



# **The Influence of Social Media Fatigue on Stress Control Ability by Agreeableness Personality Type in Society During the Covid-19 Pandemic**

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## **ABSTRACT**

Aim for this study was to look at the relationship between social media fatigue and stress control ability by agreeableness personality type, where the COVID-19 pandemic phenomenon caused unprecedented disruption to the lives of many people in particular, young adults depressed due to isolation and social distancing, and a higher threat of potential years of life lost. Social media provides a lot of information that has not been measured valid, so it becomes a trigger of stress and individuals become less able to control the news so that it causes anxiety to become stress. The number of subjects in this study was 74 people with the result that there is a very significant relationship that social media fatigue can make individuals become stress so agreeableness is needed because it has a tendency to affect the level of ability to control stress

**Keywords:** social media fatigue, stress control ability, agreeableness personality, covid-19

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## **1. Introduction**

The new corona virus (2019-nCoV) has been identified as originating from Wuhan, Hubei Province, China. It has spread widely and rapidly in China and several other countries, causing outbreaks of acute pneumonia infections (Bao et al., 2020). The COVID-19 pandemic is causing unprecedented disruption to the lives of many people in particular, young adults stressed due to isolation and social distancing, and a higher threat of potential years of life lost (Ngien & Jiang, 2021).

This pandemic occurred worldwide and hit Indonesia, which then created contradictions for many things in everyday life. In their daily lives, everyone is required to wear a mask, keep their distance and always maintain personal hygiene (Ichsan & Surakarta, 2018). Likewise, in deepening information about health, people use social media as a source of information and literacy. The positive thing from all of this is that our society is no longer blind to information and current conditions, because social media provides a lot of information.

Individuals in their daily lives are always faced with phenomena that can cause stress. Things that can cause stress are called stressors, which come from outside the individual. Individual stress management abilities vary. There are things that individuals can control, but there are things that cannot be controlled and this can even cause new psychological problems, namely fatigue.

Stress as defined by renowned researcher Richard Lazarus, is a state of anxiety that results when events and responsibilities exceed a person's coping abilities. Physiologically speaking, stress is defined as the degree of wear and tear on the body. Selye added to his definition that stress is the body's nonspecific response to any demand placed on it to adapt, whether that demand produces pleasure or pain. Actually there are 3 types of stress, namely, eustress, neustress and distress. What is meant by eustress is good stress that arises in situations or circumstances to motivate or inspire. For example, falling in love or meeting a film star idol. Neustress describes stimulation that has no consequences. While distress is emotional and physiological responses to events that are considered stressful, threatening, and have a negative impact on individuals characterized by symptoms of depression and anxiety (Davies, 2016).

A survey study conducted in France showed that two-thirds of students experienced stress during COVID-19 (Husky et al., 2020). Another study among students in Greece also showed the negative impact of lockdown during COVID-19 on their mental health, such as increased anxiety, stress and depression. All of this cannot be separated from the role of the media in presenting information. Stress is usually associated with a negative connotation as an impending threat or a stressor (Sahni, 2020). Stress can affect not only mental health, but also physical health. There are stages in how stress can affect a person's physical condition. This stage is named general adaptation syndrome (Covid-, 2021).

During Covid-19, clear communication about the severity of the situation and recommended health measures is necessary to ensure people take the right actions and do not suffer unnecessary anxiety (Islam et al., 2020). When Covid-19 appeared, many people panicked, worried and worried. People are panicking because this virus is relatively new, there is no cure or even a vaccine before it, it spreads quickly, and it will get worse for someone who has had a serious illness before. This feeling of worry, anxiety and fear becomes a stressor for people and causes their immune system to decrease. If the

body's immune system is reduced, the person is vulnerable to being exposed to this virus. Not only that, stress can also be experienced by people who have been exposed to Covid-19. The reason is that people who are exposed to Covid-19 are forced to distance themselves from the people around them so they don't get infected, isolate themselves, and quite a few people who are exposed to Covid are shunned because of the negative stigma that exists (Dewi & Adnyani, 2020). The lack of social support received can also cause stress which results in delays in the Covid-19 healing process.

Covid-19 not only a global pandemic but according to the WHO director, also an "infodemic", highlighting the dire problem that has arisen from the abundance of misinformation and fake news circulating Covid-19 (Islam et al., 2020). In response to the infodemic, significant amounts of resources were directed towards curbing the spread of information; to ensure the availability of reliable information about COVID-19 to the public. Among the negative impacts observed during the infodemic are messages from the government that are inefficient and each individual's response is different according to their own understanding. Another concerning observation is health problems such as cyberchondria or increased anxiety (Farooq et al., 2020).

