

The Effect of Burnout Syndrome on Social Media Addiction: The Case of Healthcare Workers

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Abstract

Social media is one of the communication tools whose using and prevalence has increased rapidly in recent years. In particular, the rapid development of information technology and the proliferation of smartphones have created the perfect environment for social media addiction, which affects all members of society, including health professionals. Available evidence suggests that the direct and indirect effects of social media addiction on human health may include, among other things, burnout. This study was conducted to reveal the impact of burnout syndrome on social media addiction. The study utilized purposive sampling technique; face-to-face survey technique was applied for data collection. The findings of the study show that the healthcare workers participating in the study have a moderate level of burnout syndrome and social media addiction. Social media addiction differs according to the gender of the participants. Again, it was found that there was no significant difference in burnout level according to gender, but there was a significant difference according to marital status. A significant difference was also found between the level of social media addiction and educational status. Another important result of the study is that there is a positive relationship and effect between social media addiction and burnout level.

Keywords: *Addiction, Social Media, Burnout Syndrome, Social Media Addiction, Health Professionals.*



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1. INTRODUCTION

The new digital age has brought extraordinary technological advances that have changed how many people access and use information. These rapid technological advances have made social networks or the internet indispensable in people's daily lives (Cabral, 2011, Sarıçam & Adam Karduz, 2018). In the digital world we are in, the need to access information and use it effectively is a need that people cannot give up. The quickest and easiest way to fulfil this need, that is, to access information, is undoubtedly the internet. The internet is not only a system that connects many computers worldwide, but also a medium that allows many groups and people to communicate and interact with each other. In this manner, social media is rapidly becoming the most important communication tool and one of the most popular applications of the Internet. In other words, Internet use rate and the frequency of using social media are increasing. Social media platforms enable communication and provide almost all the needs of individuals in many areas such as entertainment, obtaining information and using search engines. Thus, it is evident that individuals who meet all their needs on social media will not need another tool (Tektaş, 2014).

With the functional inclusion of the Internet in our lives and communication environment since the 1990s, it has begun to have an increasingly deepening impact on humanity's thinking, perception and vital routines, as is the case with every new communication technology. In the case of the Internet, the harmony of this relationship between communication and technology has intensified, accelerated and become more complex with the changes within the Internet itself. In this respect, social media, which comes from within the internet itself, has taken users far beyond just following the content produced from a point or institutions and brought them to the position of creating content, and over time, this user-generated content creation has reached a more complex and diversified situation. In fact, it can be stated that individuals have become content producers at a mass level when the target audience reached by their accounts on social networking sites is taken into account. Social media, which has been so integrated into the life of humanity, has become an integral part of people's lives today, almost like an organ. This situation has become an indispensable communication technology and environment not only in the individual context but also at the level of institutions, organizations and even states (Balçı et al., 2019).

In the international literature; excessive use of social media and usage practices of these platforms (Balçı & Gölcü, 2013; Savcı & Aysan, 2017; Griffiths et al., 2012) give way to self-esteem (Balçı et al., 2020b; Buran Köse and Doğan, 2017; Eroğlu and Bayraktar, 2017; De Cock et al., 2014; Hawi and Samaha, 2016; Kircaburun, 2016), loneliness (Baltacı, 2019; Yavich, Davidovitch Frenkel, 2019; Tok and Arslan Aldemir, 2023), and depression (Aydın et al., 2021; Balçı and Baloğlu, 2018; Haand and Shuwang, 2020).

Within these variables, this study examines the impact of burnout syndrome on social media addiction in order to review and contribute to the existing literature. Burnout is a state of physical,

emotional and mental exhaustion towards the profession and life that develops with chronic physical fatigue, loss of hope and negative thoughts (Günher Arıca et al., 2011). In other words, burnout, which emerges as a result of chronic job stress, is a state of exhaustion that occurs when a person doubts the value and competence of his/her job (Ahole et al., 2006). Social networking platforms, one of the innovations that have entered our lives thanks to digitalization, provide fast and easy communication, and cause many previously unnoticed problems. There are many opinions and remarkable studies that the use of information technologies leads to many negativities such as addiction and technology-family conflict and excessive workload. It is observed that the intensive use of social networks causes people to be exposed to excessive information, which increases their stress levels and causes both physical fatigue and emotional exhaustion. It can be stated that burnout has recently begun to be seen as an important problem and there has been a significant increase in studies on burnout. There are opinions that one of the reasons why burnout is considered as a widespread problem is the new life and working styles brought by modern life. For example, it is seen that the concepts of burnout and fatigue, such as loneliness, stress and depression, have started to be addressed in terms of technology and internet use. In this respect, it is also seen that intensive discussions have stated that the use of social media platforms leads to burnout and fatigue (Omay and Omay, 2022). Considering the importance of burnout in this context and its presumed relationship with social media addiction and the lack of research on the subject in Turkey, it seems that more studies on burnout syndrome and social media addiction are needed. Therefore, in the light of previous literature, this research attempted to confirm previous findings regarding both burnout syndrome and social media addiction. We tried to provide original data about the burnout syndrome variable and to what extent it affects social media addiction.

