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A Field Study on the Causes and Psycho-Social Consequences of Social Network Fatigue: The Case of Türkiye

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ABSTRACT

Social network usage has started to decrease since 2011 for various reasons. Research in the literature has revealed the concept of social network fatigue, which has physical and psychological consequences due to different reasons. Recent studies have emphasized that social network fatigue is dangerous for users' individual well-being, and researchers have suggested further studies due to the newness of the concept. Based on the recommendations in the literature, this research was carried out with 1100 participants from all over Turkey in a quantitative design to determine the causes and psycho-social consequences of social network fatigue. Participants in the research information on social network fatigue, social network overload, social network victimization and socio-demographic characteristics was collected. In the research constructed with the stressor-strain-consequence (SSO) model it has been understood that social network overload and social network victimization are predictors of social network fatigue. In the study, the social network fatigue experienced by the participants it has been determined that it causes physical and psychological consequences such as sudden anger, physical fatigue, exhaustion, wear-out, anger, regret, dissatisfaction, boredom, overwhelm, restlessness and stress.

Meeting the social/psychological needs of the individual is a necessity, and people benefit from the new socialization opportunities offered by technology to meet these needs (Sarıoğlu & Özgen, 2018). Since 2007 Facebook popular use of social networks with it made it necessary to determine who, in what way, how it affects and its results. The understanding that platforms have positive contributions to people in general, and that they are a great interaction tool, especially in terms of socialization, has been accepted in the first period of use (Solmaz, Tekin, Herzem & Demir, 2013; Çalışkan & Mencik, 2015). Recently, it is seen that the researches (Şahin & Gülnar, 2016; Gülnar & Acar, 2021; Kazaz & Acar, 2021) on platforms have shifted from the purpose and motivation of use in a more critical approach to the effects it creates in psycho-social areas. The rapidly increasing use of networks globally has created an agenda about new forms of communication that the traditional and their psychological/sociological effects on people (Şahin & Gülnar, 2016). According to Küçükali and Serçemeli (2019), the intensive use of social networks affects almost every aspect of social life such as health, education and labor relations are only a few of these parts. In addition to these, different psycho-social effects such as depression, stress, addiction, exhaustion and anxiety have also been emphasized in recent social network studies (Kumcağız, Özdemir & Demir, 2019).

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The psycho-social effects of the use of social networks, as stated earlier have caused users to move away from the platforms that the number of active users of Facebook decreased after MySpace in 2011 prompted market researchers to conduct field research and the result was described as “social network fatigue” (Goasduff & Pettey 2011; Rainie, Smith & Duggan 2013; Xiao & Mou, 2019). Since 2014 academic circles started to investigate the causes of social network fatigue and its effects/results on users. The general reasons for the declines in social networks are based on personal-psychological, such as mood personal use, personal preference, social welfare and environmental/external such as information, communication, socialization, system characteristics reasons (Maier, Laumer, Eckhardt, Andreas & Weitzel 2014; Ravindran, Kuan & Lian 2014; Bright, Klieser & Grau, 2015; Lee, Son & Kim, 2016; Cao & Sun, 2018). It has been suggested that social network overload, which is claimed to be the external/environmental determinant of social network fatigue (Cao & Sun, 2018; Lee et al., 2016; Shi, Yu, Wang, Cheng, Cao, 2020) causes negative effects in individuals. Yu et al. (2019) social network overload as defines it as an uncomfortable situation caused by many environmental stimuli and the user cannot cope with them. Guo et al. (2020) state that excessive social network loading may cause physical and psychological fatigue, stress and anxiety in users. Cao et al. (2019) recommend offers examining social network victimization as another environmental/external stimulus in future research, emphasizing that psycho-social individual effects may occur in users who are bullied on platforms. Social network victimization refers to the user who is negatively affected by the cyberbullying/bully and their situation (Dredge, Gleeson & Garcia, 2014; Ophir, Asterhan & Schwarz, 2019; Oksanen, Oksa, Savela, Kaakien & Ellonen, 2020). Social networks are accepted as the most important online environments where cyberbullying is done easily (Küçük & Şahin, 2015). It is accepted that social network overload and social network victimization cause negative individual effects on the user, physically and psychologically. However related studies (Xiao & Maou, 2019; Cao & Sun, 2018; Yu et al., 2019; Shi et al., 2020; Fu, Li, Liu, Pirkkalainen & Salo, 2020) state that the causes and psycho-social consequences of social network fatigue are too new to be discussed with clear judgments, and different studies are needed in different countries. From this point of view, this research is built was designed on the problem of the causes of social network fatigue in Turkey and its psycho-social consequences what it’s are in a quantitative design.

