



Social Media Influence on Youth Political Participation in Urban Communities

Ritika Goyal¹, Apurva Upreti², Riya Bhatia³

¹Research Scholar, Department: Management, Specialization: Management, NIMS Business School, NIMS University, Jaipur, 303121, Rajasthan. Email ID: ritikagoyal678@gmail.com

²Assistant Professor, Department: Management, Specialization: Human Resources, Rathinam College of Liberal Arts and Science, Bangalore, Karnataka- 560083, Bangalore. Email ID: apurvaupreti1986@gmail.com

³Student, Department of Masters in Business Administration, Specialization in Business Analytics, UPES University. Email ID: riyabhatia@mpsquare.in

Abstract

As the number of remote and hybrid workers grows, workers are relying more on digital communication and information technology tools, which have brought new challenges with communication overload, information management and social wellbeing. This study examined the influence of digital communication overload on social well-being and explored the roles of information overload, communication fatigue, and behavioural adaptation among remote employees. A quantitative cross-sectional design was employed, and data were collected from 326 employees working across information technology, finance, education, healthcare, and professional service sectors. The study utilized a structured online questionnaire and analyzed the data using descriptive statistics and Structural Equation Modeling (SEM). The findings revealed that digital communication overload, information overload, and communication fatigue were prevalent among remote employees. Digital communication overload emerged as the strongest negative predictor of social well-being ($\beta = -0.601$, $p < 0.001$), indicating that excessive communication demands were associated with lower levels of social satisfaction and connectedness. Information overload negatively influenced behavioural adaptation ($\beta = -0.487$, $p < 0.001$), while communication fatigue also reduced social well-being ($\beta = -0.421$, $p < 0.001$). Conversely, behavioural adaptation positively affected social well-being ($\beta = 0.362$, $p < 0.001$). The structural model explained 46.8% of the variance in social well-being. The study highlights the social consequences of communication-intensive work environments and underscores the importance of effective communication management and adaptive behavioural strategies. The findings contribute to understanding how digital communication practices shape social experiences in contemporary workplaces and provide practical insights for promoting employee well-being in remote work settings.

Keywords: Digital Communication Overload; Social Well-Being; Information Overload; Behavioural Adaptation; Remote Work

1. Introduction

The use of digital communications is now an essential part of the workplace and of social life. Due to the high prevalence of remote and hybrid work options, the way employees communicate, collaborate, and maintain professional relationships in work environments has changed. (Iogansen et al., 2024) The use of digital platforms has become essential for work activities, and employees are using emails, instant messaging apps, virtual meetings and collaborative systems to carry out their daily tasks and work with colleagues who are not in the same geographical location (Lal et al., 2023). This transition has led to work settings that place a high value on communication and are connected around the clock, with constant information sharing.

With the increasing reliance on digital communication has come new challenges in the areas of information management and communication practices. Today, organisations work in a world of high volumes of messages, notifications and work-related information flooding employees' workday (Hübscher et al., 2021). While digital communication technologies enable collaboration and increase organisational efficiency, information overload and the inability to effectively manage communication can be caused by too much communication. (Arnold et al., 2023). At the same time, in communication-intensive environments, people may experience fatigue and exhaustion because of having to constantly interact with several digital communication channels (Bakiner, 2026).

New research indicates that digital workplace technology is becoming more of a driver for employee experience (Cavicchioli et al., 2025). Despite all the changes in technology and work procedure, communication is still crucial for effective interpersonal relationships, collaboration and positive social interactions in the workplace (Bond & Serafin, 2021). Digital communication practices, therefore, are an important topic of study in current social science research as a social phenomenon. As a social phenomenon, the social aspects of digital communication practices have become an important subject of study in current social science research.

It has long been acknowledged that information overload is a major problem for people working in technologically rich environments. Existing studies suggest that over-exposure to information can have an impact on wellbeing, decision-making and everyday functioning by putting a greater cognitive and emotional strain on people (Fan & Smith, 2021). Likewise, research in RWS has demonstrated the significant influence of information quality and communication experiences on employee well-being and social outcomes (Chuang et al., 2024).

Employee well-being has been a key area of focus in the digital workplace, as a shift in the way of working brought about by the reliance on technology and constant connectivity has changed the traditional approach to work (Juchnowicz & Kinowska, 2021). Social well-being in particular, is a measure of the quality of interactions with others, social relationships and how people feel about their social encounters. Good social relationships have been linked to better functioning, better relationships with others and quality of life (Friedman et al., 2024). Gratitude, cooperation and supportive interactions have also been found to lead to better social relationships and the well-being of individuals and communities (Basit et al., 2024).

