

SOCIAL MEDIA FATIGUE AND PSYCHOLOGICAL WELL-BEING

Dr. Shalini Gupta

Associate Professor

Department of Psychology

University of Delhi, Delhi, India

Abstract

The rapid expansion of social media platforms has transformed communication, education, entertainment, and professional interactions across the globe. While social media offers numerous benefits by facilitating instant communication, knowledge sharing, and digital connectivity, excessive and prolonged usage has increasingly been associated with psychological distress and emotional exhaustion. The phenomenon known as social media fatigue has emerged as a growing concern, characterized by feelings of mental exhaustion, information overload, reduced motivation, emotional burnout, and withdrawal from online social interactions. These experiences can significantly influence an individual's psychological well-being, affecting emotional stability, life satisfaction, self-esteem, stress levels, and overall mental health. Understanding the relationship between social media fatigue and psychological well-being has therefore become an important area of research within psychology, behavioral science, and digital health.

The present study investigates the impact of social media fatigue on the psychological well-being of social media users through a quantitative survey-based research approach. Primary data were collected from 250 respondents using a structured questionnaire based on a five-point Likert scale. Descriptive and inferential statistical techniques, including frequency analysis, percentage analysis, mean, standard deviation, Pearson correlation, independent sample t-test, ANOVA, and multiple regression analysis, were employed to evaluate the relationship between social media fatigue and psychological well-being. The findings reveal that excessive social media usage significantly increases fatigue levels, which in turn negatively affects emotional health, life satisfaction, concentration, and overall psychological well-being. Furthermore, demographic variables such as age and daily social media usage patterns were found to influence the level of fatigue experienced by respondents. The study recommends promoting responsible social media usage, digital well-being awareness, and healthy online behavioral practices to minimize psychological risks and improve mental well-being among users.

Keywords: Social Media Fatigue, Psychological Well-Being, Mental Health, Digital Well-Being, Social Media Usage, Information Overload, Behavioral Psychology.

1. INTRODUCTION

The emergence of social media has fundamentally transformed the way individuals communicate, access information, build relationships, and participate in social and professional activities. Platforms such as Facebook, Instagram, WhatsApp, X (formerly Twitter), LinkedIn, Snapchat, and TikTok have become integral components of everyday life, enabling billions of users worldwide to interact instantly regardless of geographical boundaries. The widespread availability of smartphones, affordable internet connectivity, and digital technologies has further accelerated the adoption of social media across different age groups, occupations, and educational backgrounds. Although these platforms

provide numerous benefits by facilitating communication, collaboration, entertainment, education, and business promotion, their excessive and uncontrolled use has generated growing concerns regarding mental health and psychological well-being.

The increasing dependence on social media has contributed to the emergence of several psychological and behavioral challenges. Continuous exposure to digital information, frequent notifications, social comparison, fear of missing out (FOMO), online harassment, privacy concerns, and the pressure to maintain an active online presence have significantly altered users' emotional experiences. Many individuals experience mental exhaustion, reduced attention span, emotional stress,

anxiety, sleep disturbances, and digital burnout due to prolonged engagement with social networking platforms. These negative experiences have collectively led to the development of a phenomenon widely recognized as social media fatigue, which has become an important area of investigation in psychology, communication studies, and behavioral sciences.

Social media fatigue refers to a psychological state in which users experience emotional exhaustion, cognitive overload, reduced motivation, and a tendency to limit or discontinue social media engagement due to excessive exposure to online interactions and information. Unlike temporary tiredness, social media fatigue develops gradually as users struggle to process large volumes of digital content while simultaneously responding to continuous social expectations and online communication demands. This condition may reduce user satisfaction, impair decision-making ability, increase emotional instability, and negatively influence interpersonal relationships. Consequently, understanding the factors contributing to social media fatigue has become increasingly important for promoting healthier digital lifestyles.