Psycho-Social Effects of Social Networks on Users

People are psychosocially affected by social network use in 3 different ways; collectively, interpersonally and individually (Sürü, 2019). This effect can be explained in the following sub-headings:

Mass Impact of Social Networking

New communication technologies have been rapidly adopted by people and started to be used in every field (Gülnar, 2016). According to Castells (2016), new communication technologies directed people in the early periods, but especially with the emergence of network societies, the masses began to dominate virtual environments. In the studies it has been emphasized that the mass effects of social networks have both positive and negative. It is stressed that the effects of social networks on the masses are generally concentrated on political events. Social networks, which are the communication tool of the 21 st century have been used as a key tool against power or administration, especially in political events, have provided the opportunity to become stronger. Social networks and especially activism movements have shifted to virtual environments (Konuk, 2019). Arab Spring can be given as an example first in virtual organizations realized with social networks. During the Arab Spring that started in 2010, social networks provided a two-way flow of information, and the masses organized on the platforms provided physical resistance in Tahrir Square. Platforms played a key role in the overthrow of oppressive regimes from the beginning to the end of the Arab Spring events. Social networks have helped the masses freely express their thoughts. Social networks were also used extensively in the Gezi Park events and the July 15 coup attempt in Turkey. Social networks have been accepted as the 5th power in Türkiye.

In another study (Şahin, Hamamcı & Türk 2022), not knowing what Covid-19 is increased users' fear levels, causing anxiety and depression. The findings of Gülnar and Acar's (2021) research also showed parallelism

with the findings of Şahin et al. (2022). Kazaz and Acar (2021), emphasized that during the Covid-19 period, it was aimed to create mass fear in the process with fake news produced on platforms, especially on Twitter.

The Effect of Social Network Use on Interpersonal Relationships

Interpersonal communication, which is a form of communication between at least 2 people, starts in the close circle of the individual such as family, spouse, relatives. However, networks used in interpersonal communication with education, institutions and workplaces have changed the communication skills of the individual and offered a new/different alternative to face-to-face communication (Şahin & Gülnar 2016). The rapid change in technology has reduced the distance and people have started to prefer online communication to traditional communication (Ergen & Akçay, 2021).

In a study examining the effects of platforms in interpersonal communication (Gülnar & Öztat, 2020), the relationship between internet and social networks usage in family-to-face communication was determined. In a study conducted with 1108 married couples living in Konya, it was revealed that WhatsApp, one of the social network types, reduces the frequency of face-to-face communication. On the other hand, Kazaz and Gülnar (2016) revealed that face-to-face communication provided stronger bonds than internet communication. Aktaş and Çopur (2018) determined that the perceived stress level of women among couples using social networks is lower than that of men. In a study conducted by Gürgan and Demirel with 363 adolescents in 2021, it was determined that the family, friend and dating relationships of those who use social networks deteriorated and their social anxiety levels were high.

Individual Impact of Social Network Use

Studies have shown that the use of social networks has harmful effects as well as providing benefits to individuals. In the research carried out by Cerrah in 2016, it was determined that criticisms of social networks were gathered in 6 different categories. These also point to the dynamics of research in the psycho-social use of networks. According to Cerrah (2016), criticisms of social networks can be listed as follows

Uncontrollability. It is the lack of control and authority. This situation affects the instant dissemination of unrealistic information and triggers the formation of a harmful perception about the disseminated subject.

