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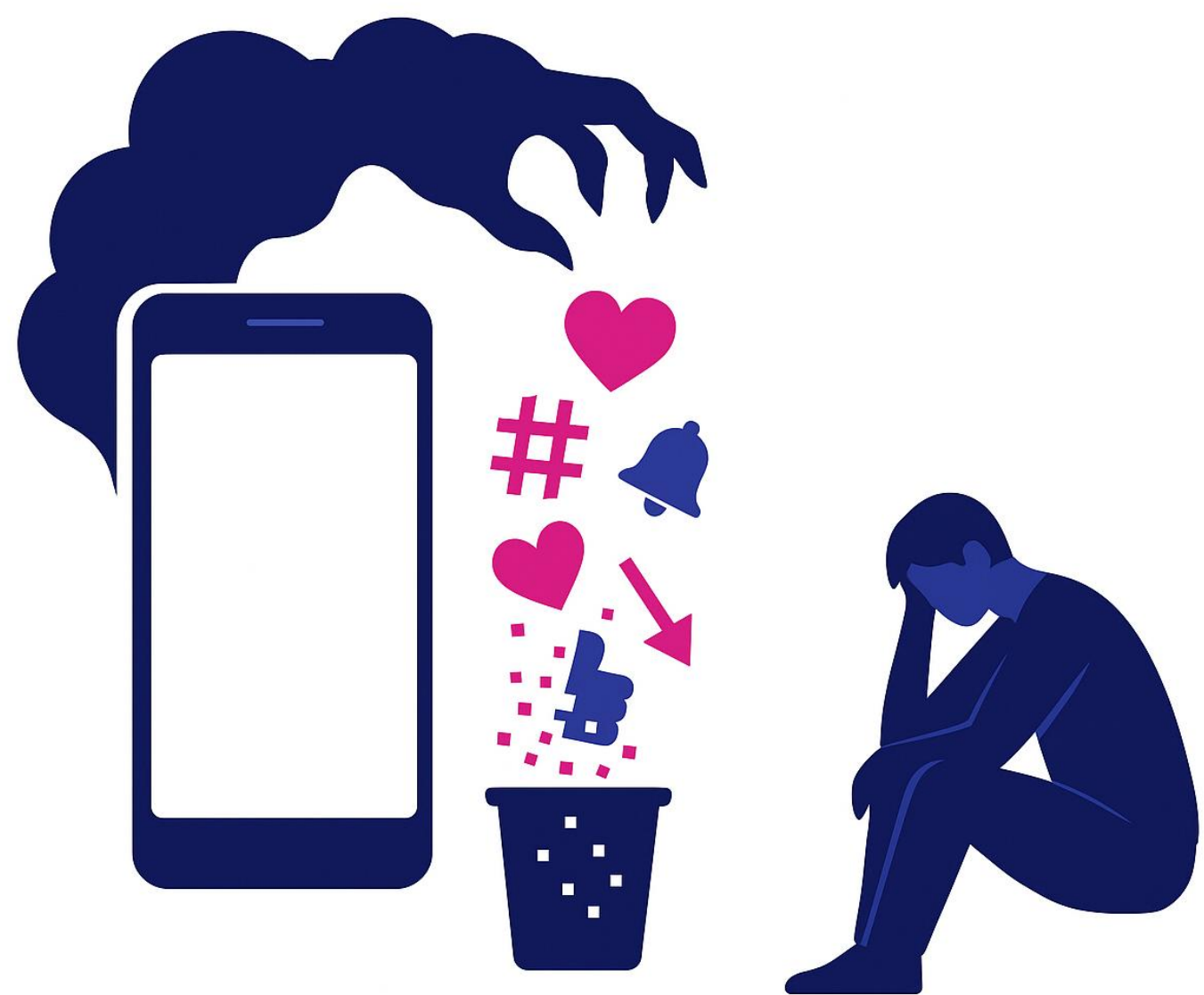


From Like to Leave: The Dark Side of Social Media

Pedro Nascimento

NOVA Information Management School (NOVA IMS),
Universidade Nova de Lisboa, Campus de Campolide,
1070-312 Lisboa, Portugal.

