

Balance between Work and Social Media Use: Work Interference, Occupational Burnout and Tactical Games in Social Media Swings

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Abstract: *With the development of mobile technology, social media has experienced rapid growth. Through a one-month in-depth interview with 12 youth workers, it was found that social media and work activities interact with each other. Due to the use of social media such as multiple social media swings and social media multitasking, young professional groups generally feel that their work has been disrupted and there is a strong sense of burnout. Workers also report that they generally use "tactical games" tactics to balance social media use and work activities in the gap between work. Such "tactical games" can be seen as a ritual of passive resistance to labor exploitation, which can alleviate worker burnout in the short term, but in the long run, youth workers will still feel tired and distracted by social media habits. Therefore, the author suggests that the relationship between work and social media use needs more research, and that participants should organize their social media and work activities so that their relationship is positive, not negative, which can be called a balance between social media and work.*

Keywords: Social media, Occupational burnout, Social media swings, Tactical games.

1. Introduction

1.1 Background of the Topic

With the development of media technology, mobile social apps have experienced a period of rapid growth and are deeply embedded in people's daily lives. People live in social media, or rather, social media is life in itself. As McLuhan put it: "The medium is the message", and this "message" is the medium itself, not the content it disseminates, and the message of the medium itself is the key to determining the adjustment and change of human structure. Many of the messages carried by social media itself, such as the "like economy" brought about by the "new logic of status granting", and the new "social comparison behavior" further generated by this economy; For example, "interconnection" opens up "interpersonal connection" and "spatio-temporal connection", thus blurring the boundary between the public and private spheres, and the working time and rest time are highly overlapping. These influences and reconstructions not only exist in existing social phenomena, but also make predictions about the future of social work and life.

In the "2018-2019 China Social Media Impact Report" released by WPP Media Group's market research agency, data is used to profile the lives of Chinese social media users. The report shows that in the age distribution of Chinese social media users, people under the age of 34 are the main group in the social media market, and eighty percent of social media users are full-time employees. This means that the majority of users who use social media will use social media on specific occasions (meetings, parties, etc.) and at fixed times (work, breaks, etc.). This use has also brought a certain negative impact to users, and some users have begun to take measures to reduce some of the negative impacts. For example, 53% of users do not engage with social media in certain occasions (e.g., meetings, family members, and gatherings). 52% of users will not touch social media at a fixed time (e.g., at work, during breaks).

Through the above data, it can be found that the impact of social media on people's work and life is changing. "Social media burnout" has also become a hot topic in academic research. Social media fatigue refers to the degree of subjective, self-rated fatigue that users experience during the use of social media (Lee et al., 2016). According to the existing research, it can be concluded that social media burnout is ultimately the result of people's social media use behavior having an impact on people's work and life. Among them, the impact of social media use on working hours that require a high degree of concentration, time and energy, and efficiency is the focus of this study. What is the relationship between social media use and hectic work? How does this relationship further affect the user's work, and what kind of social media does this influence domesticate? Solving these three problems has important theoretical significance and practical value for understanding the user behavior of social media and the deep impact of social media on people's work and life.

Therefore, this paper takes the workplace of young users as the research field, and takes the social media use behavior of users in the workplace as the research object, and analyzes the relationship between work and social media use, and the impact of such a relationship.

1.2 Theoretical Significance and Application Value

The study and analysis of the different social media use processes of occupational groups in the workplace are theoretically manifested in the following four aspects: firstly, this study starts with the use of social media, and takes the workplace of young people as the research field to supplement the current impact of social media on people's daily life; Secondly, starting from the level of social communication, based on the daily life of professional groups, the embedding of social media in their daily work is examined, which has a certain research uniqueness at the level of media and daily life. Finally, through qualitative research and in-depth interviews,

this study vividly analyzes how different occupational groups use social media as a "new scale" to divide the work field and leisure field.

