



RESEARCH ARTICLE

No More or More Fear of Missing Out? Social Media Uses and Fatigue among Youngsters

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ABSTRACT

Pakistan is a developing economy; however, it is plagued by several political and economic challenges. Nevertheless, Pakistan has achieved significant technical advancements despite ongoing regional hostilities. About 4 billion people use digital technologies like the Internet and social media. The largest demographic of social media users consists of young individuals, namely college and university students, including males and females. The prevalence of online participation among young people is growing, including the habit of spending excessive time on the internet. Hence, this investigation was carried out to analyse their current patterns of social media use and their impact on Fear of Missing Out (FOMO) and social media fatigue. The statistical analysis of the data indicated that young individuals in Pakistan actively participate in virtual communication and have a strong aversion to missing out on any experiences, often known as FOMO. However, this behaviour also leads to exhaustion, known as social media fatigue. Contrary to prior research, this study suggests that social media usage is the cause of FOMO rather than FOMO leading to social media use. The research findings enhance the current body of literature by elucidating the psychological state of young individuals and proposing more investigation into the effects of FOMO and media fatigue.

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INTRODUCTION

The skyrocketing popularity and use of social media also faced a decline in 2018 and 2019. For example, a report revealed that the average Facebook engagement rate dropped from 0.16% to 0.09% from 2018 to 2019. Similarly, Instagram use dropped from 1.73% in 2018 to 1.60% in 2019 (Rival et al., 2019)¹. However, the worldwide health crisis, COVID-19, again aggravated smartphone and social networking sites (James et al., 2023). The researchers observed more problematic behaviour and addictive use, leading to cognitive and psychological consequences. In addition, the worldwide lockdown and social isolation triggered online time and caused the users mental distress, anxiety, and fatigue (Werling et al., 2021).

¹ <https://www.digitalmarketingcommunity.com/researches/2019-social-media-industry-benchmark-report-rival-iq/#:~:text=There%20is%20a%20dramatic%20decline,2018%20to%201.60%25%20in%202019.>

In addition, the scholars observed that the bombardment of information on social media related to COVID-19, including fake news and the flow of disinformation, resulted in negative consequences (Fu & Li, 2022). People remained online and glued to screens to gain the latest news (Alivi, M.A, 2023); however, this also caused stress and fatigue among them. Additionally, the only option for socialisation and communication was social networking sites, as the worldwide restriction on movement imprisoned people within four walls. People also found social media a platform for expressing their opinions and feelings and gaining emotional support. Because of this bandwagon effect, everyone was participating in virtual communication, socialising, seeking information, sharing their emotions, presenting their lives inside the house, and posting their inside-home activities; therefore, people were compelled to remain in a circle (Kim et al., 2022). However, the excessive use of social media resulted in negative social media behaviour among users, and most users felt drained and exhausted (Ashiru et al., 2022). Two factors influence this social media behaviour: to remain online and not to miss anything in virtual debates (fear of missing out) and experience anxiety, stress, and fatigue due to excessive online time. Social media fatigue is a decline in online interest (Bright et al., 2015). One explanation for this phenomenon is that users are experiencing information overload, excessive self-exposure, and personality traits (Logan et al., 2018).

Despite enjoying virtual conversation and socialisation, users are running away from social media, particularly young people who are unable to handle unstoppable information and desire to remain known in virtual debates (Liu & He, 2021). Negative impacts plague excessive online engagement, and this is not limited to developed countries (Baj-Rogowska, 2023). Similar concerns are being observed in developing countries, such as India, Bangladesh (Islam et al., 2020), China (Dhir et al., 2018), and Pakistan (Sabih et al., 2021). Since social media fatigue and Fear of Missing Out studies are from developed and Western societies, there is growing concern among scholars from developing countries. Therefore, the current research is carried out in Pakistan to contribute to evolving literature on social media fatigue and the fear of missing out. Although research related to the exponential use of social media in Pakistan is ample, little attention is given to young people, avid social media users, and their social media fatigue and fear of missing out. Therefore, the study intends to identify whether social media use relates to fear of missing out and social media fatigue among youngsters in Pakistan.

