

# **DOCTORAL(PhD) DISSERTATION**

**SHAH ALI MURTAZA**

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**FACULTY OF ECONOMICS & BUSINESS**



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*Head of Doctoral School: Prof. Dr. Balogh Péter, DSc*

**INVESTIGATING THE INTERRELATIONSHIPS BETWEEN  
SOCIAL-MEDIA USE AND SOCIAL MEDIA FATIGUE AS ON  
PROCRASTINATORY BEHAVIOR & WORK-LIFE BALANCE  
IN PAKISTAN'S CORPORATE SECTOR**

*Prepared by:*  
**Shah Ali Murtaza**

*Supervisor:*  
**Dr. Edina Molnár**

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The aim of this dissertation is to obtain a doctoral (Ph.D.) degree in the scientific field of  
“Management and Business”

Written by: Shah Ali Murtaza..... certified .....

Supervisor: Dr. Edina Molnár.....

**Doctoral final exam committee:**

	name	academic degree
Chair:	.....	.....
Members:	.....	.....
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	name, academic degree	signature
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## DECLARATION

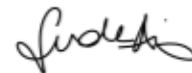
I undersigned (name: **Shah Ali Murtaza**, date of birth: **12-31-1985**) declare under penalty of perjury and certify with my signature that the dissertation I submitted in order to obtain a doctoral (PhD) degree is entirely my own work.

Furthermore, I declare the following:

- I examined the Code of the Károly Ihrig Doctoral School of Management and Business Administration and I acknowledge the points laid down in the code as mandatory;
- I handled the technical literature sources used in my dissertation fairly and I conformed to the provisions and stipulations related to the dissertation;
- I indicated the original source of other authors' unpublished thoughts and data in the references section in a complete and correct way in consideration of the prevailing copyright protection rules;
- No dissertation which is fully or partly identical to the present dissertation was submitted to any other university or doctoral school for the purpose of obtaining a PhD degree.

Debrecen, 2024, March 08.

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Shah Ali Murtaza



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## CHAPTER 1: INTRODUCTION

The widespread use of social media significantly affects how people lead their lives. Researchers in the social sciences are increasingly interested in understanding how these technologies are influencing social interactions and the everyday experiences of those who use social media (Cummings et al., 2002). When individuals create profiles on various social networking platforms, they engage in a form of communication referred to as social media usage. On platforms like Twitter, LinkedIn, Facebook, and others, users have the ability to access, consume, and create content through their connections (Boyd & Ellison, 2007). These platforms also offer publicly accessible information from systems or content submitted by users, which facilitates interaction among social media users.

The International Telecommunication Union (ITU) provides an estimate that 4.4 billion people worldwide use the Internet, and out of these, 3.5 billion are active on social media. This accounts for half of the world's population. Interestingly, young people between the ages of 15 and 24 use the Internet at a much higher rate (71%) compared to the general population (48%). This highlights the prevalence of internet and social media use among the younger demographic. Although industrialized countries have a bigger percentage of all active internet users than developing countries do, the difference is closing quickly, especially as developing nations like China and India see a growth in the number of internet users. Similar to this, 16% of Pakistan's population, or 30 million people, had access to the internet as of the end of 2016 (ITU, 2017; Statista, 2019), which is nearly twice as many as the country's 16 million internet users in 2010.

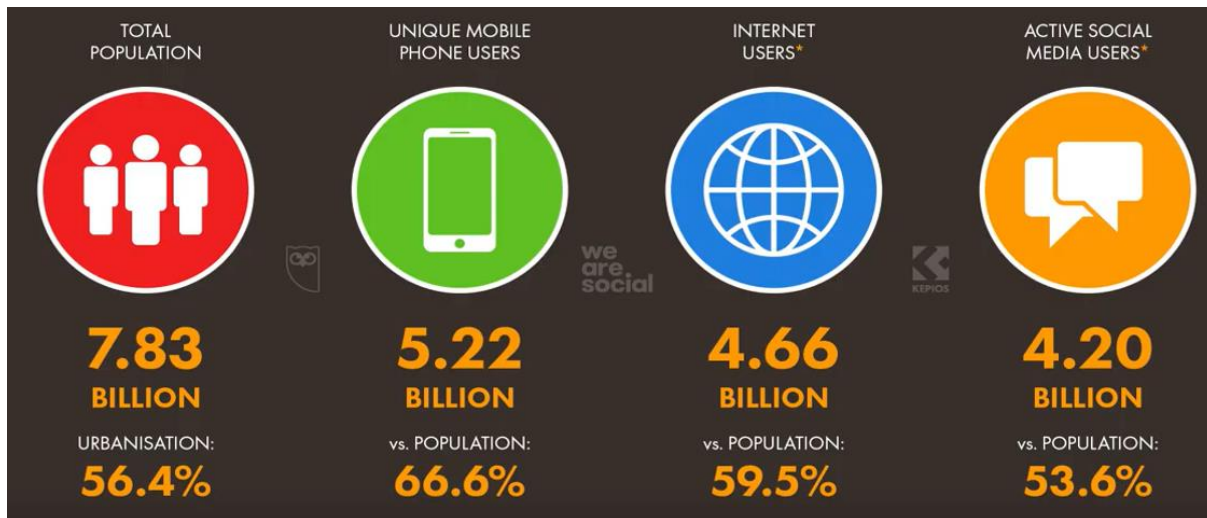


Figure1: Digital Around the World Sources: Hootsuite; We Are Social; The UN; Local Government Bodies; GSMA Intelligence; ITU; GWI; EUROSTAT; CNNIC; APJII, (2021).

Adults are increasingly using social media platforms like Pinterest, Instagram, Facebook, and Twitter for a range of social tasks (Duggan, 2015).

According to the Pew Research Center's 2015 study, 74% of adult internet users have at least one social media profile, and 52% are managing multiple profiles right now, up from 42% in 2013. (Duggan, 2015). As reported in a 2021 study by Kepios Analysis, the previous year witnessed an increase of 490 million individuals joining social media platforms. Furthermore, 63% of internet users between the ages of 50 to 64, and 56% of those aged 65 and older, are now actively using at least one social network. There are increasing numbers of studies on social media and adult use of the site, but not many on adult viewpoints (Duggan, 2015).

Numerous research has looked at social media's psychosocial correlates as a result of its widespread use. Certain study indicates that a person's subjective well-being is negatively impacted by using social media. According to several studies (Kross et al., 2013; Y. Liu & He, 2021), these detrimental impacts include poor moods, depressed symptoms, and diminished life

satisfaction. According to Murtaza and Molnár (2021), the ability to interact with others has been hampered by people's reliance on technology. Several studies, however, did not find any negative associations or positive benefits of social media use (Tandoc et al., 2015). Reduced isolation-related sensations are positive correlates that improve well-being. Much research has looked at the psychological correlates of social media use because of how widely used these platforms are (M. Liu et al., 2022). Reduced feelings of loneliness are a good sign that wellbeing has improved (Frost & Rickwood, 2017). According to research by Patel et al. (2015), using social media can help older folks retain their cognitive abilities and provide social and emotional support for those dealing with a chronic illness.

The influence of offline social support is a crucial factor in determining the impact of social media use, as suggested by Edler and colleagues in their 2022 study. This means that individuals who perceive greater levels of support in their face-to-face interactions may derive more benefits, both positive and negative, from their use of social media compared to those who feel they have less offline support. Additionally, the research draws upon Katz, Blumler, and Gurevitch's Uses and Gratification theory from 1973 as an additional theoretical framework to explore the phenomenon of significant social media engagement. This theory emphasizes that people actively choose and use media based on their needs and desires, rather than passively consuming it. The idea in question is grounded in the social and psychological requirements of individuals, which have a role in shaping the way that people anticipate to use of social media and learn about it. This explains why people engage in social media-related activities through engaging with other social media users: social media use satisfies individual goals and expectations (Ruggiero, 2000). This fatigue can also affect how work and life are balanced, whether it is through media use at work or outside of it (with family). Procrastination may be impacted by such situations (Meier, 2022).

A dysfunctional or illogical delay is referred to as "procrastination" when it is prolonged and has the potential to do more harm than good. Using this concept as our main point of reference, we can argue that trait procrastination relates to a considerably more stable inter-individual variation in procrastinatory behavior across many life domains.

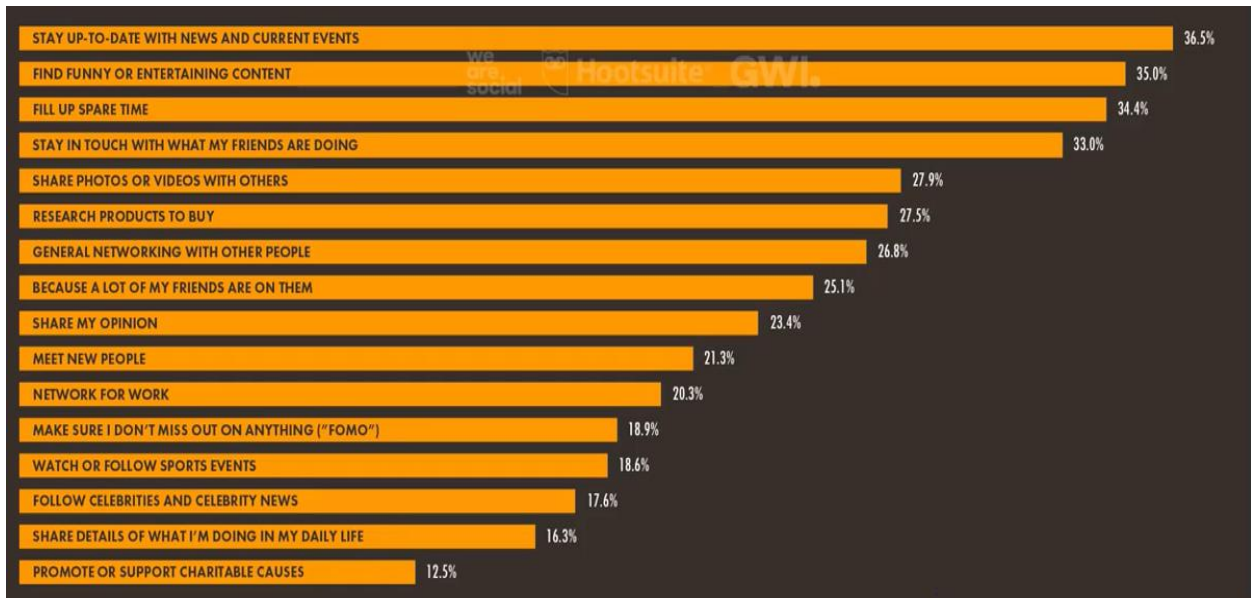


Figure 2: Primary Reasons why Global Internet Users Aged 16-64 use Social MediaSource: Hootsuite; We Are Social; The UN; Local Government Bodies; GSMA Intelligence; ITU; GWI; EUROSTAT; CNNIC; APJII, (2021).

It's alarming to observe that, according to Figure 2, "To fill up spare time" ranks among the top 5 reasons why individuals use social media. This is the exact reason social media fatigue and procrastination take their roots from. People in all fields e.g., students and professionals, use social media for filling spare time. At the workplace, employees are deliberately delaying their important tasks and giving their precious time to social media for temporary satisfaction and social need fulfillment. What workers refer to as "spare time" is actually work time that costs the corporation a lot of money. As a result, the workers disrupt their work-life balance by bringing this additional workload home with them.

It has been said that procrastination, which involves delaying starting or finishing a planned course of action, is pervasive in many facets of contemporary life. According to D'Abate and Eddy (2007) and Nguyen et al. (2013), the majority of people procrastinate for more than 25% of their working days. This is illustrated by an example from economics. According to medical research, postponement on the side of patients is mostly indicated by postponing medical checkups, practicing fewer health preventive behaviors, and seeking treatment (Sirois & Pychyl, 2013). According to Rozental and Carlbring (2014), between 70% and 80% of college students report engaging in significant academic procrastination, and they commonly display dilatory behaviors when completing activities like writing term papers, revising for exams, and other similar ones (K. R. Kim & Seo, 2015). As a result, it has been shown that procrastination is widespread in the literature that has already been written, which accurately captures the overall narrative that procrastination has garnered more attention in recent years. Even when those who procrastinate are trying to stop, some of them may still benefit from it by delaying scheduled chores to complete more important objectives (Corkin et al., 2011). Therefore, it is still difficult to say with certainty what emotional attitudes towards procrastination they currently possess.

As noted by Ozer and colleagues in their 2009 study, procrastination, which refers to the tendency to delay or not follow through with planned tasks, is a widespread phenomenon observed in various aspects of modern-day living. This behavior is prevalent across numerous areas of contemporary life. Furthermore, research in the medical field indicates that patient procrastination mostly refers to postponing checkups, engaging in fewer health-protective behaviors, and seeking medical attention (Sirois & Pychyl., 2013). According to (Rozental & Carlbring, 2014), 70% to 80% of college students exhibit critical procrastination in the academic setting, and they commonly display dilatory behaviors when completing activities like writing term papers and studying for exams(K.

R. Kim & Seo, 2015). As a result, it has been shown that procrastination is widespread in the literature that has already been written, which accurately captures the overall narrative that procrastination has garnered more attention in recent years. Some people who procrastinate may find that it helps them achieve more essential goals by delaying scheduled tasks even when they wish to stop (Corkin et al., 2011). Therefore, it is still difficult to say with certainty what emotional attitudes about procrastination they currently possess.

This viewpoint emphasizes the importance of controlling one's emotions when utilizing social media. According to the meta-emotion and related concepts and theories (GOTTMAN et al., 1997), how people deal with their emotions differs depending on their experience, which causes them to assess their feelings differently than other people. Some people tend to become overpowered by their emotions, but others find it more convenient to control them and express them in socially acceptable ways (GOTTMAN et al., 1997). Furthermore, considering the relationship between individuals' emotional states and their readiness and ability to derive meaning from them, contingent on the circumstances in which they find themselves, is important. In order to seem to even be able to modify what is frequently thought of as the most fundamental part of emotional experience, meta-emotions are experienced as a result of meta-processes that appear to modify the initial emotion.

### **1.1 Research Gap**

Several studies have been conducted in the area of social media usage impact on procrastination and social media fatigue, across the world as well as in Pakistan, however, there has never been a study conducted in Pakistan in this area that studies the impact on work-life balance and also studies the role of emotional regulation on these interrelationships. Emotion regulation strategies have included both reevaluating emotions and repressing them. This study emphasizes the value

of cognitive reappraisal as a coping strategy for the emotions brought on by social media exhaustion in order to lessen its detrimental effects on work-life balance and procrastination. The idea behind appraisal theories is that rather than being merely a static condition, emotions may also be understood as dynamic processes. These processes take into account the experiences a person has in their surroundings and call for cognitive evaluation and conscious observation. Then, these occurrences are evaluated in light of every person's concerns. Therefore, the act of regulating emotions modifies their own antecedent conditions. During depressive mood states, these processes also involve coping mechanisms to effect the necessary mood adjustments (Bartsch et al., 2008). In this phase, people assess their own feelings as well as the events around them. According to academics (Bartsch et al., 2008; Wirth et al., 2007), evaluating one's emotions when using social media is a crucial consideration. When individuals continue to experience positive emotions despite feeling tired of social media, it is thought to be a result of them positively assessing their own feelings while using these platforms. This positive self-evaluation can contribute to achieving a healthier balance between work and personal life, as well as reducing tendencies to procrastinate. In other words, when people perceive their social media use in a positive light, it can lead to better overall emotional well-being and more effective time management (Wirth et al., 2007). The theories of emotion appraisal expound on the issues raised by this situation, including how certain individuals possess more favorable individual dispositions in a variety of situational contexts, which influences their concerns about controlling their emotions, and how these concerns affect the evaluation of emotions when using social media (Bartsch et al., 2008).

## **Topics & Objectives**

This chapter seeks to illustrate the study's significance, goals, objectives, questions, and research background. It also clarifies how the thesis is organized.

### **1.2 Aims of the Research:**

In order to ascertain if social media use is "mindful" or "mind full," this dissertation will empirically investigate how social media usage affects fatigue, procrastination, and work-life balance in employees of multinational corporations in Pakistan. This research will also study the critical role of emotional reappraisal as a moderator in coping up with social media fatigue.

### **1.3 Research Questions:**

The questions of this research arise from the gaps in existing literature. These questions serve as guidelines and pillars for the empirical study as well as the findings of this dissertation.

1. Can excessive social media usage lead to a feeling of social media fatigue?
2. Does procrastination and work-life balance suffer from social media fatigue?
3. What role does emotional regulation play as a moderator between fatigue, procrastination, and work-life balance?

### **1.4 Research Objectives.**

The aims and objectives of this dissertation are as follows:

- To examine how using social media affects feelings of social media exhaustion.
- To explore how social media exhaustion influences tendencies towards procrastination.
- To analyze how social media exhaustion impacts the balance between work and personal life.
- To examine the role of social media exhaustion as a mediator between social media use and procrastination tendencies.

- To examine the role of social media exhaustion as a mediator between social media use and work-life balance.
- To investigate how cognitive emotion appraisal affects the relationship between social media exhaustion and procrastination tendencies.
- To explore how cognitive emotion appraisal influences the relationship between social media exhaustion and work-life balance.

### **1.5 Structure of the Thesis**

The section will give you a bird 's-eye view of the path followed to maintain the research structure, meet the research objectives, a deep dive into the literature, and hypothesis development, develop methodology, analysis of results, conclusions, and novel findings.

*Chapter 1* provides an introductory overview of the subject matter and its connection to both human and organizational psychology. In order to facilitate reader comprehension of the study's goals, this chapter outlines the research inquiries and objectives.

*Chapter 2* gives a detailed review of the literature. It explains all the variables in the research and how they are linked to each other. All the theories used in the research are also explained in this chapter.

*Chapter 3* takes the opportunity to connect the dots in the literature and develop the hypotheses for the study. It uses the literature and the theories mentioned in the second chapter to build a story that forms the basis of the conceptual framework.

*Chapter 4* delineates the methodologies employed to fulfill the research objectives. It elucidates the selected populations, outlines the sampling techniques, and details the tools utilized for conducting the empirical analysis. The empirical testing of hypotheses and regression analyses

regarding the impacts of social media usage on procrastination behavior and work-life balance were executed using Smart PLS.

*Chapter 5* delves into the research discoveries. The findings suggest that there may be a mediated connection between procrastination, social media usage, and work-life balance, with social media fatigue playing a potential intermediary role. This chapter also extensively investigates the outcomes of moderation through emotional reappraisal.

*Chapter 6* has mostly talked about the discussion of the results. This chapter has compared the novel results of the study with studies conducted in the past. It also discusses any new results that have never been achieved with similar variables in a similar setting.

*Chapter 7* pens down the conclusion and learnings from the thesis. It also talks about the possible limitations of the study. It has also included future research directions for the academic and research fraternity and the learning organizations to develop policies that ensure the well-being of employees at the workplace. It also sums up the dissertation with the novel findings. At the end of the dissertation, a list of publications, a list of tables, a list of figures, the questionnaire, references, and acknowledgments are attached.

## **1.6 Research Model & Approach**

This dissertation has employed a deductive methodology for review. The research goals were achieved using a quantitative research approach. The theories related to the variables were quantified and their interrelationships were measured. Developing foundational hypotheses and then basing a model on them is how a literature review progresses. Furthermore, to test these theories, deductive research has been done (Creswell, 2017).

The combination of three research streams—social media use and tiredness, procrastination, work-life balance, and emotional reappraisal—that have mostly developed independently of one another is represented by the current thesis, as stated in Chapter 1. A thorough examination of relevant literature has been conducted to emphasize the importance of the research questions introduced in the first chapter. A review of social media and its widespread use will develop a base for the discussion and then, the relationship of extensive social media with fatigue, intentional delaying of tasks, and imbalance of work-home life will be examined. The literature around the most intriguing variable, emotional reappraisal, is then thoroughly examined to ascertain its place in the study paradigm. The current idea is supported by relevant notions regarding procrastination behaviors, social media tiredness, work-life balance, and social media use. Following that, relevant concepts that bolster the present thesis are presented, encompassing topics like social media utilization, social media fatigue, procrastination, equilibrium between work and personal life, and emotional reassessment. The next step is the introduction of an integrative multi-theoretical conceptual framework. A summary follows the conclusion of this chapter.

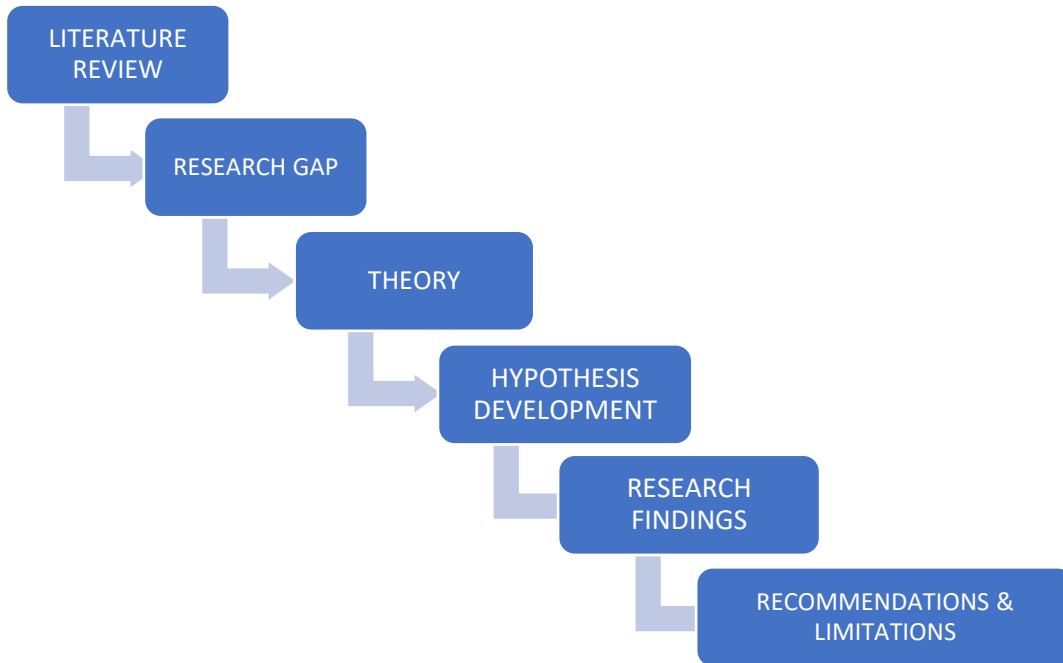


Figure 3. Research Model Applied in the Dissertation  
Own Source

## CHAPTER 2: LITERATURE REVIEW

### 2.1 Literature Review Strategy

The literature review strategy for this research involves the systematic exploration and identification of relevant academic literature to address the particular research questions and meet the assigned research objectives. This process is crucial for conducting a comprehensive literature review, which is an essential component of academic research. Below are the key steps that have been followed for building this robust literature search strategy:

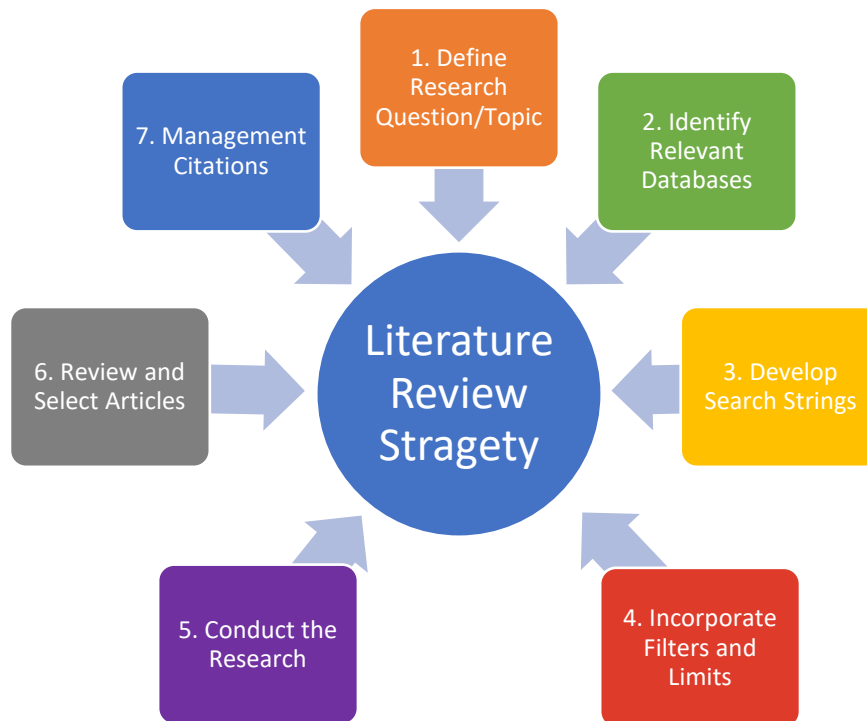


Figure 4: Literature Search Strategy (Own Source)

#### 2.1.1 Define the Research Question or Topic:

- In this step, the research questions that I needed to investigate have been clearly articulated.
- The key concepts, variables, and keywords related to the research questions have been specified.

