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Digital Overload: Fatigue and Information Avoidance on Social Media

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Abstract

With the growing intensity of social media use, users are repeatedly reporting negative psychological states such as overload, fatigue, and exhaustion. In response to these conditions, various behavioral patterns have developed, among which information avoidance and discontinuation of social media use are most frequently examined. The aim of this paper is to investigate the relationship between different dimensions of social media overload, the feeling of fatigue, and information avoidance as a stress-coping mechanism. Data were collected through a questionnaire specifically constructed for the purposes of this research, while the measurement of overload dimensions was based on items developed in previous studies. The theoretical framework of the paper is the stressor-strain-outcomes model, in which stressors are operationalized as: information overload, social overload, and system feature overload. The psychological outcome of the stressors is fatigue, while information avoidance is considered as a possible result of their effects. The study was conducted on a sample of 121 students from the Faculty of Philosophy, University of Niš. The results indicate a positive correlation between information overload and feelings of fatigue ($r = 0.576$), as well as between system feature overload and feelings of fatigue ($r = 0.293$). However, although information overload leads to fatigue, it does not result in information avoidance, as respondents still feel a strong need to stay up to date with events on social media. A small but statistically significant correlation was found between information avoidance and system feature overload ($r = 0.182$).

Keywords: social media, dimensions of overload, fatigue, information avoidance, students

Social Media: Overload, Fatigue, and Information Avoidance

Introduction

Social media platforms today dominate as channels of communication, information, and advertising, transforming the ways in which knowledge is shared and connections are made. The ability to create and share content (Jenkins et al., 2006) makes users active participants in shaping the informational universe, which is regarded as a privilege of media- and information-literate citizens (Jenkins et al., 2009; Livingstone, 2013).

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The results of previous studies on the impact of social media on users' mental health are often contradictory. While some authors believe that social media can be viewed as a platform for self-expression and connection (Jang, Lee, & Kim, 2013), strengthening social capital, political and civic participation, social relationships, and life satisfaction (Valenzuela, Park, & Kee, 2009), as well as a means of achieving psychological well-being and enhancing self-confidence (Ellison, Steinfield, & Lampe, 2007), conversely, experts warn of the negative consequences of excessive social media use. Discussions commonly focus on Internet addiction, manifested in preoccupation with online networks, the need to extend time spent online, loss of control, and unsuccessful attempts to reduce activity, as well as in escapism from problems and neglect of daily responsibilities (Azad, 2021; Whelan et al., 2020; Bugarski, 2003). A particular challenge is the spread of false news, which users often perceive as credible, despite representing a fragmented and personalized view of reality (Aleksić & Stamenković, 2021; Zubof, 2021). Considering that the majority of young people in Serbia use social media for obtaining information[4], these platforms have become key generators of both information and misinformation, which can significantly shape their attitudes and opinions. In the field of information technology, the term "overload" is used to describe the perception of different categories of information that exceed an individual's capacity to process them, such as social overload (Maier et al., 2015), system feature and functionality overload, communication overload (Zhang et al., 2016; Lee et al., 2016; Cho et al., 2011), and information overload (Yin et al., 2018; Swart et al., 2017; Lee et al., 2016; Fu et al., 2020; Azad, 2021).

Social overload occurs when an individual is unable to respond to all demands from friends on social media (Maier et al., 2015; Zhang et al., 2016; Whelan et al., 2020). It is not determined by the size of the network, but by the intensity of interactions and the number of support requests (Maier et al., 2015). Higher levels of social overload are associated with more frequent use of networks (Maier et al., 2013), a larger number of friends (Manago et al., 2012), and greater pressure to provide support to others (Maier et al., 2015). The phenomenon is more common among women (McAndrew & Jeong, 2012; Moore & McElroy, 2012), and decreases with age, as older users tend to have fewer online contacts (Maier et al., 2015). Prolonged exposure to these demands can also lead to social "burnout" (Maier et al., 2015).

Information overload arises from the abundance of content generated by social media, emails, forums, and applications. Its causes are numerous, ranging from citizen journalism and the uncontrolled dissemination of information to the abundance of communication platforms (Jenkins et al., 2013; Carpentier, 2011). The consequences include the neglect of relevant information (Zhang et al., 2016) or the fear of missing out on content, which further drives information-seeking behavior (Hetz et al., 2015).

[4] The study "Information in the Digital Environment in Serbia," conducted at the Center for Media Research at the Faculty of Political Sciences in Serbia in 2020, showed that 32% of the online population obtains information through social media.

