

Narcissism and Self-esteem as predictors of Selfitis among Youth

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Objective: To study the narcissism and self-esteem as the predictors of selfitis among youth.

Methodology: Sample comprised of 200 youth between the age of 16 to 24 years with 100 males and 100 females. Convenient sampling technique was used. Rosenberg Self-Esteem scale, Narcissistic personality inventory (NPI) and Selfitis scale were used to assess study variables.

Results: Pearson correlation indicated significant correlation among all study variables. Linear regression analysis indicated that narcissism was

positive predictor and self-esteem was negative predictors of selfitis. Findings from ANOVA and t-test depicted significant main effect of gender and education on narcissism, self-esteem and selfitis.

Conclusion: Narcissism and selfitis were positively whereas self-esteem was negatively linked with selfitis. Moreover, selfitis was highly prevalent and caused low self-esteem among young females. (Rawal Med J 202;45:331-333).

Keywords: Narcissism, self-esteem, selfitis, Youth issues.

INTRODUCTION

Internet practice has been broadly studied in past few years because of rise in users, mostly on social networking sites (SNS) like Facebook, Instagram, imo and Whatsapp. It has turn out to be part of everyday life, specifically for teenagers and young adults. These sites permit people to interconnect with one another by sharing information about themselves, which includes status updates, snapshots, videotapes and instantaneously messages friends and family. Presentation of self permits users to generate their own profiles that mirror their superlative self.¹ "Selfitis" or obsessive taking of selfies is termed a genuine mental disorder. This term was first used in 2014 and American Psychiatric Association was considering classifying "selfitis" as a mental disorder as a technology advances.² Its 3 levels includes *Borderline* "Taking self-portrait photograph minimum three times a day but not posting on social networking sites", *Acute*, "Taking selfies three times a day and posting it on social media sites" and *Chronic* uncontroable aspiration to take photos at six times a day and posting it on media sites and want response.

Due to over usage of social media sites, narcissistic traits such as an expectation of special treatment, feel rejection from others, seeking out praise and positive reinforcement from others were increased

among college students.³ Narcissism, self-esteem, body image and selfitis has been widely researched on SNS. Narcissism and self-esteem are important factors to consider, due to increasing phenomena of Selfie. It's the reason, selfies captured huge amount of attention on networking sites.

People having developed narcissistic characters share more photographs on social networking sites founded by Biolcati and Passini.⁴ Narcissism act as a predictor of aggregate of selfies displayed online by individual because selfie taking and posting phenomena increasing day by day.⁵ Current study aims to investigate impact of narcissism on self-esteem in the prediction of selfitis.

METHODOLOGY

This cross-sectional survey included 200 youth within the age range from 16 to 24 years as per definition of United Nations.⁶ Data were collected from Govt post graduate college for women Sargodha, superior college Sargodha, and readers college Sargodha and BS level students of university of Sargodha. Inclusion criteria was youth who were taking selfies minimum 3 time per day and posting selfies on SNS. Exclusion criteria were youth without taking and posting selfies on SNS. An Informed consent was taken from all participants and were thanked for their contribution.

A self-reported questionnaire which includes Narcissistic personality inventory⁷ (NPI), Selfitis Addiction Scale⁸ and Self-esteem scale⁹ were used. Incomplete questionnaire were discarded.

Statistical analysis: Reliability analysis, Pearson correlation, regression analysis and independent sample t-test were done to test these hypotheses and on the basis of that analyses all hypothesis were accepted. SPSS version 21 was used for data analysis.

RESULTS

Out of 200 youth, 66(33%) were Twitter users, 78 (39%) Facebook users (Table 1). Reliability analyses pointed out reasonable internal consistency of narcissistic, selfitis, and self-esteem. Pearson correlation indicated that narcissism had significant negative relationship with self-esteem whereas positive relationship with selfitis (Table 2). Narcissism demonstrated 14.3% variance in selfitis and significantly positively predict selfitis ($p < 0.001$). There was 17.8% variance in self-esteem and it significantly negatively predicts selfitis ($p < 0.001$).