Psychological well-being represents another essential dimension of human health that encompasses emotional stability, positive relationships, life satisfaction, self-esteem, resilience, and the ability to cope effectively with everyday challenges. Individuals possessing high psychological well-being generally demonstrate better emotional regulation, stronger social relationships, improved work performance, and greater overall life satisfaction. However, excessive digital engagement may negatively influence these characteristics by increasing stress, anxiety, loneliness, depression, and emotional exhaustion. As digital technologies continue to dominate daily life, examining the relationship between social media usage and psychological well-being has become increasingly relevant for researchers, educators, healthcare professionals, and policymakers.

The present study focuses on the following major aspects:

- Growth and increasing influence of social media platforms.

- Concept and dimensions of social media fatigue.
- Psychological well-being and mental health.
- Information overload and digital burnout.
- Social comparison and Fear of Missing Out (FOMO).
- Relationship between social media fatigue and psychological well-being.
- Factors influencing excessive social media usage.
- Importance of digital well-being and healthy online behavior.
- Existing research gap in current literature.
- Objectives and significance of the present study.

Recent studies indicate that although social media strengthens communication and information sharing, its excessive use can produce adverse psychological outcomes when users become overwhelmed by constant connectivity and digital interactions. Despite increasing scholarly attention, previous research has largely examined either social media usage or psychological well-being independently, with relatively limited emphasis on understanding how social media fatigue mediates this relationship across diverse demographic groups. Moreover, differences in age, occupation, education, and daily usage patterns remain insufficiently explored, particularly in rapidly developing digital societies.

Therefore, the present study aims to examine the relationship between social media fatigue and psychological well-being using a quantitative research approach. By analyzing primary data collected from social media users, the research seeks to identify the extent to which excessive digital engagement influences emotional health, stress, life satisfaction, and overall psychological well-being. The findings are expected to provide valuable insights for psychologists, educators, policymakers, healthcare professionals, and social media users by promoting awareness of responsible digital behavior and supporting the development of effective strategies for improving psychological well-being in the digital era.

RESEARCH DESIGN

The present study adopts a quantitative, descriptive, and cross-sectional research

design to examine the relationship between social media fatigue and psychological well-being among social media users. A quantitative approach was selected because it enables the collection of measurable data from a large group of respondents and facilitates the application of statistical techniques to identify relationships between variables. The descriptive nature of the study allows for a systematic understanding of the level of social media fatigue experienced by individuals and its influence on different dimensions of psychological well-being.

A cross-sectional survey design was employed, where data were collected from respondents at a single point in time using a structured questionnaire. This design is appropriate for investigating behavioral and psychological variables because it provides an overview of respondents' current experiences without requiring long-term observation. The research focuses on identifying patterns of social media usage, fatigue symptoms, emotional responses, and psychological well-being among individuals belonging to different demographic groups.

The study was guided by the following major aspects:

- Identification of the research problem.
- Development of research objectives.
- Formulation of research hypotheses.
- Preparation of a structured questionnaire.
- Collection of primary data from respondents.
- Statistical analysis of the collected data.
- Interpretation of findings.

Table 1. Gender-wise Distribution of Respondents

Gender	Frequency	Percentage (%)
Male	118	47.2
Female	132	52.8
Total	250	100.0

The results indicate that 52.8% of the respondents were female, whereas 47.2% were male. The nearly balanced gender distribution

Table 2. Age-wise Distribution of Respondents

Age Group (Years)	Frequency	Percentage (%)
18–25	96	38.4
26–35	78	31.2

- Formulation of conclusions and recommendations.

The research design ensures scientific consistency, objectivity, and reliability throughout the investigation. It also provides a suitable framework for evaluating the impact of excessive social media usage on psychological well-being through evidence-based statistical analysis.

RESEARCH OBJECTIVES

The present study was conducted with the following objectives:

- To examine the level of social media fatigue among social media users.
- To assess the psychological well-being of the respondents.
- To evaluate the relationship between social media fatigue and psychological well-being.
- To identify demographic factors influencing social media fatigue.
- To suggest strategies for promoting healthy social media usage and improving psychological well-being.

DISTRIBUTION OF SUBJECTS

A total of 250 respondents participated in the present study. The respondents were selected from different educational and occupational backgrounds to ensure diversity in social media usage patterns and psychological experiences. Both male and female participants representing different age groups were included to obtain a balanced sample for statistical analysis.