The system features of social media refer to the technological characteristics and operations of the platform. System feature overload occurs when users perceive that the available operations exceed their needs or require the use of multiple functions for different purposes, leading to cognitive and physical strain (Zhang et al., 2016). An additional burden arises from the need to learn how to use a large number of functions (Grandhi et al., 2005).

The amount of information on networks can quickly reach a user's cognitive threshold (Liu et al., 2021), while the complexity and irrelevance of content further contribute to fatigue (Fu et al., 2020). Interactions across multiple platforms increase exhaustion due to the pressure to respond to social support requests. Fatigue reduces the ability to process and retain information (Jiang, 2022), and although avoidance can mitigate information overload, it limits access to important content and increases errors in interpretation (Dai et al., 2020; Soroya et al., 2021). Such users are more likely to engage in information avoidance as a defense mechanism, accompanied by decreased trust in information and its verification (Guo et al., 2020; Park, 2019). Furthermore, fatigue can lead to discontinuous use of networks (Zhang et al., 2016), and its intensity depends on users' perception of the amount of time spent online (Maier et al., 2015; Cao & Sun, 2018). Fatigue can also be considered a mediating variable between overload and network discontinuation (Maier et al., 2015; Zhang et al., 2016).

Information overload often triggers passive behaviors, including ignoring, withdrawing, and avoidance (Cao & Yu, 2018, 2019; Guo et al., 2020). As a stress-coping strategy, information avoidance is particularly prominent (Azad, 2021) and is defined as the conscious neglect of content due to a lack of time, energy, or interest (Guo et al., 2020). Guo and colleagues demonstrated that irrelevant information encourages avoidance, while fatigue mediates the relationship between overload and avoidance, particularly in the context of social overload, a finding supported by other studies (Maier et al., 2015; Zhang et al., 2016; Azad, 2021). Although exhaustion increases the tendency toward avoidance, Azad (2021) found no evidence that it leads to discontinuation of network use.

Previous research has primarily focused on the relationship between overload and cessation of use (Cao & Sun, 2018; Fu et al., 2020), the association between overload and fatigue (Lee et al., 2015; Lin et al., 2021), as well as the link between intensive use and exhaustion (Cao & Sun, 2018; Fu et al., 2020; Azad, 2021). The most commonly reported outcomes of overload are information avoidance and cessation of social media use (Maier et al., 2015; Zhang et al., 2016; Fu et al., 2020; Lin et al., 2021).

The relationships between these variables are explained through different theoretical models, such as the Transactional Theory of Stress and Coping (Lee et al., 2015), the S–O–B–C model (situation–organism–behavior–consequences), the Stressor–Strain–Outcome (SSO) model, and the Person–Environment Fit model of stress adaptation.

According to the Stressor–Strain–Outcome (SSO) model, stressors are environmental factors that generate stress and alter psychological states. The term

"being under stress" can be defined as a form of imbalance between the individual and the environment (Cooper et al., 2001), given that the individual is confronted with demands to which they cannot adequately respond. The concept of strain refers to the psychological outcome of stressors, which subsequently triggers a behavioral response, that is, a change in behavior, referred to in this model as the outcome.

Stressors, therefore, alter an individual's psychological state and direct them toward specific behaviors (Nawaz et al., 2018). Initially, this model was applied in psychological research to explain the processes underlying the emergence of stress (Nawaz et al., 2018; Azad, 2021), while its application was later extended to explain behaviors on social media, such as cessation of use (Fu et al., 2020), overload and exhaustion (Nawaz et al., 2018), as well as social media overload and its impact on discontinuance and information avoidance (Azad, 2021). In this study, stressors are understood as dimensions of social media overload, such as, information overload, social overload, and system feature overload (Azad, 2021). Fatigue is regarded as the psychological consequence of stressors, whereas information avoidance is defined as the outcome, that is, the behavioral consequence of stressors.

The subject of this paper concerns the forms of social media overload and their correlation with feelings of fatigue and information avoidance. The aim of the study is to examine whether different forms of overload are correlated with fatigue, as well as whether participants resort to information avoidance as a protective mechanism against excessive amounts of information. The dimensions of social media overload considered in this study include information overload, social overload, and system feature overload.

