

The Impact of Social Media Fatigue and Fear through the moderation of Exhaustions on Techno stress

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Abstract

The study assesses how social media affects young individuals' technological stress. Self-disclosure, social media exhaustion, social media comparison, and FOMO are some of these social media factors. The researchers conducted a cross-sectional study to measure the association through survey analysis. The study has collected data from 500 adults whose mental health is affected by techno stress. By using SPSS and Smart-PLS software to measure the mediation moderation path model. According to the results, the social factors are negatively moderated by social media exhaustion between fatalism and social media exhaustion negatively moderated the pathway of mediation Fatalism and its effect on techno stress in young adults during the COVID-19 pandemic has been developed and tested by the study. The findings have significant theoretical and application-based implications for using social media to promote adults' health, happiness, and quality of life in the face of public health crises.

Keywords: Self-disclosure, Social Media Fatigue, Social Media Comparison, FOMO, Social Media Exhaustion, and Fatalism

Introduction

The COVID-19 pandemic has influenced every part of our lives during the past two years. Many nations had to impose curfews or take severe control measures to stop the COVID-19 epidemic in its tracks and hold it at bay. Most people now access different COVID-19 information sources and stay in touch with their social networks primarily through social media

platforms. People use a variety of social media sites to get daily COVID-19 pandemic, comprehend information on vaccinations, and learn about public health guidelines, and unable to see in person due to travel or gathering bans, and observe the most recent precautions advised by the authorities (Lim & Choi, 2017). Social media's growth can lead to new issues in addition to its well-acknowledged popularity and achievements. Social media users operate in a complicated information environment containing various unreliable information that might overwhelm them and cause them to feel many negative emotions like stress and exhaustion. These emotions decrease the effectiveness of cognition and may encourage people to act on poorly supported advice (Mamonov & Benbunan-Fich, 2017).

It happens when someone can't process all of the information through media interactions, which results in social media exhaustion or stops the person from processing information. People are exposed to information during regular social media interactions; as a result, there is a much greater likelihood that they will develop stress, which can be recognized as a very serious side effect stated by (McDaniel & Coyne, 2016). Therefore, it is crucial to fully comprehend the detrimental impacts of social media factors like social media fatigue, Fear of missing out, social comparison, and self-disclosure use on people's ability to handle their techno stress utilizing fatalism.

Researchers have studied tiredness using information and communication technology (Salanova et al., 2013). Research on the subject according to the viewpoint of social media entertainment has additionally started to show up. The fellow benefactor and previous President of YouTube, Chad Hurley, talked about the enormous improvement in virtual entertainment information assortment and utilization, how it is happening so quickly, and how it would significantly increase user fatigue in a recent interview. These forecasts are gaining as interaction and reach have decreased for popular platforms like Facebook and Twitter as active user growth has stalled (Hoong, 2017). A self-regulated and subjective experience of exhaustion brought on by using these sites is known as "social media fatigue" (Lee et al., 2016). Due to the subjective nature of exhaustion, various users report varying levels of fatigue intensity, which might range from fatigue to over-exhaustion (Ravindran et al., 2014). A platform's users can experience exhaustion from finding it challenging to use and comprehend the privacy settings for shared material. Similarly, to this, researchers claim that users are overwhelmed by Due of the time and effort required to manage these overloads of information, communication, and system features, and social media tiredness results (Ravindran et al., 2014).

Social media exhaustion has been connected to detrimental effects for consumers, platform owners, and service providers and it moderates with social disclosure and social media fatigue. From the user's perspective, social media exhaustion is likely to have negative effects on their psychological and physical health (Shin and Shin, 2016). Additionally, because users may exit, switch, or stop using completely, the effects of this phenomenon could be detrimental to social media platforms and the service providers who support them in terms of profitability (Ravindran et al., 2014). The various components of social media fatigue have even been urged by academics who are deeply concerned about the potential negative ramifications for individuals and commercial entities (Oghuma et al., 2016). Due to the time and effort required to manage these overloads of information, communication, and system features, social media tiredness results (Ravindran et al., 2014). A recurrent concern among educators, parents, and policymakers is whether social media tiredness among young adult social media users is linked to a deterioration in academic performance (Ravindran et al., 2014).

Three main factors led to the current study's exclusive focus on social media users. First, in Thailand, which is now ranked second as far as the out number of internet users, web

use has altogether extended over the past decade (Web World Details, 2019). Essentially, the quantity of online entertainment clients in the country is expanding, and million of them for the most part use cell phones to get to different web-based entertainment stages (Statista, 2019). Second, while having a huge user base, social media users in Thailand are comparatively understudied in terms of their usage patterns. There are four key reasons why the current study is significant.

The quantity of social media platforms and the information transmitted through them is expanding quickly. Because of this, firms must comprehend consumers and related usage issues like fatigue and social comparison. And being aware of the different facets of social media exhaustion can help businesses and others provide content that consumers appreciate and will keep them interested. Adults utilize a variety of social media platforms, thus examining the impact on stress social media exhaustion can help us understand more about the negative effects of social media use. Fourth, the study's conclusions have important theoretical and practical ramifications for information management practitioners, social media users, service designers, and policymakers.

