

Disconnecting from Social Networks

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Abstract: Today, more than half of the world's population uses social media, and the ongoing Coronavirus pandemic is a major contributing factor to their expedited growth. However, negative experiences associated with social networking, such as fatigue and overload, can lead to SNS abandonment. Given the widespread utilization of social media by libraries of all types, user discontinuance decisions are crucial to the formulation of libraries' digital marketing strategy. In this context, this study investigates public library patrons' intention to discontinue using Facebook, permanently or intermittently, and/or replace it with another network. Preferences regarding the content posted by libraries are also examined, as it has been found to affect social media fatigue and abandonment.

Keywords: Social media; Facebook; Intermittent discontinuance; Permanent discontinuance; Replacement; Post content; Overload; Fatigue; Library marketing; Public libraries

1. Introduction

In the age of Big Data and the Internet of Things, Social Networking Sites (SNSs), such as Facebook, Twitter and Pinterest, have redefined the landscape of social connections (Franks et al., 2018). Mobile devices and social media applications offer ubiquitous connectivity without time and space constraints (Yu et al., 2019; Y. Zhang et al., 2020). By January 2021, over 4.20 billion people, i.e. more than 53 percent of the total global population, were using social media; Facebook remains the leading social networking site with a monthly average of 2.74 billion active users (Kemp, 2021).

Organisations of all kinds have long leveraged social media to promote their products and services (N. Choi & Joo, 2021). Social media also comprise a major pillar of the marketing efforts of libraries (Dempsey, 2019). Research has shown that 70% of libraries make use of these tools, while 30% of the librarians post content on a daily basis (McCallum, 2015) to communicate their collections and services and grow stronger ties with their community (Al-Daihani & Abrahams, 2018). In fact, during the coronavirus lockdown, social media was one of the basic communication channels libraries utilized for reaching out to their users and for disseminating information about events, activities, and programs (Alajmi & Albudaiwi, 2020; Y. Choi & Kim, 2021; Haasio & Kannasto, 2020; Koulouris et al., 2021). Libraries of all types responded to this new situation by providing their services online, such as book clubs and storytelling, digital and digitized resources as well as online courses from cooking to media literacy (Martzoukou, 2020; Tammaro, 2020). Libraries also focused on delivering timely and credible information about the pandemic, via newsletters, webpages, and social media posts (Koulouris et al., 2021; Wang & Lund, 2020).

Despite the increase of social network users worldwide, further boosted by the COVID-19 pandemic (Kemp, 2021), social media platforms are experiencing a crisis of user loss (Lin et al., 2020). Facebook, for example, seems to have

reached its tipping point and has steadily started to lose ground (Hong & Oh, 2020). Social network abandonment, either permanent or temporary, is largely attributed to a series of negative user outcomes of varying severity – from fatigue and stress, to emotional exhaustion and depression (A. Dhir et al., 2018; Rainie et al., 2013; Shokouhyar et al., 2018; Vanman et al., 2018). Therefore, SNS sustainability, which depends on the satisfaction and active involvement of users (M. Dhir & Midha, 2014; Turel, 2015), does not only concern the social networking service companies themselves, but also all organizations that have focused their digital marketing efforts on social media.

In this context, the current study aimed at investigating user intention to discontinue using Facebook, either permanently or intermittently, and/or to switch to different medium. Facebook was selected because it is the most widely used SNS by libraries (Alvanoudi & Vozana, 2019; N. Choi & Joo, 2021; Koulouris et al., 2021). Antecedents of discontinuance were also examined, in terms of fatigue and overload (information, communication and social), along with patron preferences regarding post content. The target population of the research comprised public library members that have a Facebook account. The practical implications of the study findings are discussed.

2. Literature Review

SNSs are online services that help people connect with each other based on their shared interests (Luqman et al., 2017). Social interaction, information seeking, pass time, expression of opinions, information sharing, entertainment, relaxation, communicatory utility, convenience utility and surveillance/ knowledge about others have been identified as the main uses of and gratifications from using social media (Whiting & Williams, 2013). Statistics indicate that a typical user has accounts on 8 different platforms and spends an average of 145 minutes daily on SNSs, which is roughly accounts for 15 percent of a person's waking day (DataReportal, 2021), making social media an integral part of daily life. Although 16 new accounts are created every second

(DataReportal, 2021), at the same time there are individuals who feel overexposed to and overwhelmed by the use of social media and, more often than not, decide to take a temporary or permanent break from them, otherwise known as discontinuance.

