

TECHNOLOGY SATURATION, DIGITAL DETOX, AND REAL-WORLD SOCIAL BONDS AMONG AI-ORIENTED TECH WORKERS

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Abstract: AI-driven workers of the IT sector face a huge impact on social identity due to the technology saturation that makes them unable to detox digitalisation. This study shows the importance of social life and eliminating high use of digitalisation technologies both in office premises and personal lives. The study has been conducted with the help of an online survey through Google Forms, which has further collected data from 250 participants. Use of IBM SPSS (version 30) in 2024; the software is used to analyse data to understand the relationship between technological saturation, digital detox, and the integration of social bonds. It is being seen that high level of depression from mental breakdown is occurring in the current years in this sector. Key analysis is further obtained from Regression analysis, correlation analysis and descriptive analysis. Thus, this study can be more approachable with the help of secondary qualitative data, which is not being selected. Hypotheses created are further aligned with the analysis and accept it accordingly.

Keywords: Artificial Intelligence, Technological saturation, Digital detox, social bonds, Tech workers, Digital transformation, Mental health awareness, Loneliness, Depression.

1. Introduction

Conceptual background

Technology and Digitalization have become one of the latest trends entered into every sectors specially in the IT sectors where Artificial Intelligence is mostly used. It has revolutionized the workplaces of AI-oriented people, even if the tasks are based on crafting mail, emerging with new ideas, or even drafting a well-performed review. In recent times, the use of technology has increased due to the rise of social media and AI chatbots, which have entered the workplace. According to the Meta Gallup survey, around 1 billion people are found to be lonely and isolated in more than 140 countries. More dependency on technology has made these AI-oriented tech workers push themselves into a high amount of work done through digitalisation. Other than that, the rest of life on social media is another factor of digitalisation. This further moves towards a high amount of technology saturation. AI is involved in improving the choices of making more profound decisions in this sector. Without knowing the significance, these employees further move towards higher levels of technology saturation (Hamdoun et al. 2023). This further disturbs



both their professional and personal lives by deteriorating their mental health. It is important to understand the concept of digital detox, which means to eliminate digital exposure as much as possible. It is being detected that most of the employee awareness on AI has an adverse effect based on the outcomes of multiple jobs, including employee silence, voice behavior, behavior of work withdraws and proactive service behavior. High emergence of technologies and digital platforms led to make AI oriented tech workers getting detached from the real world, resulting in a loss of their relation from social bonds. Widespread concern regarding loneliness is mostly found among adults who are more involved in technological saturation.

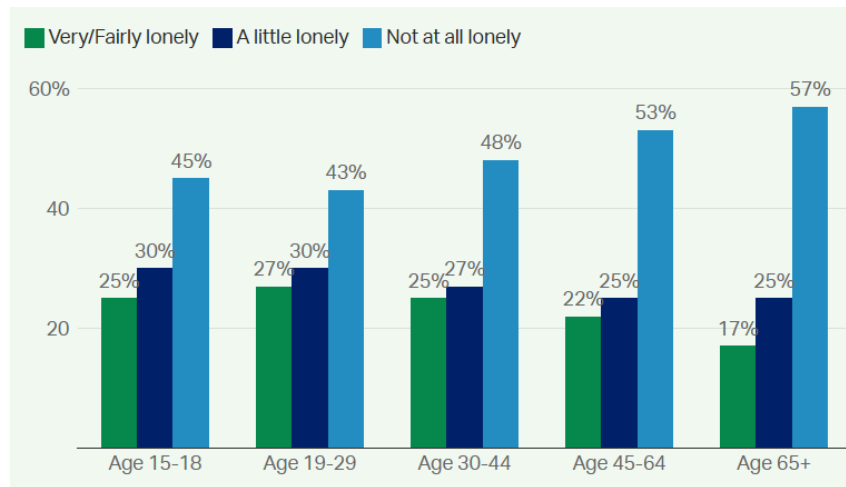


Figure 1: Report loneliness among young vs older adults

(Source: Gallup, 2023)

The real-life bonds are getting removed day by day due to the high usage of technology, where detoxification becomes one of the major concerns in the current years. As per the reports based on loneliness, it is being determined that around 17% lonely feelings are among old people. It means the rate is high among young adults aged from around 19 to 29 years, with 27% as shown in the above figure. This analysis, according to the concern of the World Health Organisation, as well as many other countries giving much attention towards this danger, which is being collected from the partnership of Meta and Gallup. This shows that there is a much-needed perspective on introducing social well-being. Mental health awareness is more disturbed in this aspect as these workers fail to conduct any kind of face-to-face relation among people. It also breaks down the intimacy from one person's emotion to the other due to the high use of digital platforms. Thus, making them introvert which further creates problems in social community engagements.

