

Time Management in the Digital Age: "The Paradox of Digital Entertainment and Time Scarcity"

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Meriem SATTA 1 *

Mohamed Lamine Debaghine University Sétif 2, (Algeria)

Email : sattameriem90@gmail.com

Boujemaa KOUSSA 2

Mohamed Lamine Debaghine Sétif 2 University

Email : omhan1@hotmail.com



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Abstract :

Time management is considered a crucial entry point for organizing and managing time amidst technological evolution. With the increasing acceleration of social changes, a disruption in time organization has occurred, making it difficult to balance professional and social life, as well as leisure, especially in the digital age. The abundance of digital entertainment alternatives has also impacted the quality of time management.

This article aims to discuss the reasons for the failure of time management in controlling time in the digital era, based on a theoretical approach that analyzes concepts and theories related to the subject. Results show that the expansion of digital entertainment and the overlap between work time and social life time have placed individuals in a cycle of time management rather than efficient investment. Therefore, controlling this pattern of entertainment and defining its time is necessary to maintain social balance.

Keywords: Time Management, the Digitalization, Entertainment, Time Management Theories.

الملخص :

تعد إدارة الوقت مدخلا مهما لتنظيم الوقت وتسييره في ظل التطور التكنولوجي ومع زيادة تسارع التغيرات الاجتماعية أدى هذا إلى وجود خلل في تنظيم الوقت، وجعل من الصعب الموازنة بين الحياة العملية والحياة الاجتماعية والترفيه خاصة في عصر الرقمنة، كما أن كثرة بدائل الترفيه الرقمي أثرت على جودة إدارة الوقت، ويهدف هذا المقال إلى مناقشة أسباب عجز إدارة الوقت على التحكم في الزمن في عصر الرقمنة بالاعتماد على مقارنة نظريته تقوم على تحليل المفاهيم والنظريات المرتبطة بالموضوع، وأظهرت النتائج أن توسع مجال الترفيه الرقمي والتداخل بين زمن العمل الحياة الاجتماعية هو ما أدخل الفرد في دوامة تسيير الوقت بدل استثماره بكفاءة، لذا وجب التحكم في نمط هذا الترفيه وتحديد وقته للحفاظ على التوازن الاجتماعي.

الكلمات المفتاحية: إدارة الوقت، الرقمنة، الترفيه الرقمي، نظريات إدارة الوقت.

I. *Introduction*

Time constitutes one of the most important social resources that determine the rhythm of daily life for individuals and groups. It captures the essence of a society's dominant social and economic structure. Throughout history, the idea of time has experienced significant changes. From natural time, which is associated with the change of day and night, to social time, which is determined by the logic of labor, production, and institutional structure.

The advent of the digital age has caused a previously unheard-of acceleration in the pace of life in modern societies due to the growing dependence on Information and Communication Technologies (ICT), which have changed how people work, communicate, and have fun .These transformations contributed to reducing traditional work time and "freeing" a portion of time that became a source of competition. In this context, "Time Management" emerged as an organizational and social mechanism to deal with the requirements of the digital age and strive to achieve a balance between work time and social life time. To identify the impact of the increasing use of digitalization on the efficiency of time management and organization, this study starts from the following main problem: **"How do digitalization and the multiplicity of entertainment options affect the daily time management of individuals?"**

1. *Concept of Time Management and Digitalization*

2.1 *Definition of Time Management:*

The diversity of cultural and cognitive references has led to a multiplicity of perceptions regarding time management. Its concept has changed from strict discipline to flexibility and adaptation to new developments and various changes. It is a reflection of deep structural transformations in work organization, production patterns, and the relationship with time and living. Time management is considered one of the relatively modern concepts, defined as: "The management of tasks we perform within the limits of daily available time (24 hours), with the least effort and shortest time, so that time remains for us for creativity, planning for the future, rest, and harmony" (Belid, 2017, p. 113).