Previous studies have shown that the accumulation of information from social media can lead to feelings of fatigue and unpleasant emotions, which individuals may attempt to alleviate in various ways (Fu et al., 2020; Lee et al., 2015; Lin et al., 2021). Fu and colleagues emphasized that fatigue may arise as a result of exposure to complex or irrelevant information presented in an unclear manner (Fu et al., 2020). Moreover, information overload has been identified as one of the main causes of fatigue (Ravindran et al., 2014; Bright et al., 2015).

Based on previous research, the first hypothesis was formulated as follows:

1. There is a statistically significant positive correlation between social media information overload and the feeling of fatigue.

A large number of friends on social media has been associated with a decline in well-being (Kim & Lee, 2011). Increased demands for communication and interaction with others online, as well as requests to provide support to others, may lead to feelings of distress and frustration, as they divert individuals from their daily responsibilities. The consequence of social overload is social exhaustion, which is defined as fatigue generated by social media activities (Maier et al., 2015; Lee et al., 2016). Based on previous studies, the second hypothesis has been formulated:

2. There is a statistically significant positive correlation between social overload and the feeling of fatigue.

Social media continually keeps pace with technological innovations, therefore, in an effort to attract and retain as many users as possible, platforms constantly

enhance their technical tools. Although these updates can be considered beneficial, as they are oriented toward user needs, the introduction of updated features may complicate social media use. The consequence of these enhancements and/or the introduction of new technical functions is technical overload and user exhaustion (Lee et al., 2016). A mismatch between system capabilities and user needs can lead to a range of negative feelings, such as anxiety, stress, burnout, and emotional exhaustion (Zhang et al., 2016, p. 907). Based on previous studies, the third hypothesis has been formulated:

3. There is a statistically significant positive correlation between technical overload and the feeling of fatigue.

Information overload can lead to exhaustion, which in turn encourages users to engage in information avoidance (Dai et al., 2020). The correlation between informational abundance and information avoidance is most fully manifested in the context of social media. Research indicates that using social media as a source of information about the Corona virus results in the avoidance of health-related information (Farooq et al., 2020). Based on this, the fourth hypothesis has been formulated as follows:

4. There is a statistically significant positive correlation between information overload and information avoidance.

Behavioral changes resulting from social overload can be summarized in several reactions, such as a reduced intensity of social media use, as well as the avoidance of previous behavioral patterns through complete discontinuation of social media use (Maier et al., 2015). Given that social overload has become a leading issue in online communication, the fifth hypothesis has been formulated as follows:

5. There is a statistically significant positive correlation between social overload and information avoidance.

According to Zhang and colleagues, social media providers should offer users the option to disable functions that are no longer of interest, as these may contribute to system feature overload. Managing content according to users' interests can provide a better experience in interacting with information on social media (Zhang et al., 2016). If functions exceed users' needs or are not aligned with them, it can be expected that information will be ignored or that information avoidance will occur due to difficulty accessing relevant content. For this reason, the sixth hypothesis has been formulated as follows:

6. There is a statistically significant positive correlation between system feature overload and information avoidance.

Method

Procedure and sample

In this study, a questionnaire with a five-point Likert scale was used as the data collection method. It consists of adapted items used in previous studies, aimed at measuring the dimensions of information overload, social overload, and system

feature overload associated with social media use (Cho, 2004; Shin & Lin, 2016; Maier et al., 2015; Zhang et al., 2016; Azad, 2021). Each dimension was assessed using several items. For instance, the Information Overload dimension includes items such as "I am often distracted by the large amount of information available to me on social media" and "I find that only a small portion of information on social media aligns with my needs". Items for the Social Overload dimension include, for example, "I spend too much time dealing with my friends' problems on social media" and "I pay too much attention to my friends' posts on social media", while the System Feature Overload dimension was assessed with items such as "The features of social media are often more complex than the tasks I need to complete using them" and "Social media adds features that enhance social effectiveness". Fatigue was measured using three items, including "Activities that require me to use social media make me feel tired", whereas the tendency toward information avoidance was assessed using statements such as "I consciously ignore certain posts and information on social media" and "I often scroll to avoid certain posts and information on social media".

The study was conducted using a paper-and-pencil format, in direct contact with the participants, within the premises of the Faculty of Philosophy at the University of Niš during April 2024. The sample consisted of 121 students from the Faculty of Philosophy, University of Niš.

Data were analyzed using SPSS, employing descriptive statistics and Pearson's correlation coefficient.

