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***“Impact of Social Media Overuse on Employee Burnout: Mediating Role of
Stress in IT sector (Rawalpindi and Islamabad)”***



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Abstract

Social media platforms play an important function role in our lives and its rapid growth and new updates every year has made it a necessity and has us glued to our screen. The sheer amount of users on these platforms is increasing by the day. While these platforms have become a means of communication for us to socialize with other people and gather the latest information. Even though social media has a lot of positives, we must consider the negative and the dark side of these platforms as well. The main aim of this research was to understand what impact social media overuse has on employee burnout and to see what mediating role does stress plays between social media overuse and employee burnout. The research was conducted on the IT sector especially the software houses in the Twin cities, Rawalpindi and Islamabad, Pakistan. 200 responses were gathered from the employees working in software houses to evaluate our hypothesis. The results indicated that social media overuse can lead to employee burnout and stress partially mediates the relationship between the two variables. Statistical results of our study also indicate that social media overuse has a positive relation with stress.

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Chapter 1: Introduction

1.1 Background of Study

Social media applications have grown to be a very essential part of people's lives since it is an everyday activity that is done by every individual who is connected to the internet (Sanz-Blas et al., 2019). Many platforms are tailored according to the individual's needs and interests. An example of this statement can be Instagram where people capture their precious moments and upload them so other people can follow and like their daily life moments. Facebook purpose is to find and connect with friends all over the world. Similarly, Twitter is another platform that allows users to share their opinions and ideas instantly across the world with a single Tweet. TikTok targets the young generations to express themselves through lip-syncing, dancing, comedy, etc. As advocated by Kemp (2023) the length of time people spend on these platform has increased significantly. People now spend on average 2.5 hours on platforms. The average amount of time spent on platforms like Facebook is 19H 43M, Instagram is 12H, TikTok is 23H 28M, and Twitter is 5H 28M. Georgiev (2023) in his research has described that an average adult spends about 2 hours and 31 minutes on social media platforms. Whereas teenager's screen time has increased from 7 hours to 8 hours and 39 minutes. A total of 26% of the platform users are between the ages of 18-29 years.

In 2023, Kemp (2023) discovered that there are about 87.35 million users of the internet in Pakistan, there are about 71.70 million users of social media in Pakistan the users are spread throughout these platforms like Instagram, Facebook, Twitter, LinkedIn, TikTok, YouTube, etc. Statistics show that in early 2023 there are 4.6 million Twitter users in Pakistan. Kemp (2023) finding indicates that Meta formerly known as Facebook had 37.30 million users in Pakistan at the beginning of 2023. YouTube has approximately 71.70 million users in Pakistan. The Instagram user base in Pakistan had 12.95 million users at the beginning of 2023. TikTok user base in Pakistan is about 16.51 million, and most of the users are aged 18 and above. LinkedIn is another social media platform used by professionals to build networks and connect with other professionals all around the world. It had 9.30 million in early 2023 in Pakistan. It is worth noting that Kemp (2023) stated that the data shown was according to the ad reach and does not represent the exact

figure of active users which may be more than we think. The ad audience shows that 28 percent of Pakistan's total social media users were female, and most of the 72 percent were male.

Technology currently has advanced significantly and alongside these advancement social media platforms are becoming advanced as well. This technology has penetrated our lives and our workplaces to create a medium of communication with one individual or a group of individuals who are connected to the internet (Collins et al., 2016). Social media platforms provide a wide variety of activities to its users which gives them the leverage to enjoy and engage with other users on the platforms (Sanz-Blas et al., 2019). People use social media to participate in activities like killing spare time, sharing content and consuming information, they also use social media for entertainment purposes and for communication purpose as well (Dixon, 2023). Though there are variety of use cases of social media however using them in workplace can lead to undesirable outcomes, which can distract the employees in their workplace (Yu et al., 2018). Overuse of these social platforms involves a frequent amount of pop-up notifications which creates distraction in the workplace. These excessive notifications can be considered as an overload of information (Kamal et al., 2020). Overuse of these online social platforms can lead to experiencing different types of overloads, such as the social, the information, and the communication overload (Yu et al., 2018).

Everyone has a different opinion and experience with social media platforms for example Baumer (2013) has described that using social media can improve mental well-being of individual's and can enhance their interaction with other humans. Liu and Yu (2013) have determined that when using these social media applications, it has a positive influence on life satisfaction. Hang Chu (2020) found out that social media can be utilized as a beneficial tool at workplace because it had small positive benefits and effects on employee's job performance, satisfaction, and engagement with their work. Adding more, Charoensukmongkol et al. (2017) discovered that moderate use of social media lowered burnout.

Considering that the minimum use of social media lowered burnout in the employees, intensive use of social media created more burnout (Charoensukmongkol et al., 2017). Previous research also shows that the use of these social media applications is linked with feeling burnout (Han et al., 2020).

Mäntymäki and Islam (2016) have drawn people's attention towards the negative side of social media overuse. Overuse here means too much use of the social media platform and the large amount of time surfing on these platforms (Kubey et al., 2001). Caplan (2002) in his study documented that there's a significant association between the amount of time spent online and negative internet use which results in negative behaviors in interpersonal, academic, and professional life, etc. Yu et al. (2018) stated that such usage of social media at work can lead to a more stressful working atmosphere. On the other hand, Priyadarshini et al. (2020) discovered negative side effects of overusing these online social platforms which consisted of physical health problems as well as work related problems such as work quality and distraction from work. Not only that they also discussed it creates a dent in the employees professional and personal life which can create insecurity and sense of inferiority complex amongst them.

According to Oh et al. (2014) studies show that social networking sites have an influence on an individual's daily life. Different types of information and content are readily available on the internet and social media platforms, which can define a person's mood for the day (Anderson & Rainie, 2018). According to Dwivedi et al. (2018) these platforms contains a wide variety of content from accurate to inaccurate news and information, such type of content can become viral in a short amount of time and can influence people's perceptions negatively. Wolfers and Utz (2022) discussed that social media use can trigger stress in many ways, misinformation being one of those causes of stress. Jin et al. (2020) also found that stress has an impact on employee burnout.

1.2 Research Gap

There exists a large body of knowledge and literature regarding the overuse of social media and its harmful impact. A gap identified in the previous study of Sanz-Blas et al. (2019) a limitation in their study explored only one social media platform which was Instagram and further recommended to explore other platform such as Facebook or Twitter. This study focuses on multiple platforms such as Twitter, Instagram, Facebook etc. and further research into negative consequences of using social media as recommended by Sanz-Blas et al. (2019). Charoensukmongkol et al. (2017) explored intensive use of social media and burn out among the American and Thai employees. Their research had several limitations, thus for the future research they recommended to investigate the impact of social media overuse and burnout relationship in a different country and in a different organizational and cultural context, they also highlighted

another limitation in their research about stress experienced by employees which results in more social media use. This limitation is carried forward in this study as our research gap. This research is carried out in Pakistan, specifically in the Twin cities, Rawalpindi, and Islamabad.