Another key area of social functioning in a changing work environment is behavioural adaptation. People often adapt their communication practices and interaction patterns as situations in society and organisations change. Past research on socio-cultural adaptation has addressed the relevance of communication practices and behavioural reactions with regard to the process of adapting to new environments (Ayoko et al., 2022). At the organisational level, employee communication and attitude towards their work have a significant impact on the experiences of employees and their social results (Luthans et al., 2020). Moreover, with the development of more reliable measures, communication-related behaviours and outcomes in organisational research can now be examined more precisely (Heggestad et al., 2019).

While there has been a surge in the literature relating to digital communication and employee well-being, there are still several important gaps. Much of the existing research focuses on experiences of information overload, workplace wellness and remote working in isolation. There has been very little work to date on the effects of digital communication overload on social well-being in remote working settings. Furthermore, there is relatively little empirical research that has explored the social consequences of information overload and communication fatigue. Previous studies have also yielded some evidence on the impact of behavioural adaptation on the social aspects of well-being of workers working in communication-rich digital environments. The identified gaps present opportunities to examine communication challenges and its impact on social experience in the current remote working environment in an integrated manner.

This research will explore how digital communication overload influences social well-being of employees in remote work settings. Specifically, the study explored the effect of information overload on behavioural adaptation, investigated the effect of communication fatigue on social wellbeing and examined the relationship between behavioural adaptation and social wellbeing. The aim of the study in this investigation is to contribute with empirical evidence on the communication-related problems and social consequences in current digital workplaces.

2. Materials and Methods

2.1 Research Design

The study used a quantitative cross sectional research design to analyze the effect of digital communication overload on social well-being of employees in remote and hybrid work setting. The design allowed for collecting data on a wide range of respondents in one time and place and allowed for the examination of relationships among the communication-related stressors, behavioral adaptation, and social well-being. The study was based on the assumptions that the dependency on digital communication technologies can influence the social experiences and behavioural reactions in the present working environment.

2.2 Population and Sample

The representative sample consisted of employees working from home and on flexible schedules in a variety of industries, such as information technology, finance, education, healthcare, and professional services. Participants were chosen because they needed to use digital communication tools that enable online collaboration, such as emails, IM apps, video conferencing and collaborative online tools, regularly in their work. Online questionnaires were sent to 350 people. Data screening helped to remove incomplete and invalid responses, leaving 326 questionnaires for final analysis, which matched the respondents' profile reported in the results section.

2.3 Data Collection Procedure

A structured online survey was used to gather data via professional networking sites, communication within organisations, and electronic mail. The survey was carried out for a period of 8 weeks from January to February 2025. The respondents were volunteers, and the questionnaire was filled out on the basis of their experiences of digital communication practices in the context of working remotely. The online data collection approach was seen as suitable as it allowed the collection of data from geographically dispersed employees, and it mirrored the technology-mediated context of the study.

2.4 Measurement of Variables

There were two parts to the questionnaire. The first section collected demographic data such as gender, age, work experience, and level of exposure to daily communication. The following variables were used to characterise the profile of the respondents, as shown in Table 1. The second section assessed the basic constructs studied. Digital communication overload measured employees' perceptions of excessive demands on communication due to email, instant messaging, and virtual meetings. Information overload was measured using the level of difficulty respondents faced in processing a lot of work-related information. Communication fatigue captured feelings of exhaustion related to ongoing digital interaction. Behavioural adaptation indicated that the employees were able to adapt their communication styles and coping strategies to the changing nature of digital working. Social well-being measures the subjective ratings of satisfaction, connectedness, and interpersonal functioning, whereas social interaction quality measures the quality of interpersonal functioning in the workplace. They were all rated on a 5-point Likert scale (1: Strongly Disagree; 5: Strongly Agree).

2.5 Reliability and Validity Assessment

The reliability and validity of the measurement will be assessed. The validity and reliability of the measurement model were checked before hypothesis testing. Cronbach's alpha coefficients were used for the internal consistency. Standardised factor loadings, Composite Reliability (CR), and Average Variance Extracted (AVE) were used for assessing convergent validity. The reliability data gathered were found to be above the recommended 0.70, thus indicating that the measurement instruments were adequate. The validity assessment also confirmed the suitability of the constructs of the study for further structural analysis.

