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The effect of information overload on social media fatigue among gen z in Jakarta

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ABSTRACT

This study aims to investigates the effect of information overload on social media fatigue among Generation Z in Jakarta. Although information overload is recognized as a digital stressor, limited research has explicitly examined its localized impact and underlying mechanisms within urban youth populations. Employing a quantitative approach with a non-experimental design, data were gathered from 403 respondents aged 14–29 who reside in Jakarta using questionnaires comprising the Information Overload Scale and the Social Media Fatigue Scale. Analyzed using simple linear regression, the results indicate that information overload has a positive and significant effect on social media fatigue (β= = 0.635, $p < 0.001$), accounting for 27.5% of the variance (R^2 = 27.5%). These findings provide empirical support for Cognitive Load Theory in digital environments, demonstrating that higher levels of information overload heighten feelings of fatigue. The study highlights the critical need for proactive digital consumption management and provides practical implications for designing targeted digital literacy interventions and mindful content curation strategies to safeguard the psychological well-being of Generation Z.

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INTRODUCTION

Generation Z is a generation that is deeply immersed in the development of digital technology and social media. Social media is not only used as a means of communication and entertainment but has also become one of the primary sources of information for Generation Z. Other studies show that Gen Z is the group that most frequently accesses news through social media. A total of 81% use Instagram, followed by 70% on TikTok, and 69% use YouTube to access daily short-form news sources (Metro TV, 2025). This finding is supported by data fromYouGov (2025) which indicates that nearly a quarter of Gen Z in Indonesia spend more than five hours a day consuming media on weekends. In fact, a survey GoodStats (2026) found that 31% of Gen Z spend 6 hours a day across multiple platforms on weekdays.

This high level of usage makes Gen Z the age group most vulnerable to information overload compared to other generations. Generation Z was chosen as the subject of this study because it is a digital generation that has been accustomed to using the internet and social media as part of daily life since childhood. Compared to Millennials and Generation X, Gen Z has a higher intensity of social media use, with a significant portion of them relying on platforms like TikTok and Instagram almost constantly(Pew Research Center, 2026), resulting in more frequent exposure to a rapid and abundant flow of information. This situation increases the risk of information overload, which can trigger social media fatigue manifesting as mental exhaustion, boredom, and a desire to reduce social media use. Therefore, this study focuses on Gen Z so that the results can more specifically describe the relationship between information overload and social media fatigue in the group most relevant to this phenomenon (Qin et al., 2024; Zhang et al., 2021).

However, very intensive social media use also has certain consequences. Gen Z is beginning to show various signs of psychological fatigue due to excessive exposure to social media, such as boredom, a decline in interest, and even prolonged anxiety (Asante et al., 2023). This situation is further exacerbated by social media algorithms designed to hold users' attention for as long as possible, thereby creating consumption patterns that are difficult to break even when users are already feeling exhausted (Asante et al., 2023). This high intensity of social media use does not come without consequences. Gen Z is reported to be experiencing various symptoms of psychological fatigue resulting from excessive exposure to social media, ranging from boredom and loss of interest to prolonged anxiety (Sharma et al., 2023). which simultaneously leads to a loss of interest in interacting and significantly triggers users' intention to stop or limit their use of the platform (Liu et al., 2021).

These various conditions form the basis for the emergence of the phenomenon of social media fatigue (SMF) among Gen Z. Bright et al., (2015) define SMF as the tendency of social media users to distance themselves or withdraw because they feel overwhelmed by the multitude of platforms, the flood of content, unlimited social connections, and the time required to maintain it all. This definition highlights the behavioral aspect of SMF namely, the emergence of a desire to avoid or detach from social media as a response to excessive pressure that users find increasingly difficult to tolerate. Based on this concept, Zhang et al. (2021) define social media fatigue as a decline in behavioral engagement with digital platforms. They explain that this condition is a direct psychological response to excessive digital exposure, in which individuals withdraw to cope with severe emotional and social fatigue that threatens their personal well-being

