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Article

# Information Overload or Information Ignorance? Addressing the Social Media Reading Crisis

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**Abstract:** The rapid growth of social media has significantly altered how we consume and engage with information. Despite the abundance of clearly written content available on platforms like Facebook, Instagram, and Twitter, many users exhibit a lack of patience and attentiveness, leading to frequent instances of asking questions or requesting information that is already readily available. This behavior may stem from two main factors: information overload and information ignorance. Information overload occurs as users are bombarded with a constant stream of notifications and content, making it difficult to process and engage deeply with each post. Simultaneously, impatience and a lack of effort to fully read content contribute to information ignorance. This article explores the underlying causes of this issue, examines the impact of the digital age on reading habits, and discusses the role of cognitive biases, multitasking, and the design of social media platforms in shaping user behavior. By doing a thorough review of academic papers, articles, and studies on topics such as information overload, cognitive biases, social media consumption, and user behavior on this subject so as establish an understanding if it is an information overload or ignorance. This article concludes by calling for educational initiatives, better platform design, and a shift towards more mindful, engaged use of social media to improve reading habits and information consumption in the digital era.

**Keywords:** Digital Era; Information Ignorance; Information Overload; Skimming; Deep reading; User behavior

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## 1. Introduction

Social media has revolutionized the way we communicate, share information, and connect with others. Platforms like Facebook, Instagram, and Twitter have made it easier than ever to access vast amounts of information at any given moment [1]. People can promote businesses, share life updates, and discuss global events all from the comfort of their devices [4]. However, as social media grows, a concerning trend has emerged: many users no longer take the time to read and process clear information that is readily available to them [2].

There is a huge possibility that we must have likely seen this in action.

A business posts a product for sale, including the price and how to purchase it, yet comments pour in asking,

"How much is it?" or "Where can I buy this?"

Similarly, someone uploads a movie with the title clearly displayed, but others still ask,

"What's the name of the movie?"

On Twitter, the issue goes a step further, as users sometimes misinterpret or even deliberately twist what is written in plain text, leading to unnecessary arguments or confusion [5].

These behaviours are not only frustrating for those who take the time to present information clearly, but they also highlight a growing problem in how people engage with content online [3–5].



**Figure 1.** The rise of social media has played a significant role in shaping these patterns of behaviour. Social platforms were designed to encourage quick, bite-sized interactions [3]. Posts are short, captions are brief, and users scroll endlessly through feeds filled with an overwhelming variety of content [1]. In such an environment, it's easy to see why many people skim through posts without paying attention to details. At the same time, social media has shifted the way people process communication [2–4].

The issue can be boiled down to two possibilities: information overload or ignorance [1]. Information overload happens when people are exposed to too much content at once, leaving them unable to process or prioritize what is important [6]. Therefore, this article looks at this problem to find out if it's a result of information overload or simple ignorance [3]. By understanding why this happens, we can start to address the issue and improve how people interact with content online [6].

## 2. Methodology

The methodology for this article combines qualitative analysis and a review of existing literature to explore the issue of information overload and information ignorance on social media platforms.

A thorough review of academic papers, articles, and studies on topics such as information overload, cognitive biases, social media consumption, and user behavior was conducted. This helps establish a theoretical foundation for understanding how digital content is consumed and the psychological factors that influence user behavior. Also, examples of social media interactions, including posts from Facebook, Instagram, and Twitter, were analyzed.

Specific cases where users asked questions or requested information already present in posts were examined to highlight patterns of information ignorance. This step also involved assessing how platform design (layout, notifications, and algorithms) affects user behavior and reading habits. By combining these methods, the aim is to present a comprehensive understanding of the issue, highlighting the underlying causes and offering potential solutions to encourage more mindful and engaged reading behavior on social media.

### 3. Literature Review



**Figure 2.** Conceptual Diagram.

A conceptual diagram illustrating the relationship between information overload, information ignorance, and social media behavior. The image above shows how constant notifications and content bombardment lead to impatience and shallow reading habits, ultimately causing users to miss key details in posts.

