

**Digital Escapism**Rabi Narayan Subudhi<sup>\*1</sup>, Srikanta Charana Das<sup>2</sup> and Sonalimayee Sahu<sup>3</sup><sup>1,2,3</sup>School of Management, KIIT Bhubaneswar, India**ARTICLE INFO***Article history*

RECEIVED: 26-Jun-20

REVISED: 25-Sep-20

ACCEPTED: 29-Sep-20

PUBLISHED: 15-Oct-20

**\*Corresponding Author**

Rabi Narayan Subudhi

E-mail: [rabisubudhi@gmail.com](mailto:rabisubudhi@gmail.com)

## Co-Author(s)

Author 2: [srikant@kiit.ac.in](mailto:srikant@kiit.ac.in)Author 3: [Sahu.Sonalee@gmail.com](mailto:Sahu.Sonalee@gmail.com)**ABSTRACT**

With increased time-spent on internet based gaming and recreational applications, there is now a new trend of digital escapism, along with private space in the virtual world. When we talk about escapism, sometimes it carries feelings of guilt in mind. Excessive use of the internet, mostly for pleasure, leads to 'internet-addiction'. It in turn leads to psychological disorders. It creates "Internet Disorder syndrome" or "Digital Escapism" which invites stress, depression, deviation from own goal, sleeplessness and anxiety.

This conceptual paper examines the gravity of such addiction and the nature and types of digital escapism. This paper observes that, the users, when addicted, would always love to live online and leave reality.

**Keywords:** Digital escapism, digital consumption, internet addiction, Internet avatars.**Introduction**

With the innovation of information communication and technology (ICT), the majority of people are spending more time over the internet. Because this internet makes people's lives easier it has become an integrated part of our daily life (Ponsignon, & Derbaix, 2020). It is an essential tool for eliminating the human geographical boundaries by becoming a best way to transform from the "physical world" to the "virtual world" (Kumar, Mondal, 2018). People are engaged in so many activities like entertainment, video games, gambling, and many other activities for getting pleasure from unpleasant circumstances but on the other hand they become addicted with the use of these activities regularly for a longer period of time. As a result, they become addicted with such activities (Triantafyllidou, & Siomkos, 2018). When human beings do the same routine task for a long period of time, they want some change, which most of the time may not be possible in real life due to various constraints of life. There comes a term "Escapism" – A psychological behaviour observed in humans for a long time. Escapism is switching away from the real situation

when someone can't change the state he/she lives in. "All types of voids and lack of self-esteem lead to Escapism". This behaviour leads to a kind of addiction in life, which can be termed as ill-mannered or foul behaviour. So in any situation between life and death "Escapists" are not well treated. Suicidal tendency is the best example of Escapism behaviour.

**Second life**

Second life is nothing but a virtual world or we can say a Digital world, where people are known as "Residents". In this platform people create virtual representations of themselves. It happens when people are addicted to this digital world for their enjoyment or for internal satisfaction. This habit leads to escapism. More than 1million users are registering their name in this virtual world all around the globe (Lindon, 2013). It happens due to avoidance of any situation in life. In early days' life was slow, giving ample scope to persons to find restfulness and peace from what they used to do for their livelihood. But day by day stressful fast life made humans just like a

robot, a machine. While looking at this aspect the mind should be focused to analyse cases instead of the physical body. When we talk about escapism, sometimes it carries feelings of guilt in mind. To avoid such guilt, the changed escaped state is maintained with secrecy or adopted without notice of others and this is also referred to as "Second Life".

### Escape scale

Two different motivational scales can measure escapism (Stenseng, Rise, & Kraft, 2012). According to them, different type of engagement denotes in dualistic model of escapism, where the psychological states can be obtained by the different activities such as drug abuse, sexual interest fulfilment, suicide ideation, internal satisfaction etc. In this manner, especially Stenseng derives the condition of escapism that can have both positive and negative implications and results. The author also argues that there are two important forms of escapism with different effective outcomes that depend on motivational focus which lies behind the immense activities. That can be either Self-Suppression or Self-Expansion (Stenseng, Rise, & Kraft, 2012). Self-Suppression form of escapism encourages the users to run away from the negative and unpleasant thoughts, self-perceptions and emotions whereas self-expansion increases to adopt the positive experience by engaging in different activities and developing a new life. Escape scale measures the self-suppression and the self-expansion on the basis of user's favourite activities such as gaming, sports, entertainment. In some cases these two dimensions differ from each other.