2. LITERATURE REVIEW

The rapid development of information technology and widespread use of the Internet in recent years has created a perfect environment for social media addiction. This condition affects the whole society, including healthcare professionals. Current evidence suggests that the direct and indirect effects of social media addiction on human health may include burnout, among other factors (Badri, 2023). Burnout syndrome, defined as a disease of the modern age, was seen as an important concept in the mid-1970s and has been widely researched in many fields such as occupational health and applied psychology (Ülbeği and İplik, 2017). Burnout syndrome, which occurs due to the emotional wear and tear process, is affected by various factors. Especially the excessive and uncontrolled use of social media is a very important factor and is sometimes neglected. People inherently need to belong and form relationships, and interpersonal communication is an important key to fulfilling this need. In other words, social media addiction is the irrational and excessive use of social media to the extent that it negatively affects many areas of life. Many factors affect social media addiction. The most important of these factors is the widespread use of smartphones and the cheap and easy access to the internet (Badri, 2023).

2.1. Social Media Addiction

The emergence of many social networks in recent years has reshaped people's communication, interaction, cooperation and even the learning process (Çam & İşbulan, 2012). While the virtual world created by social networks is gradually gaining a position of reality in terms of politics, economics, relations, information, etc.; developments such as the diversification of social network platforms, the introduction of new opportunities, the integration of its use into different business lines thanks to different technologies, especially in the individual context, function as a factor that increases the use of social media and strengthens its place among the indispensable applications of people's lives. In other words, in addition to establishing different interactions in our personal lives thanks to social networks, these new web tools have also provided significant transformations in our professional lives. At the same time, it is also seen that social networks have a very wide range of effects, from how work is done to how employers hire their employees. In fact, social media is a high-risk phenomenon that, on the one hand, offers us unlimited opportunities and, on the other, raises concerns for those who know how it can be misused and abused. When hundreds of millions of people use them, expecting only positive outcomes it is not always possible. The world of social networking is a medium of interaction and communication, with its advantages and disadvantages. (Balçı et al., 2019, Popova, 2011, Tektaş, 2014).

Relatedly, as social media platforms continue to proliferate, the disadvantages of social media, an increasingly important issue, can easily be overlooked due to its seemingly endless benefits. On the one hand, social media facilitates the loss of ownership and control over content due to the increasing overlap of private, public and institutional spheres. It is important to strike a careful balance between professionalism and freedom of expression to ensure that the posts produced on these platforms do not constitute a crime or damage the reputation of others. In this sense, social media content quality varies widely, ranging from real to fake news. On the other hand, misinformation can spread around the world in a very short time and thus negatively affect people's perceptions and opinions. In addition to all these, other disadvantages include time pressure, plagiarism, misrepresentation, addiction and negative psychological consequences (Dwivedi et al., 2018). Among these disadvantages, one of the most emphasized complications in the context of social media, which is a very important problem for society and the individual, is that people use social networks to the level of addiction. Social media addiction can also be considered as a more special case of other addictions such as internet and technology addiction (Balçı et al., 2019).

In fact, when used correctly, social media has numerous positive advantages for both individuals and businesses. Social media is potentially a cause for concern because of the mass appeal of social networks on the internet, especially the ever-increasing amount of time people spend online. This is because some people engage in a variety of potentially addictive activities online. Young categorized internet addiction as computer game addiction, web surfing addiction, online gambling and shopping addiction, online pornography and relationship addiction (Kuss and Griffiths, 2011).

People use social media, which has become an increasingly popular leisure time-activity in many countries around the world, with many motivations such as playing games, socializing, spending time, interacting, and engaging in many different types of entertainment and social activities, including sending pictures. All these activities are among the main factors that trigger social media addiction (Andreassen et al., 2017, Kırık, 2013). Furthermore, given the relevance of social networks to various social functions, people may consciously or unconsciously use social media as an instrument or medium for social comparative functions such as self-evaluation or self-improvement (Vogel et al., 2014).

In addition to its numerous functions, social media, which people have been using as an important socialization tool in recent years, offers individuals the opportunity to interact and communicate more than ever. From this perspective, it is the cheap and easy access to the internet that makes social media platforms so popular. This can be seen as a justification for the increase and widespread use of the internet. However, people may encounter negative situations in their daily lives due to spending too much time on social media. Experts define some negative situations arising from this excessive use as social media addiction (Balçı and Baloğlu, 2018, Shahnawaz and Rehman, 2020).

The concept of addiction is a chronic disease influenced by genetic, psychosocial and environmental factors that negatively affect a person's physical, mental and social life and/or a recurrent disorder that increases the risk of associated personal and social problems. Addictions are generally evaluated in two main categories as substance addiction and behavioral (non-substance addictions) according to their characteristics (Şahin and Günüş, 2020). Addictive behaviors are often subjectively experienced as 'loss of control' and occur despite attempts at voluntary avoidance or moderate use. These patterns of habituation are typically characterized by immediate gratification (short-term reward) and are often compounded by delayed harmful effects (long-term harms) (Griffiths, 2005). In other words, addictive behavior is referred to as impulse control disorder and is increasingly known as treatable form of addiction. In behavioral addictions, in complete contrast to substance addiction, there is often little or no need for, or easy access to, an object that helps the problematic behavior to occur. Soft or process addictions, such as overeating, technology addiction, exercise, mental obsession, sexual addiction, compulsive shopping and problem gambling, are also used for the category of behavioral addiction, which, unlike chemical addiction, are not substance-related. In these types of addictions, the behavior of compulsion to engage in a particular activity occurs many times until it causes harmful consequences for users' physical and mental health, social life or well-being (Zaremohzzabieh et al., 2014).

