3D Animation Video about The Impact of Fear Of Missing Out (FOMO) Using Pose-to-Pose Method

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Abstract

FOMO is a behavior characterized by anxiety and the fear of missing out, which drives someone to always stay connected with others and participate in something new and trending. Although not entirely bad, excessive FOMO can lead to a decrease in life satisfaction, anxiety, and disrupt a person's mental and financial condition. Nowadays, many people might hear of FOMO, but not many clearly understand what FOMO is, the impacts, and how to respond to it. One way to present information in a more easily understandable manner is through animation. By using pose-to-pose method, which is an animation technique that involves determining the main poses at key points in a sequence, then filling in additional movements between these main poses to smooth out the animation so that it looks natural and not stiff. In a satisfaction survey shared with 103 respondents, 90.3% reported becoming more aware of the impact of FOMO, and 86.4% stated that the 3D animation video was quite effective in conveying information, indicating that 3D animation is an effective medium for delivering information about FOMO in an engaging and easily understandable manner.

Keywords: *animation video; fear of missing out; information delivery; pose to pose; 3D animation*

1. Introduction

Based on a survey conducted by the Indonesian Internet Service Providers Association (APJII) in 2022, as many as 210,026,769 million or 77.02% of the total population of Indonesia are internet users, the most frequently accessed internet content is social media with a percentage of 89.15%. [1] From that data, we can see that the presence of social media in daily life is unavoidable. Thanks to the presence of social media, communication can take place without boundaries, distance, time, or space. [2] However, behind all that, social media also causes the emergence of a social disorder called FOMO (Fear of Missing Out).

FOMO is a behavior characterized by anxiety and the fear of missing out, which encourage an individual to always stay connected with others through the virtual world and participate in something new like news, trends, and other things. According to various studies, FOMO causes feeling of loss, stress, and exclusion for not knowing any important events that are happening to others. [3] An example of this FOMO phenomenon is buying the latest iPhone eventhough the current phone is still usable, taking out high-interest loans just to keep up with the lavish lifestyle showcased by friends or influencers on social media. The use of social media in the digital era is very closely related to the phenomenon of FOMO.[2] People who use social media have the tendency to experience FOMO, but FOMO is also a mechanism that encourages someone to use social media more. This will eventually become a negative cycle where someone constantly comparing themselves to others and feeling left behind. Morever, FOMO also causes a decrease in life satisfaction, anxiety, internet addiction, and most importantly, it can distrupt one's mental and financial condition.[3] Many people in the digital era today may have heard the term FOMO but not many people clearly understand what FOMO is, the impact it causes, and how to respond to it. Based on a survey conducted by the author with 52 respondents aged between 11-35 years old, 61,5% of respondents did not clearly understand what FOMO is. 3D animated video with FOMO theme is also still rarely found.

3D animation is the presentation of a series of images in 3 dimensions that bring life and depth to the object.[4] a 3D animation video with FOMO theme will be created using Blender app with Pose-to-Pose method. Pose to pose is an animation technique that involves determining the main poses at key points in a sequence then filling in additional movements between those main poses so that it smooths out the animation to make it look natural and not stiff.[5] This method was chosen because, in addition to being more efficient, this method also gives the author more control over the accuracy and the final results of the animation compared with other methods. With the presence of a 3D animated video themed around FOMO, the author hopes to present information about FOMO in a more engaging and understable way so that it can serve as a lesson for the public to better undertand what FOMO is, its impact, and how to deal with it. Literature Review

2.1. Animation

Animation comes from the Latin word "anima", which means soul, life, or spirit. Animation generally means an activity or bringing inanimate object to life and moving them. Animation can be defined as an image that contains objects that seem to come to life because a series of images change sequentially and displayed alternately. The objects that the images referred to can be text, shape, color, or special effects. [6]

2.2. 12 Animation Principles

The principle of animation is the ability to capture momentum into a series of images so that objects appear to be moving or alive.[7] Although there are many different theories about how animation is made, there are at least 12 principles that must be met for an animator to produce a good animation. 12 of those principles include: [8]

1. Squash & Stretch
   Squash and stretch are an animation principle where an object become more elongated or flattened to emphasize its speed, momentum, and weight. Soft object like water balloons, when dropped onto a floor surface it will undergo a change in shape becoming elongated and flattened for a moment before finally returning to their original form. On the other hand, hard objects like marbles or bowling ball, when dropped, will maintain their shape without changing into an elongated or flattened form.