#### 3.1. The Growth of Social Media and Its Impact on Information

Social media has completely transformed the way people communicate and share information [7]. Before its rise, communication was slower and often limited to direct conversations, phone calls, emails, or traditional media like newspapers and television [5]. Social media has also democratized information sharing [8,9]. Unlike traditional media, where content was controlled by a few gatekeepers, social media allows anyone with an internet connection to share their thoughts, ideas, and stories [7]. This has empowered individuals to become content creators, influencers, and even citizen journalists [3]. It has also given businesses new tools to advertise products, build brands, and engage directly with customers, creating a two-way communication channel that was previously rare [3].

However, this constant flow of updates can make it difficult for people to process and engage with information deeply, leading to habits like skimming or skipping important details [10]. While social media has undeniably revolutionized communication, it has also changed how people consume information, often prioritizing speed and quantity over clarity and depth [7].

##### 3.1.1. The Speed of Information Flow on Platforms like Facebook, Instagram, and Twitter

The speed of information flow on platforms like Facebook, Instagram, and Twitter has dramatically accelerated how quickly news, trends, and personal updates are shared and consumed [10]. On Facebook, for example, users can share updates, news, and links that quickly appear in the feeds of their friends and followers [4]. This allows news or events to go viral within minutes, with likes, shares, and comments creating a ripple effect across the platform [11,12]. Instagram, with its

emphasis on visuals, has made information flow even faster, as people can upload images and videos, often with minimal text, that capture attention and spread across the platform in a flash [11]. Twitter, known for its short-form, real-time nature, amplifies this speed even further. A single tweet can go viral within minutes, often sparking discussions, debates, and reactions that extend well beyond the original post [13].

The speed of information on these platforms is fueled by algorithms designed to keep users engaged [17]. They prioritize content that is timely, trending, or emotionally engaging, which keeps people scrolling through their feeds and interacting with new posts constantly [3–12]. This quick flow of information has made social media an indispensable tool for communication, breaking news, and even business marketing [10]. However, it has also created an environment where users are often overwhelmed with content, making it difficult to absorb and process everything they encounter [14].

### 3.1.2. The Shift in How Users Engage with Content: Skimming vs. Deep Reading

The shift in how users engage with content on social media has moved from deep reading to skimming, largely due to the fast-paced nature of these platforms [11–14]. In the past, people would spend time carefully reading articles, news, or even longer posts to gather information [12]. But social media platforms, with their endless scrolling and quick updates, have conditioned users to prioritize speed and immediacy over thoughtful engagement [14].

Skimming has become the norm because of the sheer volume of content available [13]. With so many posts, notifications, and updates coming at users all the time, it is no longer feasible to read every piece of content in detail [16]. Instead, users glance at headlines, images, and captions quickly, absorbing only the most eye-catching or immediately relevant information [12]. This habit of skimming has been reinforced by the format of social media, which often favors short, snackable content like memes, quick video clips, or short tweets [11]. These formats encourage rapid consumption, leaving little room for deep reflection or detailed reading [14].

Deep reading, on the other hand, requires more time and focus [10]. It involves carefully analyzing content, understanding its full meaning, and processing the information thoughtfully [11]. However, this type of engagement has become increasingly rare on social media [3]. People tend to scroll through posts rapidly, picking up bits of information without fully absorbing the details [8–10]. This shift away from deep reading has consequences, especially when important information or nuanced discussions are missed because users aren't dedicating the time to process it properly [5].

This change in engagement behavior also affects the way content is created [4]. As social media platforms prioritize brevity and visual appeal, content creators often focus on grabbing attention quickly, using catchy headlines or compelling images to encourage users to stop scrolling [12]. While this method is effective at capturing immediate interest, it may also encourage a shallow understanding of the topic being discussed [1–7].