Discontinuance has been introduced by Rogers (2003) as part of his Diffusion of Innovation (DOI) theory and is “a decision to reject an innovation after it has previously been adopted” (p. 21), which may result from dissatisfaction from or replacement of an innovation with an improved idea. In this respect, replacement constitutes a special form of discontinuance (Soliman & Rinta-Kahila, 2020). Ng (2018) also explains that rejecting an innovation does not imply that the user will not return at another stage, thus classifying discontinuers as permanent and intermittent. In the first case, users reject an innovation without returning to it (Rogers, 2003), while the second group consists of users who develop sabbatical behaviors with the intention of returning (Zhou et al., 2018).

SNS discontinuance has been linked to SNS fatigue (Liu et al., 2021; Xie & Tsai, 2021; S. Zhang et al., 2016). Being active on social media entails the processing of large volumes of information and social obligations, creating a vicious circle of ever-increasing demands for time and energy, with potentially detrimental effects for individuals (LaRose et al., 2014; Lee et al., 2016), such as fatigue. “Social network fatigue may be defined as a subjective, multidimensional user experience comprising feelings such as tiredness, annoyance, anger, disappointment, guardedness, loss of interest, or reduced need/motivation associated with various aspects of social network use and interactions” (Ravindran et al., 2014, p. 2317).

One of the key factors that trigger SNS fatigue is overload (Lee et al., 2016), a stressor that is usually linked to feelings of loss of control and a sense of being overwhelmed (M. Dhir & Midha, 2014). One type of overload associated with

social media use is “technology overload” (Cao & Sun, 2018; Lee et al., 2016; S. Zhang et al., 2016) that comprises system feature-, information- and communication overload (Karr-Wisniewski & Lu, 2010). System feature overload is caused by the underlying technology utilized for a given task, when either the implementation on a technical layer or the user interface are too complex (Cao & Sun, 2018; Karr-Wisniewski & Lu, 2010). However, social media platforms generally have simple and user-friendly interfaces (Cao & Sun, 2018), making this type of overload a weak predictor of SNS fatigue. In this vein, the current research incorporates two out of three features of overload, that is information and communication.

Information overload refers to the situation where information processing requirements exceed the processing capabilities of users. Communication overload emerges when users are overwhelmed by requests for interaction and communication from multiple sources that distract their attention from their tasks (Cao & Sun, 2018; Karr-Wisniewski & Lu, 2010). The aforementioned terms are significantly differentiated by the fact that communication overload is caused by external factors, while information overload derives from SNS users’ internal need to seek information (Karr-Wisniewski & Lu, 2010). Recent research has shown that both of these forms of overload have a significant impact on fatigue (Cao & Sun, 2018; Lee et al., 2016; Shokouhyar et al., 2018; S. Zhang et al., 2016; Zhou et al., 2018), which in turn triggers discontinuance intentions (Lin et al., 2020).

Maier and his colleagues (2014), based on Social Support Theory, identified social overload as an “SNS-specific usage inhibitor and technostressor”. They define social overload as “...the negative perception of SNS usage when users receive too many social support requests and feel they are giving too much social support to other individuals embedded in their virtual social network” (Maier et al., 2014, p. 448). In other words, social overload stems from the inability of individuals to handle the volume of demands for social interaction

and has been found to be positively associated with dissatisfaction, fatigue, reduced usage and SNS abandonment (Lin et al., 2020).

Another factor that has been associated with SNS fatigue and discontinuance, is post content. Content that is perceived as boring can lead to feelings of weariness and boredom, while uninteresting and of low value content can cause disappointment and frustration to SNSs users (Ravindran et al., 2014). These negative emotions are indicators of fatigue and can also lead to discontinuance, which varies from unfollowing or unfriending specific individuals and brands to completely abandoning the medium (Oßwald & Werning, 2020; Sibona & Walczak, 2011). At any case, content-related factors are more likely to cause permanent, rather than intermittent, discontinuance (Zhou et al., 2018).

Based on the above, the current research aims to address the following questions:

1. What content type of libraries' posts on Facebook do public library users prefer?
2. Do public library users experience information, communication and social overload and fatigue caused by Facebook usage?
3. To what extent do public library users intend to discontinue using Facebook –either permanently or intermittently– or switch to a different network?

