Information Overload and Communication Overload on Social Media Exhaustion and Job Performance

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ABSTRACT

The purpose of this research is to investigate the impact of Information Overload and Communication Overload on Social Media Exhaustion and Job Performance on marketing department employees of Bukalapak Company. The respondents are 70 staffs in the marketing division. This research uses a quantitative approach with a path analysis methodology with data processing based on the SmartPLS program and the findings support the hypothesis. The results of the study stated that Information Overload as well as Communication Overload has a positive and significant effect on Social Media Exhaustion, furthermore Social Media exhaustion, Information Overload and Communication Overload have negative and significant effects on Job Performance.

INTRODUCTION

Technology progress is changing faster, especially with the development of mobile devices. This easy accessibility, when used at work, can have either positive and negative impact. As we know the workplace is an atmosphere in which an individual performs a job according to their fields. Yu et al., (2018) further claimed that not all workplaces make it easy for an employee to use a mobile phone while working. This is because the company's manager or owner does not want the convenience of internet access hinders the performance of the employee. Basically, people with the same job may have different success levels while performing tasks (Wisniewski & Dutton, 2011), making their roles in the workplace often different. In addition, as noted earlier, the use of social media in the workforce is another factor impacting labour efficiency. Owing to time wasting and diversion, this practice can lead to a decrease in employee performance at work (Sherman, 2009; Zhang et al., 2015).

A Nucleus Research study found that full access to Facebook at work resulted in a performance decline of 1.5 %. Individuals that are too reliant on social media appear to have negative feelings that ultimately can increase techno-stress and trigger performance decline (Brooks, 2015). This is consistent with the study of Yu et al., (2018), who note that performance loss is mostly due to the fatigue of social media.

Social media exhaustion due to the use of social media can be described as self-evaluated fatigue (Lee et al., 2016). Anticipation is indeed important so that an employee does not feel drained. Yu et al., (2019) said this condition arises when an employee excessively uses social media during working hours. As a result, the employee cannot work efficiently and optimally.

What we get when we access the social media is information. Regrettably, the ease of internet access is not supported by the ability to process so that information overload always happens. Information overload occurs when the obtained information exceeds the information processing capability (Eppler & Mengis, 2004). This abundance of information can cause a person to suffer social media fatigue. This is also consistent with Lee (2016) study, who notes that when a person receives information that exceeds their ability, they may feel out of control and experience exhaustion in social media.

The exhaustion of social media is not only influenced by overloading information, but also by overloading communication (Zhang et al., 2016). The study showed that there would be what is considered unnecessary contact when someone interacts and talks constantly, or in terminology, the idea is termed communication overload. Zhang et al. (2016) findings are supported by earlier research conducted by Karr-Wisniewski and Lu (2010), which states that excessive communication occurs when third parties ask employees to pay attention to information through means such as email, instant messages, or mobile devices that may distract them from their main job.

Bukalapak is one of the largest e-commerce company in Indonesia, and in fact it is one of the four unicorns that is based in Indonesia. The term unicorn itself refers to a start-up company with a value of over $1 billion. As an online marketplace established in 2010, *Bukalapak* has been progressively growing. Its business which is mostly conducted online has put consequence for its employees to actively and intensely connect to the internet. This fact is even more demanding to the marketing division. Though marketing strategy can be done both offline and online, but the online strategy requires bigger attention. In fact, to accelerate its progress, *Bukalapak* has applied massive marketing strategy by promoting more advertisement to persuade more people to open *Lapak* (online store) and become buyers (www.deerham.com). Therefore, the employees have more potential to experience Social Media Exhaustion.

REVIEW OF LITERATURE
Information Overload

According to the word dictionary, "overload" is a combination of the words "over" and "load". The word "over" means something that is too much or too big. The information itself can be fulfilled using media. Understanding information according to Yu et al., (2018) is interpreted as "Everything that helps us organize our knowledge and exchange our views about the natural world of life" or in other words information can reduce our doubts in certain situations.

