

Digital Burnout and Continuous Connection: A Study on Remote Workers

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ABSTRACT: This study aims to examine the effects of digital burnout and continuous online in today's business world, where digitalization has accelerated and remote working model becomes widespread. Especially in the post-COVID-19 pandemic period, the uncertainty of the boundaries between work and private life has made a permanent norm of being continuously accessible through digital devices (Wang et al., 2021). This leads to consequences such as emotional exhaustion in employees, decrease in job satisfaction, increase in psychological stress; The inability to break with work negatively affects the psychological capital and business performance of the employees (Derks et al., 2015; Molino et al., 2020). Within the scope of the research, the concept of digital burnout was discussed within the framework of Maslach's burnout model and Technostress theory; Continuous commitment was evaluated in the context of a violation of psychological contract and work-life conflict. The study was supported by qualitative findings focusing on the experiences of remotely working individuals, and in this context, it was emphasized that organizations should develop digital workload management, time limitation and digital ethical policies. The findings show that digital burnout is not only an individual but also a multi-layered phenomenon with organizational consequences. In this respect, the study aims to both make the theoretical contribution to the literature and to provide constructive suggestions to administrators.

KEYWORDS: Digital Burnout, Continuous Commitment, Remote Working, Technostress, Work-Life Balance, Industrial and Organization Psychology, Psychological Convention.

1. INTRODUCTION

Digitalization has radically transformed business life; The spread of information and communication technologies has made the way of working independent of time and space. Especially after COVID-19 pandemic, remote working models, which became widespread rapidly, offered flexibility to employees and paved the way for new psychological problems (Wang et al., 2021). In this new work order, the fact that employees are physically distant from work does not mean that they are mentally distant. On the contrary, thanks to digital connection, employees are now constantly being a part of the work environment with notifications, e-mails and online meetings after leaving the workplace (Mazmanian et al., 2013).

Although remote work has initially adopted as a crisis-based necessity, it has become a standard part of institutional functioning with hybrid models that have become permanent today. Simultaneously, dependence on digital vehicles has also increased; E-mail, instant messaging applications, online task tracking platforms, such as tools, employees' time management and communication processes reshaped (Molino et al., 2020). Although these tools increase productivity, it causes individuals to remain continuously and continue to work outside working hours. Especially in individuals working in the home environment, the boundaries between work and private life are blurred, and in the face of the demands coming through digital vehicles, the obligation to "be accessible at any moment" becomes a psychological burden (Derks et al., 2015).

One of the main problems that arise in this context is digital burnout. The pressure of reaching the speed of the flow of information, the simultaneous task burden and the mental intensity of being continuously connected lead to emotional exhaustion and loss of motivation in employees (Tarafdar Al., 2019). The state of continuous online, on the other hand, negatively affects individuals' resting processes and damages the state of psychological goodness; This situation is reflected in organizational outputs such as job satisfaction and performance over time (Turel & Serenko, 2012). When it is evaluated by perspective of industry and organizational psychology, such psychological effects reduce organizational commitment and increase employee cycle rates.

This study aims to examine the relationship between digital burnout and continuous commitment in distant individuals. Within the scope of the study, the results of the psychological effects of the workload created by digitalization, the organizational commitment of employees and their work performances were analyzed. In addition, the policies and support mechanisms that organizations need to develop against these problems have been discussed. This study, which was developed by taking advantage of the theoretical accumulation of industry and organizational psychology, aims to make unique contributions to understanding the phenomenon of digital burnout at both individual and organizational level and to develop solutions.

