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**BETWEEN SOCIAL MEDIA ADDICTION AND NARCISSISM: THE ROLE OF
SELF-CONCEPT CLARITY AND SELF-PRESENTATION AS MEDIATORS**

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ABSTRACT

This thesis explores to raising interest in how the pervasive influence of social media platforms has sparked curiosity among researchers regarding its relation with narcissism. It is further to investigate the complex association between narcissism and social media addiction, shedding light on the mediating role of two crucial psychological factors: self-concept clarity and self-presentation. It was conducted with 400 participants (255 female and 145 male). Data collection utilized online tools Google Forms Online soft-ware that were “Sociodemographic Instrument”, “Narcissistic Personality Inventory (NPI)”, “The Bergen Social Media Addiction Scale (BSMAS)”, “Hypersensitive Narcissism Scale (HSNS)”, “Self-Concept Clarity (SCC)”, “Self-Monitoring Scale (SM)” Pearson correlation analyses were conducted between all variables. The findings obtained at the end of the study show that all of the variables were found to be significantly correlated. Two mediation analyses were then performed to explore the indirect effects of self-presentation and self-concept clarity on the association between narcissism and social media addiction. These findings suggest that individuals with higher levels of narcissism are more likely to engage in social media addiction, and this relationship is fully mediated by their self-presentation strategies and self-concept clarity. The study has several limitations and strengths that should be taken into consideration when interpreting the results.

Keywords: Narcissism, Hypersensitive Narcissism, Social Media Addiction, Self-Concept Clarity, Self-Presentation

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INTRODUCTION

Narcissism is a personality trait marked as the belief of exaggerating an individual's importance, lack of empathy towards others, and craving for admiration and approval and there is a relation between having tended to be narcissistic personality traits and addiction behaviors.

Social media stands out as one of the primary and favored platforms for sharing and presenting information. Reaching most individuals with a click of a button is very easy nowadays. Hence, the aim of the study is the captivating relationship between social media addiction and narcissism. Individuals with narcissistic personality disorder (NPD) often exhibit a prone to excessively use social media platforms. It is explained those who have an intense desire for attention and admiration that is referred to as attention-seeking. Social media platform provides them to showcase their talent and the glamorous side of their lives. Social media platforms offer them to present themselves as those want to be. Moreover, not just present them, but also it is used to understand their values, beliefs, and identities. With this point of view, this research provides the reader the general information about the addictive use of social media and narcissism personality disorder. And then, to understand self-concept clarity and gains the self-presentation concepts that explain the relationship between social media addiction and narcissism. Lastly, it also examines the effect between social media addiction and narcissism on self-concept clarity and self-presentation. And, it conducted an in-depth quantitative analysis.

CHAPTER 1 - SOCIAL MEDIA

1.1 Social Media

The definition of social media (SM) is that internet-based channels provide opportunities for users to interact with each other and self-present (Carr & Hayes, 2015, p. 50). Many definitions in the literature explain the concept of social media. It was explained the definition of social media was as environments that allow individuals to create their own personal profiles and friend lists, interact with other people, and share common interests (Boyd, 2003).

Social media was a concept that entered people's lives with web 2.0 technology. In the first years of internet usage, websites were prepared by designers and controlled by the people who prepared the content. Users were passive readers who only received information. In the 2000s, it was first announced by O'Reilly media. The transition to web 2.0 technology was made. In this way, users had the opportunity to produce active content, share and interact with other people (Reilly, 2010).

Nowadays, the use of social media has become more popular, especially with smart phones and 4G / Wi-fi networks. With the help of smartphones, and the ability to access social media accounts whenever and wherever one wants, social media can be used daily basis (Kramer & Winter, 2008). Social media platforms meet the needs of individuals to have fun, get information, and communicate with other people. The variety of applications for these needs is increasing day by day. Some of the most used social media applications are described below. It means that there are popular social media platforms like Twitter, Instagram, Facebook, YouTube, Pinterest, and Tiktok. I will explain them separately.