According to Zhang et al., (2021) SMF can be viewed from three main aspects: cognitive, behavioral, and emotional. Cognitively, SMF is characterized by a sense of being overloaded due to excessive information exposure, which reduces an individual's ability to concentrate. Behaviorally, this condition manifests as a loss of motivation and a tendency to forget content that was just accessed. Meanwhile, on the emotional level, users with high levels of SMF generally experience exhaustion, heightened wariness, anxiety, and a tendency to feel easily annoyed or irritated when using social media.

In general, various recent studies have identified three main factors contributing to social media fatigue: information overload, communication overload, and social comparison (Zheng & Ling, 2021). Additionally, other studies explain that factors such as information overload, FOMO, compulsive use, social comparison, privacy concerns, and self-efficacy have a significant influence on SMF levels (Qin et al., 2024). hese various factors consistently indicate that information overload (IO) is the strongest predictor of the emergence of social media fatigue (SMF). Information overload (IO) is defined as a condition in which an individual receives an amount of information that exceeds their cognitive capacity to process it effectively (Qin et al., 2024).

This phenomenon is particularly relevant to Generation Z, as digital natives who have grown up amid the development of digital technology and are exposed to massive amounts of digital content every day (Hu et al., 2022). The impact of this information overload not only

depletes cognitive capacity but also triggers emotional exhaustion due to the difficulty of selecting relevant information amid a flood of content (Lee et al., 2016). This situation has become a serious issue in Indonesia, given the high duration of social media use among Generation Z, which averages more than three hours per day (DataReportal, 2025).

Various studies have shown the effect of information overload on social media fatigue. Qin et al., (2024) using the partial least squares method, discovered information overload has a positive effect ($\beta = 0.612$; $p < 0.001$). The study also showed that fear of missing out (FoMO) and compulsive social media use have positive effects on social media fatigue. Other studies also support these findings. Khusnah & Roosdhani (2025) through a PLS-SEM-based study in Jepara, found that information overload has a positive and significant effect on social media fatigue and complicates the decision-making process among Generation Z. However, despite these established connections, a critical research gap remains regarding how this phenomenon specifically manifests among Generation Z in major urban centers like Jakarta, where daily digital immersion and screen time are exceptionally high. While prior literature evaluates these variables in broader populations or different regions, empirical evidence addressing the unique compounding stressors experienced by urban Indonesian youth is still scarce. The novelty of this study lies in its specific focus on Jakarta's urban youth as a high-exposure demographic, moving beyond general regional scopes to provide deeper contextual insights into how metropolitan pressures intensify the adverse effects of information overload on social media fatigue**.** Furthermore, this study not only examines the relationship between the two variables but also highlights its relevance in the context of high digital information consumption among Indonesian Gen Z, thereby making the research findings more specific and contextual

Based on the background and identified research gaps, this study aims to examine the effect of information overload on social media fatigue among Generation Z in Jakarta. The results of this study are expected to contribute to the development of research in media psychology and digital communication, as well as serve as a basis for formulating strategies to reduce social media fatigue among Generation Z. Based on these research objectives, the proposed hypothesis is H1: information overload has a positive and significant effect on social media fatigue among Generation Z in Jakarta.

RESEARCH METHOD

This study employs a quantitative approach with a non-experimental research design. According to Creswell (2016) a quantitative approach is a research method used to test theories or relationships between variables through numerical measurement of variables and statistical analysis. A non-experimental design was chosen because this study aims to determine the effect of the independent variable information overload on the dependent variable social media fatigue without applying any treatment or manipulation to Generation Z, the subjects of this study.