### 3.2. *Understanding the Phenomenon of Information Ignorance*

Information ignorance in the context of social media refers to the tendency of users to overlook or fail to engage with the details that are clearly presented in posts, updates, or shared content [18]. It occurs when people either don't read information that is directly in front of them or deliberately ask questions that have already been answered within the same post or conversation [12]. This can happen for several reasons, such as laziness, lack of attention, or the fast-paced nature of social media platforms, where users are constantly bombarded with new content [20].

On social media, users often share information like prices, details, or instructions within posts, captions, or comments [4]. However, many times, people still ask for this information, despite it being clearly stated [17]. For example, when a product is advertised with its price and purchasing instructions, some users might ask, "How much is it?" or "How can I buy it?" even though this is already outlined. This behavior shows a lack of engagement with the content, even when it's readily available [21].

Information ignorance isn't just about being unaware; it's also about a failure to process or absorb information [4]. This is particularly common on platforms like Facebook, Instagram, and Twitter, where users are scrolling quickly and often only glance at content [6]. In these environments, users might miss important details, leading them to ask repetitive questions or make uninformed comments [9].

### 3.2.1. The Role of Laziness and Impatience in User Behavior

A common example of information ignorance on social media is when users ask repeating questions on information that have been clearly provided [3]. This behavior is often driven by laziness and impatience [5]. People may not want to spend the extra few seconds to read the details or may be in a rush to get the answer quickly [7–12]. In a fast-paced social media environment, where users are constantly scrolling through posts, they may be inclined to take shortcuts. Instead of reading the caption or details, they expect others to give them the information they need [21]. This laziness can be amplified by the convenience of the comment section, where it's easier to ask a question than to read through the content [23].

Impatience also plays a role in this behavior [2]. Social media has created a culture where instant gratification is the norm [6]. Users are used to getting quick responses, so they may not want to take the time to engage deeply with content [5]. They may be looking for immediate answers and, when they don't find them right away, turn to others for help [3]. This quick-fix mentality leads to the repetitive asking of questions, even when the information is right in front of them [7].

These behaviors reflect a broader shift in how people engage with content on social media [9]. With the overwhelming flow of information and the pressure to keep up with new updates, it becomes easier for users to skip over details, leading to unnecessary questions and a lack of thorough understanding [9].

### 3.4. The Role of Information Overload in Social Media Interactions



**Figure 3.** In the digital age, information overload refers to the overwhelming amount of content and data that people are exposed to, particularly on social media platforms [12]. With millions of posts, updates, videos, and messages being shared every second, users are constantly bombarded with a flood of information [17]. This constant influx makes it difficult for individuals to process and absorb all the content they encounter, leading to feelings of being overwhelmed and mentally fatigued [9].

#### 3.4.1. The challenge of retaining attention in a hyper-connected world

In today's hyper-connected world, retaining attention has become a major challenge [8]. With the constant flow of information from social media, news, messages, and notifications, it's hard for

users to focus on one thing for long periods of time [7]. People are bombarded with updates every second, and this makes it difficult to stay focused on a single task or piece of content [10].

Moreover, the design of these platforms makes it easy to jump from one thing to another [3]. Endless scrolling, constant alerts, and the temptation to check for new updates all contribute to users' wandering attention [18]. This constant switching of focus creates mental fatigue and reduces the ability to pay attention to more detailed or complex content [11]. It also makes it harder to retain what is read, as the brain is not able to hold onto information when it is continuously distracted [22].

In a world where everything is interconnected and happening in real time, the ability to focus has become increasingly rare [23]. As people try to keep up with everything happening around them, they may miss out on deeper understanding or forget key information [24]. This attention challenge is only getting more intense as technology continues to connect us to more sources of information, making it harder to stay focused on one task or piece of content for any length of time [30].