1 INTRODUCTION



The “**dark side**” of social media (e.g., compulsive use, privacy erosion, and mood disruption) now rivals its benefits. **Rather than abrupt quitting**, most users pursue the more **realistic first step** of reducing time and engagement. Our research unpacks this **pragmatic self-regulation path**, showing how scaling back can **relieve harm** and, when necessary, **pave the way** to full disengagement.

Research goals:

Study 1: Map knowledge gaps in hedonic information systems use reduction research through a systematic literature review;

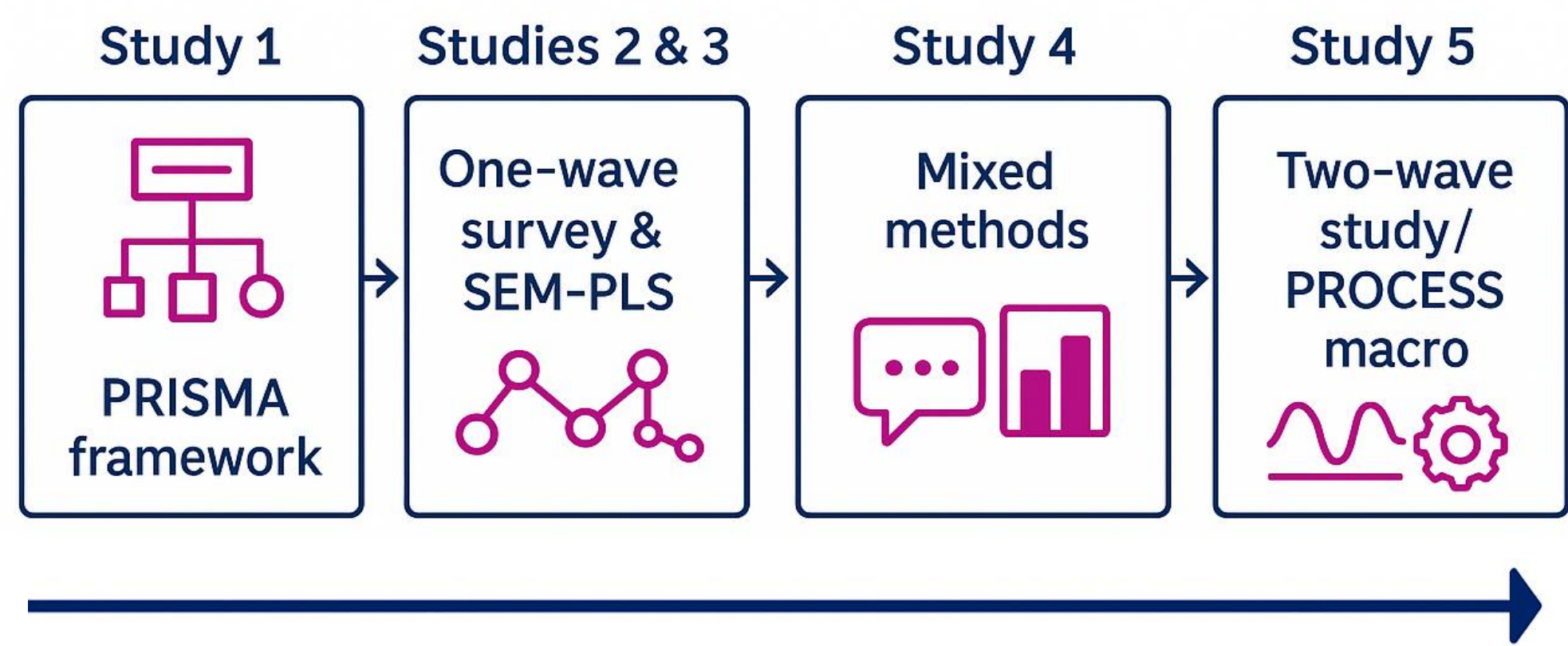
Study 2: Unpack the interplay between **cognitive and affective factors** that drives individuals to scale back their social networking sites (SNS) use;

Study 3: Apply a **risk-based lens** to reveal how adverse perceptions ignite a cascading self-regulation process that curtails SNS engagement;

