

BALANCING CONNECTIVITY: EXPLORING THE BENEFITS OF DIGITAL MINIMALISM

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ABSTRACT

In today's hyper-connected world, digital technologies play a pivotal role in our daily lives. While these technologies offer numerous benefits, they also present challenges, including digital overload and diminished well-being. This paper explores the concept of digital minimalism, a lifestyle choice that advocates for the intentional use of digital technologies to enhance one's quality of life. Current study examine the impact of digital minimalism on well being. By examining existing literature and empirical studies, this paper hypothesized that digital minimalism would positively predict the well being of millennial. Digital minimalism scale (Summayya et al., 2024), flourishing scale (Niazi et al., 2021) and satisfaction with life scale (SWLS) (Hayat et al., 2016) were used to measure the constructs. The study was carried out on a purposive sample of 700 millennials of Pakistan. Results depicted that digital minimalism positively predict wellbeing and life satisfaction among millennials. The paper further provides recommendations for its practical implementation.

INTRODUCTION

In an era of pervasive digital technology, millennials face challenges such as dependency, information overload, and reduced psychological well-being. Digital minimalism, promoting intentional tech use aligned with personal values, has emerged as a strategy to counter these effects (Newport, 2019). Research suggests it can enhance life satisfaction, reduce cognitive overload, and foster meaningful social connections (Van Dijk et al., 2021; Williams & Scott, 2022). This study explores how digital minimalism influences well-being and life satisfaction among Pakistani millennials, a context where such research is limited but crucial. Using validated tools like the Digital Minimalism Scale (Summayya et al., 2024), Flourishing Scale (Niazi et al., 2021), and Satisfaction with Life Scale (Hayat et al., 2016), it hypothesizes that digital minimalism positively impacts both well-being and life satisfaction, offering insights for healthier digital habits

METHOD

OBJECTIVES

- To explore the relationship among study variables in millennials.
- To explore the effects of digital minimalism on life satisfaction and wellbeing.

HYPOTHESES

- H1. Digital intent and digital declutter will positively predict wellbeing among millennials.
- H2. Digital intent and digital declutter will positively predict life satisfaction among millennials.

Sample the Study

A purposive sample of 700 millennials, aged 26 to 41 years ($M = 29.91$, $SD = 3.97$), was selected to test the proposed model. Data were collected from Faisalabad, Lahore, and Sargodha, ensuring diverse representation of the targeted population. Participants were approached directly at their homes and educational institutions. The sample included 367 men and 333 women.

INSTRUMENTS

Digital Minimalism Scale (summayya et al., 2024). 9 items Digital minimalism scale developed by summayya et al., (2024) was used in the present study.

Flourishing Scale. 8 items Flourishing scale developed by Diener and Diener (2008) was used to measure psychological wellbeing.

Satisfaction with Life Scale (SWLS) (Hayat et al., 2016). 5 items scale by hayat et al., (2016) was used,

Procedure

Permission was obtained from the original authors to use the scales with the indigenous population. Participants were approached at their homes or workplaces to ensure comfort during data collection. They provided demographic information (gender, age, education, number of social media accounts, frequently used platforms, and daily screen time). Participants were assured of confidentiality and anonymity, with a clear explanation of the research's purpose. They were encouraged to answer honestly without time constraints. Personal visits fostered trust and cooperation, and participants were thanked at the end for their support and contributions.