Table 1

Socio-demographic structure of the sample and patterns of social media use

Gender	Male *13, 2%*			Female *86, 8%*	
Year of study	Second *21,5%*		Third *52,9%*		Fourth *25,6%*
Most frequently used social media platform	Facebook *5%*	Instagram *77,7%*	Twitter *5%*	TikTok *11,6%*	Other *0,8%*
Time spent on social media on a daily basis	Around half an hour *0,8%*	From half an hour to one hour *9,1%*	Up to two hours *39,7%*	From two to five hours *49,6%*	More than five hours *0,8%*
Number of friends	Less than 50 friends *5,8%*	From 50 to 100 friends *8,3%*	From 100 to 500 friends *20,7%*	More than 500 friends *65,3%*	

Table 1 provides an overview of the sample structure according to several parameters. The majority of participants were female (86.8%), while the proportion

of male participants was considerably lower (13.2%). More than half of the respondents were third-year students. The most popular social media platform among the participants was Instagram (77.7%), followed by TikTok (11.6%). The fact that TikTok ranks second in usage reflects the growing popularity of this platform, as indicated by global statistics[5]. The largest proportion of participants use social media for two to five hours per day (49.6%), indicating intensive engagement with these platforms among students. Two-thirds of the respondents have a large network of friends (65.3%), which may point to the importance of the social component and interaction with others online.

Results

Using descriptive statistical techniques in SPSS, the obtained data provided significant insight into the distribution of responses across the dimensions of social media overload, as well as regarding feelings of fatigue and tendencies toward information avoidance. The first overload dimension assessed by the participants was *information overload* on social media. Nearly one-third of respondents (37.1%) reported being frequently distracted by the large amount of information available on social media. A slightly higher proportion of respondents (40.05%) confirmed that they generally or completely feel overwhelmed by the volume of information on social media that they need to process on a daily basis.

Regarding *social overload* on the network, participants reported that they generally or completely consider the social component irrelevant; that is, two-thirds of respondents (75%) do not spend much time dealing with their friends' problems on social media, while 65.3% do not pay excessive attention to their friends' posts. These findings may be interpreted to suggest that participants perceive their friend networks differently and may engage in communication and interaction primarily with a smaller number of close friends on the network, with whom they also maintain direct contact.

Regarding the dimension of *system feature overload* on social media, the largest proportion of respondents expressed divided opinions. Over half of the participants (53.7%) indicated full or partial disagreement with the statement that additional tools and features on the platform are too complex, while 46.3% reported that these features do not hinder them but rather assist in using the platform.

Regarding feelings of *fatigue*, nearly half of the respondents indicated that using social media does not cause them to feel tired, and that activities involving the use of various platforms do not overwhelm them (48.8%), nor does the use of social media itself (40.5%). However, it is important to consider the significant

[5] According to a study conducted in Serbia by the agency "Pioniri" in collaboration with the research agency Smart Plus Research in 2022, TikTok recorded the highest annual growth in user numbers. While in 2021, 20% of Internet users had a TikTok account, this figure increased to 25% in 2022, meaning that a quarter of Internet users have access to and use this new video-based social media platform. For more details, see: https://pioniri.com/sr/socialserbia2022/

proportion of undecided respondents (over one-quarter), which may also influence the interpretation of the results.

Regarding the tendency to *avoid information*, participants reported frequent engagement in this behavior, with two-thirds (76.9%) stating that they consciously do not pay attention to certain posts and information on social media. Additionally, scrolling to avoid information and posts on the platform was reported by 71.9% of respondents, indicating an adopted, yet inadequate, coping mechanism for stress induced by information overload.

Table 2

The correlation between overload dimension and fatigue

Types of overload		Information overload	Social overload	System feature overload
Fatigue	Pearson Correlation	***0,576****	*0,003*	***0,293****
	Sig. (2-tailed)	*0,000*	*0,972*	*0, 001*

Table 2 shows that there is a statistically significant positive correlation between information overload and fatigue (r = 0.576). These results are consistent with previous studies, which confirms the relationship between various forms of social media overload and the experience of fatigue. Lee and colleagues demonstrated that the main predictors of fatigue on social media are information, social, and system feature overload (Lee et al., 2016). One study indicated that information overload has a greater impact on fatigue on social media than communication overload (Whelan et al., 2020). The table also shows a low but statistically significant correlation between system feature overload and feelings of fatigue.