2. Anticipation
   Anticipation is a principle of animation where before performing the main action, the object or subject will make an initial movement as a cue so that the audience understands what will happen next. For example, the movement of bending the knees before jumping, pulling the arm back before punching, and so on.

3. Staging
   Staging is animation principle where the animator helps to focus the audience's attention on important elements within a scene by highlighting them, ensuring that the story idea from every detail of the performance is perfectly conveyed to the viewers.

4. Straight Ahead & Pose to Pose
   Straight Ahead is an animation drawing technique where each frame is drawn one by one, from start to finish in sequence. The straight-ahead technique is suitable for creating unpredictable animations such as flames, water particles, explosions, smoke, and so on.
   Pose to pose is an animation drawing technique where key poses of the initial movement and key poses of the final movement are drawn, and then the in-between frames are filled in. This technique is suitable for creating animations that require a lot action. With the pose-to-pose technique, animators can more easily correct the incorrect poses during the animating process. In addition, the pose-to-pose method can also shorten the animation proces and improve the quality of the animation movement, making it more realistic and plausible.

5. Follow Through & Overlapping Action
   The principle of follow-through is identical to a certain part of an object that continue to move eventhough the main object has stopped moving. For example, when someone is running and suddenly stops. Their clothes and hair don't stop immediately but move for a moment before finally coming to a halt.
   Overlapping action is identified with movements that do not all happen at once. Body parts in human movement move with slightly different timing. For example, when someone swings their arm while walking, the shoulder might move first, followed by the arm, and then the hand. Different parts of the body do not always start or end their movements at the same time, making the movements appear more natural.

6. Slow In & Slow Out
   Slow in & slow out is an animation principle related to the acceleration and deceleration of movement that makes the motion of a character or object appear more natural and realistic.

7. Arcs
   In the real world, almost all movements of living beings and object follow an arc pattern rather than a straight line. This is the basis of the principle of arcs in animation. By adding arcs in animation, objects or characters will appear more realistic and less stiff compared to moving linearly.

8. Secondary Action
   Secondary action is a supporting movement to complement and strengthen the main action. Secondary action cannot stand alone but always support the main action. For example, when a character is walking (main action), their arm movements, facial expressions, or swaying hair can be considered as secondary action.

9. Timing
   In animation, the principle of timing is the principle that determines when a movement should be executed. With the right timing, the resulting animation will appear more natural and dynamic.

10. Exaggeration
    Exaggeration is a technique to amplify a movement, action, or character expression to make the animation look more dynamic, engaging, and emotional. The purpose of exaggeration is not to create physically realistic movement but to provide a stronger visual impact and to emphasize the message or emotion that the animator wants to convey to be audience.

11. Solid Drawing
    The principle of solid drawing in animation is the ability to depict a character or object from various angles to make the character appear three-dimensional and consistent in every frame of the animation.

12. Appeal
    Appeal in the principles of animation refers to the visual and emotional appeal of characters, objects, or scenes that make them attractive and enjoyable for the audience to watch.

2.3. 3D Animation

3D animation or commonly known as three-dimensional animation, is an animation that uses 3 vectors x, y, and z to represent the length, width, and height of an object and character in the animation. To give a more realistic appearance, objects and characters in 3D animation are designed with 3-dimensional models and given textures and lighting.