Literature Review

2.1 Self-disclosure and techno stress

Self-disclosure shares personal data on social platforms to engage their selves in self-expression (Dhir et al., 2019). Under the pressure of technology, adults are more likely to open up and share their distinctive stories, ideas, sentiments, and experiences both publicly and privately as both the number of users and the amount of time spent on social media sites rise. Many people are on these sites to create and maintain committed, meaningful connections (Bazarova and Choi, 2014). Self-disclosure on social media platforms is far higher than on other online channels (such as content communities, blogs, or joint projects). The majority of these networks demand that users set up personal profiles with a display of photos and personal data. One of the main reasons people use various social media sites is to share personal information (Bazarova and Choi, 2014).

They disclose private, sensitive, and confidential information without realizing that doing so will result in them losing control over their disclosures to achieve these aims (Bazarova and Choi, 2014). According to a significant amount of literature, individuals who disclose sensitive personal information online run the risk of experiencing effects like cyberbullying, online harassment, and internet addiction (O'Keeffe & Clarke-Pearson, 2011). The chance of such incidents is relatively high in the case of young persons, especially children and young adults (O'Keeffe and Clarke-Pearson, 2011). Although these vulnerable groups are being made aware of the possible risks associated with social media platforms, academics have claimed that these groups are nonetheless motivated to have sensitive information due to peer pressure and expectations of benefits (Sheldon and Pecchioni, 2014). Additionally, the research has connected online self-disclosure with detrimental psychological health, including anxiety, exhaustion, and mental stress due to technological use (Rains et al., 2016). These results suggest that self-disclosure will probably put adults under techno stress. From the above literature, it is found that:

H1: Self-disclosure leads to techno stress in the use of social media sites.

2.2 FOMO and Techno stress

The fear of missing out on information, and advantages, that others in one's network might be taking advantage of is known as the fear of missing out passing up a great opportunity

(Feeling of dread toward passing up a great opportunity (FOMO) (Elhai et al., 2016). This quality is associated with the craving to follow and interact with people constantly on different social media sites. When a person feels the urge to connect on social media platforms right away after awakening, during addresses, or while driving, these are the extremely predominant conditions that energize the dread of passing up a great opportunity (FOMO) (Hetz et al., 2015). The irrational desire or impulse to interact on social media and take part in activities like chit-chatting, sharing or viewing updates, reading or responding to conversations or comments, or playing social games can be linked to Fear of missing out (FOMO) (Hetz et al., 2015).

Scholars have linked the Fear of missing out (FOMO) to psychological well-being, including decreased life satisfaction, low self-esteem, depression, and health issues. This is similar to other technology-related problems and problematic use (Elhai et al., 2016). Additionally, those who experience Fear of missing out (FOMO) are more prone to experience unfavorable affective states, social rejection, and social jealousy (Hetz et al., 2015). Despite being common among all online user groups, new research has shown that teenagers and young adults—i.e., college students—experience Fear of missing out (FOMO) at a higher rate. For instance, Beyens et al. (2016) found in their study that teenagers who have a larger demand for popularity and new technology use and belonging on Facebook had higher levels of fear of missing out (FOMO), which leads to extensive use of the network and cause stress. Additionally, Facebook users who had high Fear of missing out (FOMO) levels were more stressed (Beyens et al., 2016). Based on discussion, It purposes the hypothesis:

H2: Fear of missing out (FOMO) has positively associated with Techno stress.

2.3 Social Media Fatigue and Techno Stress

When looking at platforms, most of the research has focused on various aspects of fatigue and stress brought on by the most prominent online social media platform stages, consolidating online entertainment stages, by and large, Facebook (Lee et al., 2019), Qzone (Zhang et al., 2016), and others (Logan et al., 2018). As per the review assessment, more empirical research on social media exhaustion is needed in the context of developing countries like Thailand. Social media fatigue reveals that scholarly interest in this topic has just recently emerged. When looking at platforms, the majority of research has focused on various aspects of fatigue and stress brought on by the most prominent usage of social media platforms (Logan et al., 2018). In contrast, just a few research have been carried out in relation to social apps (Xiao and Mou, 2019).

Most of this research involved people from wealthy nations including the USA (Lim and Choi, 2017). The study demonstrates the need for additional empirical research on social media fatigue in developing nations like Thailand. This improved upon the existing comprehension of adults, which up to this point has mainly concentrated on users from the United States and other nations (Dhir et al., 2018). The previous study analyzed social media fatigue and most of these frameworks have their importance in psychology, including the stimulus-organism-response (SOR) model, stress coping model, stressor-strain-outcome (SSO) model, and transaction theory of stress (Dhir et al., 2019). Facebook, Instagram, and other well-known social media networks are not like WhatsApp in general. WhatsApp differs from other well-known platforms due to its key defining features. First, WhatsApp offers regular, synchronous communication with other people (both individually and in groups) via text, voice, and video (Kaplan and Haenlein, 2010). Because WhatsApp conversations are frequently restricted to close friends or particular social groups, they are not meant for the public. Second, WhatsApp differs from other types of social media in that it allows users to share a variety of material formats (Peng et al., 2021). The results support past study on new

media, which claims that due to built-in affordances and associated gratifications, users of various social media platforms use them in a variety of ways (Miller et al., 2016). The study adds to the body of knowledge regarding the possible causes and consequences of social media fatigue and stress. The purposed hypothesis is following

H3: Social media fatigue is positively associated with technostress.