Overload of information takes place when information flow exceeds the information needs (Eppler & Mengis 2004). Moreover, individuals' capacity to process

information varies, making it difficult to measure the extent of each individual's information load (Yu et al., 2018). The more information is being collected, the more it can confuse someone in making choices. Information overload can also be defined as a situation when people are confronted with a massive amount of information created on social media which exceeds the capacity they can handle. It can cause individual uncertainty in making decisions, and difficulty to recall prior knowledge.

Communication Overload

Communication overload is a combination of the words "communication" and "overload" which means excessive communication or communication overload. Communication overload is a phenomenon that is new and parallel to social media in the last decade. Communication overload is an undesirable condition that arises when communication demands from information and communication technology, such as social media, that exceeds the user's processing capacity (Yu et al., 2018)

The degree and complexity of communication inputs for individuals can be described as communication overload (Cho et al., 2011). Excessive communication is measured by the degree to which an organizational participant experiences more quantity, complexity and firmness of information over a certain period of time more than what he/she wants, needs or can manage in the communication process "(Chung & Goldhaber, 1991).

Communication overload refers to a situation where communication demands from social media platforms surpass individual communication capacities, causing extra disruption of their work to the point where people become less productive (Karr-Wisniewski and Lu, 2010; Cho et al., 2011).

In their study, Karr-Wisniewski and Lu (2010) claimed that unnecessary communication happens when third parties order employees to give more attention to electronic facilities such as e-mail, instant messaging or mobile devices that eventually cause unnecessary interruption to their work and lead to contra productivity. That troubling event thus becomes the focus and of this research. The interruption demonstrates that communication overload is linked to multiple forms of communication, either passive and active usage (e.g. tracking, receiving, and sending).

Social Media Exhaustion

Overuse can lead to saturation of the social media. The word "exhaustion" refers to the psychological reaction when a person has to face stressful circumstances. Exhaustion means the loss of mental energy in long-term commitment and stressful circumstances (Schaufeli et al, 1995). Social networking users devote a great deal of time on the sites, and even one third of the time is spent online on social media, hence a lot of users feel drained.

The social media exhaustion is a relatively new concept, and considered as a phenomenon that draws attention to be discussed in research (Lee et al., 2016; Zhang et al., 2016). The exhaustion of social media may range of sources, as stated by Bright et al., (2015). It can come, first, from interpersonal experiences; social networking users, for example, can send requests for friends and post about their daily life. Second, business engagement; for example, post about the goods and services that a company provides. Third, using interfaces or bringing in new features.

Exhaustion of the social media is caused by the increased use of social media at work. This highlights the feeling of tiredness through the use of technology. Social media exhaustion from the use of social media can be described as a sense of subjective and self-evaluation fatigue (Lee et al., 2016). It can also be interpreted as the tendency of social media users to withdraw from social media when they are overwhelmed with too many sites, too much content, and too much time spent on maintaining connections (Bright, 2015). This can also be related to concerns about privacy and boredom in the use of social media.

Job Performance

A lot of terms are used to describe how well somebody does the work. Job performance can be defined as someone's ability to perform tasks within their job (Yu et al., 2018). This demonstrates how far a person is able to fulfil his/her job requirements.

Job performance can also be characterized as conduct or behavior related to organizational objectives (Ali et al., 2015). Essentially, the work output itself is what the workers do or make. Improving performance for individuals and groups is the focal point of efforts to improve organizational performance (Mathis and Jackson, 2002: 78).

Performance is the result obtained by an individual or group within an organization, according to Mardiana, Eliyana, Novita (2012). In general, performance is what employees do, and specifically performance is the quantity and quality of work that an employee achieves based on the responsibilities assigned to him/her. Performance is generally correlated with measures of particular goals achievement in the company over such times. Veithzal Rivai (2006: 309) argues that job performance is a true behavior that everyone displays as work performance generated by employees according to their position in the business.