### Escapism as therapy to divert negativity

Life is getting more challenging day-by-day. Innovation has empowered every minute and every day ways of life where we are consistently available to come in to work. Stress is on the ascent as is depression and nervousness. Accordingly, there is a more noteworthy need than any time in recent memory for individuals to discover approaches to escape all together and keep up mental and passionate strength. Society never understands individuals quitting and disregarding professional bureaucracies and workplace issues. Finding adequate types of escapism has gotten more fundamental than any time. People can shift themselves away from the burdens and strains of the monotonous routine by numerous manners. Because of these reasons people are getting more closure to Internet use, where Internet assistance is like

internet based therapy (Wade, 2010). In this regard, mental interruptions make pain simpler to take, and those pain cannot affect simply in an individual's mind. The result shows that it is not only a psychological problem but also a neurological mechanism, which can relieve an individual's state of mind. Instead of suffering in negativity or from stress, in some cases it's a simple way to move mindfulness towards something which is completely different to allow individuals to "cool down" and temporarily forget their trouble, stress and anxiety (Handle, 2013). Different escapist activities like connected with social media, T.V watching videos, playing games are help to overcome from the above mental illness or from psychological illness (Evans, 2001). These escapist activities give relaxation or break the monotonous routine in daily life, stress relieving, pleasure seeking, people are enjoying their fantasy world because escapism can be quite productive, as imagination which leads to innovation and improvement. In this way, Escapism became a therapy for avoiding the negativity (Warmelink, Hartevelde, & Mayer, 2009).

### Types of Escapist Activities

Escapist activities are nothing but short activities which give relaxation for a longer period of time. This escapist activity divided into four major types, according to Evans.

1. **Evasive** Evasive activities are literally escapism, in which users are engaged deeply and avoid other activities. We can take example, nowadays students and children are more involved in their virtual world and forget the physical world where they present.
2. **Passive** passive escapist activities are those, which consider for a short period of time, which allow users to free from their current situation and do not require much from users' cognitive effort or interactivity beyond their attention and appreciation.
3. **Active pursuits** When an escapist gives his/her actual input for escapism, such activities like watching videos, playing games, video games, are helpful for escaping themselves.
4. **Extreme** Extreme activities may indicate a negative impact on the users. Which may be possible by being addicted to their active escapist activities. For example: excessive gambling, involving in video game, and excessive watching of pornography video may harm the users as well as their family members, society etc (Evans, 2001).

## Major causes of Digital Escapism

There are so many major causes which may indicate or force them to divert their mind from their physical world to virtual world. Such major causes are following which help the users to involve in the virtual world:

- **Addiction to drugs**

According to the **National Institute on Drug Abuse**, Addiction is a chronic mental disorder, which is described by drug seeking and utilize that in habitual, or hard to control, regardless of destructive outcomes. The initial choice to consume drugs and alcohol is wilful for the vast majority, however regular use can prompt mind changes that challenge the individual's self-control and interference with their ability to resist their intense urges to take drugs. When a person takes drugs, most of the drugs are directly affected by the brain's "Reward Circuit", which may lead to *Euphoria* as well as *chemical messenger dopamine*. These systems encourage the person to repeat behaviour needed to thrive such as eating and spending more time with their loved one. As a person, continuous drug consumption may decrease the adaptation ability which the reward circuit responds to. Then mind adaptation lead to the individual turning out to be less and less to get delight from different things they once enjoyed, similar to food, sex, or social exercises. In this situation the internet helps them to fulfil their desire, what they actually want. By using Internet pornography they might be satisfy internally but by watching the internet pornography videos regularly or addicted with these, affect the social life, family, peer group etc (Park et al., 2016).

- **Cybersex Addiction**

It means self-explanatory internet addiction. It includes the pornography videos, adult websites, sexual fantasy, adult chatroom, web cam services etc. are the major cause of escapism. Users are mostly obsessed with these activities and transform from their real world to virtual world, as a result it hampers one's real life (Hoeg, 2020).