Priyadarshini et al. (2020) recommended to study how other employees in different industry view social media overuse and its consequences. According to Houry (2023) in her research studied social media overuse and its impact on psychological wellbeing and focused only on one platform which is Instagram. The author pointed out the limitations in her research which was that the study was conducted on college students in Damascus, Syria. This limitation and recommendation by the author are taken forward in this research and is conducted in a different culture and background. Another limitation in her research was that she only studied three psychological issues which were low self-esteem, depression and sleeping problems and overlooked other psychological issues that may result from overusing of these social media platforms. Several research related to the use of social media and its different consequences has already been done on the telecom sector of Pakistan, however there is a lack of research done on the IT sector of Pakistan, so this research topic explores the IT sector. It also explores the impact of social media overuse on employee burnout. For more exploration on how this relationship is impacted by other consequences, this study also investigates the mediating role stress plays in this relationship.

1.3 Problem Statement

Social media is a daily necessity of our lives. It has greatly impacted our lives in the way we communicate, share information among our friends and colleagues and how we view the content online has a significant impact on our lives and our mental health. People tend to spend a lot of their time on online spaces like Instagram, TikTok, Facebook, LinkedIn etc. Just like how Kemp (2023) stated that the time users spends online is increasing. The main problem that all social media users face is excessive use of these of these social media platforms. According to Lim and Choi (2015) the more one spends his/her time on social media sites, the more likely it is that he/she experiences negative effects.

On social media platforms, a large number of people ingest new information on a daily basis, it is updated every second with fresh information. Sunil et al, (2022) stated that the more you consume information on social media and overuse it, it can lead to emotional fatigue , this emotional fatigue can also turn into burnout as stated by Cafasso (2019) . Employees mental wellbeing is important

for organizations success and productivity in the modern world. It has penetrated workplaces, our personal lives and has led to different types of outcomes and repercussions. Overusing social media and the type of overloads and stress reduced satisfaction on the job and job performance Shi et al. (2020) . Not only that, but a high intensity of social media use also creates burn out among the employee as stated by Charoensukmongkol et al. (2017).

The IT sector of Pakistan is a competitive industry where the industry is changing at an extremely high pace. With the ever-evolving technology and high job demand and performance. Industry employees are always on the lookout for news and information regarding technology, software, and program updates on social media platforms to constantly keep themselves up to date. While social media use entirely depends on the preference of the user, employees may use it for other purposes. Many of the research are done on the Telecom Industry of Pakistan is a lack of research done in the IT industry of Pakistan. This allows us to investigate the consequences of social media overuse on the employee's burnout. While also investigating the role of stress as a mediator between overuse of social media and employee burnout.

1.4 Research Questions

- What is the impact of social media overuse on employee burnout?
- What is the mediating role of stress between social media overuse and employee burnout?

1.5 Research Objectives

- To study the impact of social media overuse on employee burnout.
- To investigate the mediating role of stress between social media overuse and employee burnout.

1.6 Significance of Study

This study focuses on social media platforms that have millions of users across the globe. Regardless of its use and popularity, its excessive overuse has been linked to many problems such as stress and burnout and many other negative psychological problems. Despite the growing worries about how social media overuse can affect people's mental health, little is known about how social media overuse can impact the burnout of employees in the IT industry of Pakistan.

This study helps individuals become more conscious of the impact of social media overuse and its adverse consequences on employee burnout and how stress plays a mediating role in this relationship. This awareness can help individuals to change their behavior, such as reducing their screen time or taking a break from social media sites. It can also be useful for workplace policymakers in developing policies around social media use.

1.7 Organization of Study

Section 1 consists of the introduction of the study. In section 2, the literature review, theoretical framework, and choice of theory of this study is discussed. Section 3 of this study consists of methodology. Section 4 is concerned with results. Section 5 is concerned with discussions, implications, conclusions, and limitations.

Chapter 2: Literature Review

2.1 Social Media Overuse

According to Webster (2023) overuse is defined as using something excessively or frequently. Zheng and Lee (2016) explained that social media sites can help in enjoyment and convenience in communication. However excessive use can turn into several negative outcomes. These negative outcomes were related to family, professional life and personal life which were induced to overuse of social media sites (Yu et al., 2019). This research explored other adverse consequences of overuse social media and different kind of overload that are related to social media these three forms of overloads are communication, social , and information overload. Overload of information occurs when the excessive volume of information cannot be processed effectively by an individual (Yu et al., 2019). Communication overload in social media context means frequent communication with one another can lead to cognitive burden. Social overload is experienced by social media users when they spend a significant amount of time in trying to improve social activities and connection online. These are important factors that influences technology stress (Yu et al., 2019).

2.2 Employee Burnout

According to Hills (2018) employee burnout usually takes place in an individual when the employees are emotionally, physically, or mentally exhausted. Hills (2018) further stated that it has three hallmarks which are exhaustion, cynicism and feeling of reduced professional capacity and ability to perform or contribute. As Scott (2022) stated that burnout is the result of extended or recurring job stress. The consistent and continuous stress experienced by an employee can lead the employee to become burned out. It can also lead to mental issues such as depression, lack of interest, concentration problems etc. Physical issues that arise from burnout are high blood pressure, bad immune system, constant headaches, and sleep problems.

2.3 Stress

World Health Organization (2023) describes that stress is a state that creates a feeling of uneasiness and tension in the body due to adversity. It is a natural phenomenon that is part of our everyday lives. The World Health Organization also states that how an individual handles stress has a significant impact on how we feel mentally. It impacts our body and mind differently. A

minor amount of stress can help us perform our daily tasks. However, a significant amount of stress can create mental and physical health problems. Mayo Clinic (2021) states the common effects of stress experienced by our body and mind, some of these effects are headache, muscle tension, chest pain, fatigue, sleep problems, stomach problems, weaker immune system. It also creates anxiety, restlessness, lack of focus or motivation, memory problems, being overwhelmed, sadness, anger etc. According to World Health Organization (2023) every individual responds differently to stress and stressful situations.

2.4 Social media overuse and overload.

(Yu et al., 2018) focuses on the impact of excessive social media use on employee's job performance. In this study excessive social media use is the independent variable. It further explores three types of overloads due to excessive use of social media which is communication, social, and information overload which comes under the independent variable. Job performance is the dependent variable in this study; the mediating variable is social media exhaustion. (Yu et al., 2018) obtained their data from the help of a third-party research company in China. A total of 230 responses were selected. This study used SmartPLS and SPSS to analyze the data of their research.

Result of this study showed overuse of social media had an adverse effect on the emotions and cognitions of the employees. Information overload and communication overload causes exhaustion due to social media. Results also revealed that exhaustion due to social media impacted job performance negatively. Future research recommended by the authors were to explore factors such as positive coping strategies to mitigate stress and overload. For future research a longitudinal study done in other countries and cultures is suggested to strengthen the results.

(Fu et al., 2020) explored the challenge faced by social media, which was discontinuance of the social media. They also explored the different types of overloads and how it impacts the individuals and their discontinued usage behavior. The independent variables in this study are, social overload, system feature overload and information overload. The dependent variable is the discontinued usage of social media platforms, and the mediator variable is the user exhaustion. (Fu et al., 2020) used the SEM technique to test their model and used Smart PLS 3.0 to test the dependability and validity of the variables and their significance level. Their research was quantitative research and they collected 412 responses.

The results of this research showed that system feature overload, information overload, and social overload can cause exhaustion, which results in discontinued use of social media. For future research the researchers recommended to consider various other factors of social media exhaustion, in which negative emotions such as worry, or anger and user privacy is studied. They also recommended using the same work and examine other social media platforms and user segments.