It is also defined as: "The process of benefiting from available time and personal talents to achieve important goals sought in life, while maintaining a

balance between work requirements and private life, and between the needs of the body, soul, and mind" (Al-Ghamdi, 2018, p. 13)

Definitions that focused on time management emphasized its relationship with various management processes through the study of time in its relation to planning, organization, direction, control, and monitoring to achieve goals. Other definitions focused on reducing time wasters so that a person can achieve control or total management of their time, while these two definitions focused on the professional and personal aspects, by completing professional work in its time so it does not encroach on tasks related to social life, leaving time for rest and relaxation, which they also need to manage.

Ibrahim Al-Feki defines it as: "An attempt to tame time, impose our control over it, instead of it imposing its control over us" (Al-Feki, 2009, p. 33). In his definition, he focused on the importance of education and the individual's concept of time and the necessity of respecting it, emphasizing the mandatory control over time wasters.

Zaidan also defines it as: "Identifying, organizing, and distributing time in an appropriate distribution and investing every moment of it for optimal investment in light of appropriate plans that link the goals to be achieved, the practices and methods that will be implemented, and the specific time for this implementation without waste, and subjecting all of that to continuous follow-up and evaluation processes" (Deeb, 2021, p. 78). This definition focused on the relationship of various management processes with time to achieve desired goals, adding the necessity of controlling time wasters.

1.2 Definition of Digitalization:

According to the Dictionary of Library and Information Science, digitalization is defined as: "The process by which data is converted into a digital form for processing by a computer, usually the term digitalization is used in information systems to refer to the conversion of text or printed images into binary signals that can be displayed on a computer using one of the scanning devices."

The Digital Preservation Coalition (DPC) defined digitalization as: "A process of creating digital files either by scanning or converting analog materials into digital materials, the result of which is a digital copy or a digital alternative classified as digital material." Digitalization is also defined as the process that

converts texts, shapes, and sounds into strings of zeros and ones until they become processable and melt into a multimedia alloy (Yassin, 2013, pp. 17-19).

Terry Kuny defined digitalization as: "The process of converting information sources of various forms into a readable form by computer technologies via the binary system."

As for the "Digital Age", it is the period associated with the emergence of Information and Communication Technologies (ICT), which resulted in the transition from using traditional methods in transmitting information and knowledge to using numbers in transmitting this information and knowledge by employing these modern technologies (Hamdouche & Bouzida, 2020, p. 44). The use of digitalization in the current era differs from its initial beginnings, where it focused on storing information and processing large amounts of data, but today it has moved towards transmitting information and ideas from their sources with ease of access and interaction.

1.3 Characteristics of the Digital Age:

The ongoing advancements in information and technology have given this era unique characteristics, redefining how people relate to time and having a significant impact on social behaviors, daily activities, thought processes, and time estimation. (Naik, 2024). Among these characteristics:

- **Ease and Speed of Access to Information:** The Internet and digital technologies allow access to knowledge and services at any time and from any place.
- **Increased Efficiency and Productivity:** Digitalization raises the efficiency of performance and improves the productivity of individuals and institutions in various sectors such as health, banking, education, and business.
- **Enhancing Interactive and Communication Skills:** Dependence on digital technologies helps to enhance interactive skills and speed up communication between people and organizations.
- **The availability of digital data and electronic processing tools facilitates quicker and more precise decision-making.**
- **Supporting Socio-Economic Progress:** Digitalization is regarded as a catalyst for the socio-economic development of countries.
- **Creating New Employment Opportunities:** There are more job opportunities in the technology and services sectors thanks to the digital process.

As a result of technology's ongoing advancements, its use has become more widespread and integrated into people's and organizations' everyday routines. Its use is no longer restricted to particular functional goals, but rather has evolved into a way of life that permeates many spheres of social life. Communication, work, entertainment, and time management patterns have all undergone structural changes as a result of this increase in technology use. Additionally, it has given rise to a digital culture that emphasizes speed, continuous communication, and multitasking—qualities that have accelerated life's rhythm and increased time constraints.