At this point, a review of the literature reveals that demographic characteristics have significant effects on social media addiction. In this context, Çam and İşbulan (2012) conducted a study to determine the Facebook addiction level of pre-service teachers and found that men use Facebook more than women. Andreassen, Torsheim, Brunborg, and Pallesen (2012) found that women were more addicted to Facebook than men. Some studies differ from the results obtained in these studies. One of

these studies is the study by Balçı et al. (2019) on self-esteem as a determinant of social media addiction, which shows that social media use does not differ according to gender.

In summary, based on the fact that social media platforms, which have become dominant in interaction and mass communication, are an important communication tool used for a wide range of different purposes such as professional, entertainment or information (Balçı et al., 2019), social media addiction, which shows the pathological and problematic dimension of social networks, stands out as a sensitive problem that needs to be investigated in different aspects and through different variables and these researches should be repeated in the context of different categories

2.2. Burnout Syndrome

Burnout syndrome, which is characterized as an important disease of the modern age, which we examined as another variable of our study, was accepted as an important concept in the 1970s and has been one of the widely researched topics in the field of occupational health and clinical psychology until today. Burnout, which is a concept that is widely experienced by people both at the time of its emergence and today, has been the subject of study by many researchers to answer questions such as how it occurs and the reasons for its emergence. At the same time, practitioners have aimed to reach methods of coping, preventing or combating burnout. For this reason, burnout syndrome has been recognized by researchers and practitioners as a social problem that needs attention and prevention since its emergence, and has been an important scientific subject about which numerous studies, congresses and symposiums have been organized (Schaufeli et al., 2008, Ülbeği and İplik, 2017).

Burnout is a reaction to stressors characterized by feelings of fatigue and exhaustion, cynicism (individualism) and a decrease in professional competence. Freudenberger, who first used the concept of burnout, which is essentially expressed as the lack of a combination of energy and emotional resources, defined burnout as a state of depletion of one's energy and power resources as a result of failure and wear and tear due to excessive expectations (Freudenberger, 1974, cited in Ülbeği et al., 2017, Zivnuska et al., 2019). The most well-known and accepted definition of burnout after Freudenberger is the definition made by Maslach and Jackson. According to Maslach and Jackson (1981), burnout is defined as a syndrome that includes emotional exhaustion, which is frequently seen among individuals who have to communicate face-to-face with people, that is, working in the service sector, and as a result, the negative, dismissive behavior and feelings that individuals develop towards the people they interact with (Maslach and Jackson, 1981).

Burnout, which results from chronic job stress, is a state of exhaustion that occurs when a person doubts the value and competence of his/her job (Ahole et al., 2006). When an individual experiences burnout, it has negative consequences both for him/herself and for the organization he/she works for. Maslach and Jackson, who are accepted as a reference point in studies related to the concept of burnout,

examined burnout in three dimensions including emotional exhaustion, depersonalization and the decrease in individual success (Beyhan et al., 2013, Günher Arıca et al., 2011).

Emotional exhaustion, which shows the individual stress dimension of burnout, refers to depleting a person's energy and emotional resources. Following emotional exhaustion, depersonalization develops. Depersonalization is the interpersonal dimension of burnout. It is when employees treat the people they serve as objects. In other words, it indicates loss of reaction to work, negative and harsh attitudes towards service recipients. People who experience this may need help, refuse to be kind, and even discredit or belittle patients. On the other hand, low personal accomplishment refers to the individual's poor job performance, which manifests as a tendency towards a negative self-concept. In short, the third dimension of burnout syndrome, self-evaluation, involves a decline in personal achievement and feelings of inadequacy, inefficiency and failure in one's work (Budak and Sürgevil, 2005, Günher Arıca et al., 2011).

As a result, social media addiction is becoming increasingly widespread in today's world, where social media has increased its influence and power so much in every age group in all societies. In this respect, research to be conducted with different variables on the subject emerges as an important reference point in solving the addiction problem. On the other hand, increasing work stress and burden paves the way for individuals to experience energy and emotional decrease. This leads to burnout syndrome in individuals. The burnout syndrome will negatively affect both the individual and the organization.

3. METHODOLOGY

This study, which used a quantitative research, scrutinized the effect of burnout syndrome on social media addiction was. For this purpose, the study was conducted based on the relational survey model. The relational survey model is a research model which aims to determine the existence or degree of change between two or more variables (Karasar, 2023).

3.1. Research Model and Hypothesis

The main purpose of this study is to reveal the effect of burnout syndrome on social media addiction. To achieve this purpose, 6 hypotheses were established to test the model established below.

