Understanding the Antecedents of Social Media Fatigue

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Abstract

Social media is subverting the way we communicate with each other and breaking the limits imposed by physical barriers. Users can message each other through a simple interface. The applications of social media have rewritten human communication and how we stay connected to each other's lives. The convenience of social media has also affected our daily lives and it has been used extensively by companies and organizations. However, even though social media is convenient and beneficial for social interaction in various ways, it may also have a downside as well as harmful consequences for users. In past studies, researchers have always focused on the positive influences of social media. However, even though social media is convenient and beneficial for social interaction in various ways, it may also have a downside as well as harmful consequences for users. Although social media can be a source of relaxation or entertainment for users, social media operators cannot predict the negative effects like privacy frustrations and perceived lack of control, enduring social comparison and jealousy, or excessive use of social media that arise from the combination of the negative and social factors. In addition, some studies have also confirmed that the excessive use of social media results in a reduction in well-beingand friendships or relationships ending prematurely. Thus, in order to understand the consequences of the negative factors towards social media, these negative factors are included in this study. In the process of using social media, social media providers should exercise proper control over user privacy, like securing messaging, strict management of personal information and reducing the negative factors towards using social media like advertisement and unfiltered obscene content. This will increase the users' willingness to continue to use social media. Furthermore, while using social media, users will develop social fatigue because of the negative factors towards social media, which affects their willingness to continue using social media. Based on the above information and objectives, the purpose of this study is to explore the impact of the negative factors towards social media on users' willingness to continue using social media. Through the analysis and discussion in this study, we wish to offer related social media providers suggestions on how improvements could be made.

Keywords
Negative Antecedents of Social Media Adoption; Loss of Control on Social Media; Social Media Fatigue

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Biography / Biographies
Shih-Chih Chen presently serves as an Associate Professor of Department of Information Management at National Kaohsiung University of Science and Technology, Taiwan. His research interests include electronic commerce, marketing, social media applications and managerial issues of emerging technologies. He has published several articles in *Technological Forecasting and Social Change, Computers in Human Behavior, Internet Research, Cyberpsychology Behavior and Social Networking, Personnel Review, Journal of Service Management, International*

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