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INFLUENCE OF INFORMATION OVERLOAD AND INFORMATION IRRELEVANCE ON INFORMATION AVOIDANCE BEHAVIOR: THE MEDIATING ROLE OF SOCIAL NETWORK FATIGUE

Rubaia Khan[1], Nosheen Fatima Warriach[2] & Alia Arshad[3]

[1]Institute of Information Management, University of the Punjab, Lahore, Punjab, Pakistan
[2]Institute of Information Management, University of the Punjab, Lahore, Punjab, Pakistan
[3]Institute of Information Management, University of the Punjab, Lahore, Punjab, Pakistan

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ABSTRACT

This paper explores the effects of information overload, irrelevance and fear of missing out on social network fatigue and how social network fatigue has impact on avoidance behavior. This study used quantitative research design and used a survey approach. The data was empirically tested by a survey of 300 Pakistani university students using the social networks service (Facebook). The smartPLS was used to analyze the data. The results show that FOMO, information overload and information irrelevance have positive effect on the social network fatigue. The findings also show the significant relationship between the FOMO and information overload and information irrelevance had association with information overload. The social network fatigue has significant effect on the avoidance behavior. Thus, investigating what triggers users' social network fatigue and avoidance behavior has been an emerging theme in the recent years, yet there is a lack of discourse that investigates factors of social network fatigue which causes avoidance behavior. In this regrag, the outcomes obtained from the study enhance the understanding of adverse consequences related to the social network usage.

Corresponding Author: Rubaia Khan: merabiakhan@gmail.com

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INTRODUCTION

With the introduction of mobile technology, social network services (SNS) (Facebook, Twitter, QZone & Instagram) have been accepted swiftly (Statista, 2021). It has become very important and shared feature of the daily routine, motivating people to be socially embedded and feel positive emotions; these emotions motivate users to endlessly enjoy SNS. They have enabled users to connect in a more useful way as it was not possible before. However, it has also been

observed that in recent years, number of active SNS users has dropped (Xiao, Mou & Huang, 2019). Information system researchers called this phenomenon "SNS fatigue". Fatigue is seen from anxiety, stimuli-organism-response viewpoint, focusing on effect of information, social, and system overload on fatigue (Zhang, Zhao, Lu & Yang, 2016). The previous studies clarified 4 types of perceived overload as potential antecedents in social network service fatigue context: system overload (Zhang et al., 2016; Karr & Lu, 2010), information overload (Chen, Shang & Kao, 2009) communication overload (Chen & Lee, 2013; Zhang et al., 2016; Lee, Son & Kim, 2016) and social overload, examining social media fatigue for past several years (Zheng & Ling, 2021).

Studies have embraced numerous social media fatigue concepts and acknowledged potential reasons and outcomes of it (Zheng & Ling, 2021, for the detail overview, as cited in Hsu, Chiu, Chien & Tang, 2023). Frequently implemented concepts for considering the reasons of fatigue comprise SOR (stimulus-organism-response), (Cao, Khan, Zaigham & Khan, 2019; Lin, Lin, Turel & Xu, 2020; Xie & Tsai, 2021) and SSO (stressor-strain-outcome), (Guo, Lu, Kuang & Wang, 2020; Malik, Dhir, Kaur & Johri, 2021; Whelan et al., 2020) theories. Studies established on the SOR framework undertake that exhaustion is an organic phenomenon, and the response to this is cessation of the social network service usage (Lin et al., 2020; Xie & Tsai, 2021). The researches using SSO model consider fatigue as a form of strain affected by numerous stressors, can lead to discontinuation and decreased efficiency (Fu et al., 2020; Guo et al., 2020; Malik et al., 2021; Whelan et al., 2020). In recent times, fatigue has been viewed as a moderator which can upsurge effect of managing tactics (Lin et al., 2021). Information overload a negative aspect of social media gives urge to users to stop the use of social media or discover coping strategies (Cao & Sun, 2018; Zhang et al., 2016. As per Sasaki et al. (2016), when faced with information overload on the Twitter, individuals only read some incoming tweets instead of reducing their friends.

