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**Department
Of Business and Management**

Course of Understanding the Consumer

"The Digital Personality: The Origins of Social Media Predispositions"

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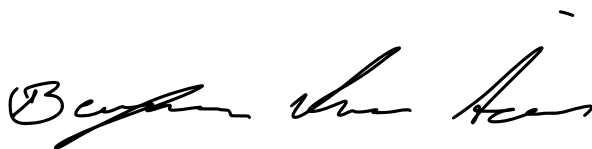
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Abstract

Recent literature suggests that social media users' personality traits and individual differences translate into behavior in the digital and online landscape. These differences are proven to manifest in an individual's motives for use, privacy concerns, and susceptibility to experience social media fatigue (SMF). The objectives of the present study were to investigate (1) motives for use, (2) privacy concerns, and (3) social media fatigue and their distinctive influence on discontinuous usage intentions and behavior toward social media. Notwithstanding, this research incorporated the Big Five to blueprint the extent to which personality traits moderate and thus impact these very influences. The sample comprised 230 participants, aged between 14 and 63 years (*Median* = 26.00, *Mean* = 30.4847, *SD* = 12.19), of which 41.4% were female and 55.6% were male. The participants completed a questionnaire comprising the BFI-44 personality traits items and conceptual extensions of the motives for using social media, privacy concerns, and social media fatigue. Multiple linear regression and Andrew Hayes' Moderation analyses demonstrated that the motives for use and social media fatigue had multifarious statistical associations with discontinuous usage behavior, and that personality traits explain these associations further.

Benjamin Jensen Årnes   742771

Table of Contents

Benjamin Jensen Årnes   742771

1. Introduction

Ubiquitous interconnectivity is a critical element in the contemporary digitalization of markets and individuals. With the intense development of mobile technology and information systems, social media (SM) such as instant messaging and social networking sites have become an integral part of people's daily behavior, encouraging user-engagement and contribution (Dwivedi, Ismagilova, Rana, & Raman, 2021). In fact, (statista, 2021) estimated that 4.15 billion individuals are active mobile social media users worldwide in 2021. Undoubtedly, social media generates an abundance of marketing insights and plays a pivotal part in the digital transformation of businesses (Kunsman, 2018). Pertinently, the social media advertising segment averages a growth rate around 18,1% per year and generates advertising spending of $154 billion worldwide (Statista, 2021).

In the context of marketing and our research, social media is considered as platforms on which people cultivate networks and share information and sentiments, accompanied by the distinctive nature of being dynamic, interconnected, egalitarian, and interactive organisms (Li, Larimo, & Leonidou, 2021); (Kaplan & Haenlein, 2010).
Social media helps companies increase exposure, traffic, and provide marketplace insights. Consequently, disclosing and sharing information about oneself proves to be inherent in this process, an imminent norm that individuals are increasingly willing to comply with. Technological innovation within this landscape provides individuals with instruments that facilitate accumulation of professional-, social-, and informational capital. However, the idiosyncratic motives for attaining such utility have advanced into an empirical discourse, of which a myriad of branches have evolved to explicate the relationship between social media and concurrent human behavior.
While individuals have various motivations to avail themselves to social media, the primary motivations comprise establishing and maintaining relationships (Perugini & Solano, 2021); (Kircaburun, Alhabash, Tosuntas, & Griffiths, 2018). Research suggests that social media uses vary as a function of individual characteristics, such as age,

gender, and personality traits (Perugini & Solano, 2021); (Kircaburun, Alhabash, Tosuntas, & Griffiths, 2018). However, how these elements manifest themselves in social media is considerably understudied.

Interestingly, the number of users is currently stagnating compared to that of user rates in preceding years, suggesting a declining trend in social media (Fan, Jiang, Deng, Dong, & Lin, 2020); (Logan, Bright, & Grau, 2018). These patterns of development started attracting attention from both academics and practitioners. Correspondingly, this trend demonstrates to partially result from a phenomenon labeled "social media fatigue" (SMF), as well as privacy concerns among users. Social media fatigue has accelerated in its proliferation recently and may transubstantiate into less social media usage. Thus, less brand exposure, commercial interaction, and behavioral economic activity. Ironically, prior findings suggest that the growth in users' exposure to miscellaneous commercial applications has resulted in social media fatigue and dissatisfaction, which ultimately have a negative influence on both adoption and continued usage of social media (Teng, Liu, & Luo, 2021); (Dhir, Yossatorn, Kaur, & Chen, 2018); (Lian, et al., 2018).

Therefore, to ensure the success of new means of digital commerce, companies need to rectify hostility from users. Pertinently, numerous scholars reach a consensus that psychological factors needs to be considered to handle resistance such as privacy concerns (Rust & Huang, 2021), which mediates the impact on consumers, and even dictate users' selectivity in social media involvement (Logan, Bright, & Grau, 2018). In response to this observation, the online industry has been creative in inventing features to overcome such hurdles. These features are designed to furnish users' behavior in purpose of lowering the threshold of sharing information. Some features are more observable, such as the 'Like' button, whereas more advanced features are based on latent algorithms unknown to the user (Trepte, Scharkow, & Dienlin, 2020).

Eventually, as the emergence of artificial Intelligence were employed for data collection, both competition and customers become more transparent, making the governance of privacy issues more central to marketers (Rust & Huang, 2021). Despite the innovative momentum emerging in constant developing technical features, users are now increasingly required to actively reflect on how their digital footprints might be influenced by technical features (Trepte, Scharkow, & Dienlin, 2020).

From a theoretical viewpoint, the current literature is deficient in at least three regards. First, despite the theoretical momentum evolving around social media fatigue through the application of the stressor-strain-outcome framework and limited capacity model, there is limited research investigating the extent to which personality traits predispose emergence of the phenomenon and adjacent behavior on an individual- and segmented level (Fu & Li, 2020). Scholars have stressed the importance of incorporating users' personality traits to provide a deeper understanding of the type of individuals that are distinctively susceptible to experiencing social media fatigue (Fu & Li, 2020); (Dhir, Kaur, Chen, & Pallesen, 2019); (Tarafdar, Cooper, & Stich, 2019); (Liu & Campbell, 2017). Correspondingly, the present study answers this call.

Second, although use and gratifications theory helps explain latent motives for the use of social media, limited research and contradictory results are addressing the extent to which personality traits precedingly dictate these motives, and how the relationship subsequently manifests itself in behavior and intentions (Perugini & Solano, 2021); (Kircaburun, Alhabash, Tosuntas, & Griffiths, 2018); (Lin, Lee, Jin, & Gilbreath, 2017). Furthermore, research addressing professional enhancement as a possible gratification in social media usage is considerably under-researched. The dynamism of social media platforms and adjacent functionalities leaves a need for parallel research to investigate novel motives and gratifications that may emerge. Third, there are theoretical frameworks developed to reveal characteristics of users more concerned about privacy (protection motivation theory & theory of reasoned action) (Anwar, et al., 2017); (Maier, Mattke,

Pflügner, & Weitzel, 2020). However, this line of literature lacks explication regarding how different personality factors may dictate future intentions and behavior in response to their level of privacy concerns.

To fill these theoretical gaps, the objective of this study is to provide a deeper understanding of the extent to which personality traits serve as predisposing factors reinforcing latent motivations related to social media usage and, ultimately, its role concerning social media fatigue and privacy concerns. In particular, the research aims to conceptually extend the theoretical frameworks developed for social media use motives, privacy concerns, and social media fatigue by controlling for personality traits.

Hence, the paper will attempt to answer the following questions:

RQ1: *To what extent do motives for social media use influence (dis)continuous usage behavior and intentions?*

RQ2: *To what extent do privacy concerns influence (dis)continuous usage behavior and intentions?*

RQ3: *To what extent does social media fatigue influence (dis)continuous usage behavior and intentions?*

RQ4: *To what extent do personality traits moderate and explain these relationships?*

The remainder of the research paper is divided into the following sections. The next comprises the literature review of motives for social media use, privacy concerns, social media fatigue, and the conjunctive role of personality traits that lead to concurrent online attitudes and behavior among users. The following section extends the literature review by offering a conceptual framework, followed by the corresponding hypotheses in the research model. The subsequent segment depicts the methodology and the results derived from the study. The results are then articulated and illustrated in a discussion, accompanied by theoretical- and managerial implications. Finally, limitations and a conclusion are presented.

2. Literature Review

2.1. Usage and Gratification Theory

The uses and gratifications theory (UGT) was conceptualized in order to explain individuals' underlying motivations and gratifications for availing themselves of different media (Phua, Jin, & Kim, 2017); (Katz, Blumler, & Gurevitch, 1973). This theoretical framework is based upon four predominant presuppositions: (1) media use is goal-directed or motivated, (2) people use media to satisfy their needs and desires, (3) social and psychological factors influence use, and (4) media use and interpersonal communications are related (Perugini & Solano, 2021); (Kircaburun, Alhabash, Tosuntaş, & Griffiths, 2018); (Ruggiero, 2000); (Rubin, 1993); (Katz, Blumler, & Gurevitch, 1974). By the same token, UGT postulates that users' media utilization is motivated by two interrelated categories of gratifications; *gratifications sought,* and *gratifications obtained*. Gratifications sought refers to the users' expectations of the nature of gratifications they would gain using media, whereas gratifications obtained denote the needs satisfied by using media (Katz, Blumler, & Gurevitch, 1973); (Rubin, 1993).

2.2. Social Media Use Motives & Gratification Theory

Lately, there has been an acceleration in scholarly research drawing upon the UGT framework to examine the underlying motives for sacrificing large amounts of time to social media. Knowing the underlying motives for such use helps predict the gratifications that people aim to obtain from such behavior (Rubin, 2002). In this line of research, UGT has been consistently employed to delineate users' goal-directed and computer-mediated social media activity (Perugini & Solano, 2021); (Phua, Jin, & Kim, 2017) and considers broad categories of individual motivations that go beyond the focus of existing literature (Lin, Lee, Jin, & Gilbreath, 2017).

Social media platforms are generally considered as instruments facilitating maintenance of relationships, keeping abreast of news and events, and streamlining network expansion with minimal effort. Notwithstanding, a considerable proportion of literature hitherto has

found that people use social media to pass the time, socialize, enjoyment, and seeking information (Perugini & Solano, 2021); (Phua, Jin, & Kim, 2017). Additionally, some studies have found less hedonic motivations, such as using social media as a task management tool (Kircaburun, Alhabash, Tosuntaş, & Griffiths, 2018); (Horzum, 2016), which may be increasingly prevalent due to the entrance of social media such as LinkedIn and other career-enhancing platforms. Despite these differences, the preponderance of studies supports the notion that interpersonal relationship maintenance and enjoyment are the primary motives for social media usage.

Depending on the nature of social media, the gratifications associated with a specific platform tend to dictate the ascendancy in selection, frequency, and intensity of using a particular social media platform. For instance, Instagram usage is documented to be positively related to self-expression, passing time, and entertainment (Kircaburun, Alhabash, Tosuntaş, & Griffiths, 2018); (Alhabash & Ma, 2017). Also, research suggests that Snapchat is used for self-documentation, socializing, and self-expression (Phua, Jin, & Kim, 2017); (Alhabash & Ma, 2017); (Piwek & Joinson, 2016), whereas Twitter and Facebook are associated with informational and educational motives (Kircaburun, Alhabash, Tosuntaş, & Griffiths, 2018). On the other hand, YouTube is associated with passing time and entertainment (Khan, 2017).

2.3.Personality Traits

(Rubin, 1993) argues that personality traits are an essential variable affecting media use motivations and gratifications. Personality can be described as a dynamic system that generates characteristic patterns in behavior, thoughts, and feelings of the individual (Allport, 1961).

Correspondingly, beyond examining how the UGT framework explains individuals' social media usage, prior research has also investigated the relationships between personality traits and gratifications sought- and obtained. One means of categorizing personality traits is in the context of the Five-Factor Model (alias The "Big Five"). The

big five is one of the most widely used conceptualizations to understand the nature and manifestation of personalities (John & Srivastava, 1999, ss. 2, 102–138); (McCrae & Costa, 1997); (Costa & McCrae, 1985). Extant literature addressing the relationship between social media usage and personality traits mainly applies this model (Perugini & Solano, 2021), and comprises measurements of five personality dimensions, namely; *agreeableness*, *conscientiousness*, *extraversion*, *neuroticism*, and *openness to experience* (Shappie, Dawson, & Debb, 2020); (McCrae & John, 1992).

Conscientiousness considers an individual's impulse-control behavior that helps with goal- and task completion (i.e., planning, organizing, and delayed gratification). Openness is described as the extent to which an individual is intellectually inclined and whose mind and experiences are original. Agreeableness entails prosocial attitudes toward others (i.e., trust and tendermindedness), and neuroticism defines the contrast in emotional stability (i.e., anxiety and sadness). Lastly, extraversion, measures sociability and an energetic approach to the world (Shappie, Dawson, & Debb, 2020); (John & Srivastava, 1999, ss. 2, 102–138); (John, Donahue, & Kentle, 1991).

2.4. Personality Traits, Social Media, and Use and Gratifications Theory

Extant literature has found that individuals with high extraversion and less conscientiousness tend to make greater use of social media (Mancinelli, Bassi, & Salcuni, 2019). Furthermore, extraversion, neuroticism, and openness are all positively related to frequency and intensity of social media usage, but for different reasons (Lin, Lee, Jin, & Gilbreath, 2017). In fact, studies have found that individuals high in extraversion and openness use social media to socialize (Lin, Lee, Jin, & Gilbreath, 2017), network-extension and maintenance, as well as for entertainment (Perugini & Solano, 2021); (Süral, Griffiths, Kircaburun, & Emirtekin, 2019); (Kircaburun, Alhabash, Tosuntas, & Griffiths, 2018); (Horzum, 2016).

In a similar vein, (Kim & Chock, 2017) found that extroverted individuals post higher numbers of photos and selfies on social media, besides being more socially active by liking and commenting others' pictures. Users high in neuroticism, on the other hand, are found to be more passively involved in social media (Choi, Sung, Lee, & Choi, 2017), and engage in social media to pass the time, which corroborates neuroticism's association with problematic use. Moreover, users who use social media to pass the time or search for companionship are found to have less control over their impulses, a tendency toward immediate gratification, and ignorance of rules and social norms (Perugini & Solano, 2021). Contrarywise, due to social media's distracting abilities, highly conscientious individuals tend toward discontinuance, as they regard social media as a waste of time (Perugini & Solano, 2021). Substantiating this claim, (Lin, Lee, Jin, & Gilbreath, 2017) found that conscientious and agreeable individuals have been reported as less likely to use social media in general.

Nonetheless, results concerning openness, agreeableness, and conscientiousness fathom a versatility of interests and poses a myriad of contradictory findings. As personality traits are critical to differentiate individuals in their interpersonal, motivational, attitudinal, and emotional idiosyncrasies, further research is encouraged to add important insights to the understanding of individuals' social media usage (Perugini & Solano, 2021); (Kircaburun, Alhabash, Tosuntas, & Griffiths, 2018); (Lin, Lee, Jin, & Gilbreath, 2017). However, many studies in this domain of research employ parsimonious measurements of the five-factor model. Also, gratifications in social media usage covering career- and professional motivations are considerably under-researched. The development of social media is continuously changing concerning functionalities and platforms, and hence in need of parallel research to investigate the leeway of corresponding motives and gratifications. Findings and adjacent literature are summarized in Table 7.

2.5. Privacy Concerns

Privacy concerns can be defined as an individual's fears of opportunistic intentions by organizations to exploit their personal information (Zhu & Bao, 2018). Privacy concerns comprehend the domain of safety research in social commerce due to its provision of insight into online consumers' beliefs, attitudes, and behaviors concerning online service providers (Teng, Liu, & Luo, 2021); (Anic, Skare, & Milakovic, 2019). Social media and commercial technology advancements throughout the last decade have significantly altered the concept of privacy. Unlike traditional websites, mobile applications facilitate constant surveillance of the activities of their users (Wottrich, Reijmersdal, & van Smit, 2019). In fact, about 90 percent of the data on the Internet today are generated after 2016, of which half of the data are generated with mobile and Internet of things (IoT) devices (Marr, 2018).

Resultant of the trade-offs that social media platforms provide, scholars argue that perceptions of benefits should be accounted for when investigating privacy concerns. Similar to UGT, these works demonstrated that the general perception of benefits increases the users' likelihood to continue usage and disclose information (Jozani, Ayaburi, Ko, & Choo, 2020); (Wottrich, van Reijmersdal, & Smit, 2018). That is, although users discern risks from social media, prior literature suggests that benefits compensate for risks and may or may not be manifested in outcomes (Michaelidou & Micevski, 2019). In any context, the values of privacy and its benefits are subjective and vary between individuals (Crossler & Posey, 2017). Accordingly, (Jozani, Ayaburi, Ko, & Choo, 2020) demonstrated how distinct benefits have differential impacts on users.

Extant literature has investigated all five psychological factors in relation to information security (Shappie, Dawson, & Debb, 2020); (Gratian, Bandi, Cukier, Dykstra, & Ginther, 2018); (McCormac, Zwaans, Calic, Butavicius, & Pattinson, 2017), and posits that personality traits may be a stronger predictor of corresponding behavior than individuals' stated intentions (Shappie, Dawson, & Debb, 2020); (Shropshire, Warkentin, & Sharma,

2015). For instance, some individuals are more inclined to be dictated by their sense of morality, whereas others embody predispositions to engage in a deliberate evaluation of the perceived personal costs and benefits (Shappie, Dawson, & Debb, 2020).

Correspondingly, research in the same scientific realm suggests that openness, agreeableness, conscientiousness, and emotional stability (the inverse of high neuroticism) have been positively associated with awareness of information security. In contrast, neither age nor gender have been evidenced to have a comparatively significant impact on awareness of information security (McCormac, Zwaans, Calic, Butavicius, & Pattinson, 2017). Also, conscientiousness appears to be a strong predictor of information security awareness (Shappie, Dawson, & Debb, 2020). Conversely, extraverts have repeatedly demonstrated a larger amount of self-disclosure (Choi, Sung, Lee, & Choi, 2017); (Misoch, 2015). Nevertheless, findings on the role of extraversion remain relatively discrepant. An overview of contributing literature in the theoretical background concerning privacy concerns and equivalent research is summarized in Table 8.

There are a couple of gaps in the literature thus far. Prior research suggests that the perception of benefits increases the user's likelihood to disclose information (Jozani, Ayaburi, Ko, & Choo, 2020);(Wottrich, van Reijmersdal, & Smit, 2018). However, the line of literature lacks explication regarding (1) how distinct facets within privacy concerns may relate to discontinuous usage behavior and intentions, and (2) the extent to which a composition of personality traits may have a moderating function in such relationships. Hence, the relationship between privacy concerns and discontinuous behavior and intentions in social media, whilst controlling for personality traits, remains considerably under-researched.

2.6. Social Media Fatigue

Fatigue is a concept that has been examined in a myriad of disciplines. In clinical studies, fatigue is defined as a subjective and unpleasant feeling of tiredness with multiple dimensions, varying in duration, unpleasantness, and intensity (Piper, Lindsey, & Dodd, 1987). The phenomenon has been proliferating among social media users, hence the term '*social media fatigue'* (SMF), and has prompted scholars to investigate influencing and precursing factors. *Social media fatigue* is defined as "a subjective multi-dimensional user experience comprising feelings such as tiredness, annoyance, anger, disappointment, guardedness, loss of interest, or reduced need/motivation associated with assorted aspects of social media and interactions" (Lo, 2019); (Park & Lee, 2019). Social media fatigue conceivably translates into negative usage behavioral responses (e.g., discontinuance, reduced adoption of social media, ignoring messages, reduced use of SM) (Teng, Liu, & Luo, 2021).

Throughout this research endeavor, scholars have found that information overload, social overload, social media features, as well as commercial applications all significantly affect SMF (Teng, Liu, & Luo, 2021); (Fu & Li, 2020); (Dhir, Yossatorn, Kaur, & Chen, 2018); (Lian, et al., 2018). Furthermore, in recognition of how personality traits contribute to the comprehension of individual dissimilitude and behavior thereof, research has been conducted to enhance cognizance of how personality factors influence the way people interact with social media (Liu & Campbell, 2017).

Appropriately, seminal literature has demonstrated that personality leads individuals to have idiosyncratic responsiveness to certain states of affairs within the same social network; (Eskisu, Hosoglu, & Rasmussen, 2017); (Wallace, James, & Warkentin, 2017), and that neuroticism and extraversion moderate preferences that affect online behavior. Building upon this conception, (Shokouyar, Siadat, & Razavi, 2018) found that personality traits influence users' social media fatigue behavior.

Extant research has investigated potential precursors to social media fatigue, yet some considerable gaps remain in seminal literature hitherto. First, although there is an abundance of studies identifying possible antecedents of the phenomenon, the preponderance of these studies has merely focused on 'stressors' and overloads in isolation, which conceivably causes SMF (Xiao & Mou, 2019). However, studies explicating the degree to which personality traits engender liability toward social media fatigue continues to be scarce (Fu & Li, 2020).

Correspondingly, numerous studies endorse future research to incorporate users' personality traits to provide a deeper understanding of which individuals that are distinctively susceptible to experiencing social media fatigue (Fu & Li, 2020); (Dhir, Kaur, Chen, & Pallesen, 2019); (Tarafdar, Cooper, & Stich, 2019); (Liu & Campbell, 2017). Lastly, literature suggesting whether there are other factors with explanatory capacities with respect to relationships between SMF and discontinuity remains deficient. Some scholars call for research to explore the extent to which individual characteristics strengthen one's inclination toward discontinuity. Theoretical contributions in this line of research and relevant literature are summarized in Table 9.

3. Conceptual Framework

3.1. Uses and Gratification Theory

Subsequent to (Katz, Blumler, & Gurevitch, 1973)'s original development of the Uses and Gratifications Theory, (Rubin, 1993) advanced the model further by discerning four fundamental assumptions: (1) media use is goal-motivated, (2) people use media to satisfy their needs, (3) social- and psychological factors impact media use, and (4) media use and interpersonal communication are related.

The present study is in line with and goes beyond the literature on social media motives and uses (Perugini & Solano, 2021); (Phua, Jin, & Kim, 2017); (Kircaburun, Alhabash, Tosuntaş, & Griffiths, 2018). Within this literature, extant research has multifariously

investigated the elements of concomitant gratifications, attitudes, and behavior to the use of social media and Internet-mediated services. Such studies generally employ the Use and Gratifications Theory as a theoretical framework to identify distinctive and latent motives leading to the pervasive use of social media (see Table 7).

A couple of reasons substantiate the application of the UGT as the theoretical foundation for this research. First, it provides a solid theoretical framework to discern the most prevalent motives for using social media and the gratifications they conceive to obtain therefrom (Perugini & Solano, 2021); (Süral, Griffiths, Kircaburun, & Emirtekin, 2019); (Kircaburun, Alhabash, Tosuntas, & Griffiths, 2018); (Lin, Lee, Jin, & Gilbreath, 2017). The present study aims to develop a comprehensive overview of the uses and gratifications related to social media and the role of psychological predispositions on an individual- and segmental level. Therefore, the UGT proves due diligence in discerning a variety of motives (e.g., socialization, enjoyment, information seeking, passing time, etc.) (Perugini & Solano, 2021); (Horzum, 2016). Second, this theory has been employed and empirically validated in extant research on various social media platforms and other internet-mediated services, as well as a diverse set of media and other means of entertainment (Katz, Blumler, & Gurevitch, 1974); (Rubin, 2002); (Phua, Jin, & Kim, 2017).

3.1.1. Extension of the Use and Gratifications Theory

The Uses and Gratifications theory has been extended and updated throughout a diverse set of prior research. Due to the continuous entrance of novel social media platforms, all of which offer different functions, researchers have acknowledged that new motives for use can emerge. Hence, scholars have incorporated different and new types of motives. For instance, (Horzum, 2016) developed the Social Media Usage Aims Scale (SMUAS), tailored specifically for assessing Facebook use motives, which has been adapted to fit other platforms and social media in general (Kircaburun K. , Alhabash, Tosuntas, & Griffiths, 2018); (Perugini & Solano, 2021). Moreover, most studies in research domain

measures UGT with several author-created items (e.g., socialization, enjoyment, information seeking/sharing, and passing time).

In line with these works, this study proposes extending and enriching the UGT by including *professional enhancement* as a motive for using social media. Notably, a further extension is provided by incorporating personality traits to test the extent to which they may impact motives for use in relationship to discontinuance usage behavior and intentions.

3.1.2. Professional Enhancement

The theory of Use and Gratification is rather long-established but far from fixed. However, the model has yet to account for the recent technological and functional revolutions in social media. More specifically, it is necessary to test and thus include variables related to the concurrent nature of social media. Indeed, according to Table 7, the existing empirical studies mainly test for social- and hedonic motives (e.g., relationship maintenance, socialization, enjoyment, status-seeking, and passing time) and allocate less emphasis on plausible means of utilitarian gratifications (e.g., information seeking/sharing, educational purposes), let alone professional- enhancement and concomitant networking.