2. Review of relevant empirical studies

According to the studies, it is being detected that the high amount of screen exposure has been found to increase the range of social isolation as well as burnout among various IT professionals. This is because this sector totally depends on the targeted areas and managing all the other globally based projects. The need for digital detox is much required in terms of improving mental health as well as decreasing the range of stress among employees of IT sector (Magid et al. 2024). Connection between family and friends has been identified as a replacement for using a high amount of AI and chatbots. Other than that, social media has changed their lives totally, where the gap between people has increased rapidly. In terms of these empirical studies, connectivity in society can increase job satisfaction, and also it can decrease the amount of emotional imbalance and exhaustion.

Research Gap

This research has focused on the trending issues faced by the employees of the IT sector. However, this study has found various gaps and limitations. It has collected all the data from authentic websites and journal articles. Several researchers found that the studies are only among general employees; however, this study focuses on employees of the IT sector. It is because these AI-oriented tech workers are found to experience more digital saturation while using coding, machine learning, and algorithm training-based works. The research gap in this aspect depends on the failure to achieve any kind of qualitative data from the authors. Also, other studies focus only on students and learning

institutions; depending on AI is another research gap. Even financial constraint is another research gap, due to which many peer-reviewed articles cannot be included in the research.

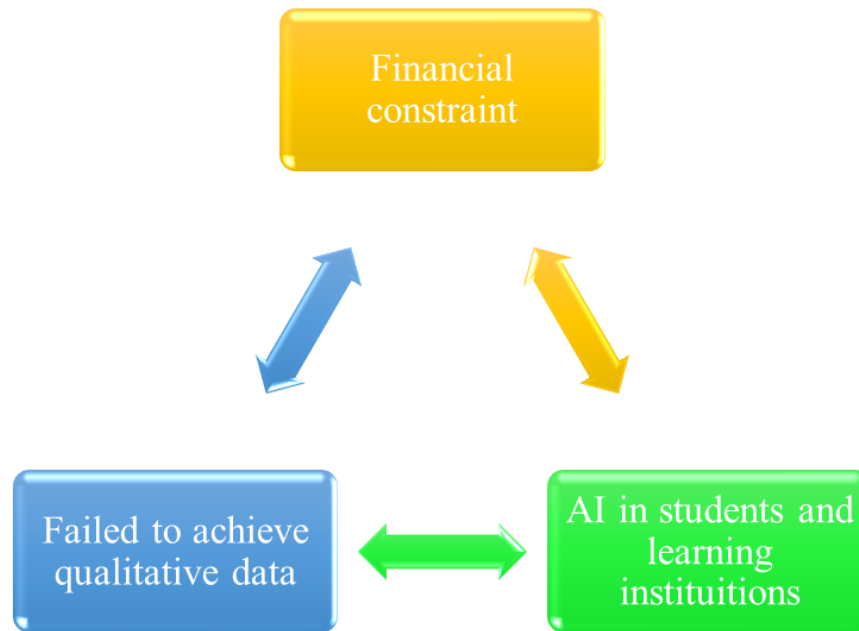


Figure 2: Research gaps

(Source: Conducted by a researcher)

Objectives

The objectives of this study are as follows:

- To determine the impact of technological saturation among AI-oriented tech workers
- To analyse the technological issues faced by AI-oriented tech workers within society
- To detox from digitalisation for improving mental health and social bonds
- To recommend solutions for digitalisation and technological issues faced by the AI tech workers

Research Questions/ Hypothesis

H1: Technology saturation had a negative impact on the AI workers in terms of getting engaged in societal bonds of real world

H2: Digital detox is connected positively with the societal connections

H3: Technology saturation and societal bond falls under moderate relationship with digital detox

3. Literature Review

Technological saturation is deteriorating the mental health of AI-oriented workers

