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Influence Of Digital Media On Employees Understanding Of Workplace Wellbeing.

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1. ABSTRACT

The swift expansion of digital media has significantly transformed the contemporary workplace. Its impact extends beyond communication, affecting how employees perceive and feel about their jobs. From perspectives in human resources and sociology digital platforms such as social networking sites professional discussion forums, and online content ecosystems increasingly shape employees view and evaluations of their workplace experiences stop this shift has left a concerning issue that is employees are increasingly forming their ideas about workplace wellbeing from external narratives rather than from the companies practices often based on stories that may be idolised fragmented or misaligned the actual situation within the company. next line in this regard the present study aims to create a conceptual framework that clarifies how exposure to digital media fix employees view on workplace wellbeing.

This framework includes 4 key variables – digital media, employee perception, workplace well-being and organizational culture- to Explore their relationships. It emphasis the digital media serves as a primary means through which individuals interpret information, while employee perception refers to the cognitive processes used to comprehend these influences. Additionally organizational culture is regarded as a moderating factor that can either enhance or diminish the impact of external media

The study contributes to our existing knowledge by proposing a theoretical model that integrates concepts from human resource management, sociology and media studies this model provides a more detailed understanding of well-being in the workplace in the context of digital era.

2. KEYWORDS

Digital media, Workplace wellbeing, Employee perception, Organizational culture, Human resource management, Workplace dynamics.

3. INTRODUCTION

The contemporary workplace is undergoing significant changes due to the rapid advancements in digital technologies and the integration of digital media into daily business activities. Digital platforms, including social networking services, enterprise communication applications and online forums for knowledge sharing, have transformed the methods by which employees communicate, access information and interpret their work environment. This digital evolution pollution is not only about enhancing efficiency an improving communication but also influences employees thought processes and perceptions as they

increasingly rely on mediated content to comprehend their workplace dynamics. Next line from a sociological perspective media significantly influences social reality by shaping individuals' perception of norms, values and expectations. Theories such as social learning and uses and gratifications indicate that people actively interact with media to derive meaning. Additionally social comparison processes impact self-assessment and future expectations. In a professional setting, digital media presence employees with curated portrayals of work culture career achievement and Wellness practices which may not necessarily reflect their actual organizational environment. Consequently, employee's perception of what constitutes a healthy or ideal workplace are increasingly influenced by external narratives rather than their own experiences at work.

Simultaneously the concept of employee wellbeing has gained significance in human resource management shifting from a secondary concern to a primary focus. Contemporary HR strategies, encompassing psychological, emotional, and social dimensions which are vital for enhancing employee engagement productivity and overall organizational success. Nevertheless, the emergence of digital media adds complexity to how employees perceive experience and evaluate their well-being. The main issue the study tackles is that employees increasingly shape their understanding of workplace well-being through digital media instead of relying on internal factors like culture, policies and management practice. Although there is a lot of research on digital media, workplace well-being and organizational culture separately there is still no unified framework that connects this area with a single theoretical approach that includes media studies psychology and human resource management

To fill this gap this study aims to create a conceptual Model that clarifies how digital media exposure affect employees understanding of workplace well-being, while also looking at the moderating role of organisational culture by combining ideas from different fields this study tries to provide a complete view of how well being is shaped in digital age.

4. THEORETICAL BACKGROUND

4.1 DIGITAL MEDIA THEORIES

•Social learning theory – Bandura, 1977

Social learning theory suggests that people learn behaviours, attitudes and norms by observing and imitating others. In digital settings employees notice workplace stories shared on platforms like LinkedIn and take them in as standards for revolving. For example, seem content that promotes a flexible work life balance may influence their expectations, even if those practices don't exist in their own companies.

•Uses and gratification theory – Katz, 1974

This theory states that people engage with media to meet their cognitive and social needs like seeking information come again validation and forming identity. Employees might consume digital content to grasp Workplace norms and benefits. For instance, visiting professional forums to learn about mental health programmes shows intentional media used to build ideas about workplace wellbeing.