Table 1. Comparison of selfitis between social network sites (N = 200).

	Facebook users, (n = 78)	Twitter users (n = 66)	Instagram users (n = 56)	P
Selfitis	M(76.9)	M(72.01)	M(69.10)	.016

Table 2. Descriptive statistics, alpha reliability and Pearson correlation of variables.

Variable	M	SD	α	1	2	3
Narcissism	24.33	1.71	.67	-	-.19**	.21**
Self-esteem	72.76	15.99	.84		-	-.28***
Selfitis	21.90	6.24	.73			-

** $p < .01$, *** $p < .001$

Table 3. Predictors of Selfitis.

Predictor	β	ΔR^2	ΔF	95% CL LL, UL
Narcissism	.21***	.143	10.07**	[.67, 3.23]
Self-esteem	-.28***	.178	16.84***	[-1.06, -.37]

** $p < .01$, *** $p < .001$

Table 4. Narcissism, Selfitis and Self-esteem between males and females.

Variable	Male (n = 95)		Female (n = 105)		t (198)	p	95% CI		Cohen's d
	M	SD	M	SD			LL	UL	
Narcissism	21.95	1.44	24.36	1.78	.301	.01	.55	-.41	0.34
Selfitis	69.16	15.34	73.12	15.72	-.42	.02	3.51	-5.43	0.05
Self-esteem	22.15	5.92	21.55	6.47	.24	.009	.36	-3.10	0.22

There was significant mean difference of gender on selfitis, self-esteem and narcissism. Results specify that narcissism ($M = 24.36, p < 0.05$) and selfitis ($M = 73.12, p < 0.05$) was high in the females as compared to males whereas self-esteem ($M = 22.55, p < .01$) was high in the males than females.

DISCUSSION

Narcissism and self-esteem are important factors to consider, due to rise of selfie phenomena. Now a days, selfies capture huge amount of attention on networking sites.¹⁰ Narcissism states to a person's attribute that is manifest by impressiveness and an excessively affirmative self-concept, chiefly of the person's own collective acceptance and somatic form.¹¹ Narcissistic personalities are further probable to pretend self-promotional material on media sites¹² to provoke affirmative attitude from other persons.

Taking selfies and narcissism are associated with each other¹³ even though there is an authentic argument that narcissism has a positive consequence on the way to taking selfies.¹⁴ Kaur and Vig argued that selfie compulsion was strongly related with low self-esteem, loneliness and sadness.¹⁵ If people don't receive expected likes their self-esteem will be low.

Sorokowski et al considered three sets of selfies: peculiar selfies, selfies with a loving partner, and group selfies, controlling for non-selfie photographs.¹⁶ The outcomes of the study provide the first suggestion that the association among narcissism and selfies-posting behavior is relatively feeble surrounded by women as compared to men, and deliver innovative intuition into the communal incentives and tasks of online social networking. Arab participants find high self-esteem and positive association of life in males as compared to females.¹⁷ Males with high self-esteem can face the difficulties

of life than with people having low self-esteem.¹⁸ Individuals who score high on narcissism are more likely to use face book for socialization. According to the survey by the Pew research center, 93% of all teenagers (age 12 to 17) stay on using face book regularly and 73% of them actively using other media sites.¹⁹ This age group spends more time on media sites than any other.²⁰ It will lead many psychological issues in which more concern about body image and selfitis, low level of self-esteem, and lack of self-acceptance by others.

CONCLUSION

One of the major causes of development of selfitis among youth is their low level of self-esteem. Narcissistic personality trait was a significant factor behind selfitis. This study provides imperative vision to investigators and mental health practitioners for underpinnings of phenomenon and its due course, preventive measurements through policies and practices.

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Conception and design: Jawairia Zafar
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