Technological saturation refers to the concept of a high amount of use of digital platforms that further decreases the mental health of the AI-oriented workers. It emerges with anxiety, loneliness, depression, self-injury, and sleep problems. According to Prakash, Chaudhury & Ali (2023), the workers of the IT sector work with minimal salary, having high skills; however, this has led to their exploitation. The availability of highly skilled workers familiar with AI and other technologies made it more competitive. Emerging mental health problems arise due to the reasons of underpaid and overworking these IT professionals in this sector. Office-based technologies are much more provocative, whereas some technologies like social media and chatbots engage in helping these AI-driven people as well. On the other hand, Robertson et al. (2023) argue that social media has helped these professional workers to

enhance their feelings by getting socially connected with social media platforms. It rather improves their mental well-being. However, excessive use of such platforms disturbs their mental health by disturbing their sleep patterns. It occurs when they are provoked to use such platforms for social attention, leading to personality insecurities and consuming a lot of time in it. Mental health awareness, as per Statista, shows that around 44% people in Sweden suffer from mental health issues as compared to other countries of the world. However, China is the most populous country with a lower rate of mental health problem with around 14%. Social participation and appropriate employment can lower down the stress, depression, and anxiety among these people.

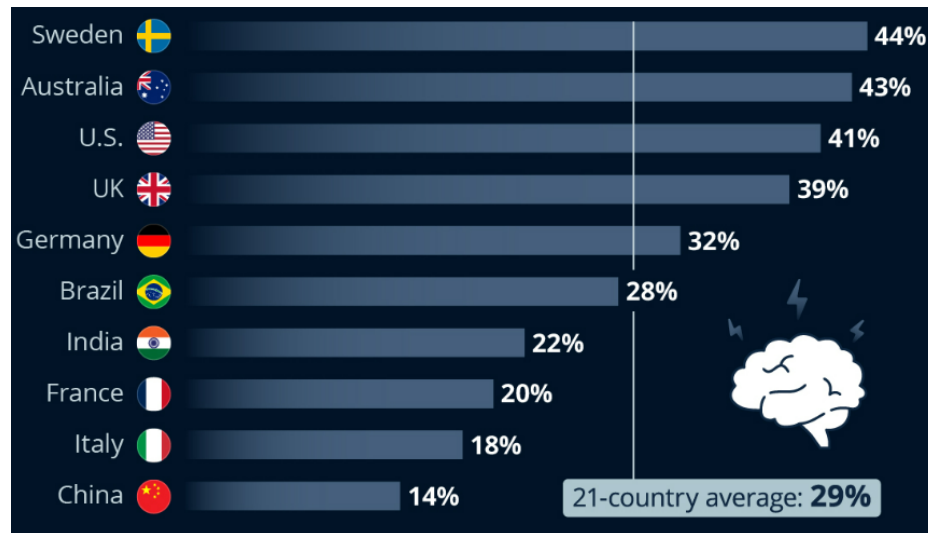


Figure 3: Mental health sufferings globally

(Source: Fleck, 2025)

Digital detox impacts on social bonding

Digital detoxification can be used synonymously with offline aspects, denoting short-term breaks. As per the current studies, workers coming from their works tired of using a huge amount of screen times started using detoxification of digitalisation. Communication is always to be lagging when the digitalisation is higher among workers. The presence of social media has made very difficult for these workers to get connected in real world. According to Syvertsen (2023) digital detox influences personal relationships and self-perception. Traditional theory related to communication focuses on mediated interactions by shaping down the social reality. On the other hand, Nazarov, Usmonova & Abdujaparova (2025) argued that excessive screentime not only increases anxiety however it also leads to sleep disruption which put a major impact on their works. World Health Organisation claims adolescents are found to be vulnerable towards psychological aspects due to digital addiction. Digital detox has the power to form identity along with creating digital boundaries. Social media is one of the major platforms that creates depression and anxiety among people by comparing with the outer traits. They live in the delusional world that in reality these people can easily get demotivated. Cutting down the digital platforms help in improving social bonds by limiting their time in such approaches. Detox means disconnection has further found to reduce stress also. It is because when the people are into digital detox, they get involved in several activities which fosters mindfulness including journaling, reading, face to face conversations as well as walking in nature (Rachman, 2025). These activities make them to get connected with their own personality. However, it further achieves clarity in thought process and have a deeper sense of self awareness and calm mind.