Multiple identity or without identity. It is the case that the platform user hides identity in real environments in networks or creates too many new identities by having more than one account. This situation may result in negative situations such as deterioration of mental health on users.

Elimination of privacy regarding private life. Other users can interfere with these areas and unethical behaviors can emerge.

Negative effects on family relations. Conflicts are experienced due to the use of social networks and this process results in infidelity or divorce.

Negative effects on people's psychology. Sleep disorders, anxiety, depression, unpleasant and aggressive behaviors occur with the use of social networks, especially with the increase in the duration and frequency of use.

Asocialization. There is a lot of sharing in online environments reduces the feeling of interacting with other people in physical life.

As social networks are constantly on the agenda and become an indispensable element of life, the most important of the individual results in the use of the platform is addiction (Ergen & Akacan, 2021). The most obvious result of information technologies is people's ever-increasing desire for network use. Bilgilier (2018) found a significant relationship between social media addictions and socio-demographic characteristics of students studying at the faculty of communication, emphasizing that social network addiction in female students resulted in loss of control. At the end of the study, the researcher listed some suggestions in order to reduce the social network addiction levels of the students. These taking up a hobby, cooperation between educational institutions and the media in conscious use of networks. In another study aimed at the individual

effects of social networks, Balcı and Baloğlu (2018) investigated the relationship between platform addiction and depression. In the research, participants it was determined that 10.9% of them had severe depression, 22.2% of the were addicted to social networks. As a result, it was determined that depression was a positive predictor of social network addiction, and it was emphasized that the level of depression did not differ according to gender.

The widespread use of the internet and social networks has brought along not only addiction but also stress, loneliness, and life satisfaction studies, which are indicators of mental health. It is seen that researchers have focused mainly on these issues in recent years. Gülnar (2016) revealed that there is a positive and significant relationship between the stress levels of the participants and their internet use. In addition, the positive relationship between general internet use and general stress level strengthened the existence of the relationship. Gülnar (2016) named this result obtained at the end of the research as techno-stress. However, stated that this type of stress can occur not only with the use of technological tools, but also with the overload of information in the tools.

Social networks are often criticized in the literature as users reflect themselves differently from what they are and distance them from the perception of reality (Sarıoğlu & Özgen). Because it is thought that this perception of alienation may cause individual psycho-social effects such as addiction, stress and depression. In all the studies, it has been found that the negative aspects of social networks are now emphasized rather than the positive aspects, and as a result, it has mass, interpersonal and individual psychosocial effects.

Purpose of the Research

The main purpose of the research is to determine the causes and psycho-social consequences of social network fatigue. Researchers (Zhang, Zhao, Lu, Yaobin & Yang, 2016; Dhir, Yassotorn, Kaur & Chen, 2018; Cao & Sun, 2018; Whelan, Islam & Brooks 2019; Lin, Lin, Ture & Xu, 2020) founded that social network overload and social network victimization associated with social network fatigue. It has been revealed that it causes and makes unwanted situations evident in the user. Zhang et al. (2016); Dhir et al. (2018); Cao and Sun, (2018); Whelan et al. (2019) and Lin et al. (2020) pointed out that social network overload has effects on individuals in terms of stress, physical/psychological fatigue, and technostress. Cao et al. (2019) determined in their research that cyber victimization can also cause social network fatigue but drew attention to the need for more research. From this point of view, the following research questions and hypotheses were written:

Research Question 1: Is there a significant relationship between participants' social network overload and social network fatigue?

Research Question 2: Is there a significant relationship between participants' social network victimization and social network fatigue?

Research question 3: What are the consequences of participants' social network fatigue?

Method

The research is structured with a quantitative design that systematically examines facts and events according to certain principles and aims to reveal the relationships between variables. Depending on this purpose, the sub-headings will include the type of research, its universe/sample, data collection tools, findings and analysis.