2.6 Data Analysis

The collected data were analyzed using descriptive and multivariate statistical techniques. Descriptive statistics were employed to summarise respondent characteristics and the distribution of study variables. Reliability and validity analyses were conducted to assess the adequacy of the measurement model. Confirmatory Factor Analysis (CFA) was used to evaluate construct validity, while Structural Equation Modelling (SEM) was applied to examine the proposed relationships among digital communication overload, information overload, communication fatigue, behavioural adaptation, and social well-being. Model adequacy was assessed using established goodness-of-fit indicators, including χ^2/df , Comparative Fit Index (CFI), Tucker–Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and Standardised Root Mean Square Residual (SRMR).

3. Results

3.1 Respondent Profile and Digital Communication Exposure

A1. Respondent Profile and Digital Communication Exposure: 3.1 Respondents Profile and Digital Communication Exposure (A1): In the end, 326 responses were collected and analyzed. The respondents worked in remote and hybrid environments in areas like information technology, finance, education, and healthcare, among others. The demographic assessment aimed to gain insight into the background characteristics and the use of digital communication technologies of those who participated in the survey.

Table 1 shows the respondents' demographic profile. The majority of employees were in the 26-35 age years (43.3%), and those who had 3–7 years of experience accounted for almost half of the sample (48.5%). In terms of digital communication exposure, 59.2% of the respondents said they use digital communication platforms for more than seven hours a day, which indicates the importance of technology-mediated communication in today's remote working environment.

Table 1. Demographic Characteristics of Respondents (N = 326)

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	178	54.6
	Female	148	45.4
Age Group	21–25 Years	68	20.9
	26–35 Years	141	43.3
	36–45 Years	81	24.8
	Above 45 Years	36	11.0
Work Experience	Below 3 Years	72	22.1
	3–7 Years	158	48.5
	Above 7 Years	96	29.4
Daily Communication Exposure	1–3 Hours	31	9.5
	4–6 Hours	102	31.3
	Above 7 Hours	193	59.2

As seen in Figure 1, the distribution of respondents by daily communication exposure was relatively similar across all categories. As can be seen in Figure 1, the larger group of employees reported spending over seven hours per day using digital communication platforms, with the second largest group reporting using the platforms for four to six hours per day. The findings show that remote workers are very reliant on digital communication technologies.