### **2.1.2 Identify Relevant Databases:**

- Appropriate academic databases (e.g., PubMed, Scopus, IEEE Xplore) were chosen based on the subject area of research.

- I selected Scopus, Web of Science, JStor, and Google Scholar for the search of relevant literature.

### **2.1.3 Develop Search Strings:**

- Construct search strings using relevant keywords and Boolean operators (AND, OR, NOT) to enhance the precision and scope of the search.

- Variables like social media, social media use, fatigue, social media fatigue, procrastination, work-life balance, well-being at work, emotional regulation, and emotional reappraisal were used as keywords.

### **2.1.4 Incorporate Filters and Limits:**

- Apply filters and limits to refine search results, such as publication date, language, and publication type.

The time frame chosen for conducting the literature review of this research was 2010-2023. The language selected was English and open access publication type was selected.

### **2.1.5 Conduct the Search:**

- Execute the search in selected databases using the developed search strings.

### **2.1.6 Review and Select Articles:**

- Examine the titles and abstracts of the search results to identify potentially relevant articles.

- Evaluate the full text of selected articles to determine their suitability for inclusion in the literature review.

For this study, a total of 233 were selected using the mentioned keywords. Out of these 233, 79 articles were short-listed which met the criteria and were used for developing the extensive literature review.

### **2.1.7 Manage Citations:**

- To organize and keep track of retrieved citations for this research, Mendeley was used.

## **2.2 Conceptual Framework:**

A conceptual framework in research is a structure that outlines the key concepts, variables, relationships, and theories relevant to a particular study. It serves as a foundation for understanding the research problem and guides the formulation of hypotheses or research questions. Here are the key elements and purposes of a conceptual framework that has been used in this research:

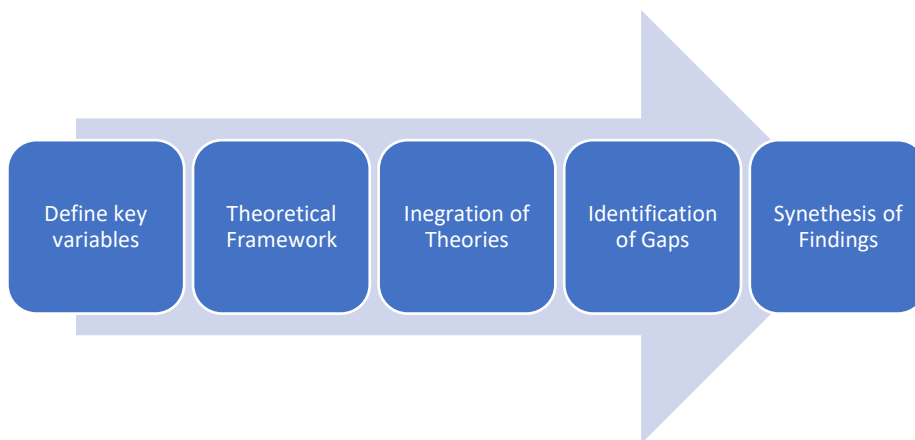


Figure 5: Conceptual Framework (Source: Self)

### **2.2.1 Define Key Concepts and Variables:**

- Clearly outline the main concepts and variables related to your research question.

- Identify the relationships between these concepts. There are 5 variables in this research; i). social media usage, ii). Social media fatigue, iii). Procrastination, iv). Work-life balance and v). emotional reappraisal.

### **2.2.2 Theoretical Framework:**

- Choose theoretical perspectives or frameworks that provide a foundation for understanding the phenomena under investigation.

- In this type, it is essential to justify the selection of specific theories based on their relevance and applicability to the research. In this study, 8 different theories have been used to strengthen the theoretical base of the research.

### **2.2.3 Integration of Theories:**

- It is important to demonstrate how different theories complement or conflict with each other.
- It should also be explained how these theories contribute to a deeper understanding of the research problem.

### **2.2.4 Identification of Gaps:**

- Evaluate the existing literature to identify gaps or areas where further research is needed.
- It is pivotal to highlight how the research aims to address these gaps.

### **2.2.5 Synthesis of Findings:**

- Summarize and synthesize key findings from the literature to support the research objectives.
- Establish connections between different studies and theories to build a coherent narrative.

The choice of theories for the literature search and review should be guided by their relevance to the research questions, the existing knowledge base, and the theoretical frameworks commonly accepted in the academic field. In the next subchapter, the selection of theories the justification for why they have been used, and how they contribute to building the story are explained. understanding of your research problem.

## **2.3 Theoretical Background**

Choosing baseline theories for a research study involves a thoughtful and systematic process to ensure that the selected theories align with the research question, objectives, and context. Here are the theories that have been selected for formulating the foundation of this research.

### **2.3.1 Self-determination theory (SDT)**

SDT, which was first proposed in 1985 by Deci and Ryan, consists of six mini theories. It discusses how people naturally look for social support to aid them in growing and coming to terms with who they are. As per the self-determination theory, the driving forces behind human motivation are rooted in the fulfillment of three core psychological requirements: the desire for meaningful connections with others, the urge for personal independence, and the need to feel proficient in one's endeavors (Deci et al., 2017). This theory posits that when these fundamental needs are met, individuals are more likely to experience a sense of fulfillment, well-being, and intrinsic motivation in their pursuits. It highlights the crucial role that relatedness, autonomy, and competence play in shaping our motivational processes and ultimately influencing our behaviors and choices (Deci & Ryan, 2000). This insight into human motivation provides valuable implications for various fields, including education, psychology, and personal development. It is essential for an individual to feel competent and in control of their actions (also known as the need for autonomy), to feel warm and connected when interacting or relating to other people (also

known as the need for relatedness), and to feel in charge of their actions and have a say in what they do (Aviste & Niemiec, 2023). According to SDT, gratifying these needs is necessary for people to perform at their best and achieve well-being and self-actualization (Deci et al., 2017).

In an organizational setting, employees tend to use social media platforms frequently to satisfy these psychological needs which are the need for autonomy, competence, and relatedness. People utilize social media, according to SDT, because they always desire to expand their social networks and feel connected and affiliated (Talwar, et al., 2021). They derive a sense of connection and reassurance by developing a network on these platforms. Posting pictures and statuses and getting appreciated for their thoughts by peers gives them a sense of accomplishment and motivation. As a result, dopamine is released, which encourages workers to use it frequently at work, which has a negative impact on productivity.

### **2.3.2 Gratification Theory of Social Media Use**

In this study, the Uses and Gratification theory, introduced by Katz et al. in 1973, has been employed to analyze the extensive use of social media. This theory hinges on understanding the social and psychological needs of individuals, which in turn shape their anticipated benefits from using social media platforms. It posits that individuals turn to social media with the aim of fulfilling personal desires and expectations, elucidating why they engage in communication and activities related to these platforms with fellow users (Ruggiero, 2000). This framework underscores the active role users play in seeking out specific content or interactions on social media, driven by their innate needs and aspirations. It provides valuable insights into how people harness social media to meet their individual goals and interests, shedding light on the multifaceted nature of online engagement. This understanding holds significance for studies in communication, psychology, and the broader realm of digital media research. In an organizational setting,

employees are exposed to multiple circumstances, situations, and challenges that are linked to different kinds of emotions. Employees use these social media platforms to express their emotions and expect people around them to acknowledge and give them the expected level of attention they seek. The theory connects actions to their results, making it a useful framework for analyzing media use motivation and impact in both professional and leisure activities (Kouvonen et al., 2008).

### **2.3.3 Theory of compensatory Internet use (TCIU)**

The concept of compensatory internet use constitutes the third rationale that underpins this investigation. As per TCIU, individuals may turn to social media platforms as a means of coping with uncomfortable situations and emotions they encounter (Kardefelt-Winther, 2014). This notion further posits that relying on technology in this compensatory manner can potentially lead to excessive use and unfavorable outcomes. Earlier studies (Yao et al., 2023) have leveraged this concept to elucidate phenomena such as the fear of missing out and the tendency towards excessive engagement with social media.

TCIU represents a contemporary theory that has found widespread application in the context of social media, as noted by (Talwar et al., 2021). It is considered an extension of the Uses and Gratifications Theory (UGT), signifying its evolution in understanding how individuals interact with and derive satisfaction from digital platforms. This perspective provides valuable insights into the intricate dynamics of online behavior, shedding light on the nuanced motivations behind social media use. This understanding holds significant implications for research in fields like psychology, communication, and digital media studies. Because it emphasizes psychopathology as the primary factor influencing problematic internet or social media usage, TCIU is distinctive (Elhai et al., 2017). People may be compelled to use technology (such as social media) excessively

at work in order to cope with or make up for the feeling that their social needs are not being met, as well as because of stressful or negative feelings related to their personal and professional circumstances, according to TCIU (S. Wang & Repetti, 2014).

#### **2.3.4 Stressor-strain-outcome framework Theory**

In 1993, Koeske & Koeske introduced the stressor-strain-outcome (SSO) paradigm, a framework that gained prominence in the realm of social media research. This paradigm has been instrumental in examining the underlying factors contributing to various outcomes, ranging from dissatisfaction to the onset of social media fatigue (Malik et al., 2020; Liu et al., 2022). Furthermore, Ayyagari et al. (2011) note that the SSO paradigm has found application in studies investigating mental health concerns, workplace-related stressors, and the specific situations where technology use can be a source of stress.

The SSO paradigm serves as a versatile tool for comprehending the intricate interplay between stressors, their impact on individuals, and the resulting consequences. Its adaptability across various contexts highlights its significance in understanding not only social media-related phenomena but also broader aspects of mental well-being and workplace dynamics influenced by technology. This framework enriches our understanding of how stressors manifest and exert influence in different domains of contemporary life. Its utility extends beyond social media, offering valuable insights for research in psychology, occupational health, and technology-related studies. According to Talwar, et al. (2021), the framework consists of three essential components: (a) stressors, which are behavioral and emotional stimulants that can negatively impact people; (b) strains, which are negative emotions or states brought on by the stress; and (c) consequences, which are the setbacks in a person's productivity, performance, and physical and mental health brought on by the strain.

### **2.3.5 Media dependency theory**

Social media has now been recognized as a form of mass media thanks to recent advancements and outreach (Kheiravar, S., 2018). The popular media system dependence theory is chosen to be connected to the theoretical framework in order to ascertain the potential emotional effects that users may have when utilizing social media as an information medium. The distinct and essential idea of media dependence relations, which serves as the cornerstone of media system dependency theory, offers a strong theoretical explanation of people's motives and the effects of media use. Ball-Rokeach and DeFleur articulated dependency as a connection wherein one party's capacity to fulfill demands or achieve objectives relies on the resources provided by another party. The core principle of media system dependency theory posits that individuals must establish a dependency link with media platforms to engage in information-seeking through socialization before the media can exert a notable influence. Additionally, the extent of time invested in a particular medium can serve as a factor in elucidating the audience's reliance on it.

This theory fundamentally underscores the symbiotic relationship between individuals and media systems, emphasizing that consumers lean on these platforms as a crucial source of information and interaction. It asserts that the extent of dependence on media is shaped by both the level of integration into one's social environment and the amount of time dedicated to engaging with the medium. This perspective offers a comprehensive understanding of how media consumption patterns and social dynamics intersect, providing valuable insights for studies in communication, sociology, and media psychology. As a result of the medium satisfying a person's needs, a higher dependency on it is also taken into account. According to the MSD theory, media has two degrees of dependent relationships: micro-level relationships with individuals and macro-level

relationships with other systems, like the political and economic systems. Individual media system dependency is another name for micro-level dependency interactions, which concentrate on how people and media interact. It involves assessing why people interact with others and seek information in the media. While the macro-level dependency explains the connections between the media, society, and the public. By examining the macro origins of dependencies, the effects of individual media dependence interactions are described at the macro level. The media system dependency theory was put forth by DeFleur in 1976 and postulates that people who are exposed to media may experience changes in their behavior, cognition, and effectiveness.

### **2.3.6 Limited-Capacity Model Theory of Motivated Mediated Message Processing (LC4MP)**

Communication studies, psychology, and cognitive science are combined in LC4MP to describe human communication and information-processing patterns (Lang, 2006). This model's central concept is that a person's ability to assimilate information is cognitively constrained. Encoding, storage, and decoding are the three aspects of information processing that are covered by the paradigm. Cognitive constraints may prevent one or more of these aspects from developing, which may affect the potential effects of the information that was received on outcomes like persuasion, enjoyment, and learning. The model contends, among other things, that restricted information-processing capacity places limitations on how communications are processed. This reasoning is used to support our hypothesis that extensive social media usage would probably lead to information and communication overload for SMP users at the workplace who are inundated with messages and information from their social connections. Excessive utilization of social media during work hours results in an excessive amount of information to process, which hinders cognitive function and places employees in uncomfortable situations. Tendon et al.

(2021) state that SMP users have negative side effects such as exhaustion and tiredness as a result of the stress and difficulties processing this kind of information.

### **2.3.7 Appraisal Theories of Emotion**

Emotion appraisal theories suggest that an individual's emotional response is shaped by their perception of events and how these occurrences impact their fundamental emotional state when confronted with unsettling situations. These theories emphasize the significance of cognitive evaluations and internal emotional states in shaping one's emotional experiences. In essence, they highlight the intricate interplay between external events and internal processes in determining the emotional responses exhibited by individuals. Emotions can therefore be viewed in this sense as processes rather than just as a single mental state. These procedures require conscious observation and cognitive assessment, and they take into consideration the experiences that individual has in their environment. Then, these occurrences are evaluated in light of every person's concerns. According to Frijda, N. H., and Zeelenberg (2001), these processes also represent coping strategies intended to bring about desirable changes in mood. Both positive and negative effects on performance might result from social media usage at work.

### **2.3.8 Boundary Theory: Conceptualization of Blurring Boundary**

The practice of actively separating or obfuscating the boundaries between various spheres of one's life is known as boundary management (Greenhaus & Allen, 2011). According to Ticona (2015), employees tend to blur the lines between business and personal life when they attend social events, take the family to the annual workplace picnic, or answer urgent email requests from clients on the weekends. Between job and non-work-related activities, employees divide their time. For example, they may separate their calendars and keys, as stated by Nippert-Eng in 1996, or Kreiner et al, put it this way in 2013 by explaining that employees may balance strict time limits with work-

home boundaries. However, Greenhaus & Allen said in 2018 that just because employers' expectations and employees' own goals may differ, people only have a limited amount of control over their limits. It becomes difficult to maintain a balance between what a company expects from you and what priorities you have set for yourself (Derks & Bakker, 2014). Then in 2022, Zouaghi et al also said a similar thing that people have less control over keeping a distinct boundary between work life and life at home since the nature of commitments may differ. Boundary blurring thus happens frequently. Previous research has looked into boundary practices' antecedent and result variables. Diverse companies have different employment needs and segmentation strategies, which will affect how well a person fits into a setting (Adkins & Premeaux, 2014). According to Hall and colleagues (2013), stress, job satisfaction, and work-home conflicts are work-related outcomes that are influenced by employees' preferences for work-home domain segmentation.

## **2.4 Literature Review**

### **2.4.1 Social Media Use**

Researchers from academia and business are becoming more interested in social network sites (SNSs), drawn to their capabilities and audience (Boyd & Ellison, 2007a). Social media has rapidly changed since the turn of the twenty-first century, impacting billions of people globally in both social and professional spheres and defining many of our communication habits and speech patterns (Kilyeni, 2015). As per Kilyeni, social media use, previously dismissed as "kids' junk" or a time waster, has undoubtedly quickly evolved into a "real business".

According to Naim and Lenka, Six Degrees.com popularised the notion of social media in 1997 as the first website that allowed users to create profiles, comment on news stories, and communicate with other users. My Space.com has grown and succeeded tremendously since its introduction in 2003, but Six Degrees.com was the original social networking site Facebook.com

was the inaugural social media network to launch, distinguished by its capacity for seamless information exchange and profile visibility among friends. Over time, an array of other social media platforms emerged in succession (Al-Shareef, 2014). Consequently, the utilization of social media has gained widespread acceptance in today's society. Social media, in the opinion of some academics, are online platforms where users can engage in unrestricted communication with one another through discussion, chat, comments, and photos (Al-Jazi, 2018, p. 14). According to Asur and Huberman (2010), social media refers to services designed and developed by big businesses with the goal of attracting as many friends and users as possible who have similar interests and pastimes. Along with seeking out the hobbies and pursuits of like-minded individuals, these users are also searching for new intellectual connections. The internet is therefore called a virtual space since it is seen as a freeing space that is not owned by any one party (Bailey et al., 2009).

Mansour and colleagues (2014) define social media as an electronic social structure made up of individuals, organizations, and groups. Referred to as terms (nodes), these people, organizations, or organizations are interconnected through a variety of interactions. Youngsters, including both children and teenagers, engage with a diverse array of social media platforms, including but not limited to Facebook, Instagram, Twitter, Snapchat, and WhatsApp (Hamed, 2018). These online interactions can evolve beyond casual exchanges to encompass affiliations with entities like corporations, national identities, or allegiance to specific sports teams (Ali, 2019). As a result, social media plays a pivotal role in shaping not only personal connections but also broader affiliations that influence various aspects of one's identity and interests. As mentioned in the previous definition, the first popular social networking website launched in 1997. On SixDegrees.com, users can list their friends, establish profiles, and, as of 1998, peruse the friend

lists (Boyd & Ellison, 2007). Of course, each of these components existed in some form prior to SixDegrees.

The first company to use these features was SixDegrees. SixDegrees positioned itself as a message and communication platform (Boyd & Ellison, 2007). Although millions of individuals signed up for SixDegrees, the website was shut down in 2000 due to financial difficulties. The company's founder said that SixDegrees was innovatively just ahead of its time (A. Weinreich, 2007). Even though a huge number of people were already using the Internet, very few of them had sizable networks of online friends. Early adopters lamented the paucity of activities following the acceptance of friend requests and the general lack of interest among users in mingling with strangers.

Different profiles and publicly disclosed Friends combinations were made available by several community technologies between 1997 and 2001. On BlackPlanet, MiGente, and AsianAvenue, users could create dating, professional, and personal profiles. Individuals may add Friends to their personal accounts without asking for authorization (Wasow, 2007). According to Reddick & Norris, (2013), at least some of the conventional means of communication in the past included the following (many of these are still in use today): 1) in-person interactions in a range of settings; sending and receiving mail; 2) reading, discussing, and writing editorial letters based on news articles; 3) participating in public meetings of all kinds to talk with public officials about a range of subjects; 4) Public gathering 5) penning and distributing books and treatises; 6) conversing over the phone; 7) sending and receiving emails; and possibly a great deal more.

According to Reddick and Norris (2013), electronic social media can be differentiated from conventional forms of human connection by virtue of its price, rapid mass adoption, usability, and

transmission speed. Social media allows for the instantaneous communication of words and images between hundreds of millions of individuals and organizations. Prior to the emergence of modern social media, information dissemination had never been as rapid, facilitated by a singular medium or a combination of various media forms. This unprecedented speed in transmitting words and images characterizes the distinctive capability of social media.

At its core, social media revolves around networking and communication (Boyd & Ellison, 2007). The highly interactive nature and the two-way communication style inherent to these platforms explain their immense appeal, particularly to younger users. These individuals find these platforms irresistible, as they serve as invaluable tools for establishing and maintaining connections with their peers (Reddick & Norris, 2013). Consequently, social media not only revolutionizes the speed of information dissemination but also fundamentally transforms the dynamics of interpersonal relationships and communication in the digital age).

Users of social media platforms can converse online, debate page content, and share ideas and opinions (CACHIA Romina, 2008). As opposed to traditional media, social media enables anybody to contribute, add, and discuss content (Jantsch, 2010). These can be in text, audio, or video format, or they can take other visual forms like photographs and films that allow individuals who want to connect with one another and unite communities (Scott, 2010).

It's important to emphasize that "social media" and "social networks" are two terms that often get mixed up, and simplifying their distinction can be helpful for clarity (Drahová & Balco, 2017). The term "social media" is the preferred choice over "social networks" and encompasses a variety of online platforms and tools designed for collaborative communication and promoting social engagement or sociability. Social media examples include wikis, blogs, websites for sharing films

or images, and other platforms. Any method of human interaction, including the development of social networks like Facebook, LinkedIn, MySpace, and others, is referred to as social media. When individuals connect and set up personal profiles with the goal of becoming friends or finding others who share the same blood type, who are willing to exchange information and converse, we are discussing the emergence of social networks.

Social media platforms like Facebook, Instagram, WhatsApp, Twitter, YouTube, and TikTok have fundamentally transformed the way people interact and communicate (Ekwueme and Ebiere, 2019; Michael, 2021). Users are drawn to social media for its accessibility to information, entertainment value, and convenience (Chai and Kim, 2012). Notably, social media has proven its effectiveness in disseminating crucial health information during events like the COVID-19 pandemic (Gever et al., 2021) and has served as a creative tool for delivering education in developing regions (Laato et al., 2022).

Currently, approximately 3.78 billion individuals worldwide actively engage with social media, spending an average of 145 minutes per day on these platforms (Statista, 2021a). This underscores the significant impact and influence that social media wields on a global scale. From a strategic standpoint, users play a pivotal role in ensuring the sustained success and longevity of social media platforms, and this perspective is underpinned by at least two key factors (Farooq et al., 2023). It highlights the critical importance of user engagement for the continued growth and relevance of social media organizations.

Firstly, social media advertising represents a costly but effective method for businesses of various sizes, including small and medium-sized enterprises, as well as major corporations like Procter & Gamble and Coca-Cola, to engage with their intended audience, drive sales, and solidify their

brand presence (Barreda et al., 2015; Kapoor et al., 2018). But businesses won't be drawn to social networking platforms until their user bases continue to grow. Second, according to Farooq et al. (2023), user-generated content is a major component of social media networks. To produce fresh data and interesting material for other users, a large user base is consequently required. These two demonstrate that in order to continue being appealing to consumers and businesses, one requires a substantial and engaged user base (Farooq et al., 2023).

