



A Bibliometric Study on the Relationship Between Hedonistic Lifestyle Trends and Students' Academic Development and Mental Well-being

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ARTICLE INFO	ABSTRACT
<p>Article History: Submitted/Received August 05, 2024 First Revised September 10, 2024 Accepted November 12, 2024 First Available online December 01, 2024 Publication Date December 23, 2024</p> <p>Keyword: Academic Development; Digital Advertising; Hedonism; Mental Well-being; Social Media</p>	<p>Digital advertising, social media trends, and popular culture encourage people to adopt a hedonistic lifestyle. This article aims to identify the causes of hedonism and its impact on mental well-being and academic development. This study employs a bibliometric analysis method. The findings indicate that hedonism can affect mental health, with one contributing factor stemming from social media standards that individuals cannot meet. Hedonism also impacts academic development because students seek instant gratification.</p>

1. INTRODUCTION

In this era of globalization, many people follow popular lifestyle trends. Digital advertising, social media trends, and popular culture encourage people to seek out new experiences, as if happiness could only be found in consumption and fleeting entertainment. Based on the researchers' observations, many of them spend time at cafes, wear branded clothing, use expensive gadgets like iPhones, and spend student funds such as KIPK on consumptive activities like shopping at malls and visiting tourist spots (Thamrin and Saleh, 2023).

This lifestyle can emerge from an unsuitable social circle where one seeks acceptance, the influence of social media influencers setting high standards of happiness, and academic stress leading students to seek quick and pleasurable escapes commonly known as "doom spending."

According to a survey by Media Mahasiswa Indonesia (2024), over 60% of students admitted to engaging in this "doom spending" behavior, primarily driven by heavy academic workload, identity crises, and personal issues. Social media exacerbates this behavior through online shopping trends and discount offers, which are often hard to resist.

One consequence of persistent doom spending is financial difficulty. Many students lack a steady income and still rely on money from their parents. It becomes even more

challenging for students living away from home. If money is spent on non essential items, basic needs may be neglected, leading students to borrow from friends and in worse cases, resort to online loans. (Surbakti, 2025).

This phenomenon demonstrates that hedonism has shaped student behavior. They pursue fleeting pleasures through consumptive activities without prioritizing academic development (Perdana, 2025). Consequently, many students neglect their academic responsibilities because they are overly focused on pursuing these immediate desires. According to Safitri et al. (2025), another impact is that it can drive individuals to constantly present a perfect image to others. However, if individuals force themselves to always appear ideal even if it is unrealistic this can negatively affect their mental balance.

This trend of hedonistic lifestyles is important to discuss because it reflects a growing trend in the lives of the younger generation in the digital age. Based on this background, we have formulated two research questions: 1. How does a hedonistic lifestyle affect students' mental well-being? 2. How does a hedonistic lifestyle affect students' academic development?. Therefore, our objective in researching the influence of hedonism among students is to determine the extent of its impact on students' academic development and mental well-being

2. METHODS

This study employs bibliometric methods to analyze publications on the trends of hedonistic lifestyles and their impact on students' academic development and mental well-being. In this study, bibliometric analysis is used to obtain a comprehensive description of hedonistic lifestyles and how they influence students' academic development and mental well-being through theoretical analysis and an examination of findings from previous research.

The next step involves establishing an analytical framework that includes a search strategy using the keywords "Hedonism" and "University" in the following databases: Google Scholar, covering the time period 2015–2025. This framework was defined using VOSviewer, after which data were collected to obtain a set of relevant publications. This step ensures that the analyzed data aligns with the research focus and can support accurate interpretation.

The analysis process was then conducted by applying an approach to identify patterns, trends, and relationships among research elements. The results of this analysis were subsequently summarized to address the research objectives, highlighting key findings to provide a comprehensive overview of research developments in the examined topic.

3. RESULTS AND DISCUSSION

Hedonism derives from the Latin word "hedo," meaning something that brings pleasure. This root word also originates from Greek, meaning "pleasure, happiness, or enjoyment." According to Aini et al. (2024), this perspective holds that the moral principle equating happiness and goodness with pleasure constitutes the purpose of human life.

3.1 Publication Search Results



Figure 3.1.1 VOSviewer results for the keyword “Hedonism”

Based on a search using Publish or Perish for the period 2015–2025, 80 publications were identified that address related topics, with a total of 1,415 citations, an average of 283.00 citations per article, and an h-index of 20. Based on the results of the VOSviewer visualization, the common conceptual foundation regarding hedonistic behavior includes theoretical concepts such as hedonism, eudaimonia, and altruism.

The relationship between this conceptual framework and personal values and achievements manifests in individuals’ real lives because hedonistic values are not merely about seeking instant happiness but can also influence how a person defines their life goals and how they assess their own success, provided there is good self-control.

The pandemic and academic demands have been major factors in changes in student behavior, including an increase in hedonistic lifestyles as a way to cope with boredom and reduce academic stress, leading students to seek instant gratification influenced by social media.

3.2 The Impact of Hedonistic Lifestyle Trends on Mental Well-being

The results of the VOSviewer visualization, consistent with research by Kuss and Griffiths (2017), indicate that students who frequently use social media to display or consume images of an idealized lifestyle may experience reduced self-esteem due to feelings of inadequacy in meeting those standards. Self-esteem is an individual’s evaluation of themselves. Therefore, an individual’s self-esteem significantly influences their behavior. According to Sugiarto and Huwae (2025), low self-esteem can lead an individual toward a hedonistic lifestyle, as individuals with low self-esteem tend to seek

instant recognition and satisfaction through hedonistic activities to fill the void or deficiency in their self-esteem and self-confidence.

Another factor contributing to hedonistic behavior is gender. This assertion is supported by Abadi's (2020) observation that, based on descriptive statistical data, most consumptive behavior occurs among female students, as evidenced by data showing 86% women and 14% men out of 100 respondents. This often occurs because women tend to place greater importance on appearance and enjoy shopping, dining out, and going on outings more than men. Meanwhile, men tend to be more down-to-earth; however, men prefer to hang out with their friends at places like warungs or angkringans every day.

3.3 The Impact of Hedonistic Lifestyle Trends on Students' Academic Performance

The trend toward a hedonistic lifestyle can also affect academic performance. According to Prastika (2017), students who embrace a hedonistic lifestyle prioritize pursuing instant gratification, resulting in less time, energy, and mental focus being dedicated to academic matters. Consequently, students with a hedonistic lifestyle will seek ways to cope with this pressure; one method they employ is academic dishonesty, such as plagiarism, collusion, document manipulation, and unauthorized assistance.

On the other hand, some students actually feel that this lifestyle can serve as a way to alleviate stress caused by academic pressure, so hanging out, shopping, or taking vacations are used as means of escape to boost morale. (Anggraini & Santhoso, 2019).

4. CONCLUSION

Hedonism can affect mental health, partly due to social media standards that individuals cannot meet, which can lead to low self-esteem. Hedonism also impacts academic performance because students seek instant gratification to alleviate the academic stress they experience, which can lead to academic dishonesty. Therefore, self-control and time management are essential for students to achieve a balance between their social and academic lives and mitigate the negative effects of hedonism.

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6. AUTHOR'S NOTE

The authors conducted this bibliometric study using VOSviewer keyword mapping and drawing on previous research. There were no conflicts of interest that influenced the research process.

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