

The Digital Revolution on Society Through Digital Detox in the Modern Era

Ms. Sharmila P. Nayak

Assistant Professor (Research Scholar), Department of Commerce, The Yenepoya Institute of Arts, Science Commerce and Management, Kulur, Mangalore.

ABSTRACT:

This study reveals on the negative impact of the digital revolution on society. This is a kind of the enablement of social isolation, addiction, and mental health issues. Technology has changed how people interact and communicate, often leading to increased social isolation and addiction to technological platforms such as social media. The study tells about the digital detox and how it tell us about a break from the screen will help people to bring balance to their digital and real-world lives. This way of soaking up real-time instead of screen time will ease anxiety, increase happiness, reduce multitasking, reduce those technology cravings, and allow you to connect more with the people in your life. This doesn't have to be a prolonged stretch or period where you quit technology entirely. But you can choose how long you feel comfortable doing a digital detox for anywhere from 24 hours to 1 week. Digital detox should not only refer to a time period during which a person refrains from using electronic devices, but also to time periods during which a person does not engage in certain types of applications, branded media, special features, interactions, and/or messages the studies is the lack of device-based measurements of smartphone use that would allow for reliable assessments of the duration of usage. Then also it is helpful to measure physiological indicators of health-related outcomes, and the study belongs to the aspect of compensatory behaviors during the digital detox intervention in this new era of technology use. While they sound like a good idea, digital detoxes are unsustainable because they cut us from the world. This can also have a negative impact on our overall mood, as well as leading to feelings of isolation and loneliness.

Keywords: Digital detox, Device based measurements, physiological indicators, unsustainable, Isolation

Introduction:

This study reveals on the negative impact of the digital revolution on society the digital detox. This is nothing but a kind of the enablement in person by this trend of new social media, innovative techniques which leads to social isolation, addiction, and mental health issues. Technology has changed the modern life of the society in how people interact and communicate, which often leading towards increased social isolation and addiction to this new technological platforms such as social media. The study highlights about the digital detox a good solution and how it tell us about a break from the screen will help people to bring balance to their digital and real-world lives. This way of soaking up our life routine in real-time instead of addicting towards the screen time which will ease anxiety, increase happiness, reduce multitasking, reduce those technology cravings, and allow you to connect more with the people in your life. This doesn't have to be a prolonged stretch or period where you quit technology entirely. But you can choose how long you feel comfortable doing a digital detox for anywhere from 24 hours to 1 week. Digital

detox should not only refer to a time period during which a person refrains from using electronic devices, but also to time periods during which a person does not engage in certain types of applications, branded media, special features, interactions, and/or messages the studies is the lack of device-based measurements of smartphone use that would allow for reliable assessments of the duration of usage. Then also it is helpful to measure physiological indicators of health-related outcomes, and the study belongs to the aspect of compensatory behaviors during the digital detox intervention in this new era of technology use. While they sound like a good idea, digital detoxes are unsustainable because they cut us from the world. This can also have a negative impact on our overall mood, as well as leading to feelings of isolation and loneliness.

Review of Literature:

