

# Emotional Exhaustion in the Digital Native Generation of Social Media Users

Siti Nur Asiyah\*, M. Ata Zaidan Taufiqi, Fattah Niko Raihan, Mochammad Hakim Hakiki, Nur Rizqika Dwi Putri, Eli Nuzul Wahyuni, Maharani Nurrohmah P. S

*Faculty of Psychology and Health, UIN Sunan Ampel Surabaya*

**Abstract:** Digital native generation or Internet Generation is a young generation that is likened to a generation that has been mingling with the internet and technology since birth. All activities carried out by this generation are not far from the use of digital technology. This study aims to analyze the influence of social media on emotional fatigue in the digital native generation. The method in this study uses literature review, using articles and scientific journals ranging from 2015 to 2023. From the results of the literature review that has been done, the results obtained show that the use of social media can affect the level of emotional fatigue in the generation of digital natives. In some studies, it has been found that excessive use of social media can trigger emotional exhaustion, which is characterized by an increase in symptoms of depression, anxiety and stress.

**KeyWords:** *social media, social media exhaustion, emotional exhaustion, and the digital native generation.*

## I. INTRODUCTION

Each phase of human growth has unique and different characteristics that differentiate it from other growth phases. In each phase of growth, there will be conditions and demands that are unique to each individual. Therefore, individuals are required to be able to adapt and behave in facing situations in each phase. Adolescence is one of the prominent phases in a person's life. In this period, individuals experience physical, cognitive, social and emotional changes simultaneously, but the responses that occur in each phase of development require time which is influenced by the environment, maturity and other people around them (Diananda, 2018). The adolescent phase is a transition phase from childhood to adulthood, which includes significant physical, emotional and social changes. According to the World Health Organization (WHO), adolescents are people aged 10-19 years, who are classified into early adolescents aged 10-13 years, middle adolescents aged 14-16 years, and late adolescents aged 17-19 years (Johariyah & Mariati, 2018). Meanwhile, according to the Population and Family Planning Agency (BKKBN), the age range for teenagers is 10-24 years old and still single or unmarried. Adolescence is an interesting phase of life full of challenges and changes. This is the phase where individuals begin to search for their identity, explore interests and talents, and undergo their first experiences in facing the world of adulthood later. This phase requires the role of the surrounding environment, such as support from family, peers and the social environment (Wulandari & Netrawati, 2020). In adolescence, there will often be an inner conflict between the desire to be independent and the desire to explore the need to maintain social relationships. Adolescence is a crucial period in forming values, attitudes and life decisions that will have long-term impacts in the future.

Along with advances in science and technology, technology has become very sophisticated and easily accessible. This advancement in science and technology has created a different dimension for humans to communicate, socialize, interact with an unlimited reach or what is commonly referred to as cyberspace or social media. (Ainiyah, 2018) Social media itself can be defined as a digital platform that allows users to interact, share content, and connect with others online. Social media can take the form of applications or websites. Social media has become a necessary part of the daily lives of various groups of people. They provide an easy and fast way to communicate with people even across great distances. However, there are negative impacts from excessive use of social media, such as addiction to playing on smartphones for long periods of time, leakage of privacy data, and the spread of false information. Some examples of social media platforms that are often used are WhatsApp, Line, Instagram, YouTube, and many more. (Liedfray et al., 2022).

Excessive use of social media not only has an impact on physical health, but also has an impact on mental health such as emotional fatigue. (Sasmita et al., 2019) Emotional exhaustion is a condition where a person experiences a decrease in energy, motivation and mental endurance due to certain factors such as heavy emotional burdens that are not resolved properly. Emotional exhaustion is often associated with stress, pressure or excessive demands. High emotional burden comes from various factors, such as interpersonal conflict, problems with someone, feelings of insecurity, loss, or traumatic experiences. The way we deal with emotional exhaustion is to take steps to care for ourselves mentally and emotionally, apart from that by learning to manage stress or seeking support from people closest to us because excessive emotional exhaustion will have an impact on a person's well-being and mental health. (Alifandi, 2020)