To surpass such limitations, this study proposes to extend the Use and Gratification framework by incorporating a new construct within the utilitarian category coined professional enhancement. This category is given grounds by technological evolvement in social media throughout the last decade, wherein new entrances of platforms and adjacent functionalities have radically changed the use and behavior of individuals (Tandon, Dhir, Talwar, & Mäntymäki, 2022); (Kapoor, et al., 2018); (Cao & Yu, 2019).

Novel social media platforms such as LinkedIn mediate opportunities to individuals through technology in various career- and network-enhancing areas. Accordingly, (Zivnuska, Carlson, Carlson, Harris, & Harris, 2019) observed that promotion-focused employees were more open to approaching behaviors, including using of social media to

build their networks, emphasize their status, and enhance their creativity. Under these conditions, individual selection of online-mediated interaction is diversified, leaving prospective- and existing users with some leeway to cultivate new motives for social media use and consequent behavior. Furthermore, as the ubiquity of social media proliferates across societies, people may seek new means of utilizing the technology currently available, as some individuals use social media as a source of interaction, information, and exploration for career opportunities (Zivnuska, Carlson, Carlson, Harris, & Harris, 2019).

Thus, professional enhancement motives may be a variable capable of explaining an additional latent motive for availing oneself to social media, as well as to which personality trait(s) this motive may appeal to.

3.2. Privacy Concerns

Adapting from the Protection Motivation Theory (PMT) (Rogers, 1983) and the contextualized theory of reasoned action (TRA-privacy) (Bansal, Zahedi, & Gefen, 2016); (Bawack, Wamba, & Carillo, 2021), this study proposes a research model to explore how social media users assess risks related to their privacy. The adaption will apply the following dimensions: perceived privacy risks (PR), self-reported cybersecurity behaviors (SRCB), barriers (B), disposition to value privacy (DVP), and trust (T). Accordingly, a substantial proportion of selected studies in this line of research measures privacy concerns with several author-created items (see Table 8).

The protection motivation theory has been primarily used to explain users' intention to adopt adaptive or maladaptive behavior when the subjects perceive or experience threats to their security. Moreover, PMT also considers intention to protect oneself as the determinant of behavior, which suggests that intention is dependent on perceived susceptibility and perceived severity (Anwar, et al., 2017).

The TRA-privacy model is developed to reveal which personalities that are more concerned about trust and privacy. The TRA model is often combined with the big five model to explain human-computer interactions (Chen, Widjaja, & Yen, 2015); (Maier, Mattke, Pflügner, & Weitzel, 2020), thereby identifying factors that may predispose a certain user experience. Privacy concerns have proven to be a focal issue in social media use. Therefore, TRA-privacy could help explain how personality relates to the social media user experience and affiliated susceptibilities, as using certain social media platforms requires the willingness to disclose personal information. The inclusion of personality traits is consistent with recent literature on privacy concerns (Chen, Kim, & Rao, 2021); (Shappie, Dawson, & Debb, 2020); (Gratian, Bandi, Cukier, Dykstra, & Ginther, 2018).

This research contends that social media users identify and calculate risks from different perspectives and contexts. Therefore, the model of the present study encompasses the process of assessing privacy concerns of social media along with its potential impacts on users' consequent behavior. Specifically in the form of discontinuous usage behavior and intentions. Hence, the goal of this study is to investigate differences between personality traits (personality traits are moderating variables) in terms of the above-stated constructs concerning cybersecurity dispositions.

3.3. Social Media Fatigue

Following the literature reviewed above, the conceptual framework in this research adapts from the Stressor-Strain-Outcome (SSO) (Koeske & Koeske, 1993), and the revised Limited Capacity Model (LCM) (Zhang, et al., 2021); (Lang, 2000), both of which have increasingly been applied in online- and social media contexts to examine user attitudes and behavior (Fu & Li, 2020); (Zhang, et al., 2021); (Fontes-Perryman & Spina, 2021). In this study, the models are adapted to social media fatigue and apply the following dimensions: social overload (SO), information overload (IO), emotional experience (EE), and the dependent variable discontinuous usage behavior (DUB).

The stressor-strain-outcome framework posits that stressors impact on users' strain, which in turn leads to behavioral outcomes or intentions (Fu, Li, Liu, Prikkalainen, & Salo, 2020). Specifically, the term stressor denotes the environmental factors that elicit stress and thus influence the psychological state of an individual. Strain refers to the psychological aftermaths engendered by stressors. Finally, the outcome can be conceptualized as the reaction to strain, wherein which demeanors such as avoidance and approach are regarded as typical outcomes (Nawaz, et al., 2018). The fundamental principles of the SSO framework are in line with the preponderance of technostress research (Tarafdar, Cooper, & Stich, 2019); (Dhir, Kaur, & Pallesen, 2019).

In a social media context, privacy concerns and types of overload are the stressors affecting individuals' psychological state (e.g., exhaustion, regret, or dissatisfaction) towards social media, which may impel different deleterious outcomes such as discontinuous social media usage intentions (Cao, Masood, Luqman, & Ali, 2018); (Dhir, Kaur, & Pallesen, 2019); (Nawaz, et al., 2018); (Yu, Cao, Liu, & Wang, 2018). Nevertheless, this perspective does not consider the individual characteristics (e.g., personality traits) that can explain which individuals that are more susceptible to experiencing social media fatigue. Also, research conducted through SSO has yet to account for validated measures for further psychological properties such as emotional experiences.

In this sense, (Zhang, et al., 2021) proposed to extend the limited capacity model by constructing validated SMF measurements that allows for a distinction between cognitive, emotional, and behavioral experiences. The limited capacity model has been extensively employed to describe the features of SMF, and how the phenomenon occurs (Zhang, et al., 2021). Like the SSO, the limited capacity model's fundamental presupposition contends that people process information and require resources to encode, store, and ultimately retrieve the information they avail themselves to (Lang, 2000).

However, the processing resources are limited. When exposing oneself to large volumes of information, people tend to experience a sense of overload, which, in turn, impedes the resources integral to information processing and dissipate an individual's cognitive space.

Accordingly, when exposed to excessive information longitudinally, individuals may feel overloaded and eventually refrain from social media use. In this respect, the emotional experience aspect of social media fatigue, constructed by (Zhang, et al., 2021), provides an interesting addition to the theoretical framework to further understand the variegated experience of SMF and how it may result from variables related to individual predispositions. For instance, some studies have described SMF as afflictions that people develop when using social media. These afflictions refer to negative emotions such as boredom, frustration, anxiety, indifference, lower interest, and guilt and can be established as emotional features of SMF (Zhang, et al., 2021); (Zhang, Zhao, Lu, & Yang, 2016). However, scholars utilizing either SSO or LCM in the domain of SMF have not yet included all personality traits into consideration, which leaves an uncharted territory in terms of explaining individual predispositions.

This study aims to explain social media usage motives, privacy concerns, and social media fatigue in relationship to discontinuous usage behavior and intentions and how those relationships interact with personality traits. Therefore, this model adopts integrative frameworks that combine distinctive motives for using social media (UGT), privacy concerns (PMT and TRA), social media fatigue (SSO and LCM), and finally, personality traits (five-factor model).

First, UGT provides a theoretical basis for investigating variables specific to individual motivations for using social media and how they may differ across personalities. Second, the TRA-privacy model helps reveal which personalities that are more susceptible to privacy, while the PMT helps understand users' adoption of adaptive or maladaptive intentions and behavior. Lastly, SSO and LCM provide interesting frameworks for SMF

occurs and how it manifests. Also, incorporating personality traits shines light upon the explication of what strains specific personalities are prone to experience.

Based on the theoretical foundations developed in the preceding section, the hypotheses of the research model are presented in Figure 1.

4. Hypothesis Development

Our conceptual model examines potential antecedents to discontinuous usage behavior and intentions based on adaptions of the conceptual frameworks selected. Also, by incorporating personality traits into the model traits (i.e., extraversion, conscientiousness, neuroticism, agreeableness, openness), we aim to uncover the effects of psychological predispositions upon social media usage, privacy concerns, and social media fatigue concerning discontinuous behavior and intentions. The variables selected for research are the following: gratifications (social motives, enjoyment, pass time, information seeking, professional enhancement), privacy concerns (privacy risks, trust, disposition to value privacy, cybersecurity behavior, barriers), and social media fatigue (information overload, emotional experience, social overload, discontinuous usage). To substantiate the proposed models, the impact of consumers' gender and age is controlled for.

The choice of the extending variables and potential outcomes is motivated by the novel features of social media and the recent research conducted in this domain. Hence, a review of literature on recent academic research focusing on the impact of personality traits on motives for social media use, privacy concerns, and social media fatigue was conducted (See Table 7, Table 8, and Table 9).Furthermore, as noted above, because personality traits are important to differentiate the individuals in their interpersonal, experiential, motivational, attitudinal, and enduring emotional varieties, this study aims to explicate how these predispositions translate into the virtual realm of social media.

4.1.Discontinuous Usage Behavior and Intentions – The Outcome Variable

Discontinuance of information systems and social media has been extensively investigated in adjacent literature as post-adoption behavior (Fu, Li, Liu, Prikkalainen, & Salo, 2020); (Shen, Li, & Sun, 2018), and it refers to users' decision of abandonment or reduction of usage (Parthasarathy & Bhattacherjee, 1998).

Furthermore, Multiple frameworks and theories have been utilized to examine social media discontinuance by investigating the negative direct impact of distinctive overloads (e.g., social overload, information overload) on social media discontinuity (Lin, Lin, Luo, & Liu, 2021); (Zhang, et al., 2021); (Fu, Li, Liu, Prikkalainen, & Salo, 2020); (Cao & Sun, 2018); (Yin, Ou, Davison, & Wu, 2018). For instance, empirical research on habituated social media usage demonstrated that user satisfaction decreases social media discontinuance intentions through habit cultivation, whereas users' feelings of guilt increase both discontinuous intentions and behaviors (Turel, 2015).

However, hitherto there is limited knowledge concerning the psychological- factors and dynamism underlying social media discontinuance. Uncovering such factors is crucial for both information system developers, users, and practitioners, as it paves the way for the rectification of stressors instigating the potential abandonment of social media. Given that personality traits distinguish individual differences in thoughts, feelings, and action patterns, this study expects further clarification in the variety of personality traits. That is, the personality factors impact users' inclination/declination to discontinue social media use consequential of the independent variables.

Figure 1. Illustrated Model of Conceptual Framework
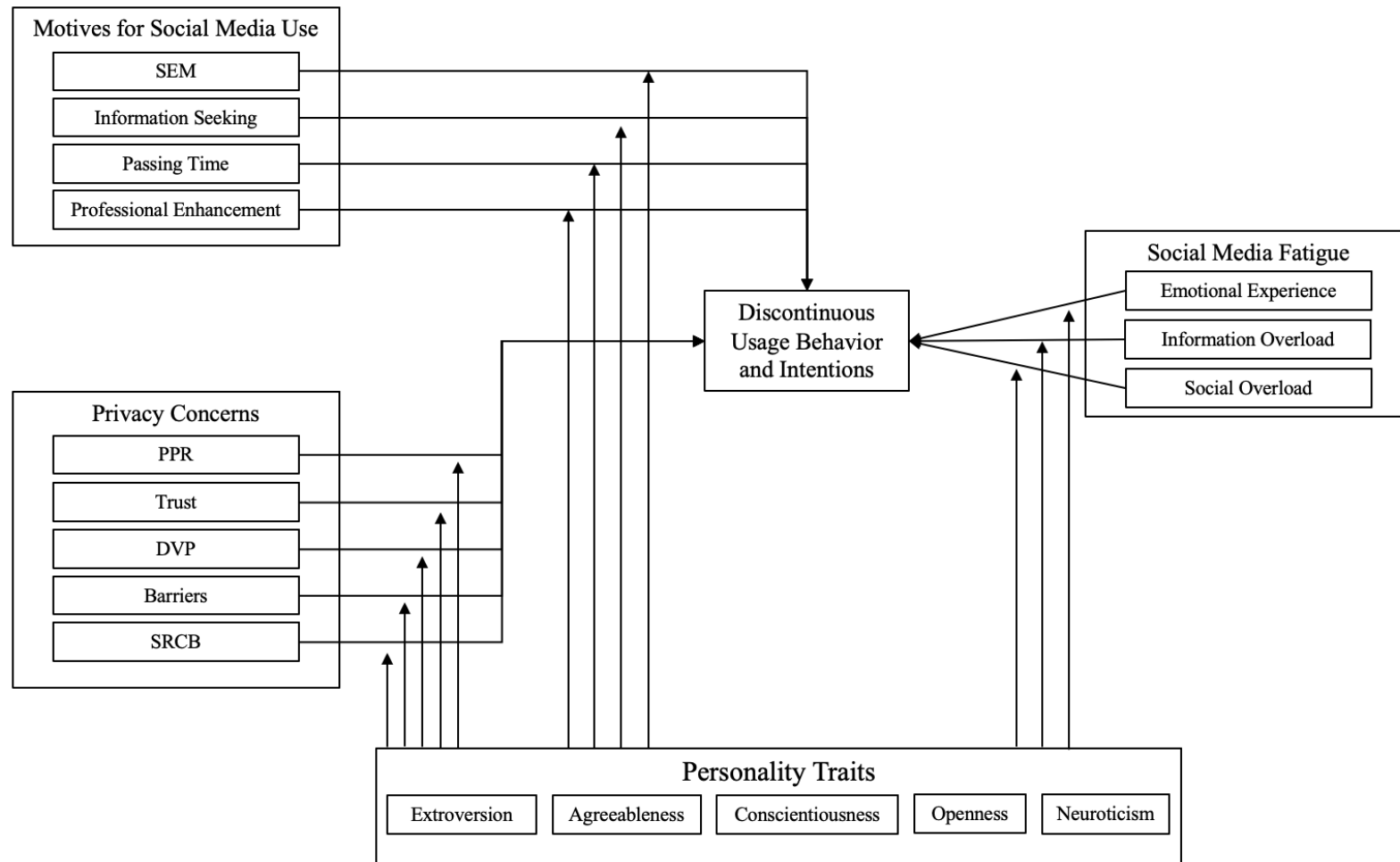
4.2. Motives For Social Media Use

4.2.1. Social Motives

According to recent research through UGT, in the advent of social media, socializing proves to be the focal force behind usage. These findings are well documented and understood across various platforms (Perugini & Solano, 2021); (Mancinelli, Bassi, & Salcuni, 2019); (Kircaburun K. , Alhabash, Tosuntas, & Griffiths, 2018); Conceptualizations of social motives have been disunited throughout adjacent research. Notwithstanding, the construct commonly encompasses items addressing relationship maintenance and general communication (Kircaburun K. , Alhabash, Tosuntas, & Griffiths, 2018); (Horzum M. B., 2016). In the present study, this motive encapsulates an individual's motives to maintain relationships, interact with others, and obtain a sense of involvement in acquaintances' trivial affairs. Thus, the hypothesis is formalized as follows:

H1: Social Motives is negatively associated to discontinuous usage behavior and intentions.

4.2.2. Enjoyment Motives

A recurring quality across social media platforms is their provision of enjoyment and entertainment. More specifically, different platforms' ability to mediate users with distinctive and novel types of entertainment is one of the most frequently mentioned motives for use (Perugini & Solano, 2021); (Mancinelli, Bassi, & Salcuni, 2019); (Kircaburun K. , Alhabash, Tosuntas, & Griffiths, 2018). In the context of social media, the construct of enjoyment has been slightly fragmented yet extensively studied. The scale of enjoyment predominantly encapsulates user experiences such as excitement, fun, and entertainment (Lin, Lee, Jin, & Gilbreath, 2017); (Kircaburun K. , Alhabash, Tosuntas, & Griffiths, 2018); (Horzum M. B., 2016); (Rubin, 1993). In this study, enjoyment is eclectically constructed on social media as new means of obtaining hedonistic experiences (Lin, Lee, Jin, & Gilbreath, 2017). Given that enjoyment and

entertainment is one of the most frequently reported motivations for pervasive use in prior literature, the following hypothesis is proposed:

H2: Enjoyment is *negatively* associated *to discontinuous usage behavior and intentions.*

4.2.3. Passing Time Motive

Passing time (alias *pastime*) is another gratification that has been identified throughout the development of social media. Pastime is defined as "something that amuses and serves to make time pass agreeably" (Merriam-Webster, 2022). According to (Kircaburun K. , Alhabash, Tosuntas, & Griffiths, 2018), passing time is positively associated with various platforms within social media and is considered the strongest predictor of problematic social media use. Pastime gratifications arise in numerous mundane contexts, and social media may be evoked as an immediate and accessible method of preventing boredom due to its interactive functionalities. Mainly, Facebook, Twitter, Instagram, and Snapchat are all found to positively relate to passing time gratifications (Kircaburun K. , Alhabash, Tosuntas, & Griffiths, 2018); (Lin, Lee, Jin, & Gilbreath, 2017); (Horzum M. B., 2016). The confounding facets that all these platforms possess could be their immediate visual, virtual, auditory, and communicative interface, facilitating a quench to boredom when other alternatives are deemed inaccessible and effortful. Nonetheless, as mentioned in the literature review, individuals who become cognizant of their excessive use of social media tend to feel guilt and hence evaluate usage reduction. Therefore, the following hypothesis is proposed:

H3: Passing time is positively associated to discontinuous usage behavior and intentions.

4.2.4. Information Seeking Motive

An element of social media platforms that generates a lot of user traffic is their channeling of information and its mediation to external Internet platforms. These informational functions are designed to expose users to what they are interested in (based on algorithmic assumptions drawn from digital footprints) to make users spend more time

on the platform (Montag, Lachmann, Herrlich, & Zweig, 2019). As a result, some individuals depended on information resources that are permeated via social media. Furthermore, this personalization of content serves as an automatic filter for uninteresting content for users, removing the need for users to refine information on their own (Sindermann, et al., 2020). In this research, the information-seeking motivation represents individuals' inclination toward using social media to keep oneself updated and as a tool for obtaining useful or unknown information. Following the continuous development of informational functions that social media provide, in tandem with recent findings, the following hypothesis is proposed:

H4: *Information seeking is negatively associated to discontinuous usage behavior and intentions.*

4.2.5. *Professional Enhancement*

The evolution of social media has provided a diverse set of innovative functionalities, resulting in the emergence of variegated platforms. Hence, the UGT model needs adaption to keep abreast of gratifications and uses that has been neglected in research hitherto. This study extends the UGT framework by integrating *professional enhancement* as a distinctive motive for using social media. Due to the entrance of platforms facilitating career exploration, such as LinkedIn, this gratification may enrich current understanding of motives underlying social media usage. Furthermore, recent literature suggests that individuals who are promotion-focused and eager to build networks increasingly adopt social media (Zivnuska, Carlson, Carlson, Harris, & Harris, 2019). Correspondingly, we suggest the following hypothesis:

H5: Professional enhancement is positively associated *to discontinuous usage intentions/behavior*

24

4.3. Privacy Concerns

4.3.1. Perceived Privacy Risk

According to (Jozani, Ayaburi, Ko, & Choo, 2020), privacy risk assessment defines the possibility and the degree of severity of losing one's personal information resultant of opportunistic behavior of other parties involved. In the social media context, privacy risk assessment involves subjective evaluation of to whom the information is accessible and how it may be exploited. Privacy breaches by the organization running a platform can cause consequences for users such as profiling, price discrimination, and targeted advertising (Crossler & Bélanger, 2019). Nonetheless, in social media, there are various potential misusers of personal information (e.g., peers, hackers, and third-party companies) (Ozdemir, Smith, & Benamati, 2017). Based on extant research addressing the proliferation of concerns regarding online privacy, the following hypothesis is the following:

H6: Perceived privacy risk is positively associated *with discontinuous usage behavior and intentions.*

4.3.2. Trust

Literature investigating trust has advocated for its inclusion when assessing threats in relationships (Chen, Kim, & Rao, 2021). Trust can be expressed as the willingness of one party (the trustor) to rely on another party (the trustee) in cases that involve risk and potential loss of the trustor (Gefen, Karahanna, & Straub, 2003). Furthermore, trust has also been contented as an instance of rational risk-taking. That is, trust presupposes risk (Misztal, 1996); (Seligman, 1997). Hence, in a social media context, this research investigates the degree to which users trust the social media organization operating the platform(s) and the adjacent information provided by those institutions. Complementary, it is evidenced that trust in virtual communities increases sharing of information (Buchanan & Benson, 2019). Therefore, we posit that:

H7: Trust is positively associated *with discontinuous usage behavior and intentions.*

4.3.3. Disposition to Value Privacy

Disposition to value privacy describes the extent to which an individual preserves private information (Xu, Dinev, Smith, & Hart, 2008). Disposition to value privacy is proved to be stable among individual social media users across different decision-making situations (Chen, Kim, & Rao, 2021), and helps elucidate how users assess threats to one's privacy. Moreover, literature on privacy highlights that individual decision-makers vary as a function of their dispositions to value privacy (Patil & Kobsa, 2005). Accordingly, research suggests that individuals assign distinctive weights to the importance of personal privacy (Jarvenpaa, Tractinsky, Saarinen, & Vitale, 1999). More specifically, members with high dispositions to value privacy tend to be hypersensitive about privacy and hence overestimate the severity and likelihood of privacy violations. Therefore, we hypothesize the following:

H8 Disposition to Value Privacy is positively associated *with discontinuous usage behavior and intentions.*

4.3.4. Self-Reported Cybersecurity Behavior

Extant research has largely focused on stated intentions as predictors of cybersecurity behavior. However, people often behave in discordant ways with what they intend (Ajzen, Brown, & Carvajal, 2004). For example, when applied to social media contexts of information security, users tend to express concern about privacy, yet the minority acts to protect their data (Shappie, Dawson, & Debb, 2020). In this study, cybersecurity includes behaviors such as password variegation, avoidance of opening suspect messages, hesitancy, and deliberate assessment of providing personal information. The hypotheses can thus be formulated as follows:

H9: Self-reported cybersecurity behavior is positively associated with discontinuous usage behavior and intentions.

4.3.5. Barriers

This study takes refuge in (Ng, Kankanhalli, & Xu, 2009)'s definition of perceived barriers, formulated as "a user's perceived cost and inconvenience of practicing computer security." Although an individual may believe that a risk-preventing action effectively reduces threats, one may find such actions to be inconvenient and effortful. These negative aspects are the perceived barriers. Like resistance to IoT adoption, computer- and online security behavior often causes inconvenience because of additional controls or measures required thereof, such as two-factor authentication or modification of default privacy settings. In the context of social media, perceived barriers may transubstantiate into a user's likelihood to reduce cybersecurity measures or reduce social media usage to avoid encounters with the problem. Therefore, the following hypothesis is posited:

H10: Barriers is positively associated *with discontinuous usage behavior*

4.4. Social Media Fatigue

4.4.1. Information Overload

Information overload surfaces when the information individuals assess exceeds their ability to accommodate and manage it (Farhoomand & Drury, 2002). The conceptualization of information overload is based upon comparing one's ability to process information with the affiliated demands. Recently, the phenomenon has been studied extensively in a myriad of contexts, including social media (Fu, Li, Liu, Prikkalainen, & Salo, 2020); (Zhang, et al., 2021), online healthcare information searches (Swar, Hameed, & Reychav, 2017), and mobile technologies (Yin, Ou, Davison, & Wu, 2018). However, the preponderance of research addressing information overload within recent literature examines the phenomenon from a cognitive perspective. Accordingly, the speed at which the production and dissemination of information via social media are accelerating can easily surpass a user's cognitive threshold and thus exhaust one's ability to manage new information, which may lead to fatigue (Lee, Son, & Kim, 2016).

However, when an individual processes information that aligns with their interests, the probability that the user will experience informational overload decreases.

Furthermore, although most social media have incorporated algorithmic technologies to personalize content exposure and highlight relevant information, the information may be presented redundantly and thus compromise the user in making sense of it, which may elicit cognitive overload for users (Fu, Li, Liu, Prikkalainen, & Salo, 2020). Moving forward, a considerable proportion of literature in this line of research has found that information overload is associated with social media fatigue and even discontinuous intentions (Fontes-Perryman & Spina, 2021); (Zhang, et al., 2021); (Teng, Liu, & Luo, 2021) (Fu, Li, Liu, Prikkalainen, & Salo, 2020). Therefore, based on the current literature on this topic, the following hypothesis is proposed.