Figure 1. Research Model



H1. According to gender, social media use has a significant difference.

H2. As the educational level of the participants increases, the level of social media use decreases.

H3. According to gender, the level of burnout syndrome shows a significant difference.

H4. According to the marital status of the participants, the level of burnout syndrome shows a significant difference.

H5. Burnout syndrome has a significant positive effect on social media addiction.

3.2. Research Implementation and Sampling

The population of the study consists of healthcare professionals working in public hospitals in the center of Ankara and using social media. Developments in technology in recent years have affected healthcare professionals who provide services in the healthcare sector as in other sectors. It is seen that individuals working in the health sector are trying to use these platforms more due to their jobs and the advantages of using social media. Important developments such as the covid-19 pandemic in the current era are an important factor that increases the use of social media by healthcare professionals. In fact, the use of social media provides significant advantages to healthcare professionals in service delivery, facilitates communication with their patients and increases patient satisfaction. Due to these benefits, institutions and healthcare professionals in the health sector aim to be more involved in social media in order to stand out in the sector. At the same time, excessive use can increase the risk of addiction. On the other hand, health workers exposed to excessive stress and work intensity while performing all these services face burnout syndrome. As a result of all these developments, the aim of shedding light on an important problem such as social media addiction and burnout syndrome based on the example of Ankara makes this study important. The study utilized purposive sampling technique; face-to-face survey method was applied for data collection. 630 questionnaires were distributed to the participants and as a result of the examination, it was decided to use 556 questionnaires in the study.

3.3. Ethics Committee Approval Document

The ethics committee approval of the study was obtained from Selçuk University Ethics Committee (Approval Date: March, 2021; Approval Number: E.48831).

3.4. Data Collection

In this study, a questionnaire form consisting of 44 questions was used to reveal the effect of burnout syndrome on social media addiction of healthcare professionals. The questionnaire includes the scales described below.

Social Media Addiction Scale: The social media addiction scale designed by Shahnawaz and Rehman (2020), consisting of 21 items, is a 7-point Likert-type scale (1= Strongly disagree. 7= Strongly agree). The lowest score that can be obtained from the scale is 21 and the highest score is 147. A higher score indicates an increase in the level of social media addiction. The scale was adapted into Turkish by the researchers of this study after obtaining the necessary permissions. In this context, in terms of language validity; 3 academicians who are experts in their fields were asked to compare the English and Turkish adaptation and the prepared version of the scale form was applied to 100 healthcare

professionals to conduct preliminary tests. Thus, the final Turkish scale was prepared. The scale, which originally consisted of 21 items and six dimensions, was computed and transformed into a single variable and used as a single dimension in this study. Shahnawaz and Rehman (2020) found the Cronbach's Alpha coefficient of the scale as .96 in their study. In this study, the Cronbach's Alpha coefficient was determined as .96. In both studies, the scale was found to have acceptable validity and reliability.

Shirom-Melamed Burnout Scale: The burnout syndrome scale developed by Shirom and Melamed (2005) and adapted into Turkish by Ülbegi and İplik (2017) is a 14-item, 5-point Likert-type (1= Never, 5= Always) measurement tool. The scale designed to determine the level of burnout has a three-dimensional structure as physical, cognitive and emotional exhaustion. However, the scale was used as a single dimension in this study. In Ülbegi and İplik's (2017) study, the Cronbach's Alpha coefficient of the scale was .94: In this study, the Cronbach's Alpha coefficient for the whole scale was found to be .92. In both studies, the scale was found to have acceptable validity and reliability.

Participants' Personal Data Form: In the following section, some findings on the socio-demographic characteristics of the healthcare professionals participating in the study, frequency of social media use, duration, purposes of use, most preferred social media tool, burnout syndrome and the relationship between various variables are presented.

3.5. Data Analysis and Tests

The field research was conducted between March 1-30, 2021, using the face-to-face interview technique with the healthcare professionals participating in the study. The data obtained were processed in a computer environment through a statistical program. The Skewness and Kurtosis values obtained for the Social Media Addiction and Burnout Syndrome scales used in the study were between -3 and +3.0; in other words, it was understood that the data obtained showed a normal distribution (Çuhadar, Er, Demirel, & Demirel, 2019). Due to the results obtained, it was preferred to use parametric tests to analyze the data. In analysing the data obtained in the study, *Frequency Analysis* was used to determine the demographic characteristics and social media usage behaviors of healthcare professionals, and *Confirmatory Factor Analysis (CFA)* was used to determine the construct validity of the Social Media Addiction and Burnout Syndrome scales. *Independent Sample T-Test* was used to determine the difference in the level of burnout syndrome and social media addiction according to gender; *One-Way Analysis of Variance (ANOVA)* was used to reveal the difference in the level of social media use according to educational status; *Correlation Analysis* was used to determine the strength and direction of the relationship between social media addiction level and burnout syndrome; *Path Analysis* was used to reveal the effect of burnout syndrome level on social media addiction.

