

DIGITAL HOARDING IN THE AGE OF SOCIAL MEDIA: A PREDICTIVE STUDY IN LIGHT OF THE PSYCHOLOGICAL USE OF SOCIAL MEDIA

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AN EXTRACT FROM THE SUPPLEMENTARY RESEARCH FOR A MASTER'S DEGREE IN
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Abstract:

background:

with the widespread use of social media, new digital behaviors have emerged, most notably digital hoarding, a behavior characterized by excessive, unregulated retention of digital content. **Objectives:** to identify predictors of digital hoarding among social media users, based on demographic factors, fomo (fear of missing out), and personality traits. **methods:** the study used a descriptive-analytical approach, and its tools were applied to a simple random sample of (302) male and female students in Riyadh. the measurement tools were based on the digital hoarding scale [1], the fomo scale [2], and the Freiburg personality traits scale. **Results:** the results showed that digital hoarding behavior can be predicted through fomo and personality traits, while demographic factors were ineffective. fomo also contributed 44% to the increase in digital hoarding behavior, with neuroticism, depression, and sociability emerging as the personality traits most closely associated with this behavior. **Recommendations:** activate awareness and guidance programs to raise awareness of the psychological risks of digital clutter, and integrate fomo into mental health programs.

Keywords: digital hoarding, fomo, personality traits, social media users.

INTRODUCTION:

It is estimated that about 1 Of all 40 An adult exhibit hoarding behaviours that are considered pathological, and is a persistent inability to dispose of property – Regardless of its value – The basic criterion for diagnosing hoarding disorder according to DSM-5 (APA, 2013). Although this disorder has traditionally been associated with physical possessions, recent research is beginning to draw attention to its extension into the digital world. The first case of scientific digital hoarding has been documented in general. 2015, where a patient kept thousands of similar images on several hard drives. Since then, academic interest in this phenomenon has increased, with attempts to understand its similarities and differences from traditional hoarding, using a framework DSM-5 As a reference model [1], Featured Digital Hoarding - It is the compulsive accumulation of digital content despite its negative consequences - As a critical behavioural phenomenon in the age of communication. This behaviour is characterized by excessive preservation of emails, photos, social media content, and files without purposeful organization [2] And goes beyond just storing data. It reflects deeper cognitive patterns where individuals view digital artifacts as extensions of identity or future benefit, driven by fear of deletion and paralysis of decision-making. The proliferation of cloud storage and social media platforms has normalized data accumulation, turning hoarding into a mysterious social habit. [3]. Hoarding, a historically adaptive behaviour, has evolved as a defines mechanism for individuals facing an unstable environment.[4] Human hoarding behaviour comes in many forms: From food, medicines, cosmetics to clothing, furniture and more. Hoarding is defined as the provision and accumulation of a large number of material objects, and the feeling of great distress when they are likely to be disposed of[5] The accumulation of objects affects people's ability to perform basic activities in a limited space, such as cleaning, cooking, walking around the house, and sleeping. For a long time, hoarding disorder has been classified as a subset of obsessive-compulsive disorder. [6]Scientists have argued that this difficulty is due, on the one hand, to the compulsive need to stock up on such things, and on the other hand, to the discomfort he feels when thinking about getting rid of them.[7]. A recent study conducted in Saudi Arabia showed that 68% of adolescents in Jeddah suffer from varying levels of internet addiction, spending an average of 6 Daily hours online[8] As mentioned [9] Some of the reasons leading to digital hoarding, as this behaviour stems from