The increasing use of information technology (IT) has a pervasive impact on society, including the world of work and its boundaries. Individual professionals, and knowledge workers in particular, are exposed to digital devices during the bulk of their working hours (Orlikowski and Scott 2016). In addition, persuasively designed social media and digital entertainment applications occupy the leisure time of an unprecedented number of people. A recent study revealed that 33.1 million Germans use the Internet “multiple times a day”, and 11 million even state to use it “constantly, almost the whole time” (Statista 2020). Scholarship clearly suggests that this compounded screen time can entail severe consequences to the wellbeing of individuals (Pflüßner et al. 2020a). In fact, using IT can lead to technostress, which is defined as “any negative impact on attitudes, thoughts, behaviors, or body physiology that is caused either directly or indirectly by technology” (Weil and Rosen 1997, p. 5). Technostress constitutes a pressing social issue, especially with regards to changes in work-life boundaries, potentiated by the COVID-19 pandemic (Thomas et al. 2020). According to a study conducted in 2019, 86 percent of participants claimed that the inability to switch off devices after regular working hours has a negative effect on employee wellbeing (Stewart 2020). The result is a personal feeling of being overwhelmed by communication content and interpersonal online connections, which negatively affects work and private life alike (Gui and Bu’chi 2019). To counteract technostress and its negative consequences on individual wellbeing and productivity, the notion of “digital detox” has found its way into popular culture and, more recently, Information Systems (IS) scholarship (Vaghefi et al. 2018; Eichner 2020; Zhou et al. 2020). Digital detox describes a periodic disconnection from IT as well as strategies which help to reduce the engagement with IT (Syvertsen and Enli 2019). Both its conceptualization and empirical analysis, however, have so far remained vague. Early research presents mixed results concerning the effectiveness of digital detox to improve individual wellbeing (Wilcockson et al. 2019; Brown and Kuss 2020; Schmuck 2020). Yet, making a statement about its effectiveness largely depends on the way digital detox is. Accepted after two revisions by Christine Legner. M. Mirbabaie (&) Faculty of Business Administration and Economics, Paderborn University, Warburger Str. 100, (Q3.128), 33098 Paderborn, Germany e-mail: milad.mirbabaie@uni-paderborn.de S. Stieglitz J. Marx Department of Computer Science and Applied Cognitive Science, Faculty of Engineering, Digital Communication and Transformation, University of Duisburg-Essen, Forsthausweg 2, 47057 Duisburg, Germany 123 Bus Inf Syst Eng 64(2):239–246 (2022) <https://doi.org/10.1007/s12599-022-00747-x> Content courtesy of Springer Nature, terms of use apply. Rights reserved. defined in each individual study. Despite this ambiguity, however, the literature commonly stresses the importance of remaining absent from IT for specified periods and calls for more

research on this matter. The growing demand for digital detox before, during, and most likely after the COVID-19 pandemic fundamentally questions the way we use IT. Individuals increasingly find themselves yearning for time without the pervasive presence of IT (Fu et al. 2020). Digital detox, we argue, poses a symptom of a serious problem, that is, detrimental effects of IT use on health and work satisfaction

Objectives:

- To study the effect of digital detox in society and in work place.
- To know the health conditions of people by using the digital devices.
- To reduce the techno stress and improve mental health
- To measure the employee satisfaction and improve the efficiency.

Research Methodology:

Simple random Sampling method is used for our study to collect the primary data on the digital detox. Sample consisted of 100 respondents. The secondary data collection on the people who used to this break up and refrains the electronic devices. This secondary data comprised of e-newsletter, articles, reports, websites and interview. The obtained sample data was representative of the larger population of materials

ANALYSIS AND INTERPRETATION:

Age wise Classification

Age	Respondents	Percentage
Below 18	13	13
18-24	16	16
24-29	12	12
29-34	14	14
34-39	20	20
39-44	15	15
45 Above	10	10
Total	100	100

Source: Primary data

Interpretation:

In the above data we find that most of the people who go for this digital usage is most among teenagers and above 30 to 45 years compared to old age. This shows that screen based technology will be used by this middle age as it is most wanted thing in tis digital world function in education or job environment.

QUALIFICATION:

Qualification	Respondents	Percentage
Below SSLC	15	15
PUC	05	05
Undergraduates	15	15
Post Graduates	65	65
Total	100	100

Source: Primary data

Interpretation:

Here we find that most of them are Post graduates and below 18 years who are supposed to go beyond the more usage of Electronic devices. So this digital detox can be implemented in these people so that the more health issues will effect on the progress of the society and growth

Techno Stressor	Respondent	Percentage
Techno-overhead	32	32
Techno-invasion	20	20
Techno –Complexity	23	23
Techno –Insecurity	12	12
Techno-uncertainty	07	07
Techno-unreliability	06	06
Total	100	100

OCCUPATION OR JOB CRITERIA WISE:

Job	Respondents	Percentage
IT Employees	32	32
Doctors	10	10
Teachers	23	23
House wives	20	20
Old Aged	15	15
Total	100	100

Source: Primary data

Intrepretation: We have chosen these job holders because the more usage of Electronic devices, smart phones ,Social media is through these people because it has become the most daily routine of life to these people. So in that case they cannot live without this for more time and the effect is more in these rather than the retired life or students .so here we find more than 30% are from IT world and teachers as it is more essential after Covid .