4. FINDINGS

In this section, where the findings obtained from the statistical analysis of the data obtained in the research are presented; after the demographic characteristics of the participants, first the data on social media use, then the descriptive statistics related to burnout and social media addiction are

evaluated and finally the relationship and effect between social media addiction and burnout syndrome are examined.

4.1. Demographic Characteristics of Participants

Of the participants who contributed to the research with their opinions, 55 percent were women (N= 306) and 45 percent were men (N= 250). The distribution of the health workers who answered the survey questions according to gender is convenient for comparison.

The lowest age of the healthcare professionals participating in the study is 18 years old and the highest age is 62 years old. The average age of the participants in the study is 36.

When the educational status of the participants is examined, it is concluded that 45 percent are university graduates, 29.9 percent are high school graduates, 10.4 percent are postgraduate graduates, 10.4 percent are secondary school graduates and 4.3 percent are primary school graduates.

4.2. Social Media Use

Within the scope of this study, the healthcare professionals in the sample were first asked a question to determine their daily social media usage time. According to the analysis results, the participants stated that they use social media platforms for a minimum of 10 minutes and a maximum of 720 minutes per day. The average daily social media usage time of the healthcare professionals within the scope of the study was 194 minutes and the standard deviation was 154.92.

Table 1. The difference between the participants' social media usage time according to gender

	Gender	N	\bar{X}	SD	t-value	Sig.
Social Media Usage time	Female	306	1.74	1.07	-2.043	.042
	Male	250	1.94	1.17		

According to the gender of the participants, daily social media usage time shows a significant difference ($t= -2.04, p< .05$). Descriptive statistics results show that men ($\bar{X}=1.94$) use social media for a longer time daily than women ($\bar{X}=1.74$). This finding supports *Hypothesis 1* proposed by the research.

Table 2. The difference between the duration of social media usage according to the participants' education level

	Education Status	N	\bar{X}	SD	f	Sig.
Social Media Usage time	Primary School	24	268.33	204.14	9.531	.000
	Middle School	58	232.39	143.13		
	High School	166	231.06	169.08		
	University	250	170.77	143.86		
	Postgraduate	58	124.36	95.34		

Likewise, the duration of daily social media use according to the educational level of the participants reveals a significant difference ($F= 9.53, p< .001$). Tukey Test results show that the source of the difference at the 5 percent level of significance is between primary school ($\bar{X}= 268.33$), secondary school ($\bar{X}= 232.39$) and high school graduates ($\bar{X}= 231.06$) and undergraduate ($\bar{X}= 170.77$) and postgraduate graduates ($\bar{X}= 124.36$). In other words, as the level of education increases, a decrease in the duration of social media use is felt. This finding supports *Hypothesis 2* proposed by the study.

4.3. Burnout syndrome level

In order to determine the burnout levels of healthcare workers, 14 items in the questionnaire were computed and converted into a single variable; in this way, the level of burnout syndrome of the participants was tried to be revealed. The results of the descriptive analysis show that the participants have the lowest score of 13 and the highest score of 60. The burnout level of the healthcare professionals who responded to the research questions is moderate ($\bar{X}=32.04$). In other words, the healthcare workers who participated in the research experience burnout syndrome at a moderate level.

Table 3. Descriptive Statistics of Burnout Syndrome Level

	Min.	Max.	\bar{X}	Skewness	Kurtosis
Burnout syndrome level	13.00	65.00	32.04	.245	-.293

The fact that the Skewness (.245) and Kurtosis (-.293) values obtained for the burnout syndrome scale used in the study are between -3 and +3 emphasizes that the distribution is normal.

Table 4. The difference between the burnout syndrome levels of the participants according to gender

	Gender	N	\bar{X}	SD	f	Sig.
Burnout syndrome level	Female	306	32.00	10.48	-.108	.914
	Male	250	32.10	11.49		

The gender of the participants does not create a significant difference in terms of burnout level ($t= -.108, p> .05$). Descriptive analysis results indicate that the burnout syndrome scores of women ($\bar{X} = 32.00$) and men ($\bar{X} = 32.10$) are very close to each other. While the result here is similar to the findings of Avcı and Şahin (2017), it also shows that *Hypothesis 3* is rejected.

Table 5. The difference between the burnout syndrome levels of the participants according to their marital status

	Marital Status	N	\bar{X}	SD	f	Sig.
Burnout syndrome level	Married	310	30.74	11.14	-3.17	.002
	Single	246	33.69	10.47		

According to the marital status of healthcare workers, burnout levels show a significant difference ($t = -3.17$; $p < .05$). T-test results indicate that single ($\bar{X} = 33.69$) healthcare workers experience higher burnout syndrome than married ($\bar{X} = 30.74$) healthcare workers. When the related literature is examined, it is seen that Günher Arıca et al. (2011) and Erol et al. (2007) reached different results from the results obtained here, while in Avcı and Şahin's study, similar results to our findings, that is, emotional exhaustion, depersonalization and internet addiction scores were significantly lower among married participants, and it was concluded that marriage may be a protective factor for burnout and internet addiction. The findings confirm *Hypothesis 4*.