3. Research Methods

In addressing the research questions, the survey research design was employed, because it allows making inferences about the population by gathering information from a sample of people. Primary data were collected via a web-based questionnaire with closed-ended questions. This type of instruments aid the collection of large amounts of data in a short period of time, while pre-defined responses facilitate data analysis; participants also tend to be more frank

(Connaway & Radford, 2017). The research received the approval of the institutional ethics committee and participants provided informed consent.

The target population of the research consisted of Greek public library patrons with a Facebook account. To reach them, the snowball technique was utilized, as it constitutes an appropriate sampling method when the members of the population are difficult to be identified and located (Connaway & Radford, 2017). More specifically, in February 2021 –during the second nationwide lockdown in Greece– an e-mail was sent to public libraries, which were requested to forward it to their members and/or post it on their Facebook pages. Overall, 382 questionnaires suitable for analysis were returned; the demographic characteristics of the final study sample are presented in Table I. Female and male respondents comprise 78% and 22% of the sample, respectively. This significant difference in gender representation can be partially explained by the higher participation rate of women in surveys, compared to that of men (Smith, 2008). Most respondents (81.7%) have been using Facebook for more than 5 years. Finally, while more than half of the respondents (54.7%) use Facebook several times per day, the majority (70.4%) spend less than one hour on the platform.

The construct measures were adopted from previous studies; minor wording modifications were made to accommodate the context of the current research (see Table II). The questionnaire included additional checklist questions examining which other social networking sites were used by the respondents and their preferences regarding the type of content libraries post on Facebook. To assess the instrument's content validity, that is “the degree to which an instrument measures a specific content area” (Connaway & Radford, 2017, p. 81), two professors and three librarians were asked to comment on the clarity and comprehensibility of the questions. Based on the results of the pre-testing, minor adjustments were made to the questionnaire.

The data collected were analyzed using SPSS. In more detail, frequencies, median (Mdn) and interquartile range (IQR) were used to analyze and interpret ordinal data, as suggested by Field (2018) and Muijs (2004). Finally, Cronbach's α coefficient was used to examine the reliability of the constructs, i.e. "the degree to which an instrument accurately and consistently measures whatever it measures" (Connaway & Radford, 2017, p. 83).

Table I. Respondents' profile			
		Frequency (N=382)	Percentage
<i>Gender</i>	Female	298	78.0
	Male	84	22.0
<i>Education</i>	Primary/ Lower secondary	-	-
	Upper secondary	81	21.2
	Post-secondary non-tertiary	39	10.2
	Bachelor's degree	142	37.2
	Master's degree	105	27.5
	Doctoral degree	15	3.9
<i>Age</i>	18 – 27	134	35.1
	28 – 37	74	19.4
	38 – 47	91	23.8
	48 – 57	62	16.2
	> 57	21	5.5
<i>Facebook friends</i>	< 100	30	7.9
	101 – 150	37	9.7
	151 – 200	60	15.7
	201 – 300	75	19.6
	301 – 500	44	11.5
	> 500	136	35.6
<i>Facebook usage (in years)</i>	< 1 year	10	2.6
	1 – 3 years	18	4.7
	3 – 5 years	42	11.0
	> 5 years	312	81.7
<i>Frequency in using Facebook</i>	Hourly	24	6.3
	Several times/ day	209	54.7
	Once daily	73	19.1
	Several times/ week	34	8.9
	Once a week	42	11.0
<i>Daily time spent on Facebook</i>	< 30 minutes	136	35.6
	31 – 60 minutes	133	34.8
	61 – 120 minutes	65	17.0
	> 120 minutes	48	12.6

Table II. Questionnaire constructs		
Constructs	Items	Sources
Information Overload (IO)	IO1_I am often distracted by the excessive amount of information in Facebook.	Karr-Wisniewski & Lu (2010); Lee et al. (2016)
	IO2_I find that I am overwhelmed by the amount of information that I process on a daily basis from Facebook.	
	IO3_I feel some problems with too much information in Facebook to synthesize instead of not having enough information.	
Communication Overload (CO)	CO1_I receive too many messages from friends through Facebook.	Cho et al. (2011); Lee et al. (2016)
	CO2_I feel like I have to send many more messages to friends through Facebook than I would want to send.	
	CO3_I feel that I generally get too many notifications of new postings, push messages, news feeds, etc. from Facebook while performing other tasks.	
	CO4_I often feel overloaded with communication from Facebook.	
	CO5_I receive more communication messages and news from friends on Facebook than I can process.	
Social Overload (SO)	SO1_I take too much care of my friends' well-being on Facebook.	Maier et al. (2014); Zhang et al. (2016)
	SO2_I deal too much with my friends' problems on Facebook.	
	SO3_I am too often caring for my friends on Facebook.	
	SO4_I pay too much attention to my friends' posts on Facebook.	
Facebook Fatigue (FF)	FF1_I find it difficult to relax after continually using Facebook.	Karasek (1979); Lee et al. (2016); Van Yperen & Hagedoorn (2003)
	FF2_After a session of using Facebook, I feel really fatigued.	
	FF3_Due to using Facebook, I feel rather exhausted.	
	FF4_After using Facebook, it takes effort to concentrate in my spare time.	