2.4 Social Comparison and Techno Stress

An extensive study of the social psychology literature reveals that comparing oneself to someone one believes to be superior (or better off) can lead to unpleasant emotions like jealousy or despair (Wallace, 2015). The image a user projects on these platforms affects how individuals in their network view and value that user. Additionally, the harmful effects of these emotions may harm one's physical and psychological health (Buunk and Ybema, 2003). These social media networks have typically sped up and simplified regular life processes (Cramer et al., 2016). People commonly present themselves in glitzy, socially acceptable images to improve their reputations (Cramer et al., 2016). Adults frequently publish and choose information about their lives in this way, which may not accurately reflect reality. Since most of their contacts are either strangers or they are not closely acquainted, users frequently express opinions about shared information (status updates, pictures, likes, and comments). The lifestyles of the people in this shared content are often portrayed as having more positive characteristics, which may not be true, such as prosperity, family, riches, and good looks (Qiu et al., 2012). Adults are more vulnerable to self-comparisons because of these good life experiences, events, and feelings and comparing this information and their lives to others' lives (Pontes, 2017). social sites portray extremely positive life experiences and evaluation of one's skills, performance has an impact on psychological effects that hurt one's well-being (Salo et al., 2017).

As a result, people use social media more and more for social comparisons. The literature has documented a variety of psychological and behavioral responses to comparisons with others on social media platforms, including jealousy, emotional anguish, envy, and poor self-confidence (Feinstein et al., 2013). Additionally, there is strong empirical evidence to support the idea that using these platforms (especially Facebook and Instagram) for social comparisons has detrimental psychological effects that may have an impact on users' mental health, resulting in mood swings, and stress (Vogel et al., 2015). The previous study contends that conducting a social comparison on stress. The following hypothesis is proposed:

H4: Social media comparison is positively associated with and causes technostress.

2.5 Fatalism and Techno Stress

The idea that one's health is predestined by fate, chance, and luck, and is not within one's power to influence is known as fatalism (Powe & Finnie, 2003). Because it feels that death is inevitable, fatalistic people are reluctant to take precautionary measures. Fatalism is a significant problem in COVID-19, according to Jimenez et al. (2020), because there is no effective treatment. The limited emotional capacity to address health concerns, also discovered that kids exhibit stronger fatalistic COVID-19 views than older persons. The use of social media may be crucial in lowering fatalism. Social media might broaden your knowledge of the subject, but stress makes COVID-19 information widely available, empowering and motivating users to take preventive measures to handle the pandemic situation (Gao et al., 2020).

Befort et al. (2013) discovered that the fatalistic opinion that cancer cannot be prevented adversely predicted utilizing the Internet, especially social media. Social media, as opposed to

traditional media, enables users to seek for information inside their social networks, improving group intelligence, social cohesiveness, and all of which aid in overcoming fatalistic anxieties. Previous studies have shown how social media use significantly reduces fatalism and increases stress. It can reduce fatalism even though exposure to news from the media might enhance it (Lee et al., 2012). While social media offers a bidirectional information flow, mass media is unidirectional. To deal with health difficulties, people can utilize social media to ask questions, get comments, and work together with others instead of processing information alone. This reduces uncertainty and fatalistic attitudes (Ramanadhan et al., 2013).

Fatalism has been linked to bad health outcomes, according to an earlier study. Fatalism makes one feel as though predetermined consequences are inevitable, which lowers one's coping motivation. Fatalism lowers the variety of resources that can be used, diminishes one's ability to handle difficult situations, and heightens the sensation of being burdened by emotional obligations. Fatalism and cognitive avoidance are closely related, as well. Fatalistic people adhere to their expected fate and refrain from actions that they perceive as challenging the unavoidable (Peng et al., 2021).

According to Jimenez et al. (2020) discovered that fatalistic beliefs during the COVID-19 pandemic caused avoidance of advised preventative activities in COVID-19-related stress. Young people have a stronger impact and because of their limited problem-solving abilities and life experiences (Nieto et al., 2019). Previous studies found a connection between fatalism and youngsters' decreased well-being, even though the impact of fatalism on stress has rarely been studied. It is found that fatalism has an impact on lower self-esteem and more passive coping in a study involving teenagers. Similarly, fatalistic teens planned their suicides more frequently, were more accepting of suicide, and exhibited greater impulsivity (Jamieson & Romer, 2008). From the above studies, it is stated that:

H5: Fatalism is positively correlated with stress.