(Maier et al., 2012) investigated the phenomenon of fatigue experienced by individuals who used social networking sites such as Facebook. Its main purpose was to offer usefulness to its users. To explore this occurrence, they used the stress-strain-outcome model in their research. In their research social overload is their independent variable which is the stress and emotional exhaustion is the mediating variable which is the strain in the model and satisfaction and discontinuous usage intention is the dependent variable which are the outcomes in the stress-strain-outcome model. Structural equation model was used to validate this study's research model and partial least squares method and SmartPLS were also used. An empirical survey with 523 Facebook users was carried out.

The result of the study validates that social networking sites users tend to stop using these platforms because of social overload which makes them dissatisfied. This research also identifies that stress influences the two outcomes, which is discontinuous usage intention and satisfaction. Strain serves as a pathway for these two outcomes. Future research recommended by authors suggests exploring how different kinds of stress can influence their areas of life such as work, real-life interaction, and education. They also suggested to see if using social networking sites at work influences performance because of employee's use of Facebook at work. Aspect of strain should be used in IS stress research as it plays a role of mediating variable between the stress and outcome variable (Maier et al., 2012).

Sheng et al. (2023) describes their primary objectives in the present study. First, determine why people become weary when using social media sites, as well as the factors linked with the platforms and their users. This paper also identified some elements that led to emotional exhaustion, such as content overload, features of the social media platform, cyberbullying and privacy invasion are some of the elements that are linked with social media fatigue. The second goal is to understand how diverse elements affect users' experience of being fatigued from using

social media and why social media fatigue occurs. Overload is an independent variable in this research and social media fatigue is the dependent variable and emotional exhaustion is the mediating variable.

Data was acquired from 2102 individuals who used social media. The model they used for this study is SEM to check the model. The results convey that factors of social media such as feature and information overload, and user factors such as cyberbullying and privacy invasion had a strong link to emotional exhaustion. Future research should concentrate on finding out how certain elements contribute to social media fatigue. This produces more consistent and clear results. They also suggested researching the before-and-after mental processes of users experiencing emotional fatigue to answer the question of why social media fatigue occurs.

2.5 Social media overuse and employee burnout

(Charoensukmongkol et al., 2017) explored the consequences of intensive use of social network sites at the workplace and its impact on employee's job burnout. The independent variable in this study is social networking sites use intensity during work hours and their dependent variable is burnout and its three different aspects which all come under the umbrella of burnout. A quantitative study was carried for this research on the United States and Thailand employees. 431 questionnaires were distributed in total to the US and 250 were distributed in Thailand. Out of those 431 questionnaires only 174 were useable in the case of US participants and only 182 were useable in the case of Thai participants. Partial least squares were used for the analysis of data. The tool they used was WarpPLS 3.0.

The results of this study showed results in terms of moderate use of SNS can lower depersonalization, however greater intensive use can increase depersonalization. Further results showed that intensive use of social networking site at work increase emotional exhaustion. The main purpose was to explore the relationship of social media use intensity at workplace and employee job burnout. The results indicate a positive association between intensive social networking site use and burnout. For future research the authors recommended to conduct this research in different organizational context, they also suggested to explore the effects of social networking sites in different countries to observe different outcomes in a new cultural context. Future research also suggests exploring if employees who experience stress at work are more prone to use social networking sites more.

Han et al. (2020) explored what impact does social media use has on job burnout. The authors further researched what role social comparison plays in this relationship. The independent variable in this study is social media addiction and the dependent variable in this study is job burnout and social comparison plays as a moderator between their relationship. A quantitative study was conducted, and data gathering was done through online surveys. A total of 530 samples were collected from the working population. For the analysis, they adopted the hierarchical regression method to test their hypothesis and technique of causal step regression was used to test the moderator or mediator relationship. The tool they used for this analysis was SPSS 19.

The results of this paper showed a positive relationship between social media use and employee job burnout. It was also revealed that social comparison acted as a moderator between use of social media and job burnout. However, in a greater social comparative group they discovered that the moderator could turn into a mediating role only when the social comparison and social media addiction are strong. Results also show that downward comparison can result in more job burnout. For future research the authors recommended exploring other psychological tendencies like psychopathology to study its effect on these two relationships. The authors further recommended exploring various other platforms, such as TikTok, Weibo, Facebook, Line and Kuaishou.

Charoensukmongkol (2016) investigated the role of social media sites in the workplace. It explored personal qualities that may impact the experience of employees when they use social media at the workplace. Their research studied the impact of social media use intensity at work and its impact on burnout: depersonalization, lack of personal accomplishment and emotional exhaustion. Social media use intensity at work is the independent variable in this study. The dependent variable is burnout which consists of depersonalization, emotional exhaustion, and lack of personal accomplishment, while mindfulness plays a moderating role between these relationships. This study conducted a quantitative study on the employees that worked in Bangkok companies. There were 211 responses and for the analysis of that data they used partial least square regression (PLS) technique. The tool they used for PLS regression was WarpPLS.

Results show that mindfulness moderates the relationship between intensive social media use at work on lack of personal accomplishment and emotional exhaustion. Results also showed that those who have a low level of mindfulness increase employee burnout when using social

media at work. However, greater mindfulness helps employees lower their burnout. For future research, the author recommended exploring factors such as different personalities or work characteristics. The author also suggested using longitudinal data collection and should gather more data in a bigger scope.

H1: Social media overuse has a significant positive impact on employee burnout.

2.6 Social media over use and stress

According to (Lim & Choi, 2015) individuals, participate in activities such as interaction and sharing through these social networking sites. These activities can lead to social networking site stress, this stress caused by social media changes individual's lifestyle such as changes in how they communicate. (Lim & Choi, 2015) explored the negative consequences of stress that are created by social media applications, it affects the behavioral and psychological reaction of the user. For example, switching intention to another app, emotional fatigue, and resistance. The dependent variable in this topic is stress and the independent variable is social media network application. (Lim & Choi, 2015) got the data from 446 Korean users, these social media sites consist of Twitter, Kakao Talk, Facebook. This study employed Amos 20 to conduct their test.

The results of this study show that social networking sites have a direct relationship with stress and other psychological behaviors of the individual. (Lim & Choi, 2015) have recommended that future research should be conducted in different countries to see several types of users in different countries. They also suggested including a model of an individual's well-being and quality of life.

(Wolfers & Utz, 2022) goal was to provide a fresh viewpoint and to better understand the notion of social media and its use in relation to stress, this study demonstrates that social media serves three purposes in the stress-coping process: resources, coping tools, and stressors. They also stated that social media can have both a good and bad impact. It can either induce stress or be used as a coping mechanism. This review identifies the independent variable which is social media use and stress and the dependent variable is stress and coping. Social media use can induce stress and it can also be used as a coping tool. This study used transactional model of stress and coping developed by Lazarus and Folkman.

According to the findings of this study, social media serves three functions: resources, stressors, and coping mechanisms. Studies reveal that social media can activate stressors such as approval

anxiety which can induce stress. However, it is unclear how social media can help reduce stress. In their future research, they suggested that additional conceptual and methodological work should be done to untangle the stress caused by social media elements. Additional research should be carried out to differentiate the timing of using social media for the second function. The third proposal was to investigate the situation to obtain significant results for future research.