The influence of Information Overload on Social Media Exhaustion

The focus of this research is the extensive use of Information and Communication Technology (ICT), which can cause overload and pressure (Ayyagari et al., 2011; Ahuja et al., 2007). Someone can feel out of control when he/she receives information that exceeds the ability to handle and use (Edmunds and Morris, 2000). Such conditions can adversely affect their psychological condition, and eventually trigger anxiety and fatigue (Lee et al, 2016; Ragu-Nathan et al., 2008). In Social Networking Sites (SNS), too much information will easily interrupt cognitive ability in information processing and cause exhaustion (Karr-Wisniewski & Lu, 2010). Based on the theory and previous research above, it can be derived as follows:

H1: Information overload has a significant effect on social media exhaustion

The Influence of Communication Overload on Social Media Exhaustion

Social media can serve a range of tools that can enable interactions within organizations, such as Instant Messaging (IM) (Ou and Davison, 2011; Garrett and Danziger 2007). Once employees connect through social media, they prefer to interrupt all of their actions and handle communication demands immediately (Karr-Winiewski and Lu, 2010). Afterwards, it usually takes a few minutes to resume previous work activities after processing a communication interruption that is initiated

by another party (Karr-Winiewski and Lu, 2010; Ou and Davison, 2011).

Given human cognitive weaknesses, unexpected contact may interrupt attention of a person and cognitive load occurs. Hence, it would be difficult for individuals who encounter constant contact to focus on doing work; and eventually, they feel exhausted and encounter exhaustion when using social media. Based on the theory and previous research above, it can be derived as follows:

H2: Communication overload has a significant effect on social media exhaustion

The Influence of Social Media Exhaustion on Job Performance

As workers face demands for excessive social media use, they may feel diminished resources and experience stress that contributes to emotional exhaustion (Hobfoll, 2001). They will thus have lower work performance (Cropanzano et al., 2003; Halbesleben and Bowler, 2007; Chang et al., 2014). Based on the theory and previous research above, it can be derived as follows:

H3: Social media exhaustion has a significant effect on job performance

The influence of Information Overload on Job Performance

Information surcharge depends on the characteristics of the completed tasks (Oldroy, 2012) hence it can be a determinant of overloading information. When the process of sharing information between team members increases, so does the amount of delays in information processing that they encounter, which disrupt their efficiency (assuming it takes some time to process information). Such disorders can impact employee performance effectiveness (Speier et al., 1997). Performance that is completed through a process is influenced by the excess information that team members experience. Although information overload affects performance of employees (Reilly, 1980). Based on the theory and previous research above, it can be derived as follows:

H4: Information overload has a significant effect on job performance

The Influence of Communication Overload on Job Performance

If we carefully analyze the cognitive aspects coupled with the temporal essence of overloading communication, it is fair to say that excessive communication relates to other cognitive concepts (Cho et al., 2011). However, unnecessary contact is more commonly correlated with the inability to make decisions with the right information, so that it affects one 's efficiency (Bawden, 2001).

If an employee does not have sufficient time to digest the input of communication, he will begin to experience overload, which in turn can cause tension. Lower performance is associated with the high stress levels (Noblet et al., 2001; O'Connor et al., 2000). An employee's response time can also impact output in receiving messages. For example, if a member receives too many messages and is unable to reply, then he will be considered unable to effectively do his job.

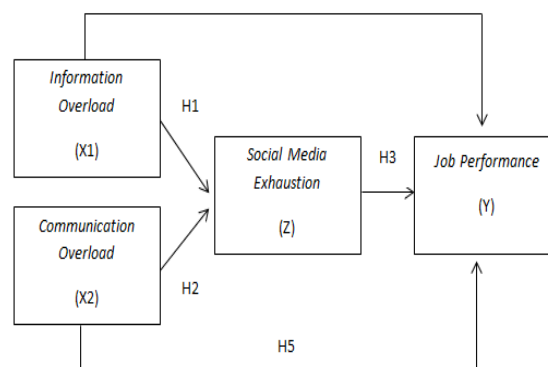H5: Communication overload has a significant effect on job performance