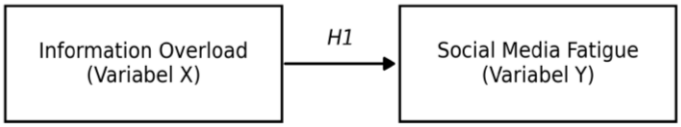


Figure 1. Conceptual Framework

The study population consists of Generation Z individuals residing in Jakarta who are active social media users. The age range of 14–29 was selected because it aligns with the demographic span of Generation Z in Indonesia, corresponding to individual born between 1997-2012 as classified by Badan Pusat Statistik (GoodStats, 2023). Because the exact population size of active Gen Z social media users in Jakarta is unknown, the sample size was determined using the Lemeshow formula for unknown populations. Utilizing a 95% confidence level ($Z = 1.96$), a 5%

margin of error (e = 0.05), and assuming maximum population variability (p = 0.5), the formula yielded a minimum required sample size of 384 respondents. Furthermore, the final sample size of 403 respondents was intentionally secured to exceed this minimum threshold, thereby strengthening statistical power, compensating for potential incomplete data, and ensuring enhanced reliability for the analysis.

These participants were selected through convenience sampling. as emphasized by Memon et al. (2025), convenience sampling is a practical non-probability technique, particularly justified when studying large and widely dispersed target populations, where the creation of a comprehensive sampling frame is not feasible. This approach allows researchers to recruit eligible participants efficiently and easily through online channels. Despite this, the selection strictly adhered to predefined criteria to ensure relevance, consisting of: aged 14–29, residing in Jakarta, active social media users, and willing to participate. Data were collected online via Google Forms using the information overload scale developed by (Williamson et al., 2012) which consists of two aspects: Perception of Information Quantity and Emotional Reaction to Information. The initial scale comprised 15 items on a four-point Likert scale. Based on the results of a pilot study involving 30 respondents, one item (P4) was exluded because it had an item-total correlation of 0.232, falling below the 0.30 threshold. Furthermore, although the Cronbach's Alpha if Item Deleted for P4 was 0.915 slightly higher than the overall reliability of 0.912 the resulting increase in reliability was minimal. Consequently, the decision to remove P4 also took into account theoretical aspects and expert evaluations, leaving the information overload scale used in the main study to consist of 14 items.

Meanwhile, the social media fatigue variable was measured using the social media fatigue scale developed by (Zhang et al., 2021a). Based on the results of a pilot study involving 30 respondents, all items met the criteria; thus, no items were excluded, and all items were used in the main study. Each scale consists of 15 items on a four-point Likert scale. The results of the pilot study involving 30 respondents showed excellent reliability, with a Cronbach's Alpha of 0.912 for information overload and 0.923 for social media fatigue.

The data were analyzed using simple linear regression. (kumar, 2011) defines an independent variable as a variable considered responsible for changes in a phenomenon or situation, while a dependent variable is the outcome or change caused by the independent variable. Before hypothesis testing, normality and linearity tests were conducted. Hypothesis testing used the t-test with a significance level of 0.05, while the R and R^2 values were used to determine whether information overload has a significant effect on social media fatigue. If the significance level is less than 0.05 ($p < 0.05$), then the research hypothesis is accepted.

RESULTS AND DISCUSSIONS

Research Result

The demographic characteristics of the respondents in this study include age, place of residence, and the social media platform they use most frequently. The distribution of these characteristics is presented in Table 1.

Table 1. Demographic Characteristics

Variables	Category	N	Percentage
Age	14 – 19 Year	47	11.66%
	20 – 24 Year	209	51.86%
	25 – 29 Year	147	36.48%
TOTAL		403	100%
Place of Residence	South Jakarta	127	31.51%
	East Jakarta	111	27.54%
	Central Jakarta	68	16.87%
	West Jakarta	50	12.41%
	North Jakarta	47	11.67%

TOTAL		403	100%
Social Media Platforms Frequently Used	Tiktok	175	43.42%
	Instagram	123	30.52%
	Whatsapp	76	18.86%
	X	23	5.71%
	others	6	1.49%
TOTAL		403	100%

Based on Table 1, it can be seen that 403 respondents completed the questionnaire. The respondents' age range was 14–29 years, with the 20–24 age group being the largest, comprising 209 respondents (51.86%). Based on place of residence, the majority of respondents were from South Jakarta, totaling 127 respondents (31.51%). Regarding social media usage, it can be seen that the platform most frequently used by the majority of respondents was TikTok, with 175 respondents (43.42%).