(Sanz-Blas et al., 2019) focuses on describing the effect of overuse of Instagram and experiencing the feeling of missing out when you're not on the social media platform. It focuses on emotional fatigue, which is created by consuming information, and it also explored the effect of overuse of Instagram on stress. The role of addiction linked with overuse of Instagram was also investigated in this paper (Silvia Sanz-Blas et al, 2019). Instagram overuse is the independent variable, and stress and emotional fatigue is the dependent variable, and the mediating variable is addiction. Data was collected from 342 Instagram users. The partial least square equation (SmartPLS 3) was employed to put the model to test. The result of this study shows that addiction had a partial mediating effect of overuse on stress and emotional fatigue. A mediation analysis was performed to assess the effects of the model. The analysis showed that Instagram overuse had a significant impact on stress, however when addiction was introduced the path between overuse and stress was less significant, same is the case with overuse and emotional fatigue it made it less significant when mediator was introduced. As stated by Sanz-Blas et al. (2019) social media sites can induce stress and their research is consistent with previous research. Overuse of Instagram also results in emotional fatigue.

(Sanz-Blas et al., 2019) suggested to investigate the negative implications of Instagram use. They also suggest that future studies should be done on Facebook and Twitter. Another recommendation was to have a sample of more male users than female users. For future study different precursors and consequences should be explored.

Liu (2023) investigated the consequences of excessive use of social media among the students of a Chinese university. This paper focuses on social media overuse and how perceived stress influences the association between overuse of social media and anxiety. Social media overuse is the independent variable in this research, and anxiety is the dependent variable, and the mediating role is perceived stress. This study was a quantitative study and questionnaire were

distributed among the Chinese students. The questionnaire was filled by 358 students. SPSS 22 was used to do the analysis of data.

According to Liu (2023) perceived stress occurs by external triggers and anxiety is an inner response to stress, it is also manifested by psychophysiological stress. The result of this study found overuse of social media significantly predicts anxiety and stress, it partially mediates the relationship between overuse of social media and anxiety. The researcher also recommended that longitudinal study should be done to investigate this mechanism. Future investigation also needs to study how culture, biological factors and cognition affects the mediation model.

(Beyari, 2023) explored the link between social media and increasing mental health issues. The author highlighted that problems in mental health are born from social media overuse. This study has one independent variable which is social media and one dependent variable which is mental health. The data was gathered using a closed-ended survey from the young people of Saudi Arabia. The total sample size of this study was 385. The data was then analyzed using (AHP) Analytical Hierarchical Process.

The result of this study indicates that social media has a major negative influence on Saudi Arabian youth mental health. The researcher found that individuals who look for social esteem and validation on these social platforms are more prone to experience anxiety, depression, and stress. Furthermore, the researcher highlighted that social media influencers are an amplifier of depression and stress for simple users who might experience pressure to match these influencers. (Beyari, 2023) recommended that future research should explore demographic variables of age and gender to further understand this topic among different populations. Future recommendation also indicates using diverse and large samples. (Beyari, 2023) also recommended to examine the association between social media and mental health with a more robust research design.

(Malaeb et al., 2020) investigated the relationship between problematic use of social media and its association with anxiety, stress, insomnia, depression, The independent variables in this study are depression, anxiety, and insomnia. Problematic social media use is the dependent variable, and the mediating variable is stress. A cross sectional study was done and a total of 600 questionnaires were completed by adults and out of those 600 only 466 were carried forward.

Results of this study indicate that intensive problematic use of social media showed a strong association with anxiety, insomnia, and depression but no association with stress. However, stress mediates this relationship between problematic use of social media, anxiety, depression, and insomnia. For future research Malaeb et al. (2020) recommended to investigate the relationship between mental health and social media.

(Hughes, 2018) objective was to explore the relationship between age, time spent daily on social media, and different types of platforms used and the effect of social media on mental wellbeing such as stress, depression, and anxiety. The independent variables in this study are the types of platforms used, age and time spent on social media platform daily. The dependent variables in this study are anxiety, stress, and depression. A quantitative study was conducted, and 73 participants filled the survey. SPSS 22 was used for analysis.

Analysis shows that there was a significant positive association between different types of social media used and the three mental states which were depression, anxiety, and stress. The future research direction recommended by the author was to study a large sample size. More variables can be added to the study. Social validation on social media among young adults can be explored to understand social media and how it draws people to the platform.

According to Jin et al. (2020), our surroundings and environment are changing rapidly and at an extremely high speed. The advancement in education technology has created stress among college teachers. Stress and technostress is the independent variable, and dependent variable is job burnout. Leader-member change quality and the teacher's agility are moderating variables. A quantitative study was conducted, and a total of 271 samples were collected.

According to the outcome of this study, it shows that stress has an impact on employee burnout, and the moderating variables further strengthen this negative effect. For future recommendations, the author suggested doing a stratified sampling study with a greater number of participants to develop a more in depth understanding of this subject matter.

H2a: Social media overuse has a significant positive impact on stress.

H2b: Stress has a significant positive impact on employee burnout.

H3: Stress mediates the relationship between social media overuse and employee burnout.

2.7 Impact of social media overuse and its negative effects.

According to (Saleem et al., 2021) social media users can have a productive time when used optimally, but if they reach beyond that optimal point, negative effects start to surface that affect their lives. Social media overuse shows signs of addictive habits. Excessive use displays signs of negative behavioral outcomes. In their present study, they see how the overuse of social networking sites can influence the worker's performance. The variable that is independent is excessive SNS, and the variable that is dependent in this study is employee performance and technological conflict. For this study, the cognitive-behavioral model and SCT (social-cognitive theory) were used. To prove these models, a sample size of 386 SNS Chinese users was taken. The results of this reveal that those people who indulge themselves in using social media have performance problems related to work.

The results also support the previous studies by supporting that overuse can lead to negative effects such as less time, emotional energy, and physical energy to complete their work, which leads to reduced worker performance. It further proves that overuse of social media can create workplace conflict, which affects performance as well. Future research should focus on studying the effects of environments such as workplaces and colleges. They also recommend doing longitudinal experiments to increase the quality of the results. Other strain-related factors should be induced into the present model.