Technological saturation vs digital detox engages in social bonds

Both the approaches work as negative and positive aspect in this study. Technological saturation shows digital dependency of the AI driven workers inside IT sector even after their 9-to-5 job is being completed. Excessive use of smartphones has become the central problem of this society. This is called as technological saturation putting an impact on behavioral pattern of checking notifications constantly and compulsive scrolling of reels in social media makes people detach from social bonds. As per the concept of Zhang et al. (2024) reduction in attention span, lower interpersonal relations and high psychological distress correlates much with digital dependency. It is further supported by Compensatory internet use theory focuses on the concept of turning digital interaction towards mitigating the

feelings of loneliness, exclusion and boredom. However, attachment theory can also reflect the sense of getting attached highly into digital platforms to regulate adult's relational behavior. On the other hand, Genç (2024) argued that digital dependency is not the problem whereas the problem lies with smartphones which engages in distraction as well as simulated intimacy among people.

4. Method

Research Design

In this research primary quantitative method has been used by implementing IBM SPSS software (version 30) in 2024. The data has been collected from a huge group of AI-oriented workers working under IT sector. Dimensions of this software are categorised in (.sav) for collected data files, (.spv) for output collection and (.mdd) files as collected survey data. Correlational research design has been used in this study in terms of detecting as well as examining core relationships between two or more variables within a particular group (Marsh, Perez Vallejos & Spence, 2024). It is stated as a non-experimental design that focuses on testing the relationship that arises from two or more variables. Here, the researcher cannot manipulate these variables at all. It is also based on quantitative data, as all the data has been collected from conducting a survey. Analysing the effect of a significant cause that cannot be manipulated. Cross sectional study has been conducted among AI oriented workers who have participated in the study (Devi, Lepcha & Basnet, 2022). Data is being collected from an online survey, and it is further analysed with the use of SPSS. This method is chosen to analyse the statistical data to achieve appropriate results.

Variables

In this study, there are three major variables found to be studied in terms of detecting the relationship between these variables. Here, technology saturation is found to be the independent variable, real-world social bonds are the dependent variable, and digital detox behavior is referred to as the moderating variable. "Technology saturation" has a high level of dependency on digital platforms, which further results in reducing face-to-face interactions and deteriorating mental issues. Real-life social bonds are the dependent variables that are being found to be strained through constant digital connectivity, however improvised through mindful as well as reduced screen time. Moderator being the digital detox, which deliberately involves obtaining breaks from technologies by reducing mental stress and therefore improving social interactions. It further improves the relationship among people in the real world.

Sample

In this research paper, the researcher has selected around 250 participants belonging from the IT sectors who are engaged with AI driven works. These participant's opinions are obtained with the help of a survey and then analysed with the SPSS method to achieve highly defined results. The sampling technique here is used as purposive sampling. It is referred to as the probability technique, in which researchers are found to intentionally choose their respective participants as per the criteria by relying on the research objectives. Participants are chosen as per their features in terms of addressing the research hypothesis. Characteristics of these participants involved selecting participants aged around 25 to 35 years, and both male and female workers were selected. As the research is based on AI workers, the profession-based employees are selected from various departments, including data scientists, data analysts, ML engineers, AI developers, and other managers.

Tools/ Measures

Using different tools or measures for achieving appropriate, consistent results of the technological saturation, digital detox, with respect to developing social bonds. A Likert scale is used to develop the survey questionnaire for the participants, where the statement provides options from 5 to 7, ranging from "strongly disagree" to "strongly agree". In terms of obtaining appropriate results, around 55 questions have been set and analysed with the help of Cronbach's alpha to obtain reliable results. The result from Cronbach's alpha depends on the value greater than equals to 0.70, considered to be acceptable, whereas a 0.90 value is much higher. This analysis is done by measuring the variables. 20 questions are based on technology saturation with 5-point Likert scale, where the Cronbach alpha is measured around 0.87. It detects a wide range of measures on screen overload as well as aspects of digital fatigue among these workers. In terms of digital detox behavior, around 15 questions have been asked to the participants with 5-point Likert scale where the Cronbach alpha was evaluated at around 0.82. It analyses the measures involved in reducing a high number of electronic devices and their platforms. On the other hand, 20 questions have been developed based on social connectivity among employees in the real world. It contains Likert scale with 6 points, and its Cronbach alpha is evaluated at around 0.91, which suggests that a high score in this aspect shows the participant's real-world bonding in society is much stronger.