Table 2. Descriptive Statistics

Variables	Mean	SD
Information Overload	33.17	8.54
Social Media Fatigue	39.40	11.11

Table 2 shows that the descriptive statistics for the "Information Overload" variable yielded a mean score of 33.17 with a standard deviation of 8.54, while the "Social Media Fatigue" variable had a mean score of 39.40 with a standard deviation of 11.11.

Table 3. Categorization Table

Category	Score Range	403NIF	%	Score Range	NSMF	%
Low	< 24.63	68	16.78%	<28.30	79	19.60%
Medium	24.63 ≤ X ≤ 41.71	269	66.75%	28.30 ≤ Y ≤ 50.52	237	58.81%
High	>41.71	66	116.38%	>50.52	87	21.59%
TOTAL		403	100%		403	100%

Based on Table 3 above, it can be seen that the categorization of scores for the "Information Overload" variable was dominated by the moderate category. Of the total 403 respondents, the majority 269 people (66.75%) fell into the moderate category. Meanwhile, 68 respondents (16.87%) were in the low category, and 66 respondents (16.38%) were in the high category. A similar pattern was found in the results of the "Social Media Fatigue" variable, where the majority of respondents 237 people (58.81%) fell into the moderate category. The remaining 87 respondents (21.59%) were classified in the high category, and the other 79 respondents (19.60%) were in the low category.

Subsequently, a series of analyses were conducted to test the quality of the instrument, the validity of the data, and the relationships between variables. The analyses included validity and reliability tests, item discrimination analysis, tests for normality, linearity, and heteroscedasticity, as well as simple linear regression analysis.

Validity testing was conducted to determine whether each statement item was capable of measuring the variable under study. Validity testing was performed by comparing the calculated r value with the table r value. The number of respondents in this study was 403, so the table r value at a 5% significance level was 0.098.

Table 4. Validity Test

Variables	Initial Number of Items	Eliminated Items	Total Valid Items	Range of Calculated r
Information Overload	14	0	14	0.522 – 0.640
Social Media Fatigue	15	0	15	0.794 – 0.836

To evaluate whether every questionnaire item accurately measured its intended construct, a validity assessment was performed by contrasting empirical r-values against the critical r-table threshold. Given the sample size of 403 participants, the benchmark r-value at a 5% significance level was established at 0.098. The findings confirmed that all items representing Information Overload (Variable X) were valid, displaying r-scores between 0.522 (item X12) and 0.640 (item X7), which safely exceed the 0.098 minimum. Likewise, the items for Social Media Fatigue (Variable Y) proved entirely valid, yielding calculated r-values ranging from 0.794 (item Y8) to 0.836 (item Y11). Because every tested statement surpassed the standard cutoff, the research instruments for both variables are fully validated.

Table 5. Reliability Test

Variable	Cronbach's Alpha	Number of Items	Criteria	Notes
Information overload	0.884	14	> 0.60	Reliabel
Social Media Fatigue	0.966	15	> 0.60	Reliabel

A reliability test was conducted to determine the level of internal consistency of the research instrument that is, the extent to which the items within a variable are able to consistently measure the same construct. Reliability was calculated using Cronbach's alpha, whereby an instrument is considered reliable if Cronbach's alpha is greater than 0.60. The higher the Cronbach's Alpha value, the higher the level of internal consistency among the items in the research instrument (ghozali, 2011). In this study, reliability tests were conducted on two variables: Information Overload and Social Media Fatigue.

