

SHARING TOURISM EXPERIENCES ON SOCIAL MEDIA: a study based on Fear of Missing Out (FoMO) and Digital Extended Self

ANDERSON GOMES DE SOUZA

UNIVERSIDADE FEDERAL DE PERNAMBUCO (UFPE)

JOSÉ WILLIAM DE QUEIROZ BARBOSA

UNIVERSIDADE FEDERAL DO RIO GRANDE DO NORTE (UFRN)

JULIO CESAR FERRO DE GUIMARÃES

UNIVERSIDADE FEDERAL DE PERNAMBUCO (UFPE)

Agradecimento à orgão de fomento:

This study was financed in part by the Coordenação de Aperfeiçoamento de Pessoal de Nível Superior - Brazil (CAPES) - Finance Code 001.

SHARING TOURISM EXPERIENCES ON SOCIAL MEDIA: a study based on Fear of Missing Out (FoMO) and Digital Extended Self

Introdução

Even when on holiday, some people imagine that their followers are waiting for them to share travel-related content. Social media posts are an excellent way for users to keep their followers up to date on what they are living - or experiencing - now. So perhaps this is also a way to avoid weakening, or even losing, your own constructed digital identity.

Problema de Pesquisa e Objetivo

There has been attention drawn to the need for a better understanding of the possible consequences of too much active management of the Self on social media for some time now. The aim of this study was to investigate how the Fear of Missing Out (FOMO) and the Digital Extended Self (DES) relate to individuals' habits (HSTE) and reasons (RSTE) for sharing tourism experiences on social media.

Fundamentação Teórica

The study addresses, in its theoretical framework, the following topics: 1) Sharing tourism experiences on social media and the Fear of Missing Out; and 2) Self, Tourism Experiences, and the Digital Extended Self.

Metodologia

An online survey was carried out on a sample of 371 participants and the data was analyzed by using Structural Equation Modelling (SEM).

Análise dos Resultados

Findings showed the existence of relationships between FOMO->HSTE, FOMO->RSTE and DES->RSTE. A positive correlation was also found between FOMO<-->DES.

Conclusão

The results showed that the Fear of Missing Out influences both the habits and the reasons for sharing tourism experiences on social media. Digital Extended Self, on the other hand, was only shown to affect individuals' reasons for sharing tourist experiences on social media, and therefore had no influence on their behaviors.

Referências Bibliográficas

Belk, R., & Hsiu-yen Yeh, J. (2011). Tourist photographs: Signs of self. *International Journal of Culture, Tourism and Hospitality Research*, 5(4), 345-353. Belk, R. W. (2013). Extended self in a digital world. *Journal Of Consumer Research*, 40(3), 477-500. D'Souza, C., Apaolaza, V., Hartmann, P., & Nguyen, N. (2023). The consequence of possessions: Self-identity, extended self, psychological ownership and probabilities of purchase for pet's fashion clothing. *Journal of Retailing and Consumer Services*, 75, 103501.