In its creation, 3D animation has several stages, which is: First, the object or character needs to be modeled using applications like Blender, Maya, or 3ds Max. Then after being textured, the model is rigged or given a digital skeleton, allowing the animator to move it. After the animation process is complete, the final step is rendering, where the images of the previously created 3D model are processed to achieve a realistic appearance or the desired style. Some examples of 3D animation are Frozen, Minion, Adit & Sopo Jarwo, Kungfu Panda, and Upin-Ipin. [9]

2.4. Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) is the feeling of fear of missing important moments with friends or a group of friends when someone does not have interaction or connection with them. In most cases, FOMO, is characterized by an uncontrollable desire to stay engaged with the actions of others. Because social connections are very important for FOMO many people who experince FOMO feel scared and anxious when they cannot use social media.[10]

Social media can be said to be both a cause and an effect of FOMO. This is due to the fact that although social media can enchance a person's confidance, integrity, and self-esteem, it can also case feelings of insecurity, envy, and other negative emotions. With the presence of social media, the ease of shring and receiving information can also increase a person's desire to compare themselves with others.[10] According to research conducted by Ferly Putri Lianto et al., the cause of FOMO can be linked to Self Determination Theory, which states that a person's mental health depends on the fulfillment the lack of 3 basis psychological needs, including: [10]
1. Competence: Confidence to do something efficiently and effectively.
2. Autonomy: The need or freedom to make choices without interference from others.
3. Relatedness: The need for involvement and connection with others.

The lower the level of fulfillment of those 3 basic psychological needs, the higher the feeling of FOMO experienced by an individual, which ultimately leads them to consider social media as a solution to address it.
One of the most common methods to address FOMO is to reduce or limit social media usage. This is because social media addiction can endanger mental and physical health. However, because humans are always connected to technology, including social media, it is impossible to completely cut off contact with social media. Therefore, in addition to reducing social media usage, it is important to remember and understand that the moments shared on social media are only a small part of someone's life.

Besides that, another way to deal with FOMO is with the Joy of Missing Out (JOMO). JOMO is the opposite of FOMO, which is the feeling when someone feels content and grateful for their current life by living more relaxed, having their own space, and not relying on technology. JOMO is an effort by someone to make their own decisions without being influenced by the internet and to live life in the real world. [10]

2.5. Blender

The Blender application developed by the Blender Foundation is a highly popular open-source software used for modeling, animation, texturing, rendering, simulation, compositing, and video editing in 3-dimensional form. This application has a complete set of tools that can be used by both professionals and amateurs for various 3D tasks in the creative industry such as product design, film animation, visual effects, game development, digital art, and more. [11]

2. Research Methods

The model used in this research is a video-based media development model that consists of several stages, namely:
1. Pre-Production
   At this stage, the author prepares before the production phase begins. What is prepared in the pre-production stage includes storyboard, character and environment designs, and narration writing.
2. Production
   At this stage, the planned elements are created in 3D form. Activities in this stage include modeling, texturing, rigging, lighting, and animation.
3. Post-Production
   This stage is the final part of the 3D video production process to make it a complete video. The activities in this stage are rendering, video editing, sound design, color grading, and quality check.
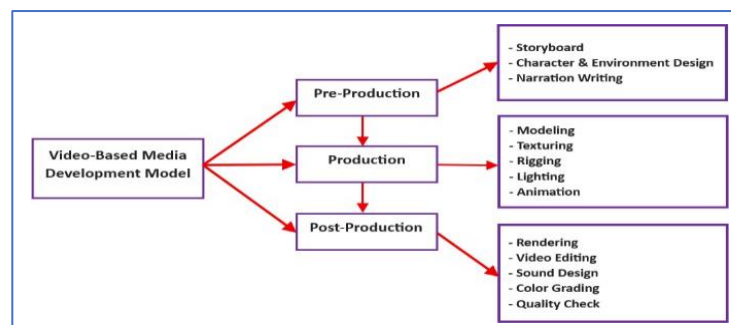
Fig. 1: Video-based media development model