different psychological and practical reasons: Feeling anxious and afraid of loss, many users fear losing important or valuable information, memories or money, which leads them to keep everything; in the modern era, digital hoarding has emerged as a serious psychological problem, represented by the tendency of individuals to accumulate huge amounts of digital assets - Such as images, documents and bookmarks - On social media platforms and the Internet. Recent data suggests that the enjoyable use of social media platforms directly contributes to this behaviour, with users reluctant to delete items due to their emotional attachment and perceived usefulness.[10] With the increase in online storage capacity indefinitely and without loss, digital hoarding often passes unnoticed until it manifests itself in the form of stresses, crowded interfaces and an increase in cognitive load, and one of the most prominent causes of digital hoarding is social comparison online. Users who are exposed to perfect representations of others tend to feel the so-called "Fear of missing out on the opportunity", motivating them to save and compulsively retain digital content[10] and feeds Psychological use of social media Direct digital hoarding through mechanisms such as fear of missing out (FOMO) and the pursuit of verification . Users redact and retain content to preserve social capital, memories, or potential self-presentation value [11] Infinite platform scrolling and algorithmic customization generate cognitive overload, impairing users' ability to ignore irrelevant content [12]The mentality of the mentality worsens "Reserve" These are due to emotional attachment to digital elements, where images or messages become emotional symbols, blurring the boundaries between utility and coercion.[13] Cognitive predictions, such as perfectionism and frequency, are closely related to the intensity of digital hoarding.. Individuals with significant uncertainty intolerance retain content to mitigate anticipated future risks, while low self-efficacy in data management perpetuates unstructured accumulation [14]. Hoarding is also associated with avoidant coping strategies, where users postpone deletion as emotional protection from distress, and these traits intersect with social media reward systems, enhancing retention cycles through intermittent verification. (Like likes and shares) [15]

She pointed out [16] Results A study based on an analysis 600 In response to the fact that digital chaos can lead to technical disruptions, psychological stress, and security risks, making digital data management vital for individuals and organizations. Digital hoarding behaviour was found to be more common in young, highly educated, low-level individuals, as well as those with multiple social media accounts. The results also showed that small and middle-aged businesses (6–10) More prone to digital clutter. The study shows that organizational digital transformation contributes to raising the awareness of employees, especially older ones, which may reduce their digital hoarding behaviours.

With the rise of social media, there is an increasing need to understand the psychological and personal factors associated with problematic use of it.. The study of[17] Modern Included 337 University students affected the five major personality traits and the fear of missing out on opportunities (FoMO), and some contextual age indicators, such as life satisfaction and interpersonal interaction, as predictors of Facebook, Instagram and Snapchat addiction. The results showed that social activity was positively associated with Snapchat addiction, while the fear of missing out on opportunities was the strongest indicator, explaining towards 16% of the variation in the degrees of addiction to the same application. The open answers also revealed similarities in usage patterns between those who identified themselves as addicts and non-addicts, reflecting the need for more studies to understand the nuances between normal and addictive use of social communication.

Recent studies have explored digital hoarding, a growing phenomenon in the age of social media. Research suggests that top-up social comparison on social media platforms significantly predicts digital hoarding behaviour, with fear of missing out on the opportunity. (FoMO) Who mediates this relationship[10, 18], and dilutes Vigilance and behavioural greed are among these effects, and digital hoarding is characterized by the accumulation of digital content and the difficulty of deleting it, as the capabilities of social media exacerbate these behaviours [11]. Information anxiety and attachment anxiety are strong indicators of FoMO, which in turn affects digital hoarding, and behaviour intensifies further due to the availability of modern technology at affordable prices, in addition to the spread of social media and communication applications.[19]. These studies contribute to an understanding of the psychological mechanisms and causes of digital hoarding, and provide insights into responsible use of social media and potential interventions.. The study of [10]Sample consisting of 612 Young Chinese aged 18 and 26 years old, and focused on the relationship between social comparison through social media and digital hoarding behaviours, and the results showed a clear indication of the impact of FoMO as an intermediate variable. As conducted by[20] Study on a sample of 428 University student, and found that over information and emotional attachment to content are among the most prominent factors leading to digital hoarding, especially in females. In the same vein, [21] Sample consisting of 315 A Chinese university student to analyse the predictive effect of digital hoarding on mental fatigue and memory failure, and the study showed the importance of mindfulness as a modified variable.as for [22] It was based on a sample of 720 Participants from different urban areas in China examined the relationship between personality traits and digital hoarding behaviours, showing that neuroticism and extroversion have a direct impact on this behaviour.. In a study [2] A sample was selected from 300 Pakistani university student, and the results showed that digital hoarding behaviours were associated with high rates of anxiety and depression. Finally, I used [23] Predictive model on a