In the last 20 years, social media has completely changed communication by offering user-generated, interactive, fast, and affordable content. It now functions as a comprehensive tool as a result (Whelan et al., 2020). Schreck and Keim (2013) define social media as various forms of media through which communities collaborate to generate, distribute, and enhance information in a decentralized, interconnected, and simultaneous manner. Genç and Ksüz (2015) suggest that this emerging communication platform has caused significant shifts and potential advantages in commercial decision-making processes. Given this, it is reasonable to assert that plans and procedures within organizations today heavily rely on social media (Peters et al., 2013). Social media usage is growing, which presents opportunities for businesses, particularly in terms of reaching their target customers.

By the conclusion of 2011, the leading social media platforms, Facebook (established in February 2004) and Twitter (founded in March 2006), boasted over 1.1 billion and 555 million users, respectively (Facebook, 2013). According to Reddick and Norris (2013), social media is utilized by a diverse spectrum of individuals and entities, encompassing ordinary citizens, celebrities, businesses across various industries, political figures, election campaigns, appointed and elected public officials, as well as governments at different administrative levels.

According to Boyd and Ellison's definition from 2007, social network sites are online platforms that offer users the ability to: (1) establish a profile, either public or semi-public, within the system; (2) identify a roster of other users with whom they share connections; and (3) explore and interact with both their own list of connections and those of other users within the system. It's worth noting that while we commonly refer to this phenomenon as "social network sites," the term "social networking sites" is also frequently used in everyday conversation and is occasionally used interchangeably.

These platforms have become integral parts of modern social interaction, providing users with a digital space to connect, share information, and engage with others in various capacities. They have permeated diverse aspects of society, ranging from personal relationships to professional networking, showcasing their substantial influence on how people communicate and relate to one another in the digital age. Boyd and Ellison's comprehensive definition underscores the multifaceted nature of these online platforms. For two reasons—emphasis and scope—we opted against using the term "networking." The focus of "networking" is on forging connections, frequently amongst strangers (Boyd & Ellison, 2007). What distinguishes social networking sites from conventional dating services is the chance for users to showcase and share their social connections. Such encounters often facilitate connections between individuals with "latent ties" (Haythornthwaite, 2005) who may have an offline association, potentially bringing together people who might not have crossed paths otherwise.

According to Boyd & Ellison (2007), the key driver behind businesses' adoption of social media is its burgeoning global popularity. It is a clear bet for companies that utilizing widely used social media platforms will lead to increased revenue and profitability (Reddick & Norris, 2013). When businesses and governments observe the existence of already established social media platforms

with millions of users, they feel compelled to join in (Reddick & Norris, 2013). Analysts widely categorize social media as a component of Web 2.0 technology. In terms of governmental applications, Chun, Shulman, Sandovol, and Hovy (2010) delineate four significant distinctions between Web 1.0 and Web 2.0. These distinctions pertain to government operations, policy-making, service delivery, and information dissemination. With the advent of Web 2.0 and social media, it is now possible to collectively generate knowledge, engage in regulatory negotiations, and provide citizen services. Unlike Web 1.0, where content was controlled by companies, Web 2.0 empowers users as content creators or generators, as noted by Jaeger, Bertot, and Hansen (2010). According to O'Reilly (2005), corporations can leverage social media underpinned by Web 2.0 to harness the collective intelligence of the public, where individuals contribute value.

According to Yang et al. (2023), social media has been increasingly integrated into people's lives in the modern day, influencing their social relationships and conduct. Social media facilitates information sharing, opinion expression, and improved social interaction (Zhou et al., 2022). 58.4% of the world's population, or more than 4.62 billion people, used social media regularly as of January 2022. People typically dedicate 2.5 hours daily to social media (Datareportal, 2022). It has become the dominant channel for news and opinions, with users accustomed to accessing, disseminating, and engaging with information through it (Wang & Repetti, 2014). Thanks to its accessibility, users can engage in online conversations at their convenience and from anywhere. Therefore, through creating and disseminating content, users can impact public opinion online (Chen et al., 2021). According to certain ideas, individuals' social backgrounds and individual characteristics have the biggest influence on how they interact with people online (Mckenna & Bargh, 2000).

Indeed, many social media platforms are thought to be appropriate locations where viewers can obtain information rapidly (Osatuyi, 2013: 2622). Target consumers can produce material on brands, campaigns, and businesses in exchange (Schreck & Keim, 2013: 68). According to Pantina et al. (2012) and Papasolomou & Melanthiou (2012), users of social media platforms are producing, sharing, and exchanging information more frequently as part of marketing communication. However, unverified viral content can also have detrimental consequences on the political, economical, mental, and physical levels, on people's lives, societies, and economies (Y. Yang et al., 2023). Scams, conspiracy theories, and cyberbullying are everyday events that are made possible and disseminated by social media platforms.

#### **2.4.2 Social Media Fatigue**

Given the extensive prevalence of social media, researchers have a wide scope to explore the outcomes stemming from both advantageous and harmful applications of these platforms. This ubiquity allows for a comprehensive analysis of the multifaceted impacts that social media usage can have on individuals and society at large. It provides an invaluable opportunity to delve into the various ways in which these platforms influence communication, behavior, and well-being. With a focus on the latter, research in 2022 (Hattingh et al., 2022) has highlighted the grave implications of FOMO and its connections to negative social media usage characteristics like excessive use of social media, exhaustion, and decreased well-being.

Recently released data has shown a significant surge in the number of daily active users on Snapchat, reaching an impressive 280 million in the first quarter of 2021, compared to 190 million in the corresponding period of 2019 (Statista, 2022). Similarly, the count of daily active users engaging with Instagram Stories experienced a remarkable upswing, with an additional 500 million users becoming active every day by January 2019. The rapid ascent of online social media

platforms (SMPs) has not only piqued the interest of scholars but has also brought about substantial impacts on all parties involved (Talwar, et al., 2021).

Scholars have delved deeply into the advantages of utilizing SMPs, which encompass an enhanced sense of self-worth, heightened social support and connectivity, adept management of relationships, and practical benefits. Currently, there is a growing body of research devoted to investigating the detrimental effects of SMP usage on personal well-being, often referred to as the "negative aspects of social media usage" (Talwar, et al., 2021). As articulated by Bodhi et al. (2021), this "negative aspect" encompasses issues such as disruptions in sleep patterns, problematic usage behaviors, instances of stalking, and a decline in psychological well-being characterized by feelings of fatigue and depression. This underscores the multifaceted nature of the impact of social media on individuals' lives.

The term "social media fatigue" is used to describe the unpleasant feelings, such as stress, fatigue, and low energy, that can result from using social media (Ravindran et al., 2014). Additionally, it has been demonstrated that using social media in the workplace is linked to feelings of envy. This is because people who follow others on social media and post their own content often do so in an attempt to alleviate their feelings of inadequacy, which can eventually lead to social media exhaustion (Tariq et al., 2022). According to Zhu and Bao (2018), "social media fatigue" is a subjective evaluation of one's level of burnout, boredom, or weariness caused by using social media. These concepts form the basis for understanding the psychological and physical aspects of social media fatigue (SMF).

All definitions of SMF emphasize its "subjective" nature, meaning that different individuals may experience varying degrees of fatigue in the same circumstances (Zhu and Bao, 2018). In the past five years, scholars have explored a range of topics related to SMF, including overload, psychological well-being, platform, community, and individual factors, user confidence, and privacy concerns (Logan et al., 2018, and M. Liu et al., 2022). Prior research has shown that SMF is a multifaceted phenomenon with diverse consequences for individuals. There remains a gap in understanding how SMF manifests on other social media platforms because most studies have focused on Facebook (Zheng and Ling, 2021).

As the use of social media platforms (SMPs) becomes more prevalent, users are beginning to exhibit symptoms of FOMO (fear of missing out) and social media weariness (Jabeen et al., 2023). Talwar et al. and Y. Liu (2021) have drawn significant attention to social media weariness, a negative side effect of using SMPs, and its implications for prompting temporary or permanent breaks from social media use. Ravindran, Yeow Kuan, and Hoe Lian (2014) define social media fatigue as a state of burnout and exhaustion caused by engaging with SMPs. Jabeen et al. (2023) have also linked it to users' inability to manage the information and conversations they receive from SMPs, which in other words, is the cognitive processing limitations they face. However, little is known about the causes of social media fatigue (Logan et al., 2018).

FOMO has garnered significant attention under the "dark side of social media" umbrella and has been associated with several negative behaviors, including excessive use of social media and online social comparisons (Reer, Tang, & Quandt, 2019). Researchers have recommended that individuals who experience FOMO should stay constantly connected to the SMP they use to avoid anxiety or worry about missing out on activities their peers enjoy and post online (Talwar et al., 2021). Thus, users may engage in continuous active or passive information exchange on SMPs

even during times designated for other activities, such as maintaining good sleep hygiene (Talwar et al., 2021), pursuing academic interests (Alt, 2017), or completing work tasks (Appel, 2019; Talwar et al., 2022) after experiencing a fear of missing out (Montag, 2020; Selmanagic-Lizde, 2018).

The literature has shown a positive correlation between information and communication overload and SMF (Lee et al., 2016a; M. Liu et al., 2022). For example, Lee et al. (2016a) found that communication overload, a major stressor, led social media users to become fatigued with the platform. In another study, Maier et al. (2015) demonstrated that social overload exacerbates social media fatigue. Similar research by Dhir et al. (2021) identified information and communication overload as the two main components of social media overload and found a positive correlation between them and SMF. They also suggested that knowledge overload was not as detrimental to SMF as communication overload. These findings align with the idea that in the context of the LC4MP (large communication platforms), information and communication overload can contribute to SMF. People who attempt to keep up with the constant stream of information from multiple social media platforms may end up feeling stressed and worn out (Hattingh et al., 2022).

Given the widespread use of social media, researchers are increasingly focusing on the psychosocial effects of these practices (Chai et al., 2019). The "dark side of social media," which has been a subject of research in recent years, has received special attention (Dhir et al., 2022). According to Talwar et al. (2021), scholars have examined various manifestations of social media weariness, FOMO, and envy brought about by social media and their impact on academic performance and mental health (Malik et al., 2020). This underscores the complexity of the relationship between social media and well-being).

An analysis of the existing literature highlights the pressing need for further exploration of the adverse effects of social media, particularly in light of their impact on individual well-being and the overall health of societies and communities (Talwar, et al., 2021). Dhir et al. (2018) and Malik et al. (2020) assert that social media fatigue may lead users to reduce their frequency of use or even discontinue their engagement altogether. This creates a significant theoretical gap with substantial practical implications. Limited research has delved into FOMO as a precursor to the detrimental consequences of social media usage, encompassing the sharing of fake news, social media weariness, disruptions to daily routines, the invasive nature of platforms like Facebook, and sleep disturbances induced by social media use (Dhir et al., 2021). Thus, we argue that additional investigation is crucial in this domain, as there exists a dearth of understanding concerning significant social media use and its association with SMF, and because fear of missing out may significantly predict social media usage.

Another recent focus of attention in the mainstream media is people's inclination to consistently and passively consume social media content generated by other users (Talwar, et al., 2021). This behavior appears to align with the concept of passive cyberstalking (Talwar, et al., 2021). We use the term "social media stalking" to describe this trend. To the best of our knowledge, no prior research has examined the relationship between excessive social media use (including stalking behavior) and social media fatigue. However, it has been posited that individuals subjected to such stalking behavior may experience exhaustion due to the lack of research on excessive social media engagement (Begotti and Maran, 2019).

Furthermore, research suggests that social media users' propensity to engage in negative behaviors on these platforms may be linked to their inclination for social comparison (Holmgren and Coyne, 2017). While previous studies have established a connection between social comparison and

fatigue (Malik et al., 2020), the precise mechanism through which social comparison leads to fatigue and its interplay with other phenomena associated with the negative aspects of social media remain unclear (Dhir, et al., 2021). According to research findings, individuals who engage in social comparison eventually wear themselves out. This underscores the complexity of the relationships between social media behavior and its impact on individual well-being.

### **2.4.3 Procrastination & Emotional Reappraisal**

Procrastination is a widespread tendency that has a number of detrimental effects. It can be destructive at work for both companies and employees, but little is known about it because of how unusual it is. According to studies, employees engage in personal activities for 1.5 to 3 hours on average every day while they are at work (Paulsen, 2015). (D'Abate & Eddy, 2007) calculated that each employee lost \$8875 annually as a result of engaging in personal (relative to home and recreational) activities during work hours. There is a 30–40% productivity loss that might reach \$85 billion a year in the US alone due to estimations that between 30% and 65% of the time spent online at work is unrelated to work (Gupta, 2004). In a nutshell, the significant consequences of being off-task emphasize how important it is to comprehend this phenomenon.

As per Ellis and Knaus (1977), procrastination refers to the habit of delaying the completion of tasks to a point where it leads to a feeling of personal unease. It could potentially serve as a defense mechanism for individuals with a diminished sense of self-worth (Burka & Yuen, 1983). An increasing number of studies indicate that procrastination is not an effective approach to leading a successful life. It has been associated with elevated levels of anxiety, depression, neurosis, forgetfulness, disorganization, a tendency towards non-competitiveness, reduced energy levels, as well as diminished self-esteem and confidence. Also, experimental studies show that people who procrastinate spend more time preparing for initiatives that are likely to fail than activities that are

likely to succeed (Lay, 1990). When compared to non-procrastinators, procrastinators try to behaviorally handicap their performance on tasks (Ferrari, 1991a). Procrastinators intentionally avoid receiving diagnostic information regarding their own competence (Ferrari, 1991b) and employ impression management techniques in comparison to non-procrastinators.

Let's start by defining procrastination. Procrastination is defined by (Van Eerde, 2016) as a delay brought on by putting off carrying out a purpose. Most avoidance happens with unpleasant jobs or things that are less appealing than useful substitutes. It's normal for someone to consider something to be unreasonable when they see that putting it off is futile and that it ought to be done instead of something more crucial. It is true that this action has moral implications because it is implied by the morally repugnant notion that only the lazy or unreliable people engage in it and that they should feel embarrassed about it.

According to Ferrari (2007), procrastination is a common trait in contemporary society and is described as an unreasonable inclination to put off doing something or making a decision even when doing so may make one's situation worse (Milgram et al., 1996). People may procrastinate differently in different contexts, such as the professional, academic, recreational, and family domains, even if it is a common behavior (Klingsieck, 2013). According to Nguyen et al. (2013), procrastination at work is linked to significant expenses and is defined as a failure to self-regulate job-related tasks. Numerous viewpoints, including situational, clinical, motivational, and personality, have been used to study procrastination. Its incidence has been linked to numerous environmental and individual factors (Eerde, 2003). Delays can have detrimental effects on one's physical and emotional well-being, as well as their academic achievement and financial security (Steel & Klingsieck, 2015). At least 25% of adults identify as procrastinators, making procrastination a frequent behavior, according to Ferrari (Ferrari et al., 2007).

For instance, characteristic procrastination was linked to lower wages, shorter employment durations, and a propensity for underemployment or unemployment as opposed to full-time employment, according to (Nguyen et al., 2013) suggested that postponing work-related tasks would reduce self-efficacy, which would result in a loop of subpar performance.

Workers may appear to be working on their computers when they are actually playing games, browsing social media, buying online, or instant messaging (Metin et al., 2015). Research indicates that cyberslacking causes enormous expenses for businesses (Garrett & Danziger, 2008b). The expenditures associated with eliminating infections and malware, among other things, add up to almost \$130,000 per organization in the US. Losses from cyberslacking also include slower network performance and weaker network security. Garrett and Danziger (2008b) found that employees with higher status tended to engage in more cyberslacking, and this trend was associated with greater levels of autonomy, income, and education. However, the impact of this behavior on overall productivity remains uncertain. Meerkerk, Schoenmakers, and Van de Mheen (2014) conducted a study and did not find any evidence to suggest a correlation between personal internet use at work and performance in specific tasks or contexts.

A significant corpus of scholarship has examined the concepts, causes, and effects of procrastination in general and academic settings (U. B. Metin et al., 2015). Most of the research on procrastination in the literature concentrates on how it occurs in both everyday and academic settings. For example, of the 32 time management studies that Claessens et al. (2007) examined, only sixteen were carried out in actual business settings. Similar to this, just six non-student samples were found in 121 procrastination research, according to (van Eerde, 2016). This does not imply that inactivity at work has never been studied, though. While examining the irrational deferral of work responsibilities, organizational researchers have employed a range of terms,

including presenteeism which was given by D'Abate & Eddy in 2007, task completion in a work setting given by Claessens et al. in 2010, cyberslacking by Vitak et al. 2011) and empty labor by Paulsen (2015)

Empirical research on procrastination at work is scarce, largely because no instrument has been developed expressly to quantify procrastinating behaviors in the modern workplace (Claessens et al., 2007). As per various research (Vitak et al., 2011), high-status employees tend to be more prone to procrastinating. Studies conducted by D'Abate and Eddy (2007) and Wan et al. (2014) have demonstrated a connection between procrastination and boredom when taking pauses for personal activities while working. In industries characterized by repetitive tasks and a lack of creative stimulation, employees often resort to using the Internet for personal activities during work hours (Vitak et al., 2011). Lerner & Maher (2000) noted that job enrichment was associated with a reduction in decisional procrastination. Additionally, individuals with high levels of autonomy and an internal locus of control were found to be the least prone to procrastination, as discovered by Metin et al. (2015). In essence, previous studies have underscored the importance and relevance of investigating procrastination in the workplace.

Numerous studies examining the relationship between procrastination and academic performance over an extended period—from the 1980s to the present—have consistently identified a negative correlation (Akinsola et al., 2007). Academic achievement and procrastination have a substantial weighted mean correlation of 0.13, according to K. R. Kim & Seo (2015). They added that for academic performance, the correlation improved to 0.64. the use of self-report tools, variation in procrastination and performance metrics, and an explanation of the magnitude variation (K. R. Kim & Seo, 2015). According to (Goroshit, 2018), procrastination and signs of course involvement explained more than half of the variation in the final course grade. Nevertheless, a significantly

smaller effect size of 1% of the variance in performance explanation was demonstrated by (Cormack et al., 2020).

Students who put off taking action and finishing tasks linked to their education are generally seen to be procrastinating (Tan & Samavedham, 2022). It is generally not regarded as a preferable course of action because it is a delayed response that usually has negative results (Tan & Samavedham, 2022). Procrastination became an issue because of how frequently this phenomenon appeared in students' learning and the negative effects it had on learning outcomes (Tan & Samavedham, 2022). According to O'Brien (2002), about ninety-five percent of people put things off. A meta-analytic study conducted in 2015 by Steel & Klingsieck found that between 80% and 95% of college students procrastinate and that the problem is becoming more common.

In actuality, there are two essentially different types of behaviors that make up a delaying repertoire at work. The first kind relates to the output constraints of the workforce. Soldiering is the phrase that Taylor (1911) created to describe these actions. According to Paulsen (2015), soldiering is the practice of delegating tasks to coworkers or postponing work-related tasks for more than an hour every day without intending to damage others. Paulsen claims that soldiering occurs when a worker has a negative ethical or identity relationship with their employer and when their job requirements are not commensurate with what is reasonably expected of them. Research shows that these kinds of work-avoidance behaviors typically result in unfavorable consequences.

The detrimental effects of procrastination on academic performance are an ancient topic, but assessing procrastination has always been problematic because it is challenging to assess its validity when utilizing a procrastination questionnaire (Tan & Samavedham, 2022). Wesley (1994) and Solomon & Rothblum (1984) reported the relationship between learning outcomes and self-

reported procrastination in the previous research using a procrastination evaluation scale. The tendency to put off doing what has to be done even while one expects things to get worse is known as trait (or chronic) procrastination (van Eerde, 2016). Certain personality qualities, including conscientiousness, are strongly (unfavorably) correlated with procrastination, suggesting that this propensity is persistent (Lay & Brokenshire, 1997; Watson, 2001). The question of whether procrastination is a habit that happens regardless of context or if it is exclusive to certain domains—for example, whether people procrastinate when studying but not when doing other tasks at home or work—is one of the core issues with research on the subject (van Eerde, 2016). Klingsieck (2013) concluded that it is preferable to consider the domains independently based on measurements in many domains. Individuals frequently put off doing some things, including academic and professional tasks, as well as fulfilling daily commitments and obligations, as well as taking care of their health (van Eerde, 2016). Regrettably, the (Klingsieck, 2013) study, which involved students, did not take the academic and professional realms into separate consideration. A meta-analysis conducted in 2012 by de Ridder et al. found that this also held true for self-control in the educational and professional contexts. However, because the environments in which the behavior occurs differ between work and school, it is crucial that they be treated as independent entities.

According to additional research, people who consistently put off tasks at work often miss deadlines, endanger the success of projects, and incite others to put off tasks as well (Pychyl & Sirois, 2016). Further investigation revealed that employee procrastination was favorably correlated with job stress and avoidant coping strategies, negatively correlated with future time view, and favorably connected with the present-fatalistic perspective (Vereová, 2013). When it comes to self-control, those who experienced social sleep lag—a brief period of inadequate sleep

brought on by constraints related to their jobs—were more inclined to put off doing tasks at work (Kühnel et al., 2016).

Procrastination is often viewed as a detrimental trait in the workplace. It can lead to various unproductive work behaviors, including time theft, absenteeism, and presenteeism, where an employee may physically be present but not fully engaged in required tasks (Lorinkova & Perry, 2017). In some cases, procrastination may even be intentional and aimed at causing harm or gaining an advantage, a phenomenon known as time theft (van Eerde, 2016). An example of this can be seen in the use of stalling tactics during negotiations in the workplace (Alon & Brett, 2007).

Within the realm of work-related literature, withdrawal behavior, which involves avoiding specific actions and can be akin to procrastination, is often discussed as a manifestation of a lack of self-regulation. However, it's important to note that disengagement can also be a conscious choice to distance oneself from certain issues (Mawritz et al., 2014). Furthermore, a recent meta-analysis by Carpenter and Berry (2017) revealed that distinguishing between unproductive activity and withdrawal can be empirically challenging. According to their theory, withdrawal is considered a form of work behavior that is detrimental to the organization.

Studies by Day et al. (2000) and Ferrari et al. (2005) have established that procrastination is a prevalent phenomenon, with rates ranging from 15% to 20% in the adult population as a whole. While procrastination is most commonly observed among university students (Lukas & Berking, 2018), it affects various demographic groups. Estimates indicate that a significant portion of college students engage in severe procrastination (Mahasneh et al., 2016; Harriott & Ferrari, 1996;), and over half experience persistent and troublesome procrastination (Haycock et al., 1998). According to Hagbin et al. (2012), academic procrastination is characterized by a consistent

tendency to delay completing academic assignments. Individuals dealing with this condition end up procrastinating for more than thirty percent of their daily activities.

Klingsieck (2013) suggests that employing a domain-specific scale, which considers specific elements of various areas of life, can provide a better understanding of procrastination within specific contexts like work, health, leisure, or family. For the study of workplace procrastination, it's crucial to use a scale that comprehensively captures all relevant characteristics of inactivity at work (Metin et al., 2015). Constructing a new measure requires accurately and thoroughly characterizing procrastination at work in a manner consistent with previous definitions in other life domains (Metin et al., 2015). Therefore, instead of introducing an entirely new definition, we adapt and apply previous concepts to the modern workplace. Procrastination at work is defined as the purposeful postponement of work-related tasks through engagement in non-work-related activities, without any malicious intent towards the employer, employee, workplace, or client.