Research Design

Research design was determined as explanatory (causal) research. Among the quantitative research designs, the relational survey model was used. Relational screening model is a quantitative research design that aims to determine the existence and degree of change between two or more variables (Bekman, 2022). Relational screening model studies, the existence of the relationship between dependent and independent variables is investigated. It is that all researches (Dhir et al., 2019; Cao et al., 2019; Fu et al., 2020 Malik, Dhir, Kahur, & Johri, 2020) conducted to determine the causes and effects of social network fatigue on individuals are carried out in the light of a model. Based on the results of the research findings the predictive model of this research was predicted as the stressor-strain-outcome model (SSO), and research questions were written. The model

developed by Koeske and Koeske (1989) was first adapted to social network fatigue studies by Dhir et al. (2018) in communication sciences. The stressor-compulsion-outcome model is explained as follows; **(1)** A stressor is basically all the external/environmental factors that are the source of stress in the person. **(2)** Strain is an emotional/physical behavioral change caused by stressors. **(3)** The result are strains that occur due to physical/mental strain behavior change caused by stressors. Thus, social network overload and social network victimization (stressor); social network fatigue (strain) and technostress/exhaustion (outcome).

Participants

In the study, the dataset collected from the participants was coded into the analysis program called SPSS 25. In the research firstly frequency and descriptive analysis techniques were used to describe the socio-demographic characteristics of the participants. It was understood that 55.5% of the participants were women, 44.5% were men, and the average age was $\bar{X}$= 31.16. It was found that the education levels of the participants were elementary and secondary school 13.9%; high school 28.1%; 2-year college 10.0%; bachelor's degree 36.3%; higher degree 11.7%.

Cluster sampling technique was used to represent this study conducted by online survey method to 60.863.705 people aged 18 and over in Turkey and it was understood that at least 1067 people should be included in the study. However, despite the probability of participants giving incomplete answers, the sample was determined as 1100.

Data Collection Tools

The information about the scales used in the research is given below in the headings.

Social Network Fatigue (SNF) Scale. The social network fatigue (SNF) scale was created in its original form by Maier et al. 2012 from a total of 18 items. The highest or lowest score that can be obtained from the scale is not specified. As a result of the item loading it was determined that the scale items were collected in 4 sub-dimensions. These are social overload, emotional exhaustion, intention to satisfy and future use. The internal consistency ratios of it is calculated as the sub-dimensions of the Cronbach alpha; α=.94; α=.97; α=.88; α=. 86. In the Turkish adaptation study conducted by Ünal (2019), she was determined that the scale, unlike Maier and others (2012) is collected in 5 sub-dimensions. These are listed as overload, emotional exhaustion (9 items), aggressiveness (3 items), satisfaction (3 items) and future use (3 items). In the research of Ünal (2019) calculated the internal consistency coefficients α=.86; α=.92; α=.81; α=.90 and α=.48. It is also the Cronbach alpha coefficient of the scale in which it was determined α=.90. In the original version of the scale, 7-point likert (1= completely disagree; 7= completely agree), in Ünal (2019) research 5-point likert (1= completely disagree; 5=completely agree) has been used. In addition, in this research listed as Cronbach alpha coefficients of the sub-dimensions of social network fatigue in the sub-dimension emotional exhaustion; α=. 846; aggressiveness α=.681; satisfaction α=.849 and intention of future use α=.647. Cronbach's α coefficient level; $0 < R2 < 0.40$ is not reliable; $0.40 < R2 < 0.60$ is low reliability; $0.60 < R2 < 0.80$ is quite reliable and $0.80 < R2 < 1.00$ is high reliability (Uzunsakal & Yildiz, 2018). Based on this, social network fatigue emotional exhaustion (α= .846) to satisfy with (α=.849) high reliability of sub-dimensions; aggressive use (α=.681) with the intention of future use (α=.647), on the other hand, has been found to be quite reliable. The Cronbach alpha coefficient α= for the reliability calculation for the 18 items of it was found to be α=.804.

