency. Specifically, the reliability coefficient for fear of missing out, phubbing behavior and social media usage were .67,.83 and .80 respectively.

Table 3
Pearson correlation among study variables.

Variable	Social media usage	Phubbing Behavior	Fear of Missing out
Social media usage Phubbing	.556**	-	

Fear of missing out	.346**	.501 **	-

This table presents the Pearson correlation coefficients between social media use (S.M), phubbing behavior and fear of missing out (FOMO). The correlation between S.M and GSP is **r= .556** indicating a strong positive relationship. The correlation between S.M and FOMO is **r =.346**, suggesting a smaller but still positive relationship. The strongest correlation is observed between GSP and FOMO is **r = .501**, indicating a moderate to high positive relationship between these variables. All correlations are significant at *p < .05.

Table 4
Gender differences among study variables

Variable	Male (155)		Female (145)		t (298)	p	Cohen's d
	M	S.D	M	S.D			
Social media usage	62.24	13.09	63.31	10.87	-7.6	.446	0.08
Phubbing behavior	42.71	11.13	39.17	10.83	2.79	.006	1.11
Fear of missing out	24.72	6.2	23.14	5.98	2.23	.026	0.08

Note; M=mean; S.D=Standard deviation; p=degree of freedom; Cohen's d=effect size

This table presents the means (M), standard deviations (S.D.), t-values, p-values, and Cohen's d effect sizes for independent samples t-tests comparing male and female participants on social media use (S.M), Phubbing behavior and fear of missing out (FOMO).There was no significant difference between males (M = 62.24, S.D. = 13.09) and females (M = 63.31, S.D. = 10.87) in social media use, $t(298) = -7.6$, $p = .446$.,Males (M = 42.71, S.D. = 11.13) scored significantly higher than females (M = 39.17, S.D. = 10.83) on phubbing behavior $t(298) = 2.79$, $p = .006$.For FOMO, males (M = 24.72, S.D. = 6.20) also had significantly higher scores than females (M = 23.14, S.D. = 5.98), $t(298) = 2.23$, $p = .026$.

Table 5
Regression analysis of variable predicting fear of missing out N=300

Variable	B	S.E	t	p	L.L-U.L
Constant	10.58	1.65	6.54	.00	7.6-14.1
Phubbing behavior	.24	.034	6.95	.00	.17-.30
Social media usage	.52	.032	1.63	.10	-.10-.11

Note; M=mean; S.D=Standard deviation; p=degree of freedom;

This table presents the results of a regression analysis predicting the outcome variable based on phubbing behavior and social media usage. The table include regression coefficients (B), standard errors (S.E.), t-values, p-values, and the 95% confidence intervals (I.L – U.L).The constant was statistically significant ($B = 10.58$, S.E. = 1.65, $t = 6.54$, $p< .001$), with a 95% confidence interval ranging from 7.6 to 14.1.Phubbing behavior was a important predictor of the fear of missing out ($B = 0.24$, S.E. = 0.034, $t = 6.95$, $p< .001$), with a 95% confidence interval ranging from 0.17 to 0.30.Social media use was not a important analyst ($B = 0.52$, S.E. = 0.032, $t = 1.63$, $p = .10$), with a 95% confidence interval ranging from -0.10 to 0.11.

Table 6
Regression analysis for mediation of phubbing behavior between social media usage and fear of missing out

Variable	B	95% CI	SEB	β	R²	ΔR²
Step 1 Constant	20.38	19.09-21.6	.65		.120	.117**
Social Media Usage	7.16	4.94-9.37	1.12			.346
Step 2 Constant	12.93	10.63_15.23	1.16	.258		.253***
Social Media Usage	2.01	.441_4.46	1.24	.097		
Phubbing Behavior	0.245	.180_.310	.033	.447		

The table presents a two-step hierarchical regression analysis to examine phubbing as a mediator between social media usage and a dependent variable (presumably FOMO).

Step 1 shows the effect of social media usage alone on the dependent variable, with an R^2 value of .120 (p < .01), indicating that social media usage explains 12% of the variance. Social media usage (B = 7.16, β = .346, 95% CI [4.94, 9.37], SE = 1.12) significantly predicts the outcome.

Step 2 introduces phubbing to the model, improving the explained variance to R^2 = .258 (p <.001). Social media usage remains a predictor (B = 2.01, β = .097, 95% CI [.441, 4.46], SE =1.24), though the effect size reduces. Phubbing (B = .245, β = .447, 95% CI [.180, .310], SE =.033) significantly predicts the outcome, suggesting partial mediation by phubbing.

Discussion

The main objective of our study remained to identify the association of social media usage, phubbing behavior and fear of missing out between university pupils. Of Azad Kashmir. A sample of 300 students was drawn and the sample was convenient. Data was collected through Generic Scale of Phubbing (GSP), social media usage scale and fear of missing out scale. The present study presents how social media usage and Phubbing behavior and fear of missing out related to each other.

The alpha reliability coefficient for all scales were computed. The reliability of generic scale of phubbing was.83 and fear of missing out scale was.67 and social media scale was .80. The correlation of all variable is positive to each other.