Research objectives and research questions

The current paper is an academic contribution that explains the effects of social media use on FOMO and social media fatigue. The studies have discussed that FOMO is causing excessive use of social media. However, the current research adopted a reverse approach, from social media use to FOMO and social media fatigue. The study adopts the Uses and Gratification approach, integrates with media fatigue and fear of missing out, and postulates the following research objectives and questions:

RO: To explore the relationship between social media use, fear of missing out, and fatigue.

RQ1: Do social media use cause social media fatigue among users?

RQ2: Does social media use relate to Fear of Missing out?

RQ3: Do the fear of missing out influence social media fatigue among users?

RQ4: Does the fear of missing out mediate the relationship between social media use and users' fatigue?

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

The study's theoretical framework is based on one main theory and two approaches. The leading theory is the Uses and Gratification Theory, and two theoretical concepts are Fear of Missing Out (FOMO) and Social Media Fatigue.

Uses & gratification theory (U>)

U> explicates users' media uses and needs and answers three questions: (1) Why do people use the media? (2) What motivates them to use the media? (3) What gratification do they obtain through media use? This theory is one of the most extensively used since it conceptually describes the behaviour of media audiences (Kujur & Singh, 2020).

The uses and gratifications theory is a functional approach based on the premise that people utilise media to satisfy their needs, namely (1) cognitive needs, (2) affective needs, (3) socialisation needs, (4) personal needs, (5) escape and tension-relief needs. According to the notion, media compete to gratify users' needs (Sheldon et al., 2021).

The cognitive needs relate to the user's acquiring knowledge through different media outlets or channels—the acquired knowledge and fulfilment of knowledge results in pleasure (Athwal et al., 2019). The affective needs refer to emotional and pleasurable experiences where feelings are expressed and gratified. People use media according to their emotional state or mood. Personal needs reflect the desire to present oneself and obtain pleasing remarks. Additionally, it shows one's status and lets people know about you. This personal gratification further triggers the use of media. The need for socialisation indicates the urge to use media for communication purposes. Lastly, the tension-free needs to explain the pleasurable effect of media use, which the users enjoy and forget the hardships of life. All these needs generate a psychological reaction, sometimes joyous, but also leads to negative consequences (Sheldon et al., 2021). In one way, using social media results in positive psychological reactions, such as fun, enjoyment, and pleasure. At the same time, it allows them to participate from anywhere actively and offers them a platform for two-way communication to become more engaged (Alivi et al., 2018). However, the use of social media may also cause stress, depression, anxiety, and fatigue. What causes these reactions, whether positive or negative, depends on the state of mind, needs, and exposure.

Therefore, for the present research, independent variables are derived from U> to assess the uses of social media among the users and explore their effects on social media fatigue. Furthermore, the study intends to explain that the use of social media may lead to social media fatigue.

Social media fatigue

Social media fatigue refers to excessive content that can contribute to overwhelming emotions. Research in psychology and organisational science has demonstrated that humans have a finite capacity for processing information and that exceeding this capacity would result in diminished performance. Information overload is a state induced by information exceeding an individual's ability to assimilate or process it in a given time (Jacoby, 1984). This is common on social media sites, where the volume of information grows each year exponentially (Logan et al., 2018).

Social media fatigue is derived from the Limited Capacity Model (LCM) (Lang, 2000), which explains information processing. As the volume of information has increased, multi-sources of information gratify users' needs; however, it is equally important to address how much an individual can process this information. The overloaded information overloads the human brain, consequently getting bored or refrains from using information sources. This explains well in social media use, where data is non-stop and 24\7, keeping you updated regardless of your interests, choices, or needs. The overwhelming information on social media causes negative consequences, and people stop using it, apply filters or privacy settings to control the continuous flow of information, or block some sources (Zhang et al., 2021). Bright et al. (2015) social media fatigue is a "*user's tendency to back away from social media participation when s/he becomes overwhelmed with information.*" This definition reflects the cognitive aspect of the information process system, whereas later scholars identified emotional and behavioural aspects of information processing. It is not only the overloaded information that causes fatigue; in some cases, people get tired and bored, which indicates emotional fatigue.