Although these studies have taken steps to understand information avoidance behavior among social network users, still there are some gaps for exploring information avoidance behavior. Previous studies have conducting the organization based information such as advertisements and news (Lee et a., 2016) so, person based sources need to be investigated. Previous studies investigated FoMO (Bright & Logan 2018; Milyavskaya et al., 2018), information irrelevance (Guo et al., 2020) and information overload (Dai et al., 2020) as antecedents of social network service fatigue and exhaustion and their effect on various behaviors such as the information avoidance intentions (Dai t al., 2020), discontinuous usage behavior (Fu et al., 2020) . Therefore, it is vital to study the effects of fear of the missing out, information overload and information irrelevance on social network fatigue from the perspective of information avoidance behavior on Facebook users. The percentage of Facebook users in Pakistan is 43.55 million according to Statista (2022). So, it was decide to select Facebook as it is the most popular platform among people. SSO (stressor-strain-outcome) model is being used to test the proposed model. Thus, it describes that how the environmental stimulus effect the psychologically and then how those psychological issues have an impact on human behaviors. So, the objectives of the study are to investigate:

1. The examine the impact of FoMO, information overload and information irrelevance on the social network fatigue.
2. To examine the relationship between the FoMO, information overload the information irrelevance in specific context.
3. The social network fatigue as mediating effect on relationship amid FoMO, IO and information irrelevance and IAB.

LITERATURE REVIEW

Information Avoidance Behavior

As the issue of how information avoidance behavior occurs, several considerations should be made. Firstly, a body of research established negative affect, like anxiety, fear and hatred lead significantly to avoidance behavior (Yin et al., 2020). Thus, it can be concluded that individuals tend to evade information once it is understood that information search can cause emotional stress. For instance, a study conducted by Chae (2015) establishes that when the level of anxiety in the patients reaches level of fear or disgust, the people will shift from information seeking behavior to information avoidance behavior. Consequently, it was predicted and hypothesized that negative emotion has a positive relationship with information avoidance behavior. Donald (2003) and Gaspar (2015) provide evidence in their work as a way of attesting that the world makes sure that information that is able to interfere with the inherent cognitive tendencies is shunned.

It is always stated that the vitality as well as devotion of users are instrumental in determining the existence and growth of social network service (Chiu & Huang, 2015). The different passive usage behaviors which come into existence with users' acceptance and constant use of SNSs include snubbing, repelling, escaping, transferring, and finally withdrawing (Guo et al., 2020), first leading to excessive use of SNSs, as indicated by Cao and Yu (2019). Over SNS the users can interact with other people and it is rather difficult for users to quit using sites. Irrational usage & fear of missing out on other imperative interaction on SNS can be practical from some of users (Dhir et al., 2018). So, since it is usually not easy for users to read every note on social network, they may decline or miss some information or, at worst, filter over it. Thus, users may display information avoidance behavior prior to a verdict on withdrawal from a social network (Guo et al., 2020).

Fear of Missing Out

FoMO is a feeling of not being able to participate in what others are doing, especially when one believes that the experiences of other individuals are superior to their own (Przybylski et al., 2013). These personalities attribute ties to the wish to always link with and follow others on the diverse social platforms. Earlier studies on FoMO have proposed that the need to untiringly stay linked online to observe or connect with others is expected to end in the extreme usage of mobile phones (Cao et al., 2018), and social media platforms especially Facebook (Dhir et al., 2019; Przybylski et al., 2013). FoMO is typically seen on social networking platforms when a person feels need to be in touch immediately after arising, between classes or other important meetings, or while driving (Przybylski et al., 2013). People fulfill their needs by consuming

excessive social media usage. Currently, social groups are present in physical and virtual both moods and users have access to those social groups offline and online (Franchina et al., 2018). Virtual groups are as important as physical ones. FoMO might be a cause of adverse feelings as social media usage is related with FoMO, which is linked to undesirable sentiments (Bui et al., 2022).

FoMO cause psychological repercussions, such as apprehension, despair, and tension (Hussain et al., 2023). According to Dinh and Lee (2022), social media is the main source of FoMO, which has been connected to sadness, apprehension, stress and commercialism. FOMO caused social media obsession and obsessive behaviors causing psychological fatigue. Thus, fatigue among social network users became partly due to worry and fatigue (Rahmania et al., 2023). Study of Bajwa et al. (2023) demonstrated that smart phone addiction becomes the reason of phubbing behavior among students and FoMO plays important role in it. There are two opinions about whether fear of missing out has an association with fatigue. Malik et al. (2021) and Rogowska (2023) suggests that there is no relationship between FoMO and social network fatigue, Tandon et al. (2021) find positive relationship. Swiatek et al. (2023) found that users' who experience FoMO affirm it a source of fatigue. Zhu et al. (2023) also confirmed that FoMO is an important factor of social media fatigue. In this connection, based on literature, it is thus, hypothesized that:

H1: There is a statistically significant positive effect of fear of missing out on social network fatigue.