4.4. Social Media Addiction Level

In order to determine the social media addiction levels of healthcare professionals, 21 items in the questionnaire were computed and transformed into a single variable and in this way, the social media addiction level of the participants was tried to be revealed. Descriptive statistics results indicate that the lowest social media addiction level of the participants is 21 and the highest is 147. The level of social media addiction of the health professionals participating in the study is moderate ($\bar{X} = 59.50$). In other words, it is seen that the healthcare professionals participating in the study have social media addiction below the medium level.

Table 6. Descriptive Statistics of Social Media Addiction Level

	Min.	Max.	\bar{X}	Skewness	Kurtosis
Social Media Addiction	21.00	147.00	59.50	.518	-.385

The fact that the skewness (.518) and kurtosis (-.385) values are between -3 and +3 indicates that the distribution is normal. According to the gender of the healthcare workers participating in the study, social media addiction levels differ significantly ($t = -2.69$, $p < .05$). Descriptive statistics results reveal that men ($\bar{X} = 63.10$) have a higher value than women ($\bar{X} = 56.55$) in terms of social media addiction level.

Table 7. The difference between the level of social media addiction according to education level

	Education Status	N	\bar{X}	SD	f	Sig.
Social Media Addiction Level	Primary School	24	61.08	26.05	6.57	.000
	Middle School	58	67.03	24.90		
	High School	166	66.56	29.06		
	University	250	54.58	28.88		
	Postgraduate	58	52.27	24.92		

There is a significant difference in the level of social media addiction according to the educational level of the participants ($F= 6.57, p < .01$). The results of the Tukey Test at the 5 percent level of significance indicate that the addiction levels of secondary school ($\bar{X}= 67.03$) and high school graduates ($\bar{X}= 66.56$) are higher than those of undergraduate ($\bar{X}= 24.58$) and graduate ($\bar{X}= 52.27$) graduates.

4.5. Confirmatory Factor Analyzes (CFA) of the Scales.

4.5.1. Confirmatory Factor Analysis (CFA) of Social Media Addiction Scale

Confirmatory factor analysis was performed on the 21 items constituting the scale and it was determined that 21 items were related to the 6-dimensional scale structure. Table 2 shows that the accepted values for the fit indices of the fit index calculations were met.

Figure 2. Social Media Addiction Scale Confirmatory Factor Analysis



Table 8. Confirmatory factor analysis goodness of fit results for the Social Media Addiction Scale

	Structural Model Values	Recommended Values
CMIN/DF(χ^2/df)	4.051	≤ 5
RMSEA	0.074	≤ 0.08
GFI	0.893	≥ 0.80
AGFI	0.858	≥ 0.80
CFI	0.943	≥ 0.80
SRMR	0.039	≤ 0.10

As a result of the Confirmatory Factor Analysis (CFA) of the scale, the fit index values of the structural model were CMIN= 4.05; RMSEA= 0.07; SRMR= 0.03; GFI= 0.89; CFI= 0.94 and AGFI= 0.85, which were generally acceptable (Balçı et al., 2020b) (see Table 8).

4.5.2. Burnout Scale Confirmatory Factor Analysis (CFA)

In this section of the study, the confirmatory factor analysis results and fit index values of the burnout syndrome are discussed.

Figure 3. Burnout Scale Confirmatory Factor Analysis

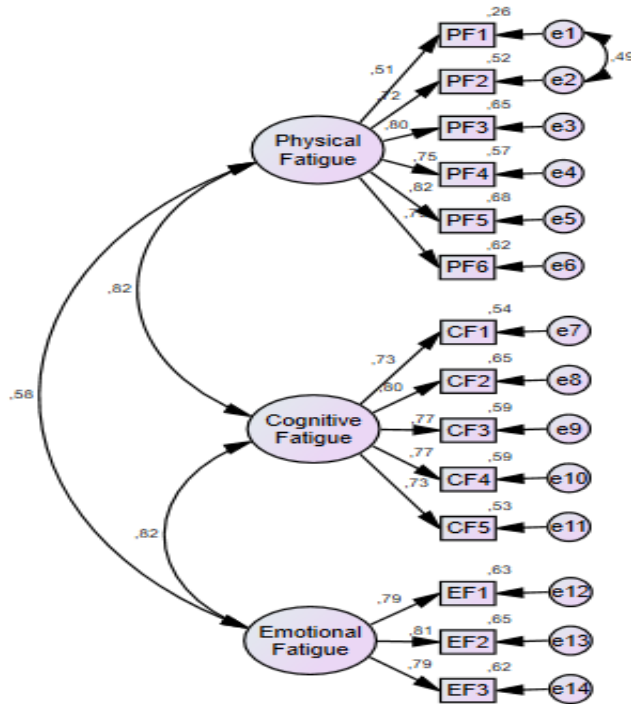


Table 9. Burnout Scale confirmatory factor analysis goodness of fit results

	Structural Model Values	Recommended Values
CMIN/DF(χ^2/df)	3.954	≤ 5
RMSEA	0.073	≤ 0.08
GFI	0.931	≥ 0.80
AGFI	0.901	≥ 0.80
CFI	0.953	≥ 0.80
SRMR	0.046	≤ 0.10

Confirmatory factor analysis (CFA) was performed on the 14 items constituting the scale and it was determined that the 14 items were related to the 3-dimensional scale structure. The table shows that the accepted values for the fit indices of the fit index calculations were met. Improvement was made between items e1-e2 in the model.