1.1.1 Twitter

In the contemporary world, the interest in Twitter has been increasing day by day. Twitter is a “microblog” application. The term Twitter was identified by Jack Dorsey (2006) and it has a large number of users. The importance of the term was developed and this world as “Twitter” was met with an academic dictionary by Collins. The development has enabled this tool to be referred to as "respectable" academically (Demirel, 2013, p.32).

The Twitter application asks the users “What is going on right now? “and has encouraged the users to explain developments and situations that each message was called as “tweet” (Ovadia, 2009). There put a word limitation for users of 140 characters between 2006 and 2017. The number of characters was updated from 140 to 280 in 2017 which provides to users to explain themselves more comfortably (Layton et al., 2010).

1.1.2 Instagram

The founders of Instagram are Kevin Systrom and Mike Krieger in 2010. This social media application is used for free and offers opportunities to share and edit photos which is the most popular feature of the application. The feature of the application provides to boost their popularity while sharing photos on Instagram at the same time (Nelson, 2015). Instagram has been growing very fast and this growth was realized by Mark Zuckerberg who is the founder of Facebook who bought Intagram application for 1 billion dollars in 2012 (Stern, 2012). Another feature that is used mostly is called a “hashtag”. With the help of this feature, users could share content when other people create the same tag and the users can follow each other’s thanks to “hashtag”. It is a very useful feature to spread the topic and find other users on the same platforms.

In the social media tool as Instagram, users can create their profiles and share photos, and videos and they can communicate with others that the feature is implemented based on photos. Also, it includes a wide range of filters that serves opportunities to change photos' color, shade, and qualities and look them differently (Youn, 2019).

1.1.3 Facebook

Facebook, which enables chatting with friends online and obtaining information, is founded in 2004 by Mark Zuckerberg. Facebook was initially used at Harvard University, where he was also a student in the university (Hoffmann et al., 2016).

The origin of the name of Facebook is "face paper". It comes from the name of the form filled out by students and staff at Harvard University (Sharma et al., 2013).

Before, a post with the Harvard University extension was required using Facebook. And then, it was developed and became available all over the world. Facebook serves more people than other social media tools since it offers users broad type of areas of interest. Additionally, users can create various communities on Facebook that provides opportunities to join communities or pages related to their interests, play game, shoot videos, and make live broadcast (Kosinski et al., 2015).

1.1.4 Youtube

YouTube is the platform which provides to upload videos to individuals. It was launched in 2005 by three former PayPal employees "Steve Chen, Chad Hurley, and Jawed Karim" (Vonderau, 2016). YouTube is the Broadcast Yourself and it has been established with the motto "Publish Yourself". The amount of watched videos amount is more than 4 billion and it serves in 39 countries and 54 languages. Every month, more than 800 million individuals view content on YouTube (Pace, 2008). It is gathering attention among applications with its developing features and YouTube was acquired by Google at the end of 2006. (Lee et al., 2022).

There are lots of beneficiary features of YouTube. While watching videos on YouTube, at the same time they can create the content themselves by creating an account. The use of YouTube is in an easy way that causes to increase in the number of vloggers (Zhou et al., 2010). By increasing content production, the word which was called vlogger has lost its importance, and the word "YouTuber" has been derived instead. YouTubers upload videos about various interests, to give examples, makeup, fashion, beauty, games, and information and the users could earn money by watching the number of views and followers. After a while, it is observed that thanks to the followers, some users could leave their regular jobs too which means that Youtube has begun to become the main business of individuals and they earn their money from this platform (Lee & Watkins, 2016).

1.1.5 Pinterest

This platform is working differently from others. The working with a system called as "Panel". Pinterest is a platform where videos and photos can be shared in every category. The name Pinterest was conceptualized by Ben Silbermann, Evan Sharp, and Paul Sciarra. Pinterest has presented two categories that is one of them is sharing content uploaded by other users and the other is uploading users' content. "Pining is called the option that offers to share the content shared by others on their pages. Pining content is saved in the "board" section. Users can divide their boards into sections according to their interests, and share their pinning content in the appropriate section from these categories (Koçoğlu, 2018).