sample of 502 An active user of social media, I found that social comparison and FoMO Emotional attachment to content are key predictors of digital hoarding behaviour. Studies have shown as a study [2, 24] Excessive digital storage may lead to productivity issues, increased fatigue due to digital clutter, and its direct impact on levels of anxiety, depression, and stress.. The intangible nature of digital content also makes individuals less aware of digital chaos and its negative impact on their lifestyle. A study confirmed[21] Digital hoarding leads to increased mental exhaustion, which in turn increases the likelihood of cognitive failure in undergraduates.. The results also showed that mindfulness plays a preventive role in reducing the impact of digital hoarding on mental health and cognitive performance.

The study aimed at[2] In the current study, the study examined how digital hoarding habits affect the mental health problems of undergraduate students, and the study was conducted using a correlational research design. Sample collected (n = 248) Ranged in age from 18 and 25 years (medium lifetime = 21.60, standard deviation = 1.68). The results of the study indicated a positive relationship between digital hoarding and mental health problems, specifically depression, anxiety and stress. The results of the regression indicated that the values of the square of R For depression anxiety and stress she was 19 and 0.38 and 0.15 respectively, showing that digital hoarding causes a change in the level of depression by 19%, and a change in the level of anxiety by 38%, and a change in the level of stress by 15% in participants.

Despite growing insights, research on predictive models of digital hoarding is still in its infancy. Current studies often rely on sectional designs and lack comprehensive predictive frameworks that integrate cognitive, emotional, and personal factors from a social media perspective. This study seeks to bridge this gap by building a robust predictive model that integrates social comparison, fear of being too late (FOMO), perceived digital value, emotional attachment, personality traits, and mindfulness in social media users, providing a comprehensive understanding of digital hoarding. Through this, the research aims to shed light on how complex psychological mechanisms work in the age of widespread communication.

MATERIALS AND METHODS

PARTICIPANTS

The study population consisted of all university students at a university in Riyadh, who are regular in Riyadh during the academic year 1446 AH-2025 AD, and whose number reached 57,590 based on the latest statistics from the data and input department at the university, with a focus on individuals who use these platforms frequently, which makes them more vulnerable to digital hoarding behaviour, the study sample was selected using the simple random sample method, where the number of participants reached (302) Students and students, the sample consisted of (68%) females and (32%) males. In terms of age group, the majority (71%) were in the age group (19-22 years), followed by (23-26 years) (21%), then (27-32 years) (5%), and finally (33 years and above) (3%). The results showed that most of the respondents use devices or the Internet daily for long periods, with (34%) indicating that they use them for 7 to 9 hours, (32%) from 4 to 6 hours, and (25%) for 10 hours or more. On the other hand, the percentage of those who use it from 1 to 3 hours (8%), and less than an hour (0.7%), while (0.3%) reported not using it at all, and with regard to the most used social networking applications, the data showed that the application "Tiktok" is the most used among the respondents by (40%), followed by "Snapchat" "Platform X" (14%) each, followed by "YouTube" (13%), "Instagram" (11%), and "WhatsApp" (8%) With regard to the level of feeling able to use online tools, the results showed that most respondents have a positive feeling about their ability to use digital tools, with (42%) expressing "fairly sufficient" competence, (28%) "sufficient" competence, and (22%) expressing "complete" competence. While the percentage of those who believe that their efficiency is insufficient (5%), and (3%) see it as insufficient at all, the study tools were distributed electronically through a questionnaire prepared using the Google Forms model, where the form was designed in an organized and clear manner that includes answer instructions, according to the order of the study tools, starting with demographic data and then the approved measures. The form link was sent to the participants via social media and university email, and simple random sample technology was used to select the participants. The form was made available for responses within a specified period of time, and the completeness of the responses was verified before being adopted for statistical analysis.