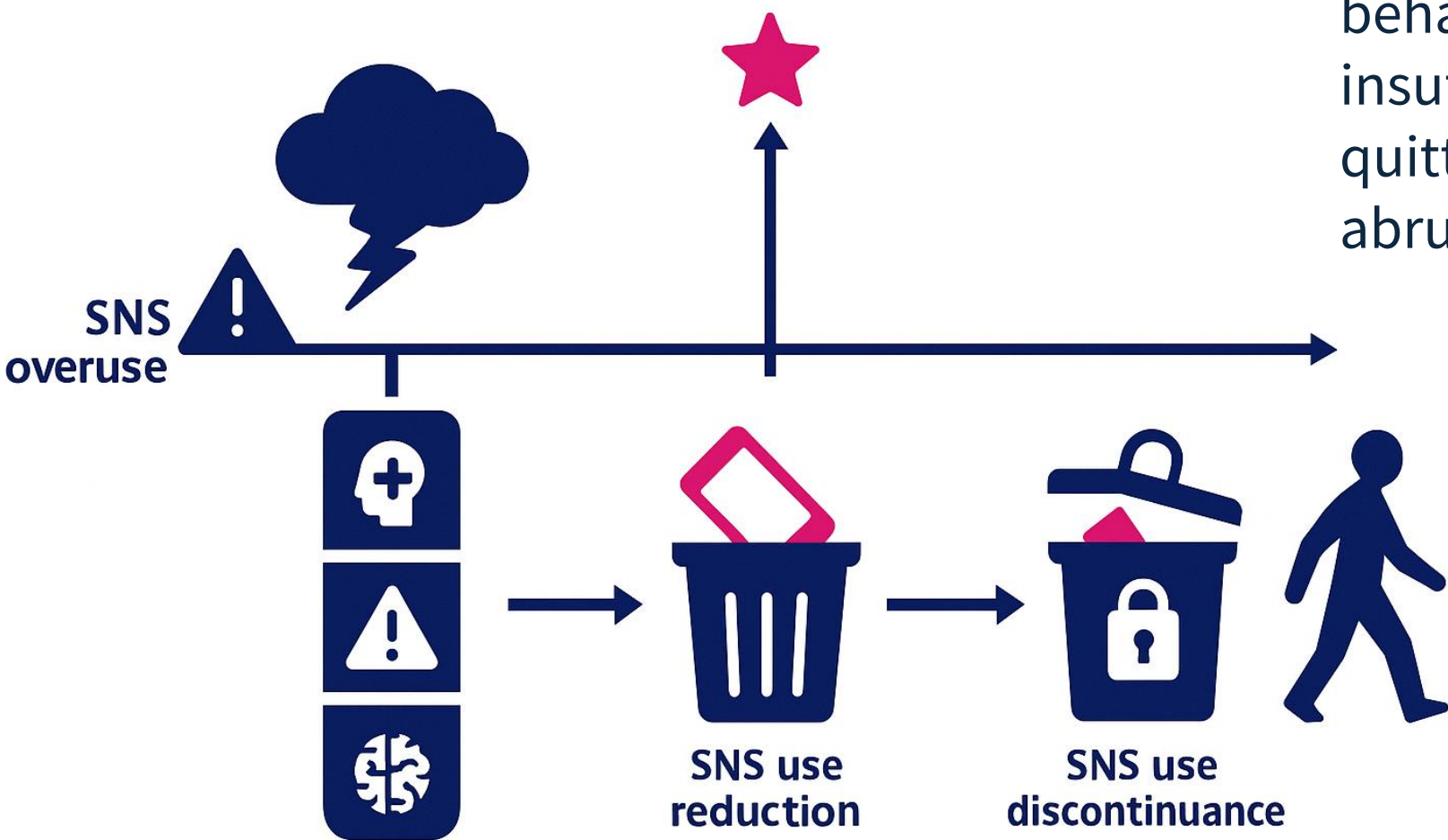
Study 4: Capture **users lived experiences** via qualitative inquiry and build a process model that explains the complex **coping mechanisms** involved in SNS use reduction;

Study 5: Examine **neurodiversity’s** influence — with a focus on **ADHD** — on the difficulty and dynamics of reducing SNS use.

2 METHODS AND MATERIALS



4 CONCLUSION



Our work offers a **multi-method, multi-theoretical** perspective on SNS use reduction. It demonstrates that scaling back usage is the most **practical first step** toward behavior change and, when that proves insufficient, can **naturally progress** to quitting altogether — without requiring an abrupt, radical shift.