4.6. The Relationship between Social Media Addiction and Burnout Syndrome

Table 10. The Relationship between Social Media Addiction and Burnout Syndrome (Pearson r)

	Burnout Syndrome
Social Media Addiction	.579**

Note: **Correlation is significant at the 0.01 level (2-tailed).

When the results of the Correlation Analysis in terms of the direction and strength of the relationship between burnout syndrome and social media addiction are analyzed, a positive and moderately significant relationship between the two variables is observed ($r = .579, p < .01$). In other words, when individuals experience an increase in the situations such as "feeling physically tired, exhausted, having trouble focusing on their thoughts and having difficulty in establishing emotional bonds with their environment", there is also an increase in social media addiction. When the international literature is reviewed (Han et al., 2020, Imani et al., 2018); it is seen that there are similar studies that support the results revealed here, and again in the study of Avcı and Şahin (2017), a significant relationship was found between burnout sub-dimensions and internet addiction.

4.7. The Effect of Burnout Syndrome on Social Media Addiction

Under this heading, the strength of the relationship between social media addiction and burnout syndrome and the effect of burnout on social media addiction were questioned. The results are presented in Table 11.

Figure 4. Effect of Burnout Scale on Social Media Addiction Scale

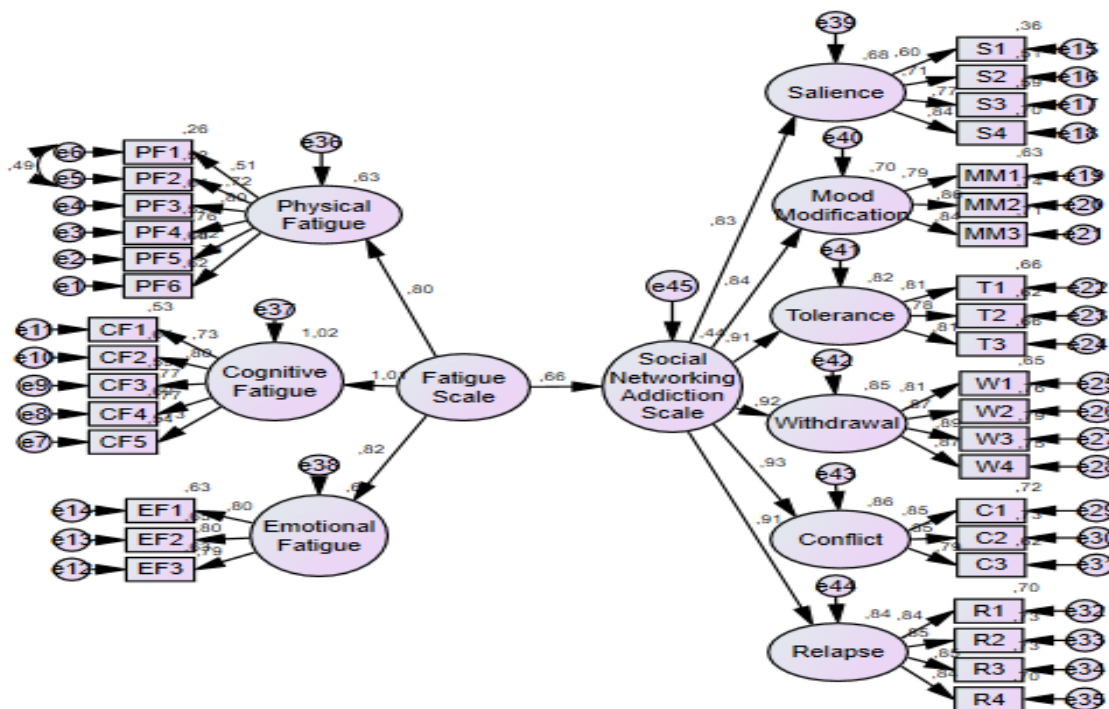


Table 11. The effect of Burnout Scale on Social Media Addiction Scale

	Estimate (β)	Standard Error	t	p	Result
Burnout → Social Media Add.	0.706	0.071	9.940	***	Acceptance

Compliance Indices:

χ^2/df : 3.144; RMSEA: 0.062; GFI: 0.834; AGFI: 0.809; CFI: 0.919; SRMR: 0.057

*p<0.05

In the model created to investigate the effect of burnout syndrome on social media addiction, it was observed that burnout syndrome had a positive and significant effect on social media addiction ($\beta=0.706$, $p=.000$). In the model where the estimated β value indicates that the direction of effect is positive, a one-unit increase in the level of burnout syndrome causes an increase of 0.706 in social media addiction. Thus, **Hypothesis 5** is confirmed. Karakose, Yirci, and Papadakis (2022) found that psychological distress after COVID-19 directly or indirectly affected the levels of burnout, social media addiction, and depression. Another study that supports the results of this study is the study conducted by Badri et al. (2023) on a sample of health students and professionals.