Information Overload

It became an important researched area particularly with the introduction of the internet, not to mention the social networking tools of the web 2. 0 (Benselin & Ragsdell, 2016). Information overload is the ability of an individual to manage with vast information pertinent to a certain SNS (Zhang et al., 2016). In the course of using information technology, people find themselves possessing more sources of the great number of information. However, negative ramifications attributable to highly increased information extent have also received interest from scholars (Shokouhyar et al., 2018). Facebook is being used as an SNS platform because people find it a useful and easy-to-use application. Continued popularization of mobile communication skills has caused speed of information production and spread to rise exponentially (Pang & Ruan, 2023). Meyer et al. (2021) investigated that 22.5% population identified information overload stressor .These developments may be attributed to COVID-19 epidemic, resulting in greater use of the virtual meetings, mobile work styles and use of combined digital software (Rigotti et al., 2021).

Such a quantity of information disseminated by Mobile SNS significantly threatens to exceed the ability of users to absorb new information and thus causes exhaustion (Wang et al., 2018). Studies of W.Liu et al. (2021) and Zheng and Ling (2021) have also stated that information overload could create social network exhaustion. The empirical studies have indicated that the problem of information overload is linked with negative consequences for user experiences, including lower satisfaction and higher stress level (Alshamaila et al., 2023). Problems with too

much information can make it hard for people to find useful information when they need it (Kapoor et al., 2018), and it can also stress them out and cause mental health issues (Dwivedi et al., 2018). Earlier studies have validated that information overload and social network fatigue have an association with each other (Guo et al., 2020; Ravindran et al., 2014; Zhang et al., 2016). Misra and Stokols (2012) showed that more information stress leads to higher stress. Shin and Shin (2016) stated that information overload create fatigue and anxiety which will reduce users' mental health and eventually will lead toward fatigue. In this regard, thus it is proposed that:

H2: There is a statistically significant effect of information overload upon the social network fatigue.

Information irrelevance

The studies have shown interest in the aspect of information quality known as "Relevance" (Mckinney et al., 2002; Luqman et al., 2017). In online settings, the degree to which information on social networking sites (SNS) is useful and pertinent to a user's requirements is referred to as relevance (Lee et al., 2016). Therefore, it is suggested that irrelevance is the extent to which information in a social network service is irrelevant, insignificant, trivial, and not useful to a social network service user's demand (Guo et al., 2020). Users do not want to cope with stuff that is meaningless, uninteresting, or trivial. The primary function of mobile SNS is message delivery, hence whether the users receive or not their desired correspondence depends on the message's contents (Pang &Raun, 2023). According to Guo et al. (2020), it is more likely that someone would experience social media tiredness when they get messages that are not to their preferences.

When confronted with an excessive amount of messages and other activities related to using mobile SNSs, such as connecting with friends and addressing numerous important matters, users typically experience tiredness in the online setting (Pang &Ruan, 2023). The studies have demonstrated that existence of unimportant information negatively affects user gratification and participation (Paulose & Shakeel, 2021). The users may become frustrated when they come across irrelevant information, which may lead towards their desire to stop consuming WeChat (Rufeng et al., 2023). This research explores the effects of information irrelevance on social network fatigue. Within framework of social networking sites, users receive many irrelevant notifications of connected friends which increase their fatigue level. Thus, it is hypothesized that;

H3: There is statistically significant positive effect of information irrelevance on social network fatigue.

Main goal of SNS is interactivity can expose high volume of information about others. Those who become active on social media could meet information overload as a result of their greater engagement and influence (Bui et al., 2022) and it can be assumed that in flooded information there could be irrelevant information that users process in fear of missing. So, it is proposed that:

H4: There is statistically significant positive correlation between FoMO, information overload and information irrelevance is associated with information overload.