•Media richness theory – Daft and Lengel, 1986

Media richness theory argues that how effective communication is dependent on how rich the medium is. Rich media, like videos or interactive platforms, deliver complex meanings more clearly than text. For example, video showing employee Wellness programs may create a stronger sense of organizational support than return policy document.

4.2 PSYCHOLOGICAL THEORIES

•Social comparison theory – Festinger 1954

Social comparison theory suggests that people assess their own situation by comparing themselves to others. Digital media enhances this process by exposing employees to selected workplace experiences. For instance, seeing peers' achievements and benefits online may prompt employees to reconsider their own wellbeing, affecting their satisfaction and expectations.

•Cognitive dissonance theory – Festinger 1957

Cognitive dissonance occurs when people feel discomfort due to inconsistencies between their beliefs and reality. Employees may affect this dissonance when their actual work environment differs from idealized images on digital platforms. For example, viewing stories of balanced workplaces may clash with experiences of a heavy workload, leading to psychological strain.

4.3 WORKPLACE WELLBEING THEORIES

•PERMA Model – Seligman, 2011

The PERMA Model outlines delving through 5 aspects – positive emotion, engagement, relationships, meaning, and accomplishment. Digital media can shape how employees view these aspects. For example, social media content that emphasizes meaningful work and recognition may influence their expectations regarding fulfillment and career success.

•Job Demands-Resources (JD-R) Model – Demerouti, 2001 & Bakker, 2007

The JD-R Model describes well-being as a balance between job demands and job resources. Digital media can act as both. For instance, collaboration tools can boost productivity that is a resource, while constant connectivity may raise workload and pressure, thus impacting employee wellbeing.

•Technostress Theory – Brod, 1984

Technostress theory deals with the stress that comes from excessive or complicated use of technology. Continuous use of digital platforms can lead to information overload and expectations for constant availability. For example, employees juggling multiple communication channels may feel stressed, which negatively impacts their view of workplace well-being.

4.4 ORGANIZATIONAL THEORIES

•Organizational culture theory – Schein, 1985

Organizational culture theory highlights that shared values, norms, and practices shape how employees perceive and behave. Culture serves as a lens for interpreting external media. For example, in supportive cultures, digital stories may reinforce positive views, while in rigid cultures, they may lead to dissatisfaction.

•Social Exchange Theory - Homans, 1958 & Blau, 1964

Social exchange theory states that employee attitudes are shaped by the perceived give and take between individuals and their organization. When employees feel supported by their organization, they respond positively. For instance, companies that offer well-being initiatives may reduce the need for employees to seek validation from external media.

•Work Home Boundary Theory – Ashforth, 2000

This theory explains how people manage the boundaries between work and personal life. Digital media can explain how exposure to and engagement with work, psychological theories, cognitive interpretation, delving theories, outcomes, and organizational theories highlight the context. This integration supports the proposed conceptual model where digital media shapes employee perception.

through psychological processes for mobile organizational culture influences its effect on workplace well-being.

4.5 INTEGRATION OF THEORIES

Together this theory is lay a strong foundation for understanding how digital media affects employee's perception of workplace well-being. Digital media theories explain how exposure and engagement work, psychological theories describe cognitive interpretation, well-being theories outline outcomes and organizational theories highlight the context. This integration supports the proposed conceptual model where digital media shapes employee perception through psychological processes organizational culture influences it effect on workplace wellbeing.

5. LITERATURE REVIEW

5.1 DIGITAL MEDIA AND EMPLOYEE BEHAVIOUR

- **Klingeloefer and Meier – 2023**, Point out that social media has become a central part of workplace communication. It affects how employees connect in both professional and personal settings as reliance on digital platforms grows traditional communication patterns change. This allows for real time unrestricted interactions but also introduces challenges like overlapping roles and constant connectivity.
- **Sarwar -2024**, Further argue the digital media has changed HRM practices by making instant communication, collaboration and employee engagement possible. Messaging tools and social networking sites allow for quicker decisions and better connections between employees and management these findings align with Media Richness Theory (Daft & Lengal – 1986), Suggesting that richer digital media improve communication effectiveness.
- **Sakka & Ahammad – 2020**, Suggest that using social media in organizations not only improves communication but also empowers employees to become brand ambassadors. This impacts organisations image and relationships with stakeholders. This idea reflects social learning theory (Bandura, 1977), where employees adopt behaviours and attitudes seen in digital environments.