### 3.5. *Psychological Factors Behind Overlooking of Information*

Psychological factors play a big role in why people overlook information on social media. One important factor is cognitive biases [21]. Cognitive biases are mental shortcuts the brain uses to process information quickly, but they can lead to mistakes and oversights. On social media, these biases often cause users to overlook clear information [25]. One common example is the *confirmation bias*, where people only pay attention to details that align with what they already believe or expect [28]. If a post contains information that doesn't match their assumptions, they might ignore it altogether, even if it is clearly written [17].

Another common bias is the anchoring effect [4]. This happens when users focus on the first piece of information they see and ignore anything that comes after [9]. For instance, if a post begins with an image or a bold headline, users might assume they understand the entire message based on that alone, skipping over the actual details in the caption [9].

The bandwagon effect is also influential. On social media, people often look to others' comments or reactions to shape their own understanding [18]. If others are asking questions like "What's the price?" or "What's the title?" a user might unconsciously follow that behavior, even if the answer is clearly stated in the post [13–17]. They trust the crowd more than their own ability to read and process the information [28].

These biases are not intentional they are part of how the brain simplifies decision-making in a world full of information [32]. However, on social media, where content moves fast and distractions are everywhere, they can lead to poor engagement with details [22,23]. Recognizing these cognitive patterns can help users become more aware of their behavior and encourage them to slow down and fully process what they read [28].

#### 3.5.1. The Impact of Fast Consumption and Multitasking on Attention Span

The fast-paced nature of social media and the constant habit of multitasking have a significant impact on attention span [11]. Multitasking adds to this issue by dividing attention across multiple tasks or platforms [13]. For example, a person might be scrolling through Instagram while replying to messages, checking emails, or watching TV [17]. With attention spread so thin, it becomes difficult to fully engage with any single activity [21]. This fragmented focus makes users more likely to miss key details, even when they are clearly presented [19].

The constant switching between tasks and content also trains the brain to prefer short bursts of attention [11]. Instead of being able to concentrate for extended periods, users feel restless and easily distracted [17]. This shortened attention span makes it challenging to read through even moderately detailed posts or captions, leading to behaviors like skipping over text and asking questions that have already been answered [18].

Fast consumption and multitasking create a cycle where users feel pressured to keep up with the rapid flow of content, but in doing so, they sacrifice depth and comprehension [19]. Breaking free

from this pattern requires deliberate effort to slow down, focus on one thing at a time, and engage more thoughtfully with information [21].

### 3.5.2. The Role of Emotional Engagement in Skipping Over Key Details

Emotional engagement plays a significant role in why people often skip over key details on social media [3]. Social media platforms are designed to capture attention by triggering emotions, whether it's excitement, curiosity, anger, or even humor [9]. When users have a strong emotional reaction to a post, they tend to focus more on their feelings or immediate response rather than the content itself [16]. This emotional rush can make it easy to overlook important information [9].

For instance, a captivating image or a dramatic headline might grab someone's attention and evoke a sense of urgency [5]. In their eagerness to comment, share, or react, they might ignore the caption or details that explain the context [8]. Instead, their focus shifts to how the post makes them feel or how they want to respond [7]. This behavior is especially common with controversial topics or highly relatable posts, where users are quick to express their opinions without fully understanding the content [1–6]. This emotional-driven behavior highlights how easily reactions can overshadow comprehension [9]. By prioritizing immediate emotional responses over thoughtful reading, users miss the opportunity to engage with information more deeply [8]. Encouraging mindfulness and intentionality when interacting with content can help strike a balance between emotional engagement and careful attention to detail [8].

### 3.6. *The Influence of User Experience Design on Reading Behavior*

The design of social media platforms plays a significant role in shaping user behavior, especially when it comes to reading habits [8]. The interface, layout, and notifications on these platforms are all carefully crafted to grab attention and keep users engaged [12]. For example, the layout of a feed, where posts are arranged in a continuous scroll, encourages users to keep moving from one post to the next without stopping to fully engage with any single piece of content. This design element promotes rapid consumption rather than thoughtful, focused reading [14].