3. Results

This 3D animation video is titled "FOMO" and was created by implementing the Pose-to-Pose method in its animation process. Here are some scenes of the 3D animation video that have been created, including:
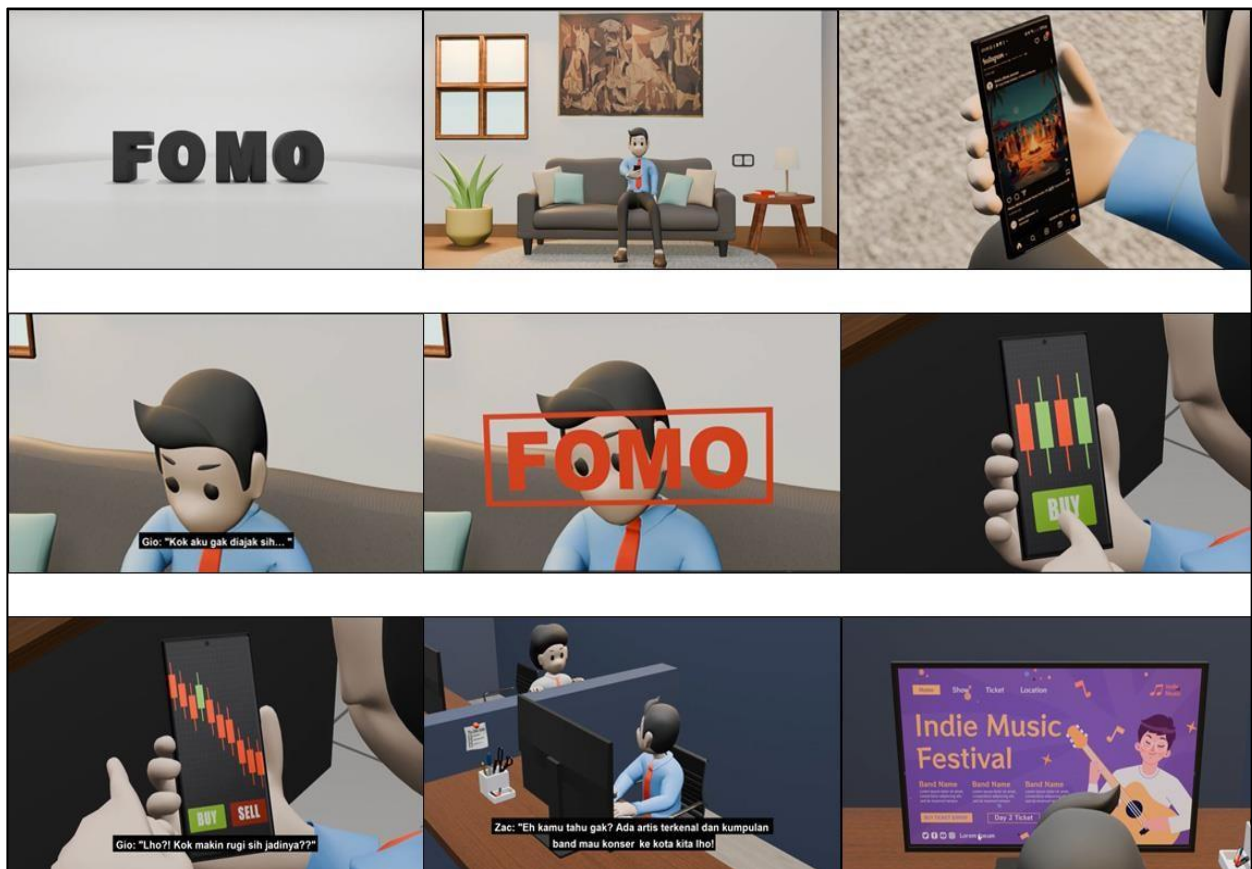