Similarly, behavioural fatigue reduces the frequency of use and negative attitudes toward social media. Therefore, scholars like Ream and Richardson (1996) conceptualised media fatigue into cognitive, emotional, and behavioural characteristics (Ream & Richardson, 1996). Social media fatigue has varying aspects since social media is used for several purposes, including information, affection, socialisation, and catharsis. For instance, a person uses social media for political information; however, later, s\he receives the bulk of posts, tweets, and content and gets tired, quits, or unsubscribes sources. Likewise, the behavioural aspect of social media is that users need help finding new things to post on social media, and they need new content to share with others. Therefore, they eventually quit or stop using social media. Thus, in the current study, social media use is related to emotional, cognitive, and behavioural aspects of social media fatigue.

H₁: Social media use has a significant relationship with social media fatigue.

Fear of missing out

The term Fear of Missing Out (FoMO) was coined in 2004 and later widely discussed among scholars since 2010². As a result, the term FoMO became more apparent and visible in new media research. The psychologists defined it as "*pervasive apprehension that others might be having rewarding experiences from which one is absent*" (Przybylski et al., 2013). Therefore, it reflects people's desire to remain online and connected to know what others are doing. The concept of fear of missing out was conceptualised from Self-Determination Theory (SDT) (Coudray et al., 2000), which explains the intrinsic motivation for connectedness and leads to pleasurable psychological experiences. Fear of missing out is a mental or negative emotional state caused by a lack of social connectedness or when the need for socialisation and connectedness is not fulfilled (Przybylski et al., 2013). Additionally, scholars defined fear of missing out as a fleeting emotion that strikes in the middle of a discussion, a persistent attitude, or a permanent state of mind that causes its sufferer to experience increased feelings of social inadequacy, isolation, or fury (Rifkin et al., 2015).

The relationship between social media use and fear of missing out (FOMO) has become a widely researched topic in recent years. Social media platforms have created an environment where people can constantly compare their lives to others, leading to feelings of inadequacy and the fear of missing out on experiences. This fear can push individuals to use excessive social media to stay connected and up-to-date with their peers. However, this can lead to negative consequences such as decreased productivity, anxiety, and depression. It is important to recognise social media's impact on our mental health and establish healthy habits around its use.

H₂: Social media use significantly correlates with the fear of missing out.

Virtual socialisation, communication, and connectedness have helped people gain many details about others, see the common trends, and discuss mutual interests and what other people are doing. In this situation, few people have to meet the pace of virtual communication to remain in the group and contribute to being noticed by others. However, they experience challenges and uncertain need clarification on whether they are doing enough or if others feel their presence. To maintain one's online presence, people remain more engaged and attached to social media, which may lead to excessive use and cause problematic behaviour. SideConversely, social media attachment broadens socialisation and connectedness among people, leading to positive psychological effects and making users happy and satisfied in their lives (Islam et al., 2021). However, how varying uses of social media lead to fear of missing out is yet to be explored and discussed. Therefore, the current study relates the benefits of social media to the fear of missing out on identifying which use causes FoMO.

² Morford M, Gate Columnist SF. Oh My God You Are so Missing Out. Available from: <https://www.sfgate.com/entertainment/morford/article/Oh-my-God-you-are-so-missing-out-2536241.php>.

H₃: Fear of missing out significantly correlates with social media fatigue.

H₄: Fear of missing out mediates the relationship between social media use and fatigue.

