INDIVIDUALISM IN GADGET ERA: HAPPINESS AMONG GENERATION X,Y,Z

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Abstract--- *This study aims to see the happiness that existed in generations X, Y, and Z in the era of gadgets. Each generation has its own source of happiness. Gadgets, as one of the results of rapid technological progress, allegedly become one of the benchmarks of the increase of new happiness, because it is able to penetrate the boundaries of space and time. However, the sophistication of gadgets with a variety of features and devices not only implicate positively, but also negative. Positively, gadgets are able to tighten social interactions, but also have a negative impact, especially making the person engrossed with their own world. Although sitting together, people often no longer greet each other because they prefer gadgets. Individualistic behavior begins to develop in the current gadget era. For this reason, this research would like to see the happiness of three generations that influenced by the culture of individualism.*

Keywords: *happiness, individualism, gadget, generation X, Y, and Z*

Introduction

Since ancient times, topics about happiness has been discussed and researched in several studies. As the recent emersion of positive psychology, happiness becoming a popular focus of research and indeed, a buzzword among the academic community especially in the discipline of psychology (Athota, 2013). There are many factors that influence happiness to people. Approximately, 20% subjective well-being variance explained by demographic factors (Huppert, Baylis, & Keverne, 2006). Human brain was the one of the primary factor because of the ability to learn and adapt to happiness (Athota, 2013). Marital status, income, and health also become an important factors influenced happiness and subjective well-being over time (Steele and Lynch, 2012). Result shows that person whom is more religious are generally feel happier, healthier, more satisfied with their life, and suffer from fewer psychosocial consequences from traumatic event than non-religious persons (Greco Holmes, and McKenzi, 2016); and then, friendship (Mango and Vaughn, 2016; Greco, et al, 2016). Mango and Vaughn (2016) also report that friendship able to foster solidarity and collaboration in moment of stress, which support people by enabling them to finish their work with a responsibility and goals. Otherwise, the result of Helliwell research on happiness refer to "World Happiness Report" precisely find that the level of trust and mental and physical health shown to be more important to happiness than household income (Greco at al, 2016).

Studies about happiness have involved research that has tried to examine the extent and degree of happiness within contemporary societies (Greco et al, 2016). In this digital age, social networking sites and other telecommunication technologies are designed to empower individuals to meet their personal needs and preferences by customizing a social life that characterized by an interactive digital and face-to-face modalities (Mango and Vaughn, 2015). In postmodern societies, there are social dynamic that take the role of changing the mindset, behavior, and social interactions as the result of the advance technologies, werther is online and offline social interaction. In order to

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avoid other people to feel hurt and unhappy because of the case that people friend and "unfriend" others, Holmes (Greco et al, 2016) suggest online social interactions rules of etiquette to follow offline rules.

Nowadays, technological progress particurlarly gadget has advance rapidly and also cost a rapid change to social interaction and friendship in society.   Since 90's, digital technology's development also influence production and consumption toward people. Digital technology also altering social interaction through social media and its contents (Melissa, 2010). Beer and Burrows (Greco et al 2016) argue that nowadays, technologies change so quickly that sociologist cannot keep up. Thus, the meaning of friendship nowadays did not involve "face-to-face", "clique", or even "crowd" with high engagement, but people start to build social network, so friendship is spread into active social network. In Indonesia, the most popular online media sites such as Facebook, Twitter, LINE, WhatsApp, Instagram and others are becoming important in the way friendships are managed, count for how much numbers of people, which is access so easily from gadget.

Gadget brings two implications in people social interaction. Not only bring ease and benefit in new social interaction, but gadget also decrease happiness by making people addict. According to Kim, LaRose, and Peng (2009), person who didn't have a good social skill and felt lonely could develop a strong and compulsive internet use that brings to a negative life outcomes. However, Young and de Abreu (2017) concludes that online social interaction had a positive relation with interpersonal problems such as anxiety in social terms, lack of social skill, and loneliness to people.

Thus, the aim of this research is to investigate the gadget era especially in using online social network and their impact of behavior, in particular happiness as positive emotion and individualistic culture among X, Y, and Z generations.

Method

This research is a literature review research. The method in this research is used by collecting relevant literature to this research topic and discussed certain problem deeply using many literatures, such as books, journals and other resources related to the topic of happiness, gadget, individualistic-collectivistic culture, and X-Y-Z generations used as an analysis to this research. The first stage is collecting data through collecting research materials. Secondly, to be analyzed descriptively, and the third stage is the explanation of this finding supported by other researches.

