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Social Media Immersion: The Impact on Individual Well-Being

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Since 2020, organizations have been challenged with providing tools where workers can engage in a manner that allows them to immerse into new technological platforms for continuous business operations. Specifically, social media tools are being enhanced with features that facilitate users to create a virtual workspace that simulates their traditional working environment. Social media has enabled users to collaborate, communicate, share information, socialize, build relationships, help others, create a sense a community, create networks, facilitate learning, and support entertainment (Leidner et al., 2018; Kaya and Bicen, 2016), which has led to different types of social media use (Gonzalez et al., 2015). As such that organizations began to rely on various social media technologies to immerse individuals on a daily basis.

Immersion is a psychological state (Csíkszentmihályi, 1997) that refers to the state of focus of an individual that is completely engrossed in their work. Research has found that the level of use or immersion into the technology may be an indicator of the outcomes experienced (Leidner et al., 2018). Individual social media use may be the medium for “real-world” immersive experiences. Thus, the following research question will be addressed in this future study: How does social media immersion impact individual well-being?

Furthermore, the focus of this study is to investigate and explore both positive and negative impact of social media immersion on individual well-being. Specifically, this study will ask participants about their emotional experiences and motivational drivers for immersing themselves in social media and their sense of individual well-being. The research plan is to conduct a qualitative study that will result in rich data of social media user experiences and outcomes. The focus of the questionnaire will be to acquire information about the participant, their sense of immersion, their social media usage behavioral patterns, and their sense of individual well-being. Participants will be given open-ended questions where they will be asked to provide detailed examples of their experiences and explanations to describe their social media usage and levels of usage.

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