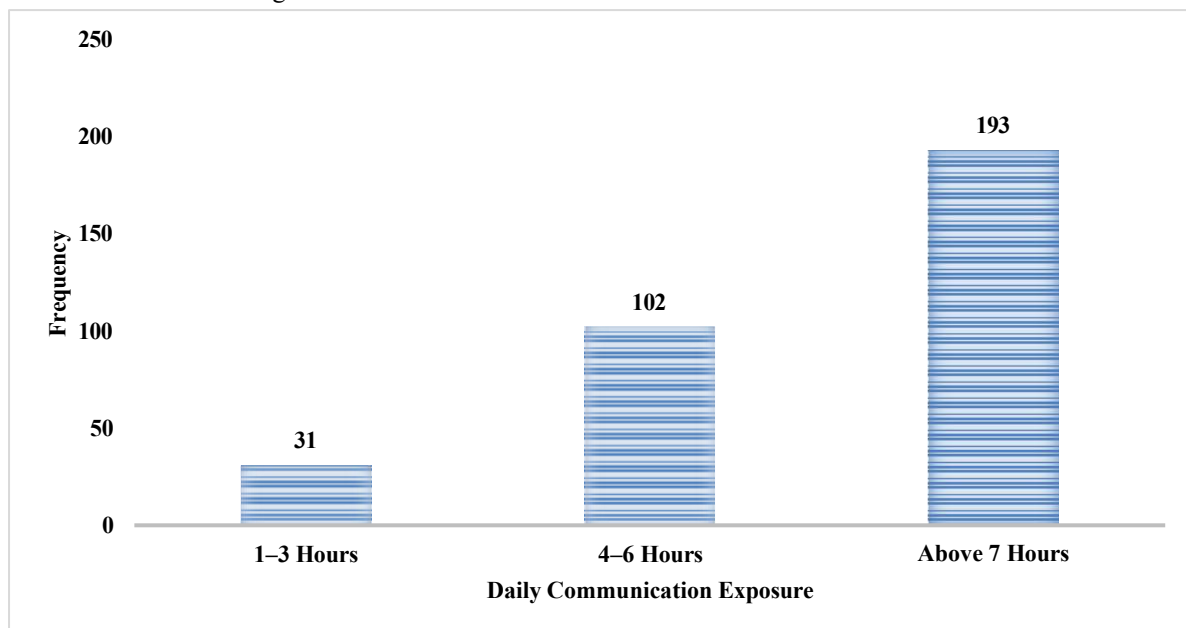


Figure 1. Distribution of Daily Communication Exposure Among Respondents

3.2 Descriptive Statistics and Reliability Analysis

The reliability and descriptive characteristics of study variables were assessed by mean scores, standard deviations and Cronbach's alpha coefficient. The reliability values were higher than the recommended value of 0.70, indicating good item-to-item consistency for all constructs. The descriptive statistics and reliability

results are presented in Table 2. Digital communication overload ($M = 3.96$) was the highest mean score, followed by information overload ($M = 3.88$) and communication fatigue ($M = 3.74$). The results indicate that the respondents often had high demands for communication at remote work and that they felt exposed to a lot of information when they worked remotely. The lowest mean score was reported for social well-being ($M = 2.95$), suggesting lower levels of social satisfaction and social interpersonal well-being.

Table 2. Descriptive Statistics and Reliability Analysis

Variables	Mean	Standard Deviation	Cronbach's Alpha
Digital Communication Overload	3.96	0.79	0.914
Information Overload	3.88	0.76	0.889
Communication Fatigue	3.74	0.72	0.871
Behavioral Adaptation	3.21	0.68	0.902
Social Well-Being	2.95	0.71	0.918
Social Interaction Quality	3.08	0.66	0.883

Source: Survey Data (2025).

The comparative mean scores of the study variables are shown in Figure 2. As shown in Figure 2, the mean values of communication-related stressors are higher than those of social well-being and social interaction quality. The pattern implies that social outcomes may be poorer with high communication demands for remote workers.

