SOCIAL MEDIA CONSUMPTION AS A PREDICTOR OF NARCISSISM AND EXHIBITIONISM

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ABSTRACT
The aim of current research is to examine “social media as a predictor of narcissism and exhibitionism among Pakistani youth”. It is generally observed that social media consumption is likely to predict narcissism and exhibitionism among Pakistani youth. It was a quantitative study in which survey design was used to collect the data. It was hypothesized that social media have significant contribution in predicting narcissism and exhibitionism among youth. The sample was comprised 150 university students both male and female aged raging 18-25 years. In order to collect data three scales were used includes social media scale, narcissism, and exhibitionism scale. The collected quantitative data was analyzed through SPSS version 22. The results showed that social media has a substantial role in creating narcissism and exhibitionism among youth. The usage of social media provides an opportunity to create a virtual world that supports the feelings of self-love and self-presentation.

Keywords: social media, narcissism, exhibitionism, consumption, youth

INTRODUCTION
The digital era is dominating our lives (Towner et al, 2022; Balcerowska & Sawicki, 2022) in which internet is becoming a major part of our daily routine (Lee, J. K. 2020). Different sorts of media like internet, advertising, film and social media has influenced every aspect of life. Use of social networking sites has developed promptly over the last sparse lifetime (Fu Q et al 2022; Nardis & Panek, 2019). Teens are more predisposed to use particular Social networking sites (SNS) (Mandasaurwala, 2021; Meeus et al., 2019; Arpaci, 2018), like Facebook is a leading platform due to its heavy users worldwide (Marengo, D et al; 2021). It give chance to interact; communicate with others (Lee et al; 2020), as people from all over the world can be accessed. Facebook at present is a divine rampant of the nice virtually connected world (Biolcati & Passini, 2018). Social media users post comments to a friend’s page or wall and supplement comments to a friend’s shows through SNS positively related to enhancing the assorted nature of narcissistic behaviors like “admirative narcissism”, “communal narcissism”, “rivalrous narcissism”, and “vulnerable narcissism” (Balcerowska & Sawicki, 2022). Sending instant messages to friends on social media sites is a common practice. Social networking sites allow users to be a part of virtual community. These websites allow users to generate profiles with personal information, exchange of information, connect with friends and meet new people. Social networking sites as a fundamental telecommunications hub, connects users to share the information and the content production and insertion of comments are more common practice among youth in recent times (Lenhart et al 2010). Narcissism is more accepted as an essential intricate of charm traits and treat that affect a splendid yet frail discern of self with an obsession to progress and demand for admiration. Raskin & Terry (1988) emulated original aspects of egoism including factors of exploit-entitlement and narcissism self-admiration factors. According to a

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recent study, people with a high level of narcissism have more favorable feelings towards uploading selfies on social networking sites such as Facebook and Instagram (Boursier et al., 2016).

Social media is playing a significant role in socializing, social interaction, entertainment, recreation and self-promotion on SNS (Liu et al., 2022; Moisescu & Gića, 2022; Lee, 2020; Frederick & Zhang, 2019; Park et al., 2009). Different studies signified the inevitable personal and social needs that individuals fulfill by using Facebook and other social media platforms.

A study by Frederick & Zhang (2019) indicates that current generation of college going students has significantly higher levels of narcissism than the college generation of past. To check the relationship between overt behavior and narcissism, the researcher conducts a critical review on previous researches. Living in the age of self-praise and entitlement, a research conducted by Omori & Allen, (2021) explores that narcissism is an epidemic among the youth of America. The Americans focus on self-admiration, entitlement and narcissism take them away from reality to the land of grandiose fantasy. Another study applied sociometer theory that proved self-esteem and happiness depends on the endorsed positive social feedback and likes on Facebook (Marengo, 2021).

A study revealed that in current American generation narcissism symptoms like moodiness, restlessness, feeling of isolation, anxiety, worry, sadness and dissatisfaction are often found (Lee, 2020). The consumption pattern of digital media or internet is based upon the personality traits. For this purpose, the researchers conducted an online survey, the findings revealed that there is a significant relationship with personality and the usage of SNS or Facebook. People use SNS to overcome the loneliness and interact with others to get information through virtual community.

