DIGITALIZATION, CYBERKONDRI and BUSINESS LIFE: AN EVALUATION from the PERSPECTIVE of INDUSTRIAL PSYCHOLOGY

Assoc. Prof. Yesim Sirakaya[*] iD

Head of the Department of Labor Economics and Industrial Relations, St. Clements University UK

Corresponding Author: Assoc. Prof. Yesim Sirakaya (Head of the Department of Labor Economics and Industrial Relations, St. Clements University/Türkiye-UK)

Abstract: *Digitalization deeply affects the way of doing business and psychological processes of employees by led to significant changes in modern business life. However, with the spread of digital technologies, individuals' tendency to search for health information over the internet increased and the concept of "cyberchondri" emerged (Starcevic & Berle, 2013). Cyberkondri is defined as anxiety and stress state of anxiety and stress caused by individuals' over -uncontrolled online health information search (McMullan et al., 2019). In this article, the effects of digitalization on business life and the consequences of cybercondrin on employee psychology are discussed from the perspective of industrial psychology. In addition, organizational support mechanisms and strategies aimed at increasing psychological resistance to manage health concerns caused by digitalization are discussed. The positive and negative effects of digitalization on employee health are examined and proposals are presented to develop conscious digital usage and healthy information search habits at work.*

Keywords: *Digitalization, cyberkondri, business life, industrial psychology, employee health, digital transformation, workplace stress.*

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Introduction

Digitalization has reshaped the ways of working, business processes and employee experiences, causing radical changes in the business world. With technological revolutions such as Industry 4.0 and 5.0, artificial intelligence, large data, automation and digital communication tools have gained more and more place in business life (Schwab, 2017). This transformation enables employees to gain flexibility, spread remote work and facilitate access to information, while at the same time brought new psychosocial risks (Tarafdar et al., 2019).

One of the most prominent effects of digitalization is the acceleration of business processes and increasing efficiency. However, this may cause employees to feel the necessity of being constantly online and experience digital stress (Ayyyagari et al., 2011). Especially with the spread of hybrid and remote working models in the post -PANDEM, the concerns of individuals with health and job security increased, and the continuous search for information in the digital environment revealed new psychological dynamics. In this context, the increase in health information search habits of employees over the internet has led to the concept of cyberchondria becomes more visible in business life.

Siberkondri is defined as an increase in anxiety levels as a result of individuals' health -related information about their health

(Starcevic & Berle, 2013). This is often similar to hypochondriasis (disease anxiety disorder), but the main difference is that the internet is the primary source of information. While employees can easily access health information through digitalization, information obtained from unreliable sources can cause misinterpretations and unnecessary concerns (Mcmullan et al., 2019).

The fact that there is limited access to health services in workplaces and that individuals prefer to do research over the internet instead of going to a doctor at working hours has led to the spread of cyberchondria (Fergus & Dolan, 2014). As a result, employees' stress levels increase, job satisfaction decreases and productivity decreases. In addition, it is observed that individuals with continuous health concerns have focus problems in the workplace and the absenteeism rates increased (Starcevic, 2020).

Industrial Psychology is a discipline that examines the behavior, motivation and psychological good of individuals in the business world (Muchinsky, 2012). The acceleration of digitalization and the increasing health concerns of employees reveal new stress factors at work. Cyberkondri can weaken work efficiency and organizational commitment by negatively affecting the psychological strength of employees (Laato et al., 2020).

In this context, industrial psychology should be focused on issues such as the development of policies that encourage the use

of healthy information in the workplace, the training of employees on conscious internet use and strengthening of organizational support mechanisms (Taraf Et al., 2019). It is of great importance that employers encourage digital health literacy, offer psychological support services and develop strategies to maintain the balance of work-life in order to increase the psychological strength of employees and to minimize cyberchondri-related concerns.

This article will discuss the effects of digitalization in business life and the phenomenon of cyberchondria from the perspective of industrial psychology, how employees can manage to manage healthy information in the digital age and how to increase psychological resistance in the workplace.