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3 RESULTS & DISCUSSION

Study 1

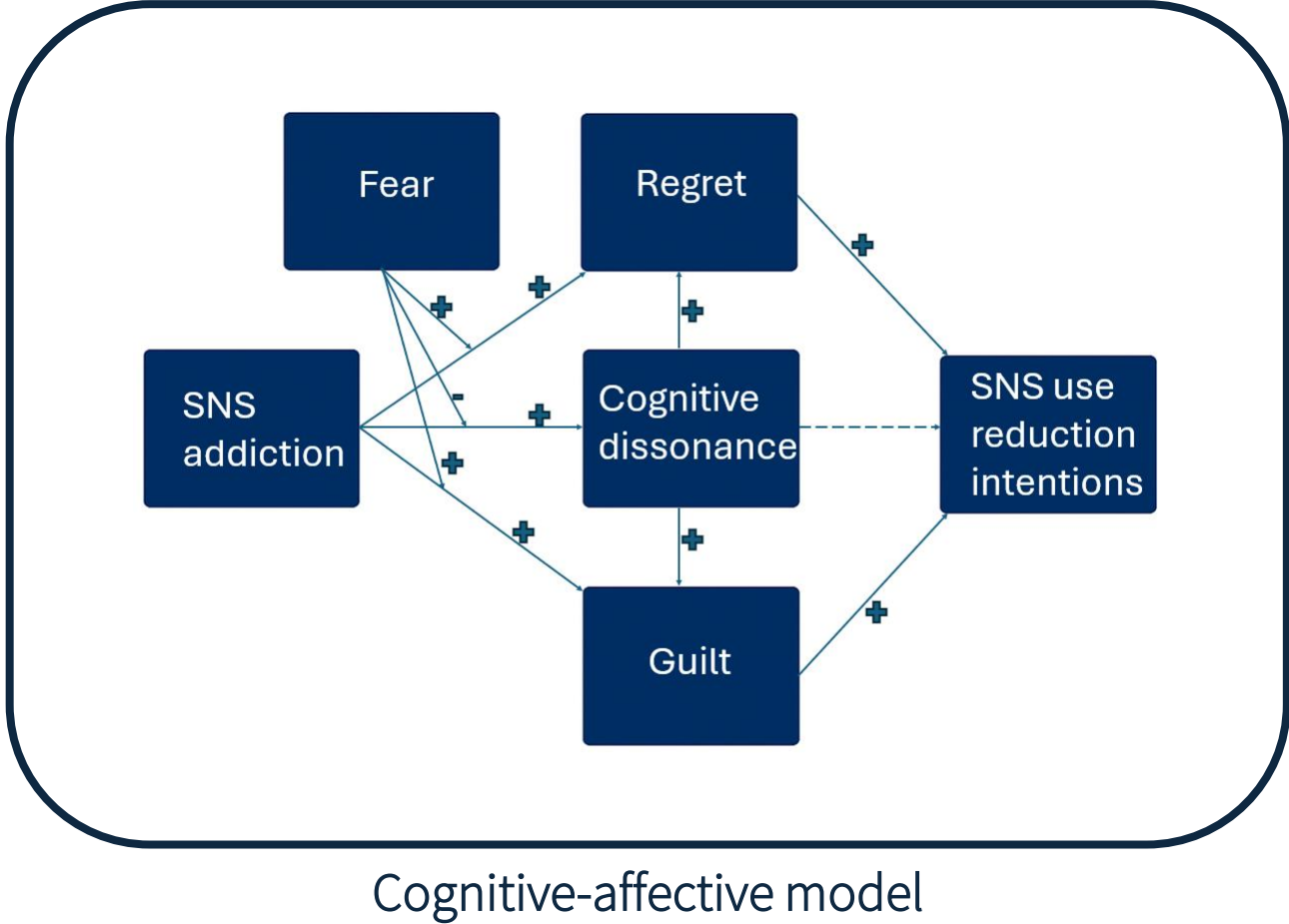
Focus is shifting: Scholarship has moved from broad “**Internet overuse**” to the richer, **riskier world of social media**;

Five powerful levers: **Awareness, social norms, digital fatigue, privacy alarms, and self-efficacy** consistently drive users to cut back on hedonic information systems use;