Excessive Social Network Uploading (ESNU) Scale. When the literature is examined, it is seen that different dimensions of the excessive social network loading scale have been developed by different researchers. The first scale development study on excessive social network loading was carried out by Maier and others in a random way in 2012 when the item pool was being created. Maier and others re-evaluated 6 items related to social network fatigue, which they developed in 2012, in the context of social load. Cronbach's Alpha coefficient of the social burden scale α=. 90. The highest or highest lowest that can be obtained from the scale is not specified, and no information about it is not given. Zhang et al. (2016) have improved the system and information loads in their research. Zhang et al. (2016) calculated Cronhs Alpha coefficient in their research; α=.81, α=.86; structure validity α=.88, α=. 90. In 2018, Cao and Sun claimed that the burden of communication can also be added to excessive social network load. Structure validity of the communication load it was

determined as .94 and the sample of 5 items. It was determined that he explained .92. The adaptation of the scale to Turkish was made by Acar (2022). The scale consists of a total of 16 items and 4 different sub-dimensions. The overall Cronbach's α coefficient of the scale is .830. Cronbach's Alpha coefficient of the sub-dimensions; information overload (IO 3 items) α=.602, loading of communication (CO 5 items) α= 580, overload of sociability (SO 5 items) α=. 672 and the overload of the system (SYSO 3 items) is α=. 563 it is calculated as.

Social Network Victimization (SNV) Scale. The scale of Facebook victimization (SFV), developed by Kwan and Skoric in 2013, was designed to determine the level of students between the ages of 13 and 17 who are affected by virtual bullying behaviors they experience while using Facebook. The scale of Facebook victimization consists of a total of 17 items and one dimension. The Cronbach alpha coefficient of the scale is α=. 89. The highest or highest score that can be obtained from the scale is not specified, and no information about it is not given. The adaptation study of the scale of Facebook victimization into Turkish was carried out by Küçük and Şahin in 2015. Şahin and Küçük (2015) calculated as the Cronbach Alpha coefficient of the scale α=.91. In this research, for the 17 items of the Cronbach Alpha coefficient calculated as α=.916

Socio-Demographic Information Form. The questions in this part of the questionnaire were prepared by the researchers in order to describe the participants' age, gender, education information.

Data Analysis

Multiple regression analysis was used to test the hypotheses. Because multiple regression analysis was used in the study because the dependent variable (social network fatigue) was examined based on 2 independent variables (excessive social network uploading and social network victimization). Firstly, the Skewness and Kurtosis values of all 3 scales were examined separately. The standard deviation scores of the scales were also calculated. The obtained Skewness and Kurtosis values were calculated as follows, in order; social network fatigue: -,059; .650, excessive social network uploading: ,146; ,965, social network victimization: ,602; ,410. All results with Kurtosis and Skewness values between -1.5 and +1.5 indicate that the data set is distributed (Tabachnick & Fidell, 2013; Erbay & Beydoğan, 2017). According to these results, it is seen that all scales are in normal distribution. Thus, it has been understood that parametric tests can be used to explain research questions.

In the research, frequency and average techniques from descriptive statistical analyses were used to reveal the socio-demographic characteristics of the participants. In addition, correlation analysis was used to determine the direction, severity and meaning of the relationship between the variables. Decisional statistical analyses were also performed to determine the relationship between dependent and independent variables. These are one-way analysis of variance (ANOVA) and multiple regression analysis. ANOVA is performed to determine whether the difference between two Decoupled or multiple sample averages is significantly different from zero. In addition, the factors should also be in a normal distribution. Multiple regression analysis is a parametric analysis that allows estimating the dependent variable based on 2 or more independent variables (Gülnar, 2017).