5.2 DIGITAL MEDIA AND WORKPLACE WELLBEING

- **Klingeloefer and Meier – 2023**, Identify that digital media has a mixed effect on workplace wellbeing. It can lead to a positive outcome like increase job satisfaction and negative ones like technostress and blurred work home boundaries these findings fit with Job Demands-Resources (JD-R) Model (Demerouti, 2001), where digital tools serve as both resources and demands.
- **Ahluwalia – 2024**, Discuss how advanced technologies especially artificial intelligence influence digital delving. While incorporating technology can boost productivity and efficiency it also raises issues like job insecurity enhanced monitoring and stress affecting employee's mental wellbeing.
- **Sanjeev Kumar – 2025**, Highlights the negative effects of digital workplace environments, particularly cyber bullying and digital harassment, which can significantly undermine employee engagement and wellbeing. These findings align with techno stress theory (Brod, 1984), emphasising the strain from excessive digital exposure.
- Conversely, **Sakka & Ahammad – 2020**, Indicate that social media can promote employee support, collaboration and engagement comma positively impacting wellbeing. This aligns with the PERMA Model (Seligman, 2011), where strong relationships and engagement contribute to overall well-being.

5.3 ORGANIZATIONAL CULTURE AND WELLBEING

- **Beauregard – 2011**, Shows that an organisations work – home cultural significantly affects employee will win through various direct and indirect ways. This includes reducing work- home conflict and improving managerial support. This supports organizational cultural theory (Schein, 1985), Which states that shared values and norms shape employee experiences.
- **Monteiro and Joseph – 2023**, Establish that supportive organizational cultures enhance mental health job satisfaction and employee engagement. In contrast, toxic cultures marked by excessive demands and a lack of support harm wellbeing.
- **Klajko – 2019**, Provide evidence that organizational culture has a significant impact on stress levels turnover intention and employee identification. This underscores the need for a positive work environment to enhance wellbeing.
- **Newbold – 2022**, Also highlights how organizational culture shapes employee experiences, especially in creative industries. Factors such as collaboration autonomy and inclusivity affect mental wellbeing and engagement. This finding supports social exchange theory (Homans – 1958 & Blau – 1964), suggesting that supportive organisational practice led to favourable employee responses.

5.4 MEDIA INFLUENCE ON PERCEPTION FORMATION

- **Klingelhofer and Meier (2023)**, Note the digital media exposes employees to different representations of workplace experiences, which can shape their views on wellbeing beyond their immediate organization.
- **Sakka & Ahammad (2020)** Suggest that social media interactions influence how employees see their roles and organizational identity. This reinforces how digital platforms shape attitudes and expectations.
- **Zheng (2015)** Describe employee wellbeing as a multifaceted idea, indicating that perceptions of wellbeing are influenced by psychological and contextual factors.
- These ideas are strongly backed by Social comparison theory (**Festinger, 1954**), which states that employees assess their workplace condition against those observed of online, often resulting in unrealistic expectations. Cognitive dissonance theory (**Festinger, 1957**), explains the discomfort that occurs when employees actually experience conflict with idealised portrayals of workplace wellbeing they observe digitally.

6. RESEARCH DESIGN AND FRAMEWORK

This section outlines the basic structure of the study by integrating the identified research gap, research objectives and methodological approach. It provides an overview of how the study is designed to address the research problem and develop a theoretical framework that connects digital media, employee perception, workplace wellbeing and organizational culture

6.1 RESEARCH GAP

Despite the growing literature on digital media, employee behaviour, workplace wellbeing and organisational culture many studies mostly examine this idea separately or through limited, discipline-specified views. Research in media studies has looked into how digital platforms affect communication and information exchange. Meanwhile, organizational behaviour and HR literature have mainly focused on employee wellbeing and cultural factors at work. From a sociological standpoint, video is acknowledged as a strong force that shapes social reality, common norms and collective understanding. However, its role in shaping perception related to the workplace is not sufficiently integrated into organizational research.