H11: Information Overload is positively associated *with discontinuous usage behavior and intentions.*

4.4.2. Social Overload

The term social overload originates from the study of (McCarthy & Saegert, 1978), situated in a sociological context to describe the phenomenon of crowded real-world populations. The study's findings suggest that when the demands of handling social connections and contacts exceeded people's interaction ability, they were likely to experience social overload. As social media users avail themselves to spending excessive amounts of time interacting virtually on numerous platforms, recent studies have employed the concept in social media contexts (Lin, Lin, Luo, & Liu, 2021); (Fu, Li, Liu, Prikkalainen, & Salo, 2020); (Cao & Sun, 2018). On social media, ubiquitous social interactions oblige individuals to respond to their acquaintances instantly and continually, which requires commitment and effort. Resultantly, scholars posit that such customs may exert pathologies upon individuals and that social overload is positively related to social exhaustion and social media fatigue (Cao & Sun, 2018); (Salo, Pirkkalainen, &

Koskelainen, 2019); (Zhang, Lu, & Yang, 2016). Based upon the review of previous research, the following hypothesis is proposed:

H12: Social Overload is positively associated with *discontinuous usage behavior and intentions.*

4.4.3. Emotional Experience

Some researchers have described social media fatigue as afflictions that people develop when using social media (Yamakami, 2012); (Lin K. M., 2015). Appropriately, fatigue in isolation has been analyzed extensively, and (Ream & Richardson, 1996) contend that fatigue could elicit both affective and cognitive responses. In the context of social media, these afflictions are reported to take the form of indifference, tiredness, boredom, burnout, and guilt, which are concluded as emotional features of social media fatigue (Zhang, Lu, & Yang, 2016). Additionally, scholars have found that instances of social comparison could accentuate users' emotional exhaustion (Lim & Choi, 2017). Recently, (Zhang, et al., 2021) developed a validated SMF questionnaire that included a dimension covering emotional experiences. The same study found, in accordance with prior literature, that people with high levels of SMF were prone to develop exhaustion, anxiousness, and irritation when using social media (Liu, Li, & Zhang, 2017). Hence, based upon prior literature across adjacent domains, the following hypothesis is proposed:

H13: Emotional experience is significantly associated with *discontinuous usage behavior and intentions.*

4.5. Moderation of Personality Traits

Research has demonstrated that social media uses, and manifestations of online privacy concerns vary from users' personality traits and other characteristics. However, little

research has examined the impact psychological traits have on the motives in relationship to future usage intentions, let alone how personality helps explain and predict social media fatigue. Therefore, the aim of the present study is to investigate the extent to which personality traits moderate the relationships between the predicting variables and the outcome variable.

4.5.1.   Personality Traits and Social Media Use Motives

Manifestations of the relationship between extraversion and sociability across scientific disciplines have been extensively studied. In terms of psychological research, extraversion denotes the extent to which an individual tends to be sociable, gregarious, talkative, and active (John, Donahue, & Kentle, 1991); (Shappie, Dawson, & Debb, 2020). Pertinently, individuals high in extraversion are repeatedly documented to prefer using social media to interact with others (Perugini & Solano, 2021); (Mancinelli, Bassi, & Salcuni, 2019); (Kircaburun K. , Alhabash, Tosuntas, & Griffiths, 2018). (Lin, Lee, Jin, & Gilbreath, 2017). Moreover, prior studies have observed a positive association between individuals high in openness and enjoyment gratifications in social media contexts (Lin, Lee, Jin, & Gilbreath, 2017). Openness refers to the extent to which an individual is imaginative, cultured, intellectually inclined, and artistically sensitive (Barrick & Mount, 1991); (Ehrenberg, Juckes, & White, 2008); (Gosling, Rentfrow, & Swann, 2003).

Also, recent studies have pointed out a positive relationship between individuals high in neuroticism and passing time gratifications (Kircaburun K. , Alhabash, Tosuntas, & Griffiths, 2018). Neuroticism is conceptualized as an individual's inclination to experience negative emotions such as emotional instability, anxiety, and sadness (McCrae & John, 1992).

Furthermore, regarding information-seeking motives, several studies have highlighted the variegated relationships between personality traits and motivations for obtaining information through social media. Accordingly, several studies demonstrated that

individuals high in openness and agreeableness are strongly correlated to using social media for informational purposes (Perugini & Solano, 2021); (Mancinelli, Bassi, & Salcuni, 2019); (Kircaburun K. , Alhabash, Tosuntas, & Griffiths, 2018); (Lin, Lee, Jin, & Gilbreath, 2017). Other personality traits have also been observed to correlate with seeking information as a motivation for using social media. However, as social media platforms advance in generating more diverse content, this line of literature in recent years have produced inconsistent findings, respectively.

Finally, concerning professional enhancement, the extended dimension of the social media use motive model. (Perugini & Solano, 2021) and (Mancinelli, Bassi, & Salcuni, 2019) argues that individuals high in conscientiousness are resistant to social media use because they may consider it a distraction and hence a possibility to habituate excessive time expenditure. However, due to the entrance and proliferation of new social media platforms such as LinkedIn, which primarily focuses on career exploration and professional milieu updates, caveats that concern prior results in this regard may occur.

As noted earlier, recent literature highlights that promotion-focused individuals have become more open to social media interaction when aiming to build networks and enhance their status (Zivnuska, Carlson, Carlson, Harris, & Harris, 2019). Suitably, regarding personality traits that may affect such relationships, conscientiousness considers an individual's impulse-control behavior that helps with goal and task completion, such as planning, achievement striving, and delayed gratification (John & Srivastava, 1999, ss. 2, 102–138). Hence, based upon prior literature that has examined these psychographic elements in a social media context, the following hypothesis is proposed:

H14: Personality traits will moderate the relationship between (a) social motives and DUB, (b) enjoyment motives and DUB, (c) passing time motives and DUB, (d) information seeking and DUB, and (e) professional enhancement and DUB.

4.5.2. Privacy Concerns

People often behave in ways that are discordant with how they intend to behave, and when applied to a modern-day context of information security, people tend to express concerns about their security with respect to online privacy. However, few users take action to protect their data. The growing popularity of social media and its integration with verious services highlight the importance of perceived privacy risks, which can be defined as beliefs or judgments about potential harm or the possibility of a loss and its severity (Darker, 2013). Also, differences across the personality spectrum have been studied to understand this phenomenon further. In psychological research, conscientiousness has been found to be a significant predictor of proactive cybersecurity awareness (Gratian, Bandi, Cukier, Dykstra, & Ginther, 2018). Substantiating this notion, (Shappie, Dawson, & Debb, 2020) found that conscientiousness was the strongest predictor of awareness of information security (Shappie, Dawson, & Debb, 2020); (McCormac, Zwaans, Calic, Butavicius, & Pattinson, 2017).

Furthermore, although the literature on trust within online privacy concerns is abundant, examination of trust in social media through the lens of personality factors is considerably limited (Shappie, Dawson, & Debb, 2020); (Zhang, et al., 2018). Therefore, this study also aims to examine how personality traits could moderate levels of trust. Correspondingly, agreeableness has been found to positively correlate with high utilitarian values (Cui, 2017) and online trust, in as much that they perceive it as immoral for third parties to invade their privacy (Bansal, Zahedi, & Gefen, 2016); (Bawack, Wamba, & Carillo, 2021). Also, it is demonstrated that the more users trust a social media platform, the more likely new and existing users will be to use it.

Users with dispositions to value privacy tend to be hypersensitive about privacy and hence overestimate the severity and likelihood of privacy violations. Appropriately, recent literature suggests that higher rates of neuroticism can cause increased concerns about privacy-related issues (Tang, Akram, & Shi, 2021), and employ more behavioral

actions to ensure privacy (Tifferet, 2019); (Kajonius & Johnson, 2018). Moreover, in addition to neuroticism encapsulating one's inclination to experience negative emotions (i.e., anxiety and sadness), neurotic individuals have shown manifestations of cynicism and a sense of paranoid alienation (Costa & McCrae, 1992); (Bermudez, 1999).

In terms of cybersecurity behaviors, the literature suggests that personality traits play an important role in understanding privacy-decision making theories and improves the predictability of behavioral intentions. In fact, (Shappie, Dawson, & Debb, 2020) argue that personality factors better predict cybersecurity behavior relative to individuals' stated intentions. Therefore, this study contends that personality traits may affect antagonisms engendered from privacy. Also, (Tang, Akram, & Shi, 2021) suggest that higher rates of neuroticism can cause increased concerns about privacy-related issues (Tifferet, 2019); (Kajonius & Johnson, 2018).

Furthermore, it has been demonstrated that openness and conscientiousness predict a significant amount of variance over and above other contributing factors and that conscientiousness was the strongest association with self-reported cybersecurity behavior and act accordingly despite perceived barriers (Shappie, Dawson, & Debb, 2020). Thus, we posit the following hypothesis:

H15: Personality traits will moderate the relationship between (a) Perceived privacy risks and DUB, (b) Trust and DUB, (c) Disposition to value privacy and DUB, (d) Self-reported cybersecurity behavior and DUB, and (e) Barriers and DUB.

4.5.3. Social Media Fatigue

Recent literature has demonstrated that incorporating personality traits helps explain motivations for discontinuance and individual perception of technological stressors (Hong & Oh, 2020); (Pflügner, Maier, Mattke, & Weitzel, 2021). In fact, (Tarafdar, Cooper, & Stich, 2019) and (Xiao & Mou, 2019) have indicated that individual characteristics may increase/decrease the likelihood that the different features of social

media are idiosyncratically perceived as stressors and have called for studies to explore these characteristics.

In this line of research, information overload and social overload have been the most frequently observed stressors to precipitate social media fatigue. In terms of information overload, the role of personality traits is considered to represent individuals' enduring predisposition to respond to stimuli in different situations, and thus give a more consistent picture (Maier, 2012); (2020). Likewise, for social overload, personality factors are considered to furnish different preferences and approaches to sociability and gregariousness, and it is plausible that discrepancies across these factors may occur, respectively. More specifically, high neuroticism and low extraversion has been demonstrated to predispose to the perception of technological stressors (Pflügner, Maier, Mattke, & Weitzel, 2021).

However, as social media is indirect and virtual in interactivity, it is also plausible to presume that the personality traits act discordantly to empirical presuppositions. Hence, this study will answer the calls for further research and examine whether personality traits moderate the stressors *information overload* and *social overload* in relation to discontinuous usage behavior and intentions separately.

Finally, considering emotional experience as a preceding facet of social media fatigue, (Ream & Richardson, 1996) contends that fatigue could elicit both affective and cognitive responses. Accordingly, previous literature suggests that personality traits are linked with emotion regulation and have demonstrated that some personality traits are predominantly linked with adaptive- and maladaptive emotion regulation strategies (Barańczuk, 2019). From a coherent perspective, when accounting for all personality traits, higher neuroticism and lower levels of extraversion, openness, agreeableness, and conscientiousness are associated with low emotion regulation and greater maladaptive emotion regulation strategies (Barańczuk, 2019); (Connor-Smith & Flachsbart, 2007). Substantiating this notion, individuals higher in neuroticism prove to be linked with more

significant reactions such as suppression, rumination, lower reappraisal, and problem-solving when undergoing emotional experiences (Barańczuk, 2019).

Accordingly, this study aims to identify personality factors that predominantly interact with emotional experiences by contextualizing the connection in social media. Hence, based upon prior literature across concomitant domains, the following hypotheses are proposed:

H16: Personality traits will moderate the relationship between (a) information overload and DUB, (b) social overload and DUB, and (c) emotional experience and DUB

5. Research Methodology

5.1. Construct Measurement & Materials

5.1.1. Demographics and Social Media Usage

Participants were asked about their gender, age, daily time spent on mobile phone, daily time spent on social media, and to indicate currently used platforms. Users were also asked to arrange the social media sites or applications, from most frequently to least frequently used from a list of eight platforms, (i.e., Facebook, Instagram, Snapchat, YouTube, Twitter, WhatsApp, LinkedIn, and TikTok). An overview of these results is provided in Table 10.

5.1.2. Motives for Social Media Use

The measurement items for the constructs in the proposed research model are adjusted from the existing literature to fit the social media context. With respect to social media usage motives, a total of 25 items were designed to be answered on a 7-point Likert-type scale, ranging from 1 = *Strongly Disagree* to 7 = *Strongly Agree*.

Measures for *social* motives and *entertainment* motives were adapted from the works of (Horzum M. B., 2016), (Lin, Lee, Jin, & Gilbreath, 2017), (Perugini & Solano, 2021), (Sampat & Raj, 2021), and (Kircaburun K. , Alhabash, Tosuntas, & Griffiths, 2018).

The measurements for *passing time* and *information seeking* gratifications were adapted from (Sampat & Raj, 2021), (Shuyang & Leung, 2021), (Khan, 2017), (Lin, Lee, Jin, & Gilbreath, 2017) and (Horzum, 2016). Finally, the measurements for the new and extended construct labelled *professional enhancement* were eclectically adapted from (Sheldon & Bryant, 2016), (Sampat & Raj, 2021), and (Thompson, Wang, & Daya, 2019). An overview of corresponding measures and items are presented in Table 1.

5.1.3. Privacy Concerns

To increase validity, measurement items of research constructs addressing privacy concerns were adopted from previously tested measures of existing literature. All items were measured on a 7-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (7). Modifications were made to fit the context of social media and consisted of 24 items in total. The items within the *privacy risk* construct were measured through an adaption of the research by (Morimoto, 2021), (Jozani, Ayaburi, Ko, & Choo, 2020), (Mamonov & Benbunan-Fich, 2018), and (Anwar, et al., 2017). The measures for *trust* and *disposition to value privacy* are taken from the work of (Chen, Kim, & Rao, 2021). Lastly, *Self-reported cybersecurity behavior* and *Barriers* were adapted from (Anwar, et al., 2017). An overview of corresponding measures and items are presented In Table 2.

5.1.4. Social Media Fatigue

The different facets of social media fatigue, comprising of 21 items in total, were assessed with adaptations of previously tested measures of extant research. In accordance with the other concentrations, all items were measured on a seven-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (7). The measures for *Information overload* were adapted from studies conducted by (Zhang, et al., 2021), (Fu, Li, Liu, Prikkalainen, & Salo, 2020), (Dhir, Kaur, & Pallesen, 2019) and (Gartner Inc., 2010) The measurements of *Social overload* are adapted from the work of (Lin, Lin, Luo, & Liu, 2021), (Teng, Liu, & Luo, 2021), and (Fu, Li, Liu, Prikkalainen, & Salo, 2020). Measurements of the construct *Emotional Experience* were taken from (Zhang, et al.,

2021). And lastly, items covering *discontinuous usage behavior* were taken from the studies of (Fu, Li, Liu, Prikkalainen, & Salo, 2020) and (Liu, Yoganathan, & Osburg, 2021). An overview of corresponding measures and items are presented in Table 3.

5.1.5. Personality Traits – Big Five Inventory

The BFI 44-item instrument evaluates the five personality traits (extraversion, agreeableness, conscientiousness, neuroticism, and openness; (John, Donahue, & Kentle, 1991), Norwegian adaption by (Pran, 2021). It derives from an assessment of personality adjectives transformed into short sentences to facilitate understanding of the items. The validity and reliability of this technique have been longitudinally demonstrated across general adult populations, including the United Stated and Norway. See Table 11 for an overview of the measurement items.

5.2. Data Collection and Sample Characteristics

An online-based survey was developed to test the variables in the conceptual model. Research guidance representatives from the university facilitating this research were asked to revise and partake in quality assurance of the survey. Prior to the data collection process, all items were translated into Norwegian. Participants could choose between English and Norwegian at their own discretion. The option between languages was the header of the introductory disclaimer of the online questionnaire.

Questionnaire participants were gathered through a convenience sample distributed on numerous social media platforms, representative for the target group. Participants were asked to fill out and complete an online questionnaire regarding an academic study on social media usage. Participants were offered a gift card in compensation to completing the survey by choosing to be redirected to a subsequent survey. All participants gave their informed consent and participated in the study voluntarily and anonymously.

Three reasons justify the choice of using social media as means of distributing the survey: (1) social media facilitates diversity of participants and has cumulative reach, (2) its accessibility and ubiquity by technological units (phones, tablets, personal computers),

and (3) it's familiarity among users (most people use at least one social media platform). Mean scores, standard deviations, and maximum-minimum scores are provided in Table 12. Data were collected in April 2022. The data collection consisted of 323 responses in total. After disregarding incomplete questionnaires, the data analysis consisted of 230 individuals. 41.4% of respondents were female and 55.6% were male, while 0.9% preferred not to indicate their gender. Respondents were aged between 14 and 63 years (*Median* = 26.00, *Mean* = 30.4847, *SD* = 12.19).

5.3. Statistical Analyses & Procedure

The present study used descriptive statistics analysis, principal components analysis (PCA), linear multiple regression analysis, hierarchical multiple regression analysis, and finally a series of moderation analyses using Andrew Hayes' PROCESS MACRO. The statistical analyses were carried out with SPSS 28. In the factor analysis (PCA), univariate and initial solutions, accompanied by varimax (orthogonal) rotation with Kaiser Normalization were used.

Furthermore, Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's Test of Sphericity (KMO And Bartlett's Test) were utilized. Subsequently, multiple regression analysis and hierarchical regression analysis was performed to test the hypothesized relationships and explained variance for each composite of scales. Finally, moderation analyses using Andrew Hayes PROCESS Macro v. 4.1 were performed to test the moderating role of personality traits upon the independent variables within respective constructs (i.e., motives for use, privacy concerns, and social media fatigue) in relationship to discontinuous usage behavior and intentions.

6. Results

6.1. Factor Analyses

Factor analysis was performed for the independent- and dependent variable(s). Notwithstanding, factor analysis was not performed for the BFI-44 concerning personality traits, since these are well-established scales throughout extant literature and research.

6.1.1. Social Media Usage Motives

There are a variety of both traditional and new scales measuring social media use motives, and the present study extends the model by incorporating *professional enhancement*. Therefore, principal component analysis with varimax (orthogonal) rotation was performed. PCA was conducted to verify factor loadings onto the subscales of social motives, enjoyment motives, passing time, information seeking, and professional enhancement. Against conjecture, some items loaded highly on more than one respective dimension and were therefore removed from further analysis. Hence, data were reduced to verify how items grouped into different dimensions. Nonetheless, most items for the independent variables loaded highly on their respective constructs and confirmed the unidimensionality of most scales.

The adequacy of the data for this factor analysis was verified (Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .916, Bartlett's Test of Sphericity 3668.310, $p < .001$). A parallel analysis based on the Anti-Image matrices and Total Variance Explained suggested retaining four factors (Eigenvalues: 9.437, 2.572, 1.328, and 1.1178). The factor analysis yielded four motivations for using social media, and accounted for 72.58% of the overall variance, with social- and enjoyment motives accounting for 47.18%, passing time accounting for 12.86%, professional enhancement accounting for 6.64%, and information seeking accounting for 5.89%. See Table 1 for an overview of the social media use motives scales.

6.1.2. Privacy Concerns

This study measured privacy concerns with several author-created items in an eclectic manner to fit the context of the research. Principal component analysis with varimax rotation was conducted to verify the factor loadings onto the five scales of trust, disposition to value privacy (DVP), self-reported cybersecurity behavior (SRCB), barriers, and perceived privacy risks (PPR). The items for the independent variables loaded highly on the respective constructs and confirmed the unidimensionality of the scales. The five constructs addressing privacy concerns accounted for 74.4% of the overall variance, with PPR accounting for 32.34%, DVP accounting for 21.1%, trust accounting for 9.17%, SRCB accounting for 6.74%, and barriers 5%. See Table 2 for a summary of the privacy concerns dimensions. The adequacy for this factor analysis was verified (Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .860, Bartlett's Test of Sphericity 3063.056, $p < .001$).

6.1.3. Social Media Fatigue

As new measurements of social media fatigue have continuously entered, principal component analysis was performed to verify the factor loadings onto the subscales of information overload, emotional experience, and social overload. Almost all items for the independent variables loaded highly on their respective constructs and confirmed the unidimensionality of most scales. Items with unsatisfactory communalities extraction and factor loadings were removed. Notwithstanding, the analysis still suggested retaining three factors. The constructs measuring social media fatigue accounted for 77.78% of the overall variance, with information overload accounting for 58.58%, emotional experience accounting for 10.19%, and social overload 9%. The adequacy for this factor analysis was verified (Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .897, Bartlett's Test of Sphericity 2411.728, $p < .001$). See Table 3 for a summary of the social media fatigue motives scales.

6.2. Reliability Testing

Reliability testing was then performed on all the predictor and outcome variable scales. Regarding the BFI 44, acceptable to excellent internal consistency was observed with the following Cronbach's Alphas: α = .802 for extraversion, .819 for agreeableness, .85 for conscientiousness, .765 for neuroticism, and .82 for openness.

Regarding the motives for social media usage, moderate to excellent internal consistency was also observed with the following Cronbach's Alphas: α = .909 for social and enjoyment motives, α = .883 for passing time, α = .904 for information seeking, and α = .903 for professional enhancement.

Moderate to excellent internal consistency was also observed for the scales measuring privacy concerns, the following Cronbach's Alphas was observed: α = .880 for trust, α = .879 for disposition to value privacy, α = .756 for self-reported cybersecurity behaviors, α = .868 for barriers, and α = .921 for perceived privacy risks.

With respect to the scales within social media fatigue, moderate to excellent internal consistency was also observed with the following Cronbach's Alphas: α = .926 for information overload, α = .731 for emotional experience, and α = .904 for social overload. Finally, reliability testing was performed upon the dependent variable labeled discontinuous usage behavior/intentions, and the construct generated the following Cronbach's Alphas: α = .839 (See Table 13).

6.3. Regression Analysis

A multiple regression analysis was conducted to test the predictor variables within the respective constructs of social media use motives, privacy concerns, and social media fatigue, with discontinuous usage behavior and intentions as the dependent variable. Table 5 summarizes the findings from the model.

Table 1. Social Media Usage Motives Factors and corresponding Survey Items

Social Media Usage Motives Factors and corresponding Survey Items

Items – Motives for Social Media Usage	Factor Loadings				Cronbach's Alpha
	S&EM	PT	IS	PE	
Because it helps me stay in touch with others (e.g., friends, family, colleagues, etc.).	.649				.909
Because I feel involved with what is going on with other people.	.769				
To know what others are doing.	.729				
Social media allows me to communicate easily and efficiently.	.643				
Primarily for socializing.	.721				
It enables me to enhance my social network.	.706				
Because it is enjoyable.	.681				
Because it provides me with a lot of fun.	.606				
To pass the time.		.786			.883
When I am bored.		.779			
Because I have nothing else to do.		.786			
Because it is a habit of just something to do.		.769			
To distract myself.		.652			
To seek new and/or interesting information.			.815		.904
To keep myself updated.			.693		
To learn about unknown and/or useful things.			.703		
To gather useful information.			.683		
I use social media for professional- / career enhancing purposes.				.761	.903
To share practical knowledge or skills with others.				.825	
To develop my career through the participation.				.848	

Table 2. Privacy Concerns Factors and Corresponding Survey Items

Privacy Concerns Factors and Corresponding Survey Items

Items – Privacy Concerns	Factor Loadings					Cronbach's Alpha
	Trust	DPV	SRCB	Barriers	PPR	
Trust						.880
I believe that the social media services I use are trustworthy in handling my information.	.886					
I trust that the social media services I use will keep my best interest in mind when dealing with my information.	.904					
I believe that the social media services I use is honest with users when it comes to using information that I provided.	.886					
I believe that the social media services I use withholds information addressing their purposes for obtaining my information. (R)	.637					
Disposition to Value Privacy **(DPV)**						.879
I am very concerned about threats to my personal privacy.		.794				
Compared with others subject on my mind, personal privacy is very important.		.772				
To me, it is an important thing to keep personal information private.		.744				
Compared with others, I am more sensitive about the privacy of my information.		.813				
Self-Reported Cybersecurity Behavior **(SRCB)**						.756
Companies should not use my personal information for any purpose unless it has been authorized by the individuals who provided the information.			.635			
I do not open email attachments/direct messages from people whom I do not know.			.838			
I have never sent sensitive information (e.g., account numbers, passwords, explicit content, etc.) via social media.			.709			
When companies ask me for personal information, I think twice before providing it.			.662			

Table 2. Continued – Privacy Concerns Factors and Corresponding Survey Items

Privacy Concerns Factors and Corresponding Survey Items

Items – Privacy Concerns	Factor Loadings					Cronbach's Alpha
	Trust	DVP	SRCB	Barriers	PPR	
Barriers						.868
It is inconvenient to investigate privacy security.				.857		
Changing the privacy settings on social media sites is inconvenient.				.837		
Learning about cybersecurity and exerting effort thereof takes too much time.				.750		
Perceived Privacy Risk (PPR)						.921
I feel that I have to give too much information to social media.					.752	
I believe that my personal information can easily be used by marketers on social media.					.802	
I am concerned about misuse of personal information.					.785	
I believe that personal information is often misused.					.900	
It is likely that my information and data is vulnerable to security breaches.					.844	

Note: DPV = Disposition to Value Privacy, SRCB = Self-Reported Cybersecurity Behavior, PPR = Perceived Privacy Risks

Table 3. Social Media Fatigue and Corresponding Survey Items

Items – Social Media Fatigue	Factor Loadings			Cronbach's Alpha
	IO	EE	SO	
***Information Overload* (IO)**				.926
I am frequently overwhelmed by the amount of information I have to process on a daily basis on social media.	.736			
When searching for information on social media sites, I frequently just give up because there is too much to deal with.	.868			
I usually avoid using social media for having received too much information.	.843			
I find that only a small part of the information on social media is relevant to my needs.	.856			.731
***Emotional Experience* (EE)**				
I sometimes feel angry when I realize that social media has taken up too much of my time.		.736		
I sometimes feel guilty when I realize how much time I have spent on social media.		.736		
Functions in the social media (check-in, status updates, photos, tweets, etc.) make me irritated.		.707		.756
I feel annoyed when I find there is too much unread information/messages on social media.		.694		
***Social Overload* (SO)**				.904
I pay too much attention to my friends' posts on social media			.882	
I pay too much attention to what others are doing on social media.			.855	
I am very disturbed with the canvassing of contacts/followers on social media.			.784	
I often feel overloaded with social media communication.			.674	

Subsequently, a hierarchical multiple regression analysis was performed to obtain the explained variance and R^2 change (ΔR^2) by each added construct composite. Wherein which social media use motives were entered at block one, privacy concerns at block 2, social media fatigue at block 3, and finally age and gender at block 4. Multicollinearity was calculated for all models and indicated satisfactory indices. The tolerance values were considerably far from 0 and the variance inflation factor values were between 1 and 3.15, indicating that multicollinearity did not affect the models. A summary of the findings is provided in Table 14.