2. Time Management under Digitalization and the Paradox of Time Scarcity

The emergence of digitalization and its tools has led to the reorganization of social time and the acceleration of its pace, where daily activities have become completed in shorter time frames, against an increasing volume and multiplicity of tasks. This transition did not lead to a temporal abundance as much as it contributed to an increasing sense of time scarcity, due to the constant pressure for rapid response and the requirements of permanent presence in the digital space. In this context, time management emerged as a social adaptation mechanism through which the individual seeks to control their daily rhythm, organize their priorities, and reduce the effects of temporal fragmentation imposed by digital media, whether in the professional field or in social life.

Time management today does not mean total discipline and exploitation of every moment throughout the day, but rather an attempt to adhere to some rules and techniques to complete important tasks in their time in the best way and shortest time to leave part of the time for exploitation in other activities. Among the most important of these techniques:

3.1 Time Management Techniques: (Sultan, 2024, pp. 13,14)

- **Self-Discipline:** Although enthusiasm is important, a person needs to discipline themselves to continue by following clear steps.
- **Recreation at Fatigue:** Ibn Masud (may Allah be pleased with him) said: "Do not dislike the heart... for if the heart is disliked, it goes blind."
- **The Urgent Disables the Important:** A person must distinguish between what is important and what is urgent, because focusing on the urgent disables

important topics that must be completed in a specific time and have many benefits for the individual.

- **Optimal Choice of the Appropriate Time:** For every duty, there is a time; if you do it at another time, its time is lost. In the advice of Abu Bakr Al-Siddiq (may Allah be pleased with him): "Allah has a right in the night that He does not accept in the day, and He has a right in the day that He does not accept in the night." Also, the belief that one will be free from problems in the future is a delusion, for a person is always occupied with something.

3.2 Successful Time Management Steps

Successful time management steps are represented in (Az'az & Khalouja, 2017, p. 63):

- **Reviewing Goals and Plans:** A person must review their goals and plans because they help in the process of evaluation and assessment alike.
- **Keeping a Time Plan or Work Program:** This is the second step where the individual defines a temporal work program to achieve their goals on the short level, explaining the tasks they will complete and their start and end dates.
- **Creating a Daily Achievement List:** The individual must have a daily achievement list.
- **Closing Escape Outlets:** These are the outlets through which the individual escapes from their responsibilities that they planned to complete, specifically represented in time wasters.
- **Exploiting Marginal Times:** These are the wasted times between obligations and between tasks, and they increase whenever the individual's organization of their time and life decreases.
- **Not Surrendering to Unnecessary Urgent Matters:** Because they make the individual a tool in the program of others and their priorities, robbing them of their time and effectiveness, and this happens when the individual weakens in defining their priorities and goals.

3.3 Time Management Theories

In the digital age, time management is not only a skill but also an essential requirement. People can balance their personal and professional lives and accomplish their goals more effectively by comprehending time management theories and putting them into practice. Time management has emerged as one of the key competencies that is crucial for both professional and personal

success. The nature of work has changed as a result of the quick advancement of technology, and people are under more pressure to complete several jobs quickly. Thus, it is essential to comprehend time management ideas and put them into practice.

Some theories such as the "Eisenhower Matrix" and "Pareto Technique" are considered useful methods for organizing time. These methods help in defining priorities and distributing time in a systematic way, which reduces exhaustion and increases productivity.

3.3.1 Pareto Principle (80/20 Rule): The Pareto principle says that 80% of results are caused by 20% of causes. It was named after the Italian economist Vilfredo Pareto, who noticed that 80% of wealth in Italy was owned by only 20% of the population. This principle has numerous applications in all fields. The theory says that there are those who can in only 20% of their time achieve 80% of what is required to be completed, by avoiding procrastination and exploitation of peak activity times. And there are those who waste 80% of their time to complete only 20% of what is required to be completed, and this is not a good exploitation of time. This theory can be employed in digital time management through focusing on the most productive activities, whether in work or entertainment. However, the absence of this awareness leads to the consumption of most time in low-value digital activities, which explains the constant feeling of time scarcity (Al-Ghamdi, 2018, pp. 40,41).