1.1.6 TikTok

TikTok called "Douyin" in China, is an application that produces and shares videos, as well as live broadcasting. Launched in September 2016 through "ByteDance" and created based on Musically, TikTok became a worldwide hit in a very short time and has spread fast. It is a platform that provides users to create videos in various

categories (such as dance, music, and comedy), limited to 15-second videos, and is used in 150 countries and has more than 1 billion users (Wikipedia.com).

As generally, the use of these platforms has different reasons. The first reason to use social media is that enables people to stay easily connected with past and present friends. In other words, connectedness was mentioned as one of the main advantages of using social media. The nature of social media, the ones can be anywhere and anytime, so staying connected is very easy. For example, when they are able to connect with their friends and colleagues, they can reach them through social media. Thus, it is mentioned that the benefit of using social media is keeping connected with people (Panahi et al., 2014).

Another benefit of using social media is very beneficial to reach out to a wider audience. It has removed the traditional barriers among people. It means that reaching out to people coming from different cultures is possible by using social media. Also, this promotes the development of relationships such as more inter-sectorial, inter-organizational, and international communication and networking among people. Virtually the contents and messages reach a larger audience on social media such as most of the diverse types of audience such as politicians, journalists, managers, and patients. In this way, the wide audience has provided benefits for learning knowledge and networking. (Smith, 2014).

Knowledge sharing has been playing a key role to join on social media. Disseminating knowledge has been easy. What is more benefit use of social media is related to opportunities is branding. There are lots of social media accounts to share and promote his or her experiences, findings, and knowledge. Anyone could have a voice on social media to obtain and establish his or her brand (Kaplan & Haenlein, 2010).

In conclusion, social media has been playing a very crucial role in people's lives and it provides lots of opportunities to access information.

1.2 Internet Addiction

According to Goldberg (1996) was first defined as “internet addiction”. Some items such as tolerance, withdrawal, and giving up or reduction of important social and occupational activities were presented for Internet Addiction Disorder (IAD). According to the Diagnostic and Statistical Manual of Mental Disorder, fourth edition (DSM-IV), these items are based on the diagnostic criteria for internet addiction disorder. Internet addiction is media hugely affected by social media addiction.

The common theory is called a cognitive-behavioral model of pathological Internet use that addresses primarily internet addiction. According to previous researchers internet addictions are presented to identify behavioral symptoms like withdrawal and tolerance. (Davis, 1999). This article contributed maladaptive thought patterns associated with Problematic Internet Use (PIU).To explain more with the figure with Cognitive behavioral model of pathological internet use. (Davis, 2001)