Aim

The rapid progress of digitalization creates both opportunities and difficulties in the business world. Employees are facing new psychosocial risks such as workload, continuous access to information and digital addiction while taking advantage of digitalization (Baraddar et al., 2019). In this context, it is very important to understand the effects of digitalization on employee psychology, to encourage the use of healthy knowledge in the workplace and to develop organizational support mechanisms.

The main purpose of this study is to evaluate the phenomenon of cyberchondria within the framework of the effects of digitalization on business life from the perspective of industrial psychology. Cyberkondri is defined as a type of anxiety that occurs when individuals search for health information over the internet is out of control and has negative effects on the mental health, work performance and organizational commitment of employees (Starcevic & Berle, 2013). In this context, an analysis will be performed in the study for the following purposes:

- ➢ To reveal how digitalization shapes the changes in the business world and its effects on employee psychology.
- ➢ To examine the process of digital knowledge that increases the health concerns of employees by addressing the concept of cyberkondri in theoretical framework.
- ➢ To analyze the effects of cyberkondrin on employee efficiency, job satisfaction and psychological endurance.
- ➢ Developing strategic approaches and organizational support mechanisms to prevent cyberchondria in workplaces.
- ➢ To provide suggestions from the perspective of industrial psychology that encourage the use of healthy digital information of employees.

It is aimed to better understand the psychological risks that arise with digitalization in the workplace and to contribute to the executives to provide scientific -based strategies to employees to manage digital health concerns. In addition, by emphasizing the importance of conscious digital use in business life, the measures that can be taken at the individual and institutional levels to deal with cyberchondri will be emphasized.

Method

In this study, the effects of digitalization on business life and the reflections of cyberchondri phenomenon on employee psychology are discussed from the perspective of industrial psychology. Literature screening was used as a research method. Literature screening is the process of systematically examining the current scientific studies on a particular subject (Snyder, 2019). In this context, academic articles, books, reports and current scientific sources, including digitalization, cyberchondri and industrial psychology, were evaluated.

The research is a descriptive and review study and was conducted by systematic analysis of the information obtained from current and reliable academic sources on the subject within a systematic framework. In this study, it is aimed to clarify the psychological effects of digitalization on employees and the reflections of the concept of cyberchondria in business life.

In the data collection process, the following steps have been followed:

- ➢ Source Screening: Academic resources used within the scope of the study are scanned from international index databases such as Google Scholar, PUBMED, Scopus, Web of Science and Psycınfo.
- ➢ Keywords: Literature screening was made using keywords such as "digitalization, cyberchondria, business life, industrial psychology, employee health, digital transformation, workplace stress".
- ➢ Source Selection: Current studies published in 2010 and after 2010 are preferred. However, the classical works explaining the basic concepts are also included in the research.
- ➢ Content Analysis: The studies obtained were analyzed in accordance with the research questions.

In this study, the existing literature on cyberchondria and digitalization was systematically examined by using the content analysis method. The results of the studies have been evaluated comparatively and suggestions for the causes, effects and prevention of cyberkondrin in business life were presented. The findings in the literature were discussed from the perspective of industrial psychology and inferences were made to increase the psychological strength of the employees and the level of digital awareness in the workplace.

The research is not based on primary data collection techniques such as experimental or survey, as it is carried out by literature screening method. For this reason, it is recommended to conduct qualitative and quantitative research in the future in order to make a more comprehensive assessment of the effects of cyberchondria and digitalization on business life. In addition, the resources examined in the study are largely in English and Turkish languages and the literature in other languages is discussed at a limited level.

Digitalization and Business Life

Digitalization is one of the most important transformation processes that lead to radical changes in the business world. The integration of digital technologies into business life deeply affects the ways of doing business, working environments and psychological experiences of employees. Together with Industry 4.0 and 5.0, digital tools such as automation, artificial intelligence, large data and cloud technologies have become an integral part of business processes (Schwab, 2017). In this section, the effects of digitalization on business models, reflections on employee psychology and opportunities and risks associated with distance work will be discussed.