2. THEORETICAL FRAMEWORK

Digital burnout refers to the physical, mental and emotional fatigue of individuals as a result of excessive exposure to digital devices. Although this concept coincides with the definition of classical burnout (Maslach & Jackson, 1981), it defines the developing burnout, especially in our age of digitalization, especially in the age of information technologies. Digital burnout; It occurs with elements such as intensive notification traffic, simultaneous task pressure, social media warnings and digital attention division (Reinecke et al., 2017). Research, digital burnout is not only an individual problem; It also shows that there is a multidimensional problem that directly affects the productivity, employee commitment and psychological security of organizations (Molino et al., 2020). In particular, individuals working from a distance face the feeling of not being able to break off due to the continuity of digital communication channels and this accelerates emotional exhaustion. Digital burnout is often handled with digital fatigue, information overload and online burnout. Digital fatigue is the physical and mental wear that occurs as a result of the long periods of the screen. This is especially exacerbated by consecutive online meetings, continuous e-mail tracking and instant messaging applications (Saladino et al., 2021). Excessive loading of information is defined by the amount of knowledge encountered by individuals in the digital environment exceeding the cognitive processing capacity. This leads to decrease in decision -making quality and increased stress level (Bawden & Robinson, 2009). The state of continuous connection leads to the fact that individuals are exposed to work -related notifications in non -business times and reveals the so -called "online exhaustion". Such exhaustion is related to individuals' not only physical, but also in digital terms (Turel & Serenko, 2012). In the context of the psychology of industry and organization, digital burnout; It adversely affects the individual's business performance, job satisfaction and corporate commitment, creates tension in internal relationships and increases the intention of quitting in the long run (Tarafdar Al., 2019). For this reason, it is of great importance to identify, measure and develop preventive strategies at organizational level.

The integration of digital technologies into business life has brought about a "culture of constant commitment olan that forces employees to be online outside their work hours. Mobile technologies such as smartphones, e-mail applications and messaging platforms have been expected to be accessible by employers, managers and team members at any time of the day (Mazmanian et al., 2013). This expectation erodes the self -regulation skills of employees over time and creates a constant state of constant alert. Research shows that such digital connections create a feeling of control and stress in the employee instead of creating organizational commitment (Richardson, 2017). This digital dependence is more pronounced in organizations where the expectations of the administrator are not explicitly defined and the limits of work-life are not drawn, and creates an invisible pressure on employees (Derks et al., 2015). Continuous connection leads to blurring the boundaries of work and private life, not only in a physical space, but everywhere and everywhere. The inability to draw this limit especially in individuals working from home causes family life and personal time to be occupied by work (Chesley, 2005). This interrupts the process of rest and psychological renewal of individuals and increases burnout in the long run. Studies show that inadequacy in border management is strongly related to role conflict and emotional exhaustion (Kossek et al., 2012). It is not enough for organizations to offer flexible working order; This flexibility can turn into paradoxically pressure when the right to limit and organizational support is provided to employees to manage digital vehicles (Mazmanian et al., 2013). The state of constant commitment creates a cognitive and emotional state that can be defined as "they never really get out of work in employees. This psychological situation leads to the fact that employees are mentally engaged in work during the post -work hours, the "staying on a trigger ve and the real listener cannot be resting (Becker et al., 2018). The feeling of not being able to get out of work is more intensively observed in individuals working in competitive culture, especially the high task expectation, short -term delivery dates and competitive culture. Long -term consequences of this situation include psychological depletion, declining job performance, intention of leaving work, sleep disorders and decrease in life satisfaction (Barber & Santuzzi, 2015). For this reason, continuous accessibility culture should be redefined at the organizational level and employees' rights to put digital boundaries should be secured by institutional policies.

3. PSYCHOLOGICAL DIMENSION of REMOTE WORKING

The COVID-19 pandemisi has radically transformed the forms of work at a global level and transformed remote work from a temporary measure to a permanent application. This model, which was initially implemented with health -based obligations, was accepted as "new normal indan because it offers various advantages for both employees and employers over time (Kniffin et al., 2021). During this period, many sectors have structured the space independent as a sustainable option by adopting completely distance or hybrid models. A global study by McKinsey (2021) showed that 52 %of employees in the post -PANDEM period preferred to work at least a few days a week and that many employers are directed to hybrid systems in response to these expectations. On the other hand, this model has brought new organizational problems and psychological risks. In particular, psychological dynamics such as border management, motivation, loneliness and job satisfaction should be reconsidered in remote study (Wang et al., 2021). The institutional adoption of distance work does not only mean the change of space; It also brings with it the effects of digitalization on institutional culture. This transformation creates radical changes in many sizes from communication forms to performance evaluation systems, leadership styles to employee commitment practices (Dimitrova, 2020). The fact that physical interaction is replaced by digital platforms can cause weakening of elements such as colleague, social support and organizational belonging. In addition, digitalization increases the data -based traceability of employees and emphasizes continuous