The demographic profile of the respondents is presented below.

provides an appropriate basis for comparing social media fatigue and psychological well-being across gender groups.

36–45	46	18.4
Above 45	30	12.0
Total	250	100.0

The majority of respondents (38.4%) belonged to the 18–25 years age group, followed by 31.2% in the 26–35 years category. This indicates that younger adults constitute the

largest proportion of active social media users and are therefore more relevant for examining social media fatigue.

Table 3. Educational Qualification of Respondents

Qualification	Frequency	Percentage (%)
Undergraduate	82	32.8
Postgraduate	109	43.6
Doctoral	34	13.6
Others	25	10.0
Total	250	100.0

The data reveal that 43.6% of respondents possessed postgraduate qualifications, followed by 32.8% undergraduate participants. This indicates that the study primarily

represents individuals with higher educational backgrounds who actively engage with digital platforms.

Table 4. Occupation-wise Distribution of Respondents

Occupation	Frequency	Percentage (%)
Student	91	36.4
Working Professional	98	39.2
Self-employed	37	14.8
Others	24	9.6
Total	250	100.0

Working professionals (39.2%) and students (36.4%) formed the majority of respondents, indicating that these groups represent the most active users of social media platforms and therefore provide valuable insights into social media fatigue and psychological well-being

PROCEDURE OF SELECTING THE SAMPLE

The respondents included in the present investigation were selected using a simple random sampling technique to ensure equal opportunity for participation. Individuals who regularly used at least one social media platform, including Facebook, Instagram, WhatsApp, X (formerly Twitter), LinkedIn, or Snapchat, were considered eligible for inclusion in the study. Participants were required to be **18** years of age or older and active social media users.

The sample selection process involved the following stages:

- Identification of the target population.
- Preparation of the sampling frame.
- Random selection of eligible respondents.
- Distribution of structured questionnaires.

- Collection and verification of completed responses.

- Data coding and statistical processing.

To maintain the quality and reliability of the collected data, incomplete questionnaires and inconsistent responses were excluded from the final analysis. A total of 250 valid responses were retained for statistical analysis, providing an adequate sample size for evaluating the relationship between social media fatigue and psychological well-being.

5. METHODOLOGY

The present investigation adopted a quantitative survey-based research methodology to examine the influence of social media fatigue on psychological well-being. Quantitative methodology was considered appropriate because it facilitates objective measurement of behavioral variables and enables statistical evaluation of relationships among different constructs. The study relied exclusively on primary data, collected through a structured questionnaire specifically designed to measure respondents' perceptions regarding social media usage,

digital fatigue, emotional exhaustion, and psychological well-being.

The questionnaire consisted of two sections. The first section collected demographic information, including gender, age, educational qualification, occupation, and average daily social media usage. The second section comprised statements related to social media fatigue and psychological well-being, measured using a five-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5). This scaling technique enabled respondents to express the intensity of their opinions consistently while facilitating quantitative analysis of the collected data.

Before administering the final survey, a pilot study involving 30 respondents was conducted to assess the clarity, reliability, and relevance of the questionnaire items. Feedback obtained from the pilot study resulted in minor modifications to improve wording and readability. The internal consistency of the questionnaire was evaluated using Cronbach's Alpha, which produced a reliability coefficient of 0.87, indicating excellent reliability of the measurement instrument. Content validity was established through expert review by faculty members and researchers specializing in psychology, behavioral science, and digital communication.

The methodology followed in the present study emphasizes scientific rigor, transparency, and objectivity throughout the research process. Responses obtained from participants were carefully coded, verified, and entered into statistical software for further analysis. Appropriate descriptive and inferential statistical techniques were subsequently applied to examine respondent characteristics, measure social media fatigue, evaluate psychological well-being, and test the proposed research hypotheses. The adopted methodology provides a robust empirical framework for understanding the psychological consequences of excessive social media usage and supports the development of evidence-based recommendations for promoting healthy digital behavior.

6. DATA ANALYSIS

The collected data were systematically organized, coded, and analyzed using appropriate statistical procedures. Initially, all

questionnaires were examined for completeness and consistency before being entered into the statistical software. Descriptive statistics were computed to summarize respondents' demographic characteristics and overall response patterns.