Table 3

The correlation between overload dimensions and information avoidance

Types of overload		Information overload	Social overload	System feature overload
Information avoidance	Pearson Correlation	*0,153*	*0,083*	***0,182****
	Sig. (2-tailed)	*0,094*	*0,368*	*0,045*

Table 3 shows a small but statistically significant correlation between information avoidance and system feature overload (r = 0.182), in contrast to previous research, which did not find an association between these phenomena (Azad, 2021). This indicates that system feature overload can lead to information avoidance on social media. The relationship between system features and information avoidance

is important, as the features and tools provided by the platform enable users to access information of interest. When users experience overload due to complex system features, they may be deprived of relevant information and adopt a practice of further information avoidance.

Discussion

The study focuses on the relationship between the dimensions of social media overload and both feelings of fatigue and information avoidance. The aim of the research is to examine the correlation between the dimensions of social media overload and the experience of fatigue. A secondary objective concerns the investigation of participants' tendency to avoid information as a coping mechanism against excessive information. The dimensions of social media overload considered in this study are information overload, social overload, and system feature overload.

The first hypothesis, proposing a statistically significant positive correlation between information overload and feelings of fatigue, was confirmed ($r = 0.576$). The greater the perceived information overload on social media, the stronger the experience of fatigue. The second hypothesis, which tested the association between social overload and fatigue, was not confirmed. Social interactions on the network do not induce fatigue, indicating the presence of adequate coping mechanisms for posts and information from friends. It can also be inferred that participants are not in conflict with social demands and their personal needs and goals, and that they maintain control over their network of friends. The third hypothesis, examining the relationship between system feature overload and fatigue, was confirmed. Frequent changes in system features, as well as complex functions, can lead to feelings of fatigue, particularly if the use of these functions does not align with user needs (Lee et al., 2016). The fourth hypothesis, proposing a statistically significant correlation between information overload and information avoidance, was not confirmed. When information overload occurs but information avoidance is absent, this phenomenon may be explained by users' need to stay informed in order to keep up with social developments (Hetz et al., 2015). The fifth hypothesis, suggesting a statistically significant correlation between social overload and information avoidance, was also not confirmed.

The sixth hypothesis, proposing the existence of a statistically significant positive correlation between system feature overload and information avoidance, was confirmed. Participants demonstrated resistance to adapting to new functions and tools offered by social media platforms. When acquiring the skills necessary to use modified system features requires mental effort, participants tend to avoid using these functions and refrain from engaging with the new information accessible through these communication tools. Previous studies on users in Serbia regarding the terms of social media use indicated that only a small percentage (8.9%) expressed interest in the operational rules of such platforms (Mitrović, 2021).

The tendency to avoid engaging with new system features and the inertia toward the rules of social "games" can be linked to the increasing passivity of users on social media,

who aim to access the information of interest as quickly as possible while minimizing their level of engagement. Consequently, without reviewing the terms of use of social media platforms, users enter a connected virtual world that systematically utilizes personal data and the history of their digital activities. Information overload on social media has become a common, everyday phenomenon, necessitating familiarity with appropriate coping strategies to manage stress induced by abundant information. Inadequate responses to information overload are reflected in a tendency to avoid new information, which may have various consequences. These consequences include the formation of a distorted perception of social reality due to incomplete information, uncritical acceptance of false news and manipulated messages, and, in some cases, the cessation of social media use. Reducing information anxiety (Soroya et al., 2021), information overload, and information avoidance can be achieved through media and information literacy training, which would equip users to manage online information more effectively and to appropriately assess and evaluate the credibility of media, sources, and messages. The skills acquired would enable users to filter out information that is not aligned with their needs and interests. Moreover, controlled engagement with information flows allows users to gain knowledge upon which appropriate and balanced decisions can be made.

Conclusion

The study of the relationship between the three dimensions of overload and the experience of fatigue, as well as the link between forms of overload and information avoidance, revealed several important findings. The observed positive correlation between informational overload and fatigue, as well as between informational overload and information avoidance, indicated that key factors contributing to negative experiences and maladaptive coping mechanisms under information stress are the information originating from various sources, such as online media, advertisers, agencies, and various service providers. The intensity of interactions with friends on social networks, as well as the information they share, did not constitute a burden for the participants; therefore, such interactions were not associated with fatigue and did not lead to information avoidance. Social media managers should pay attention to all factors that may induce or increase user fatigue, as this can result in discontinuous usage or even permanent cessation of platform use.