Figure 1 Conceptual Framework

RESEARCH METHODOLOGY

Sampling and Procedures

This research was conducted in the marketing division of *Bukalapak*. Questionnaires are distributed online to all employees with the Google Form platform. Of the total population of 77 people, 70 questionnaires or 90.90% of the total employees of *Bukalapak*'s marketing division were collected. Furthermore, the characteristics of respondents in this study can be seen in the following table:

	%	N
Age		
18 - 25 years old	72,0	50
26 - 35 years old	26,0	18
36 - 45 years old	1,0	1
46 - 55 years old	**1,0**	**1**
Gender		
Male	40,0	28
Female	60,0	42
Education		
Senior High School	13,0	9
Diploma	7,0	5
Bachelor degree	80,0	56

Table 1. Description of Respondents

Measurement

Information Overload was measured using 3 items adopted from Karr Wisnieski and Lu (2010). The example item is: "There is a feeling of being overwhelmed by the amount of information accessed every day from social media," with response categories ranging from 1 ("strongly disagree") to 5 ("strongly agree").

Communication Overload was measured using 4 items developed by Karr Wisnieski and Lu (2010). The examples item is: "Time is taken mostly to respond to messages, voice messages, and voice calls from social media that is business related but not directly related to what is needed," with response categories ranging from 1 ("strongly disagree") to 5 ("totally agree").

Social Media Exhaustion was measured using 4 items developed by Moore (2000) and Ayyagari et al. (2011). The example item is "Employees feel drained from activities that require them to use social media." with response categories ranging from 1 ("strongly disagree") to 5 ("strongly agree").

Job Performance was measured by using 4 items developed by Jansen and Van Yperen (2004). The example item is: "Employees always complete tasks specified according to the given job description," with a response

category ranging from 1 ("strongly disagree ") to 5 (" strongly agree ").

Analysis

This study uses data processing techniques with SEM method based on Partial Least Square (PLS) by assessing the Outer Model as well as evaluating the reliability of construct variables in the analysis model. There are four criteria in using data analysis techniques with SmartPLS to assess the Outer Model, namely Convergent Validity, Construct Validity, Discriminant Validity, and Composite Reliability. PLS is one method to implement the Structural

Equation Modelling (SEM) model. PLS is a powerful analysis method because it can be applied at all data scales, it does not require a lot of assumptions and the sample size does not have to be large (Meilita et al, 2016). Besides being able to be used to confirm theories, PLS can also be used to explain the presence or absence of relationships between latent variables. PLS can simultaneously analyze constructs that are formed with reflective and formative indicators. This study uses PLS to determine the relationship between latent variables consisting of information overload, communication overload, social media exhaustion, and job performance.

Table 2. PLS Assessment Criteria

Criteria	Description
Evaluation of Structural Models	
R2 for endogenous latent variables	R2 results of 0.67, 033 and 0.19 for endogenous latent variables in the structural model indicate that the model is "good", "moderate", and "weak"
Estimated path coefficient	The estimated value for the path relationship in the structural model must be significant. This significant value can be obtained by the bootstrapping procedure.
f2 for effect size	F2 values of 0.02, 0.15 and 0.35 can be interpreted whether the predictor of latent variables has a weak, medium or large influence on the structural level
Relevance of Predictions (Q2 and q2)	The blindfolding procedure is used to calculate: $$Q^2 = 1 - \frac{\sum_n E_n}{\sum_n O_n} \qquad q^2 = \frac{Q2_{included} - Q2_{excluded}}{1 - Q2_{included}}$$ Q is the omission distance; E is the sum of squares of prediction errors and O is the sum of squares of observation. Q2 values above zero provide evidence that the model gives predictive relevance (Q2) below zero indicating the model lacks predictive relevance.
Evaluation of the Reflective Measurement Model	
Loading factor	The loading factor value must be above 0.70
Composite Reability	*Composite reliability measures internal consistency and its value must be above 0.60*
AVE	AVE value must be above 0.50
Discriminant Validity	The AVE value must be greater than the correlation value between latent variables.
Cross Loading	This is another measure of discriminant validity. It is expected that each indicator block has a higher loading for each latent variable measured than the indicator for the other latent variable.
Evaluation of Formative Measurement Models	
Significant weight value	Estimated values for formative measurement models must be significant the level of significance is assessed by the bootstrapping procedure.