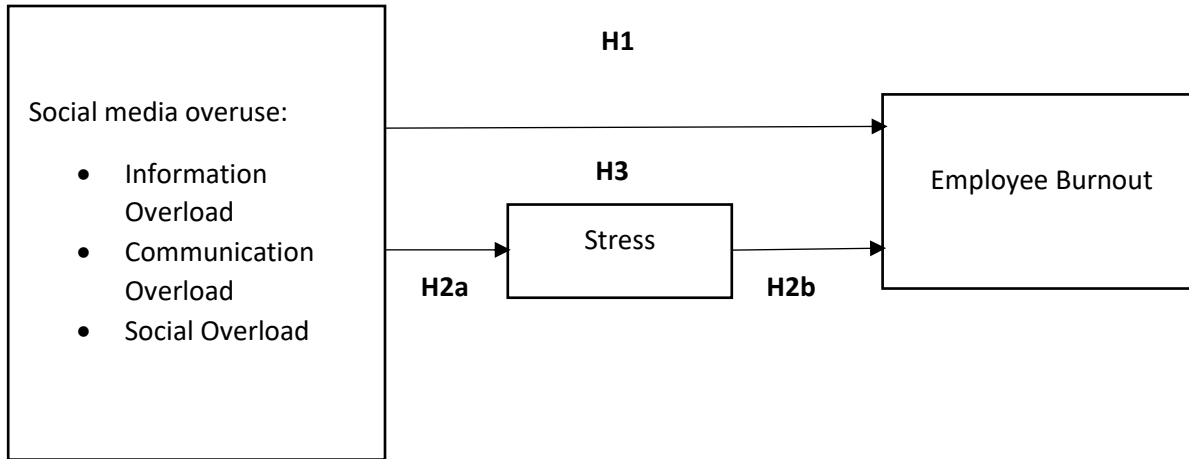
(Zheng & Ling, 2021) have discussed the issue of social media fatigue, which is a negative emotional response linked with online social media activities. There are two categories of fatigue studied in this literature: psychological fatigue and the other is physical fatigue, psychological fatigue consists of burnout, exhaustion, stress etc. The key objective was to conduct a systematic literature review of 40 different articles on this matter. First, it shows where each research project took place, who was the sample for this study, and how data and information were collected. It builds a solid understanding of the topic. It also points out the drivers that cause fatigue from social media and then classifies it into three different categories. The main goal of the authors is also to aid social network service providers and healthcare professionals in coming up with good intervention strategies. Social media is the independent variable, and the social media fatigue is the dependent variable.

The method they used for the systematic literature review consists of the following: search strategy, selection process, quality assessment, and data coding. In their search strategy, they utilized words like "social media fatigue" or "SNS fatigue" to find relevant articles. Then, in the selection process, it had criteria to include or exclude the article. In quality assessment, there were criteria to assess the quality of the article. In the final data coding stage, they used a Microsoft Excel spreadsheet to code the final 40 articles. The main results show that social media creates emotional fatigue, and it is an issue that is drawing people's attention to the online world. The researchers recommend including papers from other places, for example, conference proceedings. Furthermore, meta-analysis studies must be done in future research to have comparable variables and research.

(Pahlevan & Yeoh, 2018) primary goal of their paper was to explore excessive overuse of SNS and its effects on online buying and to examine whether it is mediated by money attitude. According to the researchers, an individual may spend a lot of time online to maintain his social media accounts. Excessive social networking sites use is the independent variable, online compulsive buying is the dependent variable, and money attitude is the mediating variable. The methodology and approach of this study was a questionnaire-based study that was done by 1,155 students at the university, this survey was done online. A parallel multiple mediator model was created, and a structural equation model was also used.

According to their results, excessive usage of social media led to compulsive online buying. This showed that those students who spend an excessive amount of time online showed that they had a strong habit of buying compulsively. It also showed a positive link between excessive use of SNS and money attitude which has three dimensions that are money anxiety, power prestige, and distrust. This study couldn't show any relation between compulsive buying and distrust. Though few studies displayed a negative link as stated by the researchers. The future recommendation given by the authors is to examine and target the urban and rural youths in Malaysia and some other contexts. Another recommendation was to adopt a longitudinal approach for more accurate results and explanations.

2.8 Theoretical Framework



The relationship between the independent, dependent, and mediating factors is shown in this framework. Social media overuse is the independent variable over here and within social media overuse it has three overloads taken as a composite. It has a relation with the dependent variables that is employee burnout. The mediating variable shown in this diagram is stress and it shows its mediation link between social media overuse and employee burnout.

2.8.1 Theoretical Support

The theory that aligns with our theoretical framework is the Conservation of Resources Theory. This theory was given by Dr. Steven Hobfoll and has been applied in many domains, such as stress arising due to occupation, burnout, well-being, and health (Grandey & Cropanzano, 1999; Halbesleben, 2006; Halbesleben et al., 2009). According to Hobfoll (1989) this theory describes that individuals are driven to maintain their available resources and look to expand more resources. However, stress usually occurs when resources are depleted. These resources can be personal resources, social resources, and structural resources. Conservation of resource theory and burnout has been explored (Halbesleben, 2006) and how resource use and depletion impact an individual's mood (Neveu, 2006). This theory is in line with our theoretical framework; here we see that individuals invest their personal resources, such as energy and time, in using social media platforms. In this study, we explored how overusing social media can be interpreted as a threat to resource depletion when individuals, such as our employees, spend their time, energy, and emotional effort on social media platforms. The theory's basic principle is that resource loss can

be more harmful; excessive use depletes our personal resources, which can lead to employee burnout; and overuse of social media can also lead to stress.

2.9 Operational Definition

2.9.1 Social Media Overuse

To measure overuse Generalized Problematic Internet Use Scale 2 (GPIUS) is used which was constructed by (Caplan, 2010). This scale consists of 15 items. It also contains subscales which can be used to tailor our items for the questionnaire.

In social media overuse we are taking three overloads as a composite these three overloads are communication, information, and social overload. The items were taken from the information overload scale by (Williamson et al., 2012). Communication overload scale was adapted from the paper of (Karr-Wisniewski & Lu, 2010). Scale of social overload was adapted from the paper of (Maier et al., 2015).

2.9.2 Employee Burnout

To measure employee burnout, Maslach Burnout Inventory MBI can be used. Its purpose is to measure different aspects of burnout: emotional fatigue, decreased personal achievements and depersonalization. It contains 22 items that are divided into subscales and are measured on a Likert Scale (Maslach et al., 1997).

2.9.3 Stress

This variable can be measured through the Perceived Stress Scale, this tool is frequently employed to study how different situations can affect our levels of stress. This scale contains 10 items regarding the person's thoughts and feelings during the past month. Each item is evaluated on a Likert Scale (Cohen, 1994).

Chapter 3: Methodology

3.1 Data Collection

A quantitative study was carried out, which consisted of an online questionnaire designed on Google Forms. It is used to gather data from our target population.

3.2 Unit of Analysis

Individuals are the primary unit being explored in this study. These individuals are employees working in IT companies in Islamabad and Rawalpindi. The aim of this current study was to look into how overusing social media platforms can impact employee burnout, it also explored the role of stress as a mediator between social media and employee burnout.

3.3 Population

The population for this study includes individuals employed in software houses in Islamabad and Rawalpindi. As gathering data from every individual in population was practically challenging, therefore a representative sample has been selected to represent entire population.

3.4 Sample Size

Cochran's sample size formula was utilized to determine the sample, resulting in 198 individuals. 230 questionnaires were sent, and 200 respondents filled out the questionnaire which was considered accurate to represent population and the respondents reported how social media overuse impact employee burnout, with stress acting as a mediator between social media overuse and employee burnout.

3.5 Sampling Technique

There are two types of sampling technique, which is probability and non-probability sampling. Probability sampling is used when population is known, however when population is not known or there are time and budget constraints, we use non-probability sampling. The sampling technique utilized for this study is convenience sampling, this technique is part of the non-probability sampling technique. Based upon convenience and accessibility, questionnaires were circulated online among employees in software houses of Islamabad and Rawalpindi.

3.6 Research Tools

Online questionnaires were utilized to acquire the responses from the selected sample, and SPSS 25 was employed to analyze the data.

3.7 Test

To test the hypothesis, for direct relation, we used simple linear regression and Pearson correlation to see the relationship between our independent variable social media overuse and dependent variable employee burnout. For mediating variable stress, we used the mediating analysis technique PROCESS by Andrew F. Hayes.

