A Study on the Social Factors Causing Fatigue and Attitude Ambivalence

Hee-Kyung Hong[1], Su Young Han[1], Jung-Won Lee[2], Min-Seon Kim[3]
and Kyeong-Seok Han[4]

[1]Dept. of Computer Science, Anyang University, 102 Samsungli, Buleunmyun,
ganghwagun, Incheon, Korea, 417-833
[2]CyberTech Inc. Daewoo Worldmark 102-1605, Hangang-De-Ro 211Gil,
Yongsangu, Seoul, Korea, 140-011
[3]Technology Innovation Team, Hanwha S&C, Hanwha-Building 19F,
Janggyo-Dong JungGu Seoul Korea, 100-797
[4]Dept. of Business, Soongsil University, 369, Sangdoro, Dongjackgu, Seoul, Korea, 156-743
[1]{micecarrot, syhan}@anyang.ac.kr, [2]froka.lno@gmail.com, [3]michelle777@hanwha.com,
[4]* kshan@ssu.ac.kr

Abstract. Popularized social network service and the routinized using SNS have recently increased positive change communication, participation with others and share of knowledge. Otherwise, it has promoted negative social. These negative social changes are seen in a new way that is due to overuse of SNS, causing fatigue. The purpose of this study is to investigate that how SNS use motivation and use pattern have effect on SNS fatigue and attitude ambivalence. So in this study, it develops user's social fatigue is affected SNS continuance intention and model of attitude ambivalence. It will be an empirical study in next study.

Keywords: social network service, social fatigue, attitude ambivalence, SNS continuance intention

1   Introduction

Routinely SNS is already causing lots of change in our lives. It is promoting positive changes such as communication, participation with others and share of knowledge, but it is casing many kinds of negative social problems like a social fatigue.

Recently, it is announced it is picking up for users to move from open type SNS to limited type of SNS. Individual opinion in open type SNS is causing fatigue of privacy exposure and overflow of information because it can be opened to unspecified individuals.

The purpose of this study is to investigate that how SNS use motivation and use pattern have effect on SNS fatigue and attitude ambivalence. So, in related study of this study, it is investigated SNS use motivation, use pattern, SNS fatigue, source of main cause, attitude and ambivalence.

2   Motivation and use pattern of SNS users

If motivation of SNS users is classified three types, there are to make more personal connections, maintenance of relation and mutual communication. As shown in Table 1. Exchange with friend, participation and maintenance of communicate relation are key words related to maintain relationship. Expansion connection, formation of relationship, contact and human relation management are key words related to make new human relation on the internet. Social, conversation, exchange with friend, social interaction, and motivation of communicate relation are key words related to mutual communication.

Table 1. . Researches about motivation of SNS users

Researcher	Main usage motive of SNS
Schaefer & Coral (2008)[1]	Maintenance of relation, expansion connection, formation of relationship, information retrieval, entertainment, social
Jinah Seol(2014)[2]	Human information retrieval, conversation, maintenance of relation and contact, share of contents, express of identity
Yujung Kim(2011)[3]	Express of identity, social interaction, availability, exchange with friend, friend information retrieval, good use of leisure, human relation management, escapism, participation, get away from loneliness
Hyung-suk Kim(2012)[4]	Motivation of information and knowledge acquisition, maintenance of communicate relation, opinion information presentation

About the use pattern of SNS users, smart phone use time is more and the age of user is younger, fatigue is more[5]. This is shown that characteristic of human relation management or maintenance of relation cause more fatigue to users. Also, it is shown that the age is older, the concern about overindulgence is bigger. This can cause ambivalence feeling to SNS users[5].

3   Ambivalence

The diverse networks by SNS cause collision of feeling, ambivalence feeling, that are in confrontation with positive feeling and negative feeling by pressure to have more human management or to share of knowledge.

On classical conflict theory, ambivalence defined the reaction to the opposition to relationship each other and it respond when is faced to various alternatives to have the same use and attract. That is, ambivalence feeling is to conflict to control of a necessity to express one's feeling.

Bleuler subdivided ambivalence into voluntary, intellectual and emotional concepts. Table 2 is to define subdivide classification to ambivalence feeling by Bleuler for social network environment[2][6].

