



SOCIAL MEDIA FATIGUE



The concept of fatigue has been evaluated and defined in many ways.

From the perspective of occupational medicine, fatigue is a multidimensional concept that is subjective and related to the feeling of tiredness.



In psychology and human factors, fatigue is defined as a reluctance to stay engaged or perform a specific task.

There are also a number of psychological, environmental, and socioeconomic factors that contribute to fatigue in addition to prolonged continuous activity, availability of breaks, and sleep patterns.

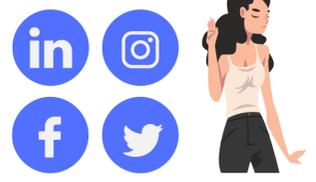


In recent years, researchers have begun to study fatigue related to the use of information and communication technologies.



They have drawn attention to the rapid increase in the production and consumption of data in social media, which is occurring at a phenomenal pace and will contribute significantly to user fatigue.

They state that users will begin to turn away from these platforms due to this phenomenon.



These predictions are becoming increasingly likely as active user growth, engagement and reach have slowed on leading platforms such as Facebook and Twitter.

Social media fatigue is defined as a self-regulated and subjective feeling of tiredness that results from using these platforms.



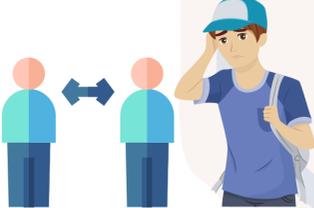
Researchers mainly define the concept of SMF from the perspective of emotion and behavior.

Some scholars believe that communication media fatigue is a negative emotional response of the audience to social media activities, such as fatigue, boredom, disinterest, and indifference, among others.



Researchers from the perspective of behavior mostly define it as a kind of negative use behavior.

Some scholars point out that SMF is not only used to describe depression, exhaustion, and other feelings but also includes low willingness to participate in social media.



There are many studies focusing on the relationship between social fatigue and the psychological state of adolescents.

Social fatigue is more likely to increase the depression and anxiety of adolescents, which will lead to a certain degree of social escape.



Social media fatigue has been linked to negative implications not only for users, but also for the platform operators and service providers.

From the user perspective, the fatigue caused by social media is likely to have adverse ramifications in terms of psychological and physiological well-being.



Scholars have expressed deep concerns over the significant negative implications for users and business entities and have even suggested the need for an urgent investigation into the different aspects associated with social media fatigue.