In terms of the participants' motives for using social media, the analysis indicated that both social- and enjoyment motives ($\beta = -.386$), as well as information seeking ($\beta = -.209$) were significantly and negatively associated to discontinuous usage behavior and intentions, supporting H1, H2, and H4. Contrarywise, using social media for passing time ($\beta = .221$), had a significant and positive association with discontinuous usage behavior and intentions, in support of H3. Professional enhancement, however, did not show predictable capacity toward the outcome variable, failing to support H5. Nonetheless, the composite of motives for social media use explained 15.1% of the variance (R^2 = .156; F = 9.92; $p < .001$). That is, the analysis indicates that individuals using social media for social- and enjoyment purposes are more likely to sustain their usage of social media, whereas individuals using social media to pass time were more likely to mitigate, take breaks and/or abandon their social media use.

Contrary to expectation, none of the variables within the construct of privacy concerns were significant in relationship to discontinuous usage behavior and intentions. Hence H6, H7, H8, H9, and H10 were not supported. However, the model explained an additional 17.4% of the variance in the regression model (R^2 = .331; F = 11.468; $p < .001$).

With respect to social media fatigue, individuals who experienced information overload ($\beta = .307$), and emotional experience ($\beta = .155$) strongly and positively predicted discontinuous usage behavior and intentions, whereas social overload did not exert a

significant effect. Thereby in support of H11 and H13, but not H12. The construct encapsulating the scales of social media fatigue contributed to an additional and significant 13.3% increase in R^2 ($R^2 = .464$; $F = 14.847$.; $p < .001$).

6.4. Moderation Effects of the Big Five Personality Traits

To test potential moderating effects of the five personality dimensions, we analyzed moderation effects by each personality factor upon constructs of motives for social media use, privacy concerns, and social media fatigue in relationship to the dependent variable. For this calculation, a series of moderation analyses utilizing Andrew Hayes' PROCESS Macro was conducted (Hayes, 2012), with bootstrapping of 5000, which is recommended for small samples. The tests for moderation effects are provided in Table 6 and illustrations are presented in Figure 2, Figure 3, and in the appendix.

Table 4. Results for statistical support of the study's regression analysis.

Hypothesis	β	p–value	Result
SEM → DUB	−.340	< .001	H1 & H2: Supported
PT → DUB	.205	.009	H3: Supported
IS → DUB	−.197	.014	H4: Supported
PE → DUB	.144	.071	H5: Not supported
PPR → DUB	.147	.070	H6: Not supported
Trust → DUB	.072	.388	H7: Not supported
DVP → DUB	.028	.725	H8: Not supported
SRCB → DUB	−.025	.727	H9: Not supported
Barriers → DUB	−.32	.662	H10: Not supported
IO → DUB	.273	< .001	H11: Supported
SO → DUB	−.043	.891	H12: Not supported
EE → DUB	.371	.019	H13: Supported

Table 5. Multiple linear regression analysis results.

DV: Discontinuous usage behavior and intentions

Predictor Variables	B	SE	β	t	Sig.	Tolerance	VIF
Constant	2.553	.560		4.559	< .001		
Motives				−2.156			
SEM	−.386	.099	−.340	3.897	< .001	.357	2.804
PT	.221	.084	.205	2.634	.009**	.448	2.234
IS	−.209	.084	−.197	−2.486	.014*	.435	2.300
PE	.122	.067	.144	1.816	.071	.433	2.309
Privacy Concerns							
Trust	.070	.081	.072	.865	.388	.396	2.528
DVP	.027	.075	.028	.352	.725	.446	2.241
SRCB	−.029	.084	−.025	−.350	.727	.550	1.818
Barriers	−.032	.074	−.032	−.437	.662	.503	1.989
PPR	.147	.081	.152	1.821	.070	.392	2.548
Social Media Fatigue							
IO	.307	.076	.331	4.013	< .001	.401	2.493
EE	.155	.065	.190	2.369	.019*	.423	2.362
SO	012	.086	.012	.137	.891	.333	3.004
Demographics							
Gender	−.065	.153	−.023	−.424	.627	.917	1.090
Age	−.004	.007	−.036	−.655	.513	.921	1.086
$F = {}_{(14 – 223)} = 11.301$		$R = .656$		$R^2 = .431$		Adj. $R^2 = .431$	

$p < .05 = *, p < .01 = **$

SEM = *social and enjoyment motives*; PT = *passing time*; IS = *information seeking*; PE = *professional enhancement*; DVP = *Disposition to value privacy*; SRCB = *self-reported cybersecurity behavior*; PPR = *perceived privacy risks*; IO = *information overload*; EE = *emotional experience*; SO = *social overload*

Table 6. Moderation Effects and Results

Independent Variable	Moderator (W)	β	Sig.	ΔR^2	Results
Social and Enjoyment Motives	Extroversion	− .298	< .001	.099	
	Openness	− .387	< .001	.171	
Information Seeking	Openness	− .150	.008	.022	H14: Supported
	Agreeableness	− .256	< .001	.075	
	Conscientiousness	− .264	< .001	.068	
Passing Time	Neuroticism	.146	.014	.023	
Professional Enhancement	Conscientiousness	− .251	< .001	.099	
	Agreeableness	− .276	< .001	.13	
Trust	Openness	− .332	< .001	.154	
	Conscientiousness	− .326	< .001	.158	
	Agreeableness	− .253	< .001	.098	
DVP	Conscientiousness	− .273	< .001	.12	H15: Supported
	Agreeableness	− .303	< .001	.13	
SRCB	Conscientiousness	− .325	< .001	.088	
Barriers	Conscientiousness	− .096	.0449	.014	
Perceived Privacy Risks	Conscientiousness	.231	< .001	.071	
Information Overload	Extroversion	− .199	< .001	.055	
	Agreeableness	− .199	< .001	.034	H16: Supported
Emotional Experience	Neuroticism	.127	.002	.028	
Social Overload	Agreeableness	−.197	< .001	.046	
	Extroversion	−.129	.007	.025	

Note: ΔR^2= R^2 Changed

7. Discussion

The objective of this study was to contribute to the current explanation and understanding of different online usage patterns among social media users. First, this study utilized the UGT framework to explain individuals' underlying motives for using social media and their distinctive effects on discontinuous behavior and intentions. Second, by utilizing the PMT and TRA frameworks, the study sought to explicate the current school on thought for privacy concerns associated with social media and hence the degree to which privacy concerns impact discontinuous behavior and intentions. Third, the research used SSO and LCM to examine the relationship between social media fatigue and discontinuous behavior and intentions toward social media. Finally, this study incorporated the five-factor model to explain the extent to which personality traits moderate the relationships between the independent variables and the dependent variable manifested in the findings of this study.

Multiple linear regression analysis was performed with social media use motives, privacy concerns, social media fatigue, gender, and age as independent variables, with discontinuous behavior and intentions as the dependent variable. Additionally, hierarchical regression analysis was performed to find the explained variance for each scale composite. Finally, a moderation analysis using Andrew Hayes PROCESS Macro was conducted, wherein all relationships between the independent variables and the dependent variable in the multiple regression were tested with every personality factor as moderating variables separately, whilst controlling for the other personality traits.

The results showed that most participants used more than one social media platform, including Facebook, Instagram, Snapchat, and YouTube, which are some of the most commonly used social media platforms in the western civilization (Perugini & Solano, 2021); (Statcounter, 2022); (Alexa, 2017). According to Table 10, participants reported being connected to their mobile phones and social media for several hours a day. Specifically, 36.8% of respondents reported that they spend 4 – 6 hours a day on their

mobile phone, and 32.9% used social media for 4 – 6 hours a day. Thus, the sample of this study consisted of users with high exposure to social media. Both duration and platform preferences should be noted due to their explanatory capacities for social media use motives.

7.1. Motives for Social Media Use

Firstly, as UGT assumes that media use is goal-motivated behavior, the first objective of this study was to identify distinctive motives for social media use in the general population. The factor analysis yielded four factors that were used in the scale of these motives. Data reduction showed that the most resonating motives for social media use were social- and enjoyment motives, information seeking, passing time, and professional enhancement. Previous research conducted in other populations and social media epochs has obtained equivocal motives, but all motivations in this study except for professional enhancement are tantamount to those of existing literature (Perugini & Solano, 2021); (Kircaburun, Alhabash, Tosuntaş, & Griffiths, 2018); (Alhabash & Ma, 2017); (Jin, Lin, Gilbreath, & Lee, 2017); (Horzum, 2016).

Considering all social media platforms listed in this study, the results show that the most common and decisive motives for using social media are information seeking, social- and enjoyment motives, and passing time. This finding concurs with prior studies conducting research in the domain of social media use motives (Perugini & Solano, 2021); (Kircaburun, Alhabash, Tosuntaş, & Griffiths, 2018); (Jin, Lin, Gilbreath, & Lee, 2017). This finding is substantiated by the fact that Facebook, Instagram, and Snapchat were the most frequently used platforms among the participants. Facebook was the most frequently used platform among the present study participants, and recent studies have found that higher Facebook and Twitter use is positively related to higher social media uses of information seeking and socialization gratifications (Kircaburun, Alhabash, Tosuntaş, & Griffiths, 2018). Instagram and Snapchat were placed in second and third place in terms of most used platforms by respondents, respectively. This can be supported

by prior research, which has found that social, enjoyment, and passing time are positively related to Instagram, and Snapchat use (Kircaburun, Alhabash, Tosuntaş, & Griffiths, 2018); (Alhabash & Ma, 2017).

In support of H1 and H2, using social media to gratify social- and enjoyment motives was significantly and negatively associated with discontinuous usage behavior and intentions. Effectively, social media users seeking to gratify this motive were the least likely to hold discontinuous usage intentions among respondents, let alone discontinue their usage. This finding corroborates extant literature in this field of research (Perugini & Solano, 2021); (Kircaburun, Alhabash, Tosuntaş, & Griffiths, 2018); (Jin, Lin, Gilbreath, & Lee, 2017); (Phua, Jin, & Kim, 2017); (Foroughi, Griffiths, Iranmanesh, & Salamzadeh, 2021), and suggests that users will continue to return to social media in the purpose of gratifying social- and enjoyment needs. This dimension also included enjoyment motives, and hence a facet of entertainment, suggesting that individuals use social media to embrace such needs by frequently involving themselves virtually in viewing and sharing chains of events. (Foroughi, Griffiths, Iranmanesh, & Salamzadeh, 2021).

For instance, using image-based social media platforms (e.g., Instagram and Snapchat) for sharing or spectating visual content makes interaction and communication more intimate and realistic (Pittman & Reich, 2016). Furthermore, adjacent activities allow users to spend much time and be completely immersed in platforms that facilitate interaction with peers, which, in turn, may lead to social media dependency. Accordingly, Instagram and Snapchat use have been found to decrease loneliness compared to other platforms (Kircaburun, Alhabash, Tosuntaş, & Griffiths, 2018); (Alhabash & Ma, 2017). These findings may indicate that users have become somewhat reliant on social media and thus utilize these services as social compensation tools.

Using social media to pass the time was positively associated with discontinuous usage behavior and intentions, validating H3. This finding can be drawn in parallel to extant research, which reports that passing time is the strongest predictor of experiencing

negative emotions and dissatisfaction, as well as problematic social media use (Kircaburun, Alhabash, Tosuntaş, & Griffiths, 2018); (Süral, Griffiths, Kircaburun, & Emirtekin, 2019). Respondents who have reported high levels of passing time motives may have evoked apt situations in which they are inclined to use social media and hence considered their current levels of use problematic or excessive. Hence, leaving the door open for abandoning or mitigating their current use levels.

Also, as the literature suggests, people who use social media to pass the time have demonstrated less control over their impulses, tend toward immediate gratification, and have higher levels of antagonism (Perugini & Solano, 2021). Other explanations for this empirical relationship may be due to social media's ability to quench boredom when other alternatives are deemed inaccessible and effortful. Another explanation could be that individuals who have become cognizant of their habituated passive use have developed a sort of guilt-inducing social media dependency and consequently evaluated usage reduction.

Information seeking was also significantly and negatively associated with discontinuous usage behavior and intentions, supporting H4. This finding is in line with recent research (Perugini & Solano, 2021); (Kircaburun, Alhabash, Tosuntaş, & Griffiths, 2018). As evidenced by previous empirical studies, the social media dimension of information seeking appears to be strongly related to users' pervasive use (Kaur, Dhir, Chen, Malibari, & Almotairi, 2020); (Tran & Tran, 2022). One explanation is social media's capacity to facilitate information- and knowledge acquisition by removing the temporal and spatial problems associated with traditional methods (Tran & Tran, 2022). In addition, (Shang, Wu, & Li, 2017) revealed that social media platforms hold highly interactive mechanisms for retrieving information to establish informational needs through functions such as recommendations, following groups or sites of interest, and 'likes.'

As the literature suggests, individuals using social media for social- and enjoyment motives, and informational purposes, are likely to use social media more (Jin, Lin, Gilbreath, & Lee, 2017), suggesting that social media is a good channel for socializing and networking, as well as for obtaining information. To such an extent that users do not even consider reducing their use. Instead, the end goal of gratifying these motives reinforce their intentions to further their use.

Counterintuitively, using social media as a means of professional enhancement did not significantly impact discontinuous usage behavior and intentions. This non-significant finding might be explained by the fact that LinkedIn, the most suitable platform to gratify this motive, was the second least currently used platform among respondents. Also, the different design and usability features of more well-established and 'traditional' platforms (e.g., Facebook, Instagram, Snapchat) may be considered more appropriate for fulfilling the needs of hedonic- and curious nature. Thus, H5 is not supported.

7.2. Privacy Concerns

For privacy concerns, the present study applied the Protection Motivation Theory (PMT) and the Theory of reasoned action (TRA-Privacy) to identify how each dimension within privacy concerns influenced one's susceptibility toward discontinuous usage behavior and intentions. Contrary to expectation, none of the dimensions within privacy concerns showed any significant effect on the dependent variable. That is, neither trust, DVP, SRCB, barriers, nor PPR had any significant effect on discontinuous usage behavior and intentions. Furthermore, although perceived privacy risk showed some effect, it was barely not significant at the .05 percent level. Thus, neither H6, H7, H8, H9, nor H10 was supported.

There are a couple of plausible explanations for these results: First, the findings may be the product of a phenomenon called '*privacy fatigue,*' a field of research synchronized with privacy risk and personal information security in the online era. Privacy fatigue denotes the cumulative cost accounted for by privacy practices and overall measures

taken to combat online threats, such as continuously changing passwords or bombardment of safety alerts (Stanton, Theofanos, Prettyman, & Furman, 2016). The phenomenon may manifest itself as a psychological state that exhausts users' patience with online privacy issues, which may evoke users' tendency to make decisions without analyzing its seriousness or scanning for anomalies (Choi, Park, & Jung, 2018). As a result, members are liable to assign low weight to perceived threats of privacy when they calculate the likelihood of adverse consequences of social media use and hence deem the probabilities of serious damage to lost privacy data as small.

Second, it is not uncommon to be a frequent user of social media while being hesitant toward disclosing data. More specifically, it is plausible that some users limit the disclosure of information and thus neglect potential threats to their privacy. The literature suggests that individuals' consequential online intentions, attitudes, and behavior are dictated by whether they have had a previous experience with actual privacy threats (Chen, Kim, & Rao, 2021). When social media members consider it possible that personal information may be accessed, they may not anticipate future losses. This tendency is produced when users are aware of privacy breach incidents in the past, but rarely suffer personal loss from these events (Chen, Kim, & Rao, 2021).

Third, items for both social media use motives and the dimensions within privacy concerns were included in the same survey. Consequently, the motives for social media use may have compromised respondents' apprehension toward items concerning privacy-related issues. The results may indicate that the two constructs ought to be studied in isolation through other conceptual frameworks. The results could also be a manifestation of the privacy calculus theory, which contends that users' future intention is a product of assigning higher weights to their gratifications than their privacy concerns.

7.3. Social Media Fatigue

Concerning social media fatigue, this research applied the stressor strain outcome framework (SSO) and limited capacity model (LCM) to blueprint the extent to which emotional experience, information overload, and social overload influenced discontinuous usage behavior and intentions. As a result, this study has provided a deeper understanding of the antecedents and consequences of social media fatigue.

Information overload is positively associated with discontinuous usage behaviors and intentions, corroborating H11. This finding is in line with previous studies (Teng, Liu, & Luo, 2021); (Fu, Li, Prikkalainen, & Salo, 2020); (Swar, Hameed, & Reychav, 2017). Social media has shifted personal communication from face-to-face interaction to online information exchange, requiring users to process messages sent by acquaintances, third-party advertising, and news via social media. According to LCM, if the information a user encounter exceeds their processing abilities, the feeling of social media fatigue increases. Users may also feel like they are exposed to too much information. Immersion in information consumes plenty of mental resources, and when users habituate to these surroundings over longer periods of time, they tend to fall into a state of overload and hence fatigue.

Counterintuitively, social overload did not significantly affect discontinuous usage behavior. Thereby not in support of H12. This is consistent with (Shokouhyar, Siadat, & Razavi, 2018), but inconsistent with (Fu, Li, Liu, Prikkalainen, & Salo, 2020) and (Zhang, Lu, & Yang, 2016). The difference in the results can be attributed to the selection of social media platforms which may necessitate future interpretations of social overload in combination with the features of individual social media platforms.

Also, this result may be impacted by the COVID-19 pandemic, as usage of social media for socialization during the pandemic has shown significant and positive correlations. More specifically, when people were adhering to social distancing, people started using social media more, including the purpose of socializing and connecting with friends and family (Saud, Mashud, & Ida, 2020). Thus, it may have been the case that

social media users have gotten more accustomed to socializing in the online sphere due to the restrictions caused by COVID-19 (Brailovskaia, Truskauskaite-Kuneviciene, Margraf, & Kazlauskas, 2021). However, as will be further detailed in the following section. Social overload is subjective, and individual characteristics and predispositions demonstrate discrepancies in the degree to which individuals experience this type of overload in relationship to deleterious intentions and behavior.

Emotional experience proved to be significantly and positively associated with discontinuous usage behavior and intentions. In support of H13, this finding is in line with prior literature (Zhang, et al., 2021); (Zhang, Zhao, Lu, & Yang, 2016); (Maier, Laumer, Eckhardt, & Weitzel, 2015). Users who have developed social media fatigue may experience negative afflictions when using social media excessively. These afflictions may take the form of guilt, anger, boredom, and lower interests. Mental resources for mood control and coping strategies tend to become deficient when an individual is overloaded with information and stimuli, and users with social media fatigue will often experience negative emotions as a result.

When an individual's social media network expands and requires extra effort to maintain online social relationships, negative emotions such as stress and fatigue may occur (Teng, Liu, & Luo, 2021). Pertinently, (Lim & Choi, 2017) once verified that social comparison in the social media landscape could accentuate users' emotional exhaustion. Another explanation for this result may be due to high daily usage levels among respondents. According to recent literature, excessive use of social media has been found to affect emotions and attitudes in the form of exhaustion, regret, and dissatisfaction, which in turn lead to various adverse and deleterious outcomes, including discontinuous usage behavior and intentions (Cao & Sun, 2018); (Dhir, Yossatorn, Kaur, & Chen, 2018); (Nawaz, et al., 2018); (Yu, Cao, Liu, & Wang, 2018); (Świątek, Szcześni, Zhang, & Borkowska, 2021).
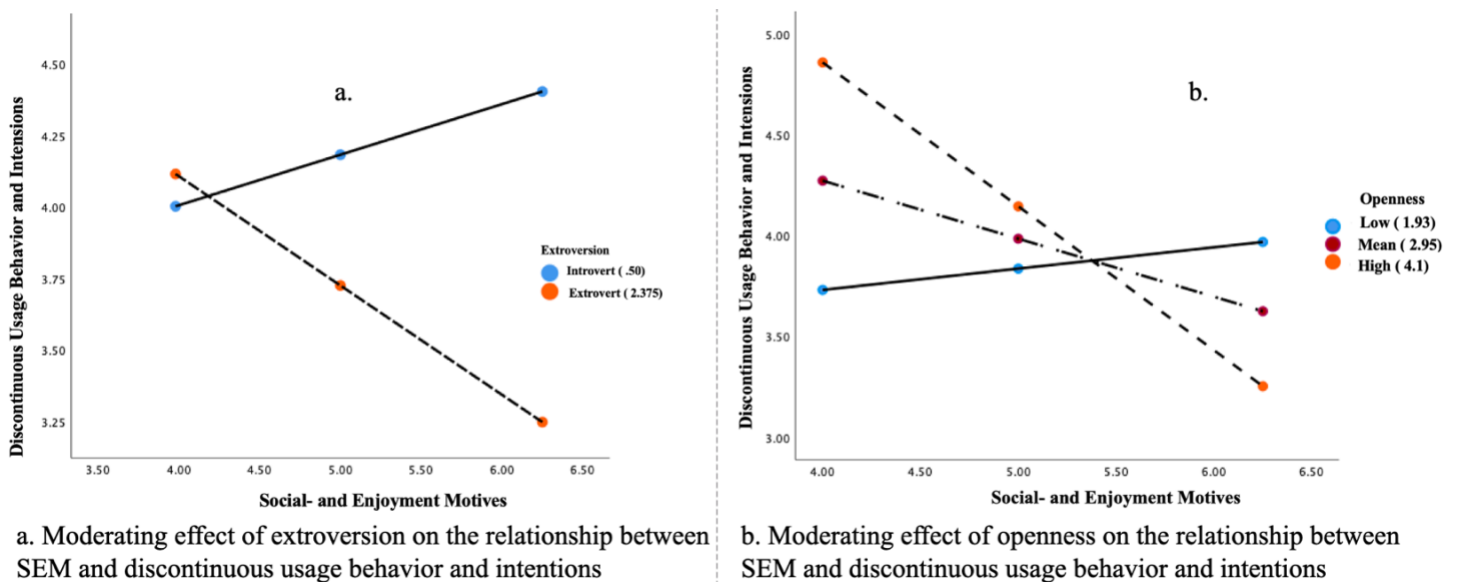
7.4. Moderation

With respect to personality traits, this research applied the five-factor model (alias 'The Big Five') to understand further the extent to which personality traits influenced the relationships between the independent variables and discontinuous behavior and intentions. As a result, this study has provided a deeper understanding of how personality traits affect motives for social media use, privacy concerns, and social media fatigue in relation to discontinuous usage behavior and intentions.

7.4.1. Motives for Social Media Use

This study suggests that extroversion strengthens the influence of social- and enjoyment motives on discontinuous usage behavior and intentions. More specifically, highly extroverted people (one standard deviation above the mean) demonstrated a considerably lower likelihood toward discontinuous usage behavior and intentions. Introverted users (one standard deviation below the mean), on the other hand, indicated relatively high values of holding discontinuous usage behavior and intentions. Furthermore, in accordance with expectations, at high levels of openness, the influence of social and enjoyment motives on the dependent variable grows stronger. Conversely, at lower levels of openness, the influence of social and enjoyment motives becomes weaker. Illustrations of these results are provided in Figure 2.