Source: Ghozali (2008:27)

RESULTS

Convergent Validity

Convergent validity of the measurement model with reflective indicators is assessed based on the correlation between item scores or component scores estimated using PLS software. The following is the value of the outerloading of each indicator.

Table 3. Outer Loading Values

Variables	Indicators	*Outer Loading*
Communication Overload	CO1	0.529
	CO2	0.828
	CO3	0.738
	CO4	0.812
Information Overload	IO1	0.550
	IO2	0.820
	IO3	0.767

	JP1	0.876
Job Performance	JP2	0.885
	JP3	0.869
	JP4	0.842
Social Media Exhaustion	SME1	0.846
	SME2	0.925
	SME3	0.920
	SME4	0.876

Based on the table, it is known that the outer loading value of each indicator in the variable Communication Overload, Information Overload, Job Performance and Social Media Exhaustion has met the limit of> 0.5. This means that the indicators used in this study have fulfilled convergent validity.

Discriminant validity
Discriminant validity is performed to test whether each indicator has a higher loading for each latent variable

measured compared to the indicator for other latent variables. Here are the cross-loading values for each indicator:

Table 4. Cross Loading Value

Item	Variables			
	Communication Overload	Information Overload	Job Performance	Social Media Exhaustion
CO1	**0.529**	0.123	0.185	0.169
CO2	**0.828**	0.487	0.057	0.599
CO3	**0.738**	0.328	-0.039	0.394
CO4	**0.812**	0.382	-0.181	0.674
IO1	0.090	**0.550**	0.100	0.265
IO2	0.581	**0.820**	0.015	0.654
IO3	0.265	**0.767**	0.393	0.377
JP1	0.044	0.322	**0.876**	0.017
JP2	-0.120	0.127	**0.855**	-0.142
JP3	-0.141	0.040	**0.869**	-0.170
JP4	-0.019	0.201	**0.842**	-0.012
SME1	0.645	0.450	-0.150	**0.846**
SME2	0.685	0.575	-0.092	**0.925**
SME3	0.623	0.619	-0.048	**0.920**
SME4	0.582	0.637	0.015	**0.876**

Based on the table above, each indicator on the research variable Communication Overload, Information Overload, Job Performance and Social Media Exhaustion has the largest cross loading value on the variables it forms compared to other variables, thus it can be said that the indicators used in this study have discriminates. good validity in arranging each variable.

Construct validity
Construct validity indicates the extent to which a test measures the construct of the theory on which the test is based. The construct validity test results are obtained as follows:

Table 5. Average Variance Extracted Value (AVE)

Variables	AVE
Communication Overload	0.519
Information Overload	0.521
Job Performance	0.753
Social Media Exhaustion	0.796

Based on the table above it is known that the value of AVE Communication Overload, Information Overload, Job Performance and Social Media Exhaustion variables have values> 0.5. This shows that the research variables have met construct validity.

Composite reliability
Composite reliability is used to evaluate construct reliability. This study measures the values between variables whether they have good reliability or not. Here are the Cronbach's alpha values and the composite reliability value of each variable:

Table 6. Cronbach's Alpha Value and Composite Reliability Value

Variables	Cronbach's Alpha	Composite Reliability
Communication Overload	0.798	0.804
Information Overload	0.757	0.761
Job Performance	0.893	0.924
Social Media Exhaustion	0.914	0.940

The results above show that the value of Cronbach's alpha and the value of Communication Overload, Information Overload, Job Performance and Social Media Exhaustion are> 0.7, thus in the research model, each research variable has met the composite reliability.