A research was done to examine the usage of social networking sites among 721 American and Japanese college students aged 18-29 who were the users of Facebook. The researchers applied uses and gratification theory to explore the social and personal needs that individuals fulfill by using Facebook. It was a survey research. Correlation analysis was found that youth use the Facebook to gratify their social and personal needs, it all depend upon their demographic characteristics like gender and ethnicity (Omori & Allen, 2021).

A correlational study was conducted to check the relationship between selfie posting and self-admiration and image promotion. Data were collected from a sample of 956 social media users. It was a survey research. The researcher found that SNS are popular among youth to display their attractive photos, vanity, and self-presentation, argue or discuss the social issues and to share the information and maintain the large relationship in a virtually connected society. To prevent negative feeling, get recognition, fulfill entertainment and affection needs, social media played pivotal role. Through virtual community, they can easily discuss their problems, share their success and also get pride to post their alluring pictures. However, the usage patterns of social media were found different among different narcissistic personality Louis Leung (2013).

The present study focuses on the role of social media as a tool of creating narcissism and exhibitionism with the help of empirical data and discussion.

**Research Objectives**
The main objectives of this research are enlisted below;

- To explore the role of social media, creating narcissism and exhibitionism among youth.
- To assess the role of social media usage in promoting the culture of entitlement, self-praise and arrogant behavior among youth.

**THEORETICAL FRAMEWORK**
Uses and gratifications theory says, “What does an active audience do with the media, why, and with what effect?” (Laswell, 1948). It says that crowd embrace communications and matter to please their choose interests. Particularly, the philosophy intends to review what societal or mental needs revive public to use specific communal technological apps (Bulmer & Katz, 1974). This understanding also tells that public are not unflappable but they have some goals for that they and seek leniency whatever necessitate dynamic decrease of societal communications.

**Conceptual Model**
The proposed conceptual model of the current research proposal is given below showing relationship between the dependent and independent variables of the study.
Social Media Consumption as a Predictor of Narcissism and Exhibitionism

1. Hypotheses

Following hypothesis would be investigated in the current research:

H1: There is a strong relationship between social media usage and narcissism and exhibitionism

H0: Social media is likely to have a significant relationship with narcissism and exhibitionism

2. Research Methodology

This research study probe the usage pattern of social media among youth as predictor of narcissism and exhibitionism in Pakistan. To explore the objectives, every research study has designed the research strategy. Bryman (2001) defines research method as “simply a technique for collecting data. It can involve a specific instrument, such as self-completion questionnaire a structured interview schedule, or participant observation whereby the researcher listens to and watches others”.

Sampling Technique

For the selection of the respondents in the current research study non-probability purposive sampling has been used. University students between the age of 18-25 years, who are social media users were included in the sample.

Sampling Frame

The sample for current study research comprised of n: 150 participants within age ranged of 18 to 25 years taken from different departments of Virtual University of Pakistan, Lahore. The sample was comprised equally male and female. The identity of all participants was kept confidential and they were also informed that they have right to leave or withdraw their selves from the research at any moment if they felt uncomfortable.

Measures

In order to gain information of social media as predictor of narcissism and exhibitionism pre-structured standardized social media consumption scale was used already being used were consulted. It was inferred that they were not sufficiently fulfilling the demands of the indigenous interpretation of the constructs. Thus the inspiration and insight was taken from those tools and a customized measure was devised in order to record the rightful replies of the participants. The Cronbach’s alpha reliability coefficient of the tool was .894, which was significant to generalize on the results of this study.

Social media consumption scale was used in the current research for data collection related to the viewing of media content. This tool has 25 items. This tool has been reported as having above average Cronbach’s alpha reliability coefficient of 0.5 while in current research, the measure produced reliability index of .894 to make data reliability significant. It has response options of “strongly agree”, “agree”, “moderate”, “disagree” and “strongly disagree”, with a given values as 5,4,3,2 and 1 respectively. Moreover, confirmatory analysis was used on the scale.