Although previous studies have noted the impact of digital media on stress, engagement and work life balance they often overlook how employees interpret and internalise these influences. Similarly, while

organizational culture is widely recognised as a factor affecting employee wellbeing Kumar there has been little focus on how it interacts with narrative shaped by external media. The lack of unified framework connecting digital media exposure sociological aspects of perception formation and organizational context represents a significant gap.

As employees increasingly interact with digitally constructed representation of work and wellbeing, understanding this connection is crucial therefore there is a need for a combined conceptual framework that brings together ideas from sociology media studies psychology and human resource management. This approach will help build a clearer understanding of how workplace will win is shape and perceived in the digital age laying a foundation for both theoretical advances and future empirical research.

6.2 RESEARCH OBJECTIVES

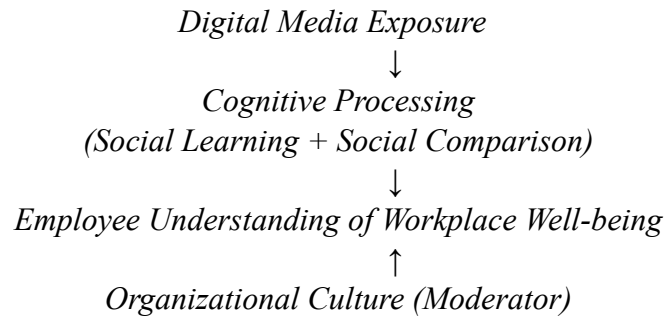
- The main goal of this study is to create a detailed conceptual understanding of how digital media affects employee's views on workplace wellbeing within an organizational setting. In line with inter disciplinary perspective from sociology common media studies psychology and human resource management the study aims to achieve the following specific goals:-
- To examine how digital media serves as a source of information and social influence in shaping employee perception of workplace wellbeing.
- To analyse the cognitive and psychological processes that employees used to interpret digital workplace narratives.
- To explore the link between digital media exposure and employee's understanding of workplace well-being.
- To assess how organizational culture moderates the influence of digital media on employee perception.
- To develop a Combined conceptual framework that connects digital media, employee perception common workplace wellbeing and organizational culture.

6.3 RESEARCH METHODOLOGY

- This study uses a conceptual research design focusing on developing theories through a thorough review and synthesis of existing literature the approach is qualitative and interpretive, aiming to integrate insights from multiple academic fields, including sociology, media studies, psychology and human resource management.
- The study relies on secondary data sources, mainly consisting of peer reviewed journal articles, theoretical peoples and scholarly publications related to digital media, workplace well-being and organizational culture. A systematic and thematic review of literature has been conducted to identify key concepts common relationships and theoretical foundations relevant to the research issue full
- Then methodology includes conceptual analysis and theoretical integration synthesising establish theories like social learning theory social comparison theory, uses and gratifications theory and organizational culture theory to explain the relationships between variables. Rather than empirical testing, the study emphasises logical reasoning and theoretical consistency to propose a structured conceptual framework.
- This approach facilitates the development of a holistic and interdisciplinary model, providing a foundation for future empirical research to validate and extend the proposed relationships.

7. CONCEPTUAL FRAMEWORK

Proposed Model:



EXPLANATION OF THE FRAMEWORK (INTERDISCIPLINARY PERSPECTIVE)

