

## INTRODUCTION

- Narcissism is a personality trait that consists of a grandiose self-concept and related behaviors which aim to maintain such a self-concept (Morf & Rhodewalt, 2001).
- Social media platforms appear to be an efficient way of maintaining narcissism, thus numerous studies are dedicated to examining the association between social media usage and narcissism.
- Ostensibly, narcissism is becoming a feature of the modern society (McCain & Campbell, 2016) and even though there is no solid empirical support for such claim, social media platforms such as Instagram, Twitter and Facebook are often credited for this rise.
- As self-esteem levels of narcissists are closely tied to social feedback (Morf & Rhodewalt, 2001), social media platforms appear to be suitable for quickly and efficiently obtaining such feedback.
- According to fit model, narcissists tend to have wide, but shallow social networks and publicly associate themselves with the individuals of high status (McCain & Campbell, 2016), which is easily enabled through social media networks.

The current study investigates the associations of social media usage (i.e., intensity and followers for each platform) with narcissism. The nature of this study is generally exploratory, but we hypothesized that the number of friends/followers on a social media platform and social media intensity will be positively associated with narcissism.

## METHOD

- N=192** (72 males, 136 female), college students (M age = 18.80 years, SD = 1.5 years)
- Narcissistic Personality Inventory**
- Rosenberg Self Esteem Scale**
- Social Media Intensity Scale**, adapted for each Facebook, Twitter and Instagram (e.g. "Facebook is a part of my daily routine.", "I feel out touch when I haven't logged into Twitter for a while.")

## RESULTS

Multiple regression analysis was conducted to evaluate the hypothesis that social media intensity and friends/followers are associated with narcissism and self-esteem. Each dependent variable (i.e., narcissism and self-esteem) was entered in separate analyses. Social media intensity (for each Instagram, Twitter, and Facebook), Social media followers (for each Instagram, Twitter, and Facebook), sex, and age were included in the model.

- The number of Instagram followers ( $b = .345, p < .001$ ), Twitter followers ( $b = .205, p = .041$ ) and Facebook friends ( $b = .257, p = .005$ ) are positively associated with narcissism (Table 1).
- Furthermore, Instagram ( $b = .264, p = .002$ ) and Twitter ( $b = .243, p = .017$ ) intensity, but not Facebook intensity are positively associated with self-esteem (Table 2).

Results indicate that number of friends or followers on all three social media platforms could successfully predict narcissistic traits, whereas the intensity of using Instagram and Twitter could predict the self-esteem level.

Figure 1. Relationship between the number of followers on social media platforms and narcissism

Narcissism		
Social Media Platform Followers	b	p
Instagram	.345	.001
Twitter	.205	.041
Facebook	.257	.005

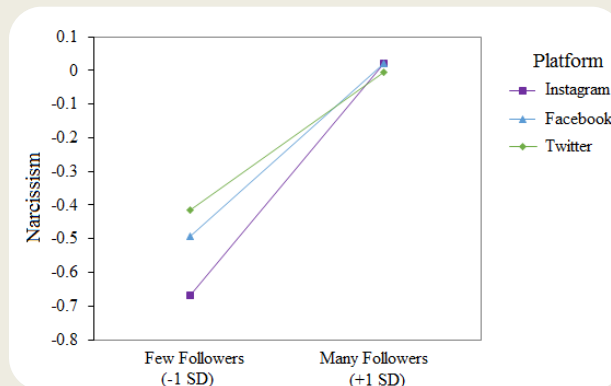
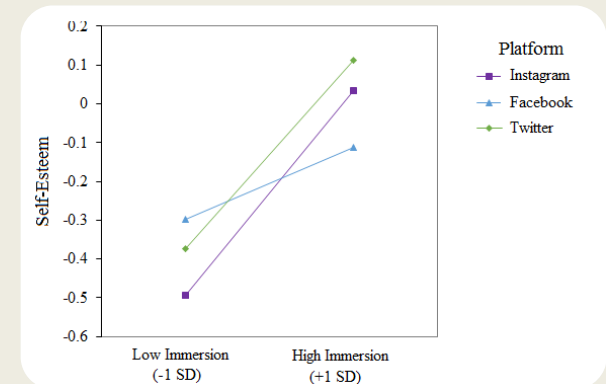


Figure 2. Relationship between the intensity in social media platforms and self-esteem

Self Esteem		
Social Media Platform Intensity	b	p
Instagram	.264	.002
Twitter	.243	.017
Facebook	.093	.296



## DISCUSSION

The number of followers/friends on social media platforms is associated with narcissism, whereas the intensity of using any of the three social media platforms does not seem to be a successful predictor of narcissism.

Considering the fact that extraversion is an important component of grandiose narcissism (McCain & Campbell, 2016), it would be interesting to look whether extraversion mediates the relationship between the number of followers/friends on social media and narcissistic traits. This would explain why the number of followers/friends, rather than the intensity of social media usage can successfully predict narcissism.

Furthermore, future studies could explore the differences in social media use between people who score high on grandiose narcissism and those who score high on vulnerable narcissism in order to identify significant distinctions.