Digital transformation refers to the use of digital technologies strategically in order to maintain competitive

advantages of businesses and increase their efficiency (Vial, 2019). The digital transformation process is not limited to the adoption of technological tools, but also creates radical changes in the cultural and organizational structure of enterprises.

The effects of digitalization on business models can be examined under the following headings:

➢ Automation and Productivity Increase in Business Processes: Robotic Process Automation (RPA) and artificial intelligence -supported solutions allow employees to focus on strategic and creative tasks by reducing routine workload (Davenport & Ronanki, 2018).

➢ Flexible and Hybrid Working Models: Digital technologies allow employees to carry out their jobs independently of the space. Remote working and hybrid working models are becoming increasingly widespread as a result of digital transformation (Bailey & Kurland, 2002).

➢ Digital Platform Economy: Digital platforms that support traditional business models, Gig economy and remote collaborations. Freelanging and platform -based working models provide flexibility in the business world and bring new risks such as job security (Sundarararajan, 2016).

The spread of digital vehicles has both positive and negative effects on the psychological states of employees. Technological tools used in the workplace can reduce stress levels by reducing the workload of employees, as well as new psychological difficulties such as digital fatigue, cognitive overload and technostress (Taraf al., 2019).

The effects of digital tools on employee psychology can be examined under the following headings:

➢ Teknostres: It is a feeling of stress and burnout in the process of adapting to new technologies. Continuously changing digital systems may adversely affect job satisfaction by increasing the mental burden of employees (Ayyagari et al., 2011).

➢ Digital fatigue and cognitive overload: Employees may experience attention deficit, fatigue and mental burnout due to their continuous digital screens during the day. In particular, the necessity of being continuously online may adversely affect the psychological goodness by disrupting the balance of work-private life (Mark et al., 2018).

➢ Job satisfaction and digitalization: When used correctly, digitalization can increase the efficiency of employees and job satisfaction. However, elements such as digital surveillance, data tracking and job insecurity brought by automation can increase the anxiety in employees (Westerman et al., 2014).

Remote working and flexible working models are one of the most prominent results of digitalization in the business world. Especially after COVID-19 pandemi, many enterprises have been directed to permanent or hybrid remote working models (Barrero et al., 2021). While these new forms of work provide flexibility to employees, it also creates negative psychological effects such as digital dependence and social isolation.

The psychological effects of the remote study on employees can be evaluated in both positive and negative aspects:

➢ Positive effects: Freedom of time and space independent working, decreasing the time of traveling to work, increasing individual productivity (Bloom et al., 2015).

➢ Negative Effects: Risk of burnout due to the deterioration of employees' work-private life balance, social insulation, lack of cooperation and continuous online pressure (Eurofound, 2020).

Digital dependence is a problem that arises as a result of the fact that employees tend to use digital devices continuously and blurring the boundaries between work and private life (Andreassen et al., 2012). In particular, the integration of mobile devices and instant messaging applications into business processes causes employees not to break off from work and the spread of 24/7 working culture.

The main effects of digital dependence on employees are as follows:

➢ Constant Anxiety of Being online: Employees may feel guilty when they are away from work and need to constantly control their e-mails.

➢ Sleep Problems and Stress: Excessive use of digital devices may adversely affect the psychological and physiological health by restricting the resting time of employees.

➢ Distraction and Loss of Productivity: Employees may have difficulty focusing on their jobs by spending much time with social media and other digital platforms.

Digitalization has made the boundaries between work and private life uncertain. With the spread of work from home, employees tend to respond to e-mails and perform business-related tasks outside the working hours. This may adversely affect the psychological goodness of employees and increase burnout syndrome (Derks et al., 2014).

Digitalization accelerates the transformation in the business world and deeply affects the psychological health of employees. While increasing flexibility and productivity in business processes, technostres creates negative effects such as digital fatigue and deterioration of work-private life balance. Therefore, it is of great importance that businesses manage the digitalization processes with a human -oriented approach and to develop strategies that will maintain psychological prosperity of employees.

