Title: The interplay of cyberslacking, social isolation and social media addiction: a study of employees' introversion

Authur names: Hajar Barati-Ahmadabadi; Mohammad Dalvi-Esfahani T. Ramayah

Abastact: Grounded in the stressor-strain-outcome (SSO) model and personality traits theory, this study investigates how social media addiction and social isolation, in interaction with introversion, influence cyberslacking behaviors in the workplace. Despite the growing body of research, prior studies have not adequately addressed the joint influence of these psychological and dispositional factors on cyberslacking. Design/methodology/approach Utilizing the purposive sampling technique, 285 data were collected to investigate employee engagement in cyberslacking. The study employed partial least squares structural equation modeling (PLS-SEM) and the bootstrapping method to assess the significance of hypotheses. This approach enabled a comprehensive exploration of the interplays between social media addiction, social isolation and cyberslacking tendencies among employees, highlighting the moderating effect of introversion.

Keyword: Cyberslacking, Social isolation, Social media addiction, Introversion

https://doi.org/10.1108/APJBA-02-2025-0142