The proposed framework conceptualises workplace well-being as a socially constructed and cognitively interpreted outcome shaped by both external digital influences and internal organizational dynamics. From a psychological perspective, digital media acts as a continuous stimulus influencing employees' cognition and evaluation processes. Through social learning employees observe and internalise behaviours, norms and expectations presented online. Simultaneously, social comparison processes lead individuals to benchmark their own work experiences against curated representations of other workplaces. This often results in aspirational thinking or dissatisfaction when perceived gaps emerge. Cognitive dissonance may further arise when there is a mismatch between digital portrayals of ideal work environments and employees' life realities. Next line from a human resource management perspective, the framework highlights a critical shift wherein HR is no longer the sole architect of employee perception. External digital narratives increasingly influence how employees evaluate organizational policies, benefits and wellbeing initiatives. This creates a challenge for HR practitioners to actively manage internal communication, employer branding and employee experience to ensure alignment between perceived and actual well-being. Next line in terms of organizational behaviour the framework underscores the role of individual perception in shaping attitudes such as job satisfaction, engagement and commitment. The job demands-resources logic can be observed here where digital media may function as both a resource – knowledge sharing support and a demand – information overload, constant connectivity. Employees' behavioural responses are therefore influenced not only by actual job conditions but also how these conditions are interpreted through digital exposure. Next line from a sociological perspective, digital media serves as a powerful agent in constructing social reality. Workplace norms, values and expectations are increasingly shaped through collective digital narratives such as ideal work culture, work-life balance and employee wellness. These narratives contribute to the formation of shared meanings and societal benchmarks against which individuals evaluate their own organizational experiences.

Organizational culture plays a moderating role by acting as a contextual filter. A supportive and transparent culture can reinforce positive interpretations of digital content, whereas a misaligned or rigid culture may intensify negative comparisons and dissatisfaction. This aligns with the idea that culture shapes how external information is interpreted and internalised.

A relevant contemporary illustration can be observed in the widespread influence of professional networking platforms such as LinkedIn where employees are frequently exposed to narratives of high performing, flexible and employee-centric workplaces. While search content can motivate and inform it can also create unrealistic expectations, especially when organizational realities differ. Similarly, the shift towards remote and hybrid work has amplified digital exposure, making employees more reliant on online narratives to define workplace wellbeing.

Overall, the framework demonstrates that employee understanding of workplace wellbeing is not solely determined by internal organisational practices but is also co-shaped by digital media psychological processing and socio-cultural influences with organisational culture playing a crucial role in moderating this relationship.

Model name:

Digital media- workplace will be perception model (DM-WWPM).

8. DISCUSSION

The proposed conceptual framework highlights a complex and dynamic relationship between digital media exposure, cognitive processing and employees understanding of workplace wellbeing. Analysis suggests that digital media does not merely act as an informational tool but functions as a norm setting mechanism, shaping how employees interpret and evaluate their work environments. Through psychological processes such as social learning and social comparison employees actively construct their understanding of wellbeing by integrating both internal experiences and externally mediated narratives.

A critical aspect of this relationship is growing influence of media driven narratives, particularly those emerging from platform such as LinkedIn. These platforms often promote idealised representations of work culture, including themes of high productivity rapid career growth and continuous self-optimization – commonly referred to as “Hustle culture”. While search narratives may serve as resources of motivation and inspiration, they can also distort employee’s perception by presenting selective and curated realities. This alliance with sociological perspectives starts media contributes to the construction of shared norms, which may not always reflect organizational realities.

The interplay between perceived and actual workplace well-being emerges as a central concern employees expose to externally constructed standards may develop expectations that exceed or diverge from their organisational contexts, leading to this dissatisfaction, disengagement or cognitive dissonance. From organizational behaviour standpoint, this discrepancy can influence key outcomes such as job satisfaction, organizational commitment and turnover intentions. It also raises question about reliability of self-reported wellbeing, as perceptions are increasingly shaved by comparative and external benchmarks rather than intrinsic organisational experiences.

Furthermore, the influence of digital workplace trains – such as remote work, hybrid models, and increased reliance on digital communication – has intensified the role of media in shaping employee perceptions. The blurring of work home boundaries and constant availability enabled by digital platforms contribute to both opportunities (flexibility connectivity) and challenges (technostress, burnout). These trends reinforce the dual nature of digital media as both a source and a demand, consistent with the Job Demands-Resources framework.