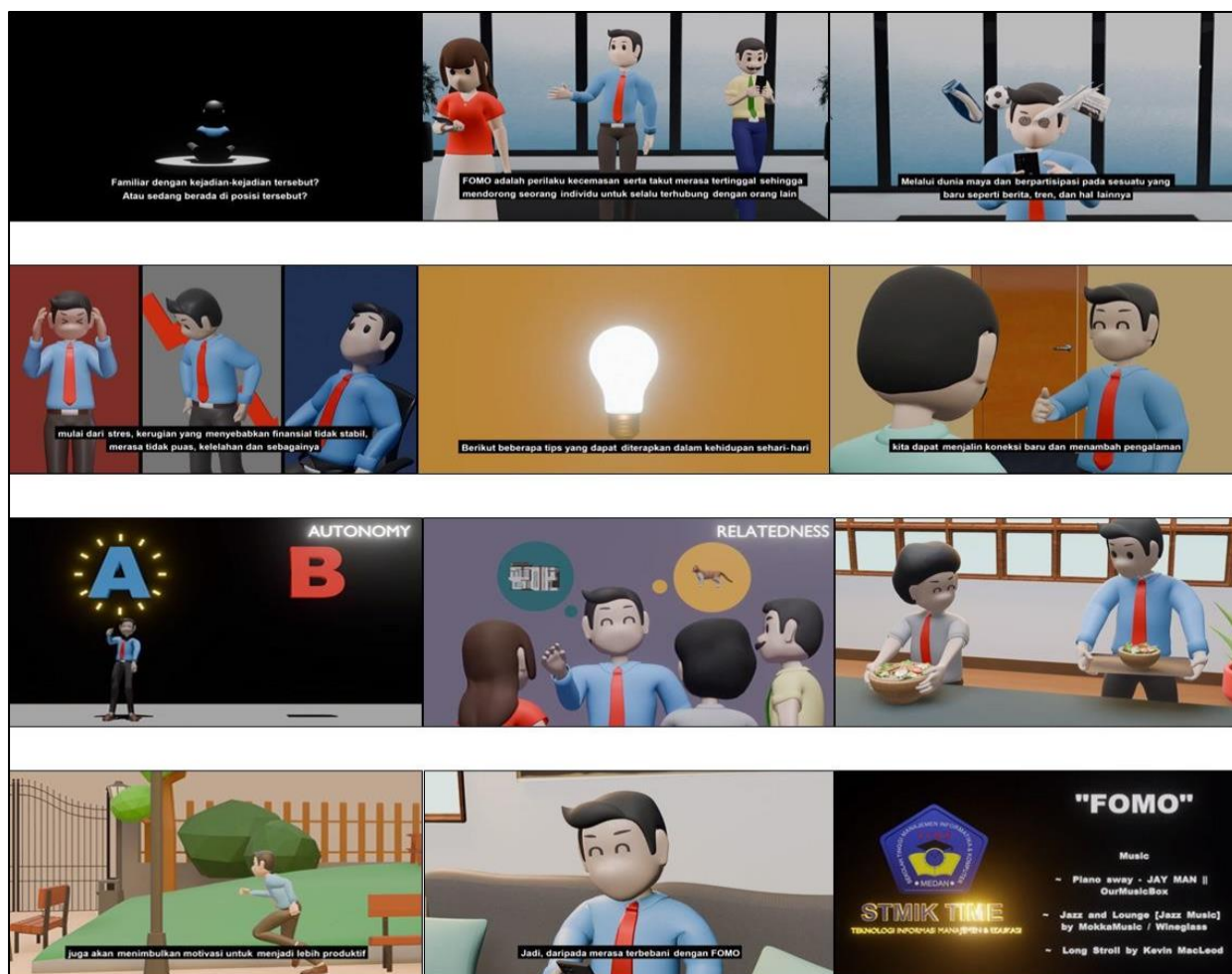**Fig. 2:** Some of the Cutscene From FOMO Animated Video Part 1

Fig. 3: Some of the Cutscene From FOMO Animated Video Part 2

The survey results obtained from the respondents regarding satisfaction with the 3D animation video indicate that the 3D animation video about FOMO is quite interesting and easy to understand. The examples provided were also quite relevant, making it easier for respondents to understand the impact of FOMO. 90.3% of 103 respondents answered that this video made them more aware of the impact caused by FOMO, and 86.4% of the 103 respondents said that the 3D animation video is one of the media that can effectively conveying information about FOMO in an engaging and easily understable manner.

Next is a summary of the survey results from the respondents regarding the shortcomings, suggestions, or areas for improvement for the FOMO 3D animation video, which include enchancing the quality of transitions, audio clarity, and animation lighting. Then, the selection of a more visually comfortable font and the addition of subtitle or dubbing in english so that the video can reach a larger and more diverse audience.

4. Conclusion

From the conducted research, it can be concluded that 3D animated videos are one of the media that can be used to convey information in an engaging and easily understandable manner to the public. The survey results show that 90.3% of 103 respondents become more aware of the impact of FOMO, and 86.4% of 103 respondents stated that 3D animated videos are one of the media that can effectively conveying information about FOMO. For future research, it is recommended to add English subtitle so that the video can reach a wider range of audience, to include news about the real-life impacts of FOMO to further increase public awareness, and to increase the number of survey respondents.

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