The results substantiate prior literature reporting a positive association between high extroversion and higher use of social media for the purpose of socializing and concomitant behavior. This seems logical, given that extroversion measures one's sociability, talkativeness, and the extent to which one experiences positive emotions. It is empirically supported that extroverted individuals value social media because it allows them to socially compensate by posting content, communicating, and joining groups with no geographic restrictions (Kim & Chock, 2017); (Kircaburun, Alhabash, Tosuntaş, & Griffiths, 2018); (Jin, Lin, Gilbreath, & Lee, 2017); (Kuss & Griffiths, 2011).

Figure 2. Moderation Test Result – Motives for Social Media Use 1

a. Moderating effect of extroversion on the relationship between SEM and discontinuous usage behavior and intentions

b. Moderating effect of openness on the relationship between SEM and discontinuous usage behavior and intentions

The interaction by openness is also in line with existing research. Individuals high in openness seem to use social media to facilitate broader social relationships and for its versatility of their interests (Perugini & Solano, 2021); (Kircaburun, Alhabash, Tosuntaş, & Griffiths, 2018). Accordingly, tend to adopt and use new technologies and features they deem favorable to ease their trivial affairs. This can be rationalized by the fact that individuals who are open to experience tend to be curious, imaginative, and have a wide range of interests (McCrae & John, 1992). Nonetheless, as mentioned, users high in openness were also relatively more inclined to hold discontinuous intentions when these motivations are low.

Concerning the effect of information-seeking motive on the criterion variable, this study found that openness, agreeableness, and conscientiousness have separate and significant impacts. The effect of openness on this relationship corroborates previous literature (Perugini & Solano, 2021). Since social media enables users to collect and search for information through the contribution if vast amounts of people, it is a considerably more subtle and convenient method to find desired informational sources (Kircaburun, Alhabash, Tosuntaş, & Griffiths, 2018). The effect of conscientiousness on this

relationship is also in line with prior research (Horzum, 2016). This is an expected finding since conscientious individuals are characterized by organizing themselves and planning. Interestingly, this study shows that if conscientious individuals score high on information-seeking motives, the user is less likely to hold discontinuous attitudes toward social media usage.

Agreeableness also significantly interacted with this relationship. The moderation analysis demonstrated high agreeableness to strengthen the influence of information-seeking motives, whereas the slope for disagreeableness is comparatively much more inclined to consider reducing use. This finding is consistent with recent literature (Perugini & Solano, 2021). According to (Horzum, 2016), agreeable people tend to share and search more for content affecting themselves via social media in comparison to other traits. Illustrations of the impact of personality traits on the relationship between information- seeking and discontinuous usage behavior and intentions are presented in Figure 4.

Moving forward, neuroticism significantly affected the influence of passing time on the dependent variable. The result is commonly found in this field of research (Perugini & Solano, 2021); (Kircaburun, Alhabash, Tosuntaş, & Griffiths, 2018); (Lin, Lee, Jin, & Gilbreath, 2017). Accordingly, neuroticism defines the contrast of emotional stability (i.e., anxiety and sadness, a tendency for impulsivity). Social media users high in neuroticism are also characterized by higher levels of frequency and intensity of use, which substantiates the finding of highly neurotic users' tendency to passively engage in social media (Ryan & Xenos, 2011). The results show that at high levels of neuroticism, the influence of passing time on discontinuous intentions was more substantial, whereas, at low levels of neuroticism (emotional stability), the effect was weaker. An illustration of the interaction effect is presented in Figure 5.

Conversely, the effect of professional enhancement was made more substantial with conscientiousness and agreeableness separately in relation to discontinuous usage behavior and intentions. Given that this motive was introduced in this study, there is limited research on the role of professional enhancement in relation to the dependent variable, let alone its relationship to personality traits. Nonetheless, moderation by conscientiousness was expected, as the personality trait entails features such as high self-discipline, goal- and task completion, planning, and organizing. Interestingly, this result indicates that at higher levels of conscientiousness, the influence is weakened, whereas low levels of conscientiousness strengthen the influence on the dependent variable.

Agreeableness also moderated the relationship between the independent and the dependent variable. This finding builds upon the research conducted by (Horzum, 2016), who found that disagreeable individuals are more inclined to use social media as a task management tool, which may explain the significance of the interaction effect. An illustration of the impact of conscientiousness and agreeableness on this relationship is found in Figure 5. Based on the moderation analyses conducted upon motives for social media use, it is thereby concluded that H14 is supported.

7.4.2. Privacy Concerns

Although none of the dimensions were significantly associated with the dependent variable, we argue it is worth investigating how personality traits may interact with these conceptual relationships. The moderation analysis tested for interaction effects from the five personality factors separately, which significantly moderated the relationships between all privacy concerns subscales and discontinuous usage behavior and intentions. However, Conscientiousness, Agreeableness, and Openness were the only personality factors that significantly influenced the effects of the corresponding dimensions. This corroborates the findings of (Shappie, Dawson, & Debb, 2020). However, some of the effects were relatively small. Hence, this section will focus on the key findings, respectively.

First, agreeableness significantly moderated and strengthened the effect of trust on continuous usage behavior and intentions. This was an expected finding since agreeableness defines one's prosocial attitudes, trust, and tendermindedness. Relatedly, agreeableness has been found to correlate with high utilitarian values positively and online trust, as highly agreeable individuals find it particularly immoral for third parties to invade their privacy (Bansal, Zahedi, & Gefen, 2016); (Bawack, Wamba, & Carillo, 2021).

Agreeableness also significantly moderated both influences of disposition to value privacy and self-reported cybersecurity behavior on the dependent variable. This complements the findings by (Shropshire, Warkentin, & Sharma, 2015) and (McCormac, et al., 2017), who found that agreeableness moderated and independently predicted information security awareness and the intent to use security software. Furthermore, this moderation analysis shows that low levels of agreeableness (disagreeable users) strengthened the influence of disposition to value privacy, whereas high levels of agreeableness weakened the effect upon discontinuous intentions. This can be explained by the fact that agreeable individuals are disposed to take measures to ensure their privacy. Illustrations of the findings are presented in Figure 6 and Figure 7.

Conscientiousness significantly moderated *trust*, *disposition to value privacy*, *self-reported privacy behavior*, *barriers*, and *perceived privacy risks*. These results were expected and in line with extant research (Shappie, Dawson, & Debb, 2020); (McCormac, et al., 2017); (Bansal, Zahedi, & Gefen, 2016); (Shropshire, Warkentin, & Sharma, 2015). Specifically, the moderation effect by conscientiousness was particularly salient upon perceived privacy risks and self-reported cybersecurity behavior in relationship to the dependent variable. Moreover, low levels of conscientiousness, the effect of self-reported cybersecurity behavior was weaker, whereas, for high levels of conscientiousness, the effect was stronger.

The rigorous nature of this personality trait explains the significant impacts. For instance, individuals with a higher degree of conscientiousness are inclined to react more cautiously to a given situation (Li, Tan, Teo, & Tan, 2006), and less likely to use avoidance strategies (O'Brien & DeLongis, 1996). Also, a higher degree of this trait adopts problem-focused rather than emotion-focused coping responses (Watson & Hubbard, 1996). Accordingly, conscientiousness is considered the most important contributor overall in relation to information security awareness (McCormac, et al., 2017), and self-reported cybersecurity behavior (Shappie, Dawson, & Debb, 2020). The findings are illustrated in Figure 6, Figure 7, and Figure 8. However, we must dispense with the fact that none of the privacy dimensions had a significant effect on the dependent variable in isolation, thereby determining that H15 is no more than partially supported.

7.4.3. Social Media Fatigue

Personality traits proved due diligence in further explaining social media fatigue in concerning discontinuous usage behavior and intentions. The findings of the corresponding moderation analyses validate H16.

Firstly, the present study found that extroversion significantly moderated the association between information overload and discontinuous usage behavior and intentions. Specifically, when introverted, the influence of information overload on discontinuous usage behavior and intentions was stronger. At high levels of extroversion, the influence was weaker. That is, the higher the informational overload, the more the discrepancy between introverted and extroverted users increases in terms of discontinuous intentions. Hence, although users at both extremes of the dimension experience information overload, introverted users become considerably more auspicious toward discontinuance than extroverts. This build upon research conducted by (Pflügner, Maier, Mattke, & Weitzel, 2021), which demonstrated that low extroversion (introversion) predisposes to the perception of technological stressors.

The result of the study suggests the same effect for the agreeableness dimension, where disagreeable individuals grew more inclined toward discontinuous usage behavior and intentions in correlation with the degree to which one experienced information overload. On the other hand, users high in agreeableness indicated relatively low intentions for discontinuance. The latter finding seems logical as it is known that less agreeable individuals usually are more censorious (Butt & Phillips, 2008); (Hong & Oh, 2020). The corresponding illustrations are presented in Figure 9.

Neuroticism significantly moderated and strengthened the association between emotional experience and discontinuous usage behavior and intentions. This finding was expected and is in line with recent research (Maier C. , Laumer, Wirth, & Weitzel, 2019); (Tarafdar, Cooper, & Stich, 2019); (Pflügner, Mattke, & Maier, 2019). According to existing literature, neurotic individuals are more likely to evoke emotional experiences consequential of technostress (Pflügner, Maier, Mattke, & Weitzel, 2021). As mentioned, neuroticism reflects the tendency to experience nervous tension, frustration, guilt, and self-consciousness (McCrae & Johnakinola, 1992). Specifically, at high levels of neuroticism, the influence of emotional experience on discontinuous usage behavior and intentions was stronger. Conversely, at low levels of neuroticism, the influence was weaker. Hence, highly neurotic individuals are significantly more susceptible to emotional experiences from social media and, consequently, more likely to discontinue social media usage. This finding is illustrated in Figure 3.

Lastly, although social overload did not significantly affect discontinuous usage behavior and intentions, it is worthwhile testing for how personality traits could interact with this relationship to investigate consistency with adjacent research.
As expected, at high levels of extroversion, the influences of social overload on discontinuous intentions were weaker. Under introversion, however, the influence of social overload was relatively stronger on discontinuous usage behavior and intentions. Hence, this finding corroborates existing literature (Pflügner, Mattke, & Maier, 2019).

Figure 3. Moderation Test Result – Neuroticism & Emotional Experience.
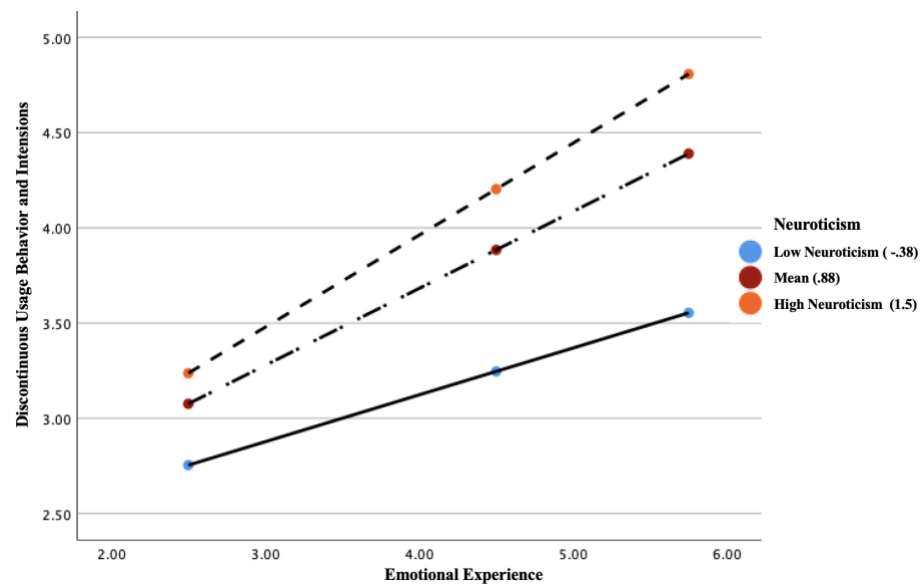
Interestingly, a similar effect was observed for agreeableness, where low levels of agreeableness (disagreeable) corresponded to the strong influence of social overload on the dependent variable. Regardless, at high levels of agreeableness, the influence of social overload on discontinuous usage behavior and intentions was weaker. This relationship, to our knowledge, has not been observed in prior studies. However, the finding seems logical as disagreeableness entails low docility and is demonstrated to use social media as a task management tool rather than as a platform for facilitating socialization (Horzum, 2016). The corresponding interaction patterns are illustrated in .

7.5. Theoretical Implications

This study contributes to the literature in a myriad of ways. A combination of social media use motives (UGT), privacy concerns (TRA and PMT), and social media fatigue (SSO and LCM) were applied to investigate users' stance on their future use intentions. Also, this study incorporated the Five-Factor Model to demonstrate the moderating impact of personality traits. No prior research has used all these frameworks combined

with personality traits to study their distinct impact on discontinuous usage behavior and intentions. To that end, the results provide further evidence of the applicability of UGT, SSO, LCM, and the 'Big Five' for understanding the prevailing use of social media and the decisive role of psychological idiosyncrasies.

First, this study introduces professional enhancement as a new motive for social media use, which is not identified in previous UGT literature. This study showed that social- and enjoyment motives and information-seeking motives strongly influenced users' prevailing usage and intentions to keep doing so. Passing time, contrariwise, proved to act as a velleity, if not a trigger, of users' intentions to abandon social media and corresponding behavior. Furthermore, this study contributes to understanding the role of personality traits and their manifestation in users' motives for using social media concerning future intentions and adjacent behavior. Every association between each motive for use and the dependent variable was significantly moderated by at least one personality factor, and the differences in outcome between the poles of one personality dimension were determinant. This confirms (Rubin, 1993) contention and the UGT's assumption that one's gratification(s) sought and obtained are influenced by personality traits (Katz, Blumler, & Gurevitch, 1974).

 (Mancinelli, Bassi, & Salcuni, 2019) conducted a systematic literature review of social media use motives in the light of personality traits and called for future research to better understand the role of agreeableness and conscientiousness in relation to social media use. This study is among the first to respond to that call. As evident from our results, different psychological predispositions may reinforce differing behavioral and attitudinal tendencies. Furthermore, the theoretical model in this study uncovered moderating effects of both agreeableness and conscientiousness upon professional enhancement in relationship to discontinuous usage intentions.

Moving forward, although none of the variables within privacy concerns significantly predicted discontinuous usage behavior and intentions, this study did contribute to literature noteworthily concerning how personality factors furnish privacy attitudes and behavior. Pertinently, this study answered the call from (Shappie, Dawson, & Debb, 2020), who encouraged future research to include different aspects of attitudes, awareness, and intent in the light of personality traits. This study found that conscientiousness and agreeableness were particularly salient when moderating the associations between privacy dimensions and the outcome variable. The present study contributes to the literature by delineating how a user's placement on the respective psychological dimensions dictates one's inclination to adopt deleterious intentions and behavior toward social media.

Lastly, with respect to social media fatigue, this study theoretically focuses on fatigue and negative usage behavior in users from a psychological perspective. This study extended the existing knowledge on social media fatigue by incorporating the newly developed construct labeled 'emotional experience' and uncovered that it was a significant predictor of discontinuous usage behavior and intentions. This answers the suggestions from recent scholars in social media fatigue literature, which called for the incorporation of emotional, relevant, and unusual measures to extend the findings of existing literature (Fu, Li, Prikkalainen, & Salo, 2020); (Dhir, Kaur, Chen, & Pallesen, 2019). Hence, this paper proposes a new perspective, which makes up for shortcomings predecessors' shortcomings, only focusing on the perspective of overload, and enriches the research on social media user behavior. This study also confirmed the notion that information overload positively influences users' inclination toward deleterious behavior toward social media.

Moreover, numerous scholars have stressed the importance of future research to incorporate all five personality traits to provide a deeper understanding of individuals who are distinctively susceptible to experiencing social media fatigue (Fu & Li, 2020);

(Dhir, Kaur, Chen, & Pallesen, 2019); (Xiao, 2019); (Tarafdar, Cooper, & Stich, 2019); (Liu & Campbell, 2017). This study is among the first to answer this call and revealed that extroversion and agreeableness significantly moderated the effect of information overload and social overload on discontinuous usage behavior and intentions, whilst neuroticism moderated the effect of emotional experience on the dependent variable.

7.6. Managerial Implications

This research offers several implications for social media designers and other practitioners operating in the commercial domain of social media. First, the proposed model offers a key to understanding the motivations behind both social media use and discontinuance, which can be harnessed by marketing practitioners to custom design the social media offerings to the end-user. The value of this model lies in the integration of psychological needs and personality traits into the UGT framework, SSO, and LCM frameworks.

Human behavior is best explained by the chemistry of underlying motivations, psychological predispositions, and unmet needs. By understanding idiosyncratic motives that drive and discourage the use of social media, marketers can better target, predict, and moderate their offerings to the social media user. Acquiring knowledge of the different uses and antagonisms preceding deleterious outcomes could help practitioners develop new strategies to ensure loyalty, engagement, and mitigate churn. If they can approach users based on knowledge about their salient needs and what they deem redundant, there will be a better chance of effectively engaging with them.

Accordingly, as this study suggests, users' pursuit for information acquisition is one of the essential motives for social media use, as platforms minimize effortful hurdles associated with traditional methods of retrieving information. However, this depends on the extent to which a user is conscientious, agreeable, and high in openness. This allows practitioners to target and attract users with precision (Ray, Bala, & Dasgupta, 2019). Furthermore, the meta-analysis by (Azucar, Marengo, & Settanni, 2018) demonstrated

that the five personality traits could be inferred using digital footprints extracted from social media with remarkable accuracy. Hence, efficient corporate strategies based on this knowledge are considered achievable despite the complexities involved in developing such models.

By the same token, information overload and negative emotional experiences have led users to adopt negative behaviors such as ignoring messages, blocking information and advertisements, and reducing the use of social media. These results provide valuable insights pertaining to users' development of discontinuous behavior and intentions toward social media usage. By incorporating personality traits into the model and studying its nature in combination with different motives and obstructions, we have created a framework that elucidates the social media markets for companies looking to engage with prospects online.

We found that people with different personalities (extroversion, agreeableness, neuroticism) evaluate facets of social media fatigue (information overload, social overload, emotional experience) differently. Such knowledge could motivate platform designers and programmers to develop tailored functions and algorithms more in line with psychological susceptibilities and well-being. Hence, alleviate users' sense of overload and negative emotional experience at their own discretion, ultimately decreasing the possibility of users developing discontinuous usage behavior and intentions.

Industrial practitioners within e-commerce can harness this knowledge by mediating products and services at a more thorough and personalized level. However, as the results suggest, with respect to information overload, operators in e-commerce should strive to solidify the quantity and quality of information to mitigate excessive and redundant information. Based on online behavior patterns and accumulated databases, companies can retrieve segmental information as to whom their products, services, and information may appeal to. This way, practitioners may reduce the perception of being invasive and redundant, and instead consolidate their presence where they are to the users' liking.

8. Limitations and Future Research Directions

Although the present study provides novel and interesting findings, it does have numerous limitations worthy of recognition. First, this study used only self-reported measures. In future studies, longitudinal, observational, or qualitative methods should be applied to gain more robust insights to explain the differences that emerged in this study and further investigate the nature of intentions toward discontinuous behavior and intentions. The self-reported measures also allow participants to provide socially desirable and self-biased responses to some of the issues being investigated.

Second, the different social media platforms were analyzed in combination and merely for descriptive purposes. Scholars can utilize or expand the UGT paradigm to examine distinctive types of social media with the variables used in this study. Third, the results of this study were inferred with a rather small sample size collected through convenience sampling. Therefore, future research should increase the number of participants and collect them through a more diverse set of sources to increase generalizability.

Fourth, this study included independent variables comprising social media use motive, privacy concerns, social media fatigue, and personality traits, all in the same survey. This may explain the low significance of the variables within privacy concerns. Future studies may benefit from examining the relationship between privacy concerns and discontinuous outcomes by excluding motives for social media use. Alternatively, including all the variables could be interesting if one were to apply structural equation modeling. Finally, in our study, we analyzed professional enhancement, but this research has merely specified a steppingstone for further research to uncover the breadth and applicability of the concept.

9. Conclusion

To conclude, people who used social media for social- and enjoyment and information-seeking did not intend to discontinue the use of social media. Instead, individuals who use social media to obtain these gratifications intend to continue their usage pervasively. Particularly, individuals high in extroversion and openness accentuated the effect of social and enjoyment, while the effect of information seeking was strengthened by those high in conscientiousness and agreeableness. Those who used social media to pass the time, on the other hand, proved to hold discontinuous intentions and behavior toward social media, which was mainly the case for neurotic individuals.

This study takes a further step in social media fatigue by addressing the composition of social overload, informational overload, and emotional experience. This study's insights established conceptual relationships with information overload and emotional experience, which were empirically validated in predicting discontinuous usage behavior and intentions. Furthermore, the effect of emotional experience was particularly accentuated by high levels of neuroticism, whereas introverted and disagreeable individuals strengthened the relationship between information overload and discontinuous usage behavior and intentions.

This study contributes to the understanding of the role of social media use motives and how they dictate one's future intentions toward discontinuance. The study also demonstrated how personality factors impact each usage motive, privacy concern, and social media fatigue facet in association with future use intentions. We argue that these conceptual extensions not only support researchers and practitioners to further understand the social media markets, but also the proliferation of hostility and the attributes of social media that users deem valuable.