Narcissism personality inventory scale (NPI Raskin and Hall, 1979, 1981) used in the current research for data collection related to the social media consumption among youth. This tool has been reported as having above average Cronbach’s alpha reliability coefficient of 0.5 while in current research, the measure yielded reliability index of .864 to make data reliability significant. This tool has 20 items. It has response options of “strongly agree”, “agree”, “moderate”, “disagree” and “strongly disagree”, with a given of 5,4,3,2 and 1 respectively. Moreover, confirmatory analysis was used on the scale.

Pre-structured standardized exhibitionism scale was used in the current research for data collection related to the social media usage in creating exhibitionism among youth. This tool has been reported as having above average Cronbach’s alpha reliability coefficient of 0.5 while in current research, the measure yielded reliability index of .894 to make data reliability significant. This tool has 20 items. It has response options of “strongly agree”, “agree”, “moderate”, “disagree” and “strongly disagree”, with a given of 5,4,3,2 and 1 respectively. Moreover, confirmatory analysis was used on the scale.
research, the measure yielded reliability index of .823 to make data reliability significant. This tool has 15 items. It has response options of “strongly agree”, “agree”, “moderate”, “disagree” and “strongly disagree”, with a given of 5,4,3,2 and 1 respectively. Moreover, confirmatory analysis was used on the scale.

**Operational Definitions**

The term social Media is refers to machine mediated communication, which includes electronic media (Internet and Social networking sites) and the new virtual/wired media.

The term Narcissism refers to the self-praise, self-love, vanity and sense of entitlement in youth which make them distinguish among their peer group.

The term Exhibitionism refers to the display/show-off belonging their personality like clothing, mobile phones, new model car and other accessories of youth through social media.

**Analysis**

SPSS version 22 was used to conduct descriptive and inferential analyses of the collected data. The main hypothesis was investigated through Pearson Product Correlation in order to find relationship among Social Media consumption as predictor of Narcissism and Exhibitionism among youth.

**Table No. 1 Descriptive Statistics and Reliability Coefficients for Study Variables**

<table>
<thead>
<tr>
<th>Scales</th>
<th>α</th>
<th>K</th>
<th>M</th>
<th>SD</th>
<th>Potential</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media consumption</td>
<td>.894</td>
<td>25</td>
<td>82.43</td>
<td>14.794</td>
<td>25-125</td>
<td>46-125</td>
</tr>
<tr>
<td>Narcissism personality</td>
<td>.864</td>
<td>20</td>
<td>69.19</td>
<td>13.007</td>
<td>20-100</td>
<td>42-100</td>
</tr>
<tr>
<td>Exhibitionism scale</td>
<td>.823</td>
<td>15</td>
<td>54.58</td>
<td>8.060</td>
<td>15-75</td>
<td>39-75</td>
</tr>
</tbody>
</table>

*Note: α= reliability coefficient, k= no. of items in scale and subscale*

Respondents were asked about social media consumption that how much time they spend on social media on the Facebook; SNTS are good place for socializing? The scale consisted on twenty five items five likert scale as 1=strongly disagree to 5=strongly agree. The twenty five items yielded a very good reliability alpha of .894.

Raskin and Hall (1979) developed the NPI to measure differences in narcissism among youth. Twenty items were selected from the catalogue, with statement like “I am an extra ordinary” and “I like to be complimented”. Respondents used five Likert scale with 1 indicating “strongly disagree” and 5 indicating “strongly agree”. The twenty items yielded a very good reliability alpha of .864. Exhibitionism was the third scale (α=.823) as shown in table 1, indicating that narcissistic individuals like to be complimented, respected and the center of attention.

**Table No. 2 Descriptive of Demographic Variables**

<table>
<thead>
<tr>
<th>Variables</th>
<th>M</th>
<th>SD</th>
<th>F</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>-</td>
<td>-</td>
<td>75</td>
<td>50</td>
</tr>
<tr>
<td>Female</td>
<td>-</td>
<td>-</td>
<td>75</td>
<td>50</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-20</td>
<td>-</td>
<td>-</td>
<td>62</td>
<td>36</td>
</tr>
<tr>
<td>21-25</td>
<td>-</td>
<td>-</td>
<td>88</td>
<td>39</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 years</td>
<td>14.30</td>
<td>1.268</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
### Table No. 3 Pearson Product Moment Correlation between Variables