Procedure- step-by-step data collection

In terms of conducting this research, some of the steps needed to conduct for making this study successful. Firstly, the researcher obtained ethical approval from the IT companies and from the university to conduct this particular study. It is being done for obtaining approval for the survey. Even participant's consents are taken to collect their data and publish it into this research. Formation of questionnaire for the online survey has been shared with google forms. After that data is collected and screened in a minute way with the help of SPSS software. Statistical analysis is being conducted later on in this research.

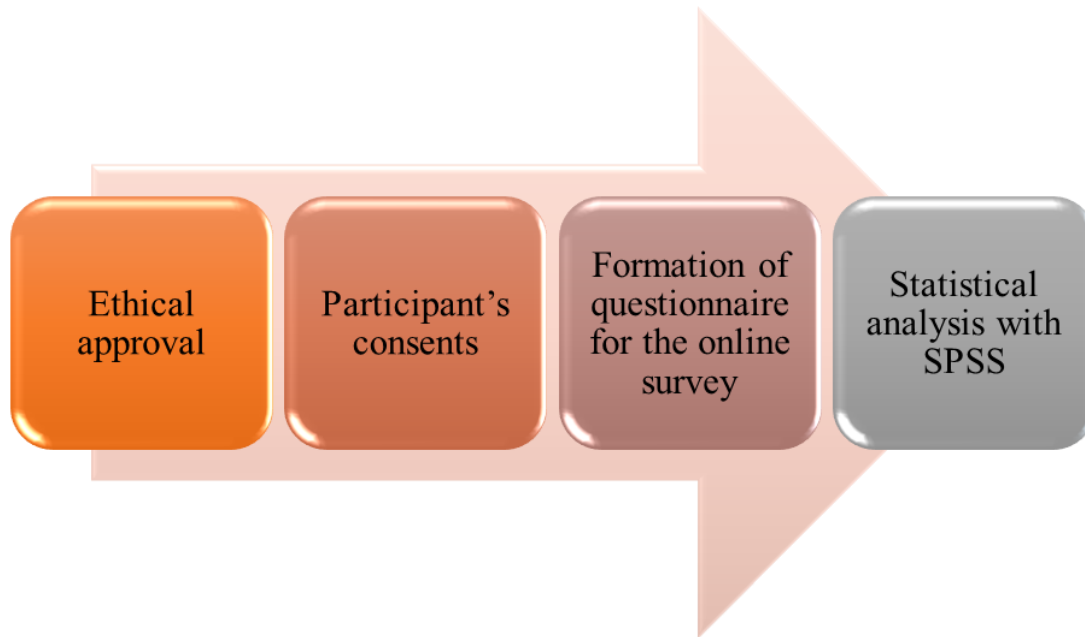


Figure 4: Step by step data collection

(Source: Conducted by researcher)

Statistical Analysis

The research is based on obtaining data from the AI-driven workers from IT sector where SPSS software has helped in importing a large data set for complex analysis. The full form of this software is Statistical Package for the Social Sciences. It engages in managing advance statistical data with appropriate visualisation. From this analysis, Regression, ANOVA as well as T-tests are done to generate reports. SPSS involves in several applications including:

- Large datasets are cleaned, coded, merged and transformed in terms of data management
- Calculation of frequencies, mean, median as well as mode by creating charts further summarizes the entire data
- Conduction of T-tests, Chi square as well as ANOVA determines differentiation between several groups
- Relationship analysis is done with the help of regression and correlation to understand the relation between these variables
- Survey engages in data mining, analysing as well as interpreting AI driven workers of IT sector
- Knowledge and education about the market and the research on health including governmental decision-making approaches used within the social sciences with versatile application

Furthermore, Pearson correlation, moderation analysis along with descriptive statistics are involved into the research to detect the strength of these three variables. Also, multiple regression is done to understand the outcomes coming from various predictors.

5. Results

Analysis through Descriptive Statistics

Variables	Mean	Standard Deviation
“Technology Saturation”	3.92	0.64
“Digital detox”	3.15	0.71
“Societal bonds”	3.48	0.59

Table 1: Interpretation of descriptive statistics

(Source: Conducted by researcher)

Analysis with Correlation

Variables	1	2	3
1. “Technology saturation”	-		
2. “Digital detox”	-0.32**	-	
3. “Social bonds”	-0.45**	-0.38**	-

Table 2: Correlation table

(Source: Conducted by researcher)

(Depending on $p < .01$)

