STUDY TO ASSESS RELATIONSHIP BETWEEN SOCIAL NETWORK USAGE AND NARCISSISM AMONG ADOLESCENTS.

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A B S T R A C T

The study was conducted with the aim to identify the relationship between Social Network usage and Narcissism among adolescents. Social Networking sites offer users near complete control over self-presentations, making them a useful venue for the deployment of strategic interpersonal behaviors that narcissists use to construct and maintain a carefully considered self-image. Quantitative descriptive design was used to assess the relationship between Social Network usage and Narcissism among the adolescents. Simple random sampling technique was used to collect data from adolescents who fulfilled the inclusion criteria. Data was collected using self structured inventory for Social Network usage and narcissistic personality inventory. The tool was validated by 9 experts. Reliability of the tool was established by using karl pearson's correlation coefficient ("r" = 0.94). The result of the study revealed that there was significant correlation between usage of Social Network and Narcissism scores implying that increased Social Network usage increases the Narcissism. Maximum number of subjects 75.0% were non dependent users, 20.8% subjects were dependent users and 4.2% subjects were non users. Also, maximum number of subjects 61.7% had medium Narcissism, 24.2% subjects had high Narcissism and 14.2% had low Narcissism.

Keywords: *Social Network usage; Narcissism; Adolescents; Relationship.*

1. INTRODUCTION

This is the age of information, where knowledge is power. The digital revolution has provided mankind with the ability to treat information with mathematical precision, to transmit it with high accuracy and to manipulate it. The internet makes it possible to access and share information globally. The name internet stands for International Network of Computers. It is highly enlightening and entertaining media; therefore almost all people in the world got addicted to it in one way or the other and engaged themselves with one activity or the other on it. One such activity is the use of Social Networking sites and social media[1].

The introduction of Social Network in the last decade has largely attracted many people. This has therefore shifted their focus from mainly using just traditional media and traditional forms of Social Networking for social interaction .The mass appeal of social media could be an issue of concern, especially with regards to the steady increase in the time users spend online. Also, the qualities of social media make it a desirable escape for many of these people increasing their dependency on it; thereby contributing to the growth of the social media addiction phenomenon worldwide[2].

Ellis coined the term after the Greek myth of Narcissus, who perished after falling in love with his own reflection. Narcissism denotes excessive self-regard, grandiosity, and exhibitionism in the absence of genuine feelings for others. Narcissism is associated with a deep state of self-love that can lead to impairing consequences. With respect to the current classification and measurement of Narcissism, the most recent edition of the Diagnostic and Statistical Manual of Mental Disorders, the DSM-IV-TR (APA, 2000), describes Narcissistic Personality Disorder as tapping an arrogant, envious, grandiose, and interpersonally exploitive lifestyle. Individuals characterized by these diagnosis typically have a sense of entitlement, lack empathy and demand admiration from others (APA, 2000). In the mental health community, Narcissism has received much attention since Freud first advanced a comprehensive theory in this area. Although the Narcissism construct has a rich clinical history rooted in the psychoanalytic perspective, empirical investigations of the expression and etiology of Narcissism are a relatively recent phenomenon. Even the initial inclusion of Narcissism as a personality disorder in the Diagnostic and Statistical Manual-III (DSM-III; American Psychiatric Association, 1980) lacked empirical evidence[3]. The paucity of research in this area is concerned in given that Narcissism is associated with treatment resistance and interpersonal difficulties that can greatly impact familial, social, and occupational functioning[4].

Based on the DSM criteria, a trait scale called the Narcissistic Personality Inventory was developed for use with normal adult populations[5]. The availability of the NPI has generated keen interest in normal Narcissism among social and personality psychologists. The most influential account of normal Narcissism conceives the syndrome as a dynamic self-regulatory system aimed at maintaining and creating grandiose views of self.

2. MATERIAL AND METHODS

A quantitative approach is used to accomplish the objectives of the present study, and intended to gather data concerning usage of Social Network and Narcissism among adolescents. The descriptive design was selected since it aided in attaining first hand information and enhanced obtaining accurate and meaningful information data. The research variables of the present study were Social Network usage and Narcissism among adolescents.

The setting of the present study was Caset Experimental Higher Secondary School, Srinagar, Kashmir. In this study, sample consisted of 120 adolescents who met the inclusion criteria. In the present study simple random sampling was used for selection of sample. Lottery method was adopted, by enumerating the roll numbers of all the students of the accessible population to develop the sampling frame. After the sampling frame was developed, slips of paper containing roll number of each student in the population was placed in a box and the sample was selected by drawing out as many slips of paper as the desired by the researcher. Data collection tool used for the present study was self structured inventory on Social Media usage and standardized Narcissistic Personality Inventory NPI-16. Tool comprised of three sections:

Section A: Demographic variables had three items namely; Gender, Socio economic status and Residence. These items were further subdivided into

Gender- Male, Female.