2.7 Mediation of Fatalism

One possible pathway connecting social media use and self-disclosure to stress will probably be indirect and involve the mediating factor of fatalism. People's fatalistic ideas are specifically reduced when they use social media to learn about health issues since they have a better understanding of the health problem. Reduced fatalism can lead to people feeling less stressed as they gain confidence in their ability to handle the health situation caused by self-disclosure (Go & You, 2018).

H6: Fatalism is mediated between Self-disclosure and techno stress.

According to previous research on FOMO, the urge to be constantly connected online to keep tabs is likely to result in the usage of mobile devices, online gaming, and use of social media sites, particularly Facebook, which harms the user's mental health and causes stress (Cao et al., 2018).

H7: Fatalism is mediated between FOMO and techno stress.

The importance of looking into health-related mediators that connect media consumption to health outcomes is to support this inverse association (Salo et al., 2017). Social media has received the majority of attention in studies on social fatigue associated with various social media usage behaviors with fear of missing out, and social comparison (Salo et al., 2017). In contrast to most earlier studies, the current study takes into account social media

fatigue by taking a look at a social app (i.e. WhatsApp) and causes stress which is one of the most prominent and well-liked social media networks in Thailand and other nations.

H8: Fatalism is mediated between social media fatigue and techno stress.

The indirect impact of social media comparison on outcomes related to mental health, even though prior research did not examine the mediation mechanism. For instance, indirectly decreased depression through the mediator of fatalism is caused by social media compared to others (Zhu et al., 2019). According to Wen et al. (2016), user motives served as a mediator through which it can use predicted subjective well-being.

H9: Fatalism is mediated between social media comparison and technostress

2.8 Role of Social Media Exhaustion

The impact of social media use on emotional health varies greatly, as was already mentioned. The study contended that social media exhaustion, self-disclosure, and fatalism, is one important contributing factor. While academics have put forth a variety of explanations for why self-disclosure is ineffective, including a lack of trust in online content, a lack of informational interest, and limited technological proficiency (Eysenbach et al., 2004), that social media exhaustion is a significant contributing factor. It is presumable that:

H10: Social media exhaustion moderates between self-disclosure and fatalism.

Previous studies on the subject have identified the potential effects that could result from social media exhaustion, including an inquiry into the prospective results or consequences (Luqman et al., 2017). Numerous studies have highlighted the effects of social media fatigue (Lim and Choi, 2017), sadness and anxiety (Dhir et al., 2018), stress, and difficulties maintaining social connections. The new investigation, which advances prior research, examines the relationship between social media exhaustion and numerous signs of fatalism.

As a result, social media fatigue can draw on the interaction process, where consumers experience fatigue when faced with social media information. People frequently use social media in excess during COVID-19, and the sheer volume and complexity of the material they encounter there lead to social media exhaustion, which reduces people's ability to absorb information and promotes cognitive overload. Such conditions diminish the impact of social media use on lowering fatalism because users are not able to reduce stress. Reducing the use of social media is a result of social media exhaustion, a growing trend among the young (Li & Wong, 2015). Therefore, it is purposed that:

H11: The role of social media exhaustion exists between social media fatigue and fatalism.

Fear of missing out states that might be having valuable experiences from which one is absent" has proven common, especially among young adults (Przybylski et al., 2013). They are expected to keep a positive online reputation when dealing with others on social media, respond to communications promptly, and uphold expanding online relationships. Social burnout results from such time- and energy-intensive online activity of fatalism. It is supposed that:

H12: Role of Social media exhaustion exists between FOMO and fatalism.

This makes people less likely to turn to online groups for health information, which cuts down on the availability of sources of guidance that could encourage preventative health practices (Straughan & Seow, 1998). there is a negative relationship exist between social comparison and techno stress and with the moderation of social media exhaustion its negative impact increases (Salo et al., 2017).

H13: Role of Social media exhaustion exists between social comparison and fatalism.

2.9 Underpinning Theory

When considering social media exhaustion, it is also conceivable to see the condition—fatigue—as a decision made by the person. In this situation, deciding to stop using social media is influenced by identifying with a condition of social media tiredness. According to the Theory of Rational Choice (TRC) (Becker 1978), such decisions are the result of carefully weighed alternatives, preferences, and considerations. A rational decision specifically reflects a person's preferences as well as the weighted value assigned to those preferences in terms of the expected results. Motivating factors may vary in response to new information or different conditions because facing the individual is mutually exclusive and collectively exhaustive. As a result, decisions are made in a particular context. Changes in preferences are a reflection of changes in beliefs. The attitudes and preferences surrounding social media use must be taken into consideration as the precursors to social media weariness in the case of continued social media use.