Notifications are another crucial aspect of user experience design [7]. Constant alerts for new messages, likes, comments, or updates draw users' attention away from what they are currently doing, pulling them into new interactions [12]. The simplicity and visual appeal of platform interfaces also contribute to users' tendency to skim rather than read carefully [19]. Overall, the user experience design of social media platforms encourages fast, fragmented engagement, which can undermine the ability to focus on and fully absorb written information [21]. With each design element strategically crafted to capture and maintain attention, users are more likely to skim through posts, missing out on important details and deeper understanding [21–24].

#### 3.6.1. The Role of Algorithms in Creating Content Feeds that Prioritize Quick Consumption

Algorithms on social media platforms play a major role in shaping the way content is presented to users, and they are designed to prioritize quick consumption [19]. These algorithms analyze users' behaviors, preferences, and interactions to determine which posts should appear in their feeds, aiming to deliver content that will grab attention instantly [12]. One of the key features of these algorithms is the prioritization of content that encourages rapid interaction [19]. For example, posts that generate high levels of engagement such as posts with strong emotional appeal or controversial topics are more likely to appear at the top of users' feeds [24].

Additionally, algorithms push content that is likely to match users' past behaviors, creating a personalized feed that reinforces their interests and preferences [22]. While this can make the content more relevant, it also means that users are shown posts that are specifically designed for fast consumption, rather than challenging them to engage more deeply [16]. The result is that users often engage with these bite-sized pieces of content without taking the time to read longer articles or absorb more complex information [11].

By constantly offering content that is easy to consume, social media platforms encourage users to scroll quickly and engage in shallow interactions [24]. This fast-paced environment, shaped by the algorithms, reduces the likelihood of users spending time reading deeply or reflecting on what they have seen [27]. In this way, the role of algorithms is central to the shift towards rapid consumption, as they continuously promote content that is designed for instant engagement rather than thoughtful reflection [29].

### 3.6.2. How Visual Content Takes Precedence Over Written Information

Visual content, such as images and videos, has become the dominant form of communication on social media platforms, often taking precedence over written information [29]. The reason for this shift lies in the innate appeal of visuals, which can quickly grab attention and convey messages in a way that words sometimes cannot [30]. Images and videos are processed faster by the brain, making them more engaging and easier to consume in a short amount of time [24]. On platforms like Instagram, Facebook, and TikTok, where users are accustomed to scrolling through an endless stream of content, visuals are designed to stand out and catch the eye immediately [30].

Moreover, visuals are often perceived as more entertaining and less time-consuming than reading. A short video or eye-catching image can convey a message in a matter of seconds, while reading a caption or article requires more time and focus [28–31]. As users' attention spans shorten due to the fast-paced nature of social media, they are more likely to engage with visual content that provides instant gratification rather than written information that requires deeper engagement [32].

In this environment, written information often takes a backseat to visuals [28–32]. Even when important details are included in a post, such as well stated out thoughts or instructions, they can be easily overlooked if the accompanying image or video is more captivating [31]. As a result, users tend to absorb information more passively, relying on visuals to guide their understanding rather than taking the time to read and comprehend the full text [21].

### 3.7. *The Impact of Information Ignorance on Businesses and Content Creators*

The impact of information ignorance on businesses and content creators can have significant consequences, especially when it comes to marketing strategies [6–31]. As social media continues to play a dominant role in how businesses interact with customers, the failure to engage effectively due to overlooked or misunderstood information can lead to missed opportunities and inefficiencies in marketing efforts [28–32].

For businesses and content creators, marketing strategies rely heavily on engaging with the audience in a meaningful way [12]. Clear communication is key to driving conversions, building brand loyalty, and fostering customer trust [9]. When users repeatedly ask for information that is already available in a post or an advertisement, it signals a breakdown in communication [11]. This not only frustrates the user but can also reflect poorly on the business or brand. Instead of users engaging with the content and taking the intended action [22]. Whether it be making a purchase, signing up for a service, or sharing the content, time and resources are wasted on clarifying the same details over and over again [2–32].