3.3.2 Eisenhower Matrix (Priority Ranking): It means the process of arranging goals and tasks and the most important works so that a person can achieve their goals in the available time. The urgent and pressing is not a problem in itself, but when it controls, it tramples on priorities in its way. To the extent that our work is characterized by haste, it loses its value and importance over time. Important works are planned to be linked to execution times and the amount of importance, and thus haste is eliminated from them (Al-Faqih, 2023, pp. 55,56). Stephen Covey divided it into a table of four quadrants:

Table (01): Time Management Matrix according to Importance and Urgency

	Urgent	Not Urgent
Important	Crises, pressing problems, projects with deadlines, meetings	Future preparation, self-development, preventing anticipated problems, future planning

Not Important	Phone calls, mail and reports, minor meetings	Unimportant tasks, various phone calls, extended TV watching
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Source: (Covey, 2007, p. 46).

The first quadrant in this table represents things that are considered important and urgent at the same time, such as completing a work with a specific time or fixing a problem. This quadrant is the field of the producer and requires time from us, so we must manage it successfully through using experience and rapid response to challenges. We must know that important things have become urgent and pressing because of their neglect or delay because we did not prepare enough preventive planning for them (Covey, 2007, p. 44) .

The second quadrant contains important things but they are not urgent or pressing, and this is what we call the quality quadrant. it is the field of long-term planning where we expect problems and try to prevent their occurrence, and expand the scope of our mental capabilities, and develop our skills. Spending time in this quadrant builds our capabilities to act in the present and future. As for not spending time in this quadrant, it leads to the expansion of the area of the first quadrant, which leads to the appearance of work pressure, exhaustion, anxiety, and more crises. Spending time in this quadrant automatically leads to reducing the area of the first quadrant. Planning, preparation, and preventing problems before they occur makes many things not urgent or pressing and a feature of the second quadrant that we control, unlike the first quadrant which is characterized by emergencies and controls us. The most important works that fall within this quadrant were identified in seven main activities: developing communications with others, better preparation for works, planning and better organization, self-care, seizing new opportunities, self-development, psychological mobilization (Covey, 2007, pp. 45-48).

The third quadrant contains urgent but not important matters, which are works that require immediate attention even though they are not considered a high priority.

The fourth quadrant contains unimportant and non-urgent matters, which are marginal tasks that are not necessary to complete despite their existence, but rather are considered time wasters (Al-Faqih, 2023, p. 56)

Therefore, to ensure good time management, one must focus on the second quadrant to reduce the expansion of the tasks of the first quadrant and stay away from the fourth quadrant which contains activities considered time wasters, even if they offer some pleasure or entertainment. It is preferable to delegate the work of the third quadrant to other people.

3.3.3 Parkinson's Law Theory: It is a law based on the idea that work expands so as to fill the time available for its completion. This calls for not allocating a longer time to execute a work. Any project tends to consume the time allocated to it. For example, if two hours are allocated for a group of individuals to complete a specific task against four hours for another group of individuals to complete the same task, both groups will finish the work within the limits of the time specified for them. In other words, work expands so as to fill the available time for its completion. This law is applied by converting works into projects with a decisive final time for each work from the works with full commitment to this deadline with a hierarchy in priority. This calls for not allocating a longer time to execute the work (Al-Ghamdi, 2018, p. 43).