3.8 Questionnaire Design

The first section of the questionnaire asked basic demographic related questions regarding age, gender, level of education, and the kinds of social media platforms they use. The second section explored the impact of social media overuse on employee burnout and to study the mediating role of stress between social media overuse and employee burnout in the Twin Cities, which are Rawalpindi and Islamabad. Items for social media overuse have been adapted from research of (Caplan, 2010). Three types of overloads were also explored, and their items were adapted from (Karr-Wisniewski & Lu, 2010; Williamson et al., 2012; Maier et al., 2015). For employee burnout, Maslach Burnout Inventory (MBI) was used that was constructed by (Maslach et al., 1997). For stress, perceived stress scale was used by (Cohen, 1994). These variables had a total of 44 items and were modified according to our study. These items were scored on a Likert scale with five-points. Google Forms was utilized to design our questionnaires.

Chapter 4: Results

The aim of this section is to test our hypothesis with different statistical tests carried out on the data gathered through our questionnaire and provide findings regarding the impact of social media overuse on employee burnout and the mediating role of stress between the relationship of social media overuse and employee burnout.

4.1 Reliability

4.1.1 Social Media Overuse

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.900	25

4.1.2 Employee Burnout

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.705	12

4.1.3 Stress

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.760	7

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.908	44

Cronbach alpha test was performed to evaluate internal consistency between the items in a scale. The results show that Cronbach alpha is in the acceptable range, which is 0.7 (Taber, 2018).

4.2 Demographic

4.2.1 Age

Statistics

Age		
N	Valid	200
	Missing	0

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25	105	52.5	52.5	52.5
	25-30	76	38.0	38.0	90.5
	30-35	3	1.5	1.5	92.0
	35-40	1	.5	.5	92.5
	40-45	7	3.5	3.5	96.0
	50-Above	8	4.0	4.0	100.0
	Total	200	100.0	100.0	

4.2.2 Gender of respondents

Statistics

Gender		
N	Valid	200
	Missing	0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	120	60.0	60.0	60.0
	Female	80	40.0	40.0	100.0
	Total	200	100.0	100.0	

4.2.3 Education level of respondents

Statistics

What is your Education level?

N	Valid	200
	Missing	0

What is your education level?

		Frequenc	Percent	Valid	Cumulative
		y		Percent	Percent
Valid	Matric/FSC/O-levels/A-levels	2	1.0	1.0	1.0
	Bachelors	154	77.0	77.0	78.0
	Masters	44	22.0	22.0	100.0
	Total	200	100.0	100.0	

No questions were missed, and all the questions were answered by the 200 respondents. The total participants in this were 200. The demographic information was asked regarding their age, gender, education, and the platform which they used frequently. About 53% of participants were in the age of 20-25. 38% of participants were in the age bracket of 25-30. 3.5% of those who participated were between the ages of 40 and 45. The remaining 4% were in the bracket of 50-Above.

About 60% of the participants were male and the remaining 40% of the participants were female. Majority of the participants in this study were males. Considering their education level about 77% of the participants had done their bachelor's and 22% participants had a master's degree.

4.2.4 Social media platform the respondents use

The main social media platform that is used by the participants is Instagram, and the second most used social media platform is Facebook. Twitter, Snapchat, LinkedIn, and other social media platforms are also used but Facebook and Instagram are most frequently used.

4.3 Correlations

Pearson Correlation was carried out to test the relationship between the independent variable and the dependent variable.

Correlations			
		Social Media Overuse	Employee Burnout
Social Media Overuse	Pearson Correlation	1	.425**
	Sig. (2-tailed)	200	.000
	N		200
Employee Burnout	Pearson Correlation	.425**	1
	Sig. (2-tailed)	.000	200
	N	200	

** . Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation ($p=0.00$) states that the social media overuse and employee burnout correlation are significant, and the correlation coefficient ($r=0.425$) shows the strength of the correlation is moderate. Hence, this proves our hypothesis 1 (**H1**), that social media overuse has a significant positive impact on employee burnout.

Correlations			
		Social Media Overuse	Stress
Social Media Overuse	Pearson Correlation	1	.428**
	Sig. (2-tailed)	200	.000
	N		200
Stress	Pearson Correlation	.428**	1
	Sig. (2-tailed)	.000	200
	N	200	

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation between social media overuse and stress is also moderately positive and statistically significant ($r=0.428$, $p=0.00$). This further supports our hypothesis (**H2a**), which was that social media overload has a significant positive impact on stress.

Correlations

		Stress	Employee Burnout
Stress	Pearson Correlation	1	.642**
	Sig. (2-tailed)		.000
	N	200	200
Employee Burnout	Pearson Correlation	.642**	1
	Sig. (2-tailed)	.000	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation results show a strong strength and correlation between stress and employee burnout. The correlation coefficient and statistical significance ($r=0.642$, $p=0.00$) proves our hypothesis (**H2b**), which is that stress has a strong positive impact on employee burnout.

4.4 Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.425 ^a	.181	.176	.46737

a. Predictors: (Constant), Social Media Overuse

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.534	1	9.534	43.648	.000 ^b
	Residual	43.251	198	.218		
	Total	52.785	199			

a. Dependent Variable: Employee Burnout

b. Predictors: (Constant), Social Media Overuse

Coefficients

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	1.939	.182		10.672	.000
	Social Media Overuse	.384	.058	.425	6.607	.000

a. Dependent Variable: Employee Burnout

This proves that social media overuse is a significant predictor of employee burnout. The 0.425 coefficient of beta shows a positive relation between social media overuse and employee burnout. The model shows that overuse of social media increases, and employee burnout also increases.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.428 ^a	.183	.179	.62266

a. Predictors: (Constant), Social Media Overuse

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	17.210	1	17.210	44.388	.000 ^b
	Residual	76.765	198	.388		
	Total	93.975	199			

a. Dependent Variable: Stress

b. Predictors: (Constant), Social Media Overuse

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.695	.242		7.003	.000
	Social Media Overuse	.516	.078	.428	6.662	.000

a. Dependent Variable: Stress

The regression model indicates that the relation between social media overuse and stress is statistically significant ($p = 0.00$). The coefficient beta shows a positive relationship, and social media overuse can explain stress with its 18.3% variability.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.642 ^a	.413	.410	.39573

a. Predictors: (Constant), Stress

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.777	1	21.777	139.058	.000 ^b
	Residual	31.008	198	.157		
	Total	52.785	199			

a. Dependent Variable: Employee Burnout

b. Predictors: (Constant), Stress

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.540	.137		11.255	.000
	Stress	.481	.041	.642	11.792	.000

a. Dependent Variable: Employee Burnout

Results of this regression model show that stress is a strong predictor of employee burnout. Stress and employee burnout show a positive relationship (0.642). The variability is about 41.3% and is explained by stress.

R-square indicates the goodness of fit for the model. According to Ozili (2022) in social science research, values ranging from 0.10 to 0.50 are considered acceptable. Here the r-square values are above the acceptable range.