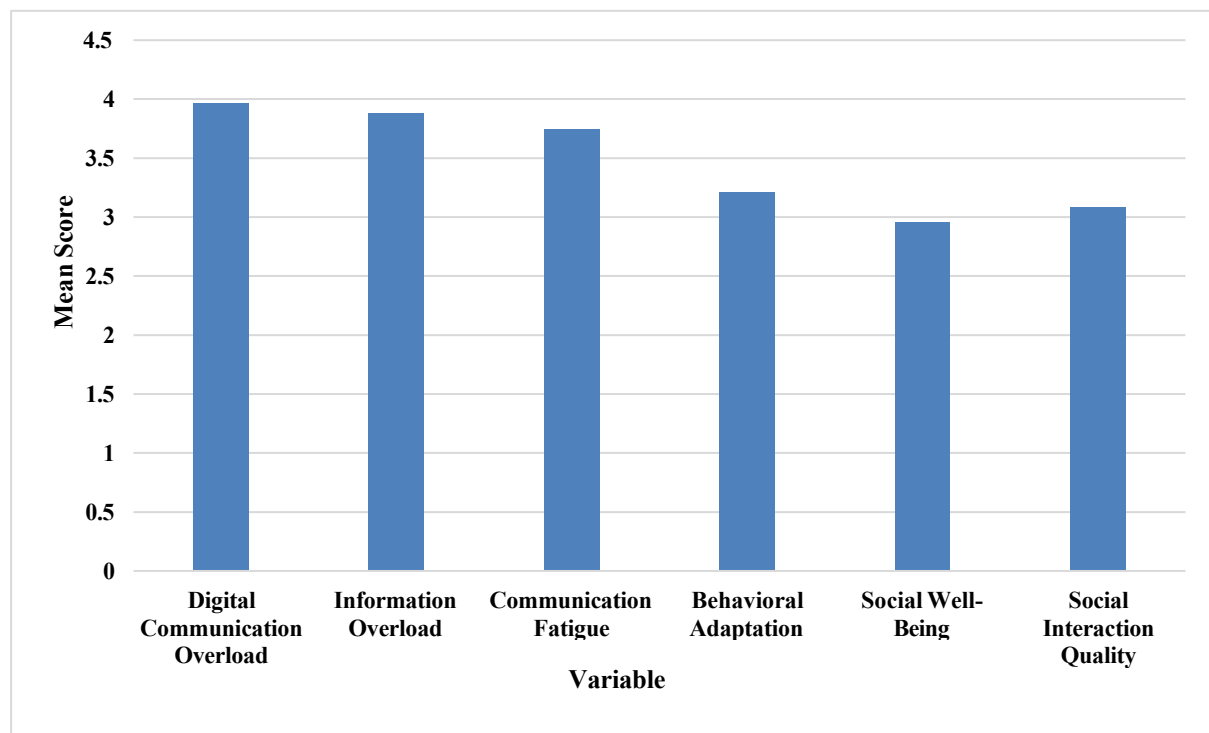


Figure 2. Comparative Mean Scores of Study Variables

3.3 Structural Model and Hypothesis Testing

The structural model and hypothesis testing. A structural equation modelling (SEM) approach was used to explore the relationships between digital communication overload, information overload, communication fatigue, behavioural adaptation and social well-being. The hypotheses were evaluated, and the strength of the relationships between the study constructs was determined using the structural model. The results of the structural model and the results of the hypothesis testing are shown in Table 3. The results showed that digital communication overload was significantly negatively associated with social well-being ($\beta = -0.601$, $p < 0.001$). The negative influence on behavioural adaptation also occurred with information overload ($\beta = -0.487$, $p < 0.001$), and communication fatigue had a significant negative effect on social well-being ($\beta = -0.421$, $p < 0.001$). In contrast, social well-being was positively correlated with behavioural adaptation ($\beta = 0.362$, $p < 0.001$).

Table 3. Structural Model Results and Hypothesis Testing

Hypothesis	Path Relationship	Beta (β)	t-value	p-value	Decision
H1	Digital Communication Overload $\rightarrow$ Social Well-Being	-0.601	12.843	<0.001	Supported
H2	Information Overload $\rightarrow$ Behavioral Adaptation	-0.487	9.126	<0.001	Supported
H3	Communication Fatigue $\rightarrow$ Social Well-Being	-0.421	8.374	<0.001	Supported
H4	Behavioral Adaptation $\rightarrow$ Social Well-Being	0.362	6.918	<0.001	Supported

Source: SEM Analysis Results.

Table 3 reveals that digital communication overload was identified as the greatest predictor of engaging in less social well-being for remote workers. The negative beta values suggest that higher values of communication pressure, over-communication and communication fatigue were related to decreased social satisfaction and social connectedness. The results of the comparison between digital communication overload and social well-being, between the various groups of respondents, are shown in Figure 3. The figure shows a consistent inverse correlation between the groups reporting high communication overloads and the social well-being measures, with lower scores for social well-being when people reported high communication overloads. A communication overload score of 3.20 and a social well-being score of 3.55 were reported by Group 1, while Group 5 reported a communication overload score of 4.28 and a social well-being score of 2.74. This trend could have a negative impact on employees' social lives and happiness when they're working remotely.