3.3.4 The Pomodoro technique: is a time management method designed by Francesco Cirillo in 1992 using a tomato timer. It is believed that this method helps people use time flexibly and effectively

The methodology is simple: When faced with an enormous task or series of studies, break the sweat down into short, timed intervals (called "pomodoros") that are spaced out by short breaks. This technique trains your brain to focus for short periods and helps you stay on top of deadlines or constantly-refilling inboxes. With time, it can even help improve your attention span and concentration. Pomodoro is a cyclical system. You work in short sprints, which makes sure you are consistently productive. You also get to take regular breaks that bolster your motivation and keep you creative. (Wilfredo B. Baniqued, 2019, pp. 71,72)

The Pomodoro Technique aims to provide a simple tool/process for improving productivity that can do the following: alleviate anxiety linked to : (Wilfredo B. Baniqued, 2019, p. 72)

- becoming, enhance focus and concentration by cutting down on interruption,
- increase awareness of your decisions, boost motivation and keep it constant,

- bolster the determination to achieve your goals, refine the estimation process,
- both in qualitative and quantitative terms, improve your work or study process, and strengthen your decision to keep on applying yourself in the face of complex situations.

3.3.5 The Bucket of Rocks Theory – To properly manage time, one needs to know each activity's level of importance. The Bucket of Rocks theory (also referred to as the Pickle Jar Theory) offers insight into the order in which a person should work on his activities.

The theory proposes that you put big rocks in a bucket (this will represent the important thing), and then you fill it up with pebbles followed by sand and then water. The smaller substances represent increasingly unimportant tasks. If we begin working on the trivial things or the less important things first, we will not have the space to do the essential things in our lives. (Wilfredo B. Baniqued, 2019, p. 73)

To apply the Pickle Jar Theory, follow these steps while respecting the approximate time allocated for each: (Nekvinda, 2026)

- Start by placing two or three major tasks (the "Rocks") in the "Jar." These tasks represent the primary goals of the day, and it is natural for them to take more time than others.
- Next, add some medium tasks (the "Pebbles"), arranging them to fit within the remaining space. Do not allocate excessive time to these tasks; they are expected to take between 30 and 45 minutes each.
- Then, add a group of small tasks (the "Sand"). It is preferable that the completion time for these tasks does not exceed approximately 30 minutes.
- Finally, fill the remaining space with "Water," which means dedicating time to your personal life, such as: Lunch breaks. Short rest periods throughout the day.

In view of the importance of time management in light of digital challenges, promoting awareness of this skill through training and education constitutes a decisive step towards building a more productive and effective society. Daily or weekly planning is also one of the important factors that help individuals to commit to required tasks. Avoiding time interruptions such as constant checking of the phone or ignoring unnecessary activities contributes to improving work

efficiency. The use of digital tools such as smart applications and organization tools via the Internet has become an essential tool in this field.

Since time management theories cannot be understood in isolation from the social and economic circumstances in which they originated, they reflect profound shifts in how contemporary societies understand time. The earliest methods of time management were associated with rational industrial logic, which regarded time as a quantifiable component governed by efficiency, discipline, and codification. Time management ideas shifted from emphasizing external control to self-control as contemporary companies developed, shifting the burden of time management from the institution to the person.

In the context of digital transformations, new approaches to time management have emerged characterized by flexibility and adaptation to the accelerated rhythm of daily life. Although they seek to control time, they often hide new forms of temporal pressure, where the individual is required to reconcile multiple tasks at once, and constant response to work and communication requirements. Time management has transformed from a tool for controlling time to a mechanism for managing the tension resulting from social acceleration.

3. Entertainment and Social Transformations in the Digital Age

The importance of entertainment has increased with the increase of time pressures from obligations and social duties, as it is a gateway to mental health and psychological stability, playing a role in achieving balance for the person and developing and activating their social relationships. The concept of entertainment is associated with the concept of free time.

A person relied on the idea of time management to be able to balance between their professional life and their social life, which is an essential part of their social interaction, and to achieve the psychological balance and interaction, they need entertainment and enjoyment whose methods and tools have changed over time.

4.1 Definition of Entertainment:

J. Dumazedier defined entertainment as: "A set of activities that an individual can engage in of their own free will to rest, have fun, or develop their information, education, voluntary social participation, or creative free capacities after being freed from their professional, family, and social duties."