COPING THE STRATEGY TECHNO STRESSOR IN INFORMATION TECHNOLOGY

Source: Primary data

Interpretation: Techno-overload is the Technology urging employees to work more and faster is among 32% IT Employees. Techno-invasion tells about constant availability which is blurring work or life boundaries is in 20%. Techno-complexity which is a perceived lack of abilities to meet the demands of IT use is about 23%. Techno-insecurity which is fearing to lose one’s job to IT is 12%. Techno-uncertainty tells about uncertainty about changes in existing or new systems is 7%. Techno-unreliability System malfunctions is 6%.

AWARENESS AND UNDERGONE DIGITAL DETOX

Digital Detox applicants	Respondents	Percentage
IT Employees	12	12

Doctors	05	5
Teachers	04	4
House wives	02	0
Old Aged	4	4
Teenagers	10	10
Children	30	30
Total	100	100

Source: Primary data

Interpretation: Here we find most people who under gone to this digital detox is IT employees and Children compared to others. Children is because though they are not much aware but somewhere during their exams and study hour they have underwent into this knowingly or unknowingly. nearly we find 30 % in children and IT because of their techno stress and in house wives it is less because of unaware and they don't use too many devices at a time but it has become their part of entertainment tool.

HEALTH ISSUES DUE TO DIGITAL MEDIA:

Health Conditions	Respondents	Percentage
Eye Irritation	44	44
Neck and Back pain	24	24
Nerve Problem	12	12
Vertigo	20	20
Total	100	100

Source: Primary data

Interpretation: Here we find that most of them for about 44 % are having Eye Irritation like eyesight issues and 24 % are having neck and Back pain due to the more use of Computer, Laptop. And Vertigo in second case as the people are using smart phone with their earphone there is this effect we find. And nerve Problem is due to work from case we find this more here in this situation.

Findings:

- Ignorance of people in accepting this action of digital detox
- More people used this diet is found in old people rather than youngsters
- We find most of the youth and children go to this forcefully and withdraw especially during exam time
- The people are addicted to social media more than their needs
- Most of them are house wives, old age people who are isolated and addicted one rather than the working people.
- Knowingly people have adopted to the restless and stressful life with this techno complexity.
- Top down regulation of usage behavior.

Suggestions:

- Awareness among the people on digital detox is more needed.
- Schedule technology during free hours every day.
- To figure out how much detoxing is needed.
- To give yourself a new activity to support your goal.

- Try to reconnect with other aspects of the lives.
- Training and support is needed by the organization
- By this people find loneliness and feeling of isolation.

Conclusion:

The people have always been concerned about almost every mass-adopted technology invented, and social media and smartphones which are no different. But these ideas about that screen-based technologies are harming society and continues to be a source of considerable debate surrounded by questionable evidence and by media hype. As more research is to be completed, it's important that findings are to be presented carefully in order to prevent further misinterpretation and fear-mongering. Though we find that people are mostly undergoing this digital detox through our review in Literature but in reality when we analyses through real world of respondents we find most rare case and most of them are unaware and innocents like children are forced by the parents unknowingly about implementation of Digital detox somewhere in this role play.

Reference:

1. <https://www.wikihow.com/Do-a-Digital-Detox>
2. <https://www.plume.com/homepass/blog/7-digital-detox-tips-to-promote-better-mental-health>
3. <https://www.rathinamcollege.edu.in/10-smart-ways-to-digital-detox/>
4. Adam et al. (2017), Tarafdar et al. (2019), and Pflü'gner et al. Technostressors, (2021) <https://doi.org/10.1007/s12599-022-00747-x>
5. Adam MTP, Gimpel H, Maedche A, Riedl R (2017) Design blueprint for stress-sensitive adaptive enterprise systems. *Bus Inf Syst Eng* 59:277–291. <https://doi.org/10.1007/s12599-016-0451-3>
6. Al-Fudail M, Mellar H (2008) Investigating teacher stress when using technology. *Comput Educ* 51:1103–1110. <https://doi.org/10.1016/j.compedu.2007.11.004>
7. Andersen K, de Vreese CH, Albæk E (2016) Measuring media diet in a high-choice environment – testing the list-frequency technique. *Commun Methods Meas* 10:81–98. <https://doi.org/10.1080/19312458.2016.1150973>