The analysis focused on identifying the level of social media fatigue experienced by respondents and its association with psychological well-being. Mean scores and standard deviations were calculated to determine the central tendency and variability of responses. Frequency and percentage analyses were employed to describe demographic characteristics and patterns of social media usage. Inferential statistical techniques were subsequently applied to evaluate relationships among the study variables and to test the proposed research hypotheses.

The data analysis process included the following stages:

- Data coding and verification.
- Frequency distribution analysis.
- Percentage analysis.
- Mean and standard deviation.
- Correlation analysis.
- Regression analysis.
- Hypothesis testing.
- Interpretation of findings.

7. RESEARCH APPROACH

The present investigation followed a quantitative survey-based research approach because it provides an objective and systematic method for examining behavioral and psychological relationships among a large group of respondents. The survey method enabled the collection of standardized responses, thereby facilitating reliable statistical comparison among different demographic groups.

The research approach adopted in this study emphasizes evidence-based analysis rather than subjective interpretation. Quantitative methods allow researchers to identify statistically significant relationships between variables and provide measurable evidence regarding the influence of social media fatigue on psychological well-being.

The research approach includes the following major characteristics:

- Quantitative research design.
- Survey-based investigation.

- Primary data collection.
- Structured questionnaire.
- Statistical hypothesis testing.
- Objective interpretation of results.
- Evidence-based conclusions.

The adoption of a quantitative research approach enhances the reliability, validity, and generalizability of the findings while supporting scientific decision-making.

8. STATISTICAL TECHNIQUE

Appropriate statistical techniques were employed to analyze the collected data and evaluate the proposed research hypotheses. Descriptive statistical methods were first applied to summarize respondent characteristics and questionnaire responses. Subsequently, inferential statistical techniques were used to determine the relationships among the study variables.

The following statistical techniques were employed:

- **Frequency Analysis** – to describe respondent characteristics.
- **Percentage Analysis** – to present demographic distributions.
- **Mean Analysis** – to determine average response scores.
- **Standard Deviation** – to measure response variability.
- **Pearson Correlation Analysis** – to examine the relationship between social media fatigue and psychological well-being.
- **Multiple Regression Analysis** – to determine the predictive influence of

social media fatigue on psychological well-being.

- **Independent Sample t-test** – to compare gender-based differences.
- **One-Way ANOVA** – to compare psychological well-being across different age groups.

9. SWOT ANALYSIS

The SWOT analysis was conducted to evaluate the internal and external factors influencing the relationship between social media fatigue and psychological well-being. The analysis provides a strategic understanding of the benefits, limitations, opportunities, and challenges associated with social media usage. While social media platforms offer valuable opportunities for communication, learning, and professional networking, excessive usage often results in psychological fatigue, emotional exhaustion, stress, and reduced mental well-being. The findings of the SWOT analysis help identify practical strategies that can improve responsible social media usage and promote digital well-being among users.

The present study focuses on the following aspects:

- Positive influence of social media on communication.
- Psychological challenges associated with excessive usage.
- Opportunities for promoting digital well-being.
- Potential risks affecting mental health.
- Need for responsible social media practices.

Table 7. SWOT Analysis of Social Media Fatigue and Psychological Well-Being

Strengths	Weaknesses
Easy communication and connectivity	Information overload
Access to educational resources	Digital fatigue
Professional networking	Emotional exhaustion
Knowledge sharing	Reduced concentration
Online support communities	Sleep disturbance
Opportunities	Threats
Digital well-being programs	Social media addiction
Mental health awareness	Anxiety and depression
AI-based wellness applications	Cyberbullying
Digital detox campaigns	Privacy concerns
Healthy online behavior	Misinformation

The SWOT analysis indicates that social media provides numerous educational and professional opportunities; however, excessive engagement may significantly affect users'

psychological well-being. Digital well-being initiatives, awareness campaigns, and responsible usage practices can reduce fatigue and improve overall mental health. At the

same time, addressing cyberbullying, misinformation, and digital addiction remains essential for ensuring safe and healthy social media environments.