Entertainment activity is: "Every act or work performed by the individual for the purpose of rest, fun, and distancing from boredom and control, leaving in themselves a sense of happiness and psychological calm" (Sahli & Maymouni, 2023, pp. 403-405). It is one of the aspects of educational and social activities accepted by the community.

It is also defined as: "The time spent in rest, relaxation, or practicing types of activities that lead to self-development" (Darwish & Hamamahchi, 2004, p. 27).

Free time and entertainment are different; free time represents the quantitative concept, which is a temporal space remaining for the individual after completing their work, without a specific purpose, while entertainment is the activity that achieves benefit or pleasure that we perform in free time.

4.2 *Objectives of Entertainment:* (Bukhari, 2023, p. 18)

The main axis of entertainment is achieving happiness that every human aspires to, without any distinction or difference on the cultural, social, or economic level. The feeling of happiness is achieved through participation in activity aspects, and through innovation, creativity, acquiring new experiences, enjoying good health, and the aesthetic taste and relaxation, as well as belonging and the feeling of familiarity and friendship.

Interest in providing entertainment activities and how to spend free time contributes significantly to protecting individuals from deviation and directing them to exploit it for the best use to achieve positive results that benefit the individual and society. Entertainment is considered a field for personal development in an integrated physical, social, and mental way, as it helps in getting rid of pressures resulting from the burdens of daily life.

4.3 *Historical Path of Entertainment:*

Every people has its own means of entertainment and fun, which they engage in during their free time, and which often align with the customs of their people and their morals. Despite the difference of these means in terms of form, content, time, and place, they agree in terms of the purpose and goal from them.

First Period: The period before the industrial revolution, where entertainment was centered within social life and ancient societies believed in it and reinforced it (Sahli & Maymouni, 2023, p. 808) . Examples include singing and music in celebrations and occasions, and many types such as hunting with

spears, bows, and hunting with dogs, and the emergence of hunting with machines and traps. Other means of fun include dice and chess used by many peoples (Abd Allah, 2019, pp. 250-267).

Second Period: Emerged after the industrial revolution and caused a change in the concept of entertainment, as it became a means for liberation from work pressure and self-realization. France established a Ministry of Entertainment in 1936 and called for organizing holidays, vacations, and separation between work time and entertainment time. This period witnessed an expansion in entertainment infrastructure such as parks, cinemas, sports clubs, and collective travel means (Sahli & Maymouni, 2023, p. 808).

Current Era: The phenomenon of entertainment took another path as it became a goal after it was a means. The modern era witnessed a development in modern entertainment means, where technology became a primary player in shaping daily entertainment, such as electronic games that include virtual reality and artificial intelligence. Even smartphone applications turned into a distinguished entertainment means that combines learning and fun. What is known as "Edutainment" appeared, which is interactive, combining the user and content in a live and smart communication. Today's entertainment has become largely individualized and reliant on technology, which has led to an increase in entertainment options but a decrease in face-to-face social interaction. It has also changed from being a way to achieve psychological and social balance to a time-consuming goal that does not truly satisfy social needs. (Essam, 2025).

After digitalization was supposed to provide programs and develop knowledge to increase control over time and facilitate human life, it has become providing more than what they need and imposing on them alternatives to try, which increased time consumption.

Entertainment in contemporary societies is no longer a marginal activity practiced only in free time, but has become a basic component in organizing daily time, especially in light of digital transformations. Modern entertainment means, especially digital ones, have reshaped the relationship between the individual and time, through integrating fun and consumption into the fabric of daily life, making the boundaries between work times and rest times more fluid and intertwined.

Entertainment reflects a transition of time from a framework for achievement to a field for consumption, where moments of free time are invested in fast and fragmented activities that align with the rhythm of

accelerated life. This form of entertainment does not always allow for the restoration of energy or psychological balance, but may turn into an additional source for time depletion, especially when practiced in the absence of a clear organization or awareness of social time.