RESEARCH MODEL

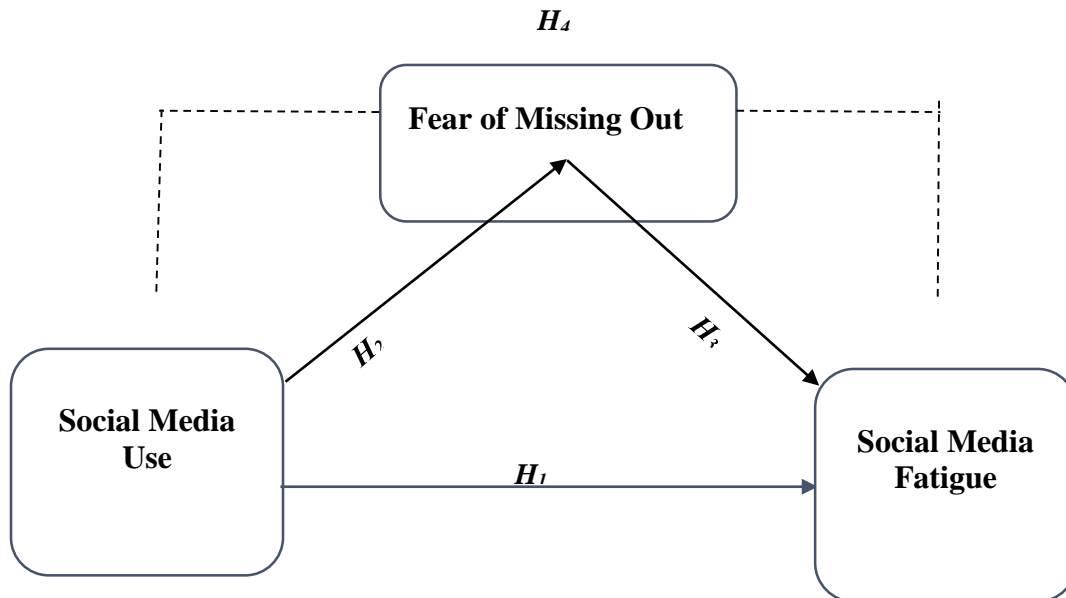


Figure 1: Research framework: relationship between social media use, fear of missing out, and social media fatigue

METHOD

A web-based survey was carried out in Pakistan, and a questionnaire was active for three months to obtain responses. A snowball sampling technique was used to get maximum responses. Therefore, the questionnaire link was shared with university students through WhatsApp, Facebook, and emails, and they were requested to share it with their friends and family members who meet the criteria. For example, the participant must be a university student between 18 and 25 years of age and active social media users. The snowball sampling helped the researchers have a better response rate. The questionnaire included four sections such as demographics, social media use (Ali et al., 2020), fear of missing out (Przybylski et al., 2013), and social media fatigue (Zhang et al., 2021). The selected instruments were reliable and well-validated, and all the items were measured using the five-Likert scale. However, the respondents' participation was voluntary, and they were free to quit at any time. They were also ensured that their confidentiality would be maintained.

RESULTS

The statistical analysis was conducted using Smart PLS and examined the relationship between variables. For descriptive analysis, SPSS obtains demographic information about the participants.

Preliminary data analysis

After three months, 411 responses were received through an online questionnaire. Afterwards, the obtained responses were downloaded to the spreadsheet, numerical values were assigned to item options, and data was transferred into the SPSS sheet. The first step in the analysis was to clean the data to increase accuracy and precision and identify illegible, incomplete, inconsistent, or ambiguous

responses. Further, the researcher also detected outliers, missing values, and non-normal distributions in the preliminary analysis (Joe et al., 2011). Statistically, more than 25% of missing values resulted in an invalid questionnaire. However, the preliminary analysis revealed only 3% missing values. Furthermore, outliers were also detected to ensure the accuracy of data and results. Later, the data normality test was carried out, and values obtained from the Kurtosis and Skewness test were measured. The analysis revealed that skewness and kurtosis values of all items range between ± 2 for skewness and ± 7 for kurtosis, respectively. The results indicate that the data set of all items was well-modelled by a normal distribution, as the skew ranged from 0.167 to -0.714, and the kurtosis ranged from 1.927 to -0.768; therefore, it can be concluded that all variables were distributed normally.

Common method variance

Common Method Variance (CMV) or common bias (CMB) focuses on the scale's presentation and placement order of items. Scholars suggest observing CMV for a self-reported scale and a one-time survey from a single respondent (S. et al., 2010). In such situations, the CMV might influence assumed relations in the Smart PLS path model (Podsakoff & Organ, 1986).

For the research, the data was collected at one time from a single respondent; therefore, as per scholars' suggestions, CMV was measured. There are multiple statistical approaches to control CMV; however, the researcher used Harman's one-factor analysis to check the study's data (Harman & Jones, 1966). The common-method bias of the research was only 17.495% (below 50%), which indicates that results would not be affected (Podsakoff et al., 2003).

