

Anti-Social Media: Implications of Social Media in the Form of Stressors on Our Daily Lives

Authors : Aimen Batool Bint-E-Rashid, Huma Irfan

Abstract : This research aims to investigate the role of social media (Snapchat, Facebook, Twitter, etc.) in our daily lives and its implication on our everyday routine in the form of stressors. The study has been validated by a social media survey with 150 social media users belonging to various age groups. The study explores how social media can make an individual anti-social in his or her life offline. To explain the phenomenon, we have proposed and evaluated a model based on social media usage and stressors including burnout and social overload. Results, through correlation and regression tests, have revealed that with increase in social media usage, social overload and burnout also increases. Evidence for the fact that excessive social media usage causes social overload and burnout has been provided in the study.

Keywords : burnout, emotional exhaustion, fatigue, stressors, social networking, social media, social overload

Conference Title : ICEACSP 2018 : International Conference on Emotion and Attitude Change in Social Psychology

Conference Location : Prague, Czechia

Conference Dates : August 13-14, 2018