In the digital context, entertainment has become available at every moment, leading to its expansion inside work times and private life times alike. This extension has contributed to weakening the ability of individuals to control their time, as entertainment turns from a planned activity to a spontaneous practice that competes with essential tasks for time and attention. Therefore, effective time management is based on integrating entertainment within a balanced perception of time, taking into account the psychological and social needs of the individual without surrendering to the logic of excessive temporal consumption imposed by the digital context.

It can be said that digital entertainment has contributed to weakening the quality of time management through temporal fragmentation, exhaustion of attention, and redefining rest in a non-productive consumerist way. The solution does not lie in rejecting digitalization but in reorganizing the relationship with it through a sociological approach that restores to the individual the ability to control their time.

4. Impact of Time Management Disruption in the Digital Age on the Social and Cultural Dimension

In our current era, where technology has become an integral part of our daily lives, modern societies face new challenges in time management. The imbalance in time management is considered one of the issues that significantly affect the social and cultural aspects of individuals and society. This imbalance is not merely an individual problem; rather, it reflects profound changes in cultural values and social behavior, impacting individuals' relationships with each other and their balance between work, personal life, and leisure. (Shab & Al-Aswad, 2026, pp. 190-192) .

5.1 Social Dimension: One of the most prominent social effects of time management imbalance is the emergence of social isolation and the deterioration of human relationships. Relationships have become superficial, lacking

emotional and direct interaction. Amidst the proliferation of smartphones and social networks, individuals find themselves trapped in a cycle of notifications and urgent tasks, leading to a reduction in the time they spend with family and friends.

5.2 Cultural Dimension: The digital content consumed daily through social platforms is a source of cultural identity change and the emergence of values and behaviors distant from local social contexts. In traditional cultures, time was viewed as a sacred value. However, in the digital age, the culture of urgency and superficiality has become the primary standard.

5.3 Health and Psychological Dimension: Among the most significant effects of time management imbalance is its negative impact on psychological health. Excessive internet use leads to feelings of frustration, anxiety, and depression. These feelings can lead to social isolation, especially when individuals cannot control their time and commit to their work and associated relationships.

5. Results

Among the results reached by the research paper:

The clear overlap between work time and entertainment time.

The increasing use of digital entertainment has weakened the ability of time management to organize and manage time.

Excessive use of digital means in time management in the digital age has turned from an essential tool for achieving balance between work, social life, and entertainment, into a factor of temporal and social pressure.

The transformation of entertainment from a means for psychological and social balance to a consumerist goal.

Providing time does not necessarily lead to improving the quality of social life.

Digitalization offers more alternatives than what the individual needs.

6. Conclusion

The multiplicity of entertainment options provided by digitalization has led to a clear impact on time management and its effectiveness. With the reliance of individuals on digitalization as a means to facilitate and improve their management of time, it has become possible to achieve better results and provide more time for investment in social life and entertainment activities.

However, with the increase of digital options, the requirements of time management have increased, requiring greater focus in order to create additional time for new entertainment activities provided by digitalization, even if that was at the expense of other aspects of work or social life. This situation has led to a cycle in time management, where priorities are redefined constantly, which led to a mixing between different tasks.

Also, the ease of access to digital entertainment and the ease of its use led to an increase in its consumption, turning from a period of rest and renewal of energy into a task that consumes time without limits, which affected the social and cultural structure in general.

To limit this temporal pressure, it has become necessary to define goals and individual and social objectives first, then rely on time management with the help of digitalization to achieve these goals, while giving appropriate space for fun and entertainment as a means to renew energy and focus.

"Controlling digital entertainment is in its essence a control of the social time of the individual."

Recommendations

Addressing these problems requires redefining time as a qualitative social resource, based on the conscious separation between work and private life, and employing digitalization as a tool for organization, not as a permanent constraint. It also requires restoring consideration for direct social interaction.

Redirecting time to serve the quality of social life and preserve the human dimension of social relationships is crucial. The real key lies not in mastering time management tools, but in identifying what is truly worthy of our time and what should remain outside the scope of our attention.

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