Table 1: Common-Method Variance Result (CMV)

<i>Extraction Sums of Squared Loadings</i>		
<i>Total</i>	<i>% of variance</i>	<i>Cumulative %</i>
11.892	17.495	17.495

Demographics of participants

In the study, youngsters from universities in Pakistan participated and provided their responses. The university students, male and female, participated in the study; 309 participants were aged between 18 and 20 years, and 78 were aged between 21 and 25. 290 participants are graduates, and 97 are enrolled at the Master's level. Further details of demographics are given in Table 02.

Table 02: Demographics

Demographics	Frequency (N=387)	Percentage
Male	188	48.5
Female	199	51.3
	18 - 21	309
Age	22 - 25	78
	Graduate	290

Education	Masters	97
	Students	295
Occupation	Part-time Working	53
	Self-Employed	27

Social media usage patterns

After the demographics analysis, participants' social media usage patterns were measured. All the respondents are active social media users and use three, four, and two social networking sites, respectively. Most respondents (39.9%) indicated spending 3 to 4 hours online daily. However, a small percentage, 12.4% of respondents, mentioned that they spent 9 or more hours online per day. Their social media usage patterns in terms of social media time and access are given in Table 03.

Social media use and access

Table 3: Social media use and access

Variable	Options	Frequency	Percentage
Social Media Use	Yes	357	92.0
	Occasionally	15	3.9
	Rarely	15	3.9
Number of Social Networking Sites	One	15	3.9
	Two	70	18.0
	Three	99	25.5
	Four	87	22.4
	Five and more	116	29.9
Checking Social media per day	1 – 2 times per day	32	8.2
	3 – 4 times per day	56	14.4
	5 – 6 times per day	45	11.6
	7 – 8 times per day	28	7.2
	9 + times per day	104	26.8
	On every notification, a beep	122	31.4
	1 – 2 hours	67	17.3

Time Spent Online	3 – 4 hours	155	39.9
	5 – 6 hours	58	14.9
	7 – 8 hours	59	15.2
	9 hours and more	48	12.4

Structural equation modeling (SEM)

The measurement model observes the relationship between variables through the convergent and discriminant validity values. Convergent validity is examined by factor-loading in two phases: initial modelling and modified modelling. The initial modelling presents the values of all factors, and the items with lower values are deleted to assess the modified modelling. The values of Cronbach's Alpha determine reliability, which must be according to scholars' suggestion, i.e., 0.7 (Hair et al., 2011). After the analysis, the obtained Cronbach's Alpha and composite reliability values are within the accepted range. The accepted average variance extracted (AVE) value is 0.5 (Fornell & Larcker, 1981). The obtained value of AVE for social media use is 0.535; social media fatigue and fear of missing out are 0.499 and 0.495, respectively, which can be rounded to 0.5. Further, Cronbach's Alpha and composite reliability values for both variables are in the accepted range. Therefore, the AVE value close to 0.5 can be accepted (Cheung et al., 2023). The convergent validity results are given in Table 04, and all the obtained values fall within the accepted range.

Table 4: Convergent validity results

Constructs	Item	Initial model	Modified Model	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Social Media Use	SMU1	0.886	0.88	0.692	0.753	0.535
	SMU2	0.842	0.847			
	SMU3	0.769	0.772			
	SMU4	0.899	0.971			
	SMU5	0.879	0.913			
	SMF2	0.687	0.703			
	SMF3	0.827	0.831			
	SMF4	0.808	0.829			
	SMF7	0.6	0.586			
	SMF9	0.575	0.583			
	SMF13	0.626	0.661			

	SMF14	0.611	0.677			
	SMF15	0.683	0.734			
	FM2	0.698	0.706			
	FM3	0.758	0.735			
	FM6	0.545	0.55			
	FM7	0.666	0.727			
	FM8	0.642	0.686			
	FM9	0.755	0.792			

*Items SMF1, SMF5, SMF8, SMF10, SMF11, SMF12, FM1, FM4, and FM5 has been deleted due to low loading.