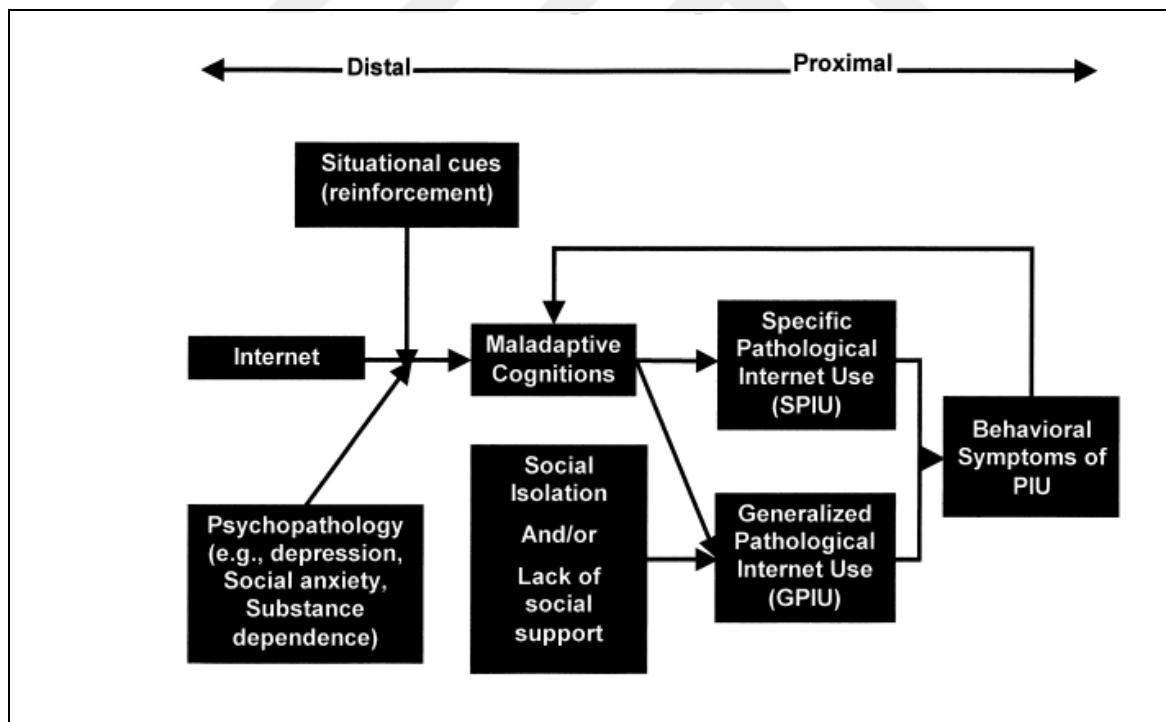


Figure 1: *The Cognitive-Behavioral Model of Pathological Internet Use (PIU)*

(Davis, 2001)

This theory is separated into two types of PIU - specific and generalized. The main perspective of the article presented maladaptive cognitions that contributed to distorted thought patterns and processes. And self-sufficient was based on the range of symptoms related to PIU. This model indicated a potentially causal association between these maladaptive cognitions and the manifestation of PIU symptoms (Davis, 2001). This model proposed to explain to distinguish two parts of it. Primarily the distal contributory led to might me more comprehensive through a diathesis-stress framework. This represented abnormal behavior stemming from a combination of a pre-existing vulnerability (diathesis) and a triggering life event (stress). According to this model, individuals that have a tendency to existing mental health vulnerabilities might be susceptible to developing PIU. Also, stressful life events may detrimentally impact on PIU symptoms in these individuals (Kraut et al., 1998)

The second part of the model was provided to address the presence of maladaptive cognitions in the development and maintenance of PIU. Cognitive dysfunctions especially the type of specific maladaptive thought patterns played a significant role for the individuals who are prone to PUI. Additionally, maladaptive cognitions are into two subtypes: thoughts about the self and thoughts about the world. The thought about self is affected by a ruminative cognitive style which means that the ones that are prone to ruminate are more likely to experience severe and prolonged PIU symptoms. Briefly, this is a very basic definition of the cognitive behavioral model (Davis, 2001).

1.2.1 Social Media Addiction

Addiction has referred is behavior as more than a habit. This situation is related to the fact that it continues excessively even though it is dangerous. Harris and colleagues (2014) defined uncontrollable habits as addiction. Spending too much time on social media sites may lead to difficulties in fulfilling the responsibilities in daily life and accompanying physical, psychological, and social problems. If the person realizes this situation and decides to change it and fails, it fits the general definitions of addiction. Therefore, excessive use of the internet and social media is also considered as

addiction (Andreassen, 2015). There are various definitions in the literature such as technology addiction, internet addiction, and problematic internet use. And excessive use of social media can lead to symptoms associated with traditional substance addictions.

Research indicated that Facebook addiction has similar effects that occur with the use of alcohol or drugs (Andreassen, 2012). Excessive and compulsive use of social media was defined by Griffith and friends (2014) as “to be excessively interested in social media, to have an uncontrollable excessive desire to log in and use social media, to spend so much time on social media that it disrupts other important areas of life” explained.

Social media addiction was determined by traditional addiction criteria. Kuss and Griffiths (2011) matched social media addiction criteria to general addiction criteria and defined them as follows;

- Engaging in the use of social media (salience),
- Social media activities to feel positive emotions using (modification)
- In the early stages of social media use, spending more time and energy on social media to regain the emotion (tolerance)
- Psychological and physiological when social media use is blocked having problems (withdrawal)
- Restarting the use of social media (relapse)
- Subjective and interpersonal due to excessive use of social media experiencing problems in relationships (conflict).