This phenomenon will certainly affect generations in today's digital era. There is even a nickname for the generation in this digital era, namely the digital native generation or Internet Generation, which is the younger generation which is likened to a generation that has been involved with the internet and technology since birth. This generation is also usually called generation Z, according to what has been stated (Mardina, 2017). All activities carried out by this generation are not far from using computers and they consider digital technology to be an inseparable part of their lives. Another characteristic of this generation is enthusiasm and enjoyment of online games, as well as the need and desire to always be connected to the internet at all times. Intense use of social media, creating content and sharing stories with others can also be inseparable from this generation. According to (Supratman, 2018), the digital native generation spends approximately 79% of each day accessing the internet. This is an absolute indicator that this digital native generation cannot stay away from the internet. Technology and the internet are like the soul as if the digital native generation cannot live without them. Such intense use of the internet must of course be accompanied by wise use as well. This generation is like a ray of hope and certainly has an important role in facing an increasingly sophisticated and increasingly complex digital era. This is in accordance with what was stated by (Sujana et al., 2021) that whether a country develops or not depends on the young generation in that country. Access to information so quickly makes this generation very vulnerable to deviations in values and character such as ignoring the nation's cultural values. So the cultivation of character education is needed as a provision to sort out what is good and what is bad.

## **II. RESEARCH METHODS**

This research uses a literature review or literature study method. The aim of this method is to reveal various theories related to the problem being studied as reference material for discussion of the research results. This method is carried out by collecting books and journals obtained from the Google Scholar, Science Direct, Garuda, Elsevier and Research Gate databases. The priority for searching articles and journals is those published between 2015 and 2023. The keywords used to search for journal articles are "social media", "social media fatigue", "emotional fatigue", and "digital native generation".

## **III. RESULTS AND DISCUSSION**

Adolescence as a transition period between childhood and adulthood is a stage where a lot of development occurs. Developments such as physical (biological), cognitive, psychological and social aspects color adolescent life. Social life as an important area in adolescent development has received special attention in several studies,

both national and international. Social media has become something that is inherent in teenagers' lives. The use of social media by teenagers has increased from year to year.

Data from We Are Social Hootsuite 2022: Indonesian Digital Report reports that there were 191.4 million social media users at the beginning of 2022. Regarding the average time of social media use, Indonesia has a daily average of 3 hours 17 minutes. Regarding social media platforms that are often used, namely WhatsApp, followed by Instagram, Facebook and Tiktok (Kemp, 2022). The media platforms used by teenagers are experiencing development. Media platforms that prioritize images and videos are considered more interesting than media platforms that only interact with messages and photos (Ilbury, 2022). Attention to the trend of using social media among teenagers is becoming increasingly significant, especially when several studies have provided evidence that social media can produce several problems. psychological and social such as addiction, cases of bullying, and anxiety and even depression, as well as emotional exhaustion. (Marengo et al., 2022), (Efianingrum et al., 2020), (Gunawan et al., 2022), and (Sheng et al., 2023)

Individuals who are not technologically adept are unlikely to have a tendency towards social media fatigue. Therefore, digital natives is the term for those who are aware of this social media technology. Natives refers to a language that means native people or residents who were born native to a place. Then, Digital natives are a representation of those who were born, grew and developed with technological sophistication. Digital natives is a term created by Marc Prensky in his book entitled "Digital natives, Digital immigrants" in 2001. According to March Prensky, the digital native generation are those born in the 1980s until now.

Mardina (2017) explained that the gene of digital natives would not be able to survive without social media, then through Wang E. et al., (2012) added, accessibility to technology is primary for digital natives. According to Wang, digital fluency is a more obvious nickname for those with technological skills. Information and communication technology (ICT) will be attached to the generation of digital natives, not without reason, because the modern environment actually demands this. Online games, video streaming services, dozens of social media and many other new brands of information and communication technology will try to attract the hearts of digital natives (Bright, L. F. 2015)

Gaith (2010) through Mardina (2017) explained that the characteristic of the digital native generation is that they tend to like the concept of hypertext communication. It's true, the generation of digital natives will really like messaging, making friends, communicating, and even in all aspects of life, if possible, they will use social media. Apart from that, several lecturers, teachers and students also suggested online learning as a learning option in class. However, because of the ease and speed of the internet system, they often do not realize they experience information overload which leads to "Social media fatigue".

The term social media fatigue is a layman's term for individuals who are overwhelmed due to massive exposure to social media. Social media fatigue is defined as a feeling of tiredness that is regulated by self-regulation, so that some people may have a low intensity of social media fatigue (Malik A., et al. 2020). Reporting from HaloDoc: there is no specific medical diagnosis for social media fatigue, so long-term effects and specific therapy have not yet been created.

When we write with the keywords social media fatigue in journal search engines with a publication date of 2015-2023, the majority of research variables raised are correlated with online learning and social media fatigue (Nurhalizah A. &Widyastuti 2023), (Suwari K., 2023), ( Arifin I., Baktiar F. A. et.al. 2021), (Raharjo W., Nurul Q., et al. 2021), (Haryanti D., 2020) and there are several other articles. No doubt, online learning and WFH are a reflection of the reality of social media fatigue. When individuals are forced to always deal with social media in all aspects of life. According to Bright, L. F (2015), social media fatigue is associated with the tendency to be overwhelmed as a result of the amount of information, tasks, relationships, content and many others due to quite intensive and long-term use of social media.