In terms of application value, this study analyzes the social media usage behavior of different occupational groups in the workplace. Among them, the daily life positioning of social media in highly structured occupational groups such as civil servants and teachers can provide theoretical and case support for the study of young occupational groups, which can be divided into three aspects: first, close to the current reality, the social pressure faced by young professional groups needs to attract widespread attention, and people's positioning of social media such as "leisure and entertainment" and "passing time" is obviously in conflict with the workplace, understand and resolve this conflict as much as possible, It is conducive to alleviating the contradiction in the distribution of time and space of work; Secondly, as the current mainstream social channel, the impact of social media on people's thinking, social mode and life concept needs to be further studied. This study starts from the use of social media in the workplace, and provides a new perspective for thinking about the impact of mobile social media on people's daily life. Finally, the analysis of single-dimensional social media such as WeChat and QQ and its impact on occupational groups is not comprehensive enough, so this study will explore the impact of social media on occupational groups in more dimensions such as short videos and games, in order to understand the current problems faced by young people such as job burnout from the perspective of social media use.

2. Review of the Existing Research

In the 80s of the last century, the concept of Workplace Computer-Mediated Communication (WCMC) was first proposed. With the widespread application of ICT communication technologies (such as telephone, e-mail, teleconferencing, etc.) in real life, related research has gradually deepened, and the concept of Computer Supported Cooperative Work (CSCW) has become more widely used.

In general, the use of ICT communication technology in work scenarios can be divided into the following two aspects: First, the impact of ICT communication technology on work in the work situation, such as reducing communication costs, improving communication efficiency and work efficiency, accelerating information circulation, accelerating economic operation, and making 24-hour uninterrupted business operation possible. At the same time, ICT communication technologies can also have negative impacts on individual occupational groups, such as information overload caused by e-mail, high squeezing of personal living space by workspace, requirements and pressure to respond quickly, interrupted attention, reduced concentration, and impact on personal leisure and family well-being.

In recent years, with the high popularity and widespread use of mobile smartphones, new perspectives have been added to related research. At the same time, macro influencing factors such as economy, technology, and social culture are also driving workers to increase their mobility and interoperability in work, life, and even leisure scenarios.

The constant connectivity and instantaneous reachability of mobile devices can be found (Instant Availability) provides workers with the freedom and flexibility to control when and where they work, raises expectations for workers to respond quickly, helps to achieve communication and collaboration within and between groups across time and space, and improves the efficiency of communication. Secondly, the availability of mobile communication technology also provides more dimensional possibilities for human-machine collaboration. The term "affordance" was first coined by Gibson. In his view, availability refers to the possibility of action that is available in the environment. Soon after, Norman continued to promote the perspective of affordance in the field of design. He defines affordance as "the design of objects". This definition holds that the nature of the object guides how the user uses it. On the other hand, some scholars believe that supplyability emerges through direct interaction with technology, which often acts on the user's process of experimentation and adaptation, and then shapes people's actions towards technology. When these two perspectives are combined, it is revealed that affordance exhibits a "relationship": the materiality of technology influences user behavior, but does not determine user behavior.

Although scholars in the field of human-computer interaction believe that the mediated and frequent interaction brought about by this requirement of continuous connectivity, the short-term, intermittent interaction inevitably leads to fragmented work and interference. However, it is also argued that the abundance of affordability provided by communication technologies cannot be overlooked, and it also emphasizes "the continuous transformation and influence of society and culture on the media." Therefore, it is necessary to place media practice in the concrete context of daily life, social context and history, so that the afforative significance of communication technology can highlight the transformation and influence that society and culture exert on it.

While paying attention to the availability of technology, the process of people's domestication of technology initiative is also a demonstration of the abundant availability of technology premise. As Klaus · Brunn · Jensen, professor at the University of Copenhagen's Department of Media, Cognition and Communication at the University of Copenhagen, puts it Denmark in his book *Media Convergence: The Triple Dimensions of Network, Mass and Interpersonal Communication*: "The day-to-day communication of Internet users, different groups of users, and pressure groups, whether they are in business, civil society, or the public sector, is no less important, if less noticeable." They are constantly influencing and changing the Internet, making it not just a form of technology, but also a social organization. "The advent of social media can be seen as a combination of people's aggressive domestication of mobile communication technology and the abundance of mobile communication technology." The rich life contexts, social cues and cultural forms of human beings living in it make mobile communication technology realize the triple connection of technical texts, spatial scenes and subject actions as described by United Kingdom media scholar Maren · Hartman in a humanistic care.