2.10 Theoretical Framework



Research Methodology

The study used a quantitative methodology, carried out questionnaires to gather data, and concentrated on standards and statistics. It has measured using SPSS and Smart PLS and employed numerical values from questionnaire surveys. The data was gathered from adults who use social media. Primary data-gathering methods have been employed by researchers, including survey analysis. 500 of the 550 questionnaires that were floated for the study and received were used for the research, which was done using the purposive sampling method. The study employed secondary data to collect information for the literature from journals and papers. Additionally, SPSS and Smart-PLS have both been used to process the data.

The scale for the construct of self-disclosure was developed from the study of Wu et al. (2012) and has three items. The scale for FOMO also contained three items and was adapted from the study of Wu et al. (2012). (Przybylski et al., 2013). The two components that made up social media fatigue were drawn from the study of (Bright et al., 2015). The scale for the social comparison comprises two items and was obtained from the study (Cramer et al., 2016). The scale for fatalism comprises five items and was derived from a study by (Shen et al. in 2009). The scale for technological stress comprises five items and was derived from research by Ware and Sherbourne in 1992. The three-item measure for social media exhaustion was derived from a study by Maier et al. (2015). A pre-test was undertaken by the researcher to verify that any ambiguities in the questionnaire were corrected. There were 500 responses in total; 230 (46%) of them were women, and 270 (54%) were men. According to their level of

education, 80 respondents (16%) have a diploma; 110 (22%) have a bachelor's degree; 190 (38%) have a master's degree; 45 (9%) have a Mphil, and 75 (15%) have a doctorate.

Data Analysis and Research Results

The most recent Smart-PLS 4 version was used for this research study's SEM model. The relationship between the mediator, the independent, and the dependent is measured using structural equation modeling. For this reason, the research study must be a cross-sectional study. The SEM consists of two analysis phases. Weighted vector-based regression analysis models using Bootstrapping, PLS methods, and PLS logarithms display coefficient values. Regression models are created using values from the bootstrap.

Measurement Model

Smart PLS that shows the factor loadings, average variance extracted values, and composite reliability of the variables has been used to evaluate the measurement model. The Cronbach alpha values demonstrate the accuracy, dependability, and consistency of the data. AVE values are gathered, as is the amount of variance in the statistical hypothesis. The average variance retrieved AVE values must be larger than 0.5; if they are, the item can be altered or eliminated by the needs of the study. Reliability of the Composite A higher than 0.7 CR rating indicates the data's dependability and consistency. For one variable, the CR value and AVE both need to be higher than 0.5. It exhibits a high level of relevance. It guarantees the minimum standard of research across sectors. The study's following phase involves several methods to verify the discriminant validity of the data. According to Fornell and Larcker (1981), factor loadings, HTMT, and cross-loadings all happen when one factor depends on another more than it does on other factors.

	Items	Loadings	Cronbach's alpha	rho_A	CR	AVE
Self-Disclosure	SD1	0.801	0.815	0.922	0.809	0.788
	SD2	0.839				
	SD3	0.872				
Fear of Missing Out	FOMO1	0.881	0.823	0.882	0.829	0.813
	FOMO2	0.898				
	FOMO3	0.812				
Techno Stress	STR1	0.884	0.823	0.883	0.872	0.873
	STR2	0.815				
	STR3	0.801				
	STR4	0.829				
	STR5	0.829				
Social media Comparison	SC1	0.871	0.823	0.822	0.882	0.818
	SC2	0.823				
fatalism	FAT1	0.829	0.873	0.875	0.882	0.885
	FAT2	0.890				
	FAT3	0.819				
	FAT4	0.782				
	FAT5	0.908				
Social Media Exhaustion	SME1	0.812	0.883	0.881	0.819	0.718
	SME2	0.884				
	SME3	0.815				
Social Media Fatigue	SMF1	0.801	0.809	0.883	0.832	0.789
	SMF2	0.829				

HTML ratios, which have a range of -1 to +1, display the correlation between variables. It should be less than one, and at a significance level of 0.05, it takes into account a high correlation between two variables. This study also looked at the effect size F and R-square, which show how important and dependent the data are. The suitable range of the R-square is between 0.3 and 0.7.

Fornell-Lacker Criterion

	SD	FOMO	SMF	SOC	FAT	STR	SME
Self-Disclosure	0.613						
FROM	0.653	0.508					
Social Media Fatigue	0.529	0.638	0.617				
Social Comparison	0.667	0.615	0.512	0.482			
Fatalism	0.612	0.636	0.611	0.510	0.512		
Stress	0.462	0.412	0.718	0.392	0.672	0.516	
Social Media Exhaustion	0.667	0.367	0.663	0.416	0.618	0.452	0.542

The relationship between self-disclosure and fatalism is 0.512 which supports their close relationship and is acceptable by the study's acceptance criteria. Fear of missing out and fatalism has a strong and significant link, with a correlation of 0.636 and greater than 0.5, and the relationship between social media fatigue and fatalism is 0.611 which shows a strong relationship between them, and social comparison and fatalism has 0.510 which show shows a strong relationship between them. The relationship between self-disclosure and stress is 0.462 which reveals a strong connection between them and meets the criteria for the study mentioned above. Fear of missing out and technostress has a strong and substantial link ($r = 0.412$) and are greater than 0.5 and the relationship between social media fatigue and technostress is 0.718 which shows a strong relationship between them, and social comparison and techno stress has 0.392 which show shows a strong relationship between them. The relationship between fatalism and stress is 0.672 which is positively strong and also social media exhaustion has positively related to fatalism at 0.618, both lie in the acceptance region.