Social media addiction is seen as comorbid with other addictions. A study in the literature on this subject found that 38% of individuals with problematic computer use were also substance addicts (Bozkurt et al., 2013). Another study on adolescents demonstrated that alcohol addiction is a major risk factor for adolescents with internet addiction (Lam, 2017). It has been conducted research that excessive use of new

technologies could lead to addiction, especially for young people (Echeburua Odriozola & del Corral, 2004).

According to Grant (2019), addictive behaviors were also associated with psychological disorders such as attention-deficit/hyperactivity disorder (ADHD), obsessive-compulsive disorder (OCD), anxiety, and depression. These disorders such as anxiety and depression were described that the increasing rate of spending time on social media has an impact on social isolation. A recent investigation on using social media excessively is that 69% of part-time employees, 63% are single people who spend lots of time as alone (Dingle, 2012). What is more, another comorbid was between social media addiction and depression was described problematic social media use as “dependency” (Lee et al., 2018). Especially some communities that use social media very actively like LGBT. One of the studies is about LGBT communities in China. The excessive use of social media among LGBT, the higher risk of depression, and the dis-identification were psychologically dependent on social media (Han et al., 2019). There were many studies on how to understand and define Internet overdose (Weinstein & Lejoyeux, 2010).

On the other hand, there is another negative side to the use of addictive social media as socially. For example, during the time of emergency events such as a natural disaster, it is used for real- communication channels. People communicate and share their experiences there. Individuals’ attention could focus on the different types of feelings the disaster-related information and it is spread that can affect other people harmfully (Smith, 2014).

The model of cognitive behavioral of pathological internet use that was described above was developed and revised as social media addiction as a more detailed version and it was explained by ISAAC (2021). A comprehensive study conducted in light of the information given above explained all of them. One study used the cognitive-behavioral model of pathological use and conducted a comprehensive review of the existing literature on social media addiction. In this paper, the study aimed to obtain insights into the factors that present to social media addiction, including cognitive, behavioral, and environmental factors. By applying the cognitive-behavioral model to the review of social media addiction literature, the study provided a framework

for understanding the psychological and behavioral mechanisms that drive social media addiction (Ahmed & Vaghefi, 2021).

According to the cognitive-behavioral model of pathological behavior, addiction to social media is led by maladaptive thought types and behaviors. And they are supported by the positive outcomes and experiences linked to social media use. This model identifies a variety type of cognitive and behavioral factors that contribute to the maintenance of social media addiction (Davis, 2001)

