

Shize Lin, Xinqi Yang

Reference

Lee, B.-K., & Lee, W.-N. (2004). The effect of information overload on consumer choice quality in an on-line environment. *Psychology & Marketing*, 21(3), 159-183.

<https://doi.org/10.1002/mar.20000>

This study looks at how overload information affects satisfaction, confidence, and confusion using two common theories about information overload.

In the experiment, participants had to choose the best CD player on a website. The study changed the number of choices (18 or 27), the number of product details (9 or 18), and how the details shown (evenly or unevenly). The study then checked how well people made decisions and how they felt about their choices.

The results show that overloaded information makes decisions worse. When there are more details, people make poorer choices. When information spread out evenly, it is harder for them to pick the best option. Also, having more choices makes people more confused and less confident. When details evenly spread, people feel the least sure about their choice.

Reference

Fu, S., Li, H., Liu, Y., Pirkkalainen, H., & Salo, M. (2020). Social media overload, exhaustion, and usage disruption: Examining the effects of information overload, system functional overload, and social overload. *Information Processing and Management*, 57 (2020), 102307. <https://doi.org/10.1016/j.ipm.2020.102307>.

This study analyzed three types of overloads to examine how information overload affects user behavior, particularly social media disruption, and utilized the Stress-Strain-Outcome (SSO) framework to explain why people stop using social media.

The three types of overloads are:

1. system functionality overload - users have difficulty adapting when platforms introduce functions.
2. Information overload - users cannot easily process meaningful information, when there is much content flooding the user's feed.
3. social overload - when users are stressed by constant social interactions (e.g., replying to messages or participating in posts).

Research has shown that system functional overload, information overload, and social overload all contribute to social media fatigue, which in turn causes users to reduce or stop using social media altogether.

Of these, information overload is the strongest predictor of social media fatigue, as overload information increases the cognitive load on users, making it difficult for them to effectively filter and process important content.

The study highlights the negative impact of information overload on users' mental health and decision-making ability when constant exposure to large amounts of information may increase anxiety, decrease attention span, and diminish the quality of decision-making, thus affecting overall health in the digital age.