Media Development Strategies from the Perspective of Social Media Fatigue

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Abstract: With the rapid development of social media, the public's reliance on it has deepened. While people enjoy free expression and fast access to information, they are also plagued by information overload, perception overload, privacy and security issues, and subsequently more and more users are experiencing social media fatigue and unsustainable usage behaviour. Thus, in this new situation, we need to re-examine the development of social media. Using a literature and interview research approach, this paper explores the adjustment and development strategies of the medium from the perspective of social media fatigue and brings new ideas for the development of social media.

Keywords: social media fatigue, media development

1. Introduction

With the rapid development of the Internet and technology, social media has gradually become an important platform for people to connect with each other, get information, express their opinions, and participate in entertainment activities. However, in social media, excessive information content, socialization, services, switching between real and virtual scenes, etc., blur private and public space, gradually make users feel tired and bored. This emotion then leads users to flee and resist social media to cure social media fatigue. According to Edison Research's U.S. Online Digital Report in 2021 and 2022, Facebook is no longer known as the most used social media brand by most social media users, with the percentage of users aged 12 to 34 declining from 58% in 2015 to 21% in 2021 and rising to 34% in 2022, which shows a significant shift to other platforms, such as Instagram, TikTok, and Snapchat [1,2].

Social media fatigue exists in the form of both physical fatigue like eye, bones and muscle fatigue, and psychological fatigue like stress, tiredness, anxiety, exhaustion [3,4]. It also provides a focused overview of the internal emotional responses and external behavioural manifestations of social media fatigue [5]. Users' social media fatigue refers to social media their tendency to pull back from social media when they become overwhelmed with too many social media sites, too many friends and followers and too much time spent online maintaining these connections. Also, boredom and concerns about online privacy are also linked to social media fatigue [6,7]. In addition to social media platforms, individual or group characteristics of users also influence fatigue levels.

Consistent user usage is critical to the success of a social media platform because of its impact on the benefits to be gained from any advertising, commercial and social activities on social media [8]. Besides, negative emotions from social media are also affecting people's mental health. Therefore,

for the sake of people's health and the long-term development of the media, the issues and media development strategies arising from the perspective of social media burnout should be taken into account. This paper considers social media fatigue as a turning point in the development of social media. Most of the articles have focused on the causes and consequences of social media fatigue, but less on the future path of relief and development of the medium. Therefore, based on the existing studies, this paper uses literature research and interviews to analyse the causes of social media fatigue and then propose strategies for the development of the media.

2. Causes of Social Media Fatigue

2.1. Privacy and Other Concerns

Users' perception of privacy affects their usage. A study collect data from 29 countries in Europe shows perceived privacy increases participation in social commerce usage on mobile devices [9]. But when people use social media, such as registering accounts, scanning codes, location usage, etc., a lot of personal information is involved and released. To some extent, privacy concern reflects people's fear of losing private information. And the awareness of and concern for privacy issues can cause mental load, which can lead to fatigue [10-12]. Also, as the instant communication, life share in social media platform, it seems that social media is squeezing users' private space users, and makes people confuse private and public space. According to the respondents of this article, they don't want to receive information about school or work after school or after work. And users' feeling of privacy invasion and life invasion reduce flexibility of life and contribute to stress and tiredness, resulting in social media fatigue [13,14]. And the respondents of this article claim they are less willing to send friends and colleagues in WeChat due to their work and life, and they are tired of seeing their friends' advertisements in their WeChat friend circle. Social media users' impression management concern and relationship concern contribute to the social media fatigue as well [12].

2.2. Perceptual Overload and Perceived Cost

Overload is considered to be a key factor in causing negative emotions such as anxiety, disgust and fatigue, exhaustion [11]. Perceptual overload refers to users subjectively perceiving more social media content than an individual can process or effectively use [3]. Since each individual has limited cognitive ability, too much information may become a burden rather than a boon to users [11]. As a result, users will tend to ignore some irrelevant information.

In this digital age, Users are not only able to disclose themselves on social media, but also have access to a large amount of information. If users experience a variety of overload, like social overload, system feature overload, and information overload, all of these are significantly related to social media users' fatigue [15-19]. Thus, when the information that needs to be processed exceeds the workers' processing capabilities, information overload would occur [1].