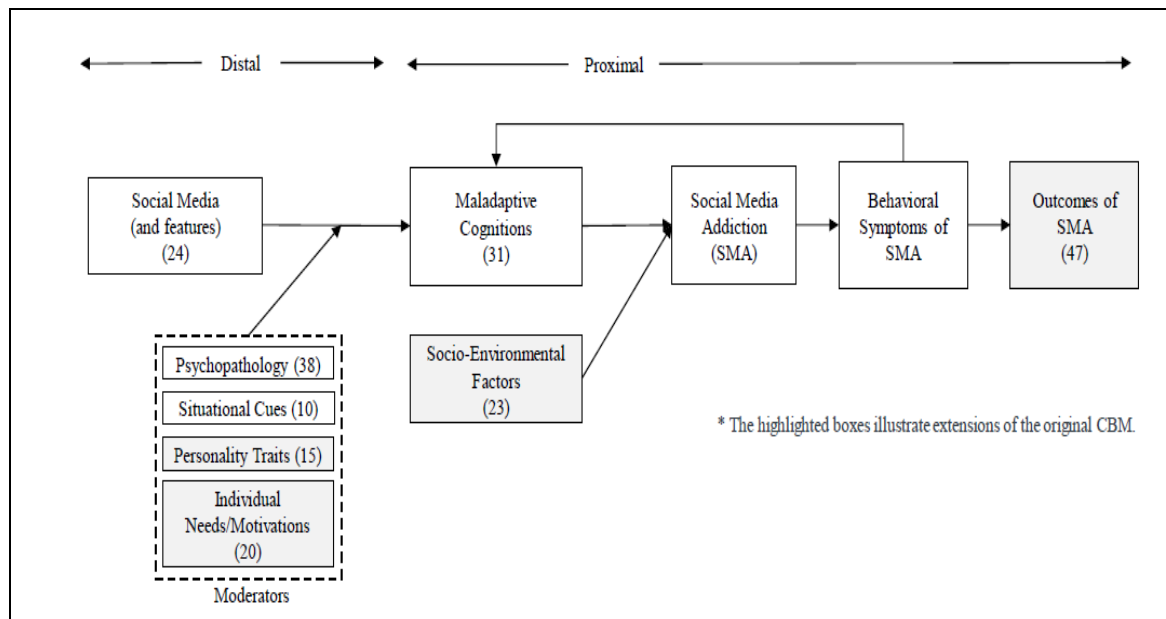


Figure 2: *A Revised Cognitive-Behavioral Model of Social Media Addiction* (Ahmed & Vaghefi, 2021)

The cognitive-behavioral model (CBM) mentioned the IT artifact. It is referred to the online environment that users engage with, and plays a crucial role in the development of problematic internet use (PIU). For social media addiction, it is required that IT artifact is the social media platform, specific characteristics, and features of social media that might be to affect addiction. In the study, it was found that 24 papers have assessed the role of social media in addiction. These papers enable valuable insights into the relationship between social media use and addictive behaviors. It can be informed for future research and interventions purposed to explain social media addiction (Ndasauka et al., 2016)

Social media environments are important to show the characteristics that build those environments. Studies have addressed the influence of specific features on addiction that has identified social media notifications, status updates, likes, friend counts, and games. These have a positive impact on social media addiction. Thus, it is crucial to examine the various features of social media platforms to better understand their potential impact on addiction (Balakrishnan & Griffiths, 2017).

Research studies have indicated that excessive use of social media may result from the gratification of certain needs or motivations. It is identified thanks to research, consisting of 20 papers that examined the individual needs underlying the development of social media addiction. These studies dedicated various types of factors related to specific needs or particular motivations that can be fulfilled through social media use. With the help of these factors, these studies contribute to a better understanding of the psychological mechanisms that drive social media addiction (Klobas et al., 2018).

By examining the cognitive-behavioral model, psychopathology showed that having a tendency vulnerability that contributes to problematic internet use (PIU). In this review, 29% proportion of the papers evaluated the role of psychopathology and related factors in the development of social media addiction. Most of these papers (26 out of 38) focused on the impact of depression and anxiety on addiction. Particularly, 12 papers investigated anxiety, with five exploring social anxiety, four examining attachment anxiety, and three examining general anxiety. There were research had claimed that individuals with mental disorders, particularly emotional and psychological disorders, are more susceptible to addiction (Andreassen et al., 2016). This review supports these findings in the context of social media addiction and pays attention that these factors have a significant negative influence on addiction (Brailovskaia, 2017).

According to Davis (2018), stimuli such as the sound of a computer connecting to an online service, the tactile sensation of typing on a keyboard, and the smell of one's office or primary place of internet users are situational cues. Some papers concentrate on the use of potentially addictive technologies, such as mobile phones or the internet, to display whether concurrent use of these technologies can increase the development of social media addiction. These results of it demonstrated that when mobile phones or the internet play a very important role in social media users' memory, by the way reaching

technology has been eased that led to push to accelerate social media use and along with this the percentage of social media addiction increased (Hawi & Samaha, 2019).