	FF5_During Facebook use, I often feel too fatigued to perform other tasks well.	
Permanent Discontinuance Intention (PDI)	PDI1_I intend to permanently quit using Facebook.	Developed based on Soliman & Rinta-Kahila (2020)
Intermittent Discontinuance Intention (IDI)	IDI1_I intent to take a break from Facebook and return to the platform later.	Developed based on Ng (2018); Soliman & Rinta-Kahila (2020)
Replacement Intention (RI)	RI1_In the future, I will use another social network site.	Developed based on Soliman & Rinta-Kahila (2020)

4. Results and Discussion

Initially, participants were asked to indicate which social media platforms they use, aside from Facebook membership that was one of the two inclusion criteria for the current study. Results (Table III) revealed that Instagram (72.8%) is the most popular platform among public library members, followed by YouTube (58.6%), LinkedIn (42.1%) and Pinterest (40.6%) with relative small differences. A recent study on Greek library social media usage showed that libraries follow roughly the same trend, in terms of their presence is socialmedia (Koulouris et al., 2021). Finally, other social media used by participants include Discord, Goodreads, Academia, Tumblr, and Reddit.

	Frequency (N=382)	Percentage ^a
Facebook	382	100.0
Instagram	278	72.8
YouTube	224	58.6
LinkedIn	161	42.1
Pinterest	155	40.6
Twitter	110	28.8
TikTok	72	18.8
Snapchat	55	14.4
Tinder	18	4.7
Flickr	15	3.9
Other ^b	15	3.9

^a Response percentages exceed 100% since multiple answers were allowed.
^b Free-text response option.

Respondents were also asked if they follow libraries in social media. 263 out of 382 (i.e. 68.8%) participants that gave an affirmative reply were further asked to indicate which type of post content they keen on. Results, presented in Table IV, showed that library users are mainly interested in information about library events, such as exhibitions, seminars and conferences (74.5%), library operations (68.4%) and services (62.7%) as well as information regarding their community (64.2%). Briefing reports with photographs and/or videos from library events (55.5%) and information about free sources (54.8%) is also appealing content to survey participants. By contrast, activities that are more time-consuming and require users to be more focused and/or carry out a task, such as filling questionnaires (39.9%) and watching live streaming events (36.9%), are the least popular. The latter may result from the fact that due to the COVID-19 enforced lockdown, meetings and other gatherings were abruptly moved online, thus individuals tend to avoid non-compulsory online activities. Comparing these results with Koulouris et al. (2021) recent study findings, a consensus among public library patrons' content preferences and libraries' posts on Facebook is found. Libraries, however, should build their content strategy based on a more complex process, the creation of user personas. User personas are representations of each patron category and reflect a variety of information including goals, behaviors, skills, motivations, even a portrait (Datig, 2018).

Overall, these results imply that the content preferences of users tend to be information-oriented. In other words, patrons use their library's Facebook page mainly for getting library-related information (operations, events, resources, etc.) rather than connecting with others and building social ties. Finally, the diverse content demands indicated by the results, signal the need for the active involvement of all library departments in the content-creation process. Creating useful, attractive, high-quality and consistent online content represents a major challenge for libraries. The establishment of a content-creation group from all

the departments of a library can assist to this end and help provide users with the content variety they want (Joo et al., 2018).