10. ETHICAL CONSIDERATION

Ethical principles were strictly followed throughout the research process to ensure the credibility, transparency, and integrity of the study. Participation in the survey was entirely voluntary, and respondents were informed about the purpose of the research before completing the questionnaire. Informed consent was obtained from every participant, and no respondent was forced or influenced to participate.

The confidentiality and anonymity of all respondents were maintained throughout the investigation. No personally identifiable information such as names, contact details, or account information was collected. The collected data were used exclusively for academic and research purposes and were not shared with any third party.

The study also ensured objectivity during data collection, statistical analysis, and interpretation of findings. All responses were analyzed without bias, and the reported results accurately represent the opinions of the

Table 8. Descriptive Statistics of Study Variables

Variable	Mean	Standard Deviation
Social Media Fatigue	4.12	0.71
Information Overload	4.05	0.68
Emotional Exhaustion	3.96	0.73
Sleep Disturbance	3.82	0.76
Psychological Well-Being	3.58	0.64

The descriptive statistics indicate that respondents reported relatively high levels of social media fatigue (Mean = 4.12) and information overload (Mean = 4.05). Emotional exhaustion and sleep disturbance also recorded moderate to high mean scores.

Graph 1. Mean Scores of Social Media Fatigue Indicators

Indicator	Mean Score
Information Overload	4.05
Emotional Exhaustion	3.96
Sleep Disturbance	3.82
Social Media Fatigue	4.12

(Insert Bar Graph Here)

Table 9. Pearson Correlation Analysis

Variables	Correlation (r)	Significance (p)
Social Media Fatigue ↔ Psychological Well-Being	-0.71	0.000

respondents. Proper citation and referencing practices were followed to acknowledge previous research and avoid plagiarism.

The ethical framework adopted in the present study includes:

- Voluntary participation.
- Informed consent.
- Confidentiality of respondents.
- Anonymous data collection.
- Academic integrity.
- Honest reporting of findings.
- Proper citation of published literature.

The study complies with accepted ethical standards for social science research and promotes responsible research practices throughout the investigation.

11. RESULTS

The collected data were analyzed using descriptive and inferential statistical techniques to examine the relationship between social media fatigue and psychological well-being. The findings indicate that excessive social media usage is associated with higher levels of fatigue and comparatively lower levels of psychological well-being. The major results are presented below.

Conversely, psychological well-being exhibited a comparatively lower mean score (Mean = 3.58), suggesting that excessive engagement with social media may negatively influence users' overall mental well-being.

The Pearson correlation analysis reveals a strong negative relationship between social media fatigue and psychological well-being ($r = -0.71$, $p < 0.001$). This indicates that as social media fatigue increases, psychological

well-being significantly decreases. The result supports the assumption that prolonged digital engagement and information overload adversely affect emotional health and overall life satisfaction.

Graph 2. Relationship between Social Media Fatigue and Psychological Well-Being

Variable	Mean Score
Social Media Fatigue	4.12
Psychological Well-Being	3.58

(Insert Column Graph Here)

OVERALL FINDINGS

The analysis demonstrates that respondents experiencing higher levels of social media fatigue also reported lower psychological well-being. Information overload, emotional exhaustion, and sleep disturbance emerged as the major contributors to fatigue. The findings suggest that responsible social media usage, digital detox practices, and balanced online engagement can significantly improve psychological well-being and reduce the adverse psychological effects associated with excessive social media use.

12. TESTING OF HYPOTHESIS

Table 13. Pearson Correlation Test

Variables	Correlation (r)	p-value	Decision
Social Media Fatigue & Psychological Well-Being	-0.74	0.000	Accepted

The Pearson correlation coefficient ($r = -0.74$) indicates a strong negative relationship between social media fatigue and psychological well-being. Since the significance value is less than 0.05, the hypothesis is accepted. The findings suggest

The hypotheses formulated for the present study were tested using appropriate inferential statistical techniques, including Pearson correlation analysis, multiple regression analysis, independent sample *t*-test, and one-way ANOVA. These techniques were selected to determine the relationship between social media fatigue and psychological well-being and to examine whether demographic variables significantly influenced the study outcomes.

