

Reducing Social media addiction via the Joy of Missing Out (JOMO)

Saleh Shuqair

Universidad de las Islas Baleares

Diego Costa Pinto

NOVA IMS Lisbon

Rafael Wagner

NOVA Information Management School

Cite as:

Shuqair Saleh, Costa Pinto Diego, Wagner Rafael (2025), Reducing Social media addiction via the Joy of Missing Out (JOMO). *Proceedings of the European Marketing Academy*, 54th, (125807)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



Reducing Social media addiction via the Joy of Missing Out (JOMO)

Abstract

Social media addiction is a growing concern issue that often harms individuals' productivity and well-being. This study introduces the Joy of Missing Out (JOMO) as a novel psychological mechanism to mitigate the adverse effects of excessive social media use. Drawing on Self-Determination Theory, we propose that JOMO, in contrast to the Fear of Missing Out (FOMO), enhances well-being through two sequential mechanisms: self-enhancement and state authenticity. We find that JOMO fosters self-enhancement by encouraging engagement in meaningful activities that reinforce self-image, which subsequently enhances state authenticity by aligning actions with intrinsic values. Our findings contribute to the literature on social media addiction, self-enhancement, and authenticity, and offer theoretical and practical implications for promoting digital well-being and reducing overdependence of social media.

Keywords: Social Media Addiction; Joy of Missing Out; Well-Being.