Discriminant validity

Along with convergent validity, the second part of the measurement model focuses on discriminant fact to assess the differences among the constructs. The discriminant fact explains to what extent constructs are independent. The obtained values help to infer that constructs are not overlapping (Hair et al., 2011). Various suggestions and methods are available in Smart-PLS to check the discriminant validity. The current research employs the Hetrotrait-Monotrait ratio of criterion (HTMT) (Henseler et al., 2015). The suggested value in the HTMT method ranges from 0.85 to 0.90, as given in Table 5. Further, the Fornell-Larcker criterion checks the discriminant validity of measurement models. The obtained values are shown in Table 06.

Table 5: Correlation of latent constructs and discriminant validity (HTMT ratio)

Constructs	FOMO	SMU	SMF
FOMO	1		
SMU	0.795	1	
Social Media Fatigue	0.759	0.815	1

Table 06: Correlation of latent constructs and discriminant validity (Fornell-Larcker criterion)

Constructs	FOMO	SMU	SMF
FOMO	1		
SMU	0.557	1	
Social Media Fatigue	0.623	0.454	1

Structural model analysis

Regression analysis through a bootstrap approach examined the relationship and effects of independent variables on the dependent variables. The first phase of the path analysis confirmed the level of relationship among social media use, FOMO, and social media fatigue. Next, the direct and

indirect analysis explains the direct relationship between the IVs and DV and presents the mediation effects. The formulated hypotheses were tested through Structural Equation Modeling.

Table 7: Results of bootstrapping approach

Path	β	SE	t-value	P-values	Results
SMU -> Social Media Fatigue	0.179	0.094	1.747	001	Supported
SMU -> FOMO	0.55	0.071	7.26	001	Supported
FOMO -> Social Media Fatigue	0.543	0.096	5.586	001	Supported

SMU: Social Media Use, FoMo: Fear of Missing Out

The result of the bootstrapping method shows (Table 07) the effect of social media use on social media fatigue and FOMO, likewise the effects of FOMO on social media fatigue. According to the results, the effects of social media use on social media fatigue ($\beta = 0.179, p < .001$) and FOMO ($\beta = 0.55, p < .001$) are significant and thus support the hypotheses. Furthermore, the effect of FOMO on social media fatigue ($\beta = 0.543, p < .001$) also supports the hypothesis.

To obtain the R2 values, the study utilised the Smart-PLS algorithm function. The adjusted R2 for FOMO and social media fatigue is 0.259 and 0.405, respectively. This shows that social media use brings 25% changes in FOMO and 40% in Social media fatigue. The R2 indicated the impact of the independent variable on the dependent variable and highlighted the difference.

The effect size (f^2) and adjusted R values were also measured to evaluate the magnitude of effects between the studied variables. The effect size is measured through its standardised values, such as small ($f^2 \geq 0.02$), medium ($f^2 \geq 0.15$), and larger ($f^2 \geq 0.35$) (Cohen, 1992). The effect size values are presented in Table 08. According to the results, social media use considerably affects FOMO and social media fatigue.

Table 8: Effect size f^2 for Endogenous variables

Exogenous variable	Endogenous variable	
Social Media Use	FOMO	Social Media Fatigue
	0.029	0.039

Mediation analysis

The mediation analysis was conducted after examining the variables' direct relationship. The mediation analysis confirms the effects of the mediator variable between IVs and DVs and reveals the degree of influence caused by the mediator variable on a direct relationship (Cohen et al., 2003). The statistical results indicated the significant mediated effects of FOMO between social media use and Social media fatigue ($\beta = 0.299, p < .001$). The effects of mediation are given in Table 09.

Table 9: Mediation analysis

Path	β	SE	t-value	P-values	Results
SMU -> FOMO -> Social Media Fatigue	0.299	0.067	4.128	001	Supported

Testing of hypotheses

The statistical analysis using software such as SPSS and Smart PLS tested the hypothesised relationship among the variables. The obtained statistical values revealed that variables are significantly related to each other. Further, the mediation analysis indicated the significant mediation effect of FOMO between social media use and social media fatigue. The association between the constructs of the model was confirmed by the standardised values of the bootstrap simulation and the t-values >1.96 . The overall hypothetical relationship among the study variables was supported with significant effects.