Results

In the first stage, the correlation coefficients between the dependent and independent variables were examined. It is understood that there is a moderate relationship between social network fatigue and social network victimization (r= ,344 p > .05) when the sub-dimensions of social network fatigue and excessive social network uploading are examined were moderately correlated social network fatigue and information overload (r= ,462 p > .05); social network fatigue and loading of communication (r= .477 p > .05); social network fatigue and overload of sociability (r= .284 p > .05) and social network fatigue and the overload of the system (r= .304 p > .05). Thus, it was determined that there was a relationship between dependent and independent variables. After the correlation coefficients between the variables were determined, the multiple regression model summary below was examined. It is understood that 35% of the corrected R^2 value social network fatigue is explained by the independent variables social network overload and social network victimization. In order to determine autocorrelation between the independent variables, the Durbin Watson value was examined, and

since this value was found to be 1.972 between 1.5 and 2.5, it was understood that there was no correlation between the autocorrelation, in other words, the error term and the consecutive values.

The ANOVA test results were also evaluated to determine whether the multiple regression model was significant. As a result of the ANOVA test, the multiple regression model was found to be explanatory because the p significance level value corresponding to the F value was small (sig., .000, p <.005). It was understood that the independent variables explained the dependent variable in a meaningful way.

Table 1. Multiple Regression Model/Independent Variables

Model	Non-standardized Coefficients		Standardized Coefficients			*Collinearity Statistics*	
	b	Std. Error	Beta	t	sig.	*Tolerance*	*VIF*
(Constant)	1,396	,067		20,749	,000		
SNV	,089	,020	,125	4,547	,000	,774	1,292
IO	,184	,017	,298	10,956	,000	,791	1,264
CO	,174	,018	,267	9,462	,000	,739	1,354
SO	,070	,017	,111	4,132	,000	,810	1,235
SYSO	,041	,018	,060	2,224	,026	,801	1,249

The contributions of the independent variables in the multiple regression model to the model were examined. As seen in Table 1, there is a significant relationship (sig., .000, p <.005) between social network fatigue and social network victimization. Again, the sub-dimensions of social network fatigue and excessive social network uploading; information overload (sig., .000, p < .005); loading of communication, (sig., .000, p <.005); overload of sociability, (sig., .000, p <.005); It is seen that there is a significant relationship (sig., .000, p <.005) between overload of the system (sig., .026, p <.005).

From this point of view, it is understood that all sub-dimensions of excessive social network uploading, and social network victimization have a significant effect on social network fatigue. When the beta coefficients (β) were examined, it was revealed that the most effect on social network fatigue was performed by information overload (β= .289) and the least effect on overload of the system (β= .060). Finally, the existence of multicollinearity among the variables in the model and whether there is a correlation problem were examined. Thus, VIF value and tolerance values were examined.

If the VIF criterion value is greater than 10 and the tolerance value is less than 0.2, it is indicated that there is an important multicollinearity problem between the independent variables (Akdi, 2011). When Table 1 is examined, VIF>10; it is seen that the tolerance value is less than <0.2. Thus, it is understood that there is no multicollinearity correlation problem between social network fatigue and social network victimization independent variables. So, it was determined that both independent variables in the model would remain in the equation. Thus, it was determined that all dimensions of social network overload and social network victimization were predictors of social network fatigue.

Discussions

In the study, the relationship of social network fatigue of participants with excessive social network loading and social network victimization was examined.

In the study, firstly, the causes of participants' social network fatigue were examined depending on the independent variable of excessive social network loading. The result of the research that excessive social network loading is an external has been compared to other studies (Zhang et al., 2016; Cao & Sun, 2018; Yu et al., 2019; Shi et al., 2020; Whelan, et al., 2019; Lin et al., 2020; Fu et al., 2020) it was also confirmed in this study.

In the research, the causes of the social network fatigue detected of the participants were also examined depending on the social network victimization independent variable. It has been found that this independent variable collected under one dimension is also an external premise that causes social network fatigue. This result supports the research of Cao et al. (2019).