All ethical aspects associated with conducting scientific research were adhered to, as the objective of the study was clarified to the participants before filling out the questionnaire, and it was confirmed that participation is completely voluntary, and the participant has the right to withdraw at any time without any obligation. The confidentiality and privacy of the data has also been ensured, so that no personal information is used or the identity of the participants is used, and the data will only be used for scientific research purposes only. The informed consent of all participants was obtained electronically before the questionnaire could be answered.

INSTRUMENTS

Primary data form: In line with the objectives of the study, the primary data was formulated, which included several items, namely: gender, age, educational level, and it included three items aimed at describing the patterns of technology use among the sample members: the daily use rate of devices / the Internet, the most used social networking applications, the level of feeling sufficient ability to use online tools.

Digital Compactness Scale: Adopted The current study on a questionnaire translated from the original scale of digital hoarding prepared by [1] The scale consists of (10) Items distributed on two main axes: The first axis is the difficulty of deletion, and includes (6) items, the second axis is stacking behaviour, and it contains (4) Items. The Likert quintuple scale has been adopted for the answer, with responses ranging from (1) "It doesn't apply to me at all." into (5) "It applies to me exactly", and the overall score of the scale is calculated within a range of (10 into 50) degree, so that the higher grade reflects a higher level of digital hoarding. The psychometric properties of the scale were verified in the light of the data of the current study, starting with structural truthfulness, where exploratory factor analysis was conducted, and the results showed that the value of the Kaiser-Mayer-Ulken coefficient (KMO) I reached (0.927), which is a high value indicating the adequacy of the sample size for analysis. The Bartlett test also showed high statistical significance, which confirms that the data are suitable for factor analysis, and this is supported by the structural honesty of the measuring instrument, as for stability, the Cronbach alpha coefficient was calculated to verify the internal consistency of the scale, and the stability value of the dimension of the difficulty of deletion (0.945), and for the dimension of digital stacking behaviour (0.873), which indicates a high level of internal stability. The results of the re-application also showed (Test-Retest) A high correlation between the degrees of the first and second application, which indicates a good time stability of the scale, and the validity of the content was verified by presenting the scale to a number of specialized arbitrators to ensure the suitability of the items to the measured concept, and their inclusion of the dimensions of digital hoarding.

Fomo scale (Fear of missing out on something): The current study relied on the "Fomo" (Fear of Missing Out), which he translated [2] The scale consists of (10) Items designed to measure feelings of anxiety resulting from the likelihood of missing out on social experiences or events that others live without individual participation. The items are formulated using a five-pointed Likert scale, starting from (1) "It doesn't apply to me at all." into (5) "It applies to me exactly", so that the overall score ranges between (10 into 50) Degree, and high scores indicate a higher level of fomo, and in terms of verification of the psychometric properties of the scale in this study, it was confirmed that the data are suitable for exploratory factor analysis, where the value of the Kaiser-Mayer-Ålkn-Alken coefficient (KMO) = 0.891, and Bartlett's test showed statistical significance at the level of (0.001), which supports the structural honesty of the scale, but at the level of stability, the Cronbach alpha coefficient was calculated for the scale items, and the total value of 0.913, demonstrating a high level of internal consistency. The values were distributed as follows:: After worrying about missed experiences: $\alpha = 0.91$, after being busy with participation and follow-up: $\alpha = 0.87$ The results of the re-application also showed (Test-Retest) After two weeks, the correlation coefficient reached 0.862, which reflects a good level of temporal stability, and the authenticity of the content was verified by presenting it to a group of arbitrators specialized in psychology and digital media, who acknowledged the appropriateness of the clauses to the concept of fomo and the integrity of their wording..