Field still nascent: Most SNS-reduction studies have appeared only in the **last few years** and cover **narrow contexts**;

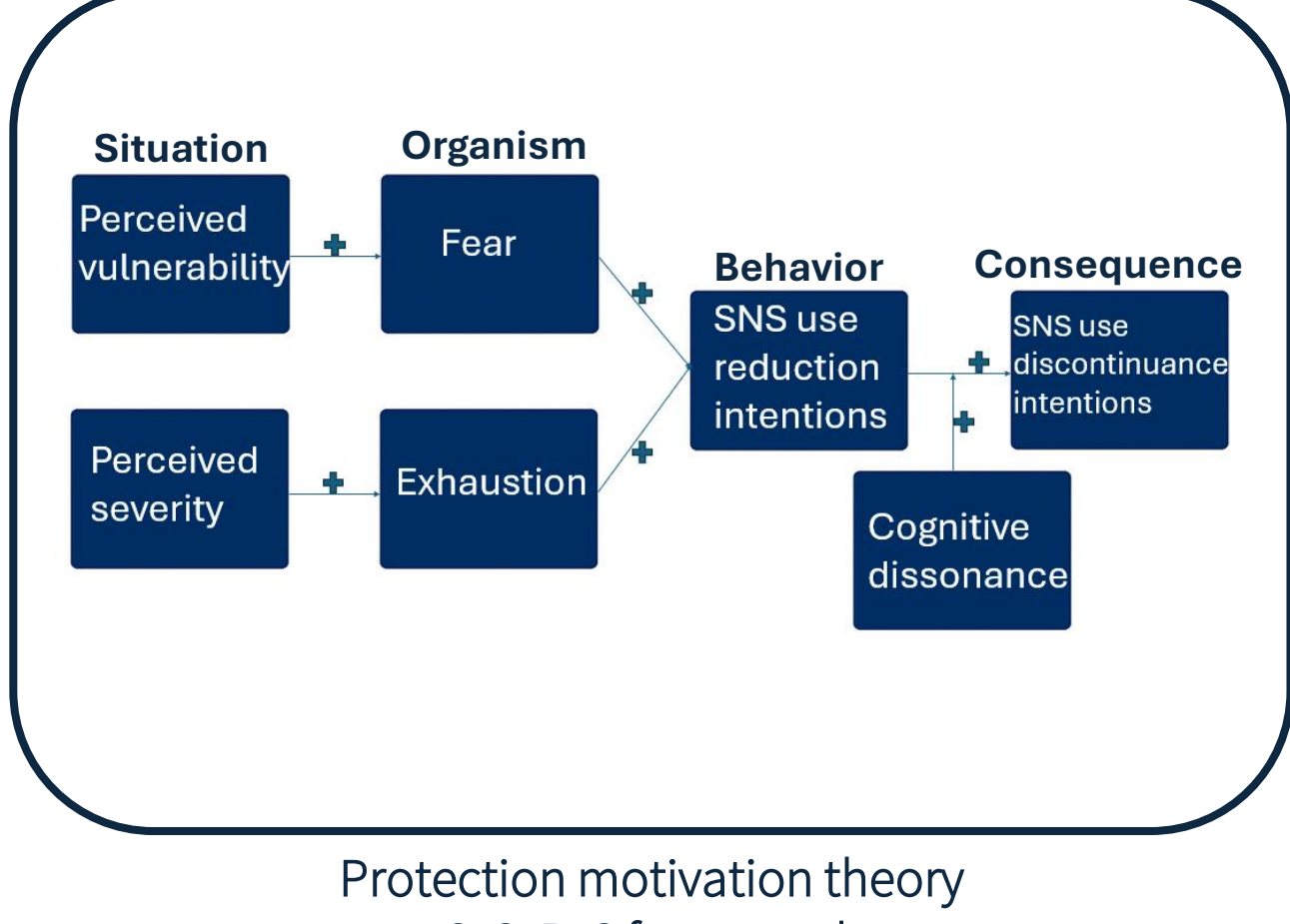
Next frontier: **Fresh theories** and **mixed-method** lenses are needed to map the full landscape of **how** — and **why** — people tame their social media habits.