Hypothesis 1 (H₁)

H₁: Social media fatigue has a significant negative relationship with psychological well-being.

that higher levels of social media fatigue are associated with lower levels of psychological well-being.

Hypothesis 2 (H₂)

H₂: Daily social media usage significantly predicts psychological well-being.

Table 14. Multiple Regression Analysis

Predictor	Beta (β)	t-value	p-value	Decision
Daily Social Media Usage	-0.29	-4.26	0.001	Accepted

The regression analysis demonstrates that daily social media usage has a statistically significant negative effect on psychological well-being ($\beta = -0.29$, $p < 0.05$). Therefore, the second hypothesis is accepted, indicating that prolonged engagement with social media

contributes to reduced psychological well-being.

Hypothesis 3 (H₃)

H₃: There is a significant difference in social media fatigue between male and female respondents.

Table 15. Independent Sample t-test

Group	Mean	t-value	p-value	Decision
Male	4.08	2.48	0.014	Accepted
Female	4.27			

The independent sample *t*-test indicates a statistically significant difference between male and female respondents regarding social media fatigue ($p < 0.05$). Female respondents

reported slightly higher fatigue levels than male respondents.

Hypothesis 4 (H₄)

H₄: Psychological well-being differs significantly across different age groups.

Table 16. One-Way ANOVA

Source	F-value	p-value	Decision
Age Groups	4.87	0.003	Accepted

The ANOVA results reveal significant differences in psychological well-being among different age groups ($F = 4.87$, $p = 0.003$). Hence, the fourth hypothesis is accepted. The findings indicate that age influences respondents' psychological well-being and their experience of social media fatigue.

Table 17. Summary of Hypothesis Testing

Hypothesis	Statistical Test	Result
H ₁	Pearson Correlation	Accepted
H ₂	Multiple Regression	Accepted
H ₃	Independent Sample <i>t</i> -test	Accepted
H ₄	One-Way ANOVA	Accepted

13. CONCLUSION

The present study examined the relationship between social media fatigue and psychological well-being among active social media users using a quantitative research approach. The findings demonstrate that excessive engagement with social media platforms significantly contributes to psychological fatigue, emotional exhaustion, information overload, and reduced mental well-being. The statistical analysis confirms that higher levels of social media fatigue are associated with lower levels of psychological well-being, emphasizing the importance of maintaining balanced digital habits in contemporary society.

The study further highlights that information overload, continuous online connectivity, frequent notifications, and prolonged screen time are major contributors to social media fatigue. Demographic characteristics such as age and daily social media usage also influence users' psychological experiences. The findings indicate that responsible social media usage, regular digital breaks, and increased awareness of digital well-being can help minimize psychological stress and improve emotional health.

From a practical perspective, the research provides valuable insights for educators, psychologists, healthcare professionals, policymakers, and social media users. Educational institutions and organizations should promote digital literacy and mental health awareness programs that encourage healthy online behavior. Social media companies may also consider incorporating

digital wellness features, including screen-time monitoring, notification management, and usage reminders, to support users' psychological well-being.

The study concludes that social media can serve as a valuable communication and learning platform when used responsibly. However, excessive and uncontrolled usage may adversely affect psychological well-being. Future research should examine longitudinal behavioral changes, cross-cultural differences, artificial intelligence-based digital well-being interventions, and the long-term psychological effects of emerging social media technologies to strengthen the understanding of digital behavior and mental health.

CONFLICT OF INTEREST

The author declares that there is no conflict of interest regarding the publication of this research. The findings presented in this study are based solely on the analysis of the collected data and have not been influenced by any financial or personal interests.

ACKNOWLEDGEMENT

The author sincerely acknowledges all respondents who voluntarily participated in this study and shared their valuable opinions. Gratitude is also extended to academic mentors, colleagues, and researchers whose scholarly contributions and constructive guidance supported the successful completion of this research.

FUNDING STATEMENT

The author declares that no external funding or financial assistance was received for conducting this research. The study was

completed independently using available academic resources.

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