Personality Traits Scale (Freiburg Personality Scale): The current study adopted the Arabic version of the Freiburg Personality Scale, prepared by Muhammad Hassan Allawi (2021), and consists of (56) items distributed on eight dimensions: nervousness, aggression, depression, susceptibility to arousal, social, calm, control, and control and desist. The items are answered in a binary format (yes = 2, no = 1), with the opposite of the negative phrases coding, and the score is calculated for each dimension separately with a range ranging between (7-14) degrees. The psychometric properties of the scale in this study were verified through the validity of the content by presenting the tool to specialized arbitrators, and the validity of internal consistency through the analysis of the correlation between the items, and the Cronbach alpha coefficient was calculated for each dimension, where the values ranged between (0.81 and 0.88), while the overall stability of the scale was (0.89), which indicates high internal consistency and validity of the scale for research use.

STATISTICAL

The study relied on a set of statistical methods appropriate to the nature of its objectives and data, using the (SPSS) program. It included descriptive statistics such as arithmetic averages, standard deviations, frequencies, percentages to describe sample characteristics and response scores. Cronbach's alpha coefficient was also used to measure the internal stability of the scales, and exploratory factor analysis to verify factor construction and support structural validity, based on the KMO and Bartlett test. To analyse the relationships between variables, Pearson's correlation coefficient was used, as well as the t-test and the analysis of single variance (ANOVA) to detect differences between averages according to demographic variables. Simple and multiple linear regression analysis was also used to study

the ability of some independent variables to predict dependent variables, while interpreting R^2 coefficients and their statistical significance in order to support the predictive model of the study.

RESULTS:

PREDICT DIGITAL HOARDING BEHAVIOUR BASED ON DEMOGRAPHICS, FOMO, AND PERSONALITY TRAITS), AND WILL BE TESTED USING MULTIPLE REGRESSION ANALYSIS TEST AS IN TABLE 1.

Table (1): Multiple regression analysis test for the first hypothesis.

Model			ANOVA			Regression coefficients				
Dependent variable	Correlation coefficient	Coefficient of determination	d F	Sig	Sig	Independent variable	β	Standard error	Calculated t-value	Sig
Predicting digital hoarding behavior	0.44	0.19	17.69	0.000	301	genre	-0.17	0.11	-1.51	0.133
						lifetime	0.09	0.73	1.17	0.243
						Fomo	0.37	0.06	5.87	0.000
						Personality traits	1.17	0.40	2.95	0.003

From Table (1), we conclude the following: There is a correlation between digital hoarding behavior, demographic factors, fomo and personality traits estimated at (0.44) and it was found that there is an average positive correlation between digital hoarding behaviour, demographic factors, fomo and personality traits, the value of the coefficient of determination is equal to (0.19) and indicates that (19%) Of the changes in digital hoarding behavior explained by the change in demographic factors, fomo and personality traits, the calculated value of (F) is equal to (17.69) at the level of significance (0.000) less than the value of the level of significance (0.05), and indicates that the behavior of digital hoarding can be predicted based on demographic factors, fomo, and personality traits, the value of the regression coefficient of the type is equal to (-0.17) at the value of T is equal to (-1.51) And the significance level (0.133) is greater than the value of the moral level (0.05) and indicates that the type has no effect on the behavior of digital hoarding, the value of the regression coefficient for age is equal to (0.09) at the value of T is equal to (1.17) and the level of significance (0.243) is greater than the value of the level of significance (0.05) and indicates that age has no effect on the behavior of digital hoarding, and the value of the regression coefficient of fomo is equal to (0.37) at the value of t is equal to (5.87) and the significance level (0.000) is less than the value of the moral level (0.05) and indicates that FOMO has an impact on the behavior of digital hoarding, and the value of the regression coefficient of personality traits is equal to (1.17) at the value of T is equal to (2.95) and the level of significance (0.003) is less than the value of the level of morality (0.05) and indicates that personality traits have an impact on digital hoarding behavior.

THE EFFECT OF FOMO IN INCREASING THE LEVEL AND SEVERITY OF DIGITAL HOARDING BEHAVIOR AMONG SOCIAL MEDIA USERS), AND WILL BE TESTED USING A SIMPLE REGRESSION ANALYSIS TEST AS IN TABLE (2).