Residence- Urban, Rural.

Socio economic status-upper class, upper middle class, lower middle class, upper lower class and lower class (Modified Kuppuswamy's scale)

Section B: Self structured inventory on Social Media usage to assess the usage of Social Network. It consisted of 13 items.

Item no. 1:- Determines whether the respondent uses Social Network or not.

Item no's 2, 3 and 8:- Determines the features of excessive use.

Item no's 4, 5 and 9:- Determines the features of tolerance.

Item no's 6, 7 and 10:- Determines the features of withdrawal.

Item no's 11, 12 and 13:- Determines the features of negative repercussion

Section C: Standardized Narcissistic Personality Inventory NPI-16. It consisted of 16 items.

3. ANALYSIS AND INTERPRETATION

Findings related to demographic variables of subjects:

- The findings of the study showed that maximum number of subjects 61(51%) were male and 59(49%) were females.

- Maximum number of subjects 75(63%) belonged to upper middle class, 22(18%) subjects belonged to lower middle class,18(15%) subjects belonged to upper class, 5(4%) subjects belonged to upper lower class and none of the subjects belonged to lower class.

- Maximum number of subjects 80 (67%) were from urban areas and 40(33%) were from rural areas.

Findings related to Usage of Social Network among adolescents:

- The findings of this study revealed that maximum number of subjects 90 (75.0%) were non dependent users, 25(20.8%) subjects were dependent users and 5(4.2%) subjects were non users. Mean Social Network usage score was 14.01, standard deviation was 5.216, median was 14, maximum score was 27 and mean percentage was 48.3.

Findings related to Narcissism among adolescents using Social Network:

- The findings of this study revealed that maximum number of subjects 74(61.7%) had medium Narcissism, 29(24.2%) subjects had high Narcissism and 17(14.2%) had low Narcissism. Mean Narcissism score was 6.32, standard deviation was 2.936, median was 6, maximum score was 13 and mean percentage was 39.5.

Findings related to relationship between usage of Social Network and Narcissism among subjects.

Table 1

Relationship between usage of Social Network and Narcissism among subjects.

Usage of Social Network score		Narcissism Score		Pearson's correlation	P value
Mean	Standard deviation	Mean	Standard deviation		
14.01	5.216	6.32	2.936	0.207	0.023 *S

*S-Significant at p≤ 0.05 level

Data in the table 1 and shows that there was significant correlation between usage of Social Network and Narcissism scores (r = 0.207, P = 0.023). Hence, the researcher rejected the null hypothesis and accepted the research hypothesis H_1 which states that there is a significant correlation between Usage of Social Network and Narcissism among the adolescents.

Association of usage of Social Network among subjects with their selected demographic variables.

Table 2

Variables	Sub-item	DEPENDENT USER	NON-DEPENDENT USER	NON-USER	Chi square Test	df	P Value
GENDER	Male	16	42	3	2.527	2	0.283 N.S
	Female	9	48	2			
SOCIO ECONOMIC CLASS	Upper	6	11	1	5.493	6	0.482 N.S
	Upper Middle	11	61	3			
	Lower Middle	6	15	1			
	Upper Lower	2	3	0			
	Lower	0	0	0			
RESIDENCE	Rural	11	25	4	7.430	2	0.024 *S
	Urban	14	65	1			

N.S –Not significant. *S-Significant

The data presented in table 2 shows that there was no significant association of usage of Social Network with gender and socio economic status of subjects whereas as significant association was found with residence of subjects.

Hence the null hypothesis H_{02} was accepted for **gender** and **socio economic status** of subjects whereas research hypothesis was accepted for their **residence** which states that there is significant association of usage of Social Network among adolescents.

Table 3

Association of Narcissism among subjects with their selected demographic variables.

Variables	Sub items	High score.	Medium score.	Low score.	Chi square Test	df	P Value
GENDER	Male	16	37	8	0.336	2	0.845 N.S
	Female	13	37	9			
SOCIO ECONOMIC CLASS	Upper	2	13	3	6.275	6	0.393 N.S
	Upper Middle	20	45	10			
	Lower Middle	4	14	4			
	Upper Lower	3	2	0			
	Lower	0	0	0			
RESIDENCE	Rural	10	23	7	0.657	2	0.720 N.S
	Urban	19	51	10			

N.S –Not significant.

The data presented in table 3 reveals that there was no significant association of Narcissism among subjects with their selected demographic variables such as gender, socio economic status and residence.

Hence the researcher accepted the null hypothesis which states that there is no significant association of Narcissism among adolescents with their selected demographic variables (Gender, Socio-Economic Status and Residence).

4. DISCUSSION

Objective 1

To identify the usage of Social Network among adolescents.

The findings of this study revealed that maximum number of subjects 90 (75.0%) were non dependent users, 25(20.8%) subjects were dependent users and 5(4.2%) subjects were non users. Mean Social Network usage score was 14.01, standard deviation was 5.216, median was 14, maximum score was 27 and mean percentage was 48.3.