<table>
<thead>
<tr>
<th>Variables</th>
<th>Regional affiliation</th>
<th>Gender</th>
<th>Age</th>
<th>Institutes</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional affiliation</td>
<td>1</td>
<td>-.189* .020</td>
<td>.054 .513</td>
<td>.101 .217</td>
<td>.040 .624</td>
</tr>
<tr>
<td>Gender</td>
<td>-.189* .020</td>
<td>1</td>
<td>-.010 .899</td>
<td>-.014 .864</td>
<td>.090 .275</td>
</tr>
<tr>
<td>Age</td>
<td>.054 .513</td>
<td>-.010 .899</td>
<td>1</td>
<td>.311* .000</td>
<td>.534* .000</td>
</tr>
<tr>
<td>Institute</td>
<td>.101 .217</td>
<td>-.014 .864</td>
<td>.311* .000</td>
<td>1</td>
<td>.104 .207</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Variables</th>
<th>Father’s Age</th>
<th>Father’s Education</th>
<th>Father’s occupation</th>
<th>Mother’s Age</th>
<th>Mother’s education</th>
<th>Mother’s occupation</th>
<th>Govt. Employee</th>
<th>Business</th>
<th>House-wife</th>
<th>Regional Affiliation</th>
<th>Urban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 years</td>
<td>16</td>
<td>10.7</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>14 years</td>
<td>4</td>
<td>2.7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 years</td>
<td>92</td>
<td>61.3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16 years</td>
<td>1</td>
<td>1.7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18 years</td>
<td>34</td>
<td>22.7</td>
<td></td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Father’s Age</td>
<td>54.29</td>
<td>34.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Father’s Education</td>
<td>12.94</td>
<td>66.0</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

### Notes
- The table shows the correlation coefficients between various variables, including regional affiliation, gender, age, institute, and education.
- The table includes the Pearson Product Moment Correlation values for each pair of variables.
- The table is organized with the regional affiliation at the top, followed by gender, age, institute, and education.
- The correlation coefficients are presented in a matrix format with the diagonal values indicating the correlation of each variable with itself, which is always 1.
Hypotheses Testing

The main hypothesis of the study was social media is likely to have significant relationship with narcissism and exhibitionism. The results are presented in table 4.

Table No. 4 Pearson Product Moment Correlation between Variables

<table>
<thead>
<tr>
<th>Variables</th>
<th>Exhibitionism</th>
<th>Narcissism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social networking sites</td>
<td>.473**</td>
<td>.474**</td>
</tr>
</tbody>
</table>

Note: *p < .05; **p < .01; ***p < .001.

Results from the bivariate correlation in Table 4 showed that social media, especially Facebook significantly linked to all dimensions of the narcissism and exhibitionism in social networking sites. Therefore H1 has positive relationship between usage of social networking sites as a predictor of narcissism and exhibitionism among youth as the significance value is below 0.05.

DISCUSSION

The main paradox on this research was to find out the relationship between social media exposure and narcissism among youth in Pakistan. The easy and convenient use of technology, especially smartphones and social media, has allowed to users to build a virtual world with just few swipes of fingers.

The current research has been conducted to investigate the social media as a predictor in creating the narcissism and exhibitionism among youth. Social media cannonade with the unrealistically and unhealthy impact on youth, which take them away to the reality. Spurious beauty, deceptive rich people, phony athletes and fake cyber friends have destructive effects on youth. Impact of social media exposure may vary on the basis of gender differences, ethnicity, race and demographics.

Consumption of SNS like Facebook offers an easy way to get the spotlight and exploring and self-promoting style of narcissism. Through the particular sites they can really grab the attention of virtual world. They post, updates, comments and uploads pictures that interpret only themselves, not the world (Kent & Taylor, 2016).

CONCLUSION

The research concludes that uploading selfies and beautiful photographs promotes self-presentation and narcissism by satisfying the ego of social media users. Every human being has a unique aesthetic sense which makes him different among others. To prove this, online community generates such content which presents those unique and special profile picture decorated with different colors, glitters, pink candy strips, flowers, hearts and butterflies. The dominance of self-centered individuals on Facebook and other social media platforms generates a massive rise in self-love among the users. It is also found that youth use the social media to gratify their social and personal needs.

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