#### **2.4.3.1 Types of Procrastination**

Academic or health-related domains, self-reported reasons or justifications (such as rebellion or arousal), and causes (such as self-efficacy or value-driven) can all be used to categorize procrastination types (Steel & Klingsieck, 2015). Being close to temptations or other environmental cues makes procrastination easier since it appears to call for some type of impulsive weakening of the will when we behave contrary to our own interests (Steel & Klingsieck, 2015). The notion that personality traits may be able to forecast which temptations procrastinators are most likely to give in to is the source of many procrastination phenomenologies (Schouwenburg, 1995). While extroverted persons usually attribute their procrastination to a need for social interaction, introverts with low extroversion prefer to attribute it to their desire for solitude (Steel & Klingsieck, 2015). Impulsive perfectionists should think that their perfectionism is the reason for their procrastination,

even if the evidence quite well shows that there is no correlation between the two. According to Steel and Klingsieck (2015), this particular type may react well to anxiety-reduction methods.

A lack of self-control, and procrastination are linked to a number of mental health issues (Lukas & Berking, 2018). Research has linked procrastination to low self-esteem, high levels of stress, and physical sickness, all of which are indicators of poor personal well-being (Steel & Klingsieck, 2015). Moreover, procrastinators have a higher risk of mental illnesses including depression and anxiety disorders developing, persisting, and getting worse (Rozenal & Carlbring, 2014). These findings have a detrimental effect on procrastinators' psychological health as well as their academic achievement.

Cognitive behavioral therapy involves strategies like personal effectiveness, goal setting, and time and stress management, which are frequently used in procrastination therapies (Uzun Ozer et al., 2013). The techniques, although informative and beneficial, have not undergone extensive scrutiny in relation to procrastination. This is largely because most of the limited existing studies lack crucial elements like randomization, extended follow-up periods, and validated outcome measures, and primarily rely on single-case designs (Dryden, 2012).

All things considered, it is remarkable that there are few scientific trials evaluating the efficacy of procrastination treatments, and that the research that is accessible usually doesn't meet basic quality standards. According to Rozenal and Carlbring (2014), procrastinating has negative impacts on a number of health domains, and its incidence rates are startlingly high. Procrastination does not, therefore, have a "gold standard" treatment, in contrast to other mental health illnesses (Glick & Orsillo, 2015).

Two primary characteristics—delaying some intended behavior and choosing to do so despite being aware of the repercussions of doing so—are used to describe procrastination (Klingsieck, 2013). Finally, the akrasia criterion defines procrastination as "irrational" in the sense that it defies common sense (Andreou & White, 2010). According to the procrastination theory proposed by Milgram and Naaman (1996), crucial indicators of procrastination include internal norms and cognitive-affective evaluations of delay. It's important to distinguish between legitimate delays and procrastination since there are many acceptable methods to put off taking an intended action in a way that can be beneficial, adaptive, and sensible. As outlined in Gollwitzer's (2014) goal-directed action flow model, timing is a pivotal factor in the shifts between contemplation and decision-making (referred to as decisional procrastination), the establishment and actualization of intentions (referred to as the intention-action gap), and ultimately, in achieving one's goals. As previously said, in certain circumstances it can be feasible to see an unnecessary or unjustifiable delay. However, a lot of purposeful activities happen over long periods of time, and, as noted by Svartdal et al. (2020), delaying behaviors can manifest in ways that make it difficult to set goals without really resulting in delays that fall inside the notion of time. Goal-directed behavior may unintentionally be delayed by competing activities since they take less time to complete than the activity that is highest on the list of priorities (Lay, 1986). Some instances of ineffective mood-regulation strategies involve opting for more enjoyable activities instead of persistently working towards a goal (such as choosing to watch TV instead of reading), as well as avoiding or evading unpleasant situations (like avoiding a difficult or tedious task). According to Tice and Bratslavsky (2000), engaging in these forms of delays leads to a reduction in the time dedicated to primary tasks.

Procrastination is commonly viewed as an unwarranted or counterproductive delay that can potentially worsen the situation (Steel & Klingsieck, 2015). They consolidated key elements identified in previous attempts to define procrastination after conducting a historical review, ultimately arriving at the description of "voluntarily postponing an intended course of action despite anticipating being worse off as a result of the delay". Klingsieck (2013) further contributes to this endeavor by defining procrastination as "the deliberate postponement of an intended, necessary, and/or significant task, even when anticipating likely negative consequences." Three reasons should be given for any delay: i) it was planned, ii) it was done freely, and iii) it was obviously unhealthy. An "intended" task can be anything from a frivolous idea to a clearly stated objective. Situations can range from making goal pursuit simple, in which case any delay is obviously choice, to exceedingly challenging, bordering on the impossible, in which case delay is virtually involuntary. The negative effects of the delay might range in likelihood and severity from the evident to the hidden (Steel & Klingsieck, 2015). Although certain delays are plainly the result of procrastination and others are not, it is debatable when one becomes the other. This is especially true with deliberate delays that serve just one's interests (Chun Chu & Choi, 2005)(Chu and Choi, 2005).

Procrastination at work has received very little research, and what little research there is usually concentrates on other aspects of procrastination, such as the kind of employment procrastinators have, rather than wellbeing (Nguyen et al., 2013). The well-being of workers and the efficacy of an organisation can be adversely affected by workplace procrastination (Metin et al., 2018). Research indicates that employees spend an estimated two hours per day on social media and the Internet, leading to an annual loss of \$759 billion in revenue for the US economy (Skowronski, 2013). Moreover, findings from Nguyen et al. (2013) suggest a noteworthy link between high

levels of general procrastination (GP) and unfavorable outcomes, including reduced earnings, shorter job tenures, and a higher likelihood of being either underemployed or unemployed. It is worth noting that decision-making procrastination, a distinct form of procrastination associated with individual disposition, plays a crucial role in performance and management within both the broader corporate sphere and specifically in the workplace (Ceschi et al., 2017). Furthermore, prior research in the business domain has established a clear connection between various work environments, their characteristics, and specific personality traits, all of which have an impact on the decision-making process (Ceschi et al., 2017). This underlines the importance of considering decision-making procrastination in comprehensive studies of procrastination's effects in professional settings.

Procrastination can also be seen as a condition or a method. Because this phenomenon is subjective, it is difficult to describe; what one person considers to be a delay may appear to be on time to another. Delaying something is not the same as procrastinating; rather, it's called a strategic delay (Klingsieck, 2013). According to F. Sirois & Pychyl (2013), procrastination is commonly seen as a lack of self-control, self-regulation, or willpower—that is, a failure to alter behaviour in response to difficult and alluring situations.

Though initially innocent dallying, procrastination—a persistent behavioral tendency of purposefully delaying critical tasks—can develop in some people ((Rozental & Carlbring, 2014). According to a US Patent Office study, individuals who require external supervision may put off chores longer if they have high levels of autonomy at work (Frakes & Wasserman, 2016). Haghbin et al. (2012) claim that procrastinators participate in activities that divert their attention from the task at hand and, as a result, provide a brief reprieve from the uncomfortable emotions connected

with completing this activity, rather than trying to meet important deadlines. According to Badri et al., procrastination has behavioural, affective, and cognitive components (2011).

Situational variations of procrastination have also received a lot of attention; these were first observed in the academic setting but have more recently been observed in other spheres of life, including work and health (Hen et al., 2021). Work-related postponement/procrastination (WP) is the deliberate, non-destructive substitution of non-work-related activities for actions connected to the job, according to Metin et al. (2018). Even though there is a shortage of previous studies, it is evident that further research is warranted in this area. As indicated by Vitak et al. (2011), procrastination levels were higher among white-collar workers in the United States compared to their blue-collar counterparts. Inadequate self-monitoring, conflicting goals, dysfunctional habits, vague goal intentions, a lack of willpower, problems focusing, exhaustion, and task aversion are some other overlapping causes of procrastination during goal-striving (Gollwitzer, 2014). Recall that a self-regulation breakdown explanation of procrastination (Steel & Klingsieck, 2015) contends that a major proportion of the issue arises when attempting to achieve a goal. For example, Ferrari et al. (2005) discovered that significant levels of chronic procrastination were exhibited by both men and women in corporate settings, and that this behaviour was made worse by anxieties about performance and evaluations. Task qualities including difficulty, uncertainty, boredom, and delayed satisfaction, as well as task type (e.g., online activities versus field projects), may potentially play a role (Garrett & Danziger, 2008a).

The consensus among researchers like Timothy & Fuschia (2016), and (Pychyl & Sirois (2016) is that procrastination is a result of a lack of self-control. When we put off acting on our intentions and carrying out our plans in order to achieve our goal, we fail to control our behavior. (Timothy & Fuschia, 2016). Although being aware that delaying the activity beyond what is necessary could

result in undesirable consequences like subpar performance or stress from last-minute attempts in the future, we nonetheless choose to do so. Pychyl & Sirois (2016) argues that the reason why our self-regulation fails to coop up with procrastination is an area of concern and for researchers and they hold different theoretical points of view about it. Studies have indicated that a wide range of different contributing factors are associated with this failure in self-regulation, including temporal discounting (O'Donoghue & Rabin, 1999), which is the discounting of larger, later future rewards in favour of smaller, sooner rewards. Gustavson (2014) and Schouwenburg (1995) have also discussed that ability to protect oneself from procrastination weakens if a personality is highly impulsive, low on conscientiousness. In case a person has a fear of failure or if he/she seeks perfection in everything, that can also lead to procrastination (Haghbin et al., 2012; and Flett et al., 2012).

#### **2.4.4 Work-Life Balance**

Attaining an ideal equilibrium between work and personal life is a coveted aspiration for modern professionals. The topic has garnered significant interest in recent years, leading to numerous studies (Ahmad, 2021). Albert Einstein once emphasized the need for new approaches to problem-solving, distinct from those that created the problems in the first place.

In addition to its recreational use, social media is increasingly finding application in professional settings within public organizations. This includes tasks such as acquiring essential information, client communication, and enhancing stakeholder engagement (Manetti et al., 2017). Chu (2020) suggests that the impact of employees' social media use has been extensively researched, showing connections to creative behavior, organizational dedication, job performance, and job satisfaction (Chung & Kim, 2017). The work of Van Zoonen and colleagues (2017) demonstrated a positive influence of workplace social media communication on employee engagement, highlighting a

favorable relationship between professional autonomy and social media use for work. A 2017 study by Naim and Lenka also found that using social media to promote teamwork improved employee engagement and perceived learning.

However, there have also been studies conducted that present findings contradicting the positive impact of social media in the workplace. For instance, Van et al. (2017) discovered that the use of social media can have a detrimental effect on job engagement due to potential work disruptions. Similarly, Syrek and colleagues found in their 2018 research that unnecessary use of social media at work was linked to low performance and diminished employee engagement. Van and colleagues (2017) highlighted the significance of energy in driving job engagement, suggesting that distinguishing between periods of usage directly tied to energy consumption and other times could provide new insights into the potential effects of utilizing social media for work on employee engagement.

The widespread incorporation of computers, social media, and smartphones in today's workplace has eliminated traditional constraints of time and location. Schlachter et al. (2018) observe that this shift has led to potential adverse effects on employees, including conflicts between work and family, emotional fatigue, job burnout, work-life imbalance (Xie et al., 2018), health concerns, and a reduced sense of psychological detachment. Kross and colleagues (2013) argue that these effects have also resulted in an increase in both working hours and responsibilities for employees.

While the utilization of Information and Communication Technologies (ICTs) at work can greatly enhance employees' flexibility and sense of control in addressing demands, using platforms like social networking for work outside of regular hours may have negative repercussions for workers . Arlinghaus & Nachreiner (2013) caution that this could lead to extended work hours and an

increased workload. Expanding on this, Gadeyne et al. (2018) suggest that it may prompt workers to invest more time and energy in the workplace, potentially negatively impacting their mental and physical well-being, disrupting the balance between personal and professional lives.

Research indicates that the failure to promote work-life balance may lead employees to believe that management is not fulfilling its commitments, which is a significant concern. Role balancing theory argues that engaging in work-life balance activities can alleviate stress and pressure for employees (Marks & MacDermid, 1996). It is crucial to distinguish work-life balance from favors, as per social justice theory (S. Lewis & Smithson, 2001). However, according to the conservation of resources theory, individuals striving to manage their stress at work may risk depleting crucial resources (Hobfoll, 2018).

Marks & MacDermid (1996) did not consider balance as a connecting mechanism between work and family, as it does not illustrate a direct cause-and-effect relationship between experiences or circumstances in one role and those in the other. Instead, they argue that how an individual manages their work and family roles can reveal their overall attitude toward various life roles, representing an inter-role phenomenon. They contend that individuals can and should demonstrate equally positive commitments to multiple life roles, advocating for a balanced approach. This perspective contradicts the common belief that people naturally prioritize their responsibilities. Marks and MacDermid's definition of role balance refers to the inclination to wholeheartedly engage in the performance of each role within one's overall role system, approaching each typical function and role partner with attentiveness and care. In essence, this practice is characterized by mindfulness (Marks & MacDermid, 1996). They also note that complete involvement at this level signifies a "positive" role balance, as opposed to "negative" role balance, which entails complete disengagement from all responsibilities (Greenhaus et al., 2003).

Other scholars have outlined concepts related to work-life balance similar to Marks and MacDermid's definition (1996). For instance, Kirchmeyer (2000) emphasizes the need for balanced experiences across various life domains, involving the allocation of resources such as energy, time, and commitment. Clark and colleagues (2017) define work-family balance as the achievement of contentment and effectiveness in both work and home roles with minimal conflict. Kofodimos (1993) describes balance as an integration of work, pleasure, and love to lead a fulfilling and productive life. These definitions share common elements, including the equivalence or comparability of experiences in both home and job settings, as well as the significance of fair and even-handed commitment to roles.

Many individuals encounter difficulties in balancing their work and family responsibilities, resulting in heightened levels of work-related stress (Karkoulian et al., 2016). Job stress is a significant concern in the European Union, contributing to various work-related issues (Rajendran & Theiler, 2012). Maintaining a healthy balance between personal and professional life is crucial, especially with the increasing prevalence of dual-income families and more women entering the workforce.

Research on men's work-life balance is still limited, but societal and individual expectations regarding men's roles can complicate this equilibrium (Evans et al., 2013). Men often feel pressure to work longer hours to meet financial obligations, which can lead to increased stress levels (Karkoulian et al., 2016). The flexibility of work arrangements can affect work-life conflict differently for men and women (Hofäcker & König, 2013).

Attaining work-life balance is crucial for the well-being of employees and has repercussions on various aspects of life and work, including job satisfaction and organizational commitment

(Molnár et al., 2021). Support from supervisors and organizations plays a vital role in assisting employees in integrating their work and personal lives (Hopkins, 2005). Additionally, longer tenure in a role can enhance an employee's ability to achieve work-life balance (Wu et al., 2013).

The notion of work-life balance has evolved over time, transitioning from a focus on conflict to an aspiration for harmony (Jain & Nair, 2013). Globalization and technological advancements have blurred the boundaries between work and family life, influencing the evolution of this concept (Jain & Nair, 2013). The heightened demands of certain industries, such as accounting, have added to the challenge of achieving work-life balance (Cohen et al., 2010). In today's business landscape, work-life balance has become a universal goal for all employees, necessitating active engagement from both individuals and organizations (Sasmaz & Fogarty, 2023).

The research suggests that work-life imbalance can serve as an early indicator of impending burnout (Shanafelt et al., 2015). Healthcare professionals often prioritize their professional duties over their personal needs (Cañadas-De la Fuente et al., 2018)(Canadas-De et al., 2018). Additionally, there is concern that women in predominantly female professions like nursing may experience higher levels of work-life imbalance and burnout due to additional family responsibilities such as caring for children and elderly relatives (Hyder et al., n.d.) (Hyder et al., 2016). Although a universally agreed-upon definition is lacking, work-life balance generally encompasses having sufficient resources to effectively manage both work and family obligations (Valcour, 2007).

Work-life balance, in its broadest sense, can also be understood as a satisfactory alignment of various aspects of a person's life (Thakur et al., 2020). This is important because it doesn't necessarily mean devoting equal time to paid and unpaid work. Despite the complexity of the

concept, recent theoretical advancements by Greenhaus & Allen (2011) and Yang et al. (2018) frame work-life balance as a person's subjective assessment of how well they are handling their life responsibilities. This perspective views work-life balance as a comprehensive concept that encompasses all facets of a person's life and is unique to each individual (Ernst Kossek et al., 2014; Marks & MacDermid, 1996) and can evolve over a person's life stages depending on their professional and personal circumstances, as well as their standards, goals, and aspirations (Greenhaus & Allen, 2011). It's important to note that work-life balance applies to all working individuals, regardless of their personal or social circumstances (including single, childless individuals without additional responsibilities), as it reflects a person's ability to effectively manage the tasks they are responsible for (Ernst Kossek et al., 2014).

The use of mobile phones and texting technology blurs the boundary between work and personal life, leading to increased work-life conflicts (Jain & Nair, 2013). According to Cain et al. (2018), there may be a connection between low life satisfaction and high job anxiety. This discrepancy is more pronounced for young, low-income families with two earners or single parents, which poses challenges for the hospitality sector, where a significant portion of the workforce belongs to Generation X and Y (S. Wang & Repetti, 2014).

Work-life balance (WLB) refers to an employee's ability to harmonize their work and personal commitments (Carlson et al., 2009). As a result, achieving WLB becomes a crucial aspect of employee recovery. From an employer's perspective, supporting employees in attaining this optimal state of WLB provides a competitive advantage in attracting and retaining talented workers (Karatepe, 2010). Trait mindfulness, defined as the ability for nonjudgmental awareness and focus in a current situation, is one approach to achieving WLB and the broader goal of recovering from

work-related stress (Hyland et al., 2015). A worker with higher trait mindfulness is more likely to respond to adverse situations, like work-life conflicts, in a composed and objective manner, safeguarding their subjective well-being (SWB). As trait mindfulness is enduring, it can be a crucial factor in the hiring process (X. Yang & Jo, 2022)(Yang et al., 2022).

WLB is considered a crucial condition for workers' well-being and overall quality of life (Cain et al., 2018). However, industries like hospitality may find it particularly challenging to achieve WLB due to factors such as irregular work schedules. Workers with an uneven distribution of personal resources, including time, are more likely to experience work-life conflicts, which negatively impact their life satisfaction (Gamor et al., 2018). Work-life conflicts also hinder recovery from work-related stress by depleting one's energy and impeding the replenishment of resources, potentially leading to employee burnout (Derks & Bakker, 2014).

According to the Conservation of Resources (COR) theory (Hobfoll et al., 2018), diminished well-being occurs when a resource is depleted faster than it can be replenished. WLB serves as a proactive strategy for effectively managing various responsibilities and allocating personal resources to address challenges. It helps individuals minimize energy loss and preserve replenished energy, ultimately promoting well-being. WLB is therefore essential in providing individuals with the opportunity to recharge their energy during the recovery process and, in turn, fostering a sense of well-being. In other words, WLB actively contributes to employee subjective well-being (SWB) (X. Yang & Jo, 2022).

Bal et al. (2008) posit that a psychological contract between employers and employees is a crucial aspect of the work relationship. Work-life balance (WLB) is seen by some as a key indicator of this psychological contract between workers and their company (Kaya & Karatepe, 2020). When

this contract is breached, it leads to negative attitudes, behaviors, and sentiments because it reflects the employee's perception of how much the organization has failed to fulfill its promises or responsibilities (ZHAO et al., 2007). Consequently, breaches in the psychological contract can be used to explain how work-life balance affects an individual's likelihood to leave work early, arrive late, complete tasks, and express their opinions (Kaya & Karatepe, 2020).

The past two decades have witnessed a decline in life quality due to advancements in information technology, a surge in information overload, blurred boundaries between work and personal life, a demand for rapid and consistent customer service, increased workloads, heightened exhaustion, and an uptick in weekend and evening work hours. Working mothers and single parents have also grappled with the imbalance between work and non-work activities (Fleetwood, 2007). The presence of generations X and Y in the workforce underscored the necessity for establishing work-life balance to enable them to perform their roles effectively (Wey Smola & Sutton, 2002).

For individuals seeking time for social and recreational activities, achieving work-life balance is crucial (Hall et al., 2013). This often leads to a feeling of imbalance as work demands start to take precedence over personal life. This spurred the emergence of empirical research on work-life balance and related areas like work-family balance, workplace social support, family-friendly policies, and environments that support families (Ernst Kossek et al., 2014). Factors such as inflexible and demanding work schedules, along with excessive workloads, contributed to work-life imbalance, resulting in negative effects like absenteeism, intentions to leave the organization, diminished organizational commitment, low job satisfaction, and marital discontent. O'Neill's research in 2012 suggested that concerns about stress and burnout due to long work hours could

impact employees' career trajectories within the company. Companies nowadays have started putting more emphasis on work-life balance and well-being of employees.

Research conducted in the Hong Kong hotel industry (Wong & Ko, 2009) found that flexible work schedules, sufficient time off, dedication to work, and workplace social support all contributed positively to work-life balance (WLB). However, one's overall life orientation had a negative impact on WLB. A historical assessment by Deery & Jago (2015) determined that inadequate WLB initiatives heightened stress and burnout, which in turn correlated with substance use. In their most recent review, Deery et al. (2015) emphasized the pivotal role that WLB policies play in attracting, motivating, and retaining high-caliber individuals. Sirgy and Lee (2018) concluded that implementing WLB initiatives in a company resulted in favorable outcomes after examining various studies in the field of WLB (e.g., job performance). Organizations employ various strategies to enhance productivity, but effective implementation requires competent leadership (Murtaza et al., 2021).

Industry professionals must grapple with the challenge of poor work-life balance, as noted by (H. Clark et al., 2017). Emotion appraisal theories posit that an individual's evaluation of events or their core emotions in relation to worrisome situations are what ultimately shape their emotions. Therefore, emotions are viewed as processes rather than static mental states in this framework. These processes involve consciously observing and cognitively evaluating the events encountered in one's environment. These events are then assessed in light of specific considerations. These processes also serve as coping mechanisms to bring about the necessary mood changes to feel better during depressive conditions (N. H. Frijda and M. Zeelenberg, 2001).

## **CHAPTER 3: DEVELOPMENT OF HYPOTHESIS**

The relationships between hypothesized variables will be discussed in this section from the literature support.

### **3.1 Social Media Use & Social Media fatigue**

A study conducted by Goasduff & Pettey in 2011 delved into the phenomenon of social media fatigue, finding that specific groups of social media users exhibit signs of fatigue due to an overwhelming amount of information. The study encompassed 6295 participants from 11 developed and developing markets, spanning ages from 13 to 74, surveyed between December 2010 and January 2011. The survey incorporated inquiries about participants' beliefs and their engagement with social media. The results of the study emphasize the importance for providers of social media platforms to be mindful of the necessity to introduce new features or innovations in order to maintain user interest when they start to feel fatigued with the platform.

Social media fatigue manifests when users feel inundated by the sheer volume of content available on these platforms, as well as the number of friends and contacts they have, along with the effort required to maintain these connections. Additionally, recent research by Sano et al. in 2019 suggests that factors such as user boredom and concerns about privacy may also contribute to the experience of social media fatigue. This highlights the multifaceted nature of the phenomenon, and underscores the need for a comprehensive understanding of the factors that contribute to social media fatigue in order to effectively address it. In continuation of the existing literature regarding social use and social media fatigue, the following hypothesis is derived to explain the relationship between the two variables.

**Hypothesis 1** suggests that there is a direct and positive correlation between the use of social media and the experience of social media fatigue.

### **3.2 Social Media Fatigue & Procrastination Behaviour**

Procrastination, as defined by Steel & Klingsieck (2015), involves the intentional delay of important tasks, even when such postponement may result in negative consequences outweighing the potential benefits. Recent research in this area suggests that individuals commonly turn to social media as a means of postponing tasks (Meier, 2022). When people use social media more frequently, they are more inclined to procrastinate, leading to a heightened sense of weariness towards social media (Klingsieck, 2013). Consequently, the impact of procrastination on one's psychological well-being exacerbates negative emotions (Sirois & Pychyl, 2013). Social media platforms play a significant role in fostering characteristic procrastination behavior. This behavior involves prioritizing less important tasks over critical ones, which is indicative of procrastination. The utilization of social media has been identified as a precursor to procrastination, although comprehensive empirical evidence to support these assertions is currently limited. Sirois and Pychyl (2013) assert that procrastination and social media share a mutually reinforcing relationship. Hence we derive the second hypothesis of our relationship.