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Appendix

Table 7. Review of Usage and Gratification Theory and Personality Traits in the Context of Social Media

Use and Gratification Theory (U&GT)		Drivers and Predictors of Social Media Usage		
Constructs / Theoretical Lens	Description	Gratifications- and IV Scales	References	Focus
Social Media Use Scale (SMUAS) & Big Five Inventory 44-item (BFI-44)	Identifying of motives for social media use and determine personality traits predicting different motives.	Relationship maintenance, pass time, exhibitionism, search for companionship.	(Perugini & Solano, 2021)	Normal and Maladaptive personality traits in social media.
Big Five Inventory 10-item (BFI-10) & Social Media Use Questionnaire (SMUQ)	Investigate influences of personality traits on social media use motives and problematic social media use.	Maintaining relationships, Socializing, Pass Time, Entertainment, Informational and educational	(Kircaburun, Alhabash, Tosuntaş, & Griffiths, 2018)	Problematic Social Media Use
Big Five Inventory 44-item (BFI-44) & adapted Park's Motives for Facebook Use Scale	Explores social media users' personality traits and motivation for usage of Facebook and Pinterest.	Socialization, Entertainment, Self-status seeking, information seeking	(Lin, Lee, Jin, & Gilbreath, 2017)	Facebook and Pinterest
Big Five Inventory 44-item (BFI-44) & Sheldon's Facebook Motives Index	Explored the impact of sociological factors, Facebook motives and personality traits upon self-disclosure dimensions.	Virtual community, companionship, exhibitionism, relationship maintenance, passing time	(Hollenbaugh & Ferris, 2014)	Facebook, Self-esteem, Social Cohesion, Self-Disclosure

Table 7 – Continued: Review of Usage and Gratification Theory and Personality Traits in the Context of Social Media

Use and Gratification Theory (U&GT)			Drivers and Predictors of Social Media Usage	
Constructs / Theoretical Lens	Description	Gratifications- and IV Scales	References	Focus
Facebook Usage Aim (FAU) & Big Five Inventory 10-item (BFI-10)	Explored associations of Facebook motives gender differences and personality traits among students.	Maintaining relationships, Socializing, Pass Time, Entertainment, Informational and educational	(Horzum, 2016)	Facebook Usage, Gender differences, and Personality traits
Use & Gratification Framework	Elucidates motives for YouTube user engagement that has been conceptualized as active participation and passive content consumption.	Information seeking, self-status seeking, social interaction, entertainment, participation, consumption	(Khan, 2017)	YouTube
Use & Gratification Framework; Social Capital Theory	Found to moderate the relationship between SM use and online bridging and bonding social capital.	Bridging and social capital, SM intensity, SM trust, Tie strength, SM homophily, SM privacy concerns, attention to social comparison	(Phua, Jin, & Kim, 2017)	Snapchat, Facebook, Twitter, Instagram
UGT, Social/Psychological Predictors, Behavioral Outcomes	Motives for Instagram use. Finds that the main reasons for Instagram use are "surveillance," "Documentation," "Coolness," and "Creativity.	Interpersonal Interaction, social activity, narcissism, surveillance, documentation, coolness, creativity, hours, editing, hashtags	(Sheldon & Bryant, 2016)	Instagram

Table 8. Review of Privacy Concerns, Personality Traits, and Demographics in the Context of Online Environment

Privacy Concerns		Antecedents and Predictors of Privacy Concerns		
Constructs / Theoretical Lens	Description	Measurement Scales	References	Focus
Information Security Awareness & BFI-44	Association between personality traits and cybersecurity and informational security awareness.	Information Security, Perceived Barriers, Response Efficacy, Security Self-Efficacy, Cybersecurity	(Shappie, Dawson, & Debb, 2020)	Personality as predictor of cybersecurity and informational security awareness
Protection Motivation Theory (PMT), Information Security Awareness	Exploration of the extent to which gender plays a role in mediating the factors that affect cybersecurity beliefs and behaviors of employees.	Perceived vulnerability, perceived severity, perceived barriers, perceived benefits, response efficacy, cues to action, peer behavior	(Anwar, et al., 2017)	Organizational setting
Meta-Analysis	Meta-analytical assessment of the presence and magnitude of gender differences in privacy-seeking tendencies on social media.	Privacy Setting, Privacy concern, information disclosure,	(Tifferet, 2019)	Social Media
Theory of Reasoned Action (TRA-Privacy) & Goldberg's Big Five	Personality traits association to privacy concerns, trust, and customer experience performance.	Privacy concerns, trust, prior experience, customer experience performance, BFI-44	(Bawack, Wamba, & Carillo, 2021); (Bansal, Zahedi, & Gefen, 2016)	Technological and Online Voice Shopping

Table 8 – Continued. Review of Privacy Concerns, Personality Traits, and Demographics in the Context of Online Environment

Privacy Concerns		Antecedents and Predictors of Privacy Concerns		
Constructs / Theoretical Lens	Description	Measurement Scales	References	Focus
Three-Pronged Perspective Framework	Effects of perceived risk on members' SM use and underlying mechanisms. Perceived risk affects use and behavior through attitude as mediator.	Attitude on SM, Privacy concerns, Internet risk perception, perceived cyber-attack exposure, perceived SM risk, SM use, , trust, members Trust, Disposition to value privacy	(Chen, Kim, & Rao, 2021)	Social Media
IPIP, (DOSPERT), (GDMS), (SeBIS)	Influences of risk-taking preferences, decision-making styles, demographics, and personality on security behavior and intentions.	Device Securement, Password Generation, Proactive Awareness, Updating	(Gratian, Bandi, Cukier, Dykstra, & Ginther, 2018)	General cybersecurity behavior and intentions.
Multifaceted Self-Concept; Social media affordances, Privacy Concerns	Determinants behind the choice to use a social media platform and predicts that the type of self an individual wants to express through the platform and their level of privacy concerns will play an important role in this choice.	Actual Self-Expression, True Self-expression, Ideal self-expression, Privacy concerns.	(Choi & Sung, 2018)	Snapchat and Instagram

Table 8 – Continued: Review of Privacy Concerns, Personality Traits, and Demographics in the Context of Online Environment

	Privacy Concerns		Antecedents and Predictors of Privacy Concerns	
Constructs / Theoretical Lens	Description	Measurement Scales	References	Focus
Privacy Calculus Theory	Examines the impact of institutional- and social privacy concerns on long-term user engagement with social media apps. Findings reveal that both institutional and social privacy concerns decrease engagement, and that information sensitivity increases privacy concerns.	Information Sensitivity, Privacy Control, Privacy Risk, Social Privacy Concerns, Efficiency Benefits, Social Benefits, Enjoyment Benefits, Engagement, Social Desirability Bias	(Jozani, Ayaburi, Ko, & Choo, 2020); (Trepte, Scharkow, & Dienlin, 2020); (Hallam & Zanella, 2017)	Privacy Calculus in social media
Concern for Information Privacy Model (CFIP) & International Personality Item Pool (IPIP)	Examines relationships between the big five and computer anxiety as antecedents of concern for information privacy on social media and consequent relationship with behavioral intentions.	Behavioral Intentions, Computer anxiety, Concern for information Privacy,	(Osatuyi, 2015)	Social Media

Table 9. Review of Social Media Fatigue and Overloads

Social Media Fatigue		Antecedents and Predictors of Social Media Fatigue		
Constructs / Theoretical Lens	Description	Measurement Scales	References	Focus / Contexts
Stressor-Strain-Outcome (SSO) Model	Social media fatigue was measured through a stressor–strain– outcome model to explicate how users cope with SMF and how it impacts adoption behaviors. SMF translated into negative usage behavior.	System Function overload, Information Overload, Social Overload, Privacy Concerns, Social Fatigue, Anxiety, Negative behavior, Information irrelevance, information avoidance behavior	(Teng, Liu, & Luo, 2021); (Dhir, Kaur, Chen, & Pallesen, 2019)	Social Media
Limited Capacity Model	Develop and validate a standardized measurement of SMF, and expanded SMF from a unidimensional model to 15-item and three-dimensional model	Years of usage, cumulative hours of usage, cognitive experiences, behavioral experiences, emotional experiences	(Zhang, Shen, Xin, Haoqi, & Zhang, 2021)	Social Media
Stressor-Strain-Outcome (SSO); Technostress Trifecta	Development of framework for guiding future research in technostress experienced by individuals in organizations	Meta-analysis	(Tarafdar, Cooper, & Stich, 2019)	Corpus of Information Systems & non-information system environments in organizations

Table 9 – Continued. Review of Social Media Fatigue and Overloads

Social Media Fatigue		Antecedents and Predictors of Social Media Fatigue		
Constructs / Theoretical Lens	Description	Measurement Scales	References	Focus / Contexts
Stressor-Strain-Outcome (SSO)	Employed SSO to explain SM discontinuance behaviors from an overload perspective. Conceptualized social media overload as a multidimensional construct consisting of system feature-, informational-, and social overload	System Feature overload, information overload, social overload, social media exhaustion, discontinuous usage behavior.	(Fu, Li, Prikkalainen, & Salo, 2020)	Facebook
Person-environment fit model; Big Five Inventory short version (only neuroticism and extraversion).	Proposes moderating roles of neuroticism and extraversion upon social media characteristics of anonymity, presenteeism impact privacy invasion.	Neuroticism, Extraversion, Anonymity, flexibility, presenteeism, privacy invasion, invasion of life, SMF	(Xiao & Mou, 2019)	WeChat
Problematic social media use (PSM); Social Media Burnout Scale (SMBS)	Explored connections between problematic social media use and SMBS to identify factors that contributed to SMB.	Perfectionism, metacognitions, online cognitions, Ambivalence, Exhaustion, Depersonalization	(Harren & Walburg, 2021); (Ma & Liu, 2021)	Social Media

Table 9 – Continued. Review of Social Media Fatigue and Overloads

Social Media Fatigue		Antecedents and Predictors of Social Media Fatigue		
Constructs / Theoretical Lens	Description	Measurement Scales	References	Focus / Contexts
Social Cognitive Theory	Perceived technology overload, information overload and social overload induce dissatisfaction and social media fatigue, which lead to negative behavioral changes, such as reduced usage and abandoned usage of social media.	Technology Overload, Information Overload, Social Overload, Social Media Fatigue, dissatisfaction, abandoned-usage behavior	(Fu & Li, 2020)	Facebook
Smartphone Addition Scale (SAS); Adolescent Pathological Internet USE SCALE (APIU), Narcissistic Personality Questionnaire; Self-Esteem Scale	Correlational examination of addiction and psychometrics. Social media addiction scores were positively correlated with smartphone addiction. pathological Internet use, and narcissism, but negatively associated with self-esteem.	Narcissism, Self-esteem, compulsive use, negative outcomes, mood alteration, preference for online interactions.	(Liu & Ma, 2018)	Social Media in China

Table 10. Ratios of social media platforms and daily use in hours

Variables	Mean rank of most frequently used platform	Percent of currently used platform
Social Media Platform		
Facebook	2.45	81%
Instagram	3.17	58.5%
Snapchat	3.54	53.8%
YouTube	4.16	55.8%
Twitter	5.02	36.9%
TikTok	4.86	41.9%
WhatsApp	6.22	21.6%
LinkedIn	6.58	32.2%
Daily Time spent (mobile phone)		
0 – 2 Hours		14.5%
2 – 4 Hours		28.2%
4 – 6 Hours		36.8%
6 Hours or more		20.5%
Daily Time spent (social media)		
0 – 2 Hours		22.6%
2 – 4 Hours		30.3%
4 – 6 Hours		32.9%
6 Hours or more		14.1%

Table 11. *BFI-44 – Personality Traits Items*   Cronbach's Alpha

Extroversion	.802
Is outgoing, sociable	
Is talkative	
Has an assertive personality	
Generates a lot of enthusiasm	
Is full of energy	
Is reserved (R)	
Is sometimes shy, inhibited (R)	
Tends to be quite (R)	
Agreeableness	.819
Is considerate and kind to almost everyone	
Likes to cooperate with others	
Is helpful and unselfish with others	
Has a forgiving nature.	
Is generally trusting	
Tends to find fault with others (R)	
Starts quarrels with others (R)	
Can be cold and aloof (R)	
Is sometimes rude to others (R)	
Conscientiousness	.850
Does a thorough job	
Does things efficiently	
Makes plans and follows through with them	
Is a reliable worker	
Perseveres until the task is finished	
Is easily distracted (R)	
Can be somewhat careless (R)	
Tends to be lazy (R)	
Tends to be disorganized (R)	

Table 11. **Continued** – Personality Trait Items   Cronbach's Alpha

Neuroticism	.765
Can be moody	
Is depressed, blue	
Gets nervous easily	
Can be tense	
Worries a lot	
Remains calm in tense situations (R)	
Is emotionally stable, not easily upset (R)	
Is relaxed, handles stress well (R)	
Openness	.820
Is inventive	
Is original, comes up with new ideas	
Values artistic, aesthetic experiences	
Has an active imagination	
Likes to reflect, play with ideas	
Is sophisticated in art, music, or literature	
Is ingenious, a deep thinker	
Is curious about many different things	
Prefers work that is routine (R)	
Has few artistic interests (R)	
(R) = Reverse Coded	

Table 12. Descriptive Statistics of the Research Variables

	Min	Max	Mean	Median	SD
Age	13	63	30	26	12.2
Extroversion	- 2	4	1.39	1.25	1.07
Agreeableness	-1.67	3.44	1.16	.78	1.05
Conscientiousness	-1.11	3.44	1.18	.78	1.08
Neuroticism	-2	3.25	.69	.88	.915
Openness	.50	5.10	2.9	3	.98
SMEM	1	7	4.8	5	1.26
PT	1	7	4.9	5.2	1.34
IS	1	7	4.9	5	1.39
PE	1	7	4.3	4.5	1.72
Trust	1	7	4.3	4.25	1.49
DPV	1	7	4.5	5.25	1.48
SRCB	1	7	5.2	5.25	1.23
Barriers	1	7	4.5	4.67	1.42
PPR	1	7	4.5	4.6	1.5
IO	1	7	4.1	4.25	1.54
EE	1	7	4.3	4.5	1.75
SO	1	7	3.8	4	1.5
DUB	1	7	3.8	3.8	1.4

Table 13. Discontinuous usage behavior and intentions items

Discontinuous Usage Behavior and Intentions	Cronbach's Alpha
I sometimes discontinue my use of social media, but that does not mean that I will completely abandon the use of it.	
I have suspended or temporarily deactivated my use of some social media platforms.	
I have discontinued my use of some social media platforms.	α = .839
I have quit social media	
I prefer doing other things (e.g., reading, watching TV, etc.). rather than spending time on social media.	

Table 14. Hierarchical Regression

Predictor Variables	ΔR^2	B	SE	β	t	Sig.	Tolerance	VIF
Constant		2.553	.560		4.559	<.001		
Block 1 – *Motives*	.145							
SEM		−.386	.099	−.340	− 3.897	<.001	.357	2.804
Passing Time		.221	.084	.205	2.634	.009**	.448	2.234
Information Seeking		−.209	.084	−.197	− 2.486	.014*	.435	2.300
PE		.122	.067	.144	1.816	.071	.433	2.309
Block 2 – Privacy Concerns	.328							
Trust		.070	.081	.072	.865	.388	.396	2.528
DVP		.027	.075	.028	.352	.725	.446	2.241
SRCB		-.029	.084	−.025	−.350	.727	.550	1.818
Barriers		-.032	.074	−.032	−.437	.662	.503	1.989
PPR		.147	.081	.152	1.821	.070	.392	2.548
Block 3 – SMF	.101							
IO		.307	.076	.331	4.013	<.001	.401	2.493
EE		.155	.065	.190	2.369	.019*	.423	2.362
SO		.012	.086	.012	−.137	.891	.333	3.004
Block 4 – Demographic	.002							
Gender		-.009	.091	-.007	.919	.91	.917	1.090
Age		-.179	.108	-.130	.100	.100	.921	1.086
$R = .656$	$R^2 = .431$					$\Delta R^2 = .468$		

$p < .05 = *$, $p < .01 = **$, $\Delta R^2 = R^2$ Changed

SEM = *social and enjoyment motives*; PE = *professional enhancement*; DVP = *Disposition to value privacy*; SRCB = *self-reported cybersecurity behavior*; PPR = *perceived privacy risks*; IO = *information overload*; EE = *emotional experience*; SO = *social overload*
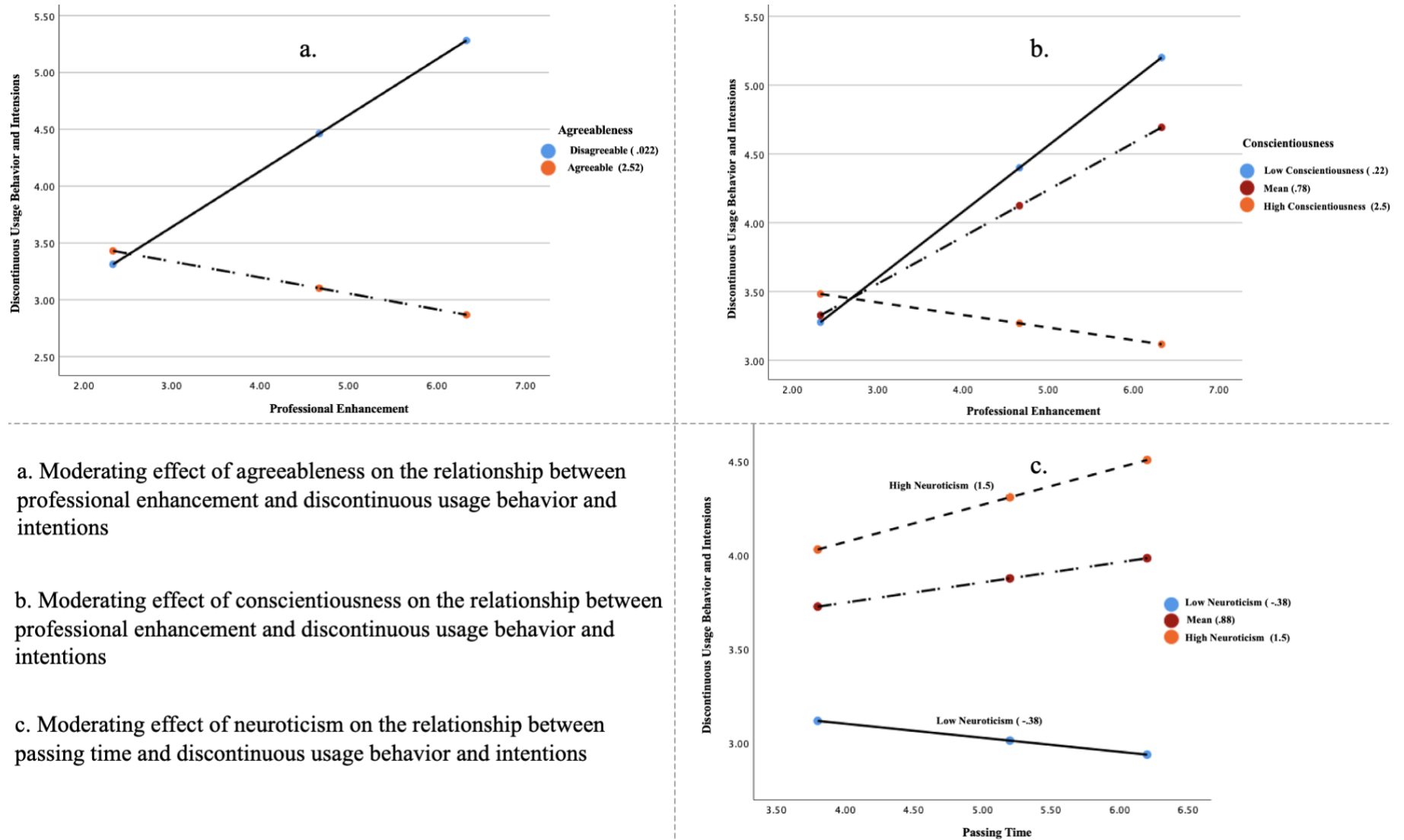
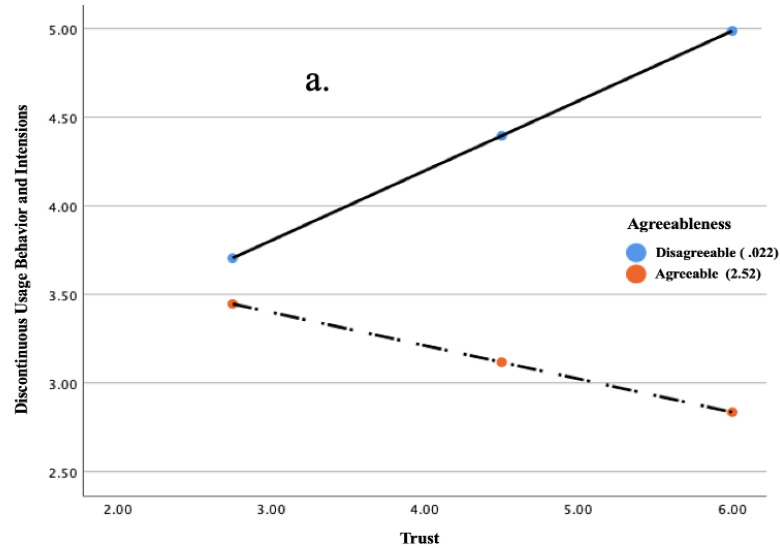**Figure 4**. Moderation Test Results – Motives for Social Media Use 2
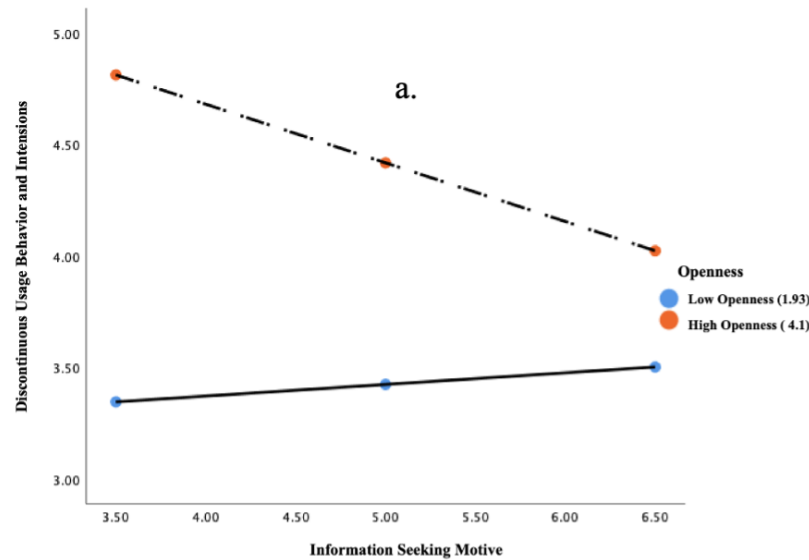
a. Moderating effect of openness on the relationship between IS and discontinuous usage behavior and intentions

b. Moderating effect of conscientiousness on the relationship between IS and discontinuous usage behavior and intentions

c. Moderating effect of agreeableness on the relationship between IS and discontinuous usage behavior and intentions
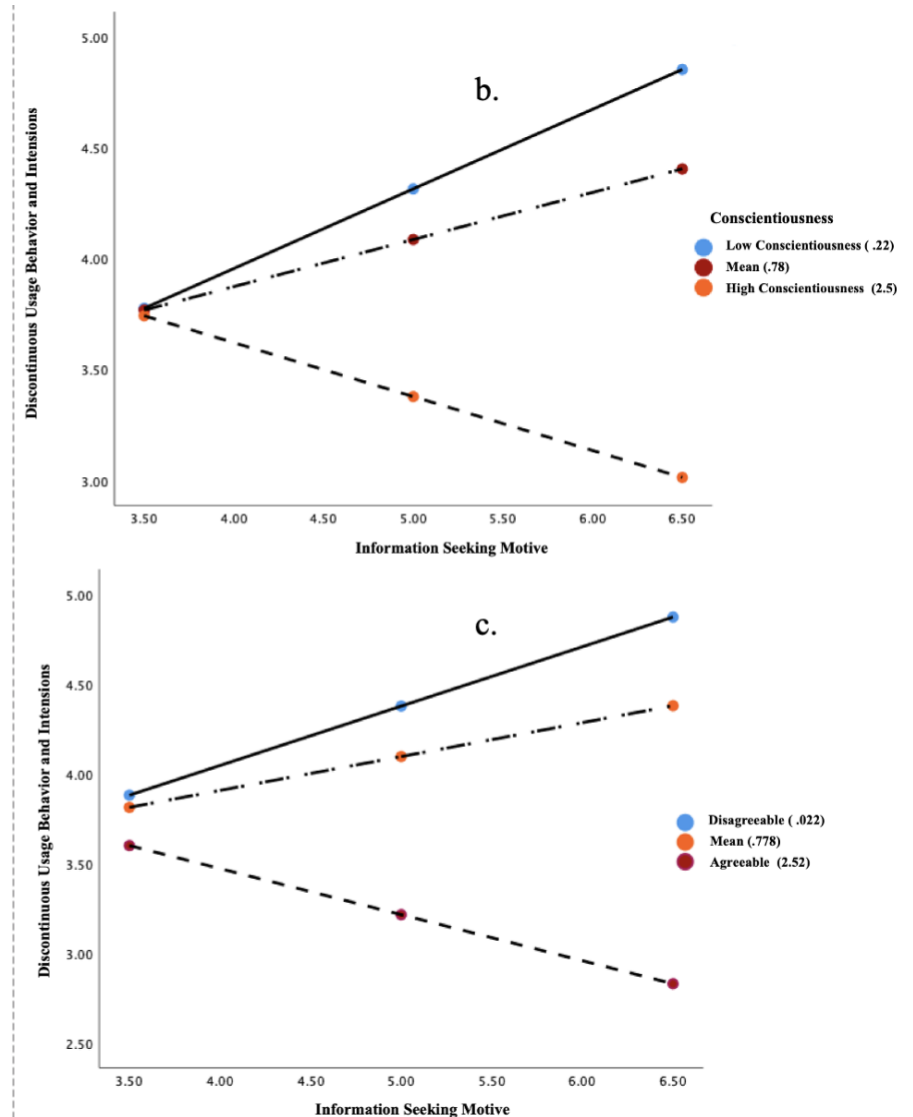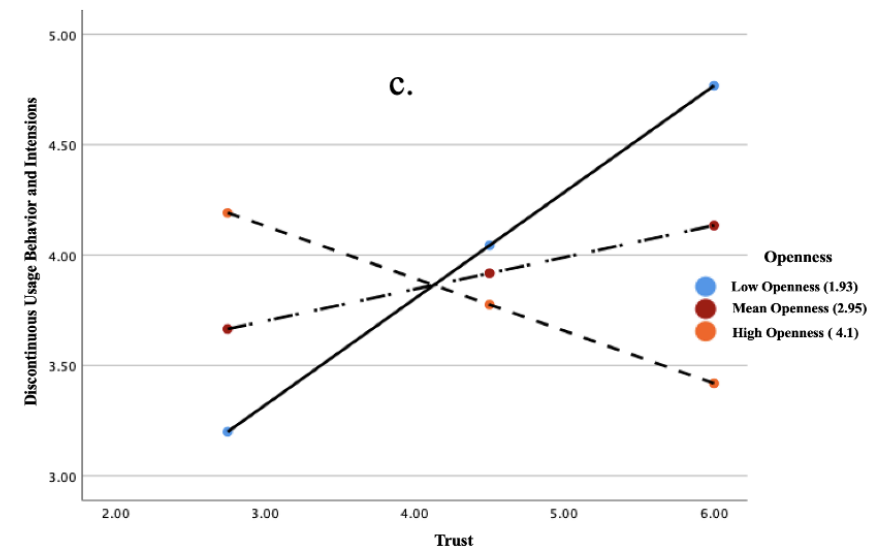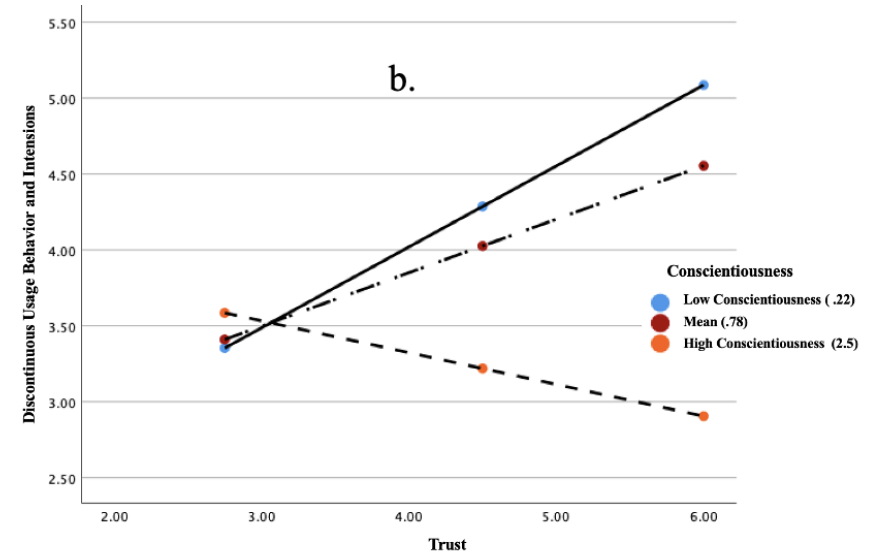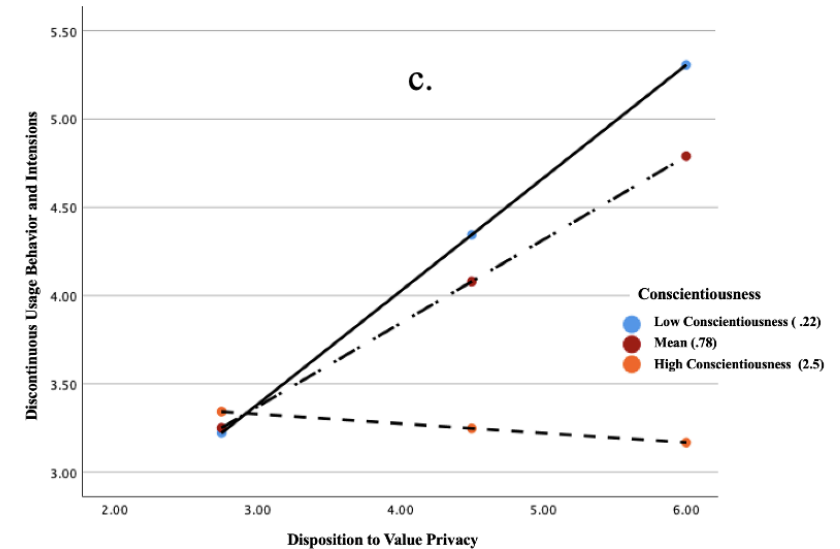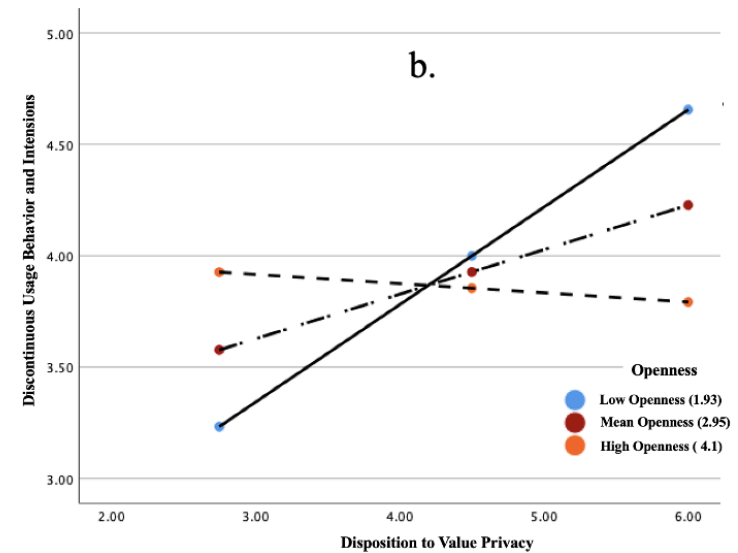
Figure 5. Moderation Test Results – Motives for Social Media Use 3