The present study findings are similar to the findings of a study conducted by **Adoasi (2015)[6]** on 200 students to assess the level of social media addiction among students of the University of Ghana. Findings revealed that 19% of the respondents were not within the social media addiction bracket, 1% of the respondents were severely addicted and **80%** of the respondents were **mildly addicted** to social media.

The present study findings are further supported by the findings of study conducted by **Alabi (2012)[7]** to assess level of addiction to Facebook among selected undergraduate students of nigerian universities. Data was collected using the Facebook Addiction Symptoms Scale (FASS) in the form of a questionnaire. Findings of the study revealed a **low level of addiction** among university undergraduates.

The present study findings are further supported by the findings of study conducted by **Murat, Ahmet, Mehmet (2016)[8]** to determine the level of social media addiction among young people in Turkey The study was conducted on 271 students between the ages of 14-18 years. Findings showed that low addiction level among 14-year age group increases with age up to 17 years, and the level decreases in 18-year age group.

Objective 2

To identify the Narcissism among adolescents using Social Network.

The findings of this study revealed that maximum number of subjects 74(61.7%) had medium Narcissism, 29(24.2%) subjects had high Narcissism and 17(14.2%) had low Narcissism. Mean Narcissism score was 6.32, standard deviation was 2.936, median was 6, maximum score was 13 and mean percentage was 39.5.

The present study findings are similar to the findings of a study conducted by **Panek, Konrath(2012)[9]** to assess the relationship between Narcissism and Social Networking site use among college students. Findings revealed that posting on twitter was associated with the **moderate narcissistic personality** while Facebook posting was associated with the exhibitionism component.

The present study findings are further supported by the findings of study conducted by **Alloway, Runac, Qureshi, and Kemp (2014)[10]** to investigate the relationship among the use of a highly popular Social Networking site_Facebook, empathy, and Narcissism among adults. Findings indicated that certain aspects of Facebook use, such as the photo feature, were linked to **average Narcissism.**

Objective 3

To correlate the usage of Social Network with Narcissism among the Adolescents.

The findings of the present study showed that there was significant correlation between usage of Social Network and Narcissism scores (r = 0.207, P = 0.023).

The present study findings are similar to the findings of a descriptive study conducted by **Nevils, Massie (2014)[11]** to assess the relationship between Social Network usage and Narcissism. Findings revealed that there was a **significant correlation** between Social Network usage and Narcissism such that those who used Social Networks more frequently scored higher on grandiose Narcissism.

The findings are further supported by the findings of study conducted by **Malik, Maheen(2013)[12]** to investigate the relationship between Facebook addiction, Narcissism and self-esteem among students in University of Sargodha, Punjab, Pakistan. Findings revealed that Facebook addiction was **positively correlated** with Narcissism(r=0.20; p<0.05)

The findings are further supported by the findings of study conducted by **McKinney, Kelly, Duran(2012)[13]** on 233 college students to predict whether the narcissistic personality is developed because of excessive use of social media sites or not. Results showed that people use Facebook and other social media sites to inflate their ego via sharing their photos and stories in their friends' circle which means excessive use of social media is **correlated** to narcissistic personality.

Objective 4

To determine the association of Usage of Social Network among the adolescents with their selected demographic variables (Gender, Socio-Economic Status and Residence).

The findings of the present study revealed that there was no significant association of usage of Social Network with gender and socio economic status whereas as significant association was found with residence.

The present study findings are similar to the findings of a study conducted by **Sandeep, Marwaha (2015)[14]** to explore the digital scenes in India who showed that there was significant association of usage of Social Network with residence(Urban and Rural).

Objective 5

To determine the association of Narcissism among the adolescents with their selected demographic variables (Gender, Socio-Economic Status and Residence).

The findings of the present study revealed that there was no significant association of Narcissism among subjects with their selected demographic variables such as gender, socio economic status and residence.

The present study findings are similar to the findings of a study conducted by **Rossier, Abdoulaye, Franz (2012)[15]** to identify the structure and expression of normal and abnormal personality in Burkina Faso. Findings revealed that there was no significant association of Narcissism among subjects with their selected demographic variables such as gender, socio economic status and residence.

5. SUMMARY

The following conclusion was drawn on the basis of the findings of the study:

- Majority of the subjects were non dependent Social Network users.
- Majority of the subjects had medium Narcissism.
- There was significant correlation between usage of Social Network and Narcissism scores implying that increased Social Network usage increases the Narcissism.
- There was no significant association of usage of Social Network with gender and socio economic status whereas as significant association was found with residence.

- There was no significant association of Narcissism among subjects with their selected demographic variables such as gender, socio economic status and residence. Probably these demographic variables do not have any effect on usage of Social Network and Narcissism.

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