Previous research has highlighted social media to play an important role in the spread of misinformation (Allcott & Gentzkow, 2017) which raises the question of what platforms can do to prevent the spread of fake news (Figueira & Oliveira, 2017). Consequently, the three main research areas on fake news are divided into (1) (technical) prevention. from the spread of fake news; (2) the impact of misinformation; and (3) the relationship between misinformation and population health (Islam et al., 2020). In support of these three areas of concern, human behavior related to social media use and the need to share misinformation to understand. Users of social media platforms such as Facebook are reportedly driven by several motivators such as the desire for entertainment, the desire to stay informed and the desire to know about friends' social activities (Kietzmann et al., 2011) (Quan-Haase & Young, 2010). Thus, social networking sites differ from instant messaging in that they are more personal, less self-promotional, more direct and driven by the desire to maintain and develop relationships. (Quan-Haase & Young, 2010).

Social media may play a key role in reducing fatalism. First, looking for health information on social media can increase health knowledge. COVID-19 information can be widely accessed via social media, empowering and activating users to take preventative action (Ngien & Jiang, 2021) The government is intensively promoting the Adaptation of New Habits with these steps, which is actually not something that is easily accepted by the public. Because these habits are considered not to be the cultural character of our society. It can be seen that in the implementation of health protocols many people lacked understanding at the beginning of their implementation. Then in a series of events when Covid-19 cases soared, people began to comply with health protocols due to the influence of fear and anxiety about being exposed, at the end of September 2021 cases of the spread of Covid-19 began to slow down, so the implementation of health protocols also began to be relaxed because people were starting to get bored, anxious and feeling exhausted due to the uncertainty regarding the current pandemic phenomenon which does not know when it will end. The fatigue that arises is caused by the fact the current conditions cannot be controlled and become a new source of stress in the pandemic.

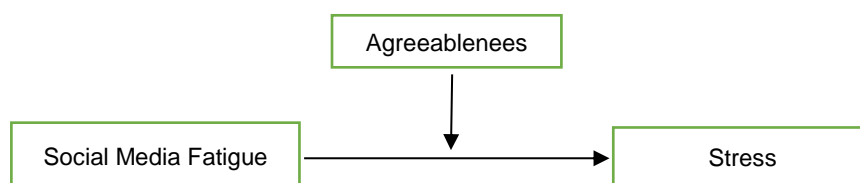
Individuals in their daily lives are always faced with phenomena that can cause stress. Things that can cause stress are called stressors, which come from outside the individual. Individual stress management abilities vary. There are things that individuals can control, but there are things that cannot be controlled and this can even cause new psychological problems, namely fatigue.

In the 21st century, many things have changed, one of which is the source of information, namely social media. Social Media has created a new way for individuals to communicate with each other, regardless of distance. This allows each of us to be connected quickly, anywhere. Especially during the Covid-19 pandemic, we are faced with phenomena that can quickly be accessed via social media. Events since Covid-19 hit Indonesia have become the dominant information on social media, not only are there many victims who were exposed and died from the time period between March 2020 until now. This formation presented on social media is not only about psychological problems but also causes socio-economic shocks. We as a society are forced to transform with the changes resulting from this pandemic, because the spread and control of Covid-19 really requires the role of the community so that social media no longer only plays a role in transforming information, but can also spread news whose truth cannot be ascertained. .

Social Media Fatigue (SMF), which refers to the tendency that social media users to withdraw from social media because they feel overwhelmed, is closely related to an individual's social life and well-being. Much research has focused on understanding SMF and exploring its existence and influence. However, some parts of the study provided standard measurements of SMF (Zhang et al., 2021).

The tendency of people to often experience stress and not be able to control the stressors that arise from social media is influenced by the nature of agreeableness. Agreeableness itself is one of the dimensions of personality in psychology, one of the personality factors that tends to have the characteristics of being willing to cooperate, obey and care about the welfare of others. Because in theory social learning Personality factors are important factors for understanding behavior so that agreeableness has a tendency to influence the level of ability to control stress.

From the phenomena that occur above, if combined, individuals who experience social media fatigue will have higher levels of stress-influenced effects. This depends on how agreeableness is a factor that influences the level of stress control ability.



**Fig. 1 - The relationship between Social Media Fatigue and Stress which is moderated by Agreeableness**

## 2. Method

### 2.1 Design

This research uses a quantitative approach with a cross-sectional study design. This approach is used to measure the role of the agreeableness variable as a mediator in the influence of Social Media Fatigue on stress as an independent variable and dependent variable.