5. CONCLUSION

As a result of the rapid development and advances in new information technologies, especially with the widespread use of web-based social networks, interpersonal communication has changed dramatically. The ubiquity of social media platforms and easy access to the internet leads to excessive and irrational use of social media. This use of social media has led to what has been termed social media addiction, which in turn has increased public concern about social media use and addiction. With the increase in people's concerns about social media addiction, it is observed that the related literature has increased interest in the subject (Budak and Sürgevil, 2005, Cabral, 2011). Social media addiction is known to be associated with several psychological variables such as social connectedness, depression, loneliness, happiness and self-esteem (Balci & Baloglu, 2018; Savcı & Aysan, 2018; Baltacı, 2019; Balci et al., 2020b). In this study, the effect of burnout syndrome level on social media addiction level was examined in the sample of healthcare professionals.

Within the scope of the research, the social media usage habits of the participants were primarily questioned. The findings show that a significant portion of the respondents regularly spend time on social media every day and use social media tools for more than three hours (194 minutes) on average. Another finding is that there is a significant difference between men and women in terms of daily social media usage time, and men use social media more than women. On the other hand in the study of Balci et al. (2020b), it was found that there was no significant differentiation between men and women in terms use of social networking. Again, it is seen that there is a similar differentiation in daily-use of

social networking according to the age and education level of the participants, that is, according to the age and education level, the period of the daily use of social networking changes.

The results of descriptive statistics show that the level of burnout syndrome and social media addiction level of healthcare professionals is not very high. In the literature review, it is possible to find results that support the findings of the study (Balcı & Baloğlu, 2018; Balcı et al., 2020b; Tutkun Ünal & Deniz, 2016).

There is no significant difference in burnout syndrome levels according to the gender of the participants. In other words, the burnout syndrome scores of both men and women are close to each other. When the literature is examined, some studies support our results (Ardıç & Polatçı, 2008; Avcı & Şahin, 2017; Günaydın et al., 2023; Günher Arıca et al., 2011; Özdemir & Aslan, 2018). However, some studies found that burnout levels showed statistically significant differences according to gender (Badri et al., 2022; Sürgevil & Budak, 2005).

In this study, it has been determined that the gender of healthcare professionals creates a significant difference in terms of their social media addiction levels. Descriptive statistics results reveal that men have a higher value than women in terms of social media addiction level. When the literature is reviewed; there are studies similar to the result here, in Özdemir's (2019) study, it was determined that the social media addiction of the participants differed according to gender, except for the repetition sub-dimension, in other sub-dimensions and in the total scale, that is, male students' social media addiction levels were higher than female students. In Balcı and Gölcü's (2013) study, it is clearly seen that Facebook addiction categories differ significantly according to gender. However, in some studies, it has been concluded that social media addiction does not differ significantly according to gender and that the social media addiction scores of males and females are close to each other (Balcı et al., 2019; Balcı & Baloğlu, 2018; Demir & Kumcağız, 2019).

As a result of this study conducted on a sample of healthcare professionals, it was revealed that burnout syndrome has a positive significant effect on social media addiction. The results here are similar to other studies in the literature (Badri et al., 2023; Karaköse et al., 2022; Özdemir and Aslan, 2018). Avcı and Şahin (2017), who conducted a study on a sample of healthcare professionals, found that internet addiction was positively correlated with the emotional exhaustion and depersonalization sub-dimensions of burnout and negatively correlated with the self-actualization sub-dimension. Therefore, it was concluded that individuals experiencing burnout have a higher risk of internet addiction.

Another finding of the study is the differentiation in social media addiction according to educational status. Namely, the social media addiction level of secondary school graduates is higher than that of postgraduate graduates. It is also observed that the risk of social media addiction decreases as the age of the participants increases. In other words, as age increases, the use and interest in

technology may decrease, and the desire to share and interact through social networks may decrease. The results here are similar to other studies in the literature (Balçı et al., 2020a; Balçı et al., 2020b).

In conclusion, this study is very valuable as it is the first study to assess burnout and social media addiction simultaneously in the Turkish population. In addition, the findings of this study are very important in terms of showing increased levels of burnout and social media among healthcare professionals (physicians, nurses and others) and emphasizing the influence of these two factors. This study reveals that demographic factors such as marriage, education level, age and gender have significant effects on burnout and social media addiction. Given the importance and effects of social media addiction, more needs to be done to curb its spread among health professionals. Unfortunately, this is difficult because social media apps are readily available and easy to use anytime and anywhere. Therefore, the most effective way is to encourage self-control strategies. Similarly, given the importance and impact of burnout, action is needed to limit its spread. Burnout prevention programs should be developed to help health professionals cope with the syndrome. Such programs could include training in stress coping mechanisms and soft skills development sessions.

For the study, ethics committee permission document dated March 23, 2021 and numbered E.49691 was obtained from the Selçuk University Ethics Committee.

The study has been crafted in adherence to the principles of research and publication ethics.

The authors declare that there exists no financial conflict of interest involving any institution, organization, or individual(s) associated with the article.

The authors contributed equally to the entire process of the research.

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