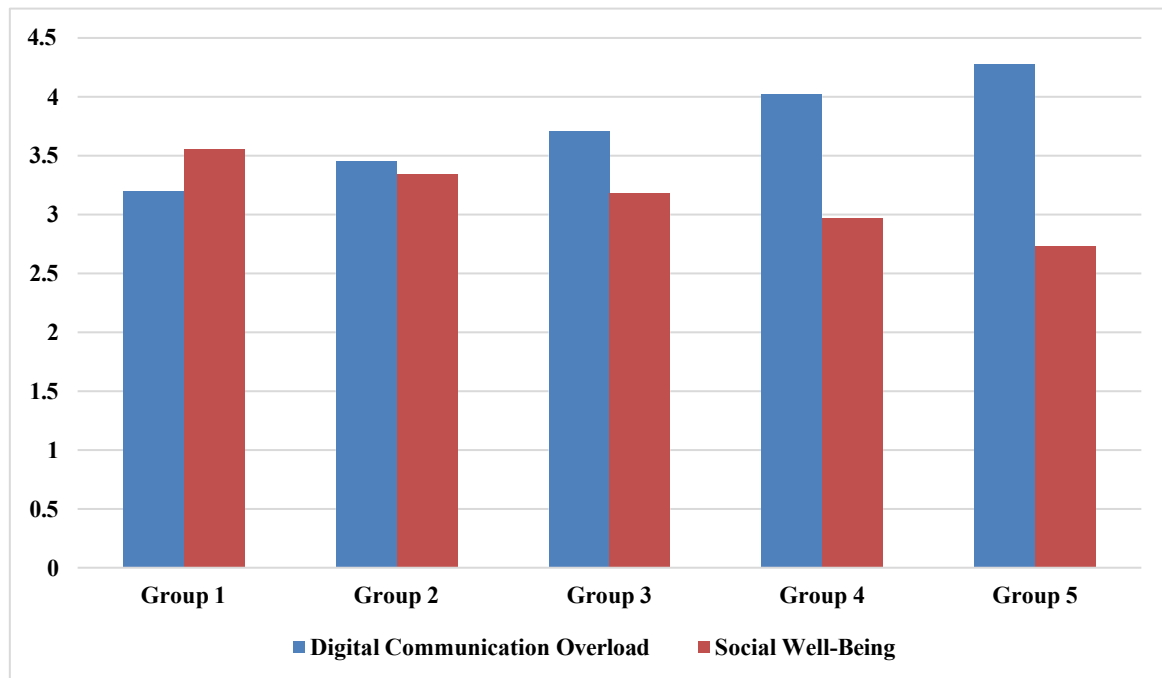


Figure 3. Comparison of Digital Communication Overload and Social Well-Being Across Respondent Groups

Figure 3. A comparison of DCO and SWB across groups of respondents. The model had a moderate level of variance ($R^2 = 0.468$) in explaining social wellbeing. In general, the results indicate that overcommunication expectations, information overload and communication fatigue have a significant impact on the behavioral adaptations and social wellbeing of remote workers.

4. Discussion

Results from this study prove that the digital communication overload has a significant impact on the social wellbeing of remote and hybrid working employees. The findings show that employees have a high level of communication overload and information overload, with corresponding high mean scores, as well as high levels of communication fatigue. Social well-being, however, had the lowest mean score of any of the study variables, indicating that the demands of a very high level of communication may impact on employees' social experience and interpersonal functioning. The results suggest that ongoing interactions via digital screens can generate communication overload beyond the task itself that can result in other communication impacts on social health. The structural model also confirmed that the negative effect of digital communication overload on social well-being was the highest. Those who had more communication overload had lower levels of social