**Hypothesis 2** posits that there exists a direct and positive correlation between experiencing Social Media Fatigue and engaging in Procrastination Behavior.

### **3.3 Social Media Fatigue and Work-life balance**

Many research studies have explored the negative effects of social media in various contexts, including professional environments (Cao et al., 2016). Given the ever-evolving nature of technology and how people interact with social media platforms, it is imperative to delve deeper

into the relationship between social media usage and its impact on achieving a balance between work and personal life (Yao et al., 2023). As noted by Van Zoonen, Verhoeven, and Vliegenthart (2017), an escalation in time spent on social media may lead to a decline in performance, affecting both professional and personal aspects of individuals' lives. This highlights the need for a comprehensive understanding of how social media usage can influence various facets of individuals' lives, and underscores the importance of finding ways to effectively manage this interaction for overall well-being. Thus we develop an understand from the previous literature that the work-life balance of an employee can be disturbed when he is experiencing social media fatigue.

**Hypothesis 3** suggests that there is a direct and adverse correlation between experiencing Social Media Fatigue and achieving a balanced Work-Life equilibrium.

### **3.4 Social Media Fatigue as Mediator between SM Use and Work-Life Balance as well as procrastination behavior**

Moreover, extensive research in this domain highlights the difficulty individuals face in processing intricate communications when inundated with an abundance of information (Biocca, Owen, Tang, and Bohil, 2007). Additionally, studies have shown that the level of information overload escalates proportionally with the sheer volume of information presented (Biocca, Owen, Tang, and Bohil, 2007). This indicates that as the quantity of information increases, individuals may experience heightened challenges in effectively absorbing and comprehending it.

Information overload, as described by Jacoby, Speller, and Kohn (1974), arises when an individual is confronted with an excess of information that surpasses their capacity for assimilation and

comprehension at any given moment. This concept reinforces the idea that an overwhelming influx of information can lead to cognitive strain and diminished understanding.

Furthermore, Griffiths (2010) offers valuable insights into the diverse ways in which social media users engage with these platforms. While some individuals turn to social media for relaxation following a long day, others engage with them more frequently and may subsequently experience what is referred to as Social Media Fatigue. This phenomenon can exacerbate habitual tendencies towards procrastination, prompting individuals to delay important tasks (Sirois & Pychyl, 2013). As van Zoonen and colleagues (2017) point out, this can have detrimental effects on an individual's overall work productivity and can pose significant challenges in maintaining a balanced work-life equilibrium.

Recent studies in this field have highlighted the prevalent use of social media platforms as tools for procrastination (Meier, 2022). As individuals increase their engagement with social media, they become more susceptible to experiencing Social Media Fatigue, which in turn amplifies their inclination to postpone responsibilities. This cyclic pattern intensifies the emotional toll of procrastination on psychological well-being (Pychyl & Sirois, 2016). In essence, the constant interaction with social media platforms can have far-reaching implications on individuals' cognitive load, productivity, and overall mental health. The previous literature has shown that social media fatigue increases procrastination behaviour in employees. Also it is seen that when an employee is experiencing procrastination, he also tends to disturb his work-life balance. Hence we form the following hypotheses.

**Hypothesis 4** suggests that Social Media Fatigue plays a constructive role as a mediator in the relationship between Social Media Use and Procrastination Behavior.

**Hypothesis 5** proposes that Social Media Fatigue acts as a detrimental mediator in the association between Social Media Use and achieving a balanced Work-Life equilibrium.

### **3.5 Emotion Appraisal as Moderator between SM Fatigue and Procrastinative Behavior as well as between SM Fatigue and Work-Life Balance**

Prior research has emphasized the significance of maintaining a healthy balance between professional and personal responsibilities (Sanchez Abril et al., 2012). It has been observed that using social media during work hours can lead to reduced job motivation and potential conflicts between work and personal life (van Zoonen et al., 2017). Several studies have highlighted that procrastination tendencies are often triggered by various forms of media, particularly social media platforms (Panek, 2014; Reinecke and Hofmann, 2016). Van Koningsbruggen et al. (2017) further identified that the habit of using media, particularly the Internet, can lead to hasty decision-making, potentially resulting in procrastination when engaging with internet applications (Meier, 2022). These findings underscore the prevalent occurrence of procrastinatory media use in everyday life.

Emotions play a crucial role in influencing our behavior, thoughts, and interactions with others. Different individuals employ various strategies to manage their emotions, and the ability to effectively regulate one's emotions is referred to as emotion regulation (Salovey, Mayer, Goldman, Turvey, & Palfai, 1995). This skill has been linked to positive outcomes, including enhanced psychological well-being, among other benefits (Ford, B. Q., & Gross, J. J., 2018). Beliefs about emotions hold significant importance, as they shape our interactions with the world, particularly in emotional contexts. The exploration of the connections between emotion beliefs and their resulting emotional and interpersonal consequences is gaining traction (Ford, B. Q., & Gross, J. J., 2018). The emphasis on effectively managing one's emotions is underscored as a key priority in emotional regulation (Salovey et al., 1995). According to various theories (Bartsch, A., Vorderer,

P., Mangold, R., & Viehoff, 2008), there are situations where individuals need to consciously exert control over their emotions, further underscoring the importance of understanding and managing our emotional responses. The emotional regulation is an automatic mechanism that comes into play when it is required to handle situations and control emotions. In this research setting, it is being proposed that (1) emotional reappraisal and regulation weakens the relationship between social media fatigue and procrastination behavior, and (2) emotional reappraisal and regulation also weakens the relationship between social media fatigue and work-life balance.

**Hypothesis 6 (H6)** suggests that Emotional Reappraisal plays a significant and negative role in moderating the relationship between Social Media Fatigue and Procrastination **Behavior**.

**Hypothesis 7 (H7)** proposes that Emotional Reappraisal also significantly and negatively moderates the connection between Social Media Fatigue and Work-Life Balance.

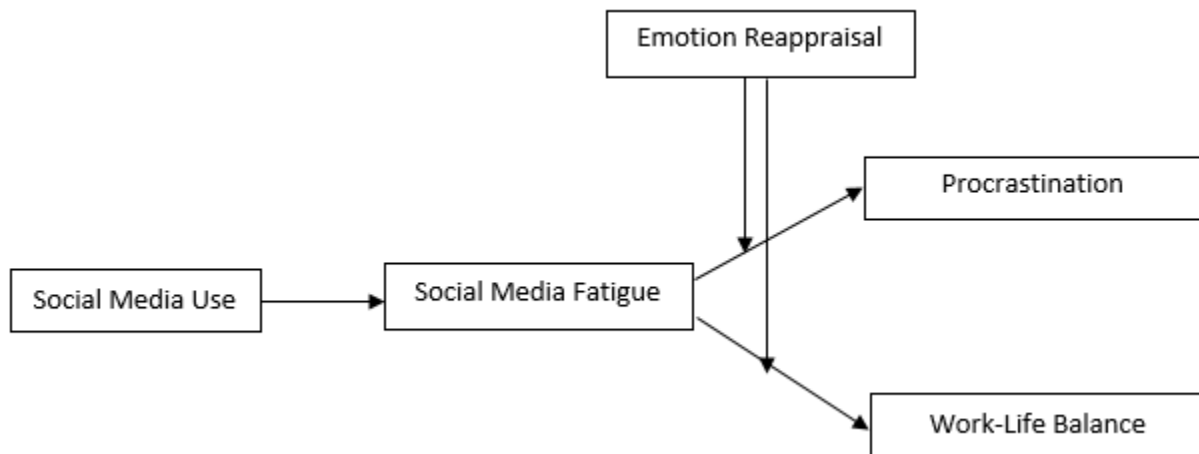


Figure 6: Theoretical Framework

## CHAPTER 4: METHODOLOGY

The objective of this chapter is to present a comprehensive outline of the research methodology and plan adopted in the present study. It encompasses a range of elements, including the research approach, design, and underlying philosophy. The sections delve into specifics like ontology, epistemology, as well as various design-related aspects such as study type, purpose, unit of analysis, sampling strategy, among others. Subsequent to these sections, there is a description of the statistical methods and procedures for data processing.

This section specifically outlines the procedural viewpoints crucial for determining the type of research intended for this study. In the fields of business and marketing, research typically falls under the social sciences. Research philosophy is described as a set of assumptions and ideas about how knowledge advances (Saunders et al., 2009). O'Gorman & MacIntosh (2015) emphasize the importance of outlining your philosophy to help other researchers understand the claims you might make about your findings and the evidence supporting them. While the same research issue or purpose could potentially be addressed with a different approach, what's important is demonstrating a thoughtful and well-defended strategy for the chosen topic. Therefore, research philosophy is seen as guiding the research in the right direction by considering the nature and aims of the study.

Given the belief that reality exists independently of our beliefs, this study approaches the topic objectively. Hence, an objective ontology was chosen. This allows the study to gather and assess data to investigate correlations between variables. Objective ontology aligns with the idea that social entities exist independently of social actors who are aware of their existence (Saunders et al., 2009). Objectivism, as described by Bryman (2012), asserts the reality of social phenomena

and their meanings separate from social actors. Since this study embraces objective ontology, decisions regarding epistemology must be made in line with this viewpoint. Burrell & Morgan (1979) state that epistemology deals with knowledge, particularly what validates and is acceptable as knowledge, and how it is transmitted from one person to another. O'Gorman & MacIntosh (2015) define epistemology as the study of how people arrive at truth.

The methods map encompasses four distinct epistemological positions: interpretivist, critical realism, positivist, and action research. While there are other positions, defining your own beliefs about what constitutes reliable information allows you to establish your own epistemological perspective with respect to these four. In this study, positivist epistemology was chosen because it is well-suited for identifying the objective reality relevant to the research topic and aligns with the assumptions of objective ontology. According to MacDonald and Headlam (2008), positivism is a paradigm that asserts that social phenomena can be observed and measured using concepts and procedures similar to those employed by natural scientists. Positivism, also known as positive thinking, is a research philosophy that views reality as something that can be objectively determined and characterized through study (Hair et al., 2016). Easterby-Smith et al. (2015) explain that positivist methods assume there are definitive answers, and the researcher's task is to either start with a hypothesis and seek data to support or refute it, or to pose multiple hypotheses and seek data to choose the best one. According to Saunders et al. (2009), the preference for quantitative research methodologies is likely rooted in the positivist belief that objective facts constitute the strongest scientific evidence.

This thesis is based on the positivist paradigm, which posits that reality is both real and comprehensible (Kumar, 2005). Glesne & Peshkin (1992) note that positivism leads people to believe that there are observable, quantifiable facts in the world. In terms of inferential statistics,

hypothesis testing, mathematical analysis, and experimental and quasi-experimental design, positivism maintains a neutral stance (Burrell & Morgan, 1979; Lee, 1991). According to Remenyi et al. (1998), 81% of published empirical research supports the claim that logical positivism has been the most common methodological approach in empirical research. It employs quantitative and experimental methods to examine and assess potential deductive hypotheses. For over three decades, positivism has been the dominant research approach in management literature (Karami et al., 2006). Taking a constructive stance is considered appropriate.

#### **4.1 Research Design**

Zikmund et al. (2013) define research design as a comprehensive framework that enables the organization of procedures and methods for acquiring and analyzing data. According to Cooper and Schindler (2013), the research design refers to the process employed to address research questions and achieve research objectives. They further elaborated on this by explaining how samples are selected, data is gathered, different constructs are measured, and data is processed. They emphasized that research design aids researchers facing challenges in allocating limited resources like time and money. The research design of this study is correlational in nature since it tries to identify correlations among variables. This support arises from the flexibility provided by the study design in choosing from a range of methodologies for the methodology section. The subsequent sections cover various elements of research design, including research approach, study purpose, study context, type of investigation, unit of analysis, and study duration.

#### **4.2 Research Approach & Purpose of Study**

Researchers typically employ two distinct research methodologies to address the objectives of their studies. These methodologies, as outlined by Cooper and Schindler (2013), Sekaran and Bougie (2016), and Zikmund et al. (2013), are known as quantitative research approach and qualitative

research approach. Quantitative research involves the precise measurement of attitudes, behaviors, beliefs, and/or knowledge (Cooper & Schindler, 2013). In a quantitative research study, as defined by Zikmund et al. (2013), the researcher sets specific research objectives and aims to empirically evaluate them through the measurement and analysis of numerical data. Conversely, qualitative research takes an entirely different approach, relying on concepts rather than statistics when dealing with data. The table below illustrates the differences between these two approaches.

Table 1: Quantitative and Qualitative Research

Quantitative Research	Qualitative Research
It aids in the explanation of social science ideas.	It aids in improving comprehension of social science ideas.
It is suitable for verifying the theory.	It's suitable for developing the theory.
It's Used as an Objective Method.	It's Used as a Subjective Method
Etiological approach (why it happened)	Interpretation Approach (what and how it happened)
Structured questionnaires are used to gather data.	Unstructured interviews are used to gather data.
It is suitable for approaches involving random sampling.	It is suitable for approaches involving non-random sampling.
Having trouble reaching respondents	Respondents are easily accessible

Source: (Sarantakos, 2005)

Both quantitative and qualitative research methodologies have distinct study significances, strengths, and shortcomings, as shown in Table 1. Each research strategy's appropriateness depends only on the investigation's goals. **Due to its tendency to examine the relationships**

**between predictor variables (social media usage) and outcome variables (procrastination and work-life balance), as well as the influence of emotional regulation and reappraisal on the outcome variables, the research methodology used in this study is quantitative in nature.**

Comparable numerical data was obtained in order to carry out the examination.

### **4.3 Type of Study**

The study's objectives dictate the most suitable research approach. In this case, a quantitative methodology is employed as it examines the connections between predictor variables (social media usage) and outcome variables (procrastination and work-life balance), as well as the influence of reappraisal and emotional regulation on the latter. Similar quantitative data was gathered for analysis. Noted philosopher David Hume proposed three conditions for studying cause and effect relationships: (1) the cause and effect must occur in close temporal proximity; (2) the cause must precede the effect; and (3) the effect should never occur without the presence of the cause (Field, 2013).

The well-known scientific principle that correlation does not imply causation is acknowledged, as it can be challenging to determine the temporal sequence of variables in correlational studies (Shadish et al., 2002). **This study, therefore, adopts a causal approach.** According to Shadish et al. (2002), experimentation is the most effective scientific method for exploring cause-and-effect relationships because it satisfies all three aforementioned conditions. This involves conducting a variety of experiments to rule out the possibility that changes in the effect are not solely caused by changes in the cause, but rather, that other factors may be contributing to the cause.

#### 4.4 Researcher's Interference

The interaction of the researcher with the study's environment is a crucial factor in determining the study's kind. According to (Sekaran & Bougie, 2016), the study environment has three levels of interference: excessive, moderate, and minimal. **In this study, the researcher's intervention was kept to a minimum because data regarding procrastination's antecedents were acquired using self-administered questionnaires in the pilot phase, where interference was limited.** The data was also obtained using self-administered questionnaires in the second portion of the study, which was the actual data used for the project, and interference was once again low. When taking into account both study components, there was very little researcher interference.

#### 4.5 Time Horizon

The time horizon factor is crucial for data collection since it distinguishes between research studies that are characterized as cross-sectional or one-shot studies and longitudinal studies (Jr. , J. F. Hair et al., 2016). **The nature of the current study is cross-sectional. A study is considered to as cross-sectional when all of the data required for it is collected simultaneously.** The data collection process could take several days or several months, but it is only meant to be done once, never again. The study's decision to employ a cross-sectional research design was driven by the fact that, although longitudinal research is crucial, budget and time constraints necessitate cross-sectional analysis. Additionally, certain types of data cannot be collected from the same subject twice without running the risk of bias. Cross-sectional researchers can benefit from some of the advantages of longitudinal research by posing perceptive questions on historical perspectives, current events, and hopes for the future (D. R. Cooper & Schindler, 2013). According to Zikmund et al., (2013), data is gathered periodically during longitudinal research to examine how the findings vary over time.

## **4.6 Population, Sample and Sampling Technique**

The information pertaining to the study's population and sampling is covered in this section. This section contains information on the target population and the criteria used to choose it. Determining the sample size and choosing sampling strategies that aid in creating a sample that accurately represents the population are also discussed.

### **4.6.1 Study Population**

A population is a collection of events, records, or people from whom surveys, interviews, or other methods can be used to extract the relevant information or data (D. R. Cooper & Schindler, 2013). A population can also be described as a collection of observations or people who help choose a sample to look at different study aspects, according to Malcolm & Blerkom (2008). **The population of this study is employees from Pakistan's corporate sector. Pakistan's corporate sector is made up of national and multinational companies and banks in Pakistan.** Employees at all levels are included in the population since the study aims to investigate the elements that cause procrastination in all employees of Pakistan's corporate sector and further to manage work-life balance. The corporate sector of Pakistan has been selected for this study because the requirements of the study demand that a particular setting should be selected where all the selected variables can be found.

### **4.6.2 Size of Sample**

The process of selecting a sample from a certain population is called sampling. It's a technique for selecting elements from a certain target population to symbolise the population as a whole (D. R. Cooper & Schindler, 2013). A sample must meet a few requirements in order to be chosen, including the following: (1) it must be drawn from the entire population; (2) it must characterize the entire population; and (3) the conclusions must be applicable to the entire population (Ruane,

2005). Since data collection from the complete population is not feasible, sampling is an essential step in the research process (Sekaran & Bougie, 2016; Zikmund et al., 2013). According to Fink (2002), sample size can be described as the quantity of units required in a sample in order to get accurate results and a better knowledge of the sample. The researcher sees a big problem with this. Neither an excessively large nor small sample size is acceptable. It ought to be at its peak. A perfect sample is characterized by its ability to fulfill criteria such as representativeness, adaptability, dependability, and effectiveness. When determining the sample size, the researcher should consider both the level of precision sought and the confidence level deemed acceptable for the estimate (Kothari, 2004). It is emphasized that the selection of an appropriate sample size holds great importance, as it enhances the ability to generalize the findings to the entire population, all while taking into consideration constraints related to time, budget, and effort (Gill & Johnson, 2002).

According to Bryman and Bell (2011), there is no exact or definitive metric available because selecting an appropriate sample size depends on several factors. Unfortunately, when it comes to choosing an appropriate sample size for multivariate research methodologies, there is relatively little agreement among scientists. Everyone does, however, agree that the better the sample size, the larger the sample size should be. This is because data gathered from tiny samples frequently yields meaningless and incorrect findings, making all subsequent efforts ineffective. Additionally, it was mentioned that a study with 200 or more participants has a lower probability of encountering problems with data normality (Hair et al., 2011). Researchers relate limited sample sizes to problems with data normalcy. Hair et al., in 2011 discovered that it is exceedingly difficult to substantiate the premise that the sample size requirements for SEM research are "one-size-fits-all" in a Monte Carlo study using computer simulation. The type of variables and/or measurement

scale, precision, model complexity, power, dependability, number of indicators, and missing values are only a few of the crucial aspects that affect sample size determination (Kline R. B, 2016).

According to Kline (2016), an average of 200 participants were typically included in studies across various fields. Most reputable journals require a minimum sample size of 200 for evaluating submissions, as stated by Barrett (2007) who emphasized that insufficient sample size is a primary reason for research article rejections. Partial least square structural equation modelling (PLS-SEM) places less emphasis on concerns related to small sample sizes. One advantage of PLS-SEM is that it doesn't necessitate large sample sizes for analysis, as pointed out by Hair et al. (2011). However, this doesn't imply that sample sizes are irrelevant when using PLS-SEM. The sample size requirements for PLS-SEM remain unaffected by the overall complexity of the structural model. This is because not every relationship in the structural model is computed simultaneously by the algorithm. Instead, the model's partial regression relationships are estimated using OLS regressions (Henseler et al., 2014).. According to a recent study by Reinartz et al. (2009), PLS-SEM is the preferable option when dealing with small sample sizes.

The "10 times rule," a commonly cited guideline proposed by Tompson et al. (1995), suggests that the sample size in a structural model should ideally be ten times the number of paths leading to a specific construct. However, there is a contingent of scholars who argue that the application of PLS-SEM is not strictly bound by this assumption about sample size. While the "10 times rule" provides a broad guideline for a minimum sample size, PLS-SEM necessitates a sample size determined by the specific characteristics of the model and the available data (Hair et al., 2011).

Henseler et al. (2014) go a step further and recommend employing power analysis to calculate the necessary sample size, taking into account the number of predictors. They also suggest that researchers can consider more nuanced guidelines, such as those outlined by Cohen (1988) in his statistical power analyses for multiple regression models, provided that the measurement models exhibit satisfactory outer loadings (i.e., loadings that exceed the commonly accepted threshold of 0.70) (p. 20).

In a detailed analysis, Hair et al. (2016) delineated the specific minimum sample size requirements for PLS-SEM to detect  $R^2$  values of 0.75, 0.50, 0.25, and 0.10 in the endogenous construct within a structural model. These calculations took into consideration significance levels of 1%, 5%, and 10%, in accordance with Cohen's (1988) power assessments. The complexity of the PLS path model, indicated by the number of arrows pointing at a construct, as well as a statistical power level of 80%, were factored into the recommendations. The minimum sample size guidelines proposed by Henseler et al. (2014), based on Cohen's (1992) power assessments, are presented in the table for reference. This demonstrates the nuanced approach that should be taken when determining the appropriate sample size for a PLS-SEM analysis.

Table 2: Sample Size Recommendations (80% Statistical Power)

Maximum Number of Arrows pointing at a construct	Significance Level		
	1%	5%	10%
2	158	110	88
3	176	124	100
4	191	137	111

5	205	147	120
6	217	157	128
7	228	166	136
8	238	174	143
9	247	181	150
10	256	189	156

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Source: (Henseler et al., 2014)Hair, Hult, Ringle and Sarstedt (2014)

The shaded region represents the necessary sample sizes for the 6 arrows incorporated in the model utilized in this present study. Specifically, 217 respondents are required for a significance level of 1%, 157 for a significance level of 5%, and 128 for a significance level of 10%. **The data sample for this research comprised 384 participants.** The previously mentioned studies and their suggestions affirm that this investigation surpasses the minimal sample size requirements.

#### 4.6.3 Sampling Size Technique

The systematic sampling approach, which is nearly identical to basic random sampling with a small difference, is the second type of probability sampling technique. According to Bryman and Bell (2011), in a systematic sample, respondents are chosen directly from the sampling frame without using a random number table or random number generator computer programme. The third kind of probability sampling approach, stratified random sampling, is applied once the target population has been further divided into discrete pieces. Stratified random sampling is further described as a sample that shows a proportionate representation of each section (category) of the target population by Bryman & Bell (2011). According to (Churchill & Iacobucci, 2010), this strategy is appropriate if distinct segments are created from a target population that include distinguishing features like skill level, attitude, and behavior. This description is in keeping with their

explanation. In order to observe and represent every characteristic of the target population in the sample, it is also proposed that an equal number of units must come from each distinct section. The final and fourth type of probability sampling technique, known as multi-stage cluster sampling, is suitable for situations in which a sample's constituent units are widely dispersed (Bryman & Bell, 2011).