### 2.2 Research Subject

The subjects of this research were the general public, taken randomly from different backgrounds, with a total of 74 subjects, consisting of 37 men and 37 women.

### 2.3. Data Collection Techniques

The technique used is incidental sampling. Data collection techniques accidental sampling by using the goggle form facility which can be accessed online to distribute questionnaires, via the Android smartphone facility, namely WhatsApp, researchers can immediately get choices from the subjects because it is not possible to collect people at one time.

### 2.4. Research Instrument

This research uses five scales for each research variable, the variables are; Stress Control Ability use Perceived Stress Scale (PSS) is a classic stress assessment instrument. This tool, although originally developed in 1983, remains a popular choice for helping us understand how different situations affect our feelings and the stress we experience. Questions on this scale ask about your feelings and thoughts over the past month (State of New Hampshire Employee Assistance Program, 1983). This scale which has been adapted into Indonesian consists of 15 question items and 5 answer choices, namely: (TP) Never, (HTP) Almost Never, (K) Sometimes, (CS) Quite Often, (SS) Very Often. Such as: "In the last month, how often were you upset because of something that happened unexpectedly?", "In the last month, how often were you upset because of things that happened beyond your control?".

Social Media Fatigue (SMF) using the Social Media Fatigue Scale (Zhang et al., 2021) which has been adapted into Indonesian consists of 15 items and 5 answer choices, namely: (TP) Never, (HTP) Almost Never, (K) Sometimes, (CS) Quite Often, (SS) Very Often. Aspects of SMF such as "I am often overwhelmed by the amount of information available on social media sites", "I usually avoid using social media because I receive too much information" agreeableness scale adopted from the big five trait questionnaire trait (Chen, 2013), which has been adapted into Indonesian, consists of 9 items and 5 answer choices, namely Strongly Disagree, Slightly Disagree, Disagree, Slightly Agree, Strongly Agree. Like ; "I trust other people", "I like to be contrary/different from others".

### 2.5. Research Procedure

The research procedure begins with preparing a research instrument in the form of a scale on a line through Google Forms. Next, the researchers conducted data trials to determine the validity and reliability of the scale on 74 subjects. After testing the data, the researchers again distributed the data to 74 Android smartphone users and then the researchers carried out data analysis using SPSS to find out the research results. Data collection was carried out for 5 hours, starting at 09.00 - 14.00

### 2.6. Data Analysis Technique

Researchers need a mediation test using Mediating Multiple Regression by Hayes. Data analysis is used to answer influence questions Social Media Fatigue to Stress directly or mediated through Agreeableness.

## 3. Result

### 3.1 Descriptive statistics

Table 1 - Descriptive analysis results

Variables	Elementary School	Means
Social Media Fatigue	3,312	12.82
Stressor Control Ability	8,332	27.74
Agreeableness	2,603	15.82

N = 74

From the results of data analysis, the average values and standard deviations for the three variables were obtained. The average score for Social Media Fatigue is 12.82 and the standard deviation is 3.312, in other words, Social Media Fatigue in this study has low Social Media Fatigue. Medium on variables Stressor Control Ability The average score obtained was 27.74 and the standard deviation was 8.332, so that Stressor Control Ability in this study could be said to tend to be low. For the agreeableness variable, the average value was 15.82 and the standard deviation was 2.603, so people who experience Stress Control Ability due to Social Media Fatigue can also be classified as having a low agreeableness personality.

### 3.2 Hypothesis Testing

**Table 2 - Results of the Hayes Regression Test for Variable X to the Mediator variable**

Sample Size: 74		Outcome Variable: Agreeableness			
	Coeff	t value	p value	LLCI	ULCI
Constant Model					
Social Media Fatigue	-,2564	-2.9277	,0046	-,4309	-,0818

From the test results in Table 2 it is that the standard for decision making is to consider that the t-count > t-table value is considered significant. Known t-table: 1.666. then  $-2.9277 > 1.666$ . It can be concluded that the influence of Social Media Fatigue as variable X has an influence on stress as a Mediator variable. Another calculation consideration is to look at the P value. It was found that the P-Calculation value was  $0.0046 < 0.05$ , so the results of the relationship between Stress and Social Media Fatigue had a significant effect.

Then the final test is to measure the results of the relationship between the three variables as a whole. The test results are displayed in table 3 following.

**Table 3 - Results of the Hayes Regression Test for Variable X to the Mediator variable**

Sample Size: 74		Outcome Variable: Stress			
	Coeff	t value	p value	LLCI	ULCI
Constant Model					
Agreeableness	-,7656	-2.1104	,0383	-1.4890	-,0422
Social Media Fatigue	,7237	2.5379	,0133	,1551	1.2923

The relationship between the independent variable Social Media Fatigue and the dependent variable stress results in a p-value of  $0.133 > 0.05$  and a t-count of  $2.5379 > 1.666$ . So it is concluded that the relationship between the independent variable and the dependent variable is significant.