From an HR & managerial perspective the findings underscore the necessity of actively managing employee perception alongside actual workplace practices. Organization can no longer assume that internal policies Alone define employee wellbeing hi friend instead they must acknowledge the external informational environment in which employees operate. This calls for a more strategic alignment between organizational culture communication practices and digital narratives to ensure that employee perceptions are grounded in authentic and sustainable workplace realities.

9. MANAGERIAL IMPLICATIONS

The findings of this conceptual study offer important insights for human resource management and organizational leadership, especially in dealing with the evolving link between digital media and Employee wellbeing. As employee perceptions are increasingly influenced by external digital stories HR functions need to take a more proactive and strategic role in managing both internal realities and outside influences.

IMPLICATIONS FOR HUMAN RESOURCE MANAGEMENT

First, HR professionals should actively shape employee perceptions through well-structured internal communication. This means clearly detailing organizational policies, well-being programs and cultural values through reliable internal channels. Open communication can listen reliance on external media as some main source of understanding workplace wellbeing.

Second, organizations must use digital platforms wisely. Internal communication tools enterprise social network and employer branding channels can be used to share honest and balance accounts or workplace practices. Instead of just presenting idealised images, HR should focus on communicating realistic experiences to build trust and ensure perceptions match reality.

Third, HR must address misinformation and unrealistic expectations that come from external media. With curated content prevalent on platforms like LinkedIn ko man employees might create distorted views of workplace well-being. HR interventions like awareness sessions digital literacy programmes and open discussion can help employees critically access such content.

Finally, HR should promote realistic, sustainable narratives around wellbeing. This includes highlighting holistic practices that recognise both opportunities and challenges in workplace, rather than portraying overly idealistic environments. This approach alliance with long term employee engagement and mental wellbeing.

IMPLICATIONS FOR ORGANIZATIONS

At the organizational level, align organizational culture with digital messaging is critical. A gap between communicated values and actual practices can lead to cognitive dissonance among employees. Therefore, organizations must ensure their internal culture genuinely reflects the message they present to the outside world.

Organization should also consider creating Digital bell being policies that address issues like constant connectivity, information overload and managing work life boundaries. These policies can elevate technostress and help create a more balanced digital work environment.

Overall, the implication emphasis the need for organizations to go beyond traditional HR practice and adopt a more integrated approach that acknowledges digital media as a key factor affecting employee perception and workplace wellbeing.

10. THEORETICAL IMPLICATIONS

This study provides several important theoretical insights by bringing together ideas from media studies, sociology psychology and human resource management in to a single framework. First it broadens the focus of media studies into HR by seeing digital media not just as a communication tool but as a social environmental force that affects how employees view workplace well-being. This underlines the role of media in shaping meanings related to work.

Second, the study enhances organizational behaviour – OB – theories by placing them in a context rich with digital media. Traditional OB frameworks like social learning social comparison and the job demands-resources model, or reinterpreted to consider external digital effects rather than only internal organizational factors this leads to a more up to date understanding of employee attitudes and behaviours in workplace influenced by digital communication.

Furthermore, the study adds to sociological discussions by highlighting the social formation of workplace wellbeing, were shared digital story shape common views and expectations. This combination of disciplines fills an Important gap between individual thoughts and wider social impacts.

Most importantly the study introduces a new an integrated model-the digital media- workplace well-being perception model – (DM-WWPM), which clearly connects digital media exposure thought processes

employee perception and the moderating influence of organisational culture. The model provides a strong theoretical basis for further research and adds to the growing literature on digital workplaces and employee well-being.

11. LIMITATIONS

While the study provides a solid conceptual framework it, it has certain limitations that need to be recognised. First, the study is purely theoretical and lacks empirical support. The suggested connections and model have not been tested with either primary or secondary data, which limits the ability to generalise findings across various organizational settings.

Second, the framework relies on theoretical assumptions and logical connections from existing literature. Although it draws from established theories in media studies, sociology psychology and organizational behaviour, the interpretations remain inferred and may not fully reflect the complexity of real workplace dynamics.