- **Addiction to social media**

Social media addiction is nothing but a behavioural addiction, which is characterised by over concern with the social media, driven by uncontrollable urge to log in or use social media (Aljuboori, Fashakh, & Bayat, 2020). Social media addiction became a psychological disorder like other disorders. This Social Media Addiction Scale affects six core elements of addiction, such as,

Mood Swings (excess level of involvement changes the state of emotions), resilience (behavioural, cognitive, and emotional support from Social Media), Tolerance (by increasing the use of social media), Conflict (interpersonal problem also occur due to excess use of social media), Withdrawal symptoms (when social media restricted, feeling unpleasant physical and emotional symptoms), relapse (addicted people quickly return to their social media after a restrict period (Andreassen, Torsheim, Brunborg, & Pallesen, 2012). Long term psychological impact of social media affects the individual and their individual sense of "Self" remains to be seen. Nowadays, social media like Facebook, LinkedIn and Twitter are the best tools that have the capacity to build a *virtual community*, where users are played as an "Avatar", by posting their pictures. But day by day this virtual world forced individuals to ignore their real world or physical world where they live. In this regard, virtual life has had extreme impact in our daily lives, which not our real world. For example: when people are so much happy and excited, they prefer to post their happy moments in social media like Facebook, Twitter, Instagram but when the people are not happy then they consciously or unconsciously compare themselves with others and try to, which is not a real world. As a result, they create a virtual world where they try to find out their happiness by escaping from their own real world (Thomas, 2016).

- **Addiction to Gaming**

Now-a-days Computer or smartphone gaming has become an addiction which is available both online as well as offline. Everyone, especially youth, are so much obsessed with their respective gaming platforms. It is a way of escaping from the problems and relieving from a dysphoric mood like (feeling of helplessness, anxiety, stress and depression). These dysphoric moods are positively associated with the game addiction (Wang, Sheng, & Wang, 2019). But game addiction endured less psychological wellness rather than increased mental illness, anxiety and depression which leads to social isolation (Stockdale, & Coyne, 2018). Dangerous versatile video gaming has been characterized as a phenomena wherein users strongly depend on portable games and can't resist playing them more than once over a continuous period of time, (Sun, Zhao, Jia, & Zheng, 2015). Users tried to cope up with their emotional distress by playing games, but excessively addicted with online games for a longer period of time which separate them from their real- relationship or from real world. As a result, it is caused by severe psychological problems called Depression (King, & Delfabbro, 2016).

## Online Gambling Addiction

Teens and young adults are addicted to online gambling. They are more active in casinos and other physical locations which are available 24/7 anywhere through the internet. Online gambling is easy for people to access their bank accounts and credit cards easily which help them to invest money in betting. There are registered websites which are legal and less risk is associated with those, but many are not legitimate and it is always difficult to identify the authenticity and at the same time, it is harder to recover money. Online gambling addiction is also known as “impulsive-control disorder” which defines that the person cannot control the impulse to game even though the outcome is negative. According to the Diagnostic & Statistical Manual of Mental Disorder (DSM-5), the American Psychiatric Association uses the clinical term “Pathological Gambling” in terms of gambling addiction. The association also states that people are addicted to online gambling as they want to earn a heavy amount of money, chasing losses (earning back the loss amount) for their excitement, avoiding personal problems and temporary improvement of mood etc. As a result, they spend more and more time on the internet and avoid their family, friends and associates. Both personal and professional life of the online gambler is affected which causes health issues like: stress, depression, panic disorder, personality disorder and consumption of drug, alcohol and nicotine. In extreme cases, the person hurts the family, creates domestic violence and may kill others or accept suicide.

- **Adopting different Avatars & hide from real situation**

By applying digital Avatar people behave differently on the basis of the character. They play the role of digital male and female which invites “stereotype threats”. When a male plays a character of a digital woman his behaviour has changed accordingly and reverse is also applicable. There is also a concept of “stereotype boost” which has positive results, but in many consequences people are habituated to play the virtual role rather than avoiding their actual character and responsibilities. The online players playing the character of male avatar were more likely to engage in killing whereas the female avatar were more likely to heat (Schultz, 2014).

- **It is not desirable unless practised for a noble cause.**

The use of the internet is today’s need, but the addiction of it is not desirable for the people and society. The main aim relates to online playing is to make the game interesting rather to show the seriousness. Similarly, use of

the internet makes the work effective, not to avoid the work. The persons take online activities as their daily part of life to make the life lively and smooth. It does not mean to separate from real life and associate with the virtual set-up which makes people addicted and escapist (Calleja, 2010).