For instance, consider an e-commerce brand that posts a product with a detailed description, including the price, how to purchase, and special offers [7–14]. If users continually ask, "How much does this cost?" or "How do I buy this?" it signals that they have not fully engaged with the information [31,32]. The business must then spend additional time responding to these inquiries, diverting attention away from other important aspects of their marketing strategy, such as driving traffic or creating new content [23]. This can significantly reduce the efficiency of the marketing campaign, as customer support resources are stretched thin responding to basic questions [12].

Moreover, repeated questions or confusion about the details of a product or service can lead to a lack of trust in the business [1–15]. Customers may feel that the company is not providing clear or accessible information, leading to frustration and a potential loss of sales [15]. In the world of online shopping and digital services, where trust is crucial, any perception of poor communication can deter

potential customers, especially in a competitive market where consumers have many options to choose from [1].

Additionally, businesses and content creators may miss out on valuable engagement opportunities due to information ignorance [13]. Social media platforms reward posts that generate interaction, such as likes, comments, shares, and saves [18]. However, when users miss key information, the business or creator must spend time addressing questions that should have been answered already, which detracts from more valuable types of engagement [22]. Instead of users commenting with their experiences, opinions, or reviews, which are more beneficial to the brand, businesses are caught in an endless cycle of answering basic inquiries [8].

Content creators, especially influencers or those involved in affiliate marketing, also face challenges when information is ignored [15]. Many creators rely on partnerships with brands, promoting products or services to their followers [17]. If a post clearly lists a product's features, price, and link to purchase, yet users still ask the same questions, it signals a lack of engagement with the content [16]. This could impact the creator's relationship with the brand, as the lack of user engagement may be seen as a failure in promoting the product effectively [19]. Furthermore, the time spent responding to repetitive questions could be better used to create new content or build deeper connections with the audience [23].

### 3.7.1. How Businesses and Influencers can Address this Challenge

Businesses and influencers face a growing challenge in ensuring that their audience engages meaningfully with their content, especially in the age of information overload [6]. Here are some practical ways businesses and influencers can tackle the issue of information ignorance on social media [2].

First, simplifying and structuring information in an easy-to-digest format is key [10]. A common reason why users overlook important details is that the information is presented in a way that is either too complex or hard to navigate [13]. Businesses and influencers can address this by using clear and concise language, breaking up long blocks of text, and highlighting key points such as prices, delivery options, and important dates [17–32]. This approach not only makes the content easier to read but also ensures that critical details stand out [19–29]. For example, a business can use bold text, bullet points, or infographics to make key details like product prices or instructions more visible [12–18].

Secondly, businesses and influencers should prioritize creating content that anticipates common questions [28]. Frequently asked questions (FAQs) can be an effective way to provide answers to repetitive queries [17]. These FAQs can be posted in the form of a dedicated section on a website or pinned to the top of social media pages for easy access [7]. Moreover, including a clear call-to-action (CTA) within posts can guide users on where to find additional information or how to make a purchase [3–8]. The more proactive businesses and influencers are in offering information, the less likely users will need to ask for clarification [9].

Utilizing video content is another powerful tool in improving communication [11]. Visual content, like video tutorials, product demos, or Q&A sessions, allows businesses and influencers to convey information in a more engaging and easily digestible format [12]. Video content also provides the opportunity to demonstrate a product or service in action, which can help clarify any confusion that may arise from text-based content alone [16]. For example, influencers can create "How to" videos showing how to use a product or offering step-by-step instructions on making a purchase [19]. Lastly, engaging with users in the comments section is crucial in addressing information ignorance [16]. If users are asking questions that have already been answered in the post, businesses and influencers can take the opportunity to gently direct them to the relevant information [11].