Social Network Fatigue

The technology that poses a threat to people will ensure the implementation of mechanism to reduce the effect of its implementation (Lin et al., 2020). A typical example of an action being performed by users to reduce feelings of tiredness and discomfort and to gain basic emotional stability is exiting from a situation which is perceived as tiring (Cao and Sun, 2018). It has also emerged that users of social networks have withdrawn from it momentarily, or reduced, or even altogether banned the use of social networks due to fatigue or other negativity associated with using specific social network site (Ravindran et al., 2014), or negative state towards use of SNS (Turel, 2015). Therefore, being an aversive state, fatigue can thus, exert influence over the discontinuance intentions (Zhang et al., 2016). Thus, Ravindran et al. (2014) also identified that, people who had SNS fatigue, used the social networking site less often or even gave up using the site temporarily or permanently. Studies have also revealed that the longer the user feels fatigued the less likely he or she is to use the particular social networking platform (Cao & Sun, 2018).

Additional analysis by Zhang et al. (2016) also indicated that dissatisfaction with the service and social network exhaustion rise discontinuance intentions. Researchers want to know not just what causes social network fatigue but also what impact it has. Consequently, cognitive-affective-behavioral framework states that the poor gratification, apprehension and despair are directly caused by the social network fatigue (Dai et al., 2020; Dhir et al., 2018). The most often researched dependent variable for behaviors with minimum effect is control use activities (Fan et al., 2021) and the goal to discontinue for the short or long time (Fan et al., 2021; Xie and Tsai, 2021). Fatigue contributes to poor work and academic performance (Dhir et al., 2019; Malik et al., 2021). Some of the consequences may include users getting exhausted after investing so much time & energy to attend to those demands while others engage in information avoidance behaviors in bid to elude negative emotions and fatigue (Guo et al., 2020). So, it is hypothesized that:

H4: Social network service fatigue is positively related to the information avoidance behavior.

RESEARCH METHODOLOGY

The data was gathered through questionnaire from the University of Punjab, Lahore, Pakistan, as it is easy & economical way to collect data as compared to other data collection techniques. Facebook serves as a general-purpose social network platform as it has various features such as sharing videos, images, tagging, and chatting, unlike other platforms, for example, Instagram, (Fu et al., 2020). Therefore, target participants of current research are the Facebook users. Oral consent was obtained from participants by informing them about study objectives, anticipated outcomes and methodology. The survey includes question on FoMO, information overload, the information irrelevance, social network fatigue and information avoidance behavior. The questionnaire used seven-point Likert scale, ranging from "strongly disagree (=1)" to "strongly agree (=7).

Measures

The measurement items were selected from diverse studies and modified according to research context. Measurement items of FoMO were selected from Przybylski et al. (2013), statement

items of information irrelevance were adapted from Lee et al. (2016), and measurement items of social network service fatigue & information overload were selected from Zhang et al. (2016) and measurement items of information avoidance behavior were adapted from study of Guo et al. (2020).

Sample, Data Collection & Analysis

The population of study was BS final year students, who were active Facebook users. A simple random sampling method was applied to obtain maximum results. Total of 400 questionnaires were distributed, and 300 were returned from students. It shows good response rate from the respondents (75%). This study used IBM SPSS statistic software and SmartPLS 3.0 for analyzing collected data. in SPSS, after applying initial assumptions, demographic analysis was applied. Data file was saved in CVS format and uploaded in SmartPLS. To examine the reliability and validity of data PLS algorithm & bootstrapping was run in PLS & relationship amid proposed hypotheses.

FINDINGS OF STUDY

In this section, findings of the demographic, constructs' validity and reliability, and results of the hypothesis tests are elaborated in detail with figures and tables. PLS (Partial Least Squares) technique used to examine proposed model. This study established the measurement model for the validity and reliability of constructs (Hair et al., 2011). Reliability and validity are two measures for evaluating the quality of study. Reliability and validity of construct is associated with the quality of the construct which is being measured in the study. Construct's reliability and validity are measured through Cronbach's Alpha, Composite Reliability (CR), rho_ A, and Average Variance Extracted (AVE). Hair et al. (2010), Cronbach's Alpha value more than 0.6 of a construct is in acceptable range. However, all the alpha values of the current study are more than 0.7 shown in Table 2. Thus, no item was deleted and this proved reliability of constructs. CR, rho_ A and AVE values demonstrate that the variables are reliable for the further analysis (Table 1).