- **Escapism vs digital escapism**

Escapism refers to getting relief from an unpleasant situation or going away from realities or the tendency of distraction. It can be the association of virtual world or the world of fantasy which is not the part of practical life. It is the self away from present depression and sadness. Digital escapism is the platform where the people who are internet addicted spend more and more time in social media and not focus on the real world. Even they are unknown about the happenings with themselves and their family members or their peers. Here the example of COVID-19 Disaster can be given. The release of both the games “Nintendo Switch” and “animal crossing: New horizons” have given the platform of entertainment and escapism which is helpful not to be depressed and tense due to lockdown and shutdown along with quarantine in COVID period (Warren, 2020).

- **Digital escapism age groups**

Not only youth but also all age groups are associated with online gaming and gradually they are addicted with this. As a result, they suffer from psychological problems (Kardefelt-Winther, 2014). In this modern era of smartphones and computers people easily access the internet for various purposes like: shopping, gaming, gossiping, entertaining etc. by each and all age groups. The media platform is heavily used by all. Most of the people use internet as a medium of pleasure, leisure, passing of time and avoiding the present circumstances of trouble or pain. Knowingly or unknowingly they are being trapped by addiction. At the same time, brands are attracting the consumers to offer more interesting platform in which they can be emerged completely. They concentrate their total attention on virtual sphere and slaves of addiction. It may be the case of a child playing video games, youngsters sharing videos or watching monies or the case of senior citizens on news updates and gossip with Facebook friends all are connected with and totally dependent on internet. But the addiction creates issues in relations of all age groups specially young mass and affects real lives. Escapism is alluring if people stay safe and within control, but controlling or reinforcing is a myth in many cases of online addiction or online escapism (Kemp, 2017).

- **Escapism is a syndrome or normal phenomena:**

Online escapism is also known as Internet Gaming Disorder (IGD) as the online players spend more time on e-sports rather than recreational games. They are motivated to make more score and compete to win. They love to enjoy virtual association and playing mates which invites the syndrome of escapism. It creates anxiety, stress, depression, burn-out and severe change in behavioural pattern and affects family, personal and professional set-up. Escapism has negative outcomes as it ruins the career and life of a person who is addicted to net and gaming disorder. It puts the e-sportsman in a traumatic condition or they may face physical and mental injury. But it has a positive aspect of skill development and motivation if the user of the internet is the self-controller. If online game or e-sports etc. are used for entertainment purpose which make the people refresh then it can be considered as a normal sign of escapism, but if the user is emerged in it by staying stable in virtual world without considering the real world then online escapism is a syndrome (Bányai, Griffiths, Demetrovics, & Király, 2019).

### Impacts of Digital Escapism

Human beings live in society and depend on each other. They value relations and love social interactions to fulfil the need of mental happiness and enjoy the pleasure of togetherness. Therefore, the internet is the only source of instant communication through video conferences, WhatsApp, twitter, Facebook, email etc. The Virtual Reality (VR) has a great impact on day-to-day life and it also helps to omit loneliness by providing different platforms of enjoyment and entertainment. But, spending more time and excessive dependence on the internet invites negative issues like: addiction of the internet, escapism, belief in virtual association and ignoring the real world. The VR provides a platform of excitement and relaxation of mind which takes away people from their own family, peers and relatives and makes them escapist (Siricharoen, 2019).

Playing online video games or other sports are the means of living virtually and escaping reality. These provide a more interactive, competitive and exciting platform than watching the movie or reading the book. The games consisting of different series motivate the players to spend heavy time on sports which takes them in the world of whim magic and fantasy. A perfect online game provides an innovative and skill development platform to its consumers rather than trapping them psychologically

and humiliate them emotionally which bring enormous changes in the behaviour of e-sportsman. Hence, the failure of "No Man's Sky", "The Freedom of EVE Online" and the "Wander of The Legend of Zelda" are the warnings to change in the trend of online games. The expansion of modern online game industries which has slightly changed the hyper-realism, more realistic and fall of magic will provide happiness and enjoyment to the e-sportsman rather than be called as escapist and as long as there are online games to play it is not over (Koecher, 2016).