TABLE (2): SIMPLE REGRESSION ANALYSIS TEST FOR THE THIRD HYPOTHESIS.

Model			ANOVA			Regression				
Dependent variable	Correlation coefficient	Coefficient of determination	F	Sig	Degree of freedom	Independent variable	β	Standard error	Calculated t-value	Sig
Level of digital hoarding behavior	0.40	0.16	58.18	0.000	301	Fomo	0.44	0.06	7.63	0.000

From Table (2), we conclude the following: There is a correlation between the level of digital hoarding behavior and fomo estimated at (0.40) and it was found that there is an average positive correlation between the level of digital hoarding behavior and fomo, and the value of the coefficient of determination is equal to (0.16) and indicates that (16%) of the changes in the level of digital hoarding behavior is explained by the change in fomo, and the calculated value of (F) is equal to (58.18) At the significance level (0.000) is less than the value of the significance level (0.05), and indicates that the fomo has an impact on the behavior of digital hoarding, and the value of the regression coefficient is equal to (0.44) at the value of T is equal to (7.63) and the significance level is (0.000) less than the value of the moral level (0.05) It indicates that FOMO contributes to increasing the level and intensity of digital hoarding behavior among social media users by (44%), and the typical graphic image reflects the influential relationship between the fear of missing out variable (FOMO) and digital hoarding behavior (DHB), where the directional arrow from FOMO towards DHB shows an impact value of $\beta = 0.44$, which indicates a statistically significant positive relationship. This relationship corroborates the results of the Best Match table, which shows that FOMO explains 16% of the variation in digital hoarding behavior ($R^2 = 0.16$), with high statistical significance ($p = 0.000$), and in general, the results indicate that the high level of fomo in individuals contributes to an increase in excessive retention behaviours of digital content, which clearly supports the research hypothesis.

THE ASSOCIATION OF PERSONALITY TRAITS (NEUROTIC, DEPRESSIVE, SOCIAL) WITH DIGITAL HOARDING BEHAVIORS, AND WILL BE TESTED USING THE CORRELATION ANALYSIS TEST AS IN TABLE.(3)

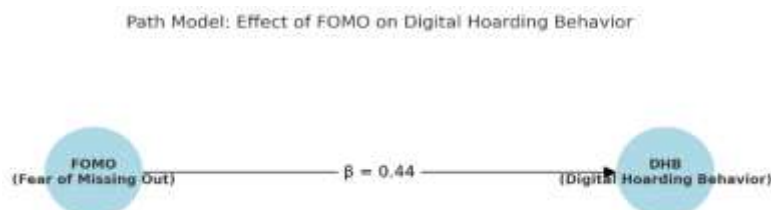
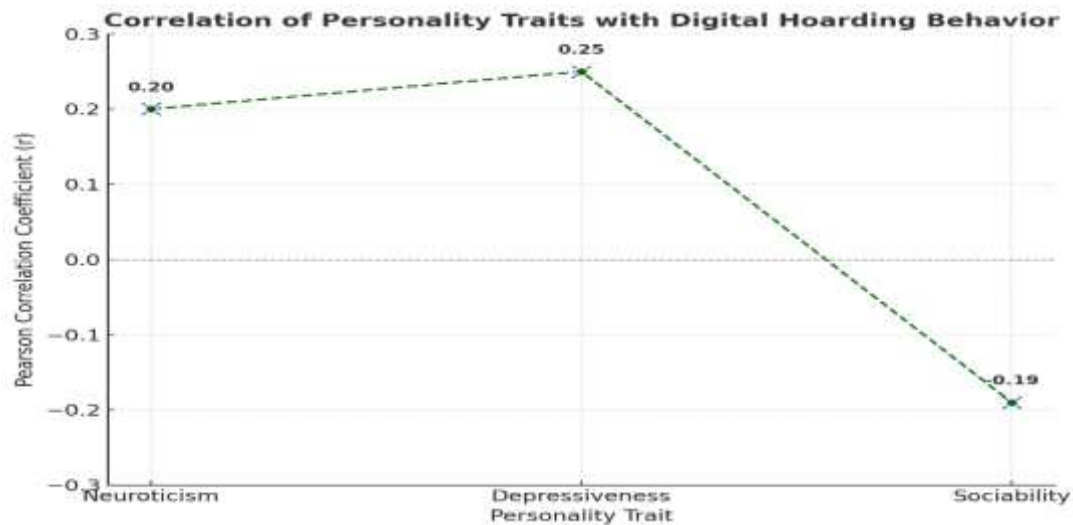