RESULTS AND DISCUSSION

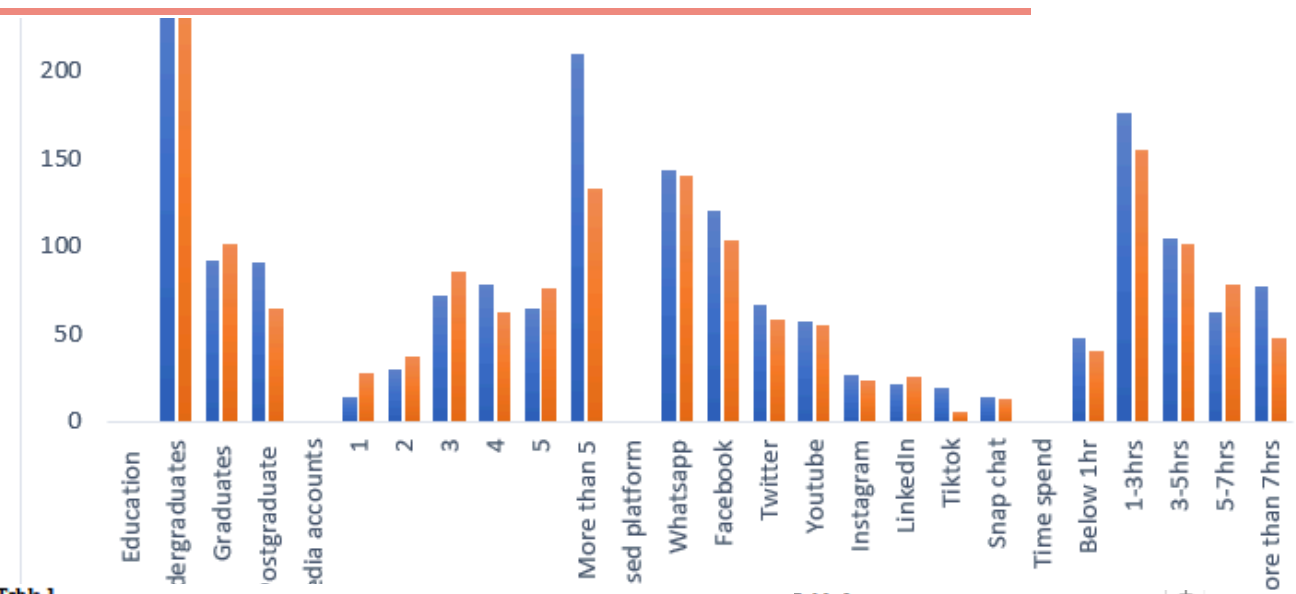


Table 1

Psychometric Properties of Study Variables (N=700)

Variables	M	SD	α	Range	
				Potential	Actual
Digital minimalism	29.81	5.52	.71	5-45	9-45
Digital intent	15.96	3.73	.71	5-25	5-25
Digital declutter	13.85	3.06	.70	4-20	4-20
Well-being	38.58	9.96	.88	7-56	8-56
Life satisfaction	16.30	3.35	.77	5-25	5-25

Table 3

Regression coefficient of digital intent and digital declutter on well being (N=700)

Variable	B	SE	t	P	95% CI
Constant	8.91	.57	15.64	.00	[7.79, 10.03]
Digital intent	.19	.04	4.55	.00	[.11, .27]
Digital declutter	.15	.04	3.47	.00	[.06, .24]

Table 2

Correlation Matrix of Digital Minimalism, its Subscales with Life Satisfaction and Happiness Variables

Variables	1	2	3	4
1. Digital Intent	-			
1. Digital Declutter	.31***	-		
1. Digital Minimalism (total)	.84***	.76***	-	
1. Life Satisfaction	.30***	.13***	.28***	-
1. Well-being	.43***	.55*	.23**	.24***

* $p < .05$. ** $p < .01$. *** $p < .001$.

Table 4

Regression coefficient of digital intent and digital declutter on life satisfaction (N=700)

Variable	B	SE	t	P	95% CI
Constant	21.48	1.26	16.98	.00	[18.99, 23.97]
Digital intent	.43	.09	4.53	.00	[.24, .61]
Digital declutter	.23	.10	2.33	.02	[.03, .43]

The findings highlight digital minimalism as an effective strategy to mitigate the psychological impacts of excessive digital use. Digital minimalism positively predicted both well-being and life satisfaction, aligning with Western research (Van Dijk et al., 2021; Williams & Scott, 2022).

Key components—digital intent (purposeful use) and digital declutter (eliminating non-essential interactions)—were significant. Digital intent emphasized aligning tech use with personal values, while digital declutter improved mental clarity and emotional stability by reducing digital noise.

Following Newport's (2019) digital minimalism framework, the study suggests that mindful digital habits can reduce cognitive overload, stress, and enhance interpersonal connections. The findings are particularly relevant for developing nations like Pakistan, where rapid technology adoption presents unique challenges.

CONCLUSION

This study highlights how digital minimalism enhances well-being and life satisfaction among Pakistani millennials by fostering intentional technology use. It emphasizes the role of mindful digital practices in building psychological resilience and aligning technology use with personal goals.

Key recommendations include raising awareness through workshops, integrating digital minimalism into educational programs, and encouraging sustainable tech habits. The study advocates for a balanced approach to connectivity, underscoring its potential to improve quality of life in a constantly evolving digital landscape.

LIMITATIONS AND SUGGESTIONS

This study is limited by its cross-sectional design, which restricts the ability to infer causality. Additionally, the sample is confined to Pakistani millennials, limiting generalizability to other populations and age groups. Future research should employ longitudinal methods to explore the long-term effects of digital minimalism and examine its impact across diverse cultural contexts. Investigating the role of emerging technologies and their influence on digital habits can further enrich the understanding of sustainable technology use.

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