Most of the hypothesis are supported in the study. It was assumed that there will be a important association between social media usage, phubbing behavior and fear of missing out hypothesis is proved in present study. According to Blackwell et al. (2017) the more time people spend on social media, the stronger their feelings of FOMO become. Chotpitayasunondh and Douglas (2018) showed that people who use social media frequently tend to experience more FOMO, and this leads to phubbing. Roberts and David (2020) said that FOMO is one of the main reasons people turn to their phones during social interactions, which then leads to phubbing behavior.

The second hypothesis was that male will be shown more phubbing behavior this hypothesis is accepted. The same study was done by Chotpitayasunondh and Douglas (2016) who said that males tend to prioritize online social interactions over face-to-face communication more than females, which leads to an increased likelihood of phubbing. Males often engage in gaming and other interactive online activities that encourage frequent phone use, contributing to their tendency to phub during in-person interactions (Chotpitayasunondh & Douglas, 2016).

The third hypothesis was phubbing behavior will predict fear of missing out which is aligned with previous study. This phubbing behavior would forecast fear of missing out in line with previous research. This concurs with Karadag et al. (2015) research, whereby they discovered that people who phub often have a motivation towards staying aware of what is taking place online and that this will increase feelings of missing out should they not have their phones in hand. Phubbing thus turns into a self-reinforcing habit, where the more a person phubs, the more disconnected they will be from what happens online, ultimately resulting in FOMO (David & Roberts, 2017).

Chotpitayasunondh and Douglas (2016) also offer more evidence that phubbing may exacerbate FOMO. They theorize that individuals constantly checking their phones during social gatherings may develop an excessive concern with missing out on online interaction or social networking site updates. This forms a cycle in which phubbing is driving FOMO, i.e., the urge to stay online and connected. The findings of the present study

validate the same conclusions and identify that phubbing is felt to a greater extent by those who have increased levels of FOMO.

The fourth and last hypothesis was that Phubbing will serve as a mediator between social media usage and fear of missing out. The results of the study adhere to previous research pointing out that phubbing is a mediator of social media use and FOMO. In line with the findings of Yildirim(2021), the current findings show that individuals who spend a significant amount of time on social media tend to have greater phubbing behavior, which consequently increases their levels of FOMO. This supports the argument that online interaction takes away from face-to-face interaction, amplifying the fear of missing out. phubbing behavior would forecast fear of missing out in line with previous research. This concurs with Karadag et al. (2015) research, whereby they discovered that people who phub often have a motivation towards staying aware of what is taking place online and that this will increase feelings of missing out should they not have their phones in hand. Phubbing thus turns into a self-reinforcing habit, where the more a person phubs, the more disconnected they will be from what happens online, ultimately resulting in FOMO (David & Roberts, 2017).

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phubbing behavior would forecast fear of missing out in line with previous research. This concurs with Karadag et al. (2015) research, whereby they discovered that people who phub often have a motivation towards staying aware of what is taking place online and that this will increase feelings of missing out should they not have their phones in hand. Phubbing thus turns into a self-reinforcing habit, where the more a person phubs, the more disconnected they will be from what happens online, ultimately resulting in FOMO (David & Roberts, 2017).

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Conclusion

This study discovered the complex association among social media usage, phubbing behavior, and the fear of missing out (FOMO), focusing on university pupils. The findings indicate a significant association between frequent social media use and increased FOMO, which in turn contributes to heightened phubbing behaviors. These results align with prior research and underscore the part of social media in shaping modern social dynamics and individual psychological experiences. The study also highlights gender differences, with males displaying slightly higher levels of phubbing behavior, suggesting that demographic factors may influence how individuals engage with and are affected by social media. Additionally phubbing behavior predict fear of missing out.This study also help that phubbing behavior act as a mediating role with the association of social media usage and fear of missing out.

Limitations

This study was shown with a example of university students, which may limit the generalizability of the findings to other populations, such as working professionals or older adults. Data was collected using self-reported questionnaires, there may be biases in responses. The cross-sectional nature of this study bounds the skill to make fundamental inferences among social media usage, phubbing, and FOMO.

This study did not consider additional factors, such as personality traits, psychological well-being, or other lifestyle habits, which might also influence the relationships among social media usage, phubbing, and FOMO. The study was conducted within a specific cultural context, the findings of this study may not be fully applicable across different cultural backgrounds. this study explored gender as a demographic factor, other demographic aspects such as age, relationship status, and residential area were not analyzed in depth. Due to time and resource limitations, this study had a restricted sample size and scope, which may affect the robustness of the findings.

Recommendations

      Future studies would be well-advised to widen the sample to include participants across different age and cultural groups in order to promote generalizability of findings about social media use, phubbing, and FOMO. Longitudinal or experimental designs would also help to ascertain causal influences and how these habits and experiences vary over time. In addition, with a larger range of measurement tools that measure exact characteristics of social media use, such as type of platform or type of content, perhaps more information could be gleaned. The influence of psychological variables, including personality and mental health, as mediators of social media's impact on phubbing leading to FOMO could be investigated further. Finally, cross-cultural studies would be beneficial in identifying universal patterns or cultural variation in online behavior that can be used to create culturally suitable interventions to promote balanced social media use.

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