Table 1

Construct Reliability and Validity

Constructs	CA	CR	RHO_ A	AVE
FOMO	0.883	0.834	0.879	0.549
IIr	0.874	0.881	0.910	0.670
SNSF	0.874	0.911	0.905	0.657
IO	0.806	0.809	0.861	0.509
IAB	0.833	0.833	0.878	0.547

Note: FoMO (fear of missing out), IIR (information irrelevance), SNSF (social network service fatigue), information overload (information overload), IAB (information avoidance behavior)

Discriminant Validity

Evaluating discriminant validity often involves testing the square root of the average variance extracted (AVE), which helps in understanding the relationship between a construct and its

associated components. Two methods to evaluate discriminant validity are AVE & comparing the item loading of each construct. According to Fornell and Larcker (1981) to demonstrate the discriminant validity square root of AVE value should be greater than correlation coefficient among constructs and others. Table 3 shows mean value, standard deviation and discriminant validity of each construct. As the results show that all constructs have accepted discriminant validity.

Table 2

Discriminant Validity: Fornell-Larcker Criterion

Constructs	FOMO	IIR	SNSF	IO	IAB
FOMO	0.741				
IIr	0.305	0.819			
SNSF	0.103	0.204	0.811		
IO	0.588	0.263	0.052	0.713	
IAB	0.105	0.201	0.060	0.505	0.740

Note: FoMO (fear of missing out), IIR (information irrelevance), SNSF (social network service fatigue), information overload (information overload), IAB (information avoidance behavior)

Structural Model

Through application of regression analysis and path analysis, SEM employs scientific method to advance scholars' understanding of complex relationship between variables (Schumackerv & Lomax, 2016). This research utilized the bootstrapping technique with 5000 subsamples in order to examine the route coefficient. Path coefficient is used to estimate link amid constructs (Hair et al., 2016). Table 4 represents goodness of fit indices. Table 4 shows path coefficient's results.

Table 3

Model Fit Indices

Constructs	R2	Q2	SRMR
IAB	0.353	0.063	
SNSF	0.003	0.006	0.063

Note: SNSF (social network service fatigue), IAB (information avoidance behavior)

Direct Effect

First, this study analyzed interaction between FoMO, information overload and information irrelevance. The results revealed that FoMO was positively associated to information overload (β = 0.055, t = 0.601, p = 0.001), and information irrelevance was associated positively with information overload (β= 0.305, t =6.81, p = 0.000). Results show that fear of missing out has positive and significant effect on social network fatigue (β = 0.560, t = 15.541, p = 0.000) thus, hypothesis (H1) is supported. Similarly, relationship amid information irrelevance and social network fatigue (IIR > SNF) is positive and significant and the proposed hypothesis (H2) is accepted (β = 0.263, t = 5. 421, p = 0.000). Besides, the effect of information overload on social network fatigue is significant (β = 0.052, t = 0.682, p = 0.005), accepting proposed hypothesis (H3). Next this study tested whether social network fatigue had effect on avoidance behavior.

The result reveals that social network fatigue (H4) has a significant effect on (β = 0.183, t = 0.601, p = 0.000) information avoidance behavior. A complete picture of results is presented in Table 4.

Mediating Effect

The indirect (mediation) effect showed that the social network fatigue had not played any mediating role between fear of missing out and information avoidance behavior (β = 0.029, t = 0.676, p = 0.250). Similarly, social network fatigue didn't play any mediating effect between information irrelevance and information avoidance behavior ((β = 0.005, t = 0.601, p = 0.274). Furthermore, social network fatigue also did not mediate the relationship between information overload and information avoidance behavior (β = 0.055, t = 0.601, p = 0.274) as shown in the Table 5.

Table 4

Hypothesis Test Results

Hypothesis	Relationship	(β)	t-value	PV	Remarks
H1	FoMO > SNF	0.560	15.541	0.000	Significant Effect
H2	IIr > SNF	0.263	5.421	0.000	Significant Effect
H3	IO > SNSF	0.052	0.682	0.005	Significant Effect
H4	SNF >IAB	0.183	0.601	0.000	Significant Effect

Note: FoMO (fear of missing out), IIR (information irrelevance), SNSF (social network service fatigue), information overload (information overload), IAB (information avoidance behavior)

Table 5

Results of mediation analysis

Variables	Relationship	(β)	t-value	p-value	Remarks
FoMO	FOMO ->SNF -> IAB	0.029	0.676	0.250	No mediation
IIr	IIr -> SNF -> IAB	0.005	0.601	0.274	No mediation
IO	IO -> SNF -> IAB	0.055	0.601	0.274	No mediation

Note: FoMO (fear of missing out), IIR (information irrelevance), SNSF (social network service fatigue), information overload (information overload), IAB (information avoidance behavior)