Social media fatigue is caused by multiple external and internal factors. According to Raharjo W. (2023), there are three factors that cause social media fatigue (1) neuroticism, a personality trait that reflects a person's tendency to experience emotional downturns, nervous tension and stress. Neuroticism causes a decrease in emotional stability. (2) Invasion of life, is a situation where a person's life seems to be disturbed by the needs of social media, for example office tasks that are assigned online. (3) Excess information that arises due to the

extent of social networks. Based on Zhang S, Shen Y (2021) connects Social media fatigue with The Limited Capacity Model (LCM), in the LCM concept the brain is the processor, where social media is input data at high speed and massive in information so that it will burden the brain (processor) to work quickly to understand the information present (encoding). Because of this pressure, humans will easily become overwhelmed (overloaded).

On the other hand, blue light or blue light radiation from sailing electronic devices also contributes to exacerbating the effects of social media fatigue. Blue light has the potential to reduce the production of the hormone melatonin (a hormone related to the circadian system). When we are faced with intensive social media exposure before bed, the effect of blue light is the same as sunlight, blue light will disrupt melatonin production and have an impact on insomnia. According to Haryanti D (2020), insomnia and changes in sleeping hours often occur during the pandemic, so fatigue due to sleepiness in the morning is difficult to avoid. At the same time, during the pandemic, the use of social media increased sharply, research by the Central Statistics Agency (BPS) stated that 83.6 percent of people used social media as the main source of information during the pandemic. According to statista.com internet traffic increased 20% during the pandemic. Through these data, there is a correlation that the sharp increase in social media use and the number of cases of insomnia during the COVID-19 pandemic will influence social media fatigue.

#### IV. CONCLUSION

Emotional exhaustion due to social media or what is known as social media fatigue is defined as a symptom of fatigue due to exposure to social media. Based on the literature review that has been carried out, it can be concluded that the use of social media (social media) can influence the level of emotional exhaustion in the digital native generation. In some literature, it has been found that excessive use of social media can trigger emotional exhaustion. The factors that cause emotional fatigue are also varied, such as neuroticism, invasion of life, overload of information processing and blue light on cellphones which causes insomnia. However, not all use of social media always has a negative impact, depending on how we use it. If we use social media wisely and healthily, there will be no emotional exhaustion in individuals.

#### BIBLIOGRAPHY

- [1] Ainiyah, N. (2018). Remaja Millennial dan Media Sosial: Media Sosial Sebagai Media Informasi Pendidikan Bagi Remaja Millennial. *Jurnal Pendidikan Islam Indonesia*, 2(2), 221–236. <https://doi.org/10.35316/jpii.v2i2.76>
- [2] Alifandi, Y. (2020). Kelelahan Emosi (Emotional Exhaustion) Pada Mahasiswa Yang Bekerja Paruh Waktu (Studi Pada Mahasiswa Universitas Negeri Semarang Yang Bekerja Paruh Waktu). *Skripsi. Semarang: Universitas Negeri Semarang*, 49.
- [3] Diananda, A. (2018). Psikologi Remaja dan Permasalahannya. *ISTIGHNA*, 1(1), 116–133.
- [4] Efaningrum, A., Dwiningrum, S. I. A., & Nurhayati, R. (2020). Cyberbullying pelajar SMA di media sosial: Prevalensi dan rekomendasi. *Jurnal Pembangunan Pendidikan Fondasi Dan Aplikasi*, 8(2), 144–153.
- [5] Gunawan, I. A. N., Suryani, & Shalahuddin, I. (2022). Dampak Penggunaan Media Sosial Terhadap Gangguan Psikososial Pada Remaja: A Narrative Review. *JK Jurnal Kesehatan*, 15(1), 78–92.
- [6] Ilbury, C. (2022). Discourses of social media amongst youth: An ethnographic perspective. *Discourse, Context & Media*, 48, 100625. <https://doi.org/https://doi.org/10.1016/j.dcm.2022.100625>
- [7] Johariyah, A., & Mariati, T. (2018). Efektivitas Penyuluhan Kesehatan Reproduksi Remaja Dengan Pemberian Modul Terhadap Perubahan Pengetahuan Remaja. *Jurnal Manajemen Kesehatan*, 4(1), 38–46.
- [8] Kemp, S. (2022). *Digital 2022: INDONESIA*.
- [9] Liedfray, T., Waani, F. J., & Lasut, J. J. (2022). Peran Media Sosial Dalam Mempererat Interaksi Antar Keluarga Di Desa Esandom Kecamatan Tombatu Timur Kabupaten Tombatu Timur Kabupaten Minasa Tenggara. *Jurnal Ilmiah Society*, 2(1), 2.
- [10] Mardina, R. (2017). Literasi Digital Bagi Generasi Digital Natives. *Seminar Nasional Perpustakaan & Pustakawan Inovatif Kreatif Di Era Digital, May 2017*, 340–352.