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performance tracking and numerical feedback culture. This requires employees to improve their self-management skills, while at the same time causes new types of stress types such as Telepressure, excessive visibility and continuous self-proofing (Barber & Santuzzi, 2015). From the perspective of the psychology of industry and organization, it can be said that this transformation is not only technological, but also a psychosocial and cultural adaptation process. Understanding how digitalization transforms organizational culture and developing strategies that support employees' compliance with this new order is critical for the sustainability of organizational productivity.

The increase in remote and digital working ways has led to continuous exposure to various digital vehicles (e-mail, messaging applications, online meeting software, etc.) in order to maintain employees' work. This brought about the phenomenon defined as "notification fatigue" in the literature. Notification fatigue is the division of attention, mental exhaustion and low performance due to continuous digital warnings of individuals (Dabbish et al., 2011). The frequency and lack of priority of notifications increases the cognitive burden of the employee, weakens the ability to make decisions and leads to inefficiency in business processes. However, with the increase in the time spent on the screen, the concept of screen addiction comes to the fore. Especially during the period of Pandemic, the realization of social interactions outside the work in a digital environment has made the screen usage dominant in both business and private life. Research has negative effects not only on physical health but also on mental health; Anxiety shows that it is related to symptoms such as unrest and attention deficit (Montag & Walla, 2016). Intensive use of digital tools causes employees to have difficulty in establishing the psychological distance between themselves and themselves. Especially in individuals working in the home environment, the inability to physically limit professional responsibilities prevents mental separation (Olson-Buchanan & Boswell, 2006). The response of work-related e-mails even at night causes the individual to remain mentally "at work, and this accelerates emotional exhaustion. According to the burnout model of Maslach and Jackson (1981), the burnout state characterized by emotional exhaustion in individuals, decrease in personal success and personal distance; It is closely related to constantly online. The disadvantage of the boundaries of the work in the digital environment causes individuals to feel themselves "as if they never get out of work and not to break up mentally. This can have effects such as decrease in organizational commitment, lack of motivation, sleep disorders and psychological voltage in the long term (Barber & Santuzzi, 2015; Turel & Serenko, 2012). In terms of industry and organization in terms of psychology, unplanned and continuous use of digital tools turn into a source of stress that threatens both individual performance and organizational health. For this reason, it is recommended to develop conscious technology use, notification management strategies and psychological limit policies in digital working environments.

4. EVALUATION from the PERSPECTIVE of INDUSTRIAL and ORGANIZATIONAL PSYCHOLOGY

Analysis through Maslach's burnout model: Burnout is a chronic stress response that emerges as a result of continuous exposure to the emotional demands of the work. The burnout model developed by Maslach and Jackson (1981) consists of three basic dimensions:

Emotional Exhaustion

Desensitization or Personalization (Depersonalization)

Reduced Personal Accomplishment

Emotional exhaustion is associated with the feeling of mental and physical fatigue caused by the individual's work. Desensitization is characterized by the loss of interest and empathic approach to one's work and especially the individuals it serves. A decrease in the feeling of personal success is manifested by the fall of the individual's belief in his own competence (Maslach et al., 2001).

This model has significant explanation, especially in human-centered professions and digital business environments that require intensive communication. Today, where remote work becomes widespread, employees are no longer not only under the physical workload, but also to the continuous warning bombardment of digital vehicles and the pressure of online interaction. In this context, the emotional exhaustion of Maslach's model deepens with the obligation to be constantly connected (Schaufeli et al., 2009).