Furthermore, perceived cost like private concern, cognitive costs, time, money related to social media fatigue as well. For example, Gao's study discovers when users perceive that there is not enough time to do all that needs to be done, it will reinforce the effect of social media fatigue on avoidance behaviour [11]. The more users perceive a mismatch between value and cost, the less satisfied they will be and the less likely they will continue to spend time and effort using social media.

2.3. Inferior and Negative Information

A recent study showed that advertising interference, rumour dissemination information equivocality on social media affect information overload, which in turn increases fatigue [16]. To see the result of inferior content, a survey in 2021 entitled "Social Media and COVID-19" was conducted among

23,500 Gen Z and Millennials in 24 countries, ranging in age from 18 to 40. More than half (59%) of Gen Z and Millennials surveyed are "very aware" of "fake news" surrounding COVID-19 and can often spot it [20]. Also, from the interview in this paper, participants said they feel nervous and anxiety when they scan the too much

Negative-related information incidents can explain perceived information overload and social media fatigue, which in turn lead to discontinuance intention [16]. Respondents in this study indicated a tendency to disregard online users' argumentative comments or extreme negative comments about something when they saw them.

2.4. Users' Group and Personality Traits

Different groups of users have significant effects on social media fatigue. Form previous study, compared to women, men seem to be easier to experience social network fatigue due to overload, they also feel more impacted by social network fatigue [3]. Moreover, young people more rely on network and social media, so that they are more likely to experience social media fatigue [19].

In addition, previous studies have found that of the Big Five personality traits, including neuroticism, responsibility, openness, extraversion, and affinity, neuroticism is more likely to experience social media fatigue [21]. Also, when users have higher level of self-efficacy are more likely to experience social media fatigue; while the users who have fewer social media confidence seems less prone to fatigue.

3. Media Development Strategy

3.1. Simplification

From an overload perspective, proper simplification can slow down user fatigue. The complex content environment in the new media era provides users with valuable information resources, but the rich information environment is increasing the sense of fatigue for users who are overloaded with information. At the same time, many social media platforms are committed to designing various of features for different user needs, and even trying to create new ones. While such innovative development is a necessary path to deepen connections with users, excessive system features and connections seem to be domesticating users, and such alienation of relationships creates a sense of overwhelm and fatigue. As social media products strive to connect with users and create overload, "anti-connection" is taking on a new legal identity [22].

Firstly, social media operators should simplify the app interface design and non-essential message pushing, and strengthen the supervision of harmful information, so that reduce the user's sense of fatigue and oppression. Also, more consideration could be given to giving users new power base the simplification to choose features and messages, which means to allow users to easily separate public and personal spaces in specific contexts, e.g., restraining the pushing of information, avoiding personal information collection, being invisible on the Internet, etc. In interviews, some interviewees said that WeChat's feature management function can help alleviate the negative feelings of system feature overload. Perhaps in future media development, social media platforms can provide users with filtering mechanisms, which can block unwanted interferences can be blocked [23]. Giving users the option to hide features, set restrictions on social requests, and hide uninteresting content, etc. that might be effective in both preventing user fatigue and potentially improving the user's mobility experience.

3.2. Personalization

Different user groups have different needs, concerns and psychological states, and further personalization of medium would reduce information overload and stratify a variety of people. And according to the statements of the respondents in this study, they believe that personalized push still appears to be boring information and uninteresting advertisements. As the development of algorithm and artificial intelligence technology, personalized recommendation can be achieved by realizing the labelling of different user groups, such as different user domains, age, gender, etc. For example, community-based personalization regard user as a member of a certain interest community by grouping technique, and it has been shown to improve personalization results [24]. When different user groups are marked, users who show different levels and reasons for fatigue can be managed differently, establish deeper connections with users, and improve resource management mechanisms. This might further lead to personalization and burnout reduction.

Most of today's social media platforms such as Facebook and TikTok are based on personalized recommendations for topics or messages that may be of interest to users, but users may be concerned about the privacy risks associated with personalization [21]. Han et al. proposed microblog recommendation method integrates user interest and multidimensional trust degree [25]. It might reduce the users' fatigue from private concern and can improve the traditional content-based recommendation method by using the trust relationship.