The social dimension of presence on online platforms does not pose a problem from the participants' perspective, as they have aligned their contacts and the intensity of interactions online with their personal obligations, goals, and needs. However, systemic functions represent a problematic area that requires further investigation to understand users' resistance to adopting new communication tools and features within social media. The culture of instant knowledge, rapid insights, and cognitively light information, accessible through simple functions, has become an integral part of the everyday lives of young people.

Given that this study was conducted among students who use social media on a daily basis, future research should be carried out with a different sample. A sample with a different

demographic composition could provide a different perspective on users' interests in social media and reveal how the relationship between overload, fatigue, and information avoidance manifests. It is important to note that the sample size in this study was relatively small, and therefore the research can be considered exploratory, which may have influenced the results obtained. Additionally, participants' personality traits—particularly the dimensions of introversion–extraversion and neuroticism—could mediate the relationship between different forms of overload, fatigue, and information avoidance behaviors.

A significant contribution of this study lies in the fact that it was conducted in Serbia, where research interests in the area of psychosocial relationships on social media and their consequences are still in their early stages. Considering that the majority of studies on the dimensions of information overload on social media have been conducted in China (Zhang et al., 2016; Lee et al., 2016; Lin et al., 2021; Chung et al., 2022), a country characterized by a collectivist culture with a high power index, strong interpersonal ties, and a pronounced tendency to accept collective responsibility (Hofstede, 2001), the research conducted in Serbia provides a different perspective on attachment to friends on social media, as well as on the psychological and behavioral consequences of overload with various types of information. Although Serbia has also been characterized as a collectivist culture, with a low individualism index (25) in 2001 according to Hofstede's cultural dimensions, it has shifted toward individualistic values over the past decade under the influence of Western culture (Zečević Stanojević, 2018). This cultural shift has influenced the attitudes and behaviors of Serbian citizens, and a reflection of these changes is evident in the responses of the participants, who maintain a controlled and somewhat distanced relationship with friends on social media, aligned with their personal needs and goals. In this way, users are protected from feelings of fatigue caused by information overload from friends, as well as from the need to "escape" such interactions, since they are neither overwhelming nor all-consuming.

The search for mechanisms to protect against the experience of being overwhelmed by various types of information on social media, whether originating from diverse informational sources, friends, or system functions, leads to the concept of media and information literacy. It is only through the acquisition of specific skills for managing large amounts of information online that it becomes possible to preserve mental health and maintain an appropriate model of functioning in the contemporary world, which is increasingly based on informational capital.

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Digitalno preopterećenje: Umor i izbegavanje informacija na društvenim mrežama

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Apstrakt

Sa porastom intenziteta upotrebe društvenih mreža, sve češće se beleže izveštaji korisnika o negativnim psihološkim stanjima, kao što su preoterećenost, umor i iscrpljenost. Kao odgovor na ova stanja, razvijaju se različiti obrasci ponašanja, među kojima se najčešće istražuju izbegavanje informacija i prestanak korišćenja društvenih mreža. Cilj ovog rada jeste ispitivanje povezanosti između različitih dimenzija preopterećenosti društvenim mrežama, osećaja umora i izbegavanja informacija kao mehanizma prevladavanja stresa. Podaci su prikupljeni putem upitnika posebno konstruisanog za potreba istraživanja, a merenje dimenzija preopterećenosti zasnovano je na ajtemima razvijenim u ranijim studijama. Teorijski okvir rada predstavlja model ishoda stresora (*Stressor-strain-outcomes*), pri čemu su stresori operacionalizovani kao: informacijsko preopterećenje (*information overload*), društveno preopterećenje (*social overload*) i preopterećenje sistemskim karakteristikama (*system feature overload*). Psihološki ishod stresora je umor, dok se izbegavanje informacija posmatra kao mogući rezultat njihovog delovanja. Istraživanje je sprovedeno na uzorku od 121 studenta Filozofskog fakulteta Univerziteta u Nišu. Rezultati pokazuju pozitivnu korelaciju između informacijske preopterećenosti i osećaja umora ($r = 0,576$), kao i između preopterećenosti sistemskim funkcijama i osećaja umora ($r = 0,293$). Međutim, iako informacijsko preopterećenje dovodi do umora, ono ne rezultira izbegavanjem informacija, jer ispitanici i dalje osećaju snažnu potrebu da budu u toku sa dešavanjima na mreži. Ustanovljena je mala, ali statistički značajna povezanost između izbegavanja informacija i preopterećenja sistemskim funkcijama ($r = 0,182$).

Ključne reči: društvene mreže, dimenzije preopterećenosti, umor, izbegavanje informacija, studenti

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