In remote individuals, the decrease in physical isolation and social interaction adversely affects job satisfaction and increases the risk of emotional exhaustion (Wang et al., 2021). Particularly in the home environment, the distractions of the work, the role conflicts and the pressure of being continuously accessible weakens the internal motivation of the individual. This leads to consequences such as decrease in self-efficacy, inability to establish psychological distances and decrease in organizational commitment over time (Allen et al., 2015). In the literature, it is stated that the feeling of belonging is reduced due to lack of face-to-face interaction of distance employees, the meaning of the work is faded and therefore tends to exhaust faster (Oakman et al., 2020). In addition, the absence of physical boundaries in the business environment causes disruption of psychological renewal processes, which makes it difficult for the individual to continue his motivation (Barber & Santuzzi, 2015). When it is evaluated from the perspective of industry and organizational psychology, in order to maintain employee prosperity and prevent burnout, flexible time management, digital border policies, psychological support programs, and goodness, instead of performance, should be developed.

Psychological contract, which is an important concept in organizational behavior literature, is an unwritten agreement between the employee and the employer (Rousseau, 1989). This contract in traditional business relations; wages, promotion, job security, as well as material elements, as well as respect, support, appreciation, such as emotional expectations. However, with the influence of

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digitalization, a new dimension has been added to this agreement: the expectation of continuous accessible. Especially in the context of remote working, many employers demand that employees are at any time online. This expectation has become a norm that the employer does not clearly states, but imposes with his practices; It has created an invisible pressure on employees (Richardson, 2017). The obligation to remain constantly connected can cause employees to feel violated and damaged their organizational confidence (Bal et al., 2013). The perception that employees experience in these conditions is often waiting for more than me, but does not pay for it ". This reduces employee loyalty, increases emotional distances and triggers the intention of leaving the long term in the long run (Conway & Brier, 2005).

The state of constant commitment makes it difficult for employees to separate their roles in a healthy way. Especially in the remote study, individuals have to carry out their professional and personal roles in the same physical space; This leads to role conflict and tension between roles (Kossek et al., 2012). The fact that the individual is among the roles of "a good employee" and "a good parent, spouse or individual" increases the level of both organizational and psychological stress. Boundary Management is a strategic approach used to reduce the effects of such conflicts. However, digitalization makes it difficult to clearly draw these boundaries and eliminates a psychological threshold that individuals can say "work is over". Applications such as uncertainty of business hours, e-mails that come late at night, weekend meeting calls exceed the boundaries of employees and reinforce burnout (Allen et al., 2014). When evaluated in the context of the psychology of industry and organization, it creates open and fair communication policies of organizations in order to ensure that employees remain loyal to their psychological conventions; It is necessary to set limits on digital accessibility and to clarify organizational expectations.

Although remote working models were initially met with productivity anxiety, many studies have shown that remote studies can increase productivity when appropriate conditions are provided (Bloom et al., 2015). In particular, the flexibility of time and space increases the level of focus of work and allows individuals to complete their work more efficiently thanks to the decrease of external attention. However, this effect does not occur at the same level for each employee. While productivity increases in individuals with high self-reducing skills, it carries risks such as remote work, loneliness, disintegration and loss of performance for employees with structural support and social interaction (Wang et al., 2021). In addition, although the pressure of being constantly online seems to increase productivity in the short term, it may adversely affect performance with long -term emotional exhaustion and loss of motivation (Barber & Santuzzi, 2015). In order to sustain the contribution of distance to productivity to productivity, corporate support systems, open communication channels and digital border management must be structured effectively.

Job satisfaction refers to the general assessment of the individual and his emotional reaction. This evaluation; The quality of the work is directly related to relations, wage and especially the balance of work-life (Locke, 1976). The fact that remote work offers individuals with advantages such as flexible time planning and working in the home environment creates the impression that it can facilitate the balance of work-life. However, it is not always possible to achieve this balance in practice. The physical overlap of business and private living spaces causes the individual to be in his mental distinction between the two areas and to experience conflict between roles (Allen et al., 2014). This negatively affects the job satisfaction, especially for female employees and individuals who have care responsibility (Chung et al., 2021). The deterioration of the balance of work-life damages both individual welfare and institutional commitment; It causes a decrease in the sense of meaning and satisfaction of employees to work. From the perspective of industry and organizational psychology, for sustainable job satisfaction, not only performance -oriented, but a state -oriented management approach is required. In order to increase the job satisfaction in the remote working environment, it is recommended to identify digital boundaries, to protect the right to remain online and to provide psychosocial support services.