Discussion

This research investigates the impact of social network caused by using gadget or internet. We divide this investigation into two discussions. *First*, the discussion about social network and interpersonal relation and their impact, and *second*, the happiness across three generations in using and utilizing gadget or internet.

Social Network in Gadget Era: Being Individualistic in Collectivist Society

Indonesia was a collectivist culture, characterized by communal togetherness such as "*gotong royong*" (community self-help). Collectivism defined as a set of feelings, beliefs, and behavioral intentions that related to a solidarity and concern to other people (Hui, 1988). *Gotong-royong* (community self-help) as one of the social solidarity in Indonesia still exist di rural area, but never exist in the city anymore. As one as the fifth biggest of internet user in the world, the social solidarity in Indonesian people do migration into virtual media. Internet users in Indonesia at 2016 attain at least 132,7 million users. According to *Asosiasi Penyelenggara Jasa Internet Indonesia (APJII)*, Facebook was the first social media who take apart approximately into 71,6 million users (54%). The second is Instagram with 19,9 million users (15%), and YouTube at least 14,5 million users (11%) (Hidayat, 2016).

Social network oftenly leads several people for being individualist. This assumption refer to Kaja et al (2016); Mango and Vaughn (2016). According to Gentile, altough the title is "social network", "social media", and social network service (SNS), most of the users activity oftenly appears to a "self focused. Essentially, the social network emphasized individuals to be the center of their social world by managing their connections, expressing themselves to their "audience", even embarking personalized expeditions through an enormous landscape of gossip in order to gain a social information. People often create their own social experience based on personal preferences proclivities activity in their social network (Mango & Vaughn, 2016). However, Dunbar (mango and Vaughn, 2016) conclude that human brain dont have an ability to biologically equipped to managed a social communities over approximatelly 150 people or over, such as in SNS. Hence, human brain is so busy to manage information in social networking sites. The person afterward became busywork even there is so much people around him/her. This condition brings up individualistic character. Person became less or did not have care to each other.

Individualism and collectivism have become a major means of comparison between societies in cross-cultural psychology and other comparative (Triandis, 2001). If individualistic cultures regard and consider pleasure as a more central ingredient of well-being, people in collectivistic cultures attach equal or more importance to values and other than pleasure, such a group harmony (Joshanloo and Jarden, 2015) and this character of collectivist culture was internalized in the majority of Indonesian people. Individualistic and collectivistic culture has a different focus. According to Hofstede and Hofstede (Joshanloo & Jarden, 2015), individualist cultures emphasize personal achievement, personal autonomy, and self-fulfillment in individu. Many researchers also describe that individualistic culture is better than collectivistic culture to being independence and high self-esteem toward people. Ogihara and Uchida (2014) report that individualism in American context has a meaning about being independent from others but still actively making social relationships. Otherwise, individualism in Japanese context means regarded being selfish and feeling lonely. The individualism concept among the Japanese was the same as individualism in Indonesian context. Thus, being individualistic in Indonesian people seem to be judged as a negative character. Despite some research claim that individualistic have benefit, Indonesian people did not agree with this character.

However, online social interaction in Indonesia became more interesting in gadget and telecommunication era. This phenomenon appeared at the end of 1999, a few years thence increase on 2012, afterwards the power of social media triggered a digital solidarity in social problems (Hamid, 2014), such as collecting donation for Queen, medical patient of atresia bilier on 2010. This first social solidarity spread in social media and continuous until now with various kind (such as petition, online alms, and online social support for someone). Unfortunately, because of the bustle in using gadget to acces internet, a lot of people seem to isolated themselve and then occupied them self with their gadget, rather than giving a social contact to ther friends. This kind of phenomenon nowadays could triggered a person to feel lonely because the lack of social skill. Kim et al (2009) reports that individual who are lonely and then use the internet to compensate their deficient social skills might experienced a negative life outcomes (e.g., harming other significant activities such as work, school, or significant relationship with others) instead of relieving their existing problems. It suggests that individuals who are not psychosocially healthy (e.g., lonely, isolated) have difficulty not only maintaining healthy social interaction in their real live, but also regulating their internet use, or even worse, addiction.

Happiness from X to Z Generation in Gadget Era

The concept of happiness has a lot of meaning depend on any situation and context. Veenhoven (2015) define the word happiness is synonymous with "quality of life" or "well-being", which happiness denotes that a life is good, but does not specify what is good about that life. The term "quality of life" and "well-being" oftenly used interchangeably for this particular meaning, especially in the writing of ecologists and sociologists. In economical contecxt, the term "welfare" is ised to denote this meaning. The positive psychology expert, Martin Seligman (2013), explain that authentic happiness embrace three things: positive emotion, engagement, and meaningful life.