DISCUSSION

A study was conducted in Pakistan to investigate the present patterns of social media use among young individuals and its impact on the Fear of Missing Out (FOMO) and social media fatigue. The findings of the present study are intriguing and elucidate the state of social media use in the developing economy of Pakistan. Similar to global trends, the younger population is strongly inclined towards engaging with social media platforms (Ali Aksar et al., 2020). Several studies conducted in Pakistan have examined the prevalence of social media use among young people. However, researchers have recently recognised two noteworthy phenomena, fear of missing out and media fatigue and recommended more academic studies on these topics (Zahoor, 2022). Nevertheless, in industrialised nations, researchers have seen an increasing dependence on social media, resulting in adverse consequences such as social media fatigue and fear of missing out (FOMO). Tandon et al. (2021) emphasised the negative effects of excessive social media use, including the development of FOMO, social comparison, and social media fatigue. The study's results are consistent with existing literature and describe a positive association between social media use, FOMO, and social media fatigue.

Following the epidemic, the discourse and apprehensions around social media have shifted due to the growing amount of time spent online for educational, professional, and entrepreneurial pursuits. Media fatigue refers to the intensified and overwhelming sense of being overworked and fatigued due to the continuous increase in online activities. The research findings corroborate the notion that there is a positive correlation between social media use and social media fatigue. The young population in the developing nation is extensively involved in online activities and is now facing social media fatigue. The data also contribute to the understanding that young people allocate their efforts and time to online activities, resulting in a depletion of their resources. Similarly, the fear of missing out (FOMO) exacerbates this exhaustion since they want to be well-informed and recognised is increasingly becoming a fundamental aspect of young people's lives (Bloemen & De Coninck, 2020). The findings indicate a significant mediation impact of FOMO (fear of missing out) in the relationship between social media usage and fatigue. FOMO refers to the strong desire of young individuals to stay connected in virtual networks, which leads to tiredness. The research uncovers two worries: FOMO, which is the dread experienced by young people and is linked to their psychological connection with social media. Individuals may not experience a sense of deprivation if they are not digitally connected. However, this sentiment and apprehension are increasing due to the availability and nature of social media platforms and materials. Social media has transitioned from primarily a platform for socialising and forming connections to being extensively used for accessing news and information, researching and studying, recruiting employees, and conducting online commercial activities. In the current context, when social media has established a dominant presence throughout several aspects of life, it is reasonable to feel apprehension about being left out. However, the subsequent impact is more severe, resulting in fatigue. Fatigue can have detrimental effects on one's personal or social life. The research findings indicate a very concerning condition and propose more investigation into the consequences of fatigue.

LIMITATIONS AND RECOMMENDATION

The present study is restricted to university students, primarily those residing in metropolitan regions of Pakistan. Hence, the research findings cannot be extrapolated or extended to include young individuals living in varied settings, such as rural or semi-urban areas. In addition, the data was gathered once via an online survey, and the received replies were subjected to statistical analysis. The researchers propose doing a qualitative study using in-depth interviews to investigate the concepts of FOMO and media weariness thoroughly. An academic investigation is necessary to examine the disparity in social media's impact on Fear of Missing Out (FOMO) and social media weariness among men and girls. Finally, the authors highly propose determining the consequences of FOMO and social media fatigue.

IMPLICATION OF THE STUDY

The study's results can be used for multi-disciplinary research, such as psychology, communication, and youth studies. The study's results explain the current social media trend among Pakistani youth. However, the patterns are similar to those of the developed or Western world. Therefore, the study's findings offer very insightful information related to youth social media use, fear of missing out, and social media fatigue, which explains the psychological association with social media among young people. Psychologists, researchers, and academia can use the findings to discuss young people's online experiences further.

CONCLUSION

The research contributes to the literature on the negative impacts of social media among young people who are heavy social media users. The data support the study's hypotheses and conclude that social media use relates to FOMO and social media fatigue. Furthermore, FOMO significantly mediates between social media use and social media fatigue. The results confirm that social media further accelerates FOMO among youth and consequently causes more media fatigue. The research results have significant consequences for both theory and practice.

Conflict of interest: The authors do not have any conflict of interest to report.

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