Heterotrait-Monotrait (HTMT)

	SD	FOMO	SMF	SOC	FAT	STR	SME
Self-Disclosure							
FOMO	0.529						
Social Media Fatigue	0.617	0.417					
Social Comparison	0.431	0.611	0.487				
Fatalism	0.516	0.682	0.623	0.627			
Stress	0.652	0.683	0.534	0.573	0.531		
Social Media Exhaustion	0.528	0.583	0.645	0.485	0.664	0.623	

Self-disclosure and fatalism have a strong correlation of 0.516, which is acceptable in the study mentioned above and meets the approval criteria. The correlation between fear of missing out and 0.682, which is more than 0.5, has a strong and substantial association between them, and the relationship between social media fatigue and fatalism is 0.623, which shows a strong relationship between them, and social comparison and fatalism has 0.627, which show shows a strong relationship between them. Stress and self-disclosure have a relationship of 0.652, which indicates a significant relationship between them. This relationship is accepted in the study mentioned above since it meets the acceptance requirements. The correlation between

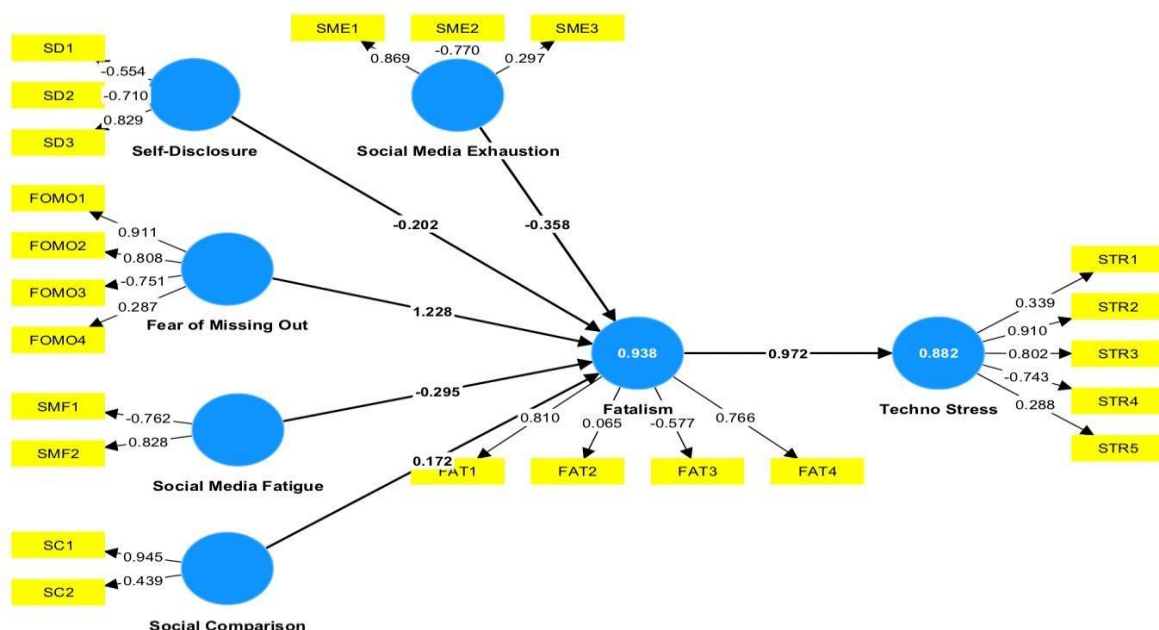
stress and fear of missing out is 0.683, which is strong and significant and greater than 0.5; the correlation between social media fatigue and stress is 0.534, which demonstrates a strong relationship between them; and the correlation between stress and social comparison is 0.573, which demonstrates a strong relationship between them. The correlation between fatalism and stress is 0.531, which is positively strong, and the correlation between social media exhaustion and fatalism is 0.664, both of which are in the acceptability range.

Structural Model

The coefficient values, which are the b-value, t-value, p-esteem, standard error, and LLCI and ULCI, are shown in the model. Bootstrapping indicates a significant p-value that indicates whether the hypothesis is accepted or rejected. According to the study's criteria, all hypotheses are accepted and p-values are significant and the t-values are greater than 1.96.

The impact of self-disclosure and technological stress is depicted in the table below (b=0.461, t-value = 16.186, p-value = 0.001). The association between social media fatigue and technological stress is substantial and positive (b= 0.164, t=4.081, p=0.000), hence the hypothesis is accepted and validated. Similar to fear of missing out (FOMO) has a positive and significant association with technological stress (b= 0.186, t=5.196, p=0.000), and a significant relationship between social comparison and technological stress is found. Fatalism and technological stress also had a very substantial and positive link (b= 0.416, t=14.561, p=0.001).