Third, the study may involve context specific interpretations, particularly regarding how digital media is used, the culture of the organization and employee experiences. These factors can differ greatly across industries locations and organizational structures which may affect how well the model applies

Thus, while the study provides a valuable theoretical insight, future research using empirical methods is essential to confirm and improve the proposed framework.

12. FUTURE RESEARCH DIRECTIONS

This conceptual study opens several parts for future research to further support and expand the proposed framework. First, there is a need for empirical testing of the conceptual model using quantitative methods. Future studies can use structured service and statistical tools like SPSS to explore the connections between digital media exposure employee perception, workplace wellbeing and organizational culture, others improving the model's relevance and scope.

Second, comparisons across industries can provide deeper insights into how digital media's influence varies among sectors such as IT manufacturing healthcare and services. Search comparisons would highlight industry – specific dynamics and variations in employee perception and wellbeing.

Third, as technology rapidly advances, future research can investigate the role of artificial intelligence and modern digital media tools in shaping employee experiences. AI-driven tools, curated content exposure and personalised media settings may further affect how employees understand workplace well-being.

Additionally longitudinal studies are recommended to monitor how employee perceptions change over time in relation to ongoing digital media exposure and organisational adjustment. This would provide a clear picture of long-lasting effects of digital environments on workplace wellbeing.

Overall, this research directions can enhance our understanding of the relationship between digital media and employee wellbeing in today's organization.

13. SUGGESTIONS

Based on the conceptual analysis, several practical suggestions can be made for organizations and human resource professionals to effectively manage the changing impact of digital media on workplace wellbeing.

First organization should work on creating clear and reliable internal communication systems. Open communication about policies, wellbeing programs and organizational values can Reduce employee's reliance on external media narratives and help match their perceptions with reality.

Second, it's crucial to promote digital literacy among employees. Training programmes can teach employees to critically access content on digital platforms and to distinguish between realistic and idealised portrayals of workplace culture. This can help reduce the negative effects of social comparisons and unrealistic expectations.

Third, organization should actively design and implement strategies for digital wellbeing. This includes setting limits on digital communication, encouraging work life balances and addressing problems like information overload and constant connectivity.

Fourth, HR professionals should focus on genuine employer branding. Instead of presenting overly idealised images organization should share realistic and balanced reviews of workplace practices. This can build trust and reduce confusion more employees.

Fifth, organization must ensure that their culture alliance with their external messaging. Any difference between what is communicated online and what is experience internally can adversely affect employee perception and engagement.

Finally, it's important to keep track of employee perception and feedback through service and engagement tools this will allow organization to sport gaps between perceived and actual wellbeing to take proactive steps to address them.

Overall, these suggestions aim to help organization create a more balanced, clear and sustainable approach to manage workplace wellbeing in the digital age.

14. CONCLUSION

This study aims to explore the changing dynamics of workplace will be in light off growing digital media influence. By combining insights from sociology, media studies, psychology and human resource management the study shows that employees understanding of workplace well-being goes beyond internal organization organizational structures. Instead, it is shaped by constant interaction with digital narratives, which affect how employees perceive access and experience their work environments this

The proposed conceptual framework illustrates that digital media serves as a strong external influence while cognitive process like social learning and social comparison shape how this information is understood. Organizational culture plays a key role in filtering and contextualization these affects. This interaction indicates that workplace well-being is not a fixed outcome of an organization but a dynamic concept shaped by both internal practices and outside social- digital environment.

The study also highlights the widening gap between perceived and actual workplace well-being command driven by curated and often idealise representations of work culture on digital platforms. This gap has significant implications for employee satisfaction, engagement and organizational commitment, as perceptions increasingly rely on constructed social benchmarks.

From a broader perspective, the findings highlight the need for organizations and HR professionals to move beyond traditional methods for supporting employee bill being. Managing wellbeing now requires not just supportive policies but also active management of employee perceptions in digitally connected world.

Concluding. in the digital age workplace will being is no longer only formed with an organization it is increasingly co-created through digital media narratives for making it essential for HR to actively manage this changing influence.

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