The test results showed that variable X (Information Overload) obtained a Cronbach's Alpha value of .884 with a total of 14 items. This value is greater than 0.60, so the instrument for variable X (Information Overload) is deemed reliable. Variable Y (Social Media Fatigue) obtained a Cronbach's Alpha value of 0.966 with a total of 15 items. This value is also greater than 0.60. Therefore, the instrument for variable Y (social media fatigue) is deemed reliable. The Cronbach's Alpha values for both variables indicate that the research instruments have excellent internal consistency. Consequently, all items in the Information Overload and Social Media Fatigue variables can be used in the study because they meet the criteria for validity and reliability. The instruments used are not only capable of accurately measuring variables but also provide consistent results.

Item discrimination analysis was conducted to determine the ability of each item to distinguish between respondents with high and low levels of the construct. This analysis uses the Corrected Item-Total Correlation value. An item is considered to have good discriminant power if its Corrected Item-Total Correlation value is ≥ 0.30.

A normality test was conducted to determine whether the residual data in the regression model are normally distributed. The normality test in this study used the One-Sample Kolmogorov-Smirnov Test.

Table 6. Normality Test

	Kolmogorov-Smirnov		
	Statistic	df	Sig.
Unstandardized Residual	0.042	403	0.086

An Asymp. Sig. (2-tailed) value of 0.086 was obtained from the normality analysis. Since this result is higher than the standard 0.05 alpha level, it proves that the residuals are distributed normally. Fulfilling this critical normality assumption demonstrates that the data is appropriate for further regression evaluation, as the residual spread does not critically violate normal patterns. With this requirement thoroughly satisfied, the regression procedure is ready to advance. To

further assess the nature of the relationship between the two targeted variables, a linearity test was then applied.

The following are the results of the data analysis performed using SPSS:

Table 7. Uji Linearitas

Relationships Between Variables	Indicator	Sum of Squares	df	Mean Square	F	p
Y_Total * X_Total	Linearity	13673.181	1	13673.181	147.886	0.000
	Deviation from Linearity	2697.641	41	65.796	0.712	0.908

Testing for linearity confirmed that Information Overload and Social Media Fatigue share a significantly linear relationship (Sig. = 0.000, $p < 0.05$). Furthermore, with a deviation from linearity significance of 0.908 ($p > 0.05$), the data indicates No. departure from a linear trajectory. Thus, the simple linear regression model's assumption of linearity is fully supported by the data. To evaluate the consistency of residual variances. a heteroscedasticity analysis was also performed. Because a reliable regression model must demonstrate equal variance, the absence of heteroscedasticity is established if the test yields a significance value greater than the standard 0.05 threshold.

Table 8. Uji Heteroskedastisitas

Variabel	B	SE B	t	p	Note
(Constant)	6.403	0.798	8.027	0.000	
X_Total	-0.031	0.023	-1.349	0.178	No Heteroscedasticity

The heteroscedasticity test revealed the variable X_Total has a significance value of 0.178. Because This value is greater than 0.05, so it can be concluded that there is no heteroscedasticity in the regression model. threshold, it confirms the absence of heteroscedasticity within the regression model, indicating that the residual variance remains stable (homoscedastic). Consequently, the model is perfectly suited to evaluate the impact of information overload on social media fatigue.

Furthermore, the simple linear regression analysis relies on several key metrics for interpretation. The coefficient of determination R^2 measures the extent to which the independent variable explains the dependent variable. Overall model suitability is evaluated using the F-test, while the regression coefficients (B and β) illustrate the size and direction of the effect. Finally, the t-test confirms the statistical significance of the independent variable's effect, and the regression equation mathematically describes the relationship between the. Two variable