As a result of the analyses conducted in this study, it has been found that excessive social network loading and social network victimization explain social network fatigue in a meaningful way. In addition, the research Maier et al. (2012), Lee et al. (2016), Cao and Sun (2018), Fu et al. (2019), Guo et al. (2020), Lin et al. (2021), Lin et al. (2020), Yu et al. (2019), Zhang et al. (2016), Shi et al. ((2020) showed similarities with the findings. In a more explicit expression, the results of the psychological and physical conditions that became evident as a result of the participants' social network fatigue were revealed. The results of social network fatigue and its effect on the participants are explained in three parts by combining the theoretical framework of the SSO model, based on all the empirical findings given above. **(1) Stressor.** The stressors of this research are social network overload and social network victimization were predicted, and the results obtained from the analysis findings also supported the theoretical framework of stressors in the SSO model. When both variables were examined, it was determined that users were exposed to a source of stress with external interventions without being under the control of their own subjective use. Information, communication activities, technical equipment of the system and socialization efforts on the platforms have been a source of stress for users. Zhang et al. (2016) and Yu et al. (2019) also examined social network fatigue within the framework of SSO stated that overloading of sociability, information and communication is a source of stressors. Based on all the empirical results obtained, social network overload in this research; Information overload, communication overload, sociability overload and system overload were the first stressor, and social network victimization was the second stressor. **(2) Strain.** In this study, it was understood that social network overload and social network victimization, that is, have been stressed social network fatigue as a form of strain. In the research, it was determined that there are physical/mental strains such as emotional exhaustion, aggressive behavior, satisfaction and future network use intention due to stressors. As in this study, Zhang et al. (2016), Ravindran et al. (2014), Fu et al. (2020) and Cheng, Liu, Li and Hu (2023) also found that participants faced network fatigue due to social network overload stressor in their studies. **(3) Result.** The results of the concept of social network fatigue, which was examined from the perspective of SSO, were interpreted in this study in terms of strains depending on the strain behavior caused by stressors. These (1) “Technostress”. Technostress as a concept is a modern age disease that emerges in the process of adapting to new technologies. In this study it was determined that technostress caused both physical and mental deterioration in the participants. The results of this research were supported by other studies (Gülnar, 2016; Zhang et al., 2016; Lugman et al., 2017, Shi et al., 2019; Lin et al., 2021), and it was determined that technostress became evident as a strain. In addition, it was understood that the technostress strain was physically and psychologically distributed in this study. In this research, physical strains; it can be perceived visually such as sudden irritability, physical fatigue, exhaustion, weariness, anger, increased pulse and heart rhythm. Psychological strains, on the other hand, clustered in the sub-dimension of satisfaction and showed themselves as regret, dissatisfaction, boredom, depression, restlessness, and stress. (2) “Exhaustion”. In addition to the findings of Yu et al. (2019), it was also supported in this research that exhaustion, which is used in the sense of losing its efficiency and power, is a psychological strain that occurs as a result of social network fatigue. The concept indicates that the existence of something is still in the mind informal, but it is decreasing. Exhaustion, which was detected as a strain of social network fatigue in this study, showed that the platforms were still used, but the desire to use decreased due to the presence of stressors. In this study, it became clear that as a result of users' social network fatigue, their intention to use the platforms began to deplete like Dhir et al. (2018), Yu et al. (2019), and Shi et al. (2019) supported the findings. According to the results obtained from the findings of this research, users' social network overload by stressors and their difficulties by being exposed to social network victimization indicate that they begin to burn out, as Fu et al. (2020) determined. This sign is expected to conclude the discontinuous use of the platforms in users.

Suggestions

It should get rid of the classic topics (such as addiction, motivation, advertising, health) in social network research that will be carried out especially in Türkiye. Since when the literature on social network fatigue was

examined, it was seen that all the publications were structured by researchers from other countries. Since social networks are now accepted as metaverse areas, repeating the same research will cause the literature to remain constant.

Social network fatigue should be examined especially in terms of uses and gratifications approach. With this approach, it is predicted that one of the possible consequences of social network fatigue will become "dissatisfaction".

This research expanded but did not terminate control variables. In future studies, control variables will be included again and diversified.

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