DISCUSSION

This study aimed to explore the influence of the FoMO, information overload and information irrelevance on social network fatigue and to examine association between FoMO, information overload and information irrelevance. The finding shows that FoMO has significant positive effects on social network fatigue. Thus, suggested hypothesis H1 is supported. This positive effective is in line with study of Kang et al. (2020), Swiatek et al. (2021). The rationale behind this behavior lies in individuals' fear of missing out, prompting them to regularly check their social media feeds to stay up-to-date on their friends' plans and activities (Aiken et al., 1999). With urge to gain popularity among young fellows and to enhance relations with others, the usage of SNS has advanced towards FoMO. And this situation is causing stress (Beyens et al., 2016); another reason is communication with friends. Przybylski et al. (2013), teenagers who suffer FoMO tend to want to keep associated what people are experiencing. Also, people with

greater degree of FoMO checked their online networks with greater frequency compared to individuals who had less FoMO with goal to stay up about their friends' activities (Oberst et al., 2017).

Secondly, this study confirms the significant effect of information overload on social network fatigue (H2). This result is consistent with studies of (Azri et al., 2024; Kang et al., 2020; Pang & Ruan, 2023; Zhen & Ling, 2021). Social services have changed way of communication from face to face to online. The users' process information coming from different sources and when information exceeds from their processing capacity it increases feeling of fatigue. The current study of Pang and Liu (2024) explored that information overload positively influence social network fatigue leads towards passive usage intentions. Information irrelevance positively has an impact on social network fatigue. Thus H3 is accepted. People have limited capacity to process information so when they see unwanted or unappealing information they may get tired. According to Pang and Ruan (2023), information irrelevance positively influences social media exhaustion leads toward discontinuous intentions which is consistent with the findings of (Zhang et al., 2020; Wu et al., 2022) that information irrelevance is linked with mobile social media tiredness. Whereas, study of Guo et al. (2020) establishes that information irrelevance directly affects information avoidance behavior and it has no influence on the social network fatigue.

According to Rufeng et al. (2023), individuals were inclined to indicate that they intended to stop using WeChat as the amount of irrelevant content arose. The resulst implies that the users' intents for discontinuing WeChat may be adversely affected by information irrelevance and fatigue may contribute to it. Social network fatigue was also found to be associated with information avoidance behavior, confirming H4. The result of study is parallel to the studies of (Guo et al., 2020; Dai et al., 2020) who explored that fatigue, obstruction and discontent are the main features of information avoidance behavior and intentions. Thus, previous literature showed that social network fatigue is associated with diverse IS discontinuance intentions and behaviors (Cao & Sun, 2018; Fu et al., 2020; Pang & Raun, 2023). The findings of Pang and Liu (2024) also stated that the social network fatigue positively contribute passive usage intentions. Social network services permit operators to bond with others so it is difficult to quit the usage. Additionally, the social network fatigue lead to the goal of inactive use, however, it may also strengthen these user's decision to leave the social network service platform (Fu et al., 2020). Therefore, the users show avoidance behavior before making any choice to quit from the social network.

Our findings show that negative psychological strain can affect the behavioral outcomes in a harmful way. Furthermore based on mediating part of social network fatigue current research investigated that social network fatigue is not playing its role as a mediator between fear of missing out, the information overload, and information irrelevance & information avoidance behavior. Our results are not consist with the former study of Guo et al. (2020) who stated that social network fatigue mediates relationship between information overload and information avoidance behavior. The current result related to information irrelevance is consistent with Guo et al. (2020). Social network fatigue has nothing to do with it. Information irrelevance and

FoMO both have a positive relationship between themselves. FoMO is becoming the reason for irrelevant information. When people process a high volume of information then they also process irrelevant information which wastes their time and constrains them. This study also shows a relationship between FoMO and irrelevant information. Facebook users process large amounts of information sent by users in shape of pictures, videos, messages, and documents (Fu et al., 2020). This sharing causes information overload and this overload brings irrelevant information.

CONCLUSION

This paper aims to explore that how fear of missing out, information overload and irrelevance among social network users affect their avoidance behavior using. The results support our research model and all the hypotheses. This research establishes the relationship between Fear of missing out and information overload, information irrelevance and information overload. This research also explores the mediating role of social network fatigue between independent variables and dependent variable. Findings further support that social network fatigue has an impact on avoidance behavior of Facebook users. In the summary, this research enhances our understanding on the consequences of social network services and the negative outcomes on behavior.

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