### 3.8. How to Encourage Better Reading Habits on Social Media

Encouraging better reading habits on social media is essential in addressing the growing issue of information ignorance [18]. Educating users about the importance of reading in the digital age can

help shift the mindset from simply consuming content passively to engaging with it more thoughtfully and meaningfully [22]. One of the first steps in this educational process is highlighting the benefits of reading carefully [11]. For example, understanding a product's features or a service's terms before making a purchase can prevent unnecessary confusion or mistakes later on [14]. Emphasizing that thoughtful reading can save time in the long run by preventing repetitive questions or misunderstandings is an important point to convey [6].

To support this, businesses, influencers, and educators can use their platforms to promote the value of reading attentively [14]. One approach could be through educational campaigns or posts that explain the difference between skimming and deep reading, demonstrating how the latter can enhance comprehension and retention of information [28]. For example, a post could show how a user might miss out on key details or misinterpret a message by not reading carefully [2]. By illustrating the impact of not paying attention, users may become more aware of their reading habits and realize the importance of slowing down to read the full content [28].

Additionally, creating content that encourages slow, deliberate reading can help foster better reading habits [5]. Posts with clear, structured, and engaging information can draw users in and encourage them to take the time to read the entire message [4]. Another way to encourage better reading habits is by fostering a community of readers who value thorough engagement [28]. Businesses and influencers can use their platforms to create spaces for users to share their thoughts, ask questions, and engage in discussions about the content [30]. Finally, addressing the underlying causes of rushed reading habits, such as multitasking and the constant barrage of notifications is an important step in promoting better reading habits [32]. Encouraging users to limit distractions while using social media can help them focus better on the content they are engaging with [12]. Tips on turning off notifications, setting designated times for checking social media, or engaging in digital detoxes can all play a role in improving the quality of user engagement [14]. Helping users recognize that slowing down and eliminating distractions can lead to more fulfilling and informative social media experiences may encourage a more mindful approach to reading [14–32].

### 3.8.1. Promoting Mindfulness and Focused Attention Through Digital Wellness Initiatives

Promoting mindfulness and focused attention through digital wellness initiatives is an essential strategy for improving how users engage with content on social media [12]. Digital wellness initiatives can help address this challenge by encouraging users to take a more mindful approach to their online activities, promoting deeper engagement with content, and reducing the negative impact of information overload [22,23].

One of the key elements of digital wellness initiatives is promoting mindful usage of social media. Encouraging users to be conscious of how and when they engage with digital platforms can help them prioritize quality over quantity [27]. For example, social media platforms can introduce features that allow users to set time limits for their social media usage or track their screen time [18,19]. By helping users become more aware of how much time they spend on platforms and the impact it has on their focus, these tools can encourage users to spend time more intentionally, rather than mindlessly scrolling through their feeds [13].

Additionally, digital wellness initiatives can promote taking regular breaks from social media to prevent burnout and improve focus [12]. Platforms could introduce reminders or prompts encouraging users to step away from their screens after a certain amount of time or provide features that allow users to schedule "digital detox" hours [9]. Taking these breaks can help users reset, refocus, and return to social media with a clearer mind, making it easier for them to absorb and engage with content more meaningfully [26].

Another important aspect of promoting mindfulness through digital wellness initiatives is encouraging users to limit distractions while using social media [6]. Users are often interrupted by notifications or advertisements that divert their attention from the main content they are trying to engage with [8]. Social media platforms can introduce "Do Not Disturb" modes that allow users to silence notifications for a set period of time, giving them the freedom to focus fully on the content

they are interacting with [7–12]. This approach helps reduce the temptation to multitask and encourages users to engage with content more attentively [9].

Mindfulness can also be fostered through content that promotes mental well-being [3]. Social media platforms can encourage businesses and influencers to share content that supports healthy digital habits, such as tips for managing stress, reducing screen time, or practicing mindfulness [13]. These posts can serve as reminders for users to take a step back, reflect on their online behaviors, and adopt strategies for maintaining a balanced digital life [3]. Content like guided meditation sessions, breathing exercises, or short video tips on managing distractions can also provide users with tools to improve their focus and mental clarity [7].