5. A QUALITATIVE STUDY: CASE ANALYSIS with REMOTE WORKERS

In this section, qualitative findings of the experiences of digital burnout and continuous commitment of remote individuals are given. On the basis of descriptive qualitative analysis method, organizational practices and individual perceptions that increase the burnout through the representative cases created as a result of interviews with employees from various sectors were examined. Participant statements were regulated as representatives and identities were kept confidential. These examples are presented in order to make the effects of digitalized business environments on employee psychology visible and to add qualitative richness to the theoretical framework supported by quantitative findings.

The first case belongs to a 34 -year -old woman who works as a mid -range manager in the financial sector. This employee, who went from home during the Pandemi process, stated that being online has become a corporate necessity. The participant emphasizes the continuous trigger of digital accessibility pressure on the individual with his words, "My manager is already online at 09.00 in the morning. This expression shows that in cases where employees cannot set digital boundaries and protect their personal spaces, emotional exhaustion is rapidly deepening and psychologically breaking is impossible.

The second case belongs to a 28 -year -old man who works as a software engineer in the technology sector. The participant stated that communication with his teammates was provided through digital platforms and this was quite inadequate in terms of social relations. "We texting each other, but nobody speaks. It is as if I work with a wall, not a software," the words indicate that digitalization not only transforms the work of the work, but also the level of organizational belonging and emotional commitment

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of employees. The weakening of social interaction increases the sense of loneliness in employees; This causes internal motivation to decrease.

In the content analysis, it was seen that some organizational practices frequently expressed by employees increased digital burnout. The most important of these is online meetings. Long -online meetings planned in succession during the day increase the time of employees in front of the screen and create focus problems. At the same time, the visibility of the workload through digital platforms facilitates continuous performance tracking and measurement; This increases the feeling of pressure on employees. Orum I go out of the meeting, I enter another meeting. I speak in five different zoom rooms a day. But I don't feel a real speech, "the statements show that this way of communication remains superficial and is insufficient to establish real social ties. In addition, almost all of the employees stated that the expectation of responding to messages and e-mails instantly blurred the boundaries between work and private life. "I silenced my phone for a few hours, followed the message: 'Where are you? Everyone is waiting for you' ... Do you know what this means? Not being really inaccessible to never be inaccessible," he pointed out how corporate communication makes constant commitment compulsory.

Another remarkable finding is about digital surveillance applications. Keyboard tracking, screen time monitoring, instant activity reports such as software used in some institutions, employees, continuous sense of psychological safety with the sense of constant watching said. This leads to consequences such as the feeling of being under control in terms of industry and organizational psychology, loss of autonomy and a sense of insecurity. Orum I don't feel free.

When all these qualitative data are classified under certain themes, the following results emerge:

Burnout: The state of constant online creates mental and emotional fatigue in employees.

Unconsciousness: Digital platforms limit social interaction and cause individuals to become loneliness.

Loss of Motivation: The meaning of the work is faint, employees perform their tasks automated.

Boundary uncertainty: The boundaries between work and private life disappear and the individual feels even working at home.

These findings show that digital burnout is directly dependent on the use of individual technology, but also to the approach of organizational culture to digital tools, management style and communication practices. The basic concepts of industry and organizational psychology such as psychological security, autonomy, social support and border management must be reconsidered in the context of digitalization.