a. Moderating effect of agreeableness on the relationship between professional enhancement and discontinuous usage behavior and intentions

b. Moderating effect of conscientiousness on the relationship between professional enhancement and discontinuous usage behavior and intentions

c. Moderating effect of neuroticism on the relationship between passing time and discontinuous usage behavior and intentions

Figure 6. Moderation Test Result – Privacy Concerns 1 – Trust

a. Moderating effect of agreeableness on the relationship between trust and discontinuous usage behavior and intentions

b. Moderating effect of conscientiousness on the relationship between trust and discontinuous usage behavior and intentions

c. Moderating effect of openness on the relationship between trust and discontinuous usage behavior and intentions
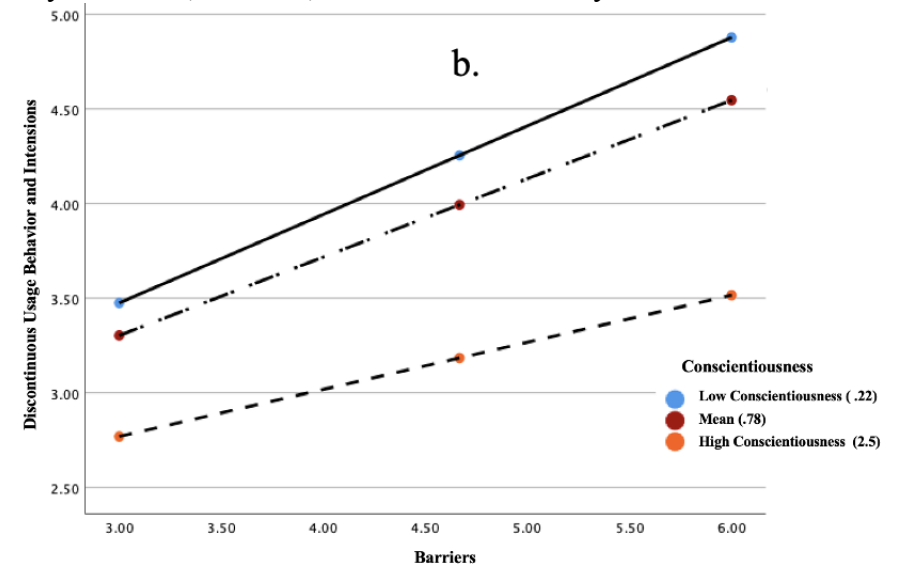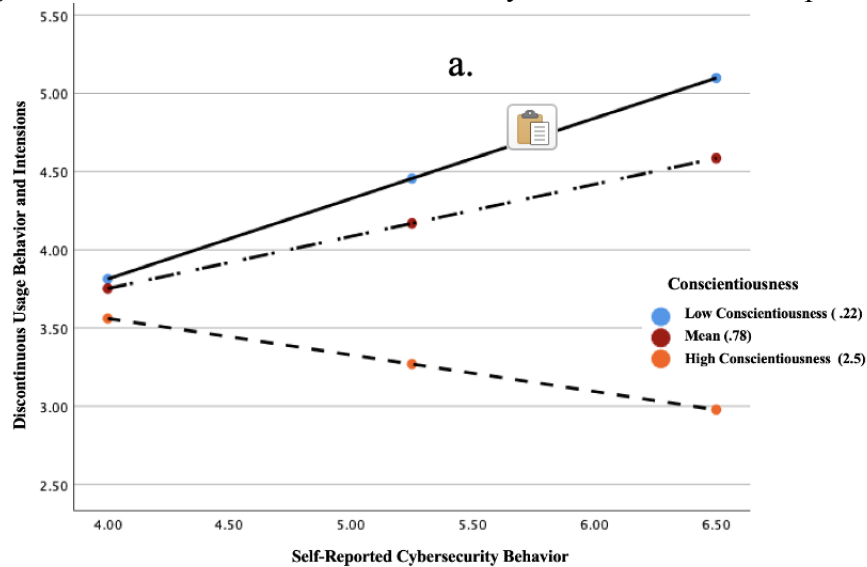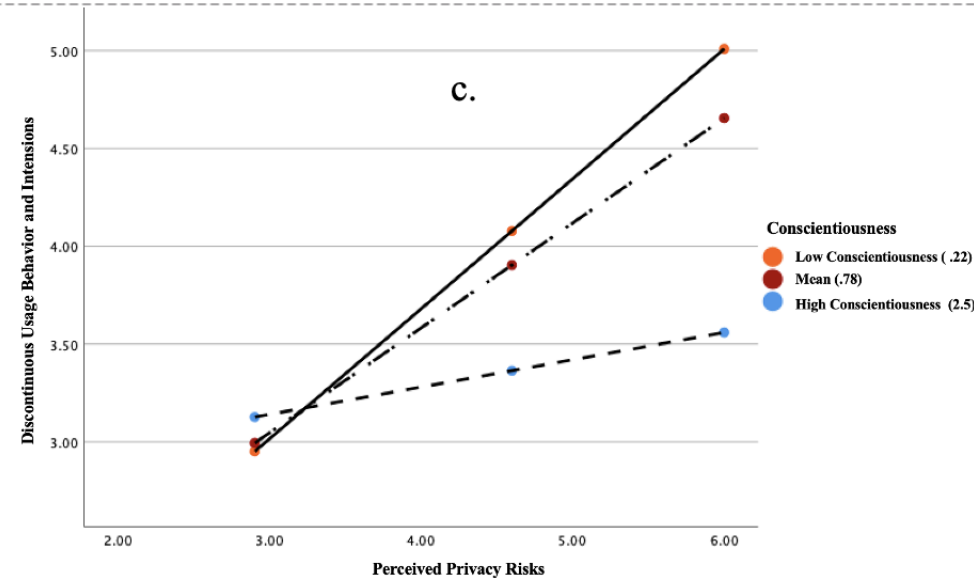
Figure 7. Moderation Test Result – Privacy Concerns 2 – Disposition to Value Privacy
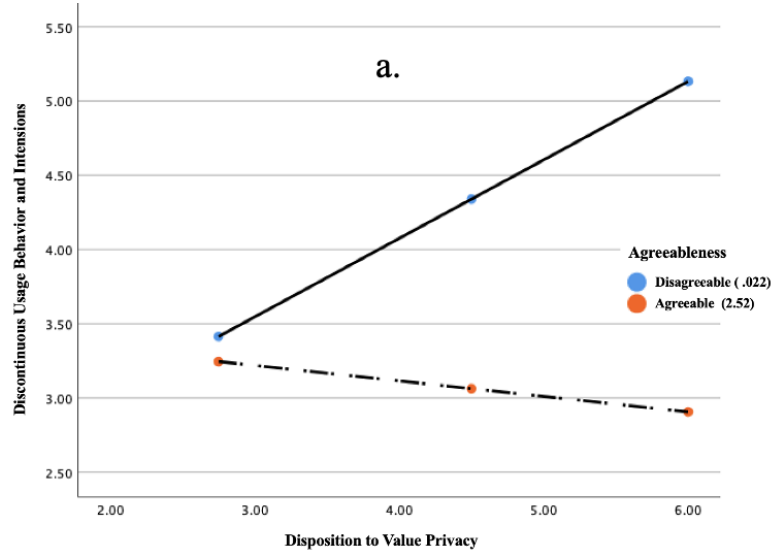
a. Moderating effect of agreeableness on the relationship between DVP and discontinuous usage behavior and intentions

b. Moderating effect of openness on the relationship between DVP and discontinuous usage behavior and intentions

c. Moderating effect of conscientiousness on the relationship between DVP and discontinuous usage behavior and intentions

Figure 8. Moderation Test Result – Privacy Concerns 3 – Self-Reported Cyber Security Behavior, Barriers, and Perceived Privacy Risks

a. Moderating effect of conscientiousness on the relationship between SRCB and discontinuous usage behavior and intentions
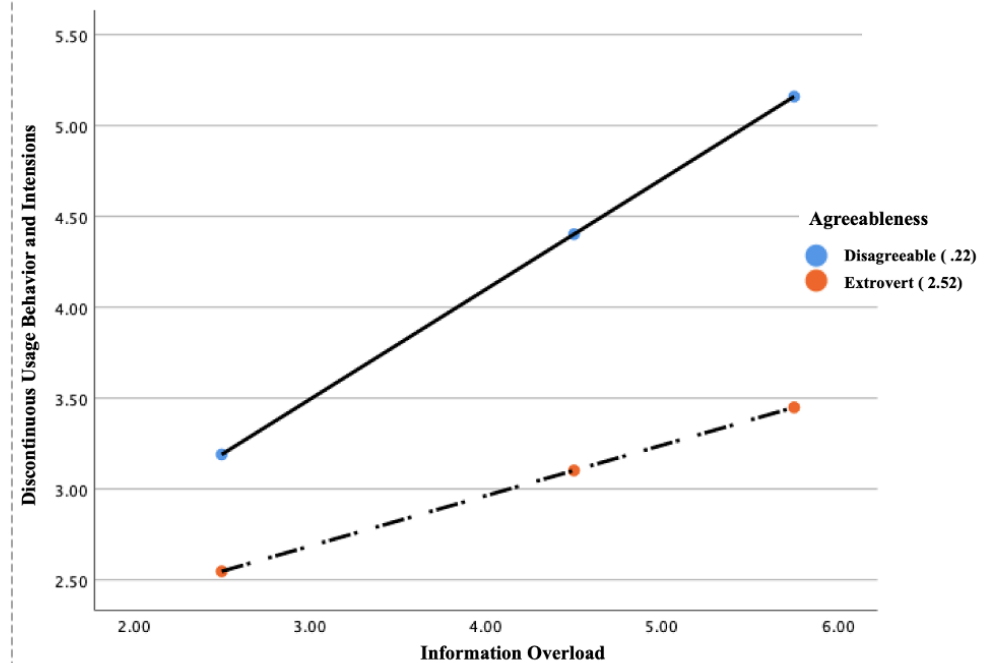
b. Moderating effect of conscientiousness on the relationship between barriers and discontinuous usage behavior and intentions

c. Moderating effect of conscientiousness on the relationship between PPR and discontinuous usage behavior and intentions
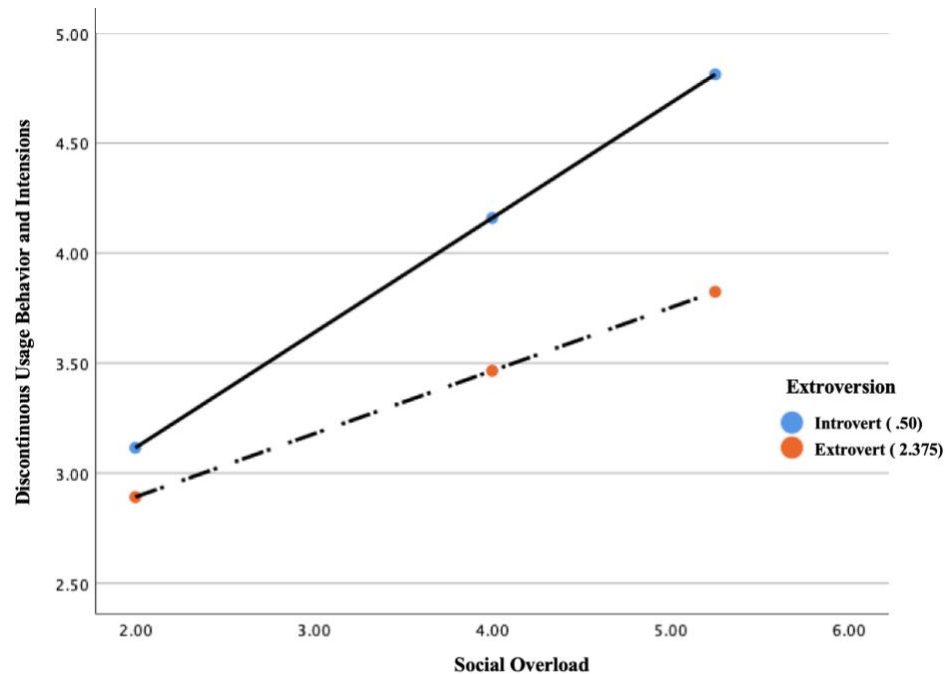
Figure 9. Moderation Test Result – Social Media fatigue 2 – Information Overload
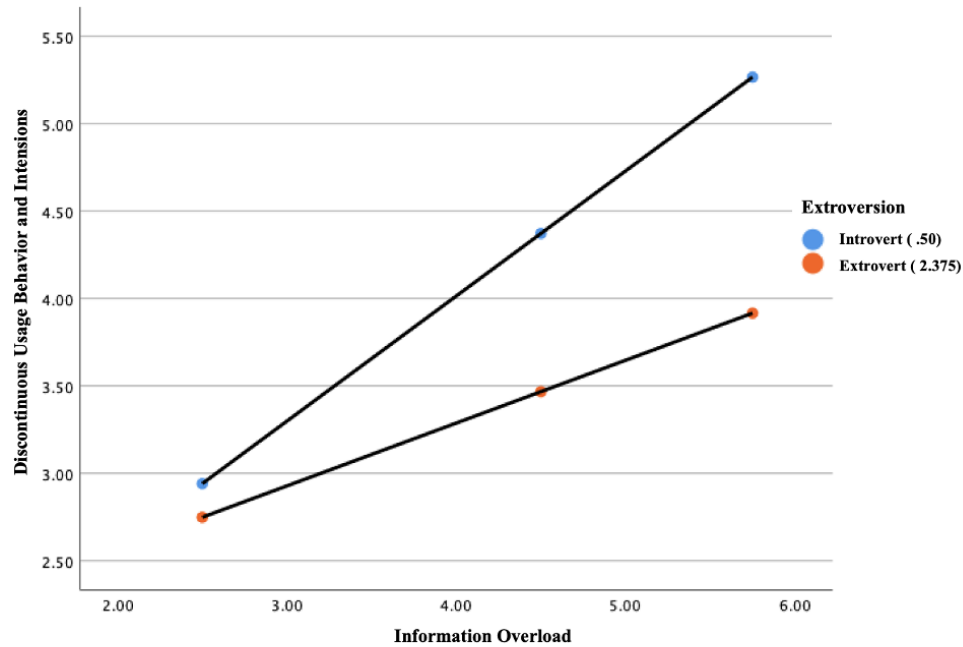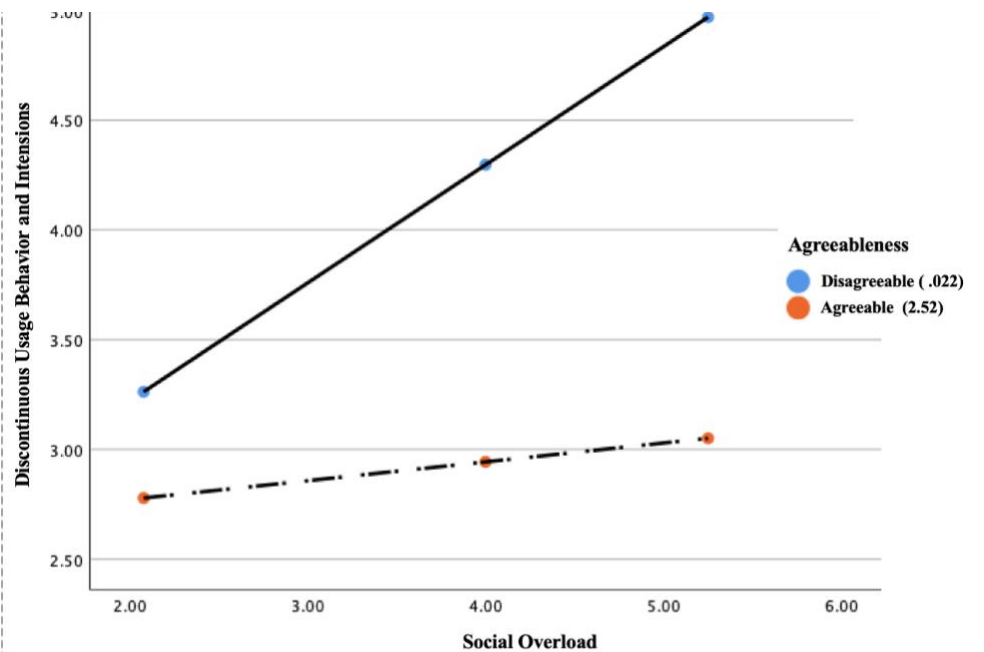

a. Moderating effect of extroversion on the relationship between IO and discontinuous usage behavior and intentions

b. Moderating effect of agreeableness on the relationship between IO and discontinuous usage behavior and intentions

Figure 10. Moderation Test Result – Social Media fatigue 3 – Social Overload

a. Moderating effect of extroversion on the relationship between SO and discontinuous usage behavior and intentions

b. Moderating effect of agreeableness on the relationship between SO and discontinuous usage behavior and intentions

Summary

Introduction

Ubiquitous interconnectivity is a critical element in the contemporary digitalization of markets and individuals. With the intense development of mobile technology and information systems, social media have become an integral part of people's daily behavior, encouraging user-engagement and contribution (Dwivedi, Ismagilova, Rana, & Raman, 2021). With an estimation of four billion active mobile users, social media plays a pivotal part in the digital transformation of businesses by generating an abundance of marketing insights (statista, 2021); (Kunsman, 2018). In marketing, social media is considered as platforms on which people cultivate networks and share information and sentiments, accompanied by the distinctive nature of being dynamic, interconnected, and interactive (Li, Larimo, & Leonidou, 2021). The pervasive use of social media is a result of various latent motivations, facilitated by technological innovation providing individuals with instruments that facilitate the accumulation of social-, informational, and professional capital. However, the idiosyncratic motivations for attaining such utility have advanced into an empirical discourse, of which a myriad of branches have evolved to explicate the relationship between social media and concurrent human behavior.

However, the number of users is stagnating compared to user rates in preceding years, suggesting a declining trend in social media (Fan, Jiang, Deng, Dong, & Lin, 2020); These patterns of development has attracted attention from both academics and practitioners. Subsequently, this trend has been demonstrated to partially result from a phenomenon labelled "social media fatigue" (SMF) and privacy concerns among users. To ensure the success of new means of digital commerce, companies must rectify resistance from users. Numerous scholars reach consensus that psychological factors need to be considered to handle resistance such as privacy concerns and social media fatigue (Rust & Huang, 2021); (Fu & Li, 2020).

Hence, the paper will attempt to answer the following questions:

RQ1: *To what extent do motives for social media use influence (dis)continuous usage behavior and intentions?*

RQ2: *To what extent does privacy concerns influence (dis)continuous usage behavior and intentions?*

RQ3: *To what extent do social media fatigue influence (dis)continuous usage behavior and intentions?*

RQ4: *To what extent does personality traits moderate and explain these relationships?*

Literature Review

Usage and Gratification Theory & Social Media

The uses and gratifications theory (UGT) was conceptualized to explain individuals' underlying motives for availing themselves of different media (Phua, Jin, & Kim, 2017); (Katz, Blumler, & Gurevitch, 1973). This theoretical framework is based upon four predominant presuppositions: (1) media use is goal-directed or motivated, (2) people use media to satisfy their needs and desires, (3) social and psychological factors influence use, and (4) media use and interpersonal communications are related (Rubin, 1993). UGT has been consistently employed to delineate users' social media activity (Perugini & Solano, 2021), and considers broad categories of individual motivations that go beyond the focus of existing literature (Lin, Lee, Jin, & Gilbreath, 2017). Social media platforms are considered as instruments facilitating relationship maintenance, keeping abreast of news and events, and streamlining network expansion with minimal effort. Notwithstanding, the literature suggests that people use social media to pass time, socialize, enjoyment/entertainment, and seeking information (Perugini & Solano, 2021); (Phua, Jin, & Kim, 2017). Additionally, some studies have found less hedonic motivations, such as using social media as a task management tool (Kircaburun, Alhabash, Tosuntaş, & Griffiths, 2018); (Horzum, 2016). Which is increasingly prevalent due to the entrance of new social media.

Personality Traits

(Rubin, 1993) argues that personality traits are essential in explaining media use. Personality can be described as a dynamic system that generates characteristic patterns in the individual's behavior, thoughts, and feelings (Allport, 1961). One means of categorizing personality traits is in the context of the Five-Factor Model (alias The "Big Five"). The big five is one of the most widely used conceptualizations to understand the nature and manifestation of personalities (John & Srivastava, 1999, ss. 2, 102–138); (Costa & McCrae, 1985). The majority of research conducted on the relationship between social media use and personality traits applies this model (Perugini & Solano, 2021), and comprises measurements of five personality dimensions, namely;

agreeableness, *conscientiousness*, *extraversion*, *neuroticism*, and *openness to experience*, (Shappie, Dawson, & Debb, 2020); (McCrae & John, 1992).

Conscientiousness considers an individual's impulse control behavior that helps with goal and task completion (i.e., planning, organizing). Openness describes the extent to which an individual is intellectually inclined and whose mind and experiences are original. Agreeableness entails prosocial attitudes toward others (i.e., trust and tendermindedness), and neuroticism defines the contrast on emotional stability (i.e., anxiety and sadness). Lastly, extraversion, measures sociability and an energetic approach to the world (Shappie, Dawson, & Debb, 2020); (John & Srivastava, 1999, ss. 2, 102–138); (John, Donahue, & Kentle, 1991).