Cyberkondri: A New Type of Anxiety in the Ditalizing World

As a result of excessive use of digital tools and the Internet, cyberchondria describes the state of excessive anxiety about their health status and constantly searching for information in a virtual environment. Today, when digitalization is rapidly spreading, people are alone with various health information on the Internet while looking for solutions to health problems, which increases the anxiety over time (White & Horvitz, 2009). In this section, the definition and psychological foundations of the concept of cyberchondri, their effects on employees, their relationship with productivity and stress, as well as how health concerns in the workplace are shaped by digitalization.

Siberkondri is defined as the fact that individuals are looking for excessive information about their health over the internet and increasing the levels of anxiety, anxiety and stress of

this information (Starcevic & Berle, 2013). Through health sites, forums, social media and various applications on the Internet, people find themselves under the influence of false information and speculation while trying to learn about suspicious diseases. This may cause a health anxiety disorder in individuals, and over time, these concerns can turn into real -life stress factors.

The psychological foundations of the concept of cyberchondri can be explained by cognitive-behavioral therapy (CIS) and anxiety theories. From the perspective of CIS, individuals may encounter cognitive distortions when looking for health information. These distortions may reinforce false beliefs that a symptom will lead to a deadly disease (Rosen & Knäuper, 2009). In addition, individuals with health concerns tend to evaluate every small symptom of diseases as an important symptom. This increases anxiety further, leading to excessive quest for health information in digital environment.

Digital tools and excessive use of the Internet can cause various psychological problems in the business life of employees. In particular, cyberkondri can adversely affect the productivity and productivity of employees. When employees are constantly in search of their health, their attention is scattered and their focusing capabilities may be reduced (Chen et al., 2018). In addition, such concerns can reduce the motivation of employees' work. Below are the main effects of cyberkondrin on employees:

> Low productivity and efficiency: employees may have difficulty focusing on their jobs when they have excessive worries about their health. The process of continuous health information on the Internet can lead to wasting work times, which reduces overall efficiency (Rogers et al., 2017).
> Increased stress and burnout: Individuals with cyberchondri may have a higher concern about their health, as general life stress levels can be higher. Employees may cause these concerns to create more stress in the workplace and cause burnout syndrome. In a stressful work environment, an employee who has continuous health anxiety may experience lower performance and job dissatisfaction (Kabat-Zinn, 2013).
> Conflict of work and health concerns: When excessive health concerns are combined with responsibilities at work, employees may experience more anxiety and stress. This may cause the balance of work-private life to deteriorate and employees to encounter more difficulties in their professional lives (Lee et al., 2020).

Health concerns in the workplace have deepened with the effect of digitalization. The accessibility of digital tools and the Internet allows employees to reach information about their health faster; However, this can also create incorrect knowledge and extreme anxiety. Especially after the pandem, increased interest in health platforms with the increase in remote work, increased interests were observed (Choi et al., 2021). In this context, how health concerns in the workplace are shaped by digitalization can be handled in the following ways:

> Digital Tools and the spread of health concerns: As employees learn more about health symptoms through digital platforms, they can adapt this information to their own health and concern about non -real health problems. These concerns may deepen with the increase in digital health applications (González-Rivas et al., 2018).
> Digital Health Survey in the Workplace: Many workplaces follow the health status of their employees with digital tools and use this data for health insurance, productivity measurements and employee health programs. However, excessive excessive digital health surveillance may lead to confidentiality concerns in employees and may increase health concerns (Sundarararajan, 2016).
> Digital Support and Anxiety Reduction Methods at work: Employers can provide digital training and guidance to ensure that employees have accurate evaluation of digital health information and prevent cyberchondria. Furthermore, creating healthy working environments in workplaces can help reduce their anxiety by limiting the digital dependence of employees.