Examples may encompass surveys conducted on a population-wide scale, investigations into international business trends, studies on cross-cultural attitudes and behaviors, or any research requiring data from a large geographic area. The primary designs employed in non-probability sampling methods are convenience sampling and purposive sampling. Convenience sampling, as defined by Bryman & Bell (2011), pertains to selecting a demographic group from which information can be easily and swiftly obtained. However, it is important to note that convenience sampling, as described by Dul & Hak (2007), may not accurately represent the entire population as it only includes respondents who were available during data collection. On the other hand, purposive sampling is utilized when it is crucial to gather data from specific target groups rather than from readily accessible respondents, making it suitable for this purpose according to Sekaran & Bougie (2016). Judgment sampling and quota sampling are two other types of purposive sampling. Unlike quota sampling, which uses a predetermined allocation method to ensure the representation of different groups, judgment sampling relies on individuals who are best positioned to provide the required information (Sekaran & Bougie, 2016).

The nature and goals of the study must be taken into account when choosing the sample strategy (Emory & Cooper, 1991). The nature of the current study suggests that in order to use a sampling technique, a population sampling frame must first be constructed. The term "sampling frame" refers to a procedure in which components of the population are arranged so that the population's

characteristics can be determined (Ruane, 2005). Multiple regions and locales are included in the sampling frame, which indicates that the population is complex in character. In order to draw a sample of the population for the current study, multi-stage cluster sampling was used after taking into account how complex the population is. Multi-stage cluster sampling, as previously indicated, is helpful when the study's population is widely spread among several geographic clusters and it is difficult for the researcher to attend every place due to time and financial restrictions (Sekaran & Bougie, 2016).

The sample for this study must be chosen appropriately since it will examine how social media exhaustion affects working life balance, procrastination, and emotional regulation as a moderator in Pakistan's business sector. **Habib Bank Limited, United Bank Limited, Levi Strauss Pakistan, Telenor Pakistan, Zong China Mobile, and CCBPL (Coca Cola Beverages Private Limited) were among the businesses chosen for data collecting since they represent the corporate sector of Pakistan which includes banks, multinationals, national companies and telco's. Purposive sampling was utilized as the sample approach for this study because we had to make sure that those taking the survey met specific requirements that we had established.**

#### **4.7 Demographic Background**

The demographic background of respondents refers to the characteristics of the individuals who participate in a survey, study, or research project. The demographic background of respondents is essential for understanding the composition of the sample population and can provide valuable insights into how different groups perceive or experience certain phenomena, products, services, or policies. It also helps researchers analyze data through the lens of social, economic, and cultural factors that may influence responses. These characteristics typically include:

- Age: The age range of respondents, often categorized into groups such as 18-24, 25-34, 35-44, etc.
- Gender: The gender identity of respondents, including male, female, non-binary, or other gender identities.
- Ethnicity/Race: The racial or ethnic background of respondents, which may include categories such as White, Black or African American, Asian, Hispanic or Latino, etc.
- Education Level: The highest level of education completed by respondents, such as high school diploma, bachelor's degree, master's degree, etc.
- Income Level: The income bracket or range of respondents, often categorized into groups such as low-income, middle-income, high-income, or specific income ranges.
- Geographic Location: The geographical area where respondents reside, which could be a country, region, state/province, city, or rural/urban designation.
- Marital Status: The marital status of respondents, including single, married, divorced, widowed, etc.
- Household Composition: Information about the composition of respondents' households, such as whether they live alone, with a partner, with children, etc.
- Occupation/Industry: The type of work or industry in which respondents are employed.
- Religion: The religious affiliation or beliefs of respondents.
- Political Affiliation: The political party or ideological affiliation of respondents.
- Language Spoken: The primary language spoken by respondents, especially relevant in multicultural or multilingual contexts.

#### **4.8 Data Collection Method**

Personal diaries, observations, interviews, focus groups, independent designs, repeated measure designs, and straightforward surveys are just a few examples of numerous data collection techniques. The technique used to gather data for a research project depends on its type or purpose. When gathering information for a study, primary data refers to fresh, first-hand information, whereas secondary data refers to information gleaned from old publications like periodicals, books, reports, and financial records. Additionally, researchers turn to focus groups and unstructured interviews when they need detailed and relatively unexplored material.

Alternatively, researchers also employ structured interviews accompanied by structured questionnaires while managing the interview in a systematic way (D. R. Cooper & Schindler, 2013). Additional interview formats include panel interviews, telephone interviews, online interviews, and in-person interviews. In-person interviews are known to be costly, especially when the research population is spread out geographically and the interviewer needs additional time to prepare (Hair et al., 2016). In contrast, questionnaires are more frequently employed by researchers when they need a specific piece of information or response to a scenario or issue. There are also structured and unstructured questionnaires, which are two other sorts of questionnaires. Well-defined, closed-ended questions are a part of structured surveys, and respondents must select the best response based on their opinion. Additional varieties of structured questions include those that are self-administered, online, and mailed. Unstructured questionnaires, on the other hand, have open-ended questions that call for more broad responses rather than particular ones (Bryman, 2005). There are two data gathering techniques that researchers can choose from while performing an experimental study. The first technique is often known as between-groups design or independent design. In the

independent design method, various groups get various treatments before being compared to one another. Within-subject design or repeated-measures design is the name of the second technique. A repeated measures design compares pre and post outcomes on one group by administering several treatments to the same group at various times.

**This study used a self-administered questionnaire because it was a correlational study in nature.** Self-administered questionnaires are an effective method for gathering data, particularly when the researcher is clear about the data that must be collected from the respondents (D. R. Cooper & Schindler, 2013). Additionally, self-administered questionnaires give respondents the opportunity to read the questions and contact the researchers with any questions in order to complete the survey as efficiently as possible (Zikmund et al., 2013).

#### **4.9 Measures**

The first chapter already provides conceptual definitions for the terms used in the social media-procrastination model, but the researcher's goal in this section is to operationalize those definitions for the purposes of the current study. A five-point Likert scale was also used to assess each notion, with 1 representing extreme disagreement and 5 representing strong agreement.. Table 3 provides descriptions of the measuring scales and definitions of the constructs.

**Table No. 3.** Measures and Items

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**Social Media Use:**

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Adapted by: Andreassen, Torsheim, Brunborg, & Pallesen, (2012) (7items)

CMU1: Spend a lot of time considering or utilizing social media sites..

CMU2: Has an increasing desire to use social media?

CMU3: Using social media to distract oneself from one's problems?

CMU4. Becomes agitated or disturbed if I'm not allowed to use social media?

CMU5: Made the decision to use Facebook less, but was unable to?

CMU6: Use social media to the point that it interferes with my work or other obligations?

CMU7: More time was spent on Facebook than was originally planned?

---

**Social Media Fatigue:**

---

**Adopted by (Gartner 2010) (5 items)**

Further adopted by a study conducted by Bright, L. F., Kleiser, S. B., & Grau, S. L. (2015) and Dhir, A., Yossatorn, Y., Kaur, P., & Chen, S. (2018)

SMF1: When I conduct a search on social media, I probably will find too much information.

SMF2: The quantity of information available on social media platforms usually overwhelms me.

SMF3: Social networking websites, in my opinion, lack the depth I need to locate what I'm looking for quickly.

SMF4: Social media sites have so much information that it makes me feel anxious and overwhelmed.

SMF5: I often just give up while trying to find information on social media sites because there's just too much to handle.

---

**Emotion Reappraisal:**

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Emotion regulation reappraisal 6-item scale is adopted from James J. Gross & Oliver P. John (2003). (6 items)

ERAp1: By altering my perspective on the circumstances, I am able to regulate my emotions.

ERAp2: I adjust my perspective on the matter when I wish to experience less negative emotion.

ERAp3: I alter my perspective of the circumstance when I wish to experience more positive emotions.

ERAp4: I shift my thoughts to something more upbeat in order to experience happier feelings (like joy or laughter).

ERAp5: I shift my thoughts when I wish to feel less negative emotion (like sadness or rage).

ERAp6: I force myself to think through stressful situations in a way that keeps me composed.

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**Work-life Balance:**

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Adopted by Dex, S. (2005). Measuring work-life balance and its covariates. *Work, Employment & Society*.

---

Further used by Hye Kyoung Kim (2014) in the study related to work-life balance.

WLB1: At the present, I typically put in long hours because my job requires it.

WLB2: Most evenings, I have to bring work home.

WLB3: It's difficult to unwind and put work-related worries aside.

WLB4: It's challenging to find time for pastimes, interests, friendships, and interactions with extended family.

WLB5: Although I believe I have no influence over the existing circumstances, I would like to work fewer hours and experience less stress.

WLB6: I often work on weekends or late into the evenings to complete paperwork without being disturbed.

WLB7: I'm concerned about how stress at work may affect my health.

---

**Procrastination:**

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Adopted by Tuckman, B. W. (1991)

ProCr1: I unduly put off completing tasks, even when they are crucial.

ProCr2: I wait till the very last minute when I have a deadline.

ProCr3: I'm able to come up with a reason not to do something.

ProCr4: I'm a chronic time waster.

ProCr5: If something seems too difficult to handle, I think it's best to put it off.

---

#### **4.10 Response Rate**

According to Saldivar (2012), response rate can be defined as the total number of survey replies divided by the total number of people that were surveyed. B. Cooper et al. (2007) also noted that the percentage of sample members who reply to a questionnaire (or other instrument) among those who qualify is known as the response (or return) rate. Hair et al. (2016) state that because non-respondents can have a different viewpoint on the subject of the study, low response rates could lead to biased conclusions.

Although a high response rate is preferred to increase generalizability and prevent the non-response error (Dillman, 1991), there is no set standard or agreement on how high the response rate should be. He pointed out that there isn't a set criteria for a minimal acceptable response rate in this regard. According to (Weathington et al., 2012), the simplest thing a researcher can do to increase response rates is to make sure sample members have no simple reason to put off completing the survey. While it is generally accepted that a high response rate improves generalizability and reduces the non-response error (Dillman, 1991), there is no consensus or defined standard for the optimal response rate. Regarding this, Dillman (1991) pointed out that there isn't a minimum acceptable response rate that has been established by consensus. In order to enhance response rates, (Weathington et al., 2012) claim that "the easiest thing you can do as a researcher is to make the current study used a self-administered questionnaire, as was previously described. (Sekaran & Bougie, 2016) assert that the use of self-administered questionnaires enhances the likelihood of a higher response rate. This study administered and conducted 500 surveys in Pakistan's corporate sector to meet the minimum sample size requirement of 250. After the incomplete surveys were discarded, 384 surveys out of 500 were successful. This yields a 76.8% response rate, which is regarded as a respectable response rate. This study's response rate is regarded as excellent, and as a result, it is helpful in portraying the study's population.

#### **4.11 Software Selection for PLS-SEM**

There are several software packages available for variance-based structural equation modelling analysis (PLS-SEM). The software programs that are frequently used to analyze multi-variate approaches by utilizing PLS-SEM are briefly described in this section. Both PLS path modeling and PLS regression are within the umbrella of PLS software, according to (Mateos-Aparicio, 2011). The paper went on to clarify that PLS regression is employed by the majority of studies in

the chemical and pharmaceutical industries by utilizing SAS and SIMCA-P, which are frequently used to do PLS regression calculations. However, for decades there was no single software package available despite the fact that PLS path modeling gave great predictability and flexibility (Mateos-Aparicio, 2011). Additionally, it is claimed that although co-variance and variance-based SEM were created virtually simultaneously, their development and software development were not parallel (Mateos-Aparicio, 2011). Because of the statistical package LISREL's support for covariance-based structural equation modeling (CB-SEM) starting in the 1970s, CB-SEM became well-known among scholars.

On the other hand, PLS-SEM was not supported by any software until 1984, when the LVPLS 1.6 statistical package for PLS-SEM was created. Following this advancement, PLS-SEM gained popularity and was well-liked by academics. PLS-SEM software packages including PLS-GUI, Spad-PLS, Visual-PLS, PLS-Graph, PLS-Path, Warp-PLS, and SmartPLS were among the numerous additional alternatives made available by this popularity and, more especially, the resilience of PLS-SEM (Henseler et al., 2014). For this study's multiple regression analysis, the researchers chose to employ SmartPLS. SmartPLS is chosen based on a variety of aspects, including resource accessibility, an intuitive user interface, the nature of the study, backup support, and sample size and measurement criteria (Chin & Newsted, 1999).

#### **4.12 Data Screening and Coding**

The raw data underwent modification once the data gathering process was completed to guarantee the accuracy of the data. When the data collecting procedure is completed, it ensures the absoluteness of data followed by the editing of raw data. The process of data editing ensures that they are no omissions and complete consistency in data classification (Zikmund et al., 2013). From the sample collected, only such questionnaires can be included in the study when 75% of

questionnaire has been answered (Sekaran & Bougie, 2016). The data can be entered into SPSS software manually either with pre-coding or post-coding (De Vaus, 2001).

The precoding process, which has been chosen in this research, and numerical value is allocated to a particular question for example in this study it was 5 Likert scale. In this study, the measurement scale for the proposed constructs is a 28-item questionnaire. It is mandatory to make sure that data has been entered accurately. The issue of missing data must also be handled during data entry.

#### **4.13 Missing Data**

When a respondent chooses not to answer one or more questions, a typical problem in quantitative studies is missing information. In this study, the screening process resulted in very less percentage of missing responses, which is less than 2%. According to (COHEN et al., 2010), the information which is missing cannot create an issue if the percentage is less than 10%. Studies from various authors have proposed that the method of expected minimization is the most suitable technique to deal with missing data (Graham et al., 1997). Hence, in the process of data screening, 7 responses had an issue of missing information therefore such responses were discarded. 384 responses were included in the final analysis. In the screening process, the pattern of information given by the respondent is also observed, for example when every question by the respondent is answered with the same option. For instance, on the 5-point Likert scale used in this study, it will be cause for concern if the responder selects 3 for each of the questions and replies. It is necessary to basically disregard such biased responses (Hasler et al., 2018).

#### **4.14 Demographics Analysis**

The profile information regarding server respondents includes their gender, current age, of experience and their qualification followed by how long they use social media. The sample of the study consisted of 384 respondents from working class for example top level management and Middle level management. The percentage of male respondents was 82% and that of female was 18%. 69% respondents have age below 30 years whereas 31% of Sample Survey participants have age above 35 years. Furthermore, 30% of respondents' job experience is between the ranges of 5 to 10 years while 42% of survey respondents have working experience less than 5 years.

#### **4.15 Chapter Summary**

This chapter provides an extensive elucidation of the research methodologies applied in this study. It commences with a comprehensive examination of the research philosophy, encompassing an assessment of its ontology and epistemology. Additionally, various other components of the research design are addressed in detail within this chapter. These encompass the research approach, study type, purpose, level of researcher involvement, study environment, temporal scope, and unit of analysis. Furthermore, this chapter offers an in-depth account of the study's demographic considerations, sample size determination, selection methodology, techniques for data collection, operational definitions, measurements or scales employed, questionnaire structure, pilot study execution, and response rate analysis. The methods and tools utilized for the data analysis in this study are also meticulously expounded upon. In the subsequent chapter, the application of these techniques and resources in data analysis will be discussed in order to validate the study's hypotheses.

Table 4: Methodology Summary

METHODOLOGY SUMMARY	
Research Design	Corrrelational
Research Approach	Causal Approach
Research Type	Quantitative
Research Interference	Null
Time Horizon	Cross Sectional
Population	Pakistan's corporate sector
Sample Size	384
Sampling Technique	Purposive Sampling
Data Collection Method	Survey
Response Rate	76.80%
Software	SPSS & Smart PLS

## **CHAPTER 5: ANALYSIS OF DATA AND RESULTS**

This section provides a comprehensive analysis of the empirical findings derived from the study, utilizing the statistical techniques outlined in the research methodology section. In addition to crucial tests, this analysis encompasses evaluations for multicollinearity and normality as part of the ThE analysis. The study's framework is evaluated through the application of structural equation modeling with partial least squares (PLS), which is introduced briefly within this section. Furthermore, PLS-SEM is utilized to gauge the reliability and validity of assessment items and to scrutinize the structural model in order to test the research hypotheses.

Moreover, this section delves into the examination of the mediating role played by social media fatigue (SMF) between social media use (SMU) and procrastination (PROC), as well as SMU and work-life balance (WLB). The influence of the moderating variable (ER) on the outcomes is also outlined, along with its associated implications. Following the thorough analysis, the results are discussed in detail, subsequently leading to the conclusion and a discussion of any limitations identified in the study.

### **5.1 Multivariate Assumptions Assessment**

#### **5.1.1 Test for Normality**

Ensuring that the data is appropriately distributed is a fundamental consideration in multivariate data analysis. The assessment of skewness and kurtosis provides insights into the normality of the data. Skewness indicates any lack of symmetry in the distribution, while kurtosis assesses the adherence of the data to a normal distribution. In a symmetrical distribution, both skewness and kurtosis ideally center around zero. According to Henseler et al. (2014), normally distributed data typically exhibit values falling within the range of +2.58 to -2.58 at a 0.01 significance

level, and between +1.96 and -1.96 at a 0.05 significance level. While PLS-SEM is generally robust to deviations from normality, it's important to note that non-normality can potentially impact the results of multivariate analyses..

**5.1.2 Common Method Bias**

The presence of common method bias (CMB) has the potential to result in systematic errors in measurement, which can affect the accuracy of hypothesized relationships. Preventive processes and statistical procedures can be used to reduce CMB. The preventive process includes counterbalancing the order of questions, using simple and specific questions, and ensuring respondent confidentiality. (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). In this thesis, the preventive approach was utilized to tackle the issue of CMB. This involved counter-balancing the order of questions, providing explanations for any ambiguous terms, ensuring that questions were clear and specific, and safeguarding the confidentiality of the respondents. These measures were recommended by (Podsakoff et al., 2003).

**5.2 Mean and Standard Deviation**

The mean, variance, and standard deviation values for every scale utilised in the study are shown in Table 4. The means and standard deviations of the variable's constituent parts as well as the variable's overall value are represented using descriptive statistics.

Table 5: Mean and Standard Deviation, T Values and P values

Variable/Constructs	Mean	STDEV
Social Media Use		
SMU1	0.702	0.039
SMU2	0.797	0.034
SMU3	0.762	0.037
SMU4	0.766	0.040
SMU5	0.822	0.029

	SMU6	0.698	0.042
	SMU7	0.721	0.043
Social Media Fatigue			
	SMF1	0.809	0.025
	SMF2	0.802	0.054
	SMF3	0.785	0.044
	SMF4	0.797	0.042
	SMF5	0.858	0.049
Procrastination			
	PROC1	0.706	0.046
	PROC2	0.809	0.021
	PROC3	0.780	0.039
	PROC4	0.875	0.013
	PROC5	0.817	0.017
Work-life Balance			
	WLB1	0.858	0.049
	WLB2	0.832	0.055
	WLB3	0.855	0.049
	WLB4	0.855	0.051
	WLB5	0.787	0.086
Emotion Reappraisal			
	ER1	0.814	0.034
	ER2	0.806	0.022
	ER3	0.790	0.036
	ER4	0.803	0.047
	ER5	0.765	0.045
	ER6	0.760	0.048.

These values show that most parts of the feedback range between somewhat disagree to agree and similarly, the data shows the feedback range of all the variables used in the study.

### 5.3 Reliability Analysis

According to Saunders et al. (2009), reliability refers to how well data gathering procedures give the same results. When responses are constant and reflect the same conditions regardless of the different procedures used with fewer risks of random mistakes, the results of accessible

measurement can be recognised as reliable results (Brewer & Hunter, 1989). Most academics agree that there are two methods that can be used to assess an instrument's reliability under the condition of internal consistency. For instance, one method is measuring Cronbach's alpha, which reveals how strongly the items are positively related to one another. According to Sekaran and Bougie (2016), dependability values between 0.7 and 0.8 are generally viewed as excellent. Values below 0.6 are typically regarded as weak. Table 5 below presents the reliability measurement's results.

Table 6. Reliability Coefficient

Constructs	Cronbach's Alpha
SMU	0.875
SMF	0.870
WLB	0.898
PROC	0.863
ER	0.886

#### 5.4 Structural Equation Modelling – PLS-SEM Analysis

In this research, Smart PLS, in conjunction with least square approaches, was employed to conduct a comprehensive analysis of the data. This dual approach was chosen to thoroughly evaluate both the measurement model and the structural model. Various indicators, including path coefficient ( $\beta$ ), coefficient of determination ( $R^2$ ), effect size, as well as mediation and moderation analyses, were employed to meticulously scrutinize the structural models.

The assessment of the measurement model commences by verifying the appropriate linkage between the indicators and their respective variables. This entails a meticulous evaluation of loading values and measurement errors for each individual item, in relation to the coefficient Alpha. This analysis aids in determining the composite reliability, which is predicated on the

reliability of individual items. It is worth noting that a composite reliability benchmark value of 0.07, in line with the recommendation by Nunnally (1978), is considered standard.

Furthermore, the average variance extracted (AVE) is utilized to gauge the convergent validity of the measures. Additionally, components after loading and the Fornell-Larcker criterion are employed to rigorously assess their discriminant validity. These assessments collectively contribute to a comprehensive understanding of the measurement model and its robustness in capturing the intended constructs.

Subsequently, the reliability of reflected measures, evaluated through composite reliability, is examined in the next phase. Shook et al. (2004) argue that composite reliability surpasses coefficient alpha as a method because it considers both the measurement error associated with each item and its standardized loadings.

Table 7: Reflective Constructs Reliability

Construct	Composite reliability (rho_a)	Composite reliability (rho_c)
SMU	0.886	0.903
SMF	0.909	0.910
WLB	0.894	0.899
PROC	0.891	0.903
ER	0.905	0.925

In this study, we evaluate reliability using two distinct criteria, with Cronbach's alpha ( $\alpha$ ) assuming that reliability is evenly distributed across all items. The findings reveal that all constructs exhibit a Cronbach's alpha value exceeding 0.70, indicating a satisfactory level of reliability. Additionally, when compared to the benchmark value of 0.70, the composite reliability results also indicate a high level of reliability. Consequently, these results affirm the internal consistency of the measures.

The data output in terms of Reliability and validity in Smart PLS includes two measures of composite reliability: omega-a (rho a) and omega-c (rho c). Omega-a is applied when all the items from the measures are considered as a single collective scale, while omega-c is utilized when items are intended to represent their respective constructs. The second measure of composite reliability, omega-c (rho c), reflects the cumulative average variance and the squared correlation values among the items. The results presented in Table 3 illustrate that the measures of composite reliability are deemed acceptable.

### 5.5 Validity Results

The discriminant as well as convergent validity result assist in measuring the validity of the reflective measures over items of a variable. The level of consistency is assessed with the help of convergent validity (Phillips & Bagozzi, 1986).

Table 8: Outer Loadings and Average Variance Extracted for Constructs

Variable	Items	Loadings	AVE
Social Media Use	SMU1	0.705	0.572
	SMU2	0.766	
	SMU3	0.801	
	SMU4	0.771	
	SMU5	0.821	
	SMU6	0.698	
	SMU7	0.721	
Social Media Fatigue	SMF1	0.832	0.650
	SMF2	0.810	
	SMF3	0.804	
	SMF4	0.786	
	SMF5	0.798	
Procrastination	PROC1	0.709	0.640
	PROC2	0.809	
	PROC3	0.782	
	PROC4	0.875	

	PROC5	0.817	
Work-life Balance	WLB1	0.861	0.711
	WLB2	0.838	
	WLB3	0.859	
	WLB4	0.859	
	WLB5	0.796	
Emotion Reappraisal	ERAP1	0.816	0.628
	ERAP2	0.810	
	ERAP3	0.792	
	ERAP4	0.805	
	ERAP5	0.767	
	ERAP6	0.762	

The analysis's results, as displayed in the table, are within the range for the average variance extracted, which has a minimum value of 0.5 as a standard criterion for assessing convergent validity. It also indicates that 50% of the variance was noticed in the latent constructs during the assessment of their reliability and validity (Jr. , J. F. Hair et al., 2016).

