

Does social identification with influencers impact social media fatigue among university students? The role of algorithm awareness and information overload (pp. 587-604)

Xin Wang¹ and Yanyan Ding²

¹North China Institute of Science and Technology; ²Communication University of China (China)

Social media has radically transformed our social interactions, becoming one of the most used communication channels. In this context, social identification with influencers has encouraged greater involvement and dependence on social media. However, there is still a lack of understanding regarding how this contributes to social media fatigue and how it relates to algorithm awareness and information overload. This study aimed to explore these relationships among 336 university students (76,8% women) aged 18 to 23, using a serial mediation approach through structural equation modeling. The results highlight the importance of understanding how social identification with influencers affects social media fatigue, as well as the relevance of algorithm awareness and information overload in this process. These findings enrich our understanding of the underlying mechanisms of social media fatigue and emphasize the need to consider cognitive and perceptual aspects in future research and in the design of practical interventions.

<https://doi.org/10.51668/bp.8324309n>