It has been discovered that self-disclosure, social media fatigue, social media comparison, and fear of missing out (FOMO) are inversely correlated with moderation. The hypothesis is accepted and lies in the criteria region because social media exhaustion adversely moderates between self-disclosure and fatalism (b=-0.646, t=-11.561, p=0.001). Fatalism and social media exhaustion negatively moderate one another (b=-0.154, t=-8.851, p=0.001); this hypothesis is accepted and falls inside the criteria zone. Fatalism and social media exhaustion adversely moderate each other (b=-0.184, t=-5.616, p=0.000); this hypothesis is accepted and falls inside the criteria zone. The hypothesis is accepted and lies in the criteria zone. Social media exhaustion negatively moderates between self-disclosure and fatalism (b=-0.646, t=-11.561, p=0.001). The hypothesis is accepted and sits in the criteria region. Social media exhaustion negatively moderates between FOMO and fatalism (b=-0.645, t=-6.151, p=0.001).



Hypothesis	Std Beta	SD	T values	P values	ULCI	LLCI
Self-Disclosure--->Techno stress	0.461	0.616	16.186	0.000	0.114	0.645
Social Media Fatigue--->Techno stress	0.164	0.411	4.801	0.000	0.161	0.610
Social media comparison--->Techno stress	0.016	0.456	14.444	0.001	0.10	0.156
FOMO--->Techno stress	0.186	0.451	5.196	0.000	0.106	0.615
Fatalism--->Techno Stress	0.416	0.165	14.561	0.001	0.061	0.168
Self-Disclosure--->Fatalism--->Techno stress	0.166	0.458	6.649	0.000	0.151	0.415
Social Media Fatigue--->Fatalism-->Techno stress	0.116	0.645	14.511	0.001	0.145	0.606
Social media comparison--->Fatalism --->Techno stress	0.185	0.145	4.619	0.000	0.101	0.168
FOMO--->Fatalism --->Techno stress	0.189	0.149	6.981	0.000	0.101	0.446
Self-Disclosure--->Social Media Exhaustion--->Fatalism	-0.646	-0.166	-11.561	0.001	0.145	0.606
Social Media Fatigue--->Social Media Exhaustion--->Fatalism	-0.154	-0.645	-8.851	0.001	-0.014	0.161
Social media comparison--->Social Media Exhaustion--->Fatalism	-0.184	-0.651	-5.616	0.000	0.106	0.156
FOMO--->Social Media Exhaustion--->Fatalism	-0.645	-0.145	-6.151	0.000	0.106	0.615

Discussion

Even though young adults frequently use social media, Numerous studies on the precise impact of social media on mental health have produced contradictory findings. The first work made critical advances in the field by testing a mediation moderation analysis connecting online entertainment to techno stress among adults during the Coronavirus pandemic in Thailand. A controlled mediation pathway connecting online entertainment to mechanical pressure among youthful grown-ups during the Coronavirus flare-up in Thailand was experimentally evaluated, and the preceding work made significant advances in the field. Young adults frequently utilize virtual entertainment to get and consume well-being data since it is advantageous and autonomous of parental oversight (Fergie et al., 2016). This diminishes stresses and fears over future well-being impacts, as well as feelings of fatalistic weakness.

Social media influences stress in our study by encouraging fatalism. Social media users are empowered to believe their activities can lead to desired health results, which lowers stress when they receive health information. Therefore, a direct claim that social media can influence one's emotional well-being is unhelpful (Fergie et al., 2016). The social mechanisms that underlie this link must be identified. The moderating function of social media fatigue is a further crucial discovery. Regardless of whether the control impact is significant, its bearing goes amiss from what we expected. The outcomes showed that web-based entertainment use impacted passivity and a more noteworthy pessimistic circuitous impact on pressure for

individuals with higher degrees of social media fatigue. Contrary to earlier research that suggested people would be less motivated, this result to use advice or encouragement for desired results if they felt weary from getting an abundance of information on social media. This would limit the ability of social media to reduce fatalism (Bang & Reio, 2017). Selective exposure may be significant to consider to understand why social media weariness improves social media's advantages in dealing with stress and fatalism. During the Coronavirus pandemic, individuals were regularly presented with a ton of hostile substances via online entertainment (e.g., the rising number of death, and hopeless stories).

When adults are exhausted from social media interactions, they could choose to overlook unfavorable posts in favor of more uplifting ones, such as stories of people overcoming this illness. The cognitive load theory similarly claims that people have a finite working memory load and turn to selective information exposure when they are exhausted to get around this constraint. Adults have better digital and health literacy than their more experienced peers. When social media exhaustion sets in, people can find beneficial information sources more quickly and tell real news from phony when it comes to health (Loos & Nijenhuis, 2020).