Inner Model Testing
Testing the inner model or structural model is done to see the coefficient of determination, predictive relevance, estimated path coefficient and parameter coefficient. The inner model image can be seen as follows:
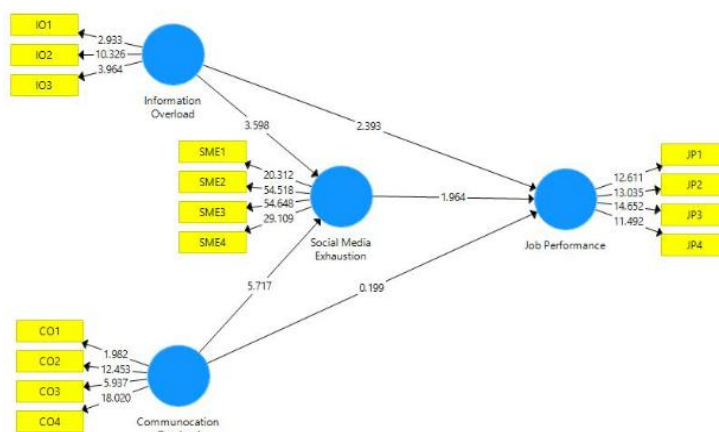
Figure 2. Inner Model

Coefficient of Determination (R2) & Predictive Relevance (Q2)

The coefficient of determination serves to measure how far the model's ability to explain the variation of the dependent variable that is spread between zero to one. Here are the test results that show the coefficient of determination:

Table 7. R-square values

Variable Endogen	Nilai R^2
Job Performance	0.128
Social Media Exhaustion	0.615

Based on the table, it is known that the R^2 value for Job Performance is 0.128 and means that a large percentage of Job Performance can explain Communication Overload, Information Overload and Social Media Exhaustion at 12.8%. R^2 for Social Media Exhaustion of 0.615 means that the percentage of Social Media Exhaustion can explain Communication Overload and Information Overload of 61.5%.

Furthermore, Predictive relevance is used to measure how well the value of observations produced by the model. Predictive relevance (Q2) has the same meaning as the coefficient of determination (R^2) in the regression analysis, the higher the Q2, the model can be said to be more fit with the data. Q2 value calculation results are as follows:

$$Q^2 = 1 - [(1 - 0,128) \times (1 - 0,615)]$$
$$= 1 - (0,872 \times 0,385)$$
$$= 1 - 0,336$$
$$= 0,664$$

The calculation results obtained a Q2 value of 0.664, meaning that the amount of diversity of research data that can be explained by the research model is 66.4%, while the remaining 33.6% is explained by other factors outside the model.

Path Analysis & Hypothesis Testing

The path coefficient estimate is evaluated based on the t-Statistics value. The path coefficient estimation shows the estimated value that describes the relationship between latent variables by looking at the t-value statistics generated by the inner model. The measurement items used are said to be significant if the p value is less than 5%. While the parameter coefficient indicates the direction of influence by looking at the positive or negative of the original sample as well as the magnitude of the influence of the independent variable on the dependent variable. The results of the parameter coefficient and p value generated by the inner model can be seen in the following table:

Table 8. Effect Coefficient Value and p value

Hypothesis	Effect	Original Sample	p value	Note
H_1	*Information Overload → Social Media Exhaustion*	0,382	0,001	Positive and Significant
H_2	*Communication Overload → Social Media Exhaustion*	0,521	0,000	Positive and Significant
H_3	*Social Media Exhaustion → Job Performance*	-0,340	0,031	Negative and Significant
H_4	*Information Overload → Job Performance*	-0,477	0,025	Negative ans Significant
H_5	*Communication Overload → Job Performance*	-0,390	0,043	Negative and Significant

The results show that the effect of information overload on social media exhaustion produces a p value of 0.001 <0.05, it can be concluded that information overload has a significant effect on social media exhaustion. The influence of information overload on social media exhaustion is positive as indicated by a coefficient of 0.382. This means that an increase in information overload can significantly increase social media exhaustion.