3.3. Content Optimization

Modern advanced algorithms, artificial intelligence technology to promote the form and function of social media platform innovation optimization, while the content of the innovation more fundamental more can not be ignored. A large part of social media fatigue stems from information overload, so upgrading content production will also be one of the effective ways to solve the user fatigue phenomenon.

The regulation of harmful information such as rumours and scams is the first step to optimize content. With people being able to post information online at will, the ability to regulate using data, the Internet and artificial intelligence should also increase. Further, social media platforms can help users screen out useless or false information by labelling trusted sources of information and recommending trusted content for users. Secondly, if the platform can make the content interesting and creative, such as using novel and brief expressions and typographic design, it can bring new stimulation and interest to users, thus reducing burnout to some extent.

As an important place for users to disclose themselves and form values, social media involves complicated and unrealistic content that can divert the connection with users. Therefore, the future development of media should focus on the value and emotional leadership of users, in addition to the purging of spam. With the concept of metaverse, people will not only rely on visual information capture, but also on richer sensory experience. Therefore, in the future, the relationship between the media and people, and the relationship between people's public and private space will also change, but what remains the same is that people will play their personalities and realize their values under the conditions of the media.

4. Discussion

In this paper, the causes of social media fatigue are divided into four areas, but they can also be summarized as two main causes are the platform and the user. From the perspective of social media platforms, their involvement in the network environment such as privacy and security, information and function overload can affect users' social media fatigue. In addition to this, internal reasons of

users such as psychological condition, personality traits, and age groups can also predict different levels of social media fatigue.

Although the causes of burnout are divided into multiple dimensions, there is a complex intersection between the causes. For example, the user's personality plays a moderating role between privacy invasion and life invasion, thus changing the user's fatigue [13]. Similarly, self-efficacy and confidence in using the medium also moderate the burnout feelings brought about by perceptual overload. Within different groups, women and younger groups have more social activities and social contexts on social media platforms, which to some extent leads to more social overload, but at the same time the context also encourages the group to invest more energy in social media platforms, thus finally showing that they are less affected by social media.

The results of this paper's analysis of the causes of social media burnout also shed some light on the future of social media development. Regardless of how attractive and creative the platform initially presents, users will gradually become bored and burned out over time, which in turn will affect their willingness to use it. However, people cannot live without convenient social interaction, so innovation and improvement of social media platforms based on subtraction, such as designing tools to manage different groups in social networks, reducing the complexity of platform functions, and using big data to help users filter content, will improve user burnout and maintain the attractiveness of platforms.

In addition, social media service providers should also pay attention to the quality of information regulating a good language environment, and play a value-guiding role. By reasonably guiding content producers to produce healthy and clear content, and restricting harassing and misleading information, thus reducing users' confusion and dissatisfaction with content. The problem of information overload is exacerbated by the discrete and cumbersome contents on the platform. Take the information during the New Coronary Pneumonia epidemic as an example, initially various epidemic prevention measures and rumors from unknown sources confused netizens, but then the value of "epidemic prevention for all" was effectively shaped by relying on powerful algorithm pushing, integrating professional media resources and scientific data. The value of "national epidemic prevention" is effectively shaped by the integration of professional media resources and scientific data through powerful algorithms.

Finally, since the causes of burnout also include user groups and personality traits, social media platforms can also customize features for different groups and do personalized information pushing. For example, if the male group generally feels more social media burnout, the frequency of pushing features, friends and information can be reduced for this group. Through algorithms, grouping, artificial intelligence and other technologies to achieve differentiated management of users and content delivery, the problem of unsustainable use brought about by burnout will be solved in a more targeted manner. In the present review study, it was found that there exists less focus on the relationship between user personality and social media burnout. In the future, it may be possible to delve deeper into the moderating role or influence of users' personality traits or psychological conditions on burnout. In addition, perhaps in the future, a simple and effective questionnaire that measures the level and causes of user burnout would be effective in providing updated strategies for social media service providers.

5.   Conclusion

Social media platforms are an important tool in people's lives today. Through the analysis of the article, the problems of privacy security, perceived overload, and confusion between public and private spaces presented have caused users to feel burnout. In this regard, the study puts forward some future media development conclusions, firstly, pay attention to simplification, including the simplification of functions, content, social networks. Secondly, the platform implements personalized user

management and content delivery. Thirdly, improve the quality of platform content and realize value and emotional leadership.

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