The second part was referred to as proximal factors. Maladaptive cognitions are related to negative thought patterns. These stem from negative beliefs or views about oneself or the world. These thought patterns might present different psychological issues, such as anxiety and depression, and can also lead to addictive behaviors, such as excessive social media use. The cognitive-behavioral model (CBM) evaluated social isolation or lack of social support as proximal environmental factors. These factors can increase generalized “Problematic Internet Use (PIU)”. Recent research has broadened the definition of socio-environmental factors to include other variables related to the social and personal struggles that may contribute to PIU (Elphinston & Noller, 2011)

These expanded factors are contributed as socio-environmental factors, and they may include variables such as family conflicts, academic pressure, financial stress, or peer pressure. In a present study that indicated the literature on PIU, it was found that 23 papers addressed variables related to socio-environmental factors. This study contributed that social-environmental factors might be important to obtain attention for PIU. Thanks to socio-environmental factors, researchers might use to develop more comprehensive interventions to explain internet use (Dalvi-Esfahani et al., 2019)

In brief, although there are benefits of the use of social media, the excessive use of social media can lead to making addictive people, and the review of cognitive behavioral model address comprehensively social media addiction.

1.2.2 Social Media and Demographics

With the increasing use of social media, starting to examine social networking sites (SNSs) has been used differently across various demographics that involve different social status, gender, age, and race/ethnicity (Gambo & Özad, 2020). This usage among various demographic groups, gender, and SNS usage also has an impact on the addictive use of social media. It is because the addictive use of social media differed by age, gender, race/ ethnicity, and social status.

Several kinds of research have been obtained that addictive social media use is higher level among men (Ryan et al., 2014). For example, one study is about the Facebook addiction of teacher candidates. There are 1257 participants, 739 female and 518 men. It is used for the use of the internet. The result of the study demonstrated that the use of the internet is more for men than women (Çam & Isbulan, 2012).

However, according to another study was that the use of addictive social media was among women more prevalent than among men (Andreassen, 2015, Griffiths et al., 2014)

It supported that addictive behaviors have developed among women more than men, especially in social interaction activities. In the contemporary world, with developing technology, the use of the internet is increasing among young people and the score of addictive behaviors is higher in younger compared with older people (e.g., Andreassen et al., 2012). It is explained that younger people have faster adaptable new technology than older people because they become accustomed to being constantly “online” (Prensky, 2001). Social media is described as the platform where the younger generation can find out and develop their identities without being affected by their parents and culture (Andreassen, 2015 & Mazzoni and Iannone, 2014).

Studies also stated that individuals that do not have romantic relationships more tend to develop social media addictive behavior than people who have partners (Kuss et al., 2014). Anderassen (2014) explained why people who do not have a partner are prone to develop social media addiction that social interaction provides higher social interaction such as meeting potential partners also is a crucial social function to feel belongingness.

Evaluating the results of a comprehensive study conducted in the USA in 2021. It examined that there were very significant age differences in social media usage. Particularly, most of the percentage included adults aged 18 to 29 (84%). It was reported using social media sites that were close percentage with the adults aged 30 to 49 (81%). Nonetheless, the percentage using of social media had been decreasing when they were getting older that means is a smaller percentage of adults aged 50 to 64 (73%)

less than half of those aged 65 and older (45%) using social media sites (Auxier & Anderson, 2021).