TABLE (3): CORRELATION ANALYSIS TEST FOR THE FOURTH HYPOTHESIS. (N=302)

Personality traits	Correlation coefficient value	Sig.
Neuroticism	0.20	0.000
Depressive	0.25	0.000
Social	0.19-	0.000

It is clear from Table (3): The existence of a correlation between the personality trait (neuroticism) and digital hoarding behaviors estimated at (0.20) at the level of significance (0.000) less than the value of the level of morality (0.05) and it was found that there is a weak positive correlation between the personality trait (neuroticism) and digital hoarding behaviors, and the existence of a correlation between the personality trait (Depressive) and digital hoarding behaviors were estimated at (0.25) at the level of significance (0.000) less than the value of the moral level (0.05) and it was found that there is a weak positive correlation between the personality trait (depressive) and digital hoarding behaviors, and there is a correlation between the personal trait (social) and digital hoarding behaviors estimated at (-0.19) At the significance level (0.000) less than the value

of the moral level (0.05) and it was found that there is a weak negative correlation between the personality trait (social) and digital hoarding behaviors.



The results of the graph indicate a relationship between some personality traits and digital accumulation behavior, as both neuroticism and depressiveness showed a direct correlation with this behavior, with correlation coefficients of ($r = 0.20$) and ($r = 0.25$) respectively, indicating that individuals who tend to be anxious or depressed are more likely to overretain digital content. In contrast, Sociability showed an inverse relationship with digital stacking ($r = -0.19$), reflecting that individuals with a high level of sociability may have better organizational strategies that reduce this behavior. These findings reflect the role of personality traits in explaining behavioural patterns associated with the use of technology, especially in individuals with negative psychological traits.

DISCUSSION

The results of the study showed that "the fear of missing something" (FoMO) Some personality traits, such as neuroticism and depression, are the most prominent predictors of digital hoarding behavior, while demographic variables (such as gender and age) were not significant. This is consistent with the findings of studies [10, 18, 21, 22] Where they all emphasized the role of FoMO and non-adaptive psychological traits in reinforcing digital stacking behavior. In terms of behavior interpretation, it is also consistent with the cognition-behavior model, which indicates that individuals retain content as a form of security or control, as pointed out [7] In contrast, these results differ with the [16] which showed that age and gender have a significant role in predicting digital hoarding behavior, which may be attributed to differences in sample characteristics and study context. Our results also differ in terms of the lack of significance of demographic variables, but they agree in terms of the centrality of the psychological and behavioural factor in shaping digital behavior. The study also supports what he pointed out. [19] On the impact of technological expansion and social media algorithms in promoting excessive digital retention behaviors in individuals The results of this study are consistent with the cognitive-behavioral model of hoarding disorder put forward by [7] Hoarding behavior is interpreted as the product of distorted cognitive perceptions about the future value of the contents, and the fear of making wrong decisions about their disposal. This is supported by the finding, which revealed a strong indication of the fear of missing out on opportunities. (FoMO) As an indicator of digital hoarding, this variable indicates a thinking pattern that amplifies the value of information and gives it an anxious dimension that hinders deletion-Supports the results framework[4] About non-adaptive emotional thinking patterns in individuals with hoarding behaviors, such as perfectionism, hesitation, and emotionality, traits that are clearly manifested in the association of digital hoarding with both neuroticism and depression. In this context, the researchers have pointed out that individuals develop an emotional attachment to digital contents similar to an attachment to physical property, which supports the idea that digital hoarding is not just an accidental behavior but an extension of deeper psychological behavior. The results of the study are also consistent with the hypotheses of (Digital Self-Management Theory), which argues that individuals use storage and retention tools as a way to organize their digital identity, reinforcing their sense of control and completeness, especially in comparable social media environments. This intersects with the opinion of the researchers in this study, where they explain the behavior of digital hoarding as not only a response to anxiety or fear, but a reflection of a cyber identity formed by the cumulative and repeated use of digital platforms. Although demographic variables (age and gender) are not significant, this finding does not contradict the theoretical frameworks mentioned, but rather reinforces their focus on internal psychological processes rather