The gadget era nowadays brings many new technologies and also several impact in human life within it (Yu and Chou, 2009). However, there is no study exploring the impact from this gadget and activity across human generation. Kaja et al (2016) concluded that there are many definitions of generational cohorts as well as estimations on the years their members were born. Tapscott, categorized 3 generations. There are called "baby boomers", "baby busters", and "eco boomers" (also called net generation or Y generation). Baby boomer define as a people who born between 1946 and 1964. Baby bust/or X generation born between 1965 and 1976, while echo boomers (as "millennial" or generation Y) were born between 1977 and 1997. Other researcher describes generational cohort widely. Freestone and Mitchell (Kaja et al, 2016) divides this cohort into three kinds. First generation, called mature (1926-1945), baby boomers (1946-1964), generation X (1965-1976), and generation Y (1977-1993). Otherwise, McIntosh pursued a little different categorization, are silent generation (pre WW II), baby boom generation (1946-1962), gen X (1963-1977), and gen Y (1978-1986).

We conclude some research study about happiness in using gadget and people impact in being an individualistic character. There are three generations we will explain, refer to Freestone and Mitchell (Kaja et al, 2016). Unlike other generations, the X generation are more likely to interact with others compared with other generations. Greco et al (2016) agree that social participation, meaning people's engagement in their communities and their active democratic involvement, generally enhances people's subjective well-being and happiness, because it increases people's social capital, which mean their social networks and the resources that they can get from these networks such as trust, information, and opportunities. Not as same as other generations, the X generation uses the gadget more wisely.

Second, Y generation or the "Net gen", because they uses social media in order the need for interaction from others. Apparently, users between 17 and 34 years old are more likely to prefer social media for interaction with

friends and family than older age groups above. Bolton (Kaja et al, 2016) explain that gen Y used technology to entertain, interact with others, or even to regulate their emotions. Kaja et al (2016) have a conclusion based on some researchs that Y Gen or the millennial generation is apparently more narcissistic than the previous ones, and also from any other generation. Rehling (2014) explained that in the theory, to become socially active, one does not have to go anywhere. In gadget era nowadays, people can easily and quickly report anything in social media, even smallest activity on our Facebook or Twitter's account and also shop online without leaving the house. This gadget activity could create a desire to be away and disconnected from society.

The third is Z generation. The survey conducted to measure online social interaction in adolescent are resulting interestingly. Adolescent who had a tendency to become depressed are more likely to have a much more interpersonal communication with stranger, and had to be online overt. Other research suggests the use of instant messaging in adolescent increasing depression, but also decrease lonely feeling six mounts later (Young & deAbreu, 2017); increasing depression and risk behavior (Redovic et al, 2017) such as drugs use, sexual deviation (e.g., LGBTQ) and so on. According to Kaja et al (2016), the younger generations dont even remember the times before mobile web and online communication. Kaja et al (2016) describe that the motivation for using the social media, either for communication with peers or outlet for narcissistic needs, may therefore be an important aspect to mark the inter-and intra-generational differences.

Kaja, et al (2016) comparing the generation in using social media and found several research report that the younger generations of online media users exhibit narcissistic features that are either strengthened with the new media like Social Network Services (SNSs). Moreover, the online providers recognize the deed and behavior of the youngest user and offer services more and more to "self-centered". College student are usually early adopters and heavy users of the internet, compared with the general population. Moreover, they have benefits and potential risk because of their convenient internet access. It lead some college student to be more internet-dependent than others (Yu and Chou, 2009). Hence, the younger people have potential risk about 3,1 times more high to be addict to internet use. The age significantly related negatively with the internet addiction (Sakasasmita et al, 2014). However, the use of gadget to access internet in much purpose significantly create a negative correlation with happiness. Person who feel unhappy assumly caused by highly online-spent time portion and then did not have time in the real time to social with other, or even time for them self in the real life (Mitcheel et al, 2011). Kaja et al (2016) found in several researchs and conclude that different generation, who diversely labeled by researchers and marketing people, have a different motivation forward manner of using the online media.

Conclusion

As mentioned above, in return on gadget that leads most people occupied with their activity in social media and impact to their activity, leading people to have an individualistic character. There is no study comparing this concept across generation. It can be assumed that the study about happiness across generation is emerging and crucial. To measure and examine the construct of happiness and individualistic concept, we need a valid and reliable instruments that fit and appropriate in the context of Indonesian culture and character. So, we will modify both two constructs, and will conduct the study.

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Declaration of Interest

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