The findings show that a significant relationship was found between variables and accepted the hypothesis. The study contributes to the mediation of fatalism and negative moderation by social media exhaustion by measuring the impact of self-disclosure, social media fatigue, social media comparison, and fear of missing out (FOMO) on techno stress. The above results indicate that self-disclosure and techno stress has been found positively associated. The association between social media fatigue and technological stress is strong and lends credence to the notion. there is a positive and strong association between social comparison and technological stress and same as fear of missing out (FOMO) has a positive and significant relationship with techno stress and fatalism has a positive and significant relationship with techno stress. All these hypotheses are supported by (Bright et al., 2018).

As all of the hypotheses are supported the study has found a substantial and positive connection, and t values are also more than 1.96, which shows acceptance requirements. Social media tiredness, comparison, and the fear of losing out, along with self-disclosure (FOMO) were all found to have a strong mediation association with fatalism in the study, and studies support this finding (Luqman et al., 2017). Same as it is found that moderation of social media exhaustion negatively exists between self-disclosure, fear of missing out (FOMO), social media comparison, and social media exhaustion, and the t values are more than 1.96 and the p values are significant. It has harmed adult Thailand's fatalistic attitude during the pandemic. The results are all in line with earlier research.

Practical Implications

This study has important applications in the real world as well. The research first showed that using social media for health information can increase techno stress. Young adults should therefore use social media more frequently for health-related reasons during public health emergencies as a reliable means of managing their emotional responsibilities. Because of the expansion in data sharing during Coronavirus, well-being teachers ought to guide youngsters to zero in on a few liked and solid virtual entertainment sources and foster nearer associations with their web-based peers for good discussion. This study shows how online entertainment weariness goes about as a mediator between virtual entertainment and submission to the inevitable. It has been found that technostress was exacerbated by fatalism. Teaching young adults excellent self-management skills and introducing them to a role model are two strategies that can be used to boost their drive to deal with health difficulties. It is

significant to stress that more training problems that are culturally relevant are required, as Thailand's distinct culture has a strong influence on fatalism.

Theoretical Implications

The moderation model provides a more thorough framework by emphasizing the necessity of situating social media factors as modulating the impact of social media exhaustion on parameters connected to one's fatalism. As far as we could know, the mediation moderation is quick to show what youthful grown-ups' utilization of virtual entertainment means for their emotional wellness during critical general well-being emergencies. This analytical approach can be used in future studies to examine how social media can be used to promote youth health during pandemics. The results of the current study have a lot of implications for people who use social media, businesses that provide services, designers, and parents. To better understand the effects and experiences of social media sites, it is first necessary to examine and connect the relationships between the numerous factors of social media factors on stress.

Users can successfully control their social media usage by being aware of the potential relationships between social media fatigue. adults assess their utilization of and communications with different social media thinking about the discoveries of the ongoing review. The biggest indicator of weariness in both analyzed gatherings has been the force of purpose, self-disclosure, and selection of techniques to control their usage. According to recent surveys, adults use social media more frequently and spend a significant amount of time each day on these sites (Wallace, 2015). Additionally, there is compelling evidence that unchecked use of contemporary technologies by youth may result in negative psychological and physical effects like sadness, anxiety, and stress (Dhir et al., 2018). Social media exhaustion on adult users, according to the findings of the study, social media companies must also take their responsibility to society seriously. Companies should emphasize making users' tasks on social media platforms easier for them to perform rather than on the volume of usage. Along with reducing related technology, these features and tools that let people control and keep track of their consumption will also boost user satisfaction. Social media companies should carefully examine new features that do not force social comparison, self-disclosure, FOMO, and social media weariness considering the detrimental effects of social media fatigue.

Limitations and Future Studies

Social media fatigue is a relatively new phenomenon, and the current study helps us understand it better. However, it also exposes several limitations that may help guide future research. The respondents reacted to the measures in a more normative manner because of the self-reported measures. The results of the current study may be limited and inapplicable to users of other social media platforms because it was conducted with WhatsApp, and Facebook users specifically. Furthermore, because is conducted the study with individuals who shared particular demographics, the generalizability of the current study is limited to Thailand and it can include further countries and the sample size can be increased. Despite the study sample being somewhat small, a strongly significant link was found between the investigated constructs. By employing a nationally representative sample, researchers might duplicate the study design in Thailand to supplement and validate the existing findings.

Conclusion

Research has increasingly indicated that users—particularly adults and their usage of social media platforms are susceptible to negative exhaustion because of their unchecked and excessive use. The results of this study contribute to our understanding of self-disclosure, By drawing on earlier studies on the problematic use of social media on technological stress, social media fatigue, social media comparison, and fear of missing out (FOMO), among other factors.

Social comparison, self-disclosure, social media fatigue, and FoMO contributed to the development of social media exhaustion. In addition, a unique association between fatalism and technostress in adults is found. The current study has demonstrated that social media exhaustion negatively moderates social comparison, self-disclosure, FOMO, and Social media fatigue and social site usage all significantly contribute to fatalism and stress, It further leads to a decline in adults' mental stress.

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