- [11] Marengo, D., Angelo Fabris, M., Longobardi, C., & Settanni, M. (2022). Smartphone and social media use contributed to individual tendencies towards social media addiction in Italian adolescents during the COVID-19 pandemic. *Addictive Behaviors*, 126, 107204. <https://doi.org/https://doi.org/10.1016/j.addbeh.2021.107204>
- [12] Sasmita, N. A., Mustika, M. D., Psikologi, F., & Indonesia, U. (2019). *JurnalDiversita*. 5(2), 105–114. <https://doi.org/10.31289/diversita.v9i1.8899>
- [13] Sheng, N., Yang, C., Han, L., &Jou, M. (2023). Too much overload and concerns: Antecedents of social media fatigue and the mediating role of emotional exhaustion. *Computers in Human Behavior*, 139, 107500. <https://doi.org/https://doi.org/10.1016/j.chb.2022.107500>
- [14] Sujana, I. P. W. M., Sukadi, Cahyadi, I. M. R., & Sari, N. M. W. (2021). Pendidikankarakteruntukgenerasi digital native. *JurnalPendidikanKewarganegaraanUndiksha*, 9(2), 518–524.
- [15] Supratman, L. P. (2018). Penggunaan Media SosialolehDigital Native. *Jurnal ILMU KOMUNIKASI*, 15(1), 47–60. <https://doi.org/10.24002/jik.v15i1.1243>
- [16] Wulandari, R., &Netrawati, N. (2020). Analisisingkatkecanduan media sosialpadaremaja. *JRTI (Jurnal Riset Tindakan Indonesia)*, 5(2), 41–46.
- [17] Zhang S, Shen Y, Xin T, Sun H, Wang Y, Zhang X, et al. (2021) The development and validation of a social media fatigue scale: From acognitive-behavioral-emotional perspective. *PLoS ONE* 16(1): e0245464. <https://doi.org/10.1371/journal.pone.0245464>
- [18] Bright, L. F., Kleiser, S. B., & Grau, S. L. (2015). Too much Facebook? An exploratory examination of socialmedia fatigue. *Computers in Human Behavior*, 44, 148, 155. <https://doi.org/10.1016h3>
- [19] Tosini G., Ferguson I., Tsubata K., 2016. Effects of blue light on the circadian system and eye physiology. *Mol Vis*. 2016; 22: 61–72. Published online 2016 Jan 24.
- [20] Haryanti D. 2020. Insomnia SelamaPandemi COVID-19. *JurnalIlmiah Kesehatan Sandi Husada* (2020) 12(2) 1111-1116 DOI: 10.35816/jiskh.v12i2.483
- [21] Malik A., Dhir A., Kaur P, JohriA..(2021). Correlates of social media fatigue and academic performance decrement A large cross-sectional study. *JurnalPsikologi Sosial* Vol 19 No 2.
- [22] Raharjo W., Qomariyah N., Mulyani I. Andriani I. (2020) Issue COVID-19 Social media fatigue pada mahasiswa di masa pandemi COVID-19: Peran neurotisme, kelebihaninformasi, invasion of life, kecemasan, dan jeniskelamin. *JPS* Vol 19 No 2 (2021): Special Issue COVID-19 <https://doi.org/10.7454/jps.2021.16>
- [23] Arifin I., Baktiar F., A., Prasetya A., 2021. PengaruhKelas KBM Daring Terhadap Mental. athiqyyah :*JurnalPsikologi Islam* Vol 4 No 2.
- [24] Suwari K., Utami S. A. P & Raya J. A.. 2023. 202FAKTOR-FAKTOR YANG BERHUBUNGAN DENGAN SOCIAL MEDIA FATIGUE SELAMA PEMBELAJARAN DARING. *COPING (Community of Publishing in Nursing)* Vol 11 No 1 (2023)
- [25] Nurhaliza A.&Widyastuti F. (2023). Social Media Fatigue DitinjaudariStres Akademik selamaPembelajaran Daring di Masa Pandemi COVID-19 .*JurnalPsikologiIntegratif* Vol 11, No 1 (2023): PsikologiIntegratif