Study 2



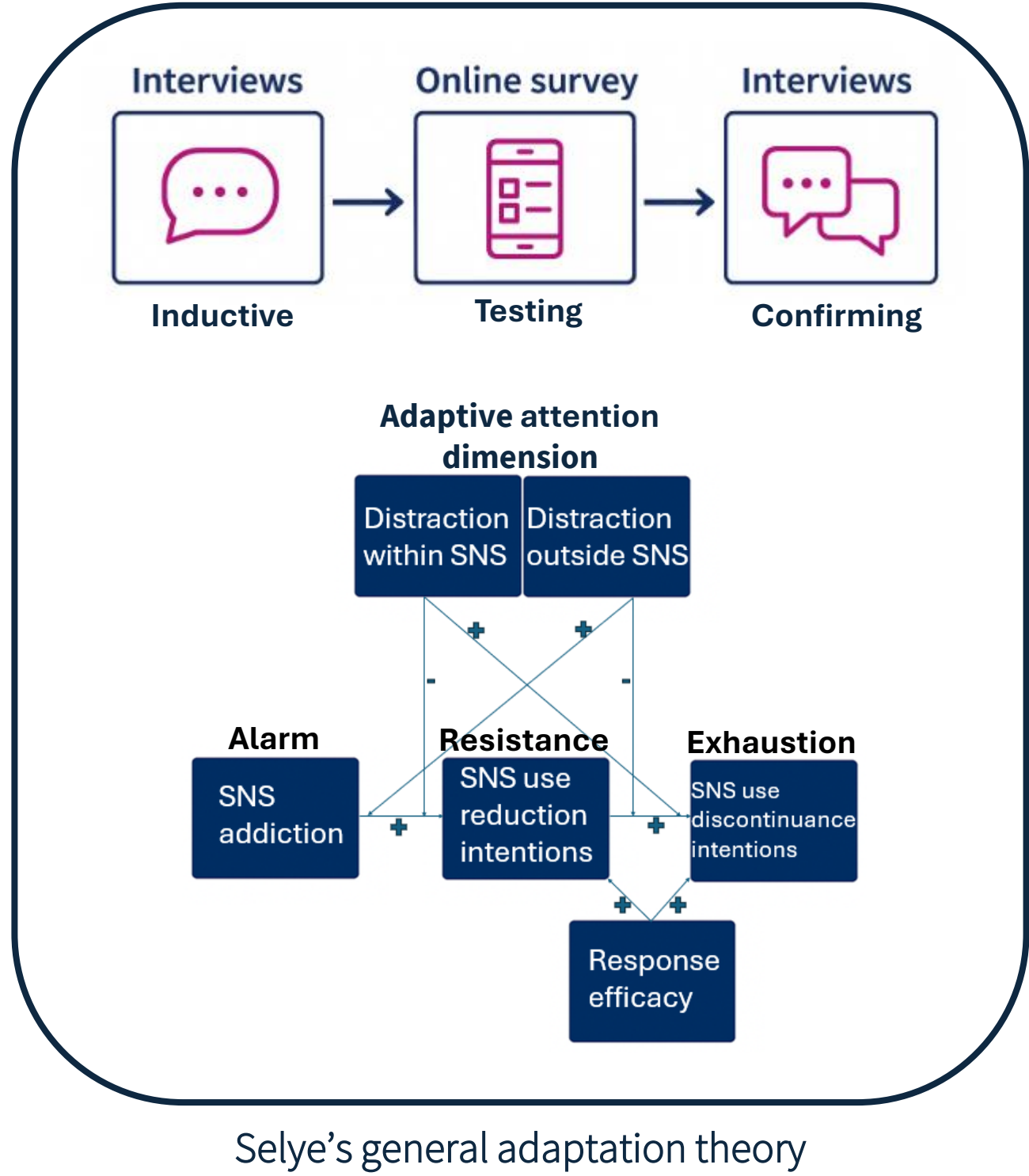
Cognitive-affective model

Study 3