Privacy Concerns

Privacy concerns can be defined as an individual's fears of opportunistic intentions by organizations to exploit their personal information (Zhu & Bao, 2018). Privacy concerns comprehend the domain of safety research in social commerce due to their insight into online consumers' beliefs, attitudes, and behaviors concerning online service providers (Teng, Liu, & Luo, 2021); (Anic, Skare, & Milakovic, 2019). Social media and commercial technology advancements throughout the last decade have significantly altered the concept of privacy. Unlike traditional websites, mobile applications facilitate constant surveillance of the activities (Wottrich, Reijmersdal, & van Smit, 2019). Extant literature has investigated all psychological factors in relation to information security (Gratian, Bandi, Cukier, Dykstra, & Ginther, 2018). In fact, (Shappie, Dawson, & Debb, 2020) posit that personality traits are stronger predictors of corresponding behavior than an individual's stated intentions. However, there are a couple of gaps in the literature. The line of literature lacks explication regarding (1) how distinct facets within privacy concerns may relate to discontinuous usage behavior and intentions and (2) how personality traits may have a moderating function in such relationships.

Social Media Fatigue

The phenomenon has been proliferating among social media users and has prompted scholars to investigate influencing factors. Social media fatigue is defined as "a subjective multi-dimensional user experience comprising feelings such as tiredness, annoyance, disappointment, loss of interest, or reduced need/motivation associated with assorted aspects of social media and

interactions" (Lo, 2019); (Park & Lee, 2019). Consequently, social media fatigue is found to translate into negative usage behavioral responses (e.g., discontinuance, reduced adoption of social media, etc.) (Teng, Liu, & Luo, 2021). Throughout this research endeavor, scholars have found that information overload, social overload, social media features, as well as commercial applications all significantly affect SMF (Teng, Liu, & Luo, 2021); (Fu & Li, 2020); (Dhir, Yossatorn, Kaur, & Chen, 2018); (Lian, et al., 2018). Furthermore, in recognition of how personality traits contribute to the comprehension of individual dissimilitude and behavior thereof, research has been conducted to enhance cognizance of how personality factors influence the way people interact with social media (Liu & Campbell, 2017).

Some considerable gaps remain in seminal literature hitherto. First, although there is an abundance of studies identifying feasible antecedents of the phenomenon, the preponderance of these studies has merely focused on 'stressors' and overloads in isolation (Xiao & Mou, 2019). Correspondingly, numerous studies endorse future research to incorporate users' personality traits to provide a deeper understanding of which individuals that are distinctively susceptible to experiencing social media fatigue (Fu & Li, 2020); (Dhir, Kaur, Chen, & Pallesen, 2019); (Tarafdar, Cooper, & Stich, 2019); (Liu & Campbell, 2017).

Conceptual Framework

Uses and Gratification Theory

The present study is in line with, and go beyond the literature on social media motives and uses (Perugini & Solano, 2021); (Phua, Jin, & Kim, 2017); (Kircaburun, Alhabash, Tosuntaş, & Griffiths, 2018). The application of the UGT as the theoretical foundation provides a solid framework to discern the most prevalent motives for using social media (Perugini & Solano, 2021); (Kircaburun, Alhabash, Tosuntas, & Griffiths, 2018); Therefore, the present study aims to develop a comprehensive overview of the motives for use related to social media and the role of psychological predispositions on an individual- and segmental level.

Extension of the Use and Gratifications Theory

The Uses and Gratifications theory has been extended and updated throughout a diverse set of prior research. Due to the continuous entrance of novel social media platforms, all of which offer different functions, researchers have acknowledged that new motives for use can emerge. Hence,

scholars have incorporated different and new types of motives. The existing empirical studies mainly test for social- and hedonic motives but allocates less emphasis on plausible means of utilitarian gratifications. To surpass such limitations, this study proposes to extend the UGT framework by incorporating a new construct coined professional enhancement. This category is given grounds for by technological evolvement in social media throughout the last decade, wherein new entrances of platforms functionalities have changed the use and behavior of individuals (Tandon, Dhir, Talwar, & Mäntymäki, 2022); (Cao & Yu, 2019).

Privacy Concerns

Adapting from the Protection Motivation Theory (PMT) (Rogers, 1983) and the contextualized theory of reasoned action (TRA-privacy) (Bansal, Zahedi, & Gefen, 2016); (Bawack, Wamba, & Carillo, 2021), this study proposes a research model to explore how social media users assess risks related to their privacy. The adaption will apply the following dimensions: perceived privacy risks (PR), self-reported cybersecurity behaviors (SRCB), barriers (B), Disposition to value privacy (DVP), and trust (T). The PMT considers one's intention to protect oneself as the determinant of behavior, suggesting that intention is dependent on perceived susceptibility and severity (Anwar, et al., 2017). The TRA-privacy model is developed to reveal which personalities that are more concerned about trust and privacy. The TRA-model is thereby often combined with the big five model to explain human-computer interactions (Chen, Widjaja, & Yen, 2015); (Maier, Mattke, Pflügner, & Weitzel, 2020), and thereby identifying factors that may predispose a certain user experience. TRA-privacy could help explain how personality relates to social media user experience and affiliated susceptibilities, as using of certain social media platforms requires willingness to disclose personal information. Hence, the goal of this study is to investigate differences between personality traits (personality traits are moderating variables) in terms of the above stated constructs concerning cybersecurity dispositions.

Social Media Fatigue

Following the literature reviewed above, the conceptual framework in this research adapts from the Stressor-Strain-Outcome (SSO) (Koeske & Koeske, 1993), and the revised Limited Capacity Model (LCM) (Zhang, et al., 2021); (Lang, 2000). In this study, the models are adapted to social media fatigue, and applies the following dimensions: social overload (SO), information overload

(IO), emotional experience (EE), and the dependent variable discontinuous usage behavior (DUB). The SSO framework posits that stressors exert impact on users' strain, which in turn leads to behavioral outcomes or intentions (Fu, Li, Liu, Prikkalainen, & Salo, 2020). Specifically, the term stressor denotes the environmental factors that elicit stress, and thus influence the psychological state of an individual. Strain refers to the psychological aftermaths engendered by stressors. Outcome can be conceptualized as the reaction to strain, wherein which demeanors such as avoidance and approach are regarded as typical outcomes (Nawaz, et al., 2018).

(Zhang, et al., 2021) extended the LCM by constructing validated measurements that allows for a distinction between cognitive, emotional, and behavioral experiences. The model's fundamental presupposition contends that people process information. However, our processing resources are limited. When exposing oneself to large volumes of information, people tend to experience a sense of overload, which, in turn, impede the resources integral to information processing and dissipate an individual's cognitive space.

Furthermore, some studies have described SMF as afflictions that people develop when using social media. These afflictions refer to negative emotions such boredom, frustration, lower interest, and guilt (Zhang, et al., 2021); (Zhang, Zhao, Lu, & Yang, 2016). The gaps in this line of research lies in the fact that scholars utilizing either SSO or LCM in the domain of SMF have not yet included emotional dimensions and overloads in combination, nor all personality traits, which leaves an uncharted territory in terms of explaining individual predispositions.

Hypothesis Development

Motives For Social Media Use

According to recent research, socialization motives prove to be the focal force behind usage. these findings are well documented and understood across various platforms (Perugini & Solano, 2021); (Kircaburun K. , Alhabash, Tosuntas, & Griffiths, 2018); (Horzum M. B., 2016). Furthermore, the different platforms' ability to mediate users with distinctive and novel types of entertainment is also one of the most frequently mentioned motives for use (Perugini & Solano, 2021); (Mancinelli, Bassi, & Salcuni, 2019). Also, passing time is positively associated with social media, which may be evoked as an immediate and accessible method of preventing boredom. Nonetheless, individuals who become cognizant of their excessive use of social media

tend to feel guilt and hence evaluate usage reduction. Another element of social media platforms generating user traffic is its access to information. The informational functions of social media are designed to expose users to what they are interested in (based on algorithmic assumptions drawn from digital footprints), to make users spend more time on the platform (Montag, Lachmann, Herrlich, & Zweig, 2019). The following hypotheses are proposed:

H17: Social Motives is negatively associated with discontinuous usage behavior and intentions.

H18: Enjoyment is *negatively* associated *with discontinuous usage behavior and intentions.*

H19: Passing time is positively associated with discontinuous usage behavior and intentions.

H20: *Information seeking is negatively associated with discontinuous usage behavior and intentions.*

Due to the entrance of platforms facilitating career exploration, this gratification may enrich current understanding of motives underlying social media usage. Recent literature suggests that individuals who are promotion-focused and eager to build networks increasingly adopt social media (Zivnuska, Carlson, Carlson, Harris, & Harris, 2019). Correspondingly, we suggest the following hypothesis:

   H21: Professional enhancement is positively associated *with discontinuous usage intentions/behavior*

Privacy Concerns

In the social media context, privacy risk assessment involves subjective evaluation of to whom the information is accessible and how it may be exploited. Privacy breaches by the organization running a platform are known to possibly cause consequences for users such as profiling and price discrimination (Crossler & Bélanger, 2019). Also, in the domain of social media, there are various potential misusers of personal information (e.g., peers, hackers) (Ozdemir, Smith, & Benamati, 2017). Trust have been contented as an instance of rational risk-taking. That is, trust presupposes risk (Misztal, 1996); (Seligman, 1997). Hence, in a social media context, this research investigates the degree to which users trust the social media organization operating the platform(s) and the adjacent information provided by those institutions. Based on extant research addressing the proliferation of concerns regarding online privacy, the following hypotheses are proposed:

H22: *Perceived privacy risk is positively associated with discontinuous usage behavior and intentions.*

H23: Trust is positively associated *with discontinuous usage behavior and intentions.*

Users tend to express concern about privacy, yet the minority acts to protect their data (Shappie, Dawson, & Debb, 2020). Pertinently, perceived barriers, which is formulated as "a user's perceived cost and inconvenience of practicing computer security", may transubstantiate into a user's likelihood to reduce cybersecurity measures, or, alternatively, reduce social media usage to avoid encounters of the problem. However, some users act upon their concerns. Accordingly, disposition to value privacy is proved to be stable among individual social media users across different decision-making situations (Chen, Kim, & Rao, 2021), and helps elucidate how users assess threats to one's privacy. Members with high dispositions to value privacy tend to be hypersensitive about privacy and overestimate the severity and likelihood of privacy violations. Therefore, we hypothesize the following:

H24: Disposition to Value Privacy is positively associated *with discontinuous usage behavior intentions.*

H25: Self-reported cybersecurity behavior is positively associated with discontinuous usage behavior and intentions.

H26: Barriers is positively associated *with discontinuous usage behavior*

Social Media Fatigue

A considerable proportion of literature in this line of research has found that information- and social overload are associated with social media fatigue, and even discontinuous intentions (Fontes-Perryman & Spina, 2021); (Zhang, et al., 2021); (Teng, Liu, & Luo, 2021) (Fu, Li, Liu, Prikkalainen, & Salo, 2020). Ubiquitous social interactions oblige individuals to respond to their acquaintances instantly and continually, which requires commitment and effort. Furthermore, people with high levels of SMF are prone to develop negative afflictions and emotions, such as guilt and frustration when using social media (Liu, Li, & Zhang, 2017). Hence, based upon prior literature across adjacent domains, the following hypotheses are proposed:

H27: Information Overload is positively associated *with discontinuous usage behavior and intentions.*

H28: Social Overload is positively associated with *discontinuous usage behavior and intentions.*

H29: Emotional experience is significantly associated with *discontinuous usage behavior and intentions.*

Moderation of Personality Traits

As personality traits are critical to differentiate individuals in their interpersonal, motivational, attitudinal, and emotional idiosyncrasies, further research is encouraged to add important insights to the understanding of individuals' social media usage (Perugini & Solano, 2021); (Kircaburun, Alhabash, Tosuntas, & Griffiths, 2018); In terms of privacy, literature suggests that personality traits play an important role in privacy-decision making theories and improves the predictability of behavioral intentions. In fact, (Shappie, Dawson, & Debb, 2020) argues that personality factors better predict cybersecurity behavior relative to individuals' stated intentions. Furthermore, extant research has demonstrated personality traits explain individual perception of stressors (Hong & Oh, 2020); (Pflügner, Maier, Mattke, & Weitzel, 2021). In fact, (Tarafdar, Cooper, & Stich, 2019) have indicated that individual characteristics may increase/decrease the likelihood that the different features of social media are perceived as stressors and have called for studies to explore these characteristics. The following hypotheses are proposed:

H30: Personality traits will moderate the relationship between (a) social motives and DUB, (b) enjoyment motives and DUB, (c) passing time motives and DUB, (d) information seeking and DUB, and (e) professional enhancement and DUB.

H31: Personality traits will moderate the relationship between (a) Perceived privacy risks and DUB, (b) Trust and DUB, (c) Disposition to value privacy and DUB, (d) Self-reported cybersecurity behavior and DUB, and (e) Barriers and DUB.

H32: Personality traits will moderate the relationship between (a) information overload and DUB, (b) social overload and DUB, and (c) emotional experience and DUB

Research Methodology
Construct Measurement, Data Collection, and Sample Characteristics

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The measurement items for all the constructs in the proposed research model are adjusted from the existing literature to fit the social media context and were designed to be answered on a 7-point Likert-type scale, ranging from 1 = *Strongly Disagree* to 7 = *Strongly Agree*. The survey consisted of 25 items for motives for social media use, 24 for privacy concerns, 21 for social media fatigue, and 44 for personality traits.

An online-based survey was developed to test the variables in the conceptual model. Research guidance representatives from the university revised and partook in quality assurance. All items were translated into Norwegian. Participants could choose between English and Norwegian at their own discretion. Participants were offered a gift card in compensation to completing the survey by choosing to be redirected to a subsequent survey. Data were collected in April 2022. The data collection consisted of 323 responses in total. After disregarding incomplete questionnaires, the data analysis consisted of 230 individuals. 41.4% of respondents were female and 55.6% were male, while 0.9% preferred not to indicate their gender. Respondents were aged between 14 and 63 years (*Median* = 26.00, *Mean* = 30.4847, *SD* = 12.19).

Statistical Analyses & Procedure

The present study used descriptive statistics analysis, principal components analysis (PCA), linear multiple regression analysis, hierarchical multiple regression analysis, and finally a series of moderation analyses using Andrew Hayes' PROCESS Macro. The statistical analyses were carried out with SPSS 28. In the factor analysis (PCA), univariate and initial solutions, accompanied by varimax (orthogonal) rotation with Kaiser Normalization were used.

Results

Factor Analyses and Reliability Testing.

There are a variety of both traditional and new scales measuring social media use motives, privacy concerns, and social media fatigue. Also, this study incorporated new variables. Therefore, principal component analysis with varimax (orthogonal) rotation was performed. PCA was conducted to verify factor loadings onto the subscales. Some items loaded highly on more than one respective dimension and were therefore removed from further analysis. Nonetheless,

most items for the independent variables loaded highly on their respective constructs and confirmed the unidimensionality of most scales.

Social Media Usage Motives

The adequacy of the data for this factor analysis was verified (Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .916, Bartlett's Test of Sphericity 3668.310, $p < .001$). A parallel analysis based on the Anti-Image matrices and Total Variance Explained suggested retaining four factors (Eigenvalues: 9.437, 2.572, 1.328, and 1.1178), and explained 72.58% of the overall variance, with social- and enjoyment motives accounting for 47.18%, passing time 12.86%, professional enhancement 6.64%, and information seeking 5.89%. Moderate to excellent internal consistency was observed with the following Cronbach's Alphas: $\alpha = .909$ for social and enjoyment motives, $\alpha = .883$ for passing time, $\alpha = .904$ for information seeking, and $\alpha = .903$ for professional enhancement.

Privacy Concerns

The items for the independent variables loaded highly on the respective constructs and confirmed the unidimensionality of the scales. The five constructs addressing privacy concerns accounted for 74.4% of the overall variance, with PPR accounting for 32.34%, DVP accounting for 21.1%, trust accounting for 9.17%, SRCB accounting for 6.74%, and barriers 5%. The adequacy for this factor analysis was verified ((KMO & Bartlett's Test = .860, 3063.056, $p < .001$). Moderate to excellent internal consistency was also observed for the scales measuring privacy concerns, the following Cronbach's Alphas was observed: $\alpha = .880$ for trust, $\alpha = .879$ for disposition to value privacy, $\alpha = .756$ for self-reported cybersecurity behaviors, $\alpha = .868$ for barriers, and $\alpha = .921$ for perceived privacy risks.

Social Media Fatigue

These constructs accounted for 77.78% of the overall variance, with information overload accounting for 58.58%, emotional experience accounting for 10.19%, and social overload 9%. The adequacy for this factor analysis was verified (Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .897, Bartlett's Test of Sphericity 2411.728, $p < .001$). The following Cronbach's Alphas were observed: $\alpha = .926$ for information overload, $\alpha = .731$ for emotional experience,

and $\alpha = .904$ for social overload. Reliability was also tested for the dependent variable labeled discontinuous usage behavior/intentions; and yielded the following Cronbach's Alpha: $\alpha = .839$.

Regression Analysis

In terms of the participants' motives for using social media, the analysis indicated that both social- and enjoyment motives ($\beta = -.386$), as well as information seeking ($\beta = -.209$) were significantly and negatively associated to discontinuous usage behavior and intentions, supporting H1, H2, and H4. Contrarywise, using social media for passing time ($\beta = .221$), had a significant and positive association with discontinuous usage behavior and intentions, in support of H3. Professional enhancement, however, did not show predictable capacity toward the outcome variable, failing to support H5. Nonetheless, the composite of motives for social media use explained 15.1% of the variance ($R^2 = .156$; F = 9.92; $p < .001$). That is, the analysis indicates that individuals using social media for social- and enjoyment purposes are more likely to sustain their usage of social media, whereas individuals using social media to pass time were more likely to mitigate, take breaks and/or abandon their social media use.

Contrary to expectation, none of the variables within the construct of privacy concerns were significant in relationship to discontinuous usage behavior and intentions. Hence H6, H7, H8, H9, and H10 were not supported. However, the model explained an additional 17.4% of the variance in the regression model ($R^2 = .331$; F = 11.468; $p < .001$).

With respect to social media fatigue, individuals who experienced information overload ($\beta = .307$), and emotional experience ($\beta = .155$) strongly and positively predicted discontinuous usage behavior and intentions, whereas social overload did not exert a significant effect. Thereby in support of H11 and H13, but not H12. The construct encapsulating the scales of social media fatigue contributed to an additional and significant 13.3% increase in R^2 ($R^2 = .464$; $F = 14.847.$; $p < .001$).

Moderation Effects of Personality Traits

We analyzed moderation effects by each personality factor upon constructs of motives for social media use, privacy concerns, and social media fatigue in relationship to the dependent variable. For this calculation, a series of moderation analyses utilizing Andrew Hayes' PROCESS Macro

was conducted (Hayes, 2012), with bootstrapping of 5000, which is recommended for small samples.

This study tested the moderating effect of every personality trait on all relationships between the independent variables and the dependent variable, excluding age and gender. The moderation analysis results are summarized in Table 6, and illustrations are provided in the appendix. The outcomes revealed that extroversion ($\beta = -.298$, $p < .001$) and openness ($\beta = -.387$, $p < .001$) moderated the effect of social and enjoyment motives. The outcomes revealed that effect of information seeking was significantly moderated by openness ($\beta = -.150$, $p = .008$), agreeableness ($\beta = -.256$, $p < .001$), and conscientiousness ($\beta = -.264$, $p < .001$). Furthermore, the neuroticism strengthens the relationship of passing time ($\beta = .146$, $p = .014$), while the effect of professional enhancement is strengthened by agreeableness ($\beta = -.276$, $p < .001$), and conscientiousness ($\beta = -.251$, $p < .001$). Hence, the results of the moderating analysis with respect to social media use motives corroborates H14.

For privacy concerns, the results demonstrated that trust was moderated by openness ($\beta = -.332$, $p < .001$), conscientiousness ($\beta = -.326$, $p < .001$), and agreeableness ($\beta = -.253$, $p < .001$). The effect of disposition to value privacy was also moderated by conscientiousness ($\beta = -.273$, $p < .001$) and agreeableness ($\beta = -.303$, $p < .001$). Moreover, conscientiousness proved to significantly moderate self-reported cybersecurity behavior ($\beta = -.325$, $p < .001$), barriers ($\beta = -.096$, $p = .045$), and perceived privacy risks ($\beta = -.231$, $p < .001$). However, we must dispense with the fact that none of the privacy dimensions had a significant effect on the dependent variable in isolation, thereby determining that H15 is no more than partially supported.

Finally, concerning social media fatigue, the results revealed that extroversion ($\beta = -.199$, $p < .001$), and agreeableness ($\beta = -.199$, $p < .001$), significantly moderated information overload in relation to the dependent variable. Specifically, Lastly, the results suggest that neuroticism strengthens the influence of emotional experience on discontinuous usage behavior Hence, the results of the moderating analysis concerning social media fatigue validates H16.

Discussion

The results show that the most common and decisive motives for using social media are information seeking, social- and enjoyment motives, and passing time. This finding concurs with

prior studies conducting research in the domain of social media use motives (Perugini & Solano, 2021); (Kircaburun, Alhabash, Tosuntaş, & Griffiths, 2018); (Jin, Lin, Gilbreath, & Lee, 2017).

Using social media to gratify social- and enjoyment motives, and information seeking, were significantly and negatively associated with discontinuous usage behavior and intentions. Effectively, social media users seeking to gratify these motives were the least likely to hold discontinuous usage intentions, let alone discontinue their usage. Also, information seeking appears to be strongly related to pervasive use. An explanation is social media's capacity to facilitate information acquisition by removing the temporal and spatial problems associated with traditional methods (Tran & Tran, 2022).

Using social media to pass the time was positively associated with discontinuous usage behavior and intentions. Respondents reporting high levels of passing time may have evoked apt situations in which they are inclined to use social media and hence considered their current levels of use problematic or excessive. Hence, leaving the door open for abandoning or mitigating their current use levels.

Regarding SMF, information overload and emotional experience were both positively associated with discontinuous usage behaviors and intentions. When the information a user encounter exceeds their processing abilities, the feeling of social media fatigue increases. Also, mental resources for mood control and coping strategies tend to become deficient when an individual is overloaded with information and stimuli, and users with social media fatigue will often experience negative emotions as a result. Counterintuitively, social overload did not significantly affect discontinuous usage behavior.

Contrary to expectation, none of the dimensions within privacy concerns showed any significant effect on the dependent variable. It is plausible that some users limit the disclosure of information and thus neglect potential threats to their privacy.

As for the moderation analyses, all influences by the predictor variables on dependent variable were moderated by at least one personality trait. Extroversion, neuroticism, and conscientiousness were particularly salient among these. A summary of the findings is provided in Table 16, and illustrations are presented in the discussion and the appendix.

Theoretical- Managerial Implications

This study contributes to the literature in a myriad of ways. A combination of social media use motives (UGT), privacy concerns (TRA and PMT), and social media fatigue (SSO and LCM) were applied to investigate users' stance on their future use intentions. Also, this study incorporated the Five-Factor Model to demonstrate the moderating impact of personality traits.

No prior research has used all these frameworks combined with personality traits to study their distinct impact upon discontinuous usage behavior and intentions. To that end, the results provide further evidence of the applicability of UGT, SSO, and LCM, and the 'Big Five' for understanding the prevailing use of social media and the decisive role of psychological factors. By understanding idiosyncratic motives that drive and/or discourage the use of social media, marketers can better target, predict, and moderate their offerings to social media users. Acquiring knowledge of different uses and antagonisms preceding deleterious outcomes helps practitioners develop new strategies to ensure loyalty, engagement, and mitigation of churn. If they can approach users based on knowledge about their salient needs and what they deem redundant, chances of effectively engaging with them increase.

Limitations and Future Research Directions

First, this study used only self-reported measures. In future studies, mixed methods should be applied to gain more robust insights to explain differences that emerged in this study, and further investigate the nature of intentions toward discontinuous behavior and intentions. The use of self-reported measures allows participants to provide socially desirable answers. Also, the results of this study were inferred with a rather small-sized convenience sample. Future research should increase the number of participants and diversify the collection to increase generalizability.

Conclusion

This study contributes to the understanding of the role of social media use motives and how they dictate one's future use intentions. The study also demonstrated how personality factors impact each usage motive, privacy concern, and social media fatigue facet in association with future use intentions. We argue that these conceptual extensions not only support researchers and practitioners to further understand the social media markets, but also the proliferation of hostility with respect to social media, as well as the attributes of social media that users deem valuable.