Regression Analysis of the variables

$$R^2 = 0.41 \quad F(2,247) = 85.67, p < .001$$

$$\beta (\text{“Technology Saturation”}) = -0.39, p < .001 \quad \beta (\text{“Digital Detox”}) = 0.31, p < .001$$

$$\text{Effect size (‘‘Cohen’s } f^2\text{’’) } = 0.29$$

$$95\% \text{ CI } [-0.48, -0.30]$$

6. Discussion

Descriptive Statistics

As per the statistical analysis, it is being identified that the mean scores around 3.92 as per the above table which means there is a huge amount of technology saturation among the AI driven workers of this industry. The mean is evaluated according to the Likert scale where it can be seen that the point is near to 4 meaning most of the workers responded with “agree” option. This shows they are highly engaged in using technologies and overloaded with digitalised platforms. Standard deviation (SD) evaluated with 0.64 shows a low rate. It states that responses are not much consistent according to the respondents of the participants facing same range of saturation. On the other hand, digital detox calculated around 3.15 means people adapting less digital detox in this sector. The participants gave a moderate response where SD is evaluated around 0.71 which means some of the people do not follow detoxification whereas others do. Social bonding is also found to be in medium range referring its mean score with 3.48 suggesting some increase in social bonding. Low SD with around 0.59 shows compatible responses.

Correlation Analysis

As per the analysis of SPSS, there is a certain rule followed within the correlation analysis to make it strong for the research. Weak relationship identifies the range from 0.10 to 0.29, moderate relation is ranging from 0.30 to 0.49 whereas strong relationship needs to be above 0.50. As per the above analysis, it can be stated that the correlation showing a moderate relationship with the variables. It is because in case of technology saturation with digital detox, r

is equal to -0.32 with the criteria of $p < .01$. It suggests there is a negative with moderate correlation between the variables. It can be analysed that when there is an increase in technology saturation where digital detox decreases automatically. In terms of social bonds with technological saturation, r is equal to -0.45 with the $p < .01$ shows the movement is from moderate to that of strongly negative correlation among the variables. It further matches with the hypothesis 1 as it creates negative relationship. On the other aspect, r value is 0.38 in terms of comparing digital detox with social bonds, creating a positive correlation in a moderate way. Digital detox is more engaged with societal bonds and thus can be related to hypothesis 2.

Regression Analysis

The above regression states that, with the condition of " $F(2, 247) = 85.67, p < .001$ ", digital detox as well as technology saturation, are the independent variables that can further engage in identifying all the societal bonds among the people. " $R^2 = 0.41$ " states that there is a variance of around 41% involved in societal bonds as per "digital detox" and "technology saturation". The value is stated as 41%, which considers strong power of explanation. As per the analysis of individual predictors, "Technology saturation" is evaluated as $\beta = -0.39, p < .001$ showing negative emphasis on the predictor, which further supports our research hypothesis1. On the contrary, digital detox evaluates " $\beta = 0.31, p < .001$ " obtaining a positive predictor, thus supporting the research hypothesis 2. As per the effect size, "Cohen's $f^2 = 0.29$," where it is being stated that Cohen's theory relies on 0.02, is referred as small, 0.15 as medium and 0.35 as large. Thus, in this research, the effect size is identified as 0.29, showing effect size from medium to that of large. It had a positive impact by showing that this model has a practical impact with its effective meaning.

According to the research, it is being identified that AI-driven workers are more into technology saturation, which increases the range of mental issues. However, this further makes detachable with the social bonds in the real world. By getting engaged in the social platforms they are all into digital world, making it difficult for them to interact. However, if these workers implement digital detox, then it can have a positive impact positively towards getting connected in the society. It is further supported by "Digital Wellbeing theory" because the employees are more into digital world and becomes numb in real world in terms of communication. Within the organisations, there need to implement a strategy for keeping a time of screen free hours. The employees need to submit their smartphones into the management in terms of obtaining digital detox. In addition, offline team members interactions play a major role in helping them to control technology saturation.

7. Conclusion

Technology saturation has been one of the significant problems in IT sector faced by the AI driven workers. High amount of screentime both in professionalism and personal lives made it difficult for them to get digitalised detox. Due to which social bonding seems to be absent among them. In this research primary quantitative method is being used to collect data from this sector. With the help of online survey, researcher has conducted this study on 250 people suffering from technology saturation. Other than that, the use of SPSS helped in achieving descriptive statistics, reliability and correlation analysis depending on the inter relationship among these three variables. This study adds up by claiming that social absence among IT employees is higher in these current years.