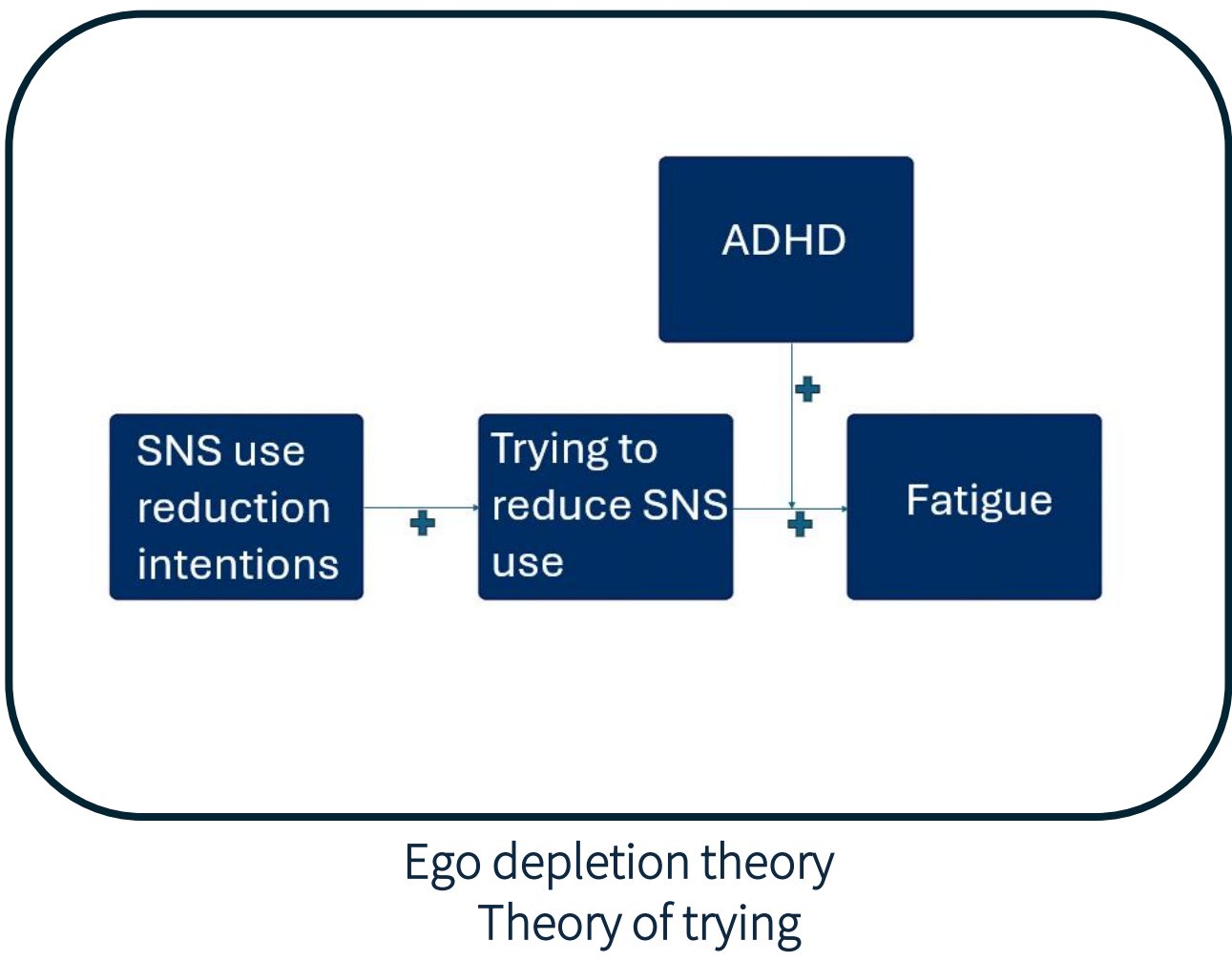
Protection motivation theory
S-O-B-C framework