Table 9: Constructs Correlation Matrix Heterotrait-Monotrait (HTMT) Analysis

	SMU	ERAP	PROC	SMF	WLB
SMU					
ERAP	0.148				
PROC	0.162	0.322			
SMF	0.302	0.140	0.422		
WLB	0.133	0.096	0.111	0.279	

Assessing discriminant validity encompasses a range of methods, including the Fornell-Larcker criterion, cross-loadings, and Heterotrait-Monotrait (HTMT) Analysis. The obtained values from Heterotrait-Monotrait (HTMT) Analysis and the Fornell-Larcker criterion are presented in Tables 8 and 9, providing further confirmation of the presence of discriminant validity within the study.

It is essential to highlight that establishing discriminant validity extends beyond a simple examination of correlations between indicators of different constructs. Additional advanced techniques such as confirmatory factor analysis and structural equation modeling can also be deployed to thoroughly evaluate discriminant validity (Hair et al., 2016). These comprehensive assessments contribute to a robust validation of the distinctiveness of the constructs under consideration in the study).

Table 10: Fornell-Larcker criterion

	SMU	ERAP	PROC	SMF	WLB
SMU	0.756				
ERAP	-0.044	0.792			
PROC	0.120	0.310	0.800		
SMF	0.300	0.097	0.407	0.806	
WLB	-0.019	0.039	0.005	-0.223	0.843

Henseler and colleagues argued in 2014 that these techniques effectively identify when discriminant validity is lacking in various research scenarios. The HTMT, a structural equation modeling method based on variance, was outlined by Petter et al. (2007). To ensure discriminant validity, the HTMT value should be below 0.85 (Kline, 2011) or 0.90 (Gold et al., 2001). It's worth noting that negative correlation results from the HTMT criterion are not a cause for concern.

### 5.6 Multicollinearity

The evaluation of the validity of formative measures in this study takes a unique approach, as highlighted by Ringle and Sarstedt (2016). According to Hair et al. (2016), there are three established methods for scrutinizing the validity of formative measures. Specifically, in this study, the assessment of formative measure validity hinges on the thorough examination of

multicollinearity. It is crucial to emphasize that collinearity can exert a notable influence on not only the weight assigned to formative indicators but also their overall significance in the analysis. This underscores the importance of considering collinearity in the assessment of formative measures. Taking this into account ensures a comprehensive and accurate evaluation of their validity in the research context.

Table 11: Formative Constructs Multi-Collinearity

Variable/Constructs	Items	VIF
Social Media Use	SMU1	1.755
	SMU2	2.431
	SMU3	2.777
	SMU4	2.748
	SMU5	4.111
	SMU6	1.792
	SMU7	3.018
Social Media Fatigue	SMF1	2.511
	SMF2	2.419
	SMF3	3.863
	SMF4	2.362
	SMF5	3.637
Procrastination	PROC1	1.763
	PROC2	1.984
	PROC3	2.200
	PROC4	2.527
	PROC5	2.137
Work-life Balance	WLB1	2.672
	WLB2	2.348
	WLB3	2.694
	WLB4	2.748
	WLB5	2.245
Emotion Reappraisal	ERAP1	3.159
	ERAP2	1.967
	ERAP3	3.196
	ERAP4	4.751
	ERAP5	2.970
	ERAP6	3.423

---

The variance inflation factor (VIF) value aids in estimating the collinearity's strength. A high score indicates problems with collinearity in the Variance Inflation Factor, which has a benchmark value of 5. According to the results, multicollinearity does not exacerbate second-order structures because all VIF values are less than the benchmark value of 5. All values fall below the benchmark value of 5.00, based on multicollinearity results.

### **5.7 Analysis Structural Model Estimation**

The primary aim of the structural model is to investigate the research hypotheses provided, addressing the underlying research questions, and conducting an evaluation of the inner model. This examination of the inner model serves the purpose of validating the foundational theories employed in this thesis. It also enables an in-depth analysis of the model's predictive capacity and the interrelationships among the proposed variables.

The application of PLS methodology is geared towards minimizing errors and enhancing the model's capability to account for variance in dependent variables. Consequently, the validation of the structural model involves a meticulous scrutiny of path coefficients and the R<sup>2</sup> coefficient of determination. Furthermore, the proposed mediation linkages within the research model are subject to thorough examination. The seven hypotheses outlined in Table 8 serve as a comprehensive framework for this evaluation.

By assessing the values of R<sup>2</sup>, valuable insights are gained into the extent to which the PLS model successfully achieves its objectives. This analysis offers a critical perspective on the model's effectiveness in explaining the variance observed in the dependent variables, contributing to a robust evaluation of the structural model's validity.

Table 12: List of Hypotheses

Hypotheses	
Direct Hypothesis	
H1	SMU has a direct and positive relationship with SMF.
H2	SMF has a direct and positive relationship with PB.
H3	SMF has a direct and negative relationship with WLB.
Mediation/intervening path Hypothesis	
H4	SMF acts as a positive mediator between Social Media Use and PB.
H5	SMF acts as a negative mediator between SMU and WLB.
<i>Moderation Hypothesis</i>	
H6	ER acts as a significant negative moderator between SMF and PB.
H7	ER acts as a significant negative moderator between SMF and WLB

Table 11 presents two hypotheses involving moderation, two related to mediation, and three focused on direct relationships. The study identifies a mediating connection between social media usage and work-life balance, with social media use also serving as a mediator for procrastination. Additionally, the research highlights a negative moderating influence on both the association between social media fatigue and work-life balance, as well as the link between social media fatigue and procrastination.

### 5.8 Coefficient of Determination (R<sup>2</sup>)

The R<sup>2</sup> value indicates the extent of variation between two variables, where one is considered independent and the other dependent. A higher R<sup>2</sup> value signifies greater predictive capability

of the structural model. In this study, the coefficient of determination is computed using the logarithm function in Smart PLS, while the t-statistics results are obtained through bootstrapping.

As shown in the table, social media use accounts for 8.7% of the variance in predicting social media fatigue, while social media fatigue explains 27% of the variance in procrastination and 7.8% of the variance in work-life balance. This suggests that there are additional factors beyond social media use that contribute to social media fatigue. It's noteworthy that social media use explains 27% of the variance in procrastination.

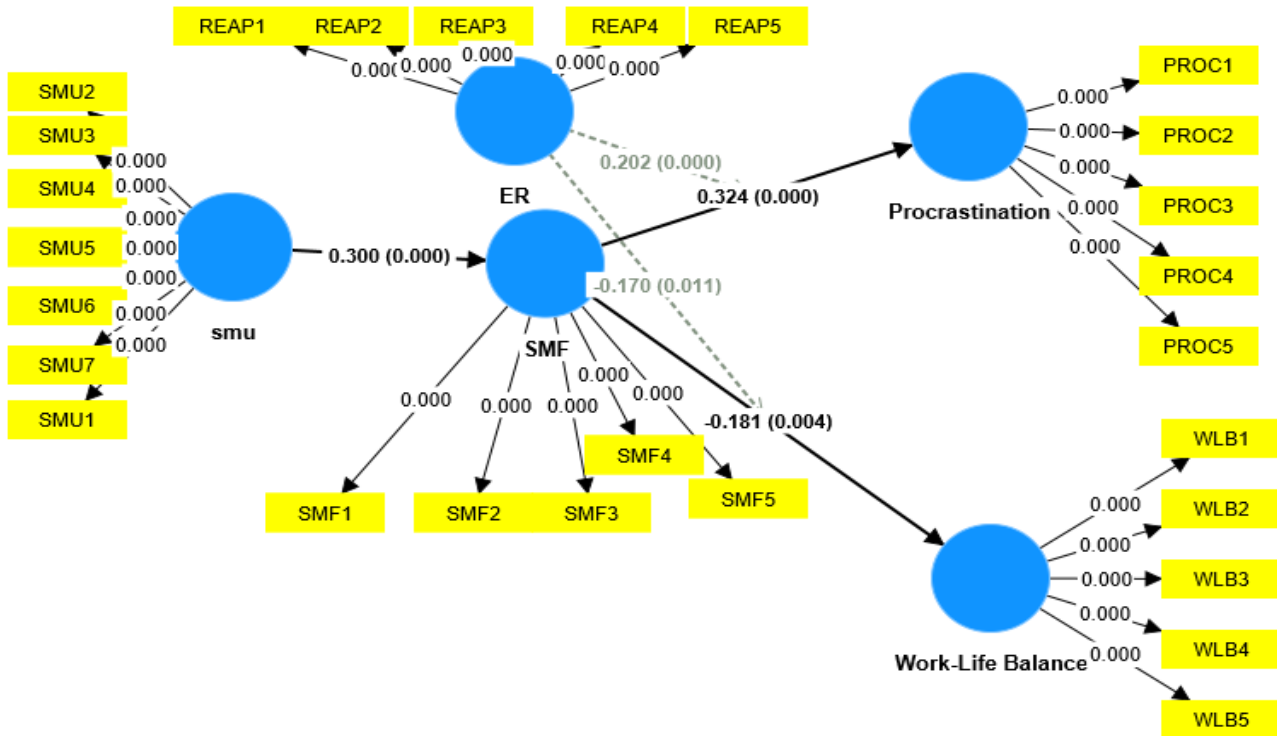
### **5.9 Path Coefficients**

The t-value is employed to assess the statistical significance of path coefficients in PLS-SEM. A path coefficient is deemed statistically significant when its t-value exceeds 1.96 and its p-value is below 0.05. To calculate the t-value, the estimated path coefficient is divided by its standard error. Consequently, the significance of a path coefficient relies on both its t-value and p-value. The p-value indicates the degree of statistical significance in the relationship, while the t-value indicates the strength and direction of the relationship between two latent variables.

### **5.10 Hypothesis Testing: Relevance and Significance of Path Coefficient**

The structural model is essential for evaluating the presence and importance of path coefficients. In addition to identifying the path coefficient itself, as well as its significance and variance values, employing bootstrapping is crucial for assessing the structural model in PLS-SEM.

Figure 7: Path Analysis



To confirm the validity and reliability of the model, tests of convergent validity, discriminant validity, and reliability are carried out before testing hypotheses. Following the completion of the bootstrapping process, the structural model incorporating results is shown in Figure 5.

Table 13: Path Coefficients of Direct and Mediation Hypotheses

Hypotheses	Relationship	Path Coefficient	T-Statistics	P-Value	Significance Level	Direction
H1	SMU→SMF	0.300	3.702	0.000	***	Supported
H2	SMF→PROC	0.321	5.760	0.000	***	Supported
H3	SMF→WLB	-0.177	2.787	0.005	**	Supported
H4	SMU→SMF→PROC	0.097	4.382	0.000	***	Supported
H5	SMU→SMF→WLB	-0.054	2.630	0.009	**	Supported

### **5.10.1 Direct hypothesis Interpretation:**

There are three direct relationship research hypotheses (H1: SMU→SMF, H2: SMF→PROC and H3: SMF→WLB) and the results of data analysis through the structural model presents that all the given direct and mediated hypotheses of this research are supported significantly. Furthermore, SMU strongly affects SMF ( $\beta=0.300$ ,  $p < 0.000$ ); this influence is a result of social media use's positive impact on SMF, which raises SMF. Additionally, SMF significantly influences PROC ( $\beta=0.321$ ,  $p < 0.000$ ); this influence is also positive as increased social media fatigue (SMF) causes procrastinative behaviour to increase more. WLB is strongly influenced by SMF in the third direct hypothesis ( $\beta = -0.177$ ,  $p < 0.005$ ). Due to the decreased work-life balance caused by increased social media fatigue (SMF), this influence is significantly unfavourable.

### **5.10.2 Mediating Effect Interpretation:**

The mediating role of the study model's stated variables was examined using the mediation analysis method developed by Preacher and Hayes (2008). The relative importance of the direct and indirect effects was examined using the bootstrapping technique. Together with the results of the mediation study, Table 9 lists the direct, indirect, and cumulative implications of each relationship. The two partially mediated relationships in the model, SMUSMFPROC and SMUSMFWLB, exhibit significant direct and indirect impacts.

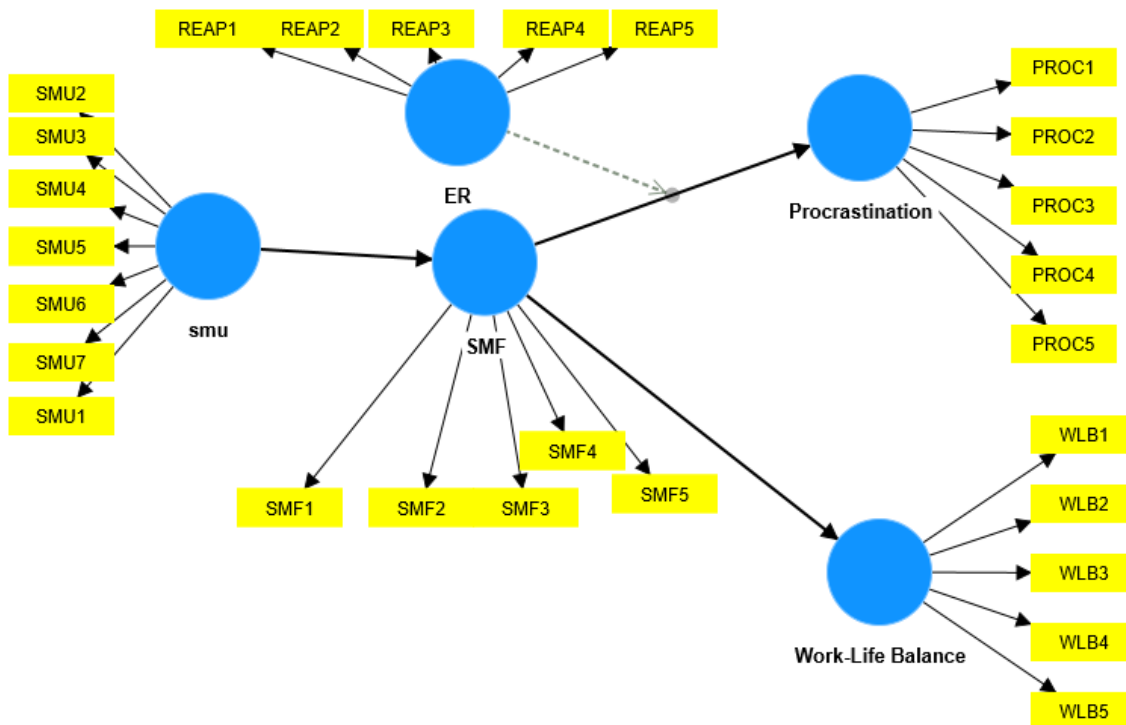
Findings from the two mediating hypotheses; Social media (H4) H:4 SMU→SMF→PROC and H5: Social Media show that fatigue has a substantial mediating role in the relationship between procrastination behaviour and social media use. The relationship between social media usage and work-life balance (SMUSMFWLB) is significantly mediated, though only partially. Social media use (SMU) causes an increase in social media fatigue (SMF), and procrastination behaviour (PROC) is dramatically rising as a result. According to the mediation hypothesis H4

(SMUSMFPROC), SMF significantly mediates the association between SMU and PROC (= 0.097p 0.000). As per the mediation hypothesis H5 (SMUSMFWLB), the utilisation of social media (SMU) leads to an increase in social media fatigue (SMF), which in turn has an adverse effect on work-life balance (WLB). Consequently, SMF significantly mediates the connection between SMU and WLB (= -0.054, p 0.009).

### 5.10.3 Moderating Effect Interpretation on mediated paths:

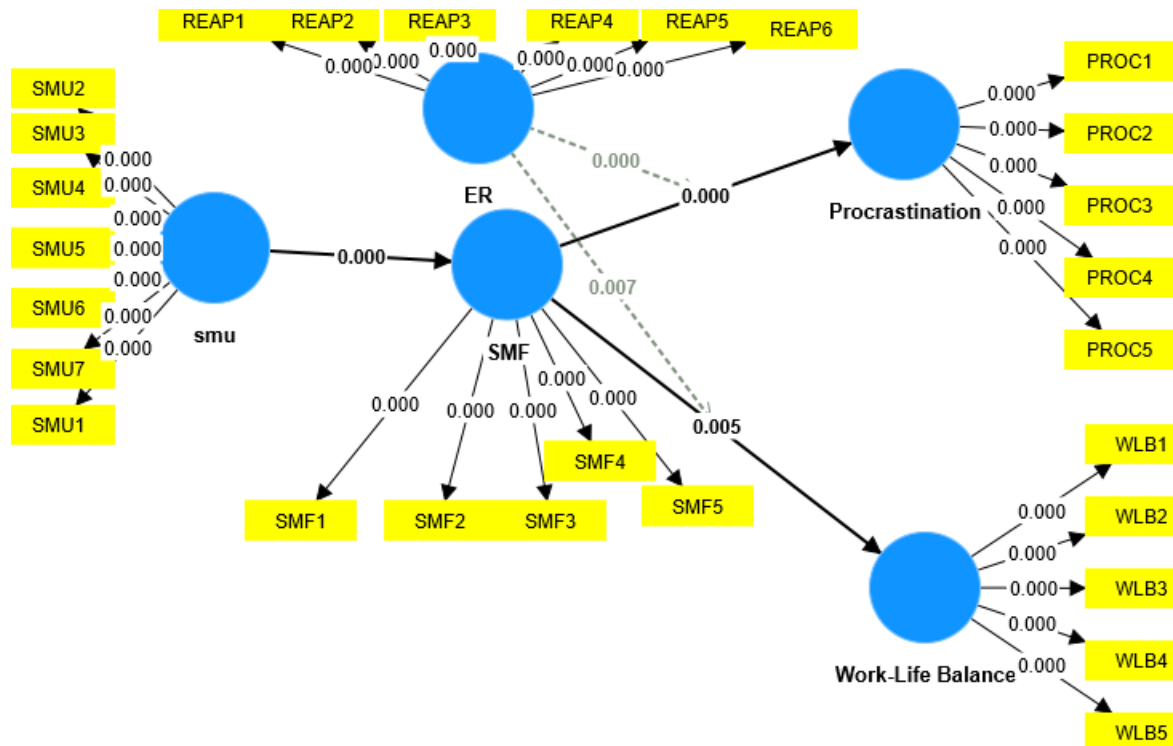
The results of the moderation analysis on mediated paths are shown in figures 2 and 3. Figure 2 shows moderation result on one mediated path and figure 3 shows moderation result on both at a time. The two moderated mediation relationship are SMU→SMF→PROC with ER impacting this relationship negatively and SMU→SMF→WLB with ER also effecting this relationship negatively.

Figure 8: Moderating Effect on one mediated path



To mitigate the adverse effects of excessive social media usage, this study investigated the regulating impact of emotion reappraisal as a self-regulation technique. The research hypothesis (H6) on moderation posited that social media fatigue would mediate between emotional reappraisal and social media use, negatively influencing the link between social media use and procrastination. However, this hypothesis is refuted due to the positive moderating influence of emotional reappraisal ( $\beta = 0.202, p < 0.000$ ). This suggests that the presence of emotional reappraisal is connected to the adoption of a self-regulation strategy.

Figure 9: Moderating Effect on both mediated path



It was determined that the impact of emotional reappraisal as a moderating variable would influence the relationship between social media fatigue and work-life balance, leading to a reduction of the mediated path relationship and an improvement in work-life balance. The analysis result strongly supported the hypothesis ( $= -0.170, p 0.011$ ).

Table 14: Path Coefficients of Direct and Moderation Hypotheses

Hypotheses	Relationship	Path Coefficient	T-Statistics	P-Value	Significance Level	Direction
H6	SMU→SMF→PROC (ER as moderator)	0.202	3.532	0.000	***	Rejected
H7	SMU→SMF→WLB (ER as moderator)	-0.170	2.554	0.011	**	Supported

## CHAPTER 6: DISCUSSION OF RESULTS

### 6.1 Discussion of Direct relationship hypotheses:

#### 6.1.1 Hypothesis H1:

The primary aim of the structural model is to investigate the research hypotheses provided, addressing the underlying research questions, and conducting an evaluation of the inner model. This examination of the inner model serves the purpose of validating the foundational theories employed in this thesis. It also enables an in-depth analysis of the model's predictive capacity and the interrelationships among the proposed variables.

The application of PLS methodology is geared towards minimizing errors and enhancing the model's capability to account for variance in dependent variables. Consequently, the validation of the structural model involves a meticulous scrutiny of path coefficients and the R<sup>2</sup> coefficient of determination. Furthermore, the proposed mediation linkages within the research model are subject to thorough examination. The seven hypotheses outlined in Table 8 serve as a comprehensive framework for this evaluation.

By assessing the values of R<sup>2</sup>, valuable insights are gained into the extent to which the PLS model successfully achieves its objectives. This analysis offers a critical perspective on the model's effectiveness in explaining the variance observed in the dependent variables, contributing to a robust evaluation of the structural model's validity.

Many things can lead to the need to keep up a consistent internet presence. The fear of losing out, which drives people to maintain their connections to social media and other online communication channels, is one prevalent explanation. It may result from a conviction that cutting ties will mean missing out on significant information, occasions, or interpersonal

encounters. Perceived communication cues or information overload is another cause that can result in burnout and exhaustion (Meier, 2022). This can happen when people engage in multiple online activities simultaneously, such as browsing social media, responding to emails, and participating in online chats or meetings. This can result in feelings of overwhelm and a sense of being constantly plugged in, causing exhaustion and stress. In addition to these triggers, there are various other reasons why people may maintain a constant online presence, including the need to be available for work or personal communication, the desire for instant gratification or social validation, and the addictive nature of certain online activities. To manage these triggers, it's important to set boundaries on online activity and take breaks from technology to recharge and reduce stress.

### **6.1.2 Hypothesis H2:**

Previous research has shown that users and service providers may both suffer from social media fatigue. These findings have been supported by research conducted, among others, by (Dhir et al., 2018; Talwar et al., 2022). According to the study, there is a large gap in the literature because current theories have not sufficiently addressed the effect of social media weariness on procrastination. However, this study is undertaken from the standpoint of general procrastinative behaviour, unlike the majority of studies, which have examined procrastination in the setting of academics.

Engaging in multiple online activities simultaneously, such as browsing social media, responding to emails, and participating in online chats and meetings, can lead to information overload and communication cues, resulting in fatigue and burnout. This can create a sense of being constantly plugged in, causing feelings of overwhelm, exhaustion, and stress. (Yao et al., 2023). In rational decision-making, individuals prioritize tasks based on their importance,

allocating resources and time in a manner that maximizes efficiency. The process of setting priorities, which is considered a fundamental life skill, involves delaying less important tasks to focus on more critical ones. Such prioritization is deemed rational and beneficial, particularly in circumstances where choices are constrained by time limitations. However, when individuals are more drawn to the act of delaying tasks rather than completing them, the resulting consequences may have significant implications for both personal and professional contexts.

Procrastination encompasses several distinct concepts, but they all share a common feature of postponing or delaying tasks. It is often regarded as a tendency to procrastinate and can also be understood as a type of avoidance coping strategy. While previous research has provided inconsistent findings on the link between fatigue and procrastination (Xiao & Spanjol, 2021), our study aims to fill this gap by examining the impact of continuous social media use on task delay. Our research investigates whether staying connected to social media is associated with a greater tendency to procrastinate on tasks that need to be completed. The result supported the proposed hypothesis and is accepted significantly.

### **6.1.3 Hypothesis H3:**

While social media's potential to enhance productivity and efficiency is widely acknowledged, there is a growing concern regarding its negative repercussions, often referred to as the "dark side of technology." This study addresses this concern by examining the correlation between social media fatigue and work-life balance.