4.5 Mediation

```

*****
Model: 4
  Y: DV
  X: IVSMO
  M: MV

Sample
Size: 200

*****
OUTCOME VARIABLE:
  MV

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    .4279    .1831    .3877   44.3885    1.0000   198.0000    .0000

Model
      coeff      se      t      p      LLCI      ULCI
constant  1.6950    .2421    7.0025    .0000    1.2176    2.1723
IVSMO     .5165    .0775    6.6625    .0000    .3636    .6693

*****
OUTCOME VARIABLE:
  DV

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    .6634    .4402    .1500   77.4421    2.0000   197.0000    .0000

Model
      coeff      se      t      p      LLCI      ULCI
constant  1.2228    .1682    7.2713    .0000    .8912    1.5545
IVSMO     .1662    .0533    3.1160    .0021    .0610    .2714
MV        .4224    .0442    9.5564    .0000    .3353    .5096

```

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

DV

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	.4250	.1806	.2184	43.6479	1.0000	198.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.9389	.1817	10.6715	.0000	1.5806	2.2971
IVSMO	.3844	.0582	6.6067	.0000	.2697	.4992

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI
.3844	.0582	6.6067	.0000	.2697	.4992

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
.1662	.0533	3.1160	.0021	.0610	.2714

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
MV	.2182	.0421	.1422	.3084

For mediation analysis, PROCESS was used. The result from this analysis shows that the mediating variable partially mediates the relationship between the independent variable, which is social media overuse, and the dependent variable, which is employee burnout. The indirect effect of social media overuse on employee burnout through mediating variable stress is also significant.

Chapter 5: Discussion

5.1 Theoretical Implications

This research adds knowledge to the existing body of literature that is related to the dark side of using social media. The aim was to explore social media overuse in greater depths while also considering different types of overloads such as social, communication and information overload. All three overloads are taken as a composite inside the independent variable which is social media overuse. Employee burnout and stress were the other two variables considered in this study. The results of this study are in line with the previous research such as overuse of social media can impact employee burnout (Charoensukmongkol et al., 2017). Also, the hypothesis studied in this research also investigated the direct effect of social media overuse on stress and the results showed a significant positive impact which is consistent with the previous research of (Lim & Choi, 2015; Sanz-Blas et al., 2019; Liu, 2023). The findings offer recommendations. For future research, other negative consequences, such as a low attention span and the type of content that is viewed by the users, can also be considered for future studies to see if specific content types, such as motivational pages or influencers, affect the psychological state of the users or not. Future studies may delve into social media platforms such as LinkedIn can be explored to see how it can instill negative feelings in their users, and it should also explore the social comparison aspect amongst the users and how it can affect the motivation and turnover intentions of the employees. This research should be conducted in a city such as Karachi or Lahore. In light of research, the theoretical model should be modified to explore other kinds of negative effects and should incorporate theories such as the transactional theory of stress to see how individuals use social media as a mean to cope against stress in Pakistan.

5.2 Practical Implications

Every industry and organization's main goal is to make the maximum amount of revenue, and these revenues are directly linked to the employees and their productivity. It is important for the HR professional to keep in mind about the mental wellbeing of the organization's workforce. Employees poor mental health can greatly impact the quality of his work and his productivity, which can then create some problems in the organization's profit generation. The current study results highlight the adverse side of social media use. The reason, this is important for employees

working in the IT sector to be aware of the negative side of overusing social media. Since these employees are constantly connected to the internet and are on their screen, it can result into negative outcomes such as employee burnout and stress. For this, prevention strategies are important, and before this habit of overuse is built over the period of time. A timely intervention must be made by the organization and its HR professional and individual efforts should be made to fight these unhealthy habits. For users, such as the employees, this is important to create awareness about social media overuse and the negative consequences it brings. Awareness about the problem is the first step in battling against negative behaviors and a crucial factor in preventing the overuse of social media platforms. HR managers should educate the employees first about the negative consequences of using social media, they should also set up workshops in the organization . When employees are educated about the negative consequences, they should be advised to take breaks away from their screens and should recharge themselves by taking part in outdoor activities. Alternatives such as recreational rooms and wellness activities such as mindfulness can also be incorporated into the organization. Advising users to install application tracking software and time limit software can reduce the screen time and can also keep the users away from building a habit of overusing social media. Individual and personal efforts should also be made by the employees so that they don't feel burned out and so that their performance is up to the mark in their organization. For this it is recommended that individuals should indulge themselves in taking parts in sports such as football, table tennis, badminton etc. Reading self-help books related to spirituality and emotional intelligence can benefit the individual such as the employee.

5.3 Conclusion

The purpose of this study was to explore the harmful impact of overusing social media platforms, along with the three kinds of overloads: information, communication, and social overload. This study had two objectives, which were to study the impact of social media overuse on employee burnout and the mediating role of stress between social media overuse and employee burnout. Both objectives have been explored, and the results show a correlation between social media overuse and employee burnout, meaning that social media overuse has an impact on employee burnout. Stress also partially mediates the relationship between the two variables. The focus of our research was on the IT sector, specifically the employees working in the software houses. It is important for the management and HR professionals to keep track of their employee's mental well-being to prevent them from burning out because our employees are a valuable asset

to the organization and these employees make or break the company. Apart from that employees themselves should keep a check and balance on their social media use to preserve their mental well-being.

5.4 Limitation

There are some limitations to this study, time constraint was our biggest limitation. This study should be done in a longitudinal setting and should gather a greater number of responses to get more detailed results. Apart from that the IT industry was considered and due to the time constraint, we could not get responses from all the employees working in IT companies. Future research should consider exploring specific positions such as developers. The IT industry should also be explored in other cities, for example Karachi, Lahore, Peshawar etc. Over there are a lot of IT firms and software houses. The IT industry may limit this study other industries such as the banking industry and BPO industry can be explored for more research to gain a different insight and perspective regarding this subject matter. Advertising and PR industry should be explored because they are directly linked with social media platforms for this industry marketing firms can be targeted in Pakistan because most of their work is on these platforms as well. It is interesting to see how overuse of these platforms can affect the wellbeing of these employees. For this other negative outcome such as low attention span, anxiety or depression etc. can also be incorporated and explored. A moderator variable should be added to the model to test the strength or direction of the variable's relationship. In this paper only three overloads were explored, other forms of overload such as feature overload can be explored as well.

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Appendix

Questionnaire

Name: _____

What is your Age?

- 20-25
- 25-30
- 30-35
- 35-40
- 40-45
- 50-Above

What is your Gender?

- Male
- Female
- Other

Name of your organization (optional)

What is your position in your organization?

What is your education level?

- Matric/FSC/O-levels/A-levels
- Bachelors
- Masters
- PHD

Which social media platform do you use?

- Facebook
- Instagram
- Twitter
- Snapchat
- LinkedIn
- Other

Items Code	Social Media Overuse	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
SMO1	I think the amount of time I spend using social media at is excessive.					
SMO2	I have used social media to talk with others when I was feeling isolated.					
SMO3	I spend more time using social media than most other people.					
SMO4	I spend an unusually large amount of time using social media.					
SMO5	I prefer online social media interaction over face-to-face communication.					
SMO6	I have difficulty controlling the amount of time I spend on social media platforms.					
SMO7	I find it difficult to control my social media use.					
SMO8	When offline, I have a hard time trying to resist the urge to go on social media platforms.					
SMO9	I think obsessively about going on social media platforms when I am offline.					
SMO10	My Social media use has created problems for me in my life.					

