

Always Connected Social Media Notifications and Managerial Control in the Generation Z Workplace

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Abstract

The always connected nature of contemporary work has intensified the presence of social media notifications and created new forms of communicative demands that compete with sustained attention and task focus. This study examines how social media induced fear of missing out compulsive checking multitasking interruption overload and procrastination influence perceived productivity among Generation Z employees and whether managerial communication can mitigate these effects. Data are being collected through an Institutional Review Board approved survey using validated measurement items adapted from the Social Media Use at Work measurement model which captures fear of missing out compulsive use work performance decrement and procrastination behaviors in organizational settings (Tandon et al., 2021). Interruption overload and psychological transition after digital interruptions are measured using established enterprise social media scales that assess the cognitive and energy costs of frequent workflow disruptions (Luqman et al., 2021). Managerial boundary setting and communicative role clarity are operationalized using work related social media communication measures that conceptualize social media activity as a form of communicative labor shaping employee responsibilities and performance expectations (Pekkala, 2021). By integrating these measurement approaches the study develops a multidimensional model of digital distraction and managerial control in notification rich work environments. The study contributes to management and organizational behavior scholarship by identifying how digitally mediated communication reshapes attention regulation and by testing whether clear managerial expectations improve focus and productivity. The findings are expected to inform leadership communication digital workplace policy and the design of attention supportive work systems for the Generation Z workforce.

Keywords: Digital distraction, Gen Z, Employee productivity, social media, Management