Table 9. Summary of the Regression Model and t-Test for Information Overload

	R	R^2	Adjusted R^2	F	p
IFS*SMF	0.525	0.275	0.274	9.473	0.000

Table 9 shows that the R^2 value is 0.275, demonstrating that information overload accounts for 27.5% of the variation in social media fatigue among Generation Z in Jakarta. This percentage reflects a substantial and meaningful level of explanatory power. The F-value of 9.473 with $p = 0.000$ ($p < 0.05$) confirms that this regression model is statistically significant. Meanwhile, the remaining 72.5% of the variation in social media fatigue is explained by other factors outside the scope of this study. Although not empirically tested in this research, potential factors that could be examined in future studies include communication overload, social overload, fear of missing out (FoMO), compulsive social media use, social comparison, privacy concerns, self-efficacy, system feature overload, relational pressure, and individual psychological conditions. Thus, social media fatigue is influenced not only by the volume of information but also by digital social interactions, platform characteristics, and users' personal factors. Consequently, while information overload serves as a proven and significant predictor, social media fatigue is potentially influenced by a broader array of unmeasured behavioral and environmental dynamics.

Table 10. Linear Regression Coefficients and t-Test Results

Model	B	SE B	t	p
(Constant)	18.330	1.772	10.347	0.000
Variabel Information Overload (X)	0.635	0.051	12.344	0.000

Based on Table 10, the constant is 18.330 and the regression coefficient for variable X (xtotal) is 0.635. Thus, the resulting linear regression equation is: Y = 18.330 + 0.635X The constant of 18.330 indicates that when variable X is zero, the value of variable Y is 18.330. Meanwhile, the regression coefficient of 0.635 indicates that a one-unit increase in variable X will increase variable Y by 0.635 units. The t-test results show a t-value of 12.344 with a significance level of p = 0.000 (p < 0.05). This proves that the variable "information overload" has a positive and statistically significant partial effect on the variable "social media fatigue," meaning that the higher the level of information overload, the higher the level of social media fatigue.

Discussion

Based on the background and identified research gaps, this study aims to. The results of this study indicate that information overload has a significant effect on the onset of social media fatigue (β=0.635, t=12.344, p=0.000) among Generation Z in Jakarta. According to Zhang et al., (2021). social media fatigue is defined as an individual's behavior of withdrawing from social media due to exhaustion related to social life and personal well-being. This condition describes a psychological response to excessive exposure to social media, thereby affecting an individual's state in line with Cognitive Load Theory proposed by Sweller (1988), hich states that human cognitive processing capacity has limitations in processing incoming stimuli. In the context of daily social media use, exposure to a massive flow of information ranging from rapidly changing trends and continuous news updates to entertainment content causes an individual's cognitive processing capacity to exceed its limits (overload). These cognitive limitations ultimately manifest as emotional burnout, emotional stress, and mental fatigue when accessing digital platforms.

In a situation where social media has become the primary means of obtaining information, users are often faced with massive amounts of data and the demand to stay connected without interruption. This aligns with (Pang (2021);Whelan et al., (2020) indings, which state that compulsive social media use (specifically, compulsive WeChat use) and information overload have a significant influence on triggering social media fatigue. The study explains, through the Stressor-Strain-Outcome (SSO) paradigm, that these two factors act as primary stressors that impose a cognitive load exceeding an individual's processing capacity. An individual experiencing a continuous accumulation of information tends to have difficulty filtering data, which ultimately triggers psychological strain in the form of mental fatigue. Consequently, users become more vulnerable to emotional and cognitive fatigue due to the demands of these digital interactions. These findings indicate that social media fatigue plays a crucial role as a mediator linking excessive information exposure to a decline in psychological well-being, which indirectly leads to negative outcomes such as increased emotional stress and social anxiety.