Cyberkondri is a new phenomenon in which health concerns increase in the digitalized world. It can have negative effects on employees, reduce productivity and productivity, and deepen psychological problems such as stress and burnout. The relationship between digitalization and health concerns in the workplace is an issue that requires more attention. It is important that employers manage digital health tools by considering the psychological health of employees.

Digitalization and Cyberchondria in Terms of Inductive Psychology

Industrial psychology deals with the effects of digitalization on business life as an area examining employee behaviors, productivity and psychological health. With the acceleration of digital transformation, employees' business processes and ways of doing business have changed; New dynamics have emerged, such as remote working, flexible working hours and the necessity of being continuously online. This process increased the stress and anxiety levels in business life, while deepening the concerns of employees about their health (Salanova Et Al., 2013).

Cyberkondri may occur with the development of excessive dependence on digital health information of employees with intensive work tempo. When the employees cannot provide direct access to health services due to workload and time pressure, they turn to search for health information over the internet and this leads to an increase in health concerns (Starcevic & Berle, 2013). In this section, the relationship between workplace stress and the search for digital health, the effects of digitalization on employee health and employers' role in this process will be discussed.

Stress and anxiety at work are one of the factors that directly affect employees' performance, motivation and quality of life. With digitalization, the necessity of unlimited access to information and continuous online can increase the health concerns of employees. The accuracy of health -related information that spreads rapidly in the digital environment is often suspicious, and this may adversely affect the business performance by fueling the health concerns of employees (Brosschot et al., 2006).

The main workplace -based factors that lead to digital health search are as follows:

> High Business Stress: Intensive work tempo, competition pressure and high performance expectation may increase employees to increase their stress levels and cause more concern about their health. This may lead to the use of

the Internet to explore employees' symptoms (Elhai et al., 2017).

➢ Remote Working and Digital Commitment: Remote working model is increasing to digital health information as it restricts direct access to health services. This can lead to intertwined health worries through business life (Nagaraj et al., 2022).

➢ Work Load and Time Edition: Employees may neglect their regular health checks due to intense working hours. Instead, choosing the way to quickly obtain information from the internet may cause health concerns to become chronic (Mcmullan, 2006).

Stress and anxiety at work can adversely affect job satisfaction and motivation by weakening the psychological strength of employees. It is important that employers develop conscious strategies to reduce these worries.

Digitalization has various positive and negative effects on employee health while accelerating business processes. Especially technological developments such as mobile devices, digital health applications and remote working systems in the business world have reshaped business life. However, this transformation brings some risks on the physical and mental health of employees (Gajendran & Harrison, 2007).

The main effects of digitalization on employee health are as follows:

➢ Increased screen time and physical health problems: Remote operation and digitalized business processes cause employees to spend long hours in the face of computers and mobile devices. This can lead to eye fatigue, posture disorders and musculoskeletal disorders (Shu et al., 2020).

➢ Digital burnout and psychological stress: The necessity of being constantly connected to digital tools may trigger burnout syndrome in employees. In particular, the deterioration of the balance of work-private life may adversely affect the psychological goodness of employees (Salanova et al., 2013).

➢ Increased cyberkondri and health concerns: Employees may increase health concerns due to their health information on the internet and these concerns can affect their business performance over time (Starcevic & Berle, 2013).

In order to reduce the negative effects of digitalization on employee health, employers need to offer awareness programs and ergonomic working conditions for employees.

In order for employees to adapt to the digitalization process in a healthy way, employers and human resources management need to develop proactive policies. It is critical for employers to offer psychological support programs and take measures to protect employee health (González-Rivas et al., 2018).

Some strategies that employers can apply to support employee health are as follows:

➢ Digital Health Education: Digital Health Literacy Trainings should be organized in order to enable employees to use the right resources when searching for health information.

➢ Ergonomic Working Environment: In order to protect the physical health of the employees, appropriate ergonomic office arrangements should be made and the screen time should be reduced.

➢ Psychological Support Programs: Stress management, anxiety control and support to increase psychological resistance should be provided.