6. DISCUSSION and EVALUATION

This study has discussed the phenomena of digital burnout and continuous commitment in the context of industry and organizational psychology, based on the experiences of remote individuals. The findings have shown that individuals' psychological burdens have increased due to their continuous exposure to digital vehicles, that the balance of work-life is impaired and their organizational commitment weakened. In the discussion section, it is considered to what extent these findings overlap with the existing literature, which theoretical explanations contribute to the theoretical explanations and what kind of practical inferences are provided to the practitioners. The qualitative findings obtained from the study have greatly overlap with previous researches. For example, the concepts of online work-oil conflict and Telebaski (Telepressure) defined in Derks et al. (2015) were directly observed in the participatory statements in this study. Participants, employers and teammates' messages with the expectation of responding instantly to feel constantly on the alert, at the same time to prevent the separation of work mentally prevented. This supports the findings of Turel and Serenko (2012) that digital platforms can create both functional and mental pressure. Similarly, despite the empirical findings of Bloom et al. (2015) that remote work can increase productivity, the point drawn in this study is that the sustainability of productivity is directly related to psychological goodness. In other words, short -term performance increase is obtained at the expense of long -term burnout, which increases the breakage over time. This finding shows that the burnout model developed by Maslach and Jackson (1981) remains valid in the context of digital work. Furthermore, the themes of loneliness, non -independence and motivation loss of frequently in qualitative data are parallel to the findings that Golden et al. (2008) can reduce the sense of belonging by weakening the social interactions of distance. Expressions such as "cameras being off" and "feeling like you're working against a wall" expressed during the interviews provided important clues about how organizational culture can weaken in the digital environment. This study offers a contextual expansion to existing theories by revealing that the concepts of digital burnout and continuous commitment can be explained by Maslach's Burnout Model, Psychological Contract Theory (Rousseau, 1989) and the theory of Border Management (Kossek et al., 2012). For example, the violation of the psychological contract is associated with the lack of fee or status expectations in traditional forms; In this study, it has been shown that this violation has been experienced by invisible job demands from digital vehicles. This indicates the need to redefine the concept of psychological contract in the digital age. In addition, this research paves the way for new concepts that have not yet been fully systematized in the literature such as "invisible digital labor", digital silence, and organizational digital surveillance. Mental tensions of employees' feeling of viewing and constant online open up the psychological effects of digital control in organizational culture. In this context, new researches are needed to provide conceptual deepening especially in psychological security and digital autonomy. The findings revealed by the research provide important warnings to both human resources managers and senior executives to observe the welfare of the digitalized working order. First of all, the flexibility opportunities provided by digital vehicles should not be used in a way that

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requires the continuous accessibility of the employee. Institutions should grant employees the right to stay out of the online and internalize this right culturally. Secondly, meeting and communication traffic should be limited; Applications such as time blocking and online meeting limitations to reduce the screen fatigue of the employees should be on the agenda. At this point, applications such as “Silent Watches” policy (eg the time period not sent between 12: 00-14: 00 every day) can allow employees to find the opportunity to renew mentally. In addition, digital border management trainings can provide employees strategies to how to separate their business and private lives through digital tools. The integration of psychological counseling services and awareness programs to prevent digital burnout into corporate support mechanisms may function against burnout. Finally, the raising awareness of managers about digital leadership is important in terms of adopting out-oriented and confidence-based approaches instead of constantly waiting for constant commitment from employees. In this context, the evolution of digital business culture into a human-oriented structure is a critical requirement for the sustainable success of not only individuals but also organizations.

7. POLICY and INTERVENTION SUGGESTIONS for ORGANIZATIONS

Digital burnout and constant commitment is more than a problem of an individual coping, but a structural issue that must be addressed at an organizational level. In this context, the establishment of human resources policies that prioritize employee welfare is vital to maintain the psychological goodness in the business culture that turns into digitalization. The following intervention suggestions consist of research findings and application-oriented strategies that overlap with the literature. One of the most problematic elements in the context of remote working is the uncertainty of the boundaries between work and private life. For this reason, the application that institutions should develop primarily is written and institutionalized digital border policies that give employees' the right to stay out of the online. Such policies should include frameworks such as not looking for employee outside working hours, not sending a message or not waiting for an e-mail. As in the examples of Right to Disconnect, which is enacted in some European countries, the recognition of the right to refuse to be online after work reduces burnout and increases employee satisfaction (ILO, 2021). The integration of internal digital border protocols into ethical codes makes these applications not only proposal but norms.