Among young adults, the mechanism underlying the development of cognitive fatigue occurs gradually, as found in the study by Sabarky et al., (2023) which confirms that information overload has been shown to be a significant mediator in the relationship between the intensity of social media use (such as Instagram) and the onset of social media fatigue in individuals in emerging adulthood. Generation Z, who use social media intensively, tend to constantly process various content formats, information, and visual updates within a relatively short period of time. This situation can lead individuals to experience cognitive fatigue, difficulty filtering relevant information, and a greater tendency to feel overwhelmed, ultimately resulting in fatigue from social media use. High intensity of use does not directly cause fatigue; rather, it occurs through a mechanism of information overload that exceeds an individual's cognitive processing capacity.

Once this phase of emotional and cognitive fatigue is fully reached, the user's psychological resilience declines sharply, triggering an escalation of far more damaging effects. The findings of this study align with research conducted by Xie et al., (2023) which confirms that social media overload whether in the form of information overload or communication overload contributes significantly and positively to the emergence of depressive symptoms among college students. College students who are constantly exposed to a massive flow of information and are expected to always be digitally connected are vulnerable to excessive cognitive load. This condition indicates that exposure to information that exceeds cognitive processing limits does not necessarily have an immediate impact on clinical conditions; rather, it first triggers social media fatigue and increases the individual's perception of risk.

Although information overload proved to be a significant predictor, the results of the coefficient of determination analysis ($R^2 = 0.275$) indicate that this variable accounts for 27.5% of the variation in social media fatigue, while the remaining 72.5% is influenced by other factors outside the scope of this study. Research on social media fatigue indicates that the emergence of psychological fatigue is triggered by a combination of technological factors, social behavior, and users' psychological drives. Other factors, such as communication overload, system feature overload, fear of missing out (FoMO), and the tendency toward social comparison, are also believed to influence the emergence of this psychological fatigue. These findings indicate that while information overload is the primary trigger, social media fatigue among Generation Z according to Maier et al., (2015) is also influenced by the complexity of social interactions and the technological design of the platforms used.

By examining how the continuous flow of information on digital platforms impacts users' psychological well-being, this study bridges the gap in understanding how information overload alters Gen Z social media usage behavior frequently leading to behavioral withdrawal, reduced engagement, or defensive limitations on screen time. The results confirm that information overload is a primary driver of social media fatigue among urban youth in Jakarta. To mitigate these psychological and behavioral strains, relevant practical interventions must focus on strengthening digital literacy, enhancing content filtering skills, and promoting structured usage limits or digital detox programs, empowering Generation Z to interact with digital platforms in a healthier and more balanced way.

CONCLUSION

Ultimately, this study successfully demonstrated that higher levels of information overload experienced by Generation Z in Jakarta significantly increase social media fatigue, reinforcing Cognitive Load Theory and expanding empirical evidence within the field of digital psychology. Regarding its theoretical contribution, this research advances media psychology by explicitly mapping how excessive digital exposure strains urban youth, providing a contextualized framework for understanding modern digital exhaustion. Practically, the findings offer vital implications: for Generation Z, the results emphasize the necessity of recognizing cognitive limits and proactively managing screen time; for educators, they highlight the urgency of integrating digital literacy and information filtering strategies into academic curricula; and for social media platform administrators, they signal a corporate responsibility to design interfaces and algorithmic features that mitigate content flooding and user burnout. While addressing factors accounting for the 72.5% variation in social media fatigue beyond information overload, this study acknowledges several limitations: first the reliance on convenience sampling coupled with a pronounced residential skew toward South Jakarta heavily restricts external validity and limits generalizability, meaning the findings cannot be broadly extrapolated beyond this specific urban sub-population or demographic concentration; second, the absence of detailed gender characteristics prevents gender-based comparative analysis; and third, the focus on a single independent variable leaves other psychological factors unexamined. Consequently, future research is strongly recommended

to test other variables that should be explored in future research, employ probability sampling across wider geographic areas, include balanced demographic characteristics such as gender, and incorporate additional variables such as communication overload, social overload, FoMO, compulsive use, and self-efficacy thereby establishing a robust foundation for future cross-generational research and the promotion of healthier digital ecosystems.

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