People's use of social media in work scenarios and specific work interaction scenarios reflects the dynamic interweaving and triple connection of the agency of the work subject, the availability of mobile communication technology, and the use of the situation, and should take into account the norms and culture of specific organizations, as well as the promotion and constraints of individual life context and cultural context on their use of social media. and how it affects the daily lives of workers.

3. Research Design

3.1 Selection of Research Methods

In this paper, qualitative research methods such as in-depth interviews and diaries were used. On the one hand, in-depth interviews were conducted with 12 young people from different occupational groups using the methods of purposive sampling and snowball sampling to understand the embeddedness of social media in their daily work. On the other hand, using the self-diary method, the interviewees themselves choose to record their social media usage on a certain working day, and select five young people to communicate according to the quality of their diaries.

3.2 Selection of Research Subjects

The selection of 12 young people covers people of different occupations, ages and genders. As shown in Table 1:

Table 1: Basic information of the respondents

numbering	age	gender	occupation
Q1	23	female	public servant
Q2	24	male	programmer
Q3	27	female	nurse
Q4	21	female	teacher
Q5	28	male	reporter
Q6	27	male	teacher
Q7	25	male	director
Q8	29	male	programmer
Q9	24	female	Elevator quality inspector
Q10	23	female	public servant
Q11	34	female	housewife
Q12	24	male	Pharmaceutical researcher

4. Research Findings

4.1 Work Distractions in Social Media Swings

In an era of high Internet penetration and high social media penetration, people's daily use of multiple social media platforms has become a common phenomenon, and users are accustomed to taking advantage of the functional differences between platforms to manage social relationships, and treat the social media environment as a whole to swing the platform. Platform swing emphasizes the act of using multiple social media platforms and rotating between them on a regular basis, rather than switching to one and abandoning another. Based on their observations of platforms such as Facetime and Instagram, Edson C. Tandoc Jr. and others found that users take advantage of differences within social media platforms and view multi-platform as an integrated environment that provides opportunities for interaction. Meanwhile, according to Tandoc, Edson C. The research of others found that platform swing can bring users two kinds of satisfaction: one

is self-presentation, where users publish their own information in the form of graphics, texts, videos and other forms on the platform to meet the needs of self-presentation. The second is relationship management, online social networking reduces the restrictions on relationship processing from real life, and users can freely manage relationships, not only can they keep in touch with their peers anytime and anywhere, but also can contact different social circles, and regularly switch platforms to narrow down the social scope or stay away from certain circles, without having to compromise on some relationships due to certain considerations.

The social media swing behavior in the work scene also brings the satisfaction of workers' self-presentation and relationship management to a certain extent. For the satisfaction of self-presentation in the work scene, more interviewees will choose to show their work status when working overtime on Moments or Weibo, such as one programmer said: "If you work overtime, you will take a photo of the night view of Shanghai, and you will feel like you are struggling in a big city." This self-presentation is as Wackerman points out: the sense of time urgency is more due to the modern "busy culture". Successful people promoted by the "busy culture" are always busy. "The measure of social status today is not the conspicuous consumption of leisure, but the degree of investment in time-intensive industry." For the satisfaction of relationship management, there are more complex management models according to different social media attributes, such as the relationship management of WeChat, which is more highly integrated with the social relationship at work; For the relationship management of Weibo, it is more about generating a "sense of sympathy" with people who "understand themselves and can empathize". Other niche social media platforms such as Momo, Tantan, and Soul rarely take care of social relationships on the platform during working hours.