Furthermore, the results show that the effect of communication overload on social media exhaustion produces a p value of 0,000 <0.05, it can be concluded that communication overload has a significant effect on social media exhaustion. The influence of communication overload on social media exhaustion is positive as indicated by a coefficient of 0.521. This means an increase in communication overload, can significantly increase social media exhaustion.

The test on the effect of social media exhaustion on job performance produces a p value of 0.031 <0.05, it can be concluded that social media exhaustion has a significant effect on job performance. The influence of social media exhaustion on job performance is negative as indicated by a coefficient of 0.340.

For the effect of information overload on job performance, the test produces a p value of 0.024 <0.05, it can be concluded that information overload has a significant effect on job performance. The influence of information overload on job performance is negative as indicated by the coefficient of influence of 0.477.

Lastly, the effect of communication overload on job performance produces a p value of 0.043 <0.05, it can be concluded that communication overload has a significant effect on job performance. The influence of communication overload on job performance is negative as indicated by the effect coefficient of 0.390.

DISCUSSION AND CONCLUSION

The results prove that there is a positive effect of information overload on social media exhaustion. The large amount of information obtained by marketing employees increases social media exhaustion. Information overload can cause dysfunctional consequences such as stress and divert users from other important activities in everyday life (Eppler & Mengis, 2004). The potential of social media exhaustion can also increase because the speed of production and information has developed rapidly with the development of Technology and Information (Lee et al., 2016). Moreover, the rate of information dissemination on Social Media is fast when the number of Social Media users increases exponentially. Too much information can quickly push the cognitive limits of Social Media users to process information and make them feel overwhelmed (Wisniewski & Lu, 2010).

The study also proves that there is a positive influence of communication overload on social media exhaustion. The influence of communication overload on social media exhaustion is because "there is a feeling of exhaustion because social media takes up too much time, having the highest value of the communication overload indicator. *Bukalapak* marketing employees do not feel tired every day communicating with customers both on the *Bukalapak* website and on other social media. Employees feel as they should work as an online shop marketing communicating through cyberspace. Social media can offer a variety of tools such as Instant Messaging (IM) that can facilitate communication within organizations (Ou & Davison, 2011). When individuals receive communication needs from social media, they tend to stop their activities and immediately process communication demands (Wisniewski & Lu, 2010). After processing communication interruptions initiated by another party, a person will need a few minutes to continue interrupted work activities (Ou & Davison, 2011; Wisniewski & Lu, 2010).

Furthermore, the results of the study prove that there is a negative influence of communication overload on job performance. The decline in employee performance is caused by over communication by employees. The excess communication received by employees makes employees feel less connected to their social environment and feels unproductive because employees only communicate with other people in cyberspace, this makes a decrease in performance. Excessive online communication makes employees often experience errors that make *Bukalapak* consumers feel confused and have to explain again what they want. Excessive communication makes employees tend to only listen to certain parts of the information received and ignore other information.

IMPLICATION FOR MANAGER

From the findings related to information overload and communication overload, this study suggests that *Bukalapak* provides training to employees, and provides guidance on how to manage time appropriately so that employees focus more on their job descriptions at work. In addition, this study also provides several suggestions relating to the job performance of *Bukalapak* employees. For *Bukalapak* leaders, it is advisable to pay attention to the tasks that must be completed by employees by conducting performance appraisals. For that in a certain period of time the leadership must review the results of the work of marketing employees so that errors in completing work can be minimized. Furthermore, *Bukalapak* needs to provide opportunities for employees to socialize with their environment, meaning that employees not only complete work through the web or social media but allow employees to complete work by meeting with consumers offline.

IMPLICATION FOR RESEARCH

Future studies should expand the construction proposed in this study. Future studies can also examine further related to age, gender, and other aspects of diversity to explore more deeply research related to social media exhaustion. In addition, subsequent studies can examine the indirect effect of social media exhaustion and use other variables related to attitudes and behaviors in similar research constructs.

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