than external factors or population differences. The researchers believe that this supports the theoretical orientation based on the analysis of emotional and cognitive motivations in explaining contemporary digital behavior.

It can be said that digital hoarding has become a common behavior in the age of digital communication, and it is closely related to psychological stress and the intensive use of social networking sites. Individuals are advised to develop digital organization skills and awareness of the dangers of hoarding to reduce its negative effects on mental health and daily functioning, and with regard to personality traits, it is interpreted within the framework of the theory of (Big Five Theory), which posits that human behavior is affected by five basic traits: Neuroticism, extroversion, openness, acceptance, vigilance of conscience. Previous studies have suggested that neurotic and depressive traits are associated with non-adaptive retention behaviors, with individuals with high emotional traits tending to use stacking as a psychological strategy for compensation or self-regulation. Here, this theory supports the association of digital hoarding with the deep personal characteristics that determine the individual's approach to anxiety and external stimuli. – Cognitive model–Behaviourism, social comparison theory, and five-factor theory – Provide an integrated framework for understanding the dynamic relationships between the variables studied, and interpret the results of this study in an overlapping behavioural, psychological, and social context. [25]

LIMITATIONS

The main strengths of this study are the use of standardized tools with high psychometric characteristics in terms of honesty and reliability, the adoption of a rigorous methodology in sample selection and data analysis, as well as the use of electronic models in collecting information effectively. However, the study faces some shortcomings, including reliance on subjective data, possible bias in responses, and limiting the sample to single university students, which may limit the generalization of the results. The study also determines spatial limits represented in their application within the university, time limits associated with the period of data collection, and objective limits limited to specific psychological and behavioural variables only.

CONCLUSION

This study is a scientific attempt to understand some psychological and behavioural phenomena associated with the use of digital media, such as fomo (fear of missing something) and digital hoarding, and their relationship to some personality traits among a sample of students of Imam Muhammad bin Saud Islamic University. The study sought to provide a scientific perception based on field data collected and analysed using reliable psychometric tools and accurate statistical methods, which allowed a deeper understanding of the nature of the relationships and differences between the variables studied, and the results showed that these digital phenomena have psychological and behavioural extensions affecting the lives of university students, which confirms the need for more attention to digital content and the accompanying psychological environment. The study also highlighted the importance of personality traits as explanatory variables that can contribute to understanding how individuals respond to modern digital experiences, and despite the important results achieved by the study, it is not without some methodological limitations, which calls for expanding the scope of research in the future to include diverse population segments, and uses mixed approaches that combine quantity and quality. This study concludes by emphasizing the need to invest in digital psychological literacy, and to integrate academic and societal efforts to promote digital mental health among young people in a rapidly changing era.

RECOMMENDATIONS:

In light of the results of the study, it can be recommended that it is necessary to enhance psychological awareness among male and female students about the impact of digital phenomena such as fomo and digital hoarding, through awareness campaigns and guidance activities that focus on the balanced use of technology, reducing excessive attachment to the experiences of others through social media, and by integrating digital psychological education programs into university activities and related courses, to qualify students psychologically and behaviourally to deal with the pressures of accelerated digital life, and train them on time management skills and healthy separation from The virtual world, and the importance of activating the role of psychological and social counsellors within educational institutions to monitor patterns of excessive use of technology and provide early interventions for students who show signs of associated mental disorders, such as anxiety or social withdrawal.

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