Given that social networking platforms can introduce conflicts in the various roles of employees, it is not surprising that individuals now have the ability to work from virtually any location and at any time, blurring the line between professional and personal life. Excessive

engagement with technological devices for social media interaction can lead individuals to become mentally absorbed, finding it challenging to disengage, whether in the workplace or at home. This can result in difficulties in maintaining a healthy work-life balance and may lead to conflicts or imbalances in their various roles (Messersmith, 2007). Consequently, work-life balance and conflict are often seen as two intertwined aspects of the same phenomenon (Butts et al., 2015).

Research indicates that social media fatigue may yield both immediate and long-term detrimental effects on work-life balance. Individuals grappling with social media weariness may swiftly find themselves contending with heightened work-life conflict as they attempt to navigate their professional and personal commitments. This heightened conflict can lead to increased stress levels, a higher likelihood of burnout, and a decline in job satisfaction. Over the long term, the repercussions of social media fatigue may encompass diminished performance and productivity, heightened rates of absenteeism and turnover, as well as a decline in physical and mental well-being (Gerdtz et al., 2013). When employees allocate time originally designated for family and personal life to work-related activities on social media, they end up blending attitudes and emotions from one realm of life into another, unrelated one. Hence, it is imperative for both individuals and organizations to closely monitor social media usage and promote a balanced approach to both work and personal life. The findings of the present study provide compelling evidence that substantiates the hypothesized link between work-life balance and social media fatigue, shedding light on the critical interplay between these two factors in the contemporary professional landscape.

## **1.1 Discussion of mediated relationship hypotheses:**

### **6.1.4 Hypothesis H4:**

Social media has become an integral component of individuals' lives, influencing their social interactions and communication behaviors. Nonetheless, excessive use of these platforms can have detrimental effects on individuals. These platforms facilitate constant online engagement, enabling users to participate in virtual conversations from virtually anywhere and at any time, leading to prolonged usage. The perceived need to maintain an uninterrupted online presence can stem from various reasons. Many individuals feel compelled to stay active on social media and other online communication platforms out of a fear of missing out on important updates, events, or social connections if they disconnect.

The perception of communication overload, or information overload, can also result in exhaustion and burnout. This arises when individuals engage in multiple online activities simultaneously, such as browsing social media and interacting on various online platforms. This concurrent engagement can generate a sense of overwhelm and persistent connectivity, ultimately leading to feelings of fatigue and stress.

This study addresses a notable gap in the existing literature regarding the moderating role of social media fatigue in procrastination induced by social media use. Previous research on the relationship between social media use and fatigue-mediated procrastination (SMF) has yielded widely divergent findings. By investigating how sustained social media use influences task postponement through the lens of social media fatigue, this study aims to fill this void, shedding light on a critical aspect of contemporary digital behavior.

According to our research, maintaining an active presence on social media is linked to a heightened inclination to delay important tasks due to escalating social media weariness. These findings substantiate the proposed hypothesis. Procrastination is a behavior where individuals seek ways to avoid performing a specific task. This study suggests that impulsive distractions stemming from social media fatigue – a consequence of prolonged social media use – may exacerbate procrastination. The sensation of information overload and exhaustion from frequent social media use is referred to as social media fatigue. Ineffective self-monitoring, established routines, unforeseen events, lack of motivation, and difficulties with focus can all contribute to procrastination (Junça et al., 2022). Identifying the antecedents of procrastination can be complex due to overlapping triggers, and there are various factors that can amplify its negative impact. In essence, procrastination is a dynamic phenomenon influenced by a range of human tendencies and inclinations that unfold over time.

#### **6.1.5 Hypothesis H5:**

Social media allows individuals to express their opinions, share information, and communicate with others. However, despite the numerous studies conducted, limited research has focused on why people stay engaged with social media and how the information they gather and process on social media affects their experience of fatigue. Continuously reviewing social media platform discussions and staying engaged with other users' shared content can result in information overload (Talwar, et al., 2021). Individuals who mainly work on their computers and other technological devices stay connected to social media platforms while at work or home, which can lead to social media fatigue and decrease their engagement with their current tasks. Excessive social media use can also cause role conflicts due to the pressure of completing work-

related tasks at home, which can compel individuals to constantly think about work while unable to complete assigned tasks while using social media instead of focusing on work-related tasks.

Research indicates that social media fatigue might have short- and long-term harmful effects on work-life balance. Work-life conflict may worsen for employees who are suffering social media fatigue in the near future as they attempt to reconcile their personal and professional obligations. This could lead to stress, burnout, and a decline in job satisfaction. According to Gerdtz et al. (2013), social media weariness can have long-term consequences such as declining mental and physical health, decreased performance and productivity, and increased absenteeism and turnover rates. When employees spend time on work-related activities on social media that should be reserved for family and home life, they are bringing attitudes and emotions from one life domain and applying them to another, unrelated domain. Consequently, it is critical that people and organisations take action to control social media use and support a positive work-life balance.

The current study provides strong support for the hypothesised association between work-life balance and social media tiredness. It is not surprising that social media platforms might lead to disputes between employees' varied tasks because technology has made it feasible for workers to work from anywhere and at any time and has blurred the barriers between work and home life. Employees who use technology to communicate with social media on a regular basis may experience mental blockage and find it difficult to turn off their use of the platform at work or at home. This could have a detrimental effect on work-life balance and result in role conflict or imbalance (Messersmith, 2007).

## **6.2 Discussion of moderated mediation relationship hypotheses:**

### **6.2.1 Hypothesis H6:**

The problem of social media fatigue, which is defined by feelings of burnout and exhaustion, has gained a lot of attention lately as a drawback of utilising social media. This issue has been connected to users' cognitive processing constraints, particularly their inability to handle the massive amounts of data and conversation that come from social media sites (Y. Liu & He, 2021). It is evident from everyday experience that procrastination comes with a price. However, the crucial question that requires an answer is why individuals opt for this irrational choice of delaying action on a task, despite being aware that it will most likely lead to unfavorable outcomes. According to (Talwar, et al., 2021) self-regulation failure is frequently blamed for the decision to put off chores needlessly. People use a variety of methods and strategies to control their emotions in order to cope with day-to-day challenges, maintain routines, and work towards social and professional goals. There was a gap in the literature regarding emotional reappraisal as a boundary condition with procrastination, so the study looked at the moderating impact of this self-regulation strategy to mitigate the impact of social media as a result of using excessive social media platforms. The moderating effect of emotional reappraisal was expected to adversely moderate the association between using social media and procrastination in this study, with social media exhaustion serving as a mediator, according to the moderation research hypothesis (H6). This claim is disproved by the results, which indicated that emotional reappraisal has a positive moderating effect. This indicates that procrastinatory behavior as a result of using social media increases more as a result of social media use due to social media fatigue when emotional reappraisal is utilised as a self-regulation approach. In the discussion surrounding proposition 6, it was raised that certain studies had found that, in some situations, due to compulsive use of social media, emotional reappraisal

was unable to assist stabilise the emotions and mood so that one could think clearly and carry on with daily chores.

### **6.2.2 Hypothesis H7:**

It is expected that the moderating factor, emotional reappraisal, will influence the mediated link between social media fatigue and work-life balance induced by social media use, thereby strengthening the mediated path relationship and enhancing work-life balance. However, prior research on the role of moderating variables has been limited (Yin et al., 2019), resulting in a lack of understanding of these influencing mechanisms. Recognizing these gaps in the existing literature, this study investigates the impact of social media fatigue (SMF) on work-life balance (WLB). It argues that professionals, mentors, and individuals may struggle to implement effective coping strategies to mitigate the negative effects of SMF on WLB due to a lack of awareness regarding the moderating influence of emotional reappraisal.

Considering the significant role of social media platforms in today's technological landscape, the dynamics of both professional and personal responsibilities have been fundamentally transformed in how individuals manage their tasks at work and at home. In light of this, it can be posited that employees, while grappling with social media fatigue stemming from their use of these platforms, are navigating a range of competing demands in their professional and personal lives.

Upon analyzing the study's data, it was revealed that emotional reappraisal inadvertently acts as a moderator in the relationship between social media fatigue (SMF) and WLB resulting from social media use. This leads to a more harmonious equilibrium between social media fatigue and the work-life balance influenced by social media use.

## CHAPTER 7: CONCLUSION

### 7.1 Findings of the Research

In our contemporary society, the pervasive presence of social media has become indispensable in both our personal and professional lives. This widespread integration of social media platforms has led to an increasing reliance on them. While it's not feasible to completely abstain from using these platforms due to their numerous advantages, it is crucial to practice restraint. Researchers are actively exploring strategies or conditions that can help users mitigate the detrimental effects of excessive usage.

This research delves into the role of emotional reappraisal as a crucial factor, examining how it influences two mediating pathways. It's found that social media fatigue plays a significant mediating role in the connection between procrastination and social media use, indicating that social media use exacerbates procrastination behavior. Consequently, addressing procrastination can lead to improvements in how social media is utilized. The study emphasizes that prolonged engagement with social media results in social media fatigue, which is clearly evidenced by its strong mediating effect on the relationship between social media use and achieving a healthy work-life balance. Therefore, social media fatigue exerts both constructive and detrimental effects on the interplay between social media usage and work-life balance.

In this dissertation, the first result was obtained by studying the relationship between social media use and social media fatigue. **H<sub>1</sub>: "Social Media Use has a direct and positive relationship between social media use and social media fatigue"** has been accepted, implying that the research findings support the idea that there is indeed a direct and positive relationship between social media use and social media fatigue. The analysis of the data confirms that as individuals increase their usage of social media platforms, they are more likely to experience social media

fatigue. This finding suggests that the more time individuals spend on social media engaging in various activities such as browsing, posting, and interacting, the higher the likelihood of experiencing feelings of exhaustion, disinterest, or psychological distress associated with prolonged use. The second hypothesis **H<sub>2</sub>: Social Media Fatigue has a direct and positive correlation with procrastinatory behavior**” has also been accepted, which indicates that the research findings support the notion that there is a direct and positive correlation between experiencing social media fatigue and engaging in procrastinatory behavior. This finding suggests that as individuals become more exhausted or disinterested due to prolonged use of social media, they are increasingly inclined to delay or avoid tasks, responsibilities, or activities that require effort or concentration.

The third hypothesis **H<sub>3</sub>: “Social media fatigue has a direct and negative correlation with work-life balance”** has been accepted which suggests that the research findings support the idea that there is a direct and negative correlation between experiencing social media fatigue and achieving a healthy work-life balance. This finding suggests that as individuals become more exhausted, disinterested, or psychologically distressed due to prolonged use of social media, they struggle to effectively manage the boundaries between their work responsibilities and personal life commitments. In addition to this, the fourth hypothesis **H<sub>4</sub>: “Social media fatigue acts a positive mediator between social use and procrastinatory behaviour”** has been accepted which suggests that as individuals engage more frequently with social media platforms, they are more likely to experience social media fatigue, which, in turn, increases the likelihood of engaging in procrastinatory behavior. Also, the fifth hypothesis **H<sub>5</sub>: “Social media fatigue acts a negative mediator between social use and work-life balance”** was also accepted in the analysis. This finding suggests that as individuals increase their social media

use, they are more likely to experience social media fatigue, which subsequently leads to a deterioration in their perceived work-life balance.

The last two hypothesis examined the the indirect relationships where emotional regulation has been used a moderator. The sixth hypothesis **H6: “Emotional regulation acts as a significant and negative moderator between social fatigue and procrastinatory behaviour”**. his finding suggests that individuals' ability to regulate their emotions does not exert a substantial influence on the association between social fatigue and engaging in procrastinatory behavior. It highlights the complexity of the relationship between social fatigue and procrastinatory behavior, indicating that other factors may play a more prominent role in influencing individuals' tendency to procrastinate in the presence of social fatigue. The last hypothesis **H7: “Emotional regulation acts as a significant and negative moderator between social fatigue and work-life balance”** has been accepted. The analysis of the data confirms that emotional regulation significantly moderates the relationship between social fatigue and work-life balance. This finding suggests that individuals with better emotional regulation skills are less likely to experience a decline in their work-life balance when they are affected by social fatigue.

## **7.2 Practical Applications of the Study**

Controlling the extensive use of social media to address procrastination and disturbed work-life balance requires a multifaceted approach involving government policy, corporate and individual responsibility. Here are some potential strategies:

### **1. Public Awareness Campaigns:**

- Government agencies can run public awareness campaigns highlighting the negative impacts of excessive social media use on productivity and mental health.

- Educate the public about the importance of maintaining a healthy work-life balance

## **2. Digital Literacy Programs:**

- Introduce digital literacy programs in schools and workplaces to educate individuals on responsible social media use.

- Teach time-management skills and strategies to avoid procrastination.

## **3. Regulation and Legislation:**

- Consider implementing regulations that restrict the use of social media during working hours in certain contexts, such as workplaces or educational institutions.

- Explore the possibility of setting limits on notifications or screen time for certain applications.

## **4. Incentives for Responsible Use:**

- Governments can provide incentives or rewards for individuals and companies that promote responsible social media use and maintain a healthy work-life balance.

- Recognize and support organizations that implement policies to reduce distractions and increase productivity.

## **5. Workplace Policies:**

- Encourage companies to establish clear policies regarding social media use during working hours.

- Promote a culture that values focus, productivity, and employee well-being.

## **6. Technological Solutions:**

- Support the development and implementation of technological tools that help individuals manage and limit their social media usage.
- Encourage the integration of productivity apps and features in workplaces to help employees stay focused.

## **7. Collaboration with Social Media Platforms:**

- Work collaboratively with social media platforms to develop features that promote responsible usage.
- Advocate for the implementation of tools that allow users to monitor and control their screen time.

## **8. Research and Data Collection:**

- Invest in research to better understand the relationship between social media use, procrastination, and work-life balance.
- Use data to inform evidence-based policy decisions.

## **9. Employee Education Programs:**

- Encourage employers to offer educational programs or workshops to help employees manage their digital habits and maintain a healthy work-life balance.

## **10. Flexible Work Arrangements:**

- Promote flexible work arrangements that allow employees to manage their time more effectively, reducing the need for procrastination.

It's crucial to strike a balance between regulating social media usage and respecting individual freedoms. Education, awareness, and collaboration with various stakeholders are key components in addressing this complex issue.

### **7.3 Limitations**

The data collected for this research was exclusively sourced from the corporate sector in Pakistan, which imposes certain limitations on the generalizability of the findings to other developing countries. It's important to acknowledge that business conditions in countries other than Pakistan may significantly differ. Furthermore, the study has not considered the population size and specific industry within Pakistan, which provides limited insights into human behavior within a particular industry. To address this, the study gathered data from a diverse range of manufacturing sectors.

Additionally, the study utilized a cross-sectional data approach, meaning it examined a single point in time rather than tracking changes over time. This method has limitations as it only provides a snapshot of a particular scenario or event, and it may not capture evolving trends or long-term effects.

The study constructed a theoretical model using five variables, focusing solely on these variables without considering other factors related to social media fatigue. As a result, certain aspects related to social media exhaustion beyond procrastination were not explored in this research. To comprehensively understand the complexities of social media fatigue, it may be beneficial to incorporate a broader range of relevant variables in future studies.

Another limitation of the study is use of quantitative method for data collection. A mixed method approach, if adopted, could yield deeper insights about employee behaviors in the digital age.

## 7.4 Future Recommendations

In this study, we employed a cross-sectional data collection method, which involved gathering responses from individual participants at a specific point in time. While we ensured that our respondents were well-informed about the study, there is always room for improvement in research methodologies. Despite our diligent efforts to comprehensively review prior literature on intense negative emotions like fatigue and procrastination, we acknowledge the potential for further refinement in developing a comprehensive procrastination model that incorporates novel concepts and variables. This study aims to provide guidance and recommendations for future investigations into this intriguing subject.

1. It is recommended that future studies extend their research to additional Asian countries as well as nations in Europe and other parts of the world to facilitate cross-cultural comparisons. This is important because people's usage patterns of social media can vary significantly from one region to another.
2. While this study focused primarily on banks and multinational corporations as subjects, it is imperative that future research expands its scope to encompass a wider range of industries, including textiles, pharmaceuticals, and others.
3. Building on the insights gained from this study and the work of Dhir et al. (2022), future research on the Fear of Missing Out (FOMO) should further explore and uncover previously undiscovered factors that contribute to FOMO and its consequential effects.
4. Conducting a longitudinal study in future research efforts would be invaluable in understanding whether customers' preferences evolve over time and if their criteria for forming partnerships with companies remain consistent.

5. Qualitative methods, such as interviews, could be adapted for data collection in future studies. Additionally, considering the multidimensional impact of procrastination could enhance the depth of future investigations.

6. The moderating influence of emotional reappraisal on procrastination and work-life balance was not addressed in this study, presenting an avenue for future research to explore.

7. Given that procrastination is a multidimensional construct, further exploration into what boundary conditions may attenuate its beneficial moderating effect and diminish the relationship between social media fatigue and procrastination is warranted.

8. To enhance the contextual relevance of future studies, it is recommended to include various control factors in the research design.

9. Investigating the Fear of Missing Out (FOMO) and its psychological implications on procrastination within a similar context represents another significant aspect that could be explored in future research endeavors.

### **7.5 Novelty of the Study**

The dissertation intends to give an overview of the interrelationship between social media use and social media fatigue as on procrastinatory behaviour and work-life balance in Pakistan's corporate sector. The statistical analysis has yielded the following novel findings:

1. The theoretical contribution of this dissertation is the blend of eight baseline theories that have added richness, diversity and multiple avenues for future research .

2. The novelty of the study lies in the uniqueness of the conceptual framework. This model has never been used before and it provokes researchers in this field to look at this problem from a different angle.
3. Another novelty of the study is the blend of multiple sectors have been included in it. Usually, researchers have picked a certain industry in the past which limits the applicability of the design, whereas this study provides generalization and avenues for inculcating multiple variables into the study.

## CHAPTER 8: SUMMARY

*Chapter 1* provides an introductory overview of the subject matter and its connection to both human and organizational psychology. In order to facilitate reader comprehension of the study's goals, this chapter outlines the research inquiries and objectives.

*Chapter 2* gives a detailed review of the literature. It explains all the variables in the research and how they are linked to each other. All the theories used in the research are also explained in this chapter.

*Chapter 3* takes the opportunity to connect the dots in the literature and develop the hypotheses for the study. It uses the literature and the theories mentioned in the second chapter to build a story that forms the basis on the conceptual framework.

*Chapter 4* delineates the methodologies employed to fulfill the research objectives. It elucidates the selected populations, outlines the sampling techniques, and details the tools utilized for conducting the empirical analysis. The empirical testing of hypotheses and regression analyses regarding the impacts of social media usage on procrastination behavior and work-life balance were executed using Smart PLS.

*Chapter 5* delves into the research discoveries. The findings suggest that there may be a mediated connection between procrastination, social media usage, and work-life balance, with social media fatigue playing a potential intermediary role. This chapter also extensively investigates the outcomes of moderation through emotional reappraisal.

Chapter 6 has mostly talked about the discussion on the results. This chapter has compared the novel results of the study with studies conducted in the past. It also discusses any new results that have never been achieved with similar variables in a similar setting.

*Chapter 7* pens down the conclusion and learnings from the thesis. It also talks about the possible limitations of the study. It has also included the future research directions for the academic and research fraternity and the learning organizations to develop policies that ensure the well-being of employees at the workplace. It also sums up the dissertation with the novel findings. At the end of the dissertation, a list of publications, list of tables, list of figures, the questionnaire, references and acknowledgments are attached.

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# LIST OF PUBLICATIONS



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Doctoral School: Károly Ihrig Doctoral School of Management and Business  
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## List of publications related to the dissertation

### Articles, studies (9)

1. **Murtaza, S. A.**, Milus, P., Molnár, E.: Let's start again tomorrow: A Rapid Review on Procrastination.  
*Controller Info. "Accepted by Publisher"* (-), 1-18, 2024. ISSN: 2063-9309.
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Address: 1 Egyetem tér, Debrecen 4032, Hungary Postal address: Pf. 39. Debrecen 4010, Hungary  
Tel.: +36 52 410 443 Fax: +36 52 512 900/63847 E-mail: [publikaciok@lib.unideb.hu](mailto:publikaciok@lib.unideb.hu), Web: [www.lib.unideb.hu](http://www.lib.unideb.hu)



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# QUESTIONNAIRE

## 1. Questionnaire

This questionnaire will take 15 minutes to complete. Please answer all questions by selecting your preferred option.

Gender
--------

- Male
- Female

Age
-----

- 20-25 years
- 26-30 years
- 31-35 years
- 36-40 years
- 41 and above

Region
--------

- Punjab
- KPK
- Sindh
- Baluchistan

Questionnaire
---------------

Social Media Usage
--------------------

	Strongly Disagree				Strongly Agree		
	1	2	3	4	5	6	7
1. Do you spend a lot of time considering or utilizing social media sites. 2. Do you have an increasing desire to use social media 3. Do you use social media to the point that it interferes with my work or other obligations? 4. Was more of your time spent on Facebook than was originally planned? 5. Are you using social media to distract oneself from one's problems? 6. Do you become agitated or disturbed if I'm not allowed to use social media?							

Social Media Fatigue
----------------------

	Strongly Disagree				Strongly Agree		
	1	2	3	4	5	6	7
1. When I conduct a search on social media, I probably find too much information. 2. The quantity of information available on social media platforms usually overwhelms me.							

<ol style="list-style-type: none"> <li>3. Social networking websites, in my opinion, lack the depth I need to locate what I'm looking for quickly.</li> <li>4. Social media sites have so much information that it makes me feel anxious and overwhelmed.</li> <li>5. I often just give up while trying to find information on social media sites because there's just too much to handle.</li> </ol>							
<b>Procrastination</b>							
	Strongly Disagree		Strongly Agree				
<ol style="list-style-type: none"> <li>1. I unduly put off completing tasks, even when they are crucial.</li> <li>2. I wait till the very last minute when I have a deadline.</li> <li>3. I'm able to come up with a reason not to do something.</li> <li>4. I'm a chronic time waster.</li> <li>5. If something seems too difficult to handle, I think it's best to put it off.</li> </ol>	1	2	3	4	5	6	7
<b>Work-Life Balance</b>							
	Strongly Disagree		Strongly Agree				
<ol style="list-style-type: none"> <li>1. At the present, I typically put in long hours because my job requires it.</li> <li>2. Most evenings, I have to bring work home.</li> <li>3. It's difficult to unwind and put work-related worries aside.</li> <li>4. It's challenging to find time for pastimes, interests, friendships, and interactions with extended family.</li> <li>5. Although I believe I have no influence over the existing circumstances, I would like to work fewer hours and experience less stress.</li> <li>6. I often work on weekends or late into the evenings to complete paperwork without being disturbed.</li> <li>7. I'm concerned about how stress at work may affect my health.</li> </ol>	1	2	3	4	5	6	7
<b>Emotional Reappraisal</b>							
	Strongly Disagree		Strongly Agree				
<ol style="list-style-type: none"> <li>1. By altering my perspective on the circumstances, I am able to regulate my emotions.</li> <li>2. I adjust my perspective on the matter when I wish to experience less negative emotion.</li> <li>3. I alter my perspective of the circumstance when I wish to experience more positive emotions.</li> <li>4. I shift my thoughts to something more upbeat in order to experience happier feelings (like joy or laughter).</li> <li>5. I shift my thoughts when I wish to feel less negative emotion (like sadness or rage).</li> <li>6. I force myself to think through stressful situations in a way that keeps me composed.</li> </ol>	1	2	3	4	5	6	7

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