	Frequency (N=263)	Percentage^a
Information about library events (exhibitions, seminars, conferences, etc.)	196	74.5
General announcements/ library operations	180	68.4
Various resources, based on community interests	169	64.2
Library services	165	62.7
Photographs and/or videos from library events	146	55.5
Information about free online content	144	54.8
Information about events held by other libraries or organizations	134	51.0
Information and/or news about Library & Information Science	129	49.0
Information about print collections	120	45.6
General news	119	45.2
Information about and/or photographs and/or videos from library operations (digitization, bookbinding, etc.)	117	44.5
Data collection instruments (questionnaires)	105	39.9
Live streaming of library events	97	36.9
Promotion of special collections	93	35.4
Reference advice	91	34.6
Information about subscription databases	83	31.6
Other ^b	1	0.4
^a Response percentages exceed 100% since multiple answers were allowed.		
^b Free-text response option.		

Public library patrons were further asked to indicate their level of agreement with a series of questions (items) that measure the following constructs: a) discontinuance intention (permanent, intermittent and replacement), b) information, communication and social overload, and c) fatigue. Results are presented in Table V. Construct reliability (Cronbach's α) scores ranged from 0.734 for 'Communication Overload' to 0.852 for 'Fatigue', exceeding the proposed by Malhotra (1999) cut-off value of 0.6.

By and large, data indicated that respondents experience rather low levels of social overload (Mdn=2.00, IQR=1.13). This finding can be partly explained by the period during which the survey was conducted, i.e. the COVID-19 lockdown. In times of quarantines and social distancing measures, Facebook users may feel that they need to invest more time and effort in maintaining social relationships via social media, thus not perceiving social overload.

Conversely, results regarding information and communication overload show a lower level of consensus among study participants. In more detail, almost half of the respondents (45.8%) agreed or strongly agreed that they are often distracted by the huge amount of information on Facebook (Item IO1). However, an almost equal number of respondents (45.6%) neither agreed nor disagreed that they are having difficulties in processing and handling the volume of information presented on Facebook on a daily basis (Item IO2). The latter findings may derive from the fact that SNSs provide functions for managing and reducing the information received (S. Zhang et al., 2016), but not all users have the skills to effectively use them. As for communication overload, almost half of the library members (49.7%) strongly disagreed or disagreed that they receive a vast amount of Facebook messages, but a roughly equal number (47.8%) expressed the opinion that they get too many notifications (new postings, push messages, news feeds, etc.) from Facebook while performing other tasks. This finding also suggests that some users lack the technical skills and competencies to use social media effectively and efficiently, further indicating the need for social media literacy.

As regards fatigue, most respondents do not feel tired or exhausted after a Facebook session (Mdn=2.00, IQR=1.00). This finding can be partly explained by average session length, that is the majority participants indicated that they spent less than an hour in total on Facebook per day, which is divided among several short-term sessions (see Table I). Moreover, as fatigue is caused by information, communication and social overload (Shokouhyar et al., 2018; S.

Zhang et al., 2016; Zhou et al., 2018), the low levels of overload found could further explain this result.

Finally, data did not show that library users are not likely to abandon Facebook, either permanently (Mdn=2.00, IQR=1.00) or temporarily (Mdn=2.00, IQR=1.00). A rather expected find as participants do not report negative experiences, such as fatigue, from their Facebook usage which could trigger abandonment (Cao et al., 2020; Cao & Sun, 2018; Liu et al., 2021). Recent studies also suggest that users tend to engage in “platform-swinging”, taking advantage of the different features each has to offer, without abandoning older media for newer ones (Tandoc et al., 2019). However, survey respondents seem to not totally disapprove the idea of replacing Facebook with another SNS in the future (Mdn=3.00, IQR=1.00). This is not surprising, as users have a plethora of social media at their disposal, while new platforms are constantly launched, some of which are becoming very popular very quickly.

5. Conclusions

The current study aimed at investigating public library members’ intention to abandon Facebook –either permanently or intermittently– or replace it with another SNS. Discontinuance antecedents, namely overload (informational, communication and social) and fatigue, were also examined, along with user preferences regarding post content. Users’ discontinuous usage intentions are a strategic issue for library marketing, considering that Facebook is the primary social platform used by libraries of all types.

