Analysis on the Causes of Social Media Fatigue Against the Background of Mobile New Media

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Abstract—**Online social media has brought great convenience to people's lives. While helping users expand their social circles and knowledge, and facilitate communication, it also has some negative effects. The overload of relationships, content, and functions in social media can easily cause users to experience psychological stress such as anxiety, helplessness, and fatigue, which can lead to negative usage behavior. On the other hand, by controlling the connection switch, users can alleviate social media fatigue to a certain extent. Technology empowerment enables people to take a certain initiative under the pressure of various overloads. Various connection switches can help users temporarily shut down or exit social networks. This is a personal choice based on different contexts. It is the users' self-adjustment towards social media fatigue, and is also a battle for private space.**

Keywords: mobile new media, social media fatigue, connection overload

I. INTRODUCTION

With the development of media technology, all kinds of network social media enable people to connect with others and society anytime and anywhere. In the era of mobile new media, people can use Internet technology to connect more relationships, so as to expand their communication circle, reduce the cost of communication, and maximize the effect of social and information communication. At the same time, too many connections also make people tired of coping, resulting in negative use behavior. Algorithmic technology can make accurate push for users according to their interests, social networks, historical records, etc. However, there are hidden worries about information leakage behind it, and it will also bring "information cocoon" effect. The users' cognition of the real environment will be biased. Therefore, in the mobile Internet environment, users should face a series of additional problems while enjoying the convenience they bring.

II. SOCIAL MEDIA FATIGUE IN THE CONTEXT OF MOBILE NEW MEDIA

In the era of mobile new media, people are using social media more and more convenient, and social media is becoming more and more diverse, which undoubtedly brings great convenience to people's lives. The 2018 China Social Media Impact Report released by Kantar shows that Chinese consumers believe that social media has a more positive impact on their lives, such as keeping abreast of family / friend dynamics, convenient communication, and timely understanding of social hotspots, increasing knowledge, expanding social circles, and alleviating stress. At the same time, social media has also brought negative impacts, such as affecting user vision, reducing sleep and reading paper books, occupying too much time, lacking privacy protection, etc. [1] According to a survey by the American Psychological Association (APA), "people's constant access to social media is putting more pressure on people" [2].

At present, scholars do not have a unified definition of social media fatigue. Dhir and others summarized social media fatigue based on previous research: "a situation whereby social media users suffer from mental exhaustion after experiencing various technological, informative and communicative overloads through their participation and interactions on the different online social media platforms" [3]. The definition attributes media fatigue to overloads at three levels: technology, content, and social. It focuses on the mental stress that overloads bring to users. In fact, social media fatigue not only causes psychological symptoms such as anxiety, anxiety, and fatigue, but also leads to blocking, resisting, and even quitting social media.

III. ANALYSIS ON THE CAUSES OF SOCIAL MEDIA FATIGUE

A. Relationship overload: overload connections between people

One consequence of maximizing relationship connections in the Internet is that users are "tired" by the relationship, and tired from coping. British anthropologist Robin Dunbar analyzed the ape's brain volume and group size and concluded that "given the volume of the human new cerebral cortex, the average size of the human population should be 148 people, rounded to 150 people", which is called the "Dunbar number". [4] At present, the online social relationship network of most users has already surpassed this number. The human brain cannot cope with such a huge network of relationships. Too many relationship connections have brought some social pressure to people.

John Tomlinson pointed out that "most mobile phones are used for communicative and gestural communication. The main role is to maintain social bonds that people own and rely on each other, rather than exchanging substantive information and serious discussion Topic" [5]. Some social media can restrict others from entering the space through related settings. In order to prevent connections of unrelated people, settings such as friend verification can help users filter and control the quality and quantity of connections. Even so, users' social networks have long gone beyond what they can easily handle. In addition, some connected users rarely interact with each other. They do not interact with each other after they become friends with others. They just keep them in social circles and regard them as "potential relationship capital". People will keep in touch with the blessing information for the New Year holidays, so as to maintain social relations and bring its value to life when necessary, such as "accumulation" and "canvassing" on the Internet. "The social circle of the Internet is complex but fragile. Users frequently receive "help" from various groups and different friends, such as thumb up and votes, which bring burden to life. [6]

In addition, maximizing the relationship network through different social media also means that users can have multiple connections with the same person in multiple ways, that is, the connection is highly repetitive. Users will post the same content on different social media. The content has high homogeneity, and the repetitiveness of the connection increases the repetitiveness of the content, thereby increasing the time cost for users to maintain various connections, and resulting in a waste of connection resources.