- **Digital escapism during COVID 19**

The age of the internet brings online escapism, which is an unavoidable hobby of spending more and more time on the internet and called as internet addicted. People share little time with their family members and relatives, but they are more engaged with online games, e-gambling etc. Excess hobbies bring online escapism as they are more careful for virtual rooms rather than actual homes and do not prefer to solve math related problems or enhance knowledge, but put more effort into slaying a dragon. Hence, during COVID-19, people are locked at homes and spend heavy time on the internet. According to the report of American Psychiatric Association 160 million adults in US play online games and 0.3%-1.0% adults face issues like: Internet Gaming Disorder (IGD). This disaster of Coronavirus also gives a platform of healthy escapism through online entertainment and they spend their lives with social distancing and passing of time (Wilder, 2020).

- **Reverse engineering happened during a pandemic situation. People came out of escapism practices because of exhaustive time they spend on digital platforms.**

Information Communication Technology (ICT) plays a very vital role by leveraging its power and utilizing it in the Public or Government sector to make the city smart, in the private sector to achieve business goals and fulfils the want of a better life by balancing both personal and professional lives during COVID-19. The Internet maintains congruence in personal life, business operation and urban management. It develops architecture to gain general knowledge and improve performance in anywhere (Hattingh et al., 2020).

COVID-19 has brought social recession which hits basically certain groups like: differently abled persons, senior citizens and the people live alone. As the pandemic is continuing for a long period, the internet is the only source for these communities along with all others. The



slow level of escapism is good for both mental satisfaction and passing the time without boredom. The virtual room is simply an escape from the real home or even the practical world, but during the COVID period it acts as reverse engineering weapon which is useful for news updates, online shopping, entertainment, e-banking, e-sports, online teaching and many more and not just regarded as escapist. It is helpful for the entire universe if it is used for a novel purpose (Roose, 2020).

## Conclusion

Escapism will continue as it becomes part of the practice behaviour of human beings since a long time ago. It is not always a bad thing to have escapism, but for a long period diverting from the main goal in life is definitely negative. The term “digital escapism” has both positive and negative effects on the life of users and society. Everybody in this world wants happiness and satisfaction by fulfilling the desires or needs. People prefer pleasure to pain. They easily want to skip over unhappy and sad incidents and situations. Therefore, they engage themselves in different activities like: playing video games, watching movies, reading novels, online shopping, making chatroom friends, doing e-research and conference with family, relatives and friends etc. with online associations. All these aspects help to pass the time of the user along with giving pleasure to the user. The working from home, online teaching and banking aspects also make life easy even in the COVID period. But excess dependence on the digital world and going away from the real universe has a negative effect on the user. It is a fact that the user is gradually addicted to virtual associations and forgets about his/her goals, duties and responsibilities. Online multiple games, online gambling, online friend groups and many other internet peers are the vita sources of digital escapism. In the Covid period when there is social distancing and no outdoor activities the young mass are engaged in internet activities for more time than earlier. The youth away from the eyes of parents and living in separate rooms sometimes go wayward through online play rooms and chat rooms. The users, when addicted, would always love to live online and leave the reality. It creates “Internet Disorder syndrome” or “Digital Escapism ” which invites stress, depression, deviation from own goal, sleeplessness and anxiety. Hence, everything excess means over-utilization which brings issues and reduces satisfaction. So, self-control and self-help are two important methods not to be digital escapist. It is preferable to travel in digital world for a noble cause rather to be victimised. Digital escapism to a controllable limit brings pleasure, but addiction of internet or digital escapism ruins the life.

## Competing Interest Statement

All authors have read and approved the manuscript and take full responsibility for its contents. No potential conflict of interest was reported by the authors.

## Acknowledgements

The authors would like to thank the reviewers and editors of this manuscript. Authors acknowledge the financial support from ICSSR – IMPRESS project fund of Govt. of India.