However, although the above social media swing behavior satisfies the different needs of workers during working hours to a certain extent, because of its mutual exclusion with working hours, the interviewees generally agree that such behaviors will interfere with work. At the same time, the various designs of current social media, such as the red prompts of unread messages in WeChat, the hot search list of Weibo, and the fragmented emotional communication and algorithm distribution of short videos such as Douyin and Kuaishou, make users "unable to stop at all" in the process of use. In the process of long-term "unstoppable" use, workers have also carried out many battles between social media use and work, and finally formed a platform swing habit formed in a special work field under repeated practice.

For example, one teacher said in an interview:

"When I am correcting my homework, I will look at my mobile phone, first check the uncertain answer, and then a WeChat may pop up, reply to the WeChat message, and then naturally start to look at the circle of friends, at this time, I may go to look at Weibo after reading the circle of friends. Everything seems to have become a process-based habit, and even the order of opening the app each time is almost the same."

This habit is the result of a compromise between social media use and work, and its essence is the encroachment of social media use time on work time, "interference occurs when the concerns of one domain conflict with those of another." "Such encroachment must have caused a certain degree of work interference.

4.2 Burnout in Social Media Multitasking

Media multitasking is generally defined as the use of two or more media at the same time, or the use of media while engaging in non-media activities, and Reinecke et al. (2017 Germany) found that online media multitasking can cause adolescent users to perceive more stress and bring mental health disorders such as exhaustion, anxiety, and depression. It could be a new predictor of social media burnout among young people. For young people in the workplace, social media multitasking is the norm and is even seen as a necessary skill or ability. In this process, workers will not only face the exhaustion and anxiety caused by social media burnout, but also suffer from offline work pressure after returning to the offline work field, that is, workers face double pressure in the work scene. This double pressure can lead to more intense burnout among young workers.

From the perspective of common sense, as a response to work fatigue, burnout refers to the process of changing an individual's professional attitudes and behaviors in a negative form. Maslach and Jackson define burnout as a symptom of emotional exhaustion, depersonalization, and reduced sense of accomplishment in individuals in the field of human service. According to established research, factors such as workload, interpersonal and role conflicts, and job satisfaction and social support among stressors contribute to burnout. In this study, in addition to the above influencing factors, workers with different occupation types, job characteristics, and different social media usage habits will have different degrees of burnout due to certain social media use frequency, motivation, and content viewing.

In the course of the interview, the author found that the social media burnout caused by the use of social media by workers can spread to the field of their offline work. Among them, parallel social comparison behavior and upward social comparison behavior in social media can strongly exacerbate the burnout of youth workers.

For example, a grassroots civil servant said:

"Looking at the classmates in my circle of friends who were studying for graduate school and going abroad, I became the type of person I scoffed at the most. There are also those classmates who earn 300,000 yuan a year, and sometimes I really don't know what the meaning of this job is..... After reading it, you will get even more bored with the work at hand."

The content and dimensions of social comparison include aspects of an individual's self such as emotions, physical health, body image, academic performance, etc., and the lifestyle shown in social media becomes an important aspect of social comparison during the interview. However, in comparison, the lifestyle represented by the "busy successful

person" and the lifestyle represented by the "relaxed hedonist" form a "besieged" picture of mutual envy.

For example, a programmer working in Shanghai said: "It's so tiring that you have to drink a lot of 'chicken soup' every day to persevere." But every time I see the news from people who can work 9-5 or leave work on time and still have some entertainment with friends, I don't want to stick to it. The civil servant with more regular working hours said: "Such days are quite leisurely, but I feel that I am still a little dissatisfied with living a pension life at a young age." Every time I see the photos posted by those students who are busy in the big city, I feel that their lives are really exciting."

4.3 Tactical Play in Gap Time

Gap time refers to taking a short period of time out of a busy time to enter a short state of relaxation to help busy people release a certain amount of stress and get back into work. The state of relaxation had to end with self-control and the squeeze of working hours. In this interview, the workers will have the behavior of using social media in their busy time, which is commonly known as "fishing". That is, the tactical game referred to in this article.