Turning off some connections is not only an online representation of real social anxiety, but also a new social anxiety problem caused by excessive online connection. Turning off a mobile device is a complete disconnection, while blocking or message-free is an online disconnection. In social media, users will not completely disconnect from others due to reasons such as affection or fear of missing important information, but the massive content in social media increases the cost of users' processing information.

B. Content overload: overload connection between people and content

"Content is a major adhesive in people-to-people connections. The connection chain between people is also the pipeline of content flow. Therefore, the expansion of people-to-people connections will inevitably lead to the growth of people-to-content connections." [7] Content is a way to maintain the relationship, and maintain the network relationship with others through content presentation or feedback to others' content. The connection repeatability mentioned above also brings about the content repeatability problem. In addition, the maximization of relationship also means the maximization of the content contacted. At the same time, it also brings content overload.

Everyone is a member of different types of groups, including friends, classmates, family, work, interest, study, and so on. In fact, everyone plays multiple roles in the same social media at the same time, and the content in different groups has different meanings to themselves. For some reasons, people will not completely quit the social circle, but the content in the group is not always what they need and are willing to contact. The interweaving and overload of information in the network make people overwhelmed. With the increased cost of information acquisition, people can only "block" certain content through certain settings, and avoid the relationship rupture while shielding the content, which is also the convenience brought by the humanized settings of technology to users.

C. Function overload: overload connection between human and service

In order to provide better services, social media platforms constantly update their functions. Through cooperation with third-party platforms, their functions will be more diversified and perfect. "To some extent, new features will attract users to use or improve the user experience. However, too many features will lead to user stress and fatigue." [8] In addition to basic social and information sharing functions, users can carry out financial, entertainment, travel, shopping and other activities, which really brings great convenience to people's lives. On the other hand, the service of social platform has certain repeatability, and some functions are redundant for users. All kinds of push and marketing of platform aggravate the flood of network information. In addition, the operational complexity of some functions of the platform will also cause technical anxiety for users.

Social media has the characteristics of convenience, real-time, interactivity and openness, which also makes the work notification and arrangement timelier and brings certain convenience to enterprise management. However, the likes, forwards, online "check-in", various work notifications and arrangements also make people at work anytime and anywhere. Social media has become another tool for people to work, constantly squeezing private space.

In addition, the worry about their own information security is also a cause of users' fatigue. Users can limit others' access to their own information by connecting the switch, and control their personal information within a certain range. However, this kind of self-information protection is for specific audiences. Some "audiences" are invisible to users. In order to better enjoy the convenient services of social media, the "authorization" of users makes the third-party platform easy to master personal information of the user. Algorithmic technology improves the efficiency of users' access to information by processing personal information, but users enjoy the convenience brought by technology and contribute their privacy to service providers at the same time. Users can not fully control their privacy boundaries.

In order to maintain and deal with overloaded social networks and massive information, users have to spend more time and energy, which can easily lead to social media fatigue. The excessive connection between people, people

and content, and the excessive service of the platform make people unable to cope with easily. In order to relieve the pressure brought by social media, individuals will cut off the connection through the connection switch, thus reducing unnecessary relationship connection, content connection and service connection. This is a way for individuals to cope with all kinds of overload, and also a self-adjustment to social media fatigue.

IV. SELF-ADJUSTMENT FOR SOCIAL MEDIA FATIGUE UNDER THREE TECHNOLOGY EMPOWERMENT

As mentioned above, social media fatigue not only brings psychological pressure to users, but also causes various negative use behaviors. From another point of view, negative use behavior can be regarded as the active adjustment of users to social media fatigue.

Social media fatigue makes users want to escape the Internet world and return to the real world, while new media technology enables people to disconnect at any time, and technology empowerment enables individuals to return to the private field at any time. In other words, technology gives users the right to connect. This free choice of connection and non-connection enables users to gain initiative and control when using social media. People can reduce unnecessary connections by controlling the connection switch.

A. *Free switching: the "adjustment switch" in social media*

According to John Fiske, the private sphere is used to describe the "closed world" composed of individuals, life and family, while the public sphere is used to describe the "open space" composed of work, politics, mass media and a wider institutionalized office. [9] In the era of Internet, the boundary between private space and public space is becoming more and more blurred. Mobile media has broken the space area of the scene. People can participate in public affairs in private space, or process private information in public space. The public space and the private space coexist.