➢ Flexible Working Models: Flexible working hours and hybrid working models should be encouraged in order to ensure employees' work-private life balance.

➢ Workplace Health Policies: Employers should encourage employees to undergo regular health checks and create healthy living programs at work.

Organizational support can increase productivity at both individual and institutional levels by increasing the psychological strength of employees. Therefore, the fact that employers' health and psychological goodness in the digitalization process will contribute to the sustainable success of businesses in the long run.

Digitalization creates new difficulties on the psychological health of employees while transforming business life. Cyberkondri is an important phenomenon that arises with the combination of business stress and digital health concerns. It is of great importance that employers develop strategies in order to raise awareness of their employees and create a healthy digital business environment. From the perspective of industrial psychology, it is necessary to develop policies that will minimize health concerns and stress factors while taking advantage of the positive aspects of digitalization.

Solution Recommendations and Applications

Digitalization and Cyberkondri create new dynamics that can significantly affect employees' business and psychological health. In this context, managing employees' digital health concerns, organizing digital awareness and training programs at work, as well as developing psychological support mechanisms, provides critical solutions for organizations. In terms of industrial psychology, these solutions increase productivity both individual and organizational levels, while employee aims to protect their health and good.

Managing employees' digital health concerns is one of the basic ways to support organizations of psychological goodness. Employees' search for health information in a digital environment may cause incorrect information about health and an increase in their anxiety. Therefore, the following strategies are recommended to manage digital health concerns:

➢ Providing accurate sources of information: employees should be guided on how to define reliable health resources in digital environment and how the information is correct. Conscious information processes in the field of health can reduce concerns and help employees use the Internet more safely (McMullan, 2006).

➢ Digital Health Awareness Seminars: By giving employees regular seminars on digital health, trainings should be organized to prevent misdiagnosis of digital health concerns. In these seminars, information can be given on the accuracy of the data offered by the Internet.

➢ Supporting Personal Health Tracking Systems: Digital tools, applications or software can be provided to help employees get healthy living habits. These tools offer

employees to employees to manage health monitoring and health -related worries (Elhai et al., 2017).

Management of digital health concerns can improve not only the physical health of employees, but also their psychological health.

The rapid development of digitalization requires employees to adapt to new technologies and to use digital tools effectively. However, the increase in digital health concerns can also lead to an increase in the time spent in the digital environment. In this case, the implementation of digital awareness and training programs becomes important.

➢ Digital Awareness Seminars and Workshops: For employees, awareness seminars should be organized on the effects of digitalization on health. In these seminars, both positive and negative effects of digital technologies should be encouraged to develop healthy digital habits.

➢ Health -oriented Education Programs: Trainings can be provided to improve the skills of employees' digital health information safely and reaching the skills to reach the right resources. These programs may be very effective considering that digital health concerns increase due to incorrect information.

➢ Ergonomics and Digital Dependence Training: The screen time is associated with digital dependence as well as its effects on health. Employees should understand the negative effects of digital dependence and screen time and learn how to develop a balanced approach (Shu et al., 2020).

Such training programs can help employees manage their ability to cope with the challenges of the digital world and manage their digital health concerns.

The fact that employees offer psychological support mechanisms against the increasing health concerns with the impact of digitalization play a critical role in preserving their health and psychological good. Some psychological support mechanisms and policy suggestions that can be applied in the workplaces are as follows:

➢ Providing Psychological Counseling Services: Professional psychological counseling services should be provided in order for employees to cope with digital health concerns and stress in the workplace. Digital tools such as online therapies and tele-health can enable employees to receive psychological support in confidentiality.

➢ Stress Management and Psychological Resistance Programs: Trainings on stress management techniques should be given in order for employees to cope with digital stress. In addition, workshops can be organized to increase psychological resistance. Such supports help employees protect them from negative digital interactions and concerns (González-Rivas et al., 2018).