"Workers", "tool people", "fishing philosophy" and "toilet freedom" are the most intuitive embodiment of the current "996" work system that is highly embedded in daily life and has been symbolized as the standard configuration of professional elites. Yan Fei, an associate professor at the Department of Sociology at Tsinghua University, further extended on this, saying that "beating workers" is not a symbol of confrontation, but a gesture of play. Through this gesture, "workers" can dissipate the burden on themselves - unsatisfactory salary, working longer than expected, future career development can not keep up with the effort, etc. If "beating workers" and "tool people" are the self-deprecating words of white-collar brick-moving youths, "touching the fish philosophy" is the daily ritual of resistance they try to establish in the workplace. The word "touching fish" comes from the idiom "fishing in troubled waters", which is a common word in everyone's daily life. Fishing here refers to the tactical game in the gap time. Tactical games can be further understood as responding to the "working hours" system with tactics that involve non-work enjoyment during working hours.

The expression "tactical game" was chosen because during the interview, the work system of many workers does not allow non-work enjoyment during working hours, such as browsing short videos such as Douyin and Kuaishou during working hours, and playing games such as "Running Kart", "Elimination", "Synthetic Big Watermelon" and "Glory of Kings". This behavior makes workers regard work as a game, and the use of time between work is a tactical game behavior that requires camouflage and evasion of supervision by leaders and colleagues.

As one civil servant put it:

"I'll open a lot of files at work, and then I'll open the web version of "Synthesize Big Watermelon" or open a drama that I've been chasing recently, and then start fishing. In this

process, it is necessary to see if there is a leader at any time, or colleagues come to you..... As soon as the leader appeared, I opened the file and pretended to take a look, because there were a lot of files opened, so the game I opened would be hidden..... It's exciting. Sometimes I even think that it's not the game I'm playing or the drama I'm chasing, but the act of me touching the fish is very exciting.”

5. Conclusion and Discussion

In this study, respondents reported more often than they reported a negative impact on their work-social media use relationship than they did on a positive impact on their work-social media use relationship. It may be due to the fact that users generally have social media burnout, which can easily spread to the workplace and interact with burnout. At the same time, during the interview, the time spent on social media can be divided into two categories, one is the encroachment on leisure time, and the other is the intrusion on working time. This makes it easy to disrupt the work-leisure balance, which in turn negatively affects workers' work mood and work activities.

Time is not only the product of the construction of social reality, but also a tool to coordinate the synchronicity, sequence and emotion of various activities of social members. Leisure time is highly alienated, and modern people "drift" between liquid flow of work-life time, and can only complete the ritual of daily resistance to labor exploitation in the gap time under self-control. At the same time, screen culture has created a kind of "separation of distances", which seems to shorten the physical space for each other to work, communicate and study, but in fact it does. The shackles encircle and cut each individual into islands. Social media seems to have become an "interpersonal leisure bond" for people to "drift" in the coordinate system composed of fragmented time and isolated island space. Such a bond will inevitably have an impact on the work, whether it is a positive or negative impact, but also needs to be balanced and resolved by the initiative of the work subject itself.

The current work community is experiencing a two-way relationship between work activity and social media use, which has both negative and positive aspects. Data from observations, interviews, and surveys consistently show that the majority of young workers use social media during working hours because of the interpersonal relationships in social media, the need to view job information, and curiosity about life information, as well as the social media usage habits developed by the working subjects that call these workers into social media.

In this study, the authors found that there is often an imbalance between social media use and work, and this imbalance can cause different degrees of work disruption, which can exacerbate the burnout that has already occurred in the face of various social pressures among young people. And in the process, tactical games seem to become a ritual of passive resistance to labor exploitation. This ritual can alleviate worker burnout in a short period of time. But in the long run, burnout has not been alleviated in balancing social media use and work, but has instead been exacerbated. As mobile apps and social media mature, more research is needed

on how workers balance specific social media use mechanisms, work distractions, burnout, and tactical games to help workers better balance social media use with work.

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