"The free switching of the subject in cyberspace refers to the free switching of the subject in different cyberspace." [10] With the help of connection switch, users can switch freely in private space and public space, and also realize the co-existence of different spaces. In the age of Internet, public space is constantly squeezing private space, and the relationship fatigue caused by the overload of connection makes people return to private space by withdrawing from public space. Technology empowerment makes it possible for people to retreat into private space, which enables people to transform freely in different spaces with the help of technology. People use the following settings to reduce the connection: canceling attention, withdrawing from the group, hiding in the group, invisible message, undisturbed message, blacklist, grouping, etc. Friend grouping is the management of relationship. On the other hand, it can also make a group of people visible / invisible when publishing some information. Through these settings, users can better manage their social network.

By grouping, users can choose not to be visible to a group when publishing information, and control the visibility of others while producing visibility, so as to control information dissemination within a certain range. When the connection is overloaded, the information of a certain person or group can be isolated by message free, which can not only prevent the relationship from breaking, but also reduce the amount of information contact. These switches can help users control the number of connections, which is the user's independent choice to deal with the connection overload. Users separate different scenes through "connection switch", expose themselves to different relationships selectively, and contact some content selectively, which is the active choice of users, reflecting the existence of users' subjectivity. In addition, it is also a self-adjustment of users to social media fatigue.

Of course, there are also users who choose to completely "escape" social media, such as uninstalling social media software, logging off social media accounts, etc. Most users can't completely stop using social media based on the needs of family, learning and work. With the help of various connection switches, users can temporarily cut off unnecessary connections, so as to alleviate social media fatigue and obtain relative peace and freedom.

B. *Coming and going freely: an easy exit under technology empowerment*

As a tool, technology connects people's private space with public space. Mobile new media not only extends personal field to public space, but also becomes the connection switch between private space and public space. The connection switch of mobile new media is more mobile and real-time, which can switch different scenes. At the same time, the cost of user exit is also reducing.

Erving Goffman's "dramaturgical theory" describes everyone as a performer in social life, and divides performance into "front region" and "backstage". The front region is the place of specific performance, and the backstage is the place that can't be presented to the audience, which will produce the opposite effect with the front region performance. [11] In order to perform better in the front region, Goffman uses the concept of physical space to divide the front region and backstage areas. The performers can drill in the backstage, and members can "conspire" well. In addition, the audience sometimes behaves skillfully to avoid entering the performer's backstage area, neglecting the performer's mistakes when watching the performance and maintaining the performer's image. [12] Therefore, the smooth progress of a performance is not only a conspiracy between the members of the troupe, but also a conspiracy between the performers and the audience.

In the past, performers and audience are face-to-face. In the performance, if the audience exits, it will not only affect the relationship with performers, but also the audience will bear certain psychological pressure. The audience's cleverness is based on certain etiquette. The audience is obliged to maintain the smooth performance and form

"collusion" with the performers. In the era of mobile new media, the space boundary between the front region and the backstage is broken, and the psychological pressure and guilt suffered by the audience when they quit watching are also reduced. Some connection switches such as "message free" and "screen" are a kind of secret exit. Performers lack direct perception of the audience. They can't directly feel the audience's exit, and the audience can easily and safely exits without social pressure. The convenience of technology makes people's "transition" more convenient. In the past, the transition is of geospatial significance, which requires the audience to move the geospatial space. In the new media era, people can easily transition just by using their hands. Moreover, exit in the social network area will not affect the establishment of an outside theater through other social media online, thus creating a more secure "backstage" for users themselves.

V. CONCLUSION

The generation of social media fatigue is caused by many factors. Users control the connection switch to self-adjust social media fatigue, but it is more a personal choice. The privacy security of user needs to be solved from the social system level. With the development of media technology, the boundary between private space and public space is increasingly blurred, and the excessive connection leads to the continuous contraction of people's private space. As pointed out in the paper, for various reasons, many users can't completely escape from social media. The self-adjustment through the connection switch is the user's resistance to the excessive connection and the competition for private space and free space under the technical empowerment. At the same time, it also requires social platforms to provide more humanized functions and services, so as to meet the users' personalized connection needs and better help users control the power switch connection.

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