satisfaction, social connectedness, and relationship quality. From the results, it appears that overly complex communications needs can diminish the possibility of effective interaction and lead to social tension in remote work environments. Information overload also had a negative impact on behavioural adaptation, which suggests that too much work-related information can have a detrimental effect on employees' ability to adapt their behaviour to the shifting communication requirements. On the other hand, behavioural adaptation showed a positive association with social well-being, in which adaptive communication behaviours play a positive role in achieving social well-being. These relationships are supported by the results given in Figure 3. Over-communication groups consistently reported below-average social well-being scores. This pattern implies that communication requirements not only shape work-related experiences, but also how employees feel connected in and interact with others in digitally mediated work environments. The results agree with earlier studies that have highlighted the problems of information-rich communication environments. Excessive information exposure makes it hard to process information and to make decisions that can impact on an individual's functioning and wellbeing (Arnold et al. 2023). These findings are extended in the present findings to show that communication overload also impacts social outcomes of remote workers. The negative impact of information overload found in this study is consistent with the results of Fan and Smith (2021), which showed that excessive exposure to information is associated with a decrease in well-being. Likewise, when working remotely, communication experiences and information quality have an important impact on the well-being outcomes (Chuang et al., 2024). Results of the present study corroborate these findings, indicating the effect of communication-related stressors on behavioural adaptation and social functioning. The results of the communication fatigue study align with previous research on digital communication and employee experience. Potter et al. (2022) referred to digital communication as a double-edged sword that provides connectivity as well as health and well-being challenges. Likewise, Bakiner (2026) stated that communication overload and communication fatigue are caused by the excessive demands of communication. The present study confirms these findings and puts forth communication fatigue and social well-being as having a negative correlation. The findings also align with recent research that has associated conditions at work with employees' well-being in the digital workplace. Marsh et al. (2024) stressed that technology-intensive workplaces can impact employee experiences and improve well-being. Similarly, Cavicchioli et al. (2025) noted the role of demands of the digital workplace in stressing employees and affecting their attitudes to work. The present results suggest that communication overload is one of the ways the demands of the digital workplace impact employees' social experience. The positive link between behavioural adaptation and social well-being is consistent with the adaptation-based view of social well-being in organisational research. Sarta et al. (2021) noted that adaptation is crucial for changing environmental conditions and allows them to respond in an effective way. Likewise, Ayoko et al. (2022) showed that both adaptive communication behaviour and adjustment have a positive relationship with each other, with adaptive communication behaviour enhancing social outcomes. The present study indicates that work employees that can adjust their communication practice are more likely to have positive social well-being despite the increased demands of communication. The results are also corroborated by research highlighting the significance of social connectedness and work wellbeing. Friedman et al. (2024) determined that positive social relationships are an important construct for individual functioning and quality of life. The importance of supportive interactions for fostering social connectedness and well-being was also noted by Basit et al. (2024). This study builds on this literature by demonstrating that these positive social experiences could be undone by communication overload when demands for communication increase. Relationships observed are supported by research on digital work and employee well-being. Juchnowicz and Kinowska (2021) found that the nature of digital working environments has an impact on employees' well-being due to the transformation of working practices and communication. Wang et al. (2023) also determined that technostress is an associated factor in work exhaustion, which is a factor that leads to a decrease in well-being. Similarly, Soomro et al. (2025) showed that information overload can lead to employee burnout and reduced psychological health, and Supriyadi et al. (2025) pointed out the detrimental effects of digital fatigue on employee performance. The current results fit into this ongoing body of evidence by showing that communication-related pressures also affect the social well-being and quality of social interaction. Digital communication environments have become a fundamental component of modern workplaces, shaping how employees interact, collaborate, and exchange information in organisational settings (Sivunen & Laitinen, 2019). The study makes a novel contribution to social science and communication studies by offering empirical evidence of the link between digital communication overload and social well-being in the remote workplace. The findings emphasise the need to consider the challenges of communication as social phenomena, which have implications for interpersonal relations and social connectedness, as well as organisational problems. In practical terms, the results indicate that organisations need to focus more on communication at remote and hybrid working environments. Too many communication requests may negatively impact employees' social well-being and lead to communication fatigue. It is therefore important that organisations develop guidelines for communication, cut down on unnecessary communication, and foster communication that is conducive to meaningful interaction, but not to constant connectivity. The continued advancement of digital communication technologies has expanded opportunities for interaction and information exchange across organizational and social environments (Uzuegbunam, 2020). The results also highlight the need to adapt behaviour. Workers who are able to adapt their communication approaches to maintain positive social outcomes seem to be better prepared to communicate effectively in the face of

communication pressures. As a result, training and support programs for employees to acquire adaptive communication skills and information management practices may be considered by organisations. A few restrictions should be noted. The first limitation of the study was the cross-sectional design, and thus, the ability to make causal relationships between the variables. Secondly, the results were self-reported, so they might be subject to individual perceptions and response patterns. Third, the study included only employees in remote/hybrid work settings, which could be different to other types of workplaces and settings. Longitudinal designs could be used in future studies to explore the changes in communication overload and social well-being as a function of time. Other social measures, such as trust, belonging at work and social isolation, could be explored further. Other researchers can examine how organisational support, digital literacy, communication culture and leadership practices moderate the relationship between communication technology and the ecological scale. Comparative studies with industries and cultures could increase knowledge of the roles of digital communication environments in social well-being in modern working environments. This discussion is consistent with the reported results (Table 1–3 and Figures 1–3), and incorporates additional literature to maintain consistency with the study's results..

5. Conclusion

This study aimed to explore the correlation between digital over-communication and social well-being of the remote and hybrid workers. The results showed that factors such as digital communication overload, information overload and communication fatigue have a significant impact on the social experience of employees and how they respond. Digital communication overload was the strongest predictor for decreased social well-being as an excess of communication demands could decrease social connectedness, satisfaction and quality of communication in the workplace. The findings also showed that information overload had detrimental impacts on behavioural adaptation, and communication fatigue had adverse impacts on social well-being. In contrast, social well-being was positively correlated with behavioural adaptation, indicating that workers who can adapt to communication demands better have positive social outcomes. The study helps build the body of findings and understanding of digital workplace environments to include social implications of communication-rich work practices. While organisations continue to use digital communication technologies, focus needs to be placed on managing communication demands and facilitating adaptive communication behaviours. Balanced communication practices can contribute to employee well-being, better quality of social relationships and healthier workplace communications in a more digital work environment.

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