Study 4

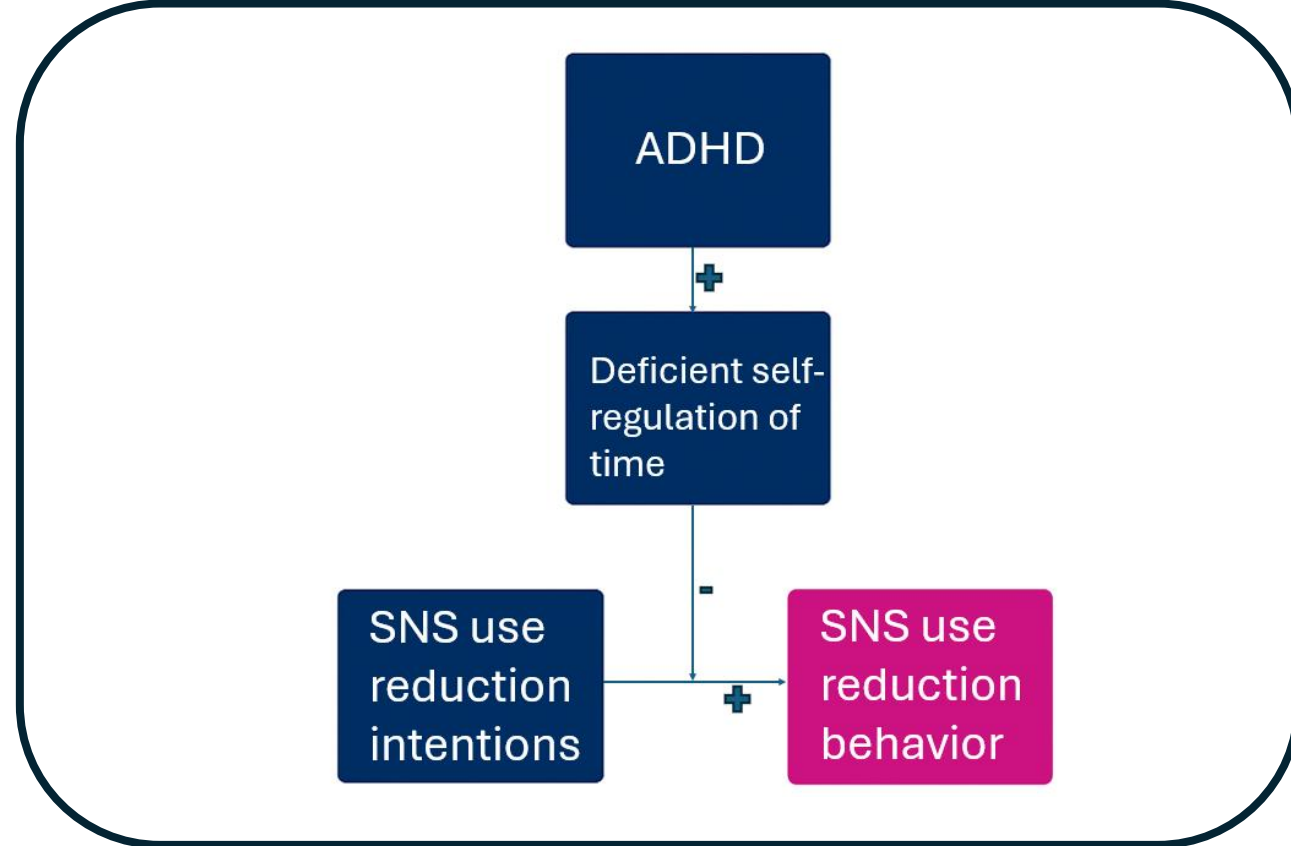


Selye's general adaptation theory

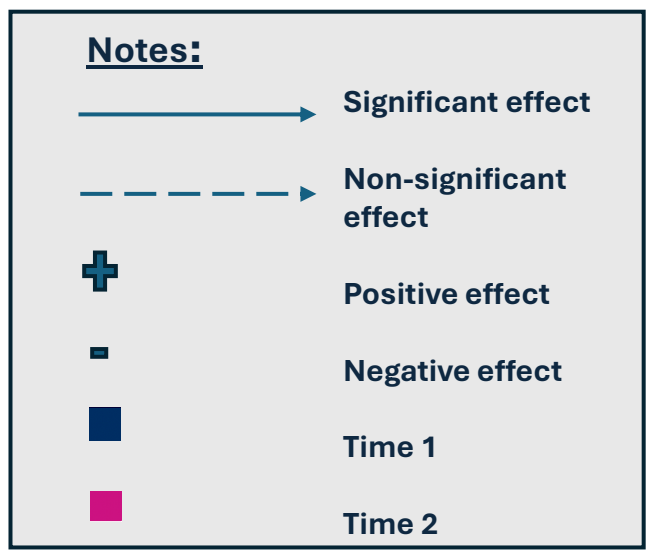
Study 5



Ego depletion theory
Theory of trying



Self-regulation theory



ACKNOWLEDGEMENTS

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