SMO11	My social media use has made it difficult for me to manage my life.					
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Item Code	Information Overload	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
IO1	I regularly feel overwhelmed by too much information on social media these days.					
IO2	It is sometimes hard for me to concentrate because of all the information I have to assimilate on social media.					
IO3	I have so much information to manage on social media on a daily basis that it is hard for me to prioritize tasks.					
IO4	I feel like my attention span is becoming shorter and shorter because of information overload					
IO5	There is so much information available on topics of interest to me on social media that I have trouble choosing what is important and what's not.					

Item Code	Communication Overload	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
CO1	I feel that in a less connected environment, my attention would be less distracted allowing me to be more productive.					
CO2	I often find myself overwhelmed because social media has allowed too many other people to have access to my time.					
CO3	I waste a lot of my time responding to messages, voice messages and video/voice call from social media that are not work-related.					
CO4	The availability of social media has created more of an interruption than it has improved communications.					

Item Code	Measurements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
SO1	I take too much care of my friends' well-being on social media.					
SO2	I deal too much with my friends' problems on social media.					
SO3	My sense of being responsible for how much fun my friends have on social media is too strong.					
SO4	I am too often caring for my friends on social media.					
SO5	I pay too much attention to posts of my friends on social media.					

Item Code	Measurements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
EB1	I feel emotionally drained from my work.					
EB2	I feel used up at the end of the workday.					
EB3	I feel fatigued when I get up in the morning and I have to face another day on the job.					
EB4	I feel frustrated by my job.					
EB5	I feel burned out from my work					
EB6	Working with people all day is really a strain for me.					
EB7	I feel that I am working too hard at my job.					
EB8	I feel that I treat some of my clients/colleagues as if they were impersonal objects.					
EB9	I worry that this job is hardening me emotionally					
EB10	I feel very energetic.					
EB11	I have accomplished many worthwhile things in this job.					
EB12	In my work, I deal with emotional problems very calmly.					

Item Code	Measurements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
S1	In the last six month, I have been upset because of something that happened unexpectedly.					
S2	In the last six month, I felt that I was unable to control the important things in my life.					
S3	In the last six month, I have felt nervous and stressed.					
S4	In the six last month, I felt confident about my ability to handle my personal problems					
S5	In the six last month, I have been able to control irritations in my life.					
S6	In the last six month, I have been angry because of things that happened that were outside of my control.					
S7	In the last six month, I have felt difficulties were piling up so high that I could not overcome them.					

Variables	Items	Measurements	Sources
Social Media Overload (SMO)	SMO1	I think the amount of time I spend using social media at is excessive.	Generalized Problematic Internet Use Scale 2 (GPIUS) (Caplan, 2010)
	SMO2	I have used social media to talk with others when I was feeling isolated.	
	SMO3	I spend more time using social media than most other people	
	SMO4	I spend an unusually large amount of time using social media.	
	SMO5	I prefer online social media interaction over face-to-face communication.	
	SMO6	I have difficulty controlling the amount of time I spend on social media platforms.	
	SMO7	I find it difficult to control my social media use.	
	SMO8	When offline, I have a hard time trying to resist the urge to go on social media platforms.	

	SMO9	I think obsessively about going on social media platforms when I am offline.	
	SMO10	My Social media use has created problems for me in my life.	
	SMO11	My social media use has made it difficult for me to manage my life.	
Information Overload (IO)	I01	I regularly feel overwhelmed by too much information on social media these days.	The Information Overload Scale (Williamson et al., 2012)
	I02	It is sometimes hard for me to concentrate because of all the information I have to assimilate on social media.	
	I03	I have so much information to manage on social media on a daily basis that it is hard for me to prioritize tasks.	
	I04	I feel like my attention span is becoming shorter and shorter because of information overload	
	I05	There is so much information available on topics of interest to me on social media that I have trouble choosing what is important and what's not.	
Communication Overload (CO)	CO1	I feel that in a less connected environment, my attention would be less distracted allowing me to be more productive.	(Karr-Wisniewski & Lu, 2010)
	CO2	I often find myself overwhelmed because social media has allowed too many other people to have access to my time.	
	CO3	I waste a lot of my time responding to messages, voice messages and video/voice call from social media that are not work-related.	

	CO4	The availability of social media has created more of an interruption than it has improved communications.	
Social Overload (SO)	SO1	I take too much care of my friends' well-being on social media.	(Maier et al., 2015).
	SO2	I deal too much with my friends' problems on social media.	
	SO3	My sense of being responsible for how much fun my friends have on social media is too strong.	
	SO4	I am too often caring for my friends on social media.	
	SO5	I pay too much attention to posts of my friends on social media.	
Employee Burnout (EB)	EB1	I feel emotionally drained from my work.	Maslach Burnout Inventory (MBI) (Maslach et al., 1997).
	EB2	I feel used up at the end of the workday.	
	EB3	I feel fatigued when I get up in the morning and I have to face another day on the job.	
	EB4	I feel frustrated by my job.	
	EB5	I feel burned out from my work	
	EB6	Working with people all day is really a strain for me.	
	EB7	I feel that I am working too hard at my job.	
	EB8	I feel that I treat some of my clients/colleagues as if they were impersonal objects.	
	EB9	I worry that this job is hardening me emotionally	
	EB10	I feel very energetic.	
	EB11	I have accomplished many worthwhile things in this job.	
	EB12	In my work, I deal with emotional problems very calmly.	
	S1	In the last six month, I have been upset because of something that happened unexpectedly.	

Stress	S2	In the last six month, I felt that I was unable to control the important things in my life.	Perceived Stress Scale (Cohen, 1994).
	S3	In the last six month, I have felt nervous and stressed.	
	S4	In the six last month, I felt confident about my ability to handle my personal problems	
	S5	In the six last month, I have been able to control irritations in my life.	
	S6	In the last six month, I have been angry because of things that happened that were outside of my control.	
	S7	In the last six month, I have felt difficulties were piling up so high that I could not overcome them.	

Statistics		
Which social media platform do you use?		
N	Valid	200
	Missing	0

Which social media platform do you use?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	6	3.0	3.0	3.0
	1, 2	2	1.0	1.0	4.0
	1, 2, 3	1	.5	.5	4.5
	1, 2, 3, 4	2	1.0	1.0	5.5
	1, 2, 3, 4, 5	47	23.5	23.5	29.0
	1, 2, 3, 4, 5, 6	3	1.5	1.5	30.5
	1, 2, 3, 5	8	4.0	4.0	34.5
	1, 2, 3, 5, 6	4	2.0	2.0	36.5
	1, 2, 4	2	1.0	1.0	37.5
	1, 2, 4, 5	23	11.5	11.5	49.0
	1, 2, 4, 5, 6	4	2.0	2.0	51.0
	1, 2, 5	17	8.5	8.5	59.5
	1, 3, 5	2	1.0	1.0	60.5

1, 3, 6	1	.5	.5	61.0
1, 4	1	.5	.5	61.5
1, 4, 5	2	1.0	1.0	62.5
1, 5	4	2.0	2.0	64.5
Instagram	23	11.5	11.5	76.0
2, 3, 4, 5	8	4.0	4.0	80.0
2, 3, 5	10	5.0	5.0	85.0
2, 4	10	5.0	5.0	90.0
2, 4, 5	5	2.5	2.5	92.5
2, 5	7	3.5	3.5	96.0
Twitter	1	.5	.5	96.5
4, 5, 6	2	1.0	1.0	97.5
Other	5	2.5	2.5	100.0
Total	200	100.0	100.0	

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