➢ Policy Development for Employee Health: Employers should establish employee health policies in accordance with the digitalization process. Flexible working conditions, digital detox days and health support programs to support the physical and mental health of employees may be effective in reducing digital health concerns.

➢ Applications that support the balance of work-private life: Digital detox should be encouraged during flexible working hours, limitation policies and holiday periods in order to ensure that employees break away from digital connections and to maintain the balance of work-private life.

These psychological support mechanisms and policy proposals will contribute to employees to manage digital health concerns, cope with stress and maintain a healthy business life. Organizations should actively implement these strategies in order to maintain the psychological good of their employees.

These solutions offer an effective framework to reduce the effects of digital health concerns and digitalization on employees. Such measures can increase the general job satisfaction by supporting the psychological and physical health of employees as well as increasing the efficiency of organizations.

Conclusion And Evaluation

The relationship between digitalization, cyberchondria and business life becomes increasingly more important. While technological developments have positive results such as productivity and flexibility in the workplaces, it also has some negative effects on the psychological health of employees. In this context, the increase in digital health concerns (cyberchondri) may threaten the mental and physical health of employees, especially in the digitalized world. However, with the contributions of industrial psychology, these effects can be minimized and employees can support a healthy business life.

Digitalization creates a major transformation in the business world, and there are many uncertainties on the future of this transformation. In particular, digital health concerns (cyberchondri) become more common among employees and as a result, stress, anxiety and efficiency decreases are observed in the workplaces. Cyberkondri appears as a by -product of digitalization and increases the tendency of employees to obtain false information about health. This may have negative effects as a result of individuals' concerns about health problems and search for solutions on the internet without getting professional help.

However, digitalization also offers great opportunities to employees in business life. Developments such as remote working, flexible working hours and the use of digital health tools enable them to establish the balance of work and private life more easily, but can also bring negative effects such as digital dependence. Therefore, it is of great importance to raise awareness to reduce digital health concerns in workplaces, to encourage the healthy use of digital vehicles and to develop psychological support programs for employees. The digitalization process in the workplace should be managed in a balanced way not only in terms of productivity but also in terms of employee health.

In the future, with the widespread widespread of digitalization, it will be inevitable that new psychological challenges such as cyberchondri and digital dependence. However, as organizations develop policies that support digital health, it will be possible to deal with these difficulties. The implementation of solutions for digital health concerns will not only protect the health of the employees, but also increase the overall efficiency in the workplace.

While dealing with issues such as industrial psychology, digitalization and cyberchondria, he is facing new research areas he had never encountered before. While traditional industrial psychology approaches focus on employee efficiency, motivation and job satisfaction, the relationship between digitalization and psychological health is more important today. In this context, industrial psychology should be interested not only with workplace efficiency, but also in the state of employee health and psychological goodness.

New research areas require a multidisciplinary approach that examines the effects of digitalization on employee psychology. For example, issues such as digital dependence, cyberchondria, increase in screen time are included in the scope of industrial psychology and scientific research on these issues needs to be increased. In addition, the relationship between digital health and digital dependence with productivity in the workplace stands out as an important research field for industrial psychologists.

The future research areas of industrial psychology may include the effects of digitalization on employee psychology, the management of digital health concerns at work, and the effectiveness of digital health tools. Such research will allow organizations to develop policies and strategies that will help them raise healthier, efficient and motivated employees.

In addition, new psychological support mechanisms and organizational strategies should be developed to cope with the psychological pressures created by digitalization on the labor force. Industrial psychologists should investigate and apply these strategies so that employees can maintain their psychological goodness with digitalization. In the future, workplaces that adapt to digitalization, care about employee health and offer psychological support will have a competitive advantage.

As a result, digitalization and cyberchondria indicate the beginning of a new era in business life. Industrial Psychology plays an important role in the management of these changes. By focusing on employee health, turning to policies and solutions that support digital health will support the sustainable success of organizations. In the process of digitalization, the development of strategies necessary for the preservation of the psychological goodness of employees will be a critical factor for the future of workplaces.

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