Table V. Overload, fatigue and discontinuance intention median scores									
Factor	Item	1* (%)	2* (%)	3* (%)	4* (%)	5* (%)	Md n	IQ R	α
Information Overload (IO)	IO1	5.0	19. 4	26. 7	38. 7	10. 2	3.00	2.00	0.82 8
	IO2	10. 2	32. 5	31. 7	18. 1	7.6			
	IO3	7.9	22. 8	31. 2	29. 1	9.2			
Communicatio n Overload (CO)	CO1	8.6	41. 1	35. 3	13. 1	1.8	3.00	1.00	0.82 9
	CO2	16. 5	42. 9	22. 5	14. 7	3.4			
	CO3	7.3	22. 5	22. 3	36. 5	11. 3			
	CO4	10. 2	37. 2	25. 4	22. 5	4.7			
	CO5	13. 1	34. 3	26. 7	19. 6	6.3			
Social Overload (SO)	SO1	23. 6	42. 1	26. 2	7.6	0.5	2.00	1.13	0.86 3
	SO2	28. 5	46. 6	19. 4	4.5	1.0			
	SO3	35. 1	39. 0	18. 1	6.5	1.3			
	SO4	28. 5	37. 2	22. 3	11. 5	0.5			
Facebook Fatigue (FF)	FF1	9.9	33. 8	23. 8	25. 7	6.8	2.00	1.00	0.88 9
	FF2	12. 0	35. 1	27. 2	21. 5	4.2			
	FF3	14. 4	43. 7	22. 8	15. 7	3.4			
	FF4	11. 5	33. 2	26. 7	21. 2	7.3			
	FF5	19. 1	41. 6	25. 9	9.9	3.4			
Permanent Discontinuanc e Intention (PDI)	PDI 1	14. 9	42. 1	35. 1	5.2	2.6	2.00	1.00	
Intermittent Discontinuanc e Intention	IDI1	11. 0	43. 2	29. 3	13. 6	2.9	2.00	1.00	

(IDI)									
Replacement Intention (RI)	RI1	5.5	22.3	57.3	8.9	6.0	3.00	1.00	
* 1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree									

Results revealed that library patrons do not intend to stop using Facebook, neither permanently nor on a shorter-term basis. However, some of them are considering to replace it with another platform in the future. Users' weak discontinuance intentions can be explained by the low levels of experienced fatigue and social overload. Conversely, information and communication overload levels were found to be slightly higher, which is rather expected considering the huge amount of information disseminated through social media, especially during the COVID-19 pandemic (Tangcharoensathien et al., 2020). Moreover, findings also suggest that libraries are on the right track regarding the type of content they post on Facebook, which was found to be in line with their followers' interests.

Based on the results, it can be argued that Greek public libraries should continue to utilize Facebook for reaching out to their users and for marketing their services and collections. However, as the landscape of social media is constantly changing, libraries should follow the trends incorporating new tools and platforms in their marketing strategy. TikTok, for example, has already been adopted by libraries for services promotion (Anderson, 2020).

Another important issue to pay close attention to is content, as it is vital for maintaining engagement and boosting brand loyalty. Libraries must ensure that they provide diverse and interesting content to their followers. To that end, a content-creation cross-departmental team can be built, ideally comprising all employees who create or manage content (Datig, 2018). Moreover, the content has to be coherent across all of the library's social media, adapted to the peculiarities of each platform. "This comprehensive approach ensures wider reach and inclusion of constituents who use different platforms and creates

consistent messaging” (Halevi & O’Halon, 2017, p. 345). Overall, libraries need to regularly assess their patrons’ platform and content preferences, by employing both traditional means, such as surveys and social media analytics tools. All these can provide useful insights, that can be used to monitor the effectiveness of the library’s social media presence and marketing campaigns.

Finally, libraries should consider offering social media literacy training to their communities at regular intervals. This way, users will develop the skills necessary to offset the negative outcomes that can be experienced by problematic social media use. Social media service companies could also play a key role in educating them.

The current study has some potential limitations. First, the type of statistical analysis used does not allow us to determine the causal relationships among the study constructs; further research should focus on that. Moreover, additional fatigue and abandonment predictors, such as self-efficacy and fear of missing out, must be investigated to get a more complete picture of the formation discontinuance intentions. Second, since the study sample includes public library members, a research on users of all library types could shed more light on the effectiveness or potential differences of libraries’ social media strategy. Furthermore, as Facebook is also widely used by teenagers, a research that includes the 13-17 age group would offer precious insights for building awareness and promoting library services and collections to the specific user category. Third, this research relies on cross-sectional data, which were collected during a health crisis. A comparative analysis with data collected after the COVID-19 pandemic may allow us to observe changes over time. Finally, future research could also focus on a detailed analysis of the content of library- user interactions on social media; exploring user content preferences is vital for the formation and improvement of libraries’ content marketing strategy.

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