Meanwhile, the test results for the mediator variable Agreeableness show that the p-count is  $0.383 > 0.05$ , which is not significant. Judging from the indicator of the strength of the relationship, namely t-count, the results are below the t-table,  $-2.1104 < 1.697$ . making agreeableness weaken the Social Media Fatigue variable when correlated with the stress variable

**Table 4 - Hayes Regression Test Results Output**

Direct Effect of X on Y:				
Mtotal	Effect	Boot SE	Boot LLCI	Boot ULCI
	,7237	,2852	,1551	1.2923

The results of the relationship between the Social Media Fatigue variable and Stress Control Ability through the mediating variable Agreeableness can be seen in the indirect effect section. Boot LLCI 0.1551 and Boot ULCI 1.2923 were found. The number range exceeds the limit of 0 as the minimum standard value for determining whether or not there is an influence of the mediator variable. So it is concluded that the Agreeableness variable is proven to mediate the relationship between Social Media Fatigue and Stress Control Ability.

**Table 5 - Hayes Regression Test Results Output**

Indirect Effect of X on Y:				
Agreeableness	Effect	Boot SE	Boot LLCI	Boot ULCI
	,1963	,1289	,0207	,5682

The results of the relationship between the Social Media Fatigue variable and Stress Control Ability are seen in the direct effect section. Boot LLCI 0.0207 and Boot ULCI 0.5682 were found. The number range exceeds the limit of 0 as the minimum standard value for determining whether or not there is an influence of the mediator variable. So it is concluded that the Social Media Fatigue variable on Stress Control Ability has a significant correlation.

#### 4. Hypothesis testing

- The first hypothesis (H1) in this research: There is a direct relationship between Social Media Fatigue and Stress Control Ability, in the results of the direct effect test Social Media Fatigue variable on Stress Control Ability with effect 0,7237 LLCI value 0.1551 and ULCI 0.5682. So it can be concluded that hypothesis 1 is proven.
- The second hypothesis (H2) in this research: There is a direct relationship between Social Media Fatigue and Stressor Control Ability which is mediated by Agreeableness, The results of the relationship between the Social Media Fatigue variable and Stress Control Ability through the mediating variable Agreeableness can be seen in the indirect effects section. The effect results were found to be 0.1963, LLCI 0.1551 and ULCI 1.2923, So it can be concluded that hypothesis 2 is proven
- Third hypothesis (H3) in this research: There is a direct relationship between Agreeableness and Stressor Control Ability, in the results of the analysis there is a negative relationship between Agreeableness and Stressor Control Ability, with LLCI -1.4830 and ULCI -0.0422, which means agreeableness reduces stress levels. So it can be concluded that hypothesis 3 is proven.

#### 5. Discussion

This mini research is to look at the relationship between social media fatigue and stress control ability which is mediated by agreeableness. From the phenomena that occurred during Covid-19, there were so many media that continuously presented news related to Covid-19 without sorting the news, which created stress for the public. This has caused prolonged fatigue and anxiety. Eating agreeableness as one of the traits in personality theory can reduce stress. A person's ability to control social media fatigue is very much needed in pandemic conditions. Psychologically, a person will become more resilient and increasing immunity in prevention is very much needed. According to Canon, as the first researcher to develop the concept of stress, which is known as the 'fight-or-flight' concept, states that stress is a disruption of homeostasis that causes changes in physiological balance resulting from physical and psychological stimulation or stimulus (Bartlett, 1998). So one of the causes of stress is the stimulus from the individual himself which is called the Stimulus stress model according to Bartlett (1998) emphasizes that the source of stress is called a stressor, which is then explained that stressors only provide stimulation or stimulation and then encourage stress to occur in a person and focus more on sources of stress (stressors) rather than other aspects. According to Thoits (1995), the stressors in question are categorized into three types, namely (1) Life events (life events), (2) Chronic strain (chronic tension) and (3) Daily hassles (everyday problems).

From this description, social media fatigue is a trigger for stress that comes from outside, whether in the form of life events, chronic strains or daily stress. So individuals who respond positively will have an agreeable personality and will have good coping strategy abilities, so that stress control abilities will be optimal.

#### 6. Conclusion

From the results of the analysis of this research, several things can be concluded, namely that people who experience social media fatigue are correlated with experiencing stress. Then the second conclusion is that people who experience social media fatigue who have an agreeable personality tend to be more resistant to stress.

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