Recommendation: Determining the weekly “offline block times ((eg communication ban between 18.30 - 08.30), developing digital calendar filters that prevent managers from planning meeting outside these hours.

The traditional understanding of overtime has lost its validity in remote working conditions. This should direct the institutions to output-based performance management, not the exit time. Flexible time management practices should allow employees to work by identifying their efficient time periods. This approach is particularly important for employees with children, those who have care obligations and individuals who vary from productivity hours. Notification protocols must also be rearranged. The use of “Importance” label in e-mail and messaging tools, “response time category” and “delayed shipment” features may eliminate the expectation of instant response (Mazmanian et al., 2013).

Recommendation: “If it is not urgent, writing immediately” In-house ethics application, “Digital Communication Awareness” Training for Managers, Automatic Messages: “I am currently out of the cycle, I bought your e-mail and I will return during working hours.”

In this way, the work-life balance of the employees can be rebuilt both psychologically and cognitively.

One of the most effective institutional tools in coping with digital burnout is the strengthening of psychological support systems. In-house psychological counseling services, stress management workshops, awareness (Mindfulness) applications and individual support sessions can be supported by employees without entering the burnout (Richardson, 2017). The success of psychological support programs depends on the structure of these services based on accessibility and normalization, not volunteerism. In this context, it is important to design human resources policies in a protective and preventive way, not rehabilitatively based on mental health. In-house information campaigns, emotional support groups and digital training modules to recognize signs of burnout also contribute to this process.

Recommendation: Every three months "psychological check-in" application, anonymous support lines and routing system, corporate digital surveys that measure the level of burnout and early diagnostic mechanisms.

In terms of the psychology of industry and organization, the sustainability of employee prosperity is only possible with such multidimensional support systems structured at the institutional level.

8. CONCLUSION

In today's business world, where digitalization has gained momentum and remote working models became widespread, the phenomenon of digital burnout has become a serious problem that threatens individual mental health and organizational productivity. This study has demonstrated how digital burnout is intertwined with the expectations of being continuous exposure to technological tools and to be “accessible at any moment. Digital burnout is not only an individual fatigue; It is also a multi-layered psychosocial issue that requires the rethink of the institutional structure. The findings of the study show that continuous commitment has a negative effects on both psychological and behavioral levels on employees. The pressure of being continuously accessible causes the uncertainty of the boundaries between work and private life, the interruption of the resting process of the employees and the

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emotional exhaustion over time. This may have organizational consequences such as loss of motivation, decrease in job satisfaction, decline in organizational commitment and intention to quit in the long run. At the same time, the limited social interaction in the digital environment increases employees' sense of loneliness and causes them to question the meaning of the work. In this context, creating a sustainable digital working culture requires not only the relationship established by the individual with technology, but also to comprehensively reshape the organization's norms, leadership and human resources policies. Institutions should discuss digital transformation not only instrumental, but also with an approach based on human -centered and psychological security. In line with the limitations and pre -findings of this study, various suggestions can be made for future research:

Comparative analyzes should be performed in different sectors. The service sector should be examined in depth how the perception of digital burnout and continuous commitment in various fields such as production, education, health, software differs. Such analyzes may contribute to the development of sector -based intervention models.

The effect of gender, age and generation differences should be investigated. In particular, the more intense relationship established by the Z generation with digital tools and the dual burden between the maintenance of female employees and the remote work diversify the risks of burnout. These social variables are critical for understanding which groups of burnout is more intense.

Mixed research models where quantitative and qualitative methods are used together should be preferred. While it is possible to achieve generalizable results on a wide sample with numerical data; The subjective experiences, emotional processes and contextual interpretations of employees with qualitative data can be understood in depth. The combination of these two methods allows to explain the multidimensional nature of digital burnout more strongly. As a result, to understand and manage the new problems caused by digitalized working life is essential both in the academic world in terms of theoretical enrichment and structural transformation in the business world. In this context, the increase in the studies that center the digital burnout phenomenon will contribute to the construction of healthier and productive digital working cultures.

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