Table 2. . Conflict situation according to classification to ambivalence feeling by Bleuler

Division	Conflict situation in SNS environment
Voluntary	Worry about SNS service use itself.
Intellectual	Want to express oneself on some writing or picture and don't want to do it at the same time.
Emotional	A feeling of confrontation when express oneself for interaction and maintenance of relation with others.

SNS users experience emotional fatigue and ambivalence feeling in psychological state that cannot clearly set one or the other in process of keeping continuous conversation and human network in real time when use many types of media. Thus, social fatigue related to SNS use is not estranged to ambivalence that means emotional conflict as opposite to each other
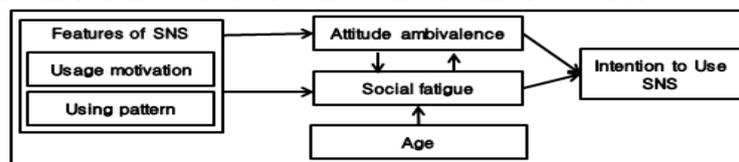
4 Social factors causing fatigue and research model

According to Samsung Research presented in 2008, 'digital fatigue' is defined the difficulty that they feel installation and operating of digital devices because of increasingly complex and to follow explosive online information[7]. This study in this context define 'digital fatigue' that is side effect like data spill, invasion of privacy, social pressure, undesirable social relationship and using of social media stress. Also, in the present study summarized the factors that lead to social fatigue, as shown in Table 3[8].

Table 3. . Causal factor of social fatigue

Causal Factor	Definition
Personal information leakage and invasion of privacy	Fatigue for personal information leak and worry about invasion of privacy by social media use
Social pressure	Fatigue by unwanted behavior or expression of opinion from the atmosphere around or social pressure
Undesire social relation	Fatigue by connection with unwanted person
Stress social media use	Fatigue for boosting social media and time and effort to maintain social media

The research model tested in research proposes to developed with a model of social fatigue and ambivalence attitude also affects the sustainable use of SNS.

Fig. 1. Research Model

5 The meaning of research

This research makes the concept that side effect by using of SNS is social fatigue and root cause of social fatigue is sustainable using of SNS. Thus, in this research, the causing factors of social fatigue are personal information leak and worry about invasion of privacy, social pressure, unwanted social relationship, and stress of social media use. As a result, this develops research model to prove that ambivalence attitude of SNS users and social fatigue have an influence on sustainable use intention of SNS. I will verify hypothesis via analysis in the future.

By analysis on new variable like an ambivalence but social fatigue on sustainable use intention of SNS and reason out the influence causing factor, this research look forward to pursue the distinction of existing researches. Also, in the following research, it is looked forward to give provider of SNS service meaning of strategy to be able to minimize social fatigue and ambivalence situation by verifying hypothesis via analysis.

References

1. Schaefer & Cora (2008)., Young-ae Kim & Ho-kyun Shin. (V.T.): A Study on the Exploring Positioning of Social Network Service Type about Usage Motivation of SNS. The Korean Academic Association of Business Administration, pp.289--302 (2013)
2. Jinah Seol,: An Exploratory Study on Social Media User's Ambivalent Attitudes. Journal of Internet Computing and Services(JICS), pp.87--94 (2014)
3. Yujung Kim.: Fulfillment study and use of the social networking service : Focused on Facebook. Media, Gender&Culture. Vol.20, pp.71--75 (2011)
4. Hyung-Suk Kim.: A Study on Use Motivation of SNS and Communication Behavior. Journal of the Korea Academia-Industrial cooperation Society.Vol. 13 No. 2, pp. 548--553 (2012)
5. Lim Jae Myung, Yoo Ji Yul, Jang Se Jung, Lee Jeong hwan, Yoo Jae Min.: 2013 Survey on the internet usage executive.   Korea Communications Commission and the Korea Internet & Security Agency(KISA). Seoul, Korea (2013)
6. Bleuler, E.: Dementia praecox or the group of schizophrenias. New York: International Universities Press. Original work published. (1911)
7. Kim Myung-su, Lee dong-ju.: The Role of Digital Fatigue and Flow in SNS Usage. The e-business studies Vol. 13 No. 1, pp. 67--87 (2012)
8. Kee-young Kwahk, Hyo-jun Kim.: The Effects of Social Network Stress on Social Media Switching Intention. Korean Association of Industrial Business Administration(KAIBA). Vol.2011 No.6, pp.83--114 (2011)