Limitations of the Study

In this research, some of the aspects have been missing towards achieving success in this study. A large sample size of 250 participants has been selected for the study where it can be focused with a small sample size. There is methodological constraint which is not using qualitative method in terms of supporting this quantitative research. Due to less time, there has been a problem in measurement issues.

Suggestion/ implications

Some of the suggestions need to be introduced within the lives of these AI driven workers of IT sector. These implications are as follows:

- Introduction of various detox programs within the organisations of IT sector in terms of lowering the screentime and increasing employee engagement

- Team build up sessions need to be included in every training session of the companies to build up a team based on positive nature inside the organisation
- Implementation of physical activities in free time so that digital detox can be possibly done by individuals

Appendices.

Appendix- Survey Questionnaire

Answer the survey as per the following scale given below:

- 1)Strongly Disagree
- 2)Disagree
- 3)Neutral
- 4)Agree
- 5)Strongly Agree

Sl no.	Statements	1	2	3	4	5
Q1	Does most of your time is spent with digital devices in case of interaction?					
Q2	Do you feel mentally drained because of high screen exposure?					
Q3	Do you have any habit of checking phones frequently?					
Q4	Is your work based mostly on online devices?					
Q5	Do you feel high fatigue and stressed due to excess digital work?					
Q6	Do you have all accounts in social media platforms?					
Q7	Are you successfully able to keep work life balance after office?					
Q8	Do you fall under the age group of 25 to 45 years?					
Q9	Do you feel highly pressured to get AI updates?					
Q10	Do you have any particular day as "screen-free" day?					
Q11	Do you feel curious and anxious when away from devices?					
Q12	Do all your daily requirements get done on digital devices?					
Q13	Does AI developers and data scientists are more into digital devices?					
Q14	Do you respond to messages after the working hours?					
Q15	Do your organisation provide policies on less technology usage?					

Q16	Adopting technological saturation, including AI, increases profitability?					
Q17	Do your managers utilise technology for financial budgets?					
Q18	Does AI involves in better communication and coordination?					
Q19	Does your physical and mental health is affected by technological saturation?					
Q20	Does your organisation applies feedback system through digital devices?					
Q21	Do you intentionally follow a schedule of reducing screen time in weekends?					
Q22	Do you schedule any specific time for avoiding digital devices on weekdays?					
Q23	Do you keep your smartphones away during meals?					
Q24	Do you avoid all kinds of social media platforms?					
Q25	Do you feel refreshed after taking technology break?					
Q26	Have you tried any offline activities or hobbies?					
Q27	Do you use any kind of screentime monitoring tools?					
Q28	Do you work according to screentime monitoring tools?					
Q29	Have you informed your friends and colleagues about your digital boundaries?					
Q30	Do you check emails and other text messages after your working hours?					
Q31	Do you turn off all the notifications to protect your personal time?					
Q32	Do you uninstall all those disturbing apps temporarily?					
Q33	Does your main motivation on digital detox focus on sleep and stress improvement?					
Q34	Do you think it is necessary for tech employees to use digital detox?					
Q35	Do your organisation offer any kind of yoga or gym sessions for digital detox?					
Q36	Do you meet your friends regularly?					
Q37	Do you feel emotionally connected with your friends offline?					

Q38	Do you prefer face-to-face conversations rather than texting?					
Q39	Do you spend time with your friends or family?					
Q40	Do your known people support you?					
Q41	Do you prefer attending social gatherings and community events?					
Q42	Are you satisfied with your offline relationship with people?					
Q43	Do you share your personal concerns over digital devices or in-person interactions?					
Q44	Do you feel lonely even after connecting with digital platforms?					
Q45	Do you have strong friendships outside your workplace?					
Q46	Do you feel hesitant among your own social circle?					
Q47	Does your technology affect your relationships negatively?					
Q48	Do you feel comfortable in sharing any concern through digital platforms?					
Q49	Do you use technology more for creating new relations?					
Q50	Do you use technology more for maintaining existing relationships?					
Q51	Have you experienced any kind of online harassment or cyberbullying?					
Q52	Do you prefer more online friends than offline friends?					
Q53	Do you spend most of your money on online shopping rather than shopping with family?					
Q54	Do you prefer digital detox while on vacation?					
Q55	Do you think there should be some policies on digital detox in your organisation?					

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