### 3.8.2. How Promoting Literacy can Help Reduce the Incidence of Information Ignorance

Promoting literacy, particularly social media literacy, plays a vital role in reducing the incidence of information ignorance on digital platforms [4–22]. Literacy helps individuals become more proficient in navigating, understanding, and critically engaging with content they encounter online, enabling them to make informed decisions and interact more meaningfully with the information around them [28–30].

By fostering better literacy skills, individuals can more easily access and comprehend the wealth of information available on social media [13]. Information ignorance often arises when users either don't take the time to fully absorb content or fail to recognize important details [3–13]. With enhanced literacy, users can read, process, and retain key points more effectively, which reduces the likelihood of overlooking or misinterpreting content [25]. For example, if a post clearly states product prices or provides specific instructions, a literate individual is more likely to read and understand those details without asking unnecessary follow-up questions [10–16]. This not only helps prevent frustrations among content creators but also reduces the time wasted on redundant inquiries [8].

Furthermore, by promoting literacy, individuals are better equipped to evaluate the credibility of sources and identify reliable information from unreliable ones [28]. In an environment filled with fake news, clickbait, and biased posts, literacy enables users to recognize when information is misleading or incomplete [23]. Instead of relying on superficial impressions, users can read critically and make judgments about the quality and accuracy of what they encounter [12]. This reduces the chances of falling victim to misinformation or engaging in behaviors that contribute to information ignorance [5–30].

Promoting literacy can also help break down the barriers of impatience and laziness that often lead to information ignorance [13]. Users who lack the motivation to read thoroughly may simply dismiss important content because they do not want to spend the time or effort to engage with it fully [14]. Literacy initiatives can encourage a mindset shift, where reading becomes a habit rather than a chore [7–22]. When people become more accustomed to reading thoughtfully and critically, they are more likely to take the time to gather all necessary information before making decisions or asking questions [11]. This mindset helps reduce the tendency for users to act on incomplete or superficial understanding [28].

As users develop better literacy skills, they also become more aware of the broader implications of information sharing and consumption [24]. Literacy promotes understanding not only at the individual level but also at the societal level, as users are encouraged to consider how their online actions such as asking repetitive questions or ignoring clear information can affect the digital ecosystem [3–22]. When users become more responsible consumers of content, they contribute to a healthier and more efficient online community where information flows more smoothly and misunderstandings are minimized [22].

## 4. Conclusions

In conclusion, the issue of social media users not reading or understanding information correctly boils down to two potential causes information overload and information ignorance. While both contribute to the problem, the rapid pace of information flow on digital platforms seems to

overwhelm users, leading them to skim or overlook key details. On the other hand, impatience and laziness also play a role, as many users fail to take the time to engage with content in its entirety, often asking questions or making comments that have already been addressed.

The long-term implications of ignoring this reading crisis in the digital age are significant. As the digital world continues to expand, the ability to process, evaluate, and act on information effectively becomes increasingly important. Failing to address the issue of information overload and ignorance can lead to more widespread misinformation, miscommunication, and frustration among social media users, which can negatively affect the quality of online interactions. In the long run, these behaviors could hinder the development of a more informed, thoughtful, and responsible digital community, creating an environment where misinformation thrives, and users' ability to engage meaningfully with content diminishes.

To address this crisis, it is crucial that we cultivate a more thoughtful and attentive approach to social media interactions. This involves encouraging users to slow down, read carefully, and engage with content critically. By promoting digital literacy, raising awareness of the impact of information overload, and encouraging more mindful use of social media, we can help foster a more responsible and informed online community. The role of businesses, content creators, and social media platforms in addressing this challenge is equally important. By prioritizing clear, concise communication and supporting initiatives that promote better reading habits, we can work together to create a healthier digital ecosystem.

Ultimately, the responsibility lies with each of us social media users, educators, and content creators to contribute to a culture of better reading and deeper engagement with information. In doing so, we can ensure that the digital age is one of meaningful communication, informed decision-making, and responsible online conduct.

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