

Affecting Factors on Users' Social Network Fatigue and Discontinuance Behavior (Case Study: Instagram Users in Iran)

Marzieh Beiki*,

The purpose of this study was to investigate the affecting factors on users' social network fatigue and discontinuance behavior in Iran. The statistical population of this study was Iranian social network users in Iran. The instrument used in the present study was a questionnaire and the researcher used a field method to distribute standard questionnaires whose validity and reliability were confirmed by supervisor and Cronbach's alpha calculation. In order to study the sample size, Cochran formula of unlimited community was used. Finally, 348 valid questionnaires were ed by non-probability sampling method. Data were analyzed by SPSS-25 and PLS-3 software using Structural Equation Modeling (SEM). The results showed that stressors such as information stress, systemic stress and social stress had a significant relationship with fatigue in social networks. The results also showed that social network fatigue was significantly correlated with short interruptions in social network activity as well as switching to other social networks, but this relationship was not confirmed for social network control activities. The results of the present study were used to provide a solution to address the problems of social networks and to pay attention to the importance of training the use of such networks. Keywords: Social network fatigue, Stressors, Discontinuance behavior.

Keywords : Social network fatigue, Stressors, Discontinuance behavior.

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)