## References

- Aljuboori, A. F., Fashakh, A. M., & Bayat, O. (2020). The impacts of social media on University students in Iraq. *Egyptian Informatics Journal*.
- Andreassen, C. S., Torsheim, T., Brunborg, G. S., & Pallesen, S. (2012). Development of a Facebook addiction scale. *Psychological reports, 110*(2), 501–517.
- Bányai, F., Griffiths, M. D., Demetrovics, Z., & Király, O. (2019). The mediating effect of motivations between psychiatric distress and gaming disorder among e-sport gamers and recreational gamers. *Comprehensive psychiatry, 94*, 152117.
- Calleja, G. (2010). Digital games and escapism. *Games and Culture, 5*(4), 335–353.
- Evans, A. (2001). *This virtual life: escapism and simulation in our media world*. Fusion Press.
- Greater understanding of Alzheimer’s disease – Science Daily. Retrieved from <https://www.sciencedaily.com/releases/2019/10/191023093439.htm> on July 25, 2020.
- Handle, S., (2013). Healthy Escapism: The Emotional Intelligence Behind Fantasy. Retrieved from <https://www.theemotionmachine.com/healthy-escapism-the-emotional-intelligence-behind-fantasy-and-distraction/> on July 21, 2020.
- Hattingh, M., Matthee, M., Smuts, H., Pappas, I., Dwivedi, Y. K., & Mäntymäki, M. (2020). Responsible Design, Implementation and Use of Information and Communication Technology.
- Hoeg, N., (2020). What is Internet Addiction - Get Help Today - Addiction Center. Retrieved from <https://www.addictioncenter.com/drugs/internet-addiction/> on July 22, 2020.
- Jena, H., (2020) Social Media Addiction - Addiction Center. Retrieved from <https://www.addictioncenter.com/drugs/social-media-addiction/> on July 22, 2020.
- Kardefelt-Winther, D. (2014). The moderating role of psychosocial well-being on the relationship between escapism and excessive online gaming. *Computers in Human Behavior, 38*, 68–74.

- Kemp, N. (2017). The new escapism: why brands must be bolder in entertaining consumers. Retrieved from <https://www.campaignlive.com/article/new-escapism-why-brands-bolder-entertaining-consumers/1432328> on July 21, 2020
- King, D. L., & Delfabbro, P. H. (2016). The cognitive psychopathology of Internet gaming disorder in adolescence. *Journal of abnormal child psychology*, 44(8), 1635–1645.
- Kloppers, M., (n.d), Forms of Escapism - Dealing with Stress and Anxiety Management ?EUR" Coping Mechanisms from MentalHelp.net. Retrieved from <https://www.mentalhelp.net/blogs/forms-of-escapism/> on July 21, 2020.
- Koehler, N. (2016). Escaping Escapism: The Impact of Digital World Scale on Realism in Games. Retrieved from [https://www.gamasutra.com/blogs/NoahKoehler/20161130/286539/Escaping\\_Escapism\\_The\\_Impact\\_of\\_Digital\\_World\\_Scale\\_on\\_Realism\\_in\\_Games.php](https://www.gamasutra.com/blogs/NoahKoehler/20161130/286539/Escaping_Escapism_The_Impact_of_Digital_World_Scale_on_Realism_in_Games.php) on July 21, 2020
- Kumar, M., & Mondal, A. (2018). A study on Internet addiction and its relation to psychopathology and self-esteem among college students. *Industrial psychiatry journal*, 27(1), 61.
- Lindon, L., (n.d), Infographic: 10 Years of Second Life. Retrieved from <https://www.lindenlab.com/releases/infographic-10-years-of-second-life> on July 21, 2020.
- Park, B. Y., Wilson, G., Berger, J., Christman, M., Reina, B., Bishop, F., ... & Doan, A. P. (2016). Is Internet pornography causing sexual dysfunctions? A review with clinical reports. *Behavioral Sciences*, 6(3), 17.
- Ponsignon, F., & Derbaix, M. (2020). The impact of interactive technologies on the social experience: An empirical study in a cultural tourism context. *Tourism Management Perspectives*, 35, 100723.
- Roose, K (2020). The Coronavirus Crisis Is Showing Us How to Live Online. Retrieved from <https://www.nytimes.com/2020/03/17/technology/coronavirus-how-to-live-online.html> on July 23, 2020
- Schultz, C. (2014), Give Someone a Virtual Avatar & They Adopt Stereotype Behaviour. Retrieved from <https://www.smithsonianmag.com/smart-news/give-someone-virtual-avatar-and-they-adopt-stereotype-behavior-180952441/> on July 23, 2020
- Siricharoen, W. V. (2019). The Effect of Virtual Reality as a form of Escapism. In *CONF-IRM* (p. 36).
- Stenseng, F., Rise, J., & Kraft, P. (2012). Activity engagement as escape from self: The role of self-suppression and self-expansion. *Leisure Sciences*, 34(1), 19–38.
- Stockdale, L., & Coyne, S. M. (2018). Video game addiction in emerging adulthood: Cross-sectional evidence of pathology in video game addicts as compared to matched healthy controls. *Journal of affective disorders*, 225, 26–272.
- Sun, Y., Zhao, Y., Jia, S. Q., & Zheng, D. Y. (2015). Understanding the Antecedents of Mobile Game Addiction: The Roles of Perceived Visibility, Perceived Enjoyment and Flow. In *PACIS* (p. 141).
- Thomas, S., (2016) A Virtual Life - The Chicago School of Professional Psychology. Retrieved from <https://www.thechicagoschool.edu/insight/from-the-magazine/a-virtual-life/> July 22, 2020.
- Understanding Drug Use and Addiction. Retrieved from <https://www.drugabuse.gov/publications/drugfacts/understanding-drug-use-addiction> July 22, 2020
- Wade, A. G. (2010). Use of the internet to assist in the treatment of depression and anxiety: A systematic review. *Primary Care Companion to the Journal of Clinical Psychiatry*, 12(4).
- Wang, H. Z., Sheng, J. R., & Wang, J. L. (2019). The association between mobile game addiction and depression, social anxiety, and loneliness. *Frontiers in public health*, 7, 247.
- Warmelink, H., Hartevelde, C., & Mayer, I. (2009). Press Enter or Escape to Play-Deconstructing Escapism in Multiplayer Gaming. In *DiGRA Conference*.
- Warren, J., (2020), Escapism: Please Don't Make Me Think About It – The Current. Retrieved from <https://thecurrentmsu.com/2020/06/19/escapism-please-dont-make-me-think-about-it/> on July 25, 2020
- Wilder, J., (2020). A Little Escapism May Go a Long Way in a COVID-19 World: The virtual world may offer an escape from the current crisis. Retrieved from <https://www.psychologytoday.com/us/blog/disability-in-motion/202003/little-escapism-may-go-long-way-in-covid-19-world> on July 25, 2020.

## Biographical Statements of Author(s)

**Dr. Rabi Narayan Subudhi** is presently a Senior Professor in the area of Quantitative Methods – Decision Sciences, in School of Management, KIIT India, with over 33 years of teaching experience at University level.



He is an active member of many reputed international academic society, like, American Society of Engineering Management (ASEM), International Sociology Association (ISA-RC), 'Research Methodology' Sec., IFORS, ORSI, ICA and International Convention of Asian Scholars (ICAS).

He has published 9 books and authored over 70 research papers. He is presently the editor, KIIT Management

Research Journal, *Parikalpana*. He has also published many articles in regional language and takes interest in Children's literature.

**Dr. Rabi Narayan Subudhi**

Senior Professor  
KIIT School of Management  
KIIT University  
Bhubaneswar, India

**E-mail:** [rabisubudhi@gmail.com](mailto:rabisubudhi@gmail.com)

**Tel:** + 91 70088 73496.

**Srikanta Charana Das** is currently working as Associate Professor in IT Management Area, and as CTO of KIIT University, Bhubaneswar. He has more than 26 years of academic and corporate experience. He has handled several research projects in the area of software development and ITES.



His Current Research and Consulting includes Corporate Social Responsibility in IT industries, IT Infrastructure Management and Call Centre Management. He has published more than 35 papers in various reputed peer reviewed journals.

**Dr. Srikanta Charana Das**

Associate Professor  
KIIT School of Management  
KIIT University, Bhubaneswar  
India

**E-mail:** [srikant@kiit.ac.in](mailto:srikant@kiit.ac.in)

**Sonalimayee Sahu**, was born in Odisha in 1996. She received a bachelor's degree in Sociology from BJB Autonomous College and a master's degree in Sociology from the Utkal University in 2017 and 2019, respectively.



She joined KIIT University in 2019 and is currently working as a Research Associate on ICSSR-IMPRESS project by Government of India. She is interested in Migration Pattern, gerontology.

**Ms. Sonalimayee Sahu**

Research Associate  
KIIT School of Management  
KIIT University  
Bhubaneswar  
India

**E-mail:** [Sahu.Sonalee@gmail.com](mailto:Sahu.Sonalee@gmail.com)