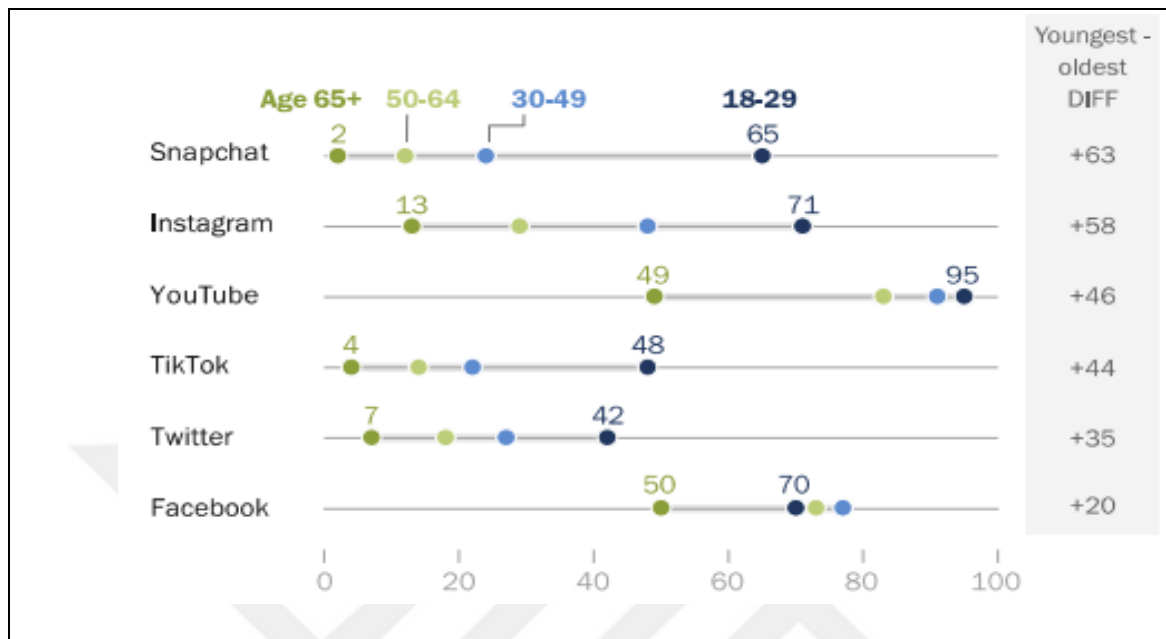


Figure 3: % of U.S. adults in each age group who say they ever use ...

Note: All differences shown in DIFF column are statistically significant. The DIFF values shown are based on subtracting the rounded values in the chart. Respondents who did not give an answer are not shown. Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021. "Social Media Use in 2021"

The surveys mentioned that the findings may not be completely representative of every individual's social media habits. Furthermore, social media usage patterns may change over time as new platforms emerge and as people age (Auxier & Anderson, 2021).

Consequently, demographics have played a very important role in the use of social media. Social media use shifts according to different social status, gender, age, and race/ethnicity.

1.3 Social Media and Mental Disorders

What is more not just personality traits, but also the use of social media has been playing a huge role to trigger mental disorders. To give an example, Csepeli and Nagyfi (2014) conducted research about the presence of individuals on social media and their mental illnesses. The research question was about whether the use of social media affected the mental state of individuals on their online presence. One of the hypotheses in the research is about individuals who suffer from similar mental disorders could find each other on social media. The results of the research demonstrated that the individuals who had some mental health disorder found each other after then the possibility of being friends is higher among them. Thus, the research could be provided to be directed toward determining those who have mental disorders and their presence on social media. Also, at the end of the research, it is found that social media is a very useful tool to separate a user's mental state from those that are mentally disordered or those who are not mentally disordered. The research found that their social media activities level would provide a way to fulfill their mental states. This research would be very helpful to apply to individuals with narcissism because those who have narcissistic disorder are prone to sharing and posting themselves in an exaggerated manner and they would join more online activities to present themselves (Csepeli and Nagyfi, 2014).

Otherwise, another study explained that there is an association between social media usage in sexual minority youth, and mental health outcomes. It was hypothesized that the usage of social media had a very huge impact on sexual minority youth groups because they had used social media beneficially to express their sexual identities. The result of the study demonstrated that the minority young group who use social media to develop their sexual identities experiences positively had mental health outcomes with the help of obtaining support on social media platforms. However, Ceglarek and Ward's (2016) claimed that considering the missing part of the literature the relationship between the usage of social media efficiently for a youth minority group to address their social identities and the result of this had a positive effect on those mental health's, it is suggested to make continued the researches about the topic.

Additionally, Snethen and Zook (2016) examined the research on the relationship between community integration and severe mental disorder. It is hypothesized that clinicians and researchers used social media to integrate individuals who suffer from severe mental disorders into the community. In the research, a severe mental health disorder is defined as schizophrenia. The result of the research showed that social media is a very useful tool to improve community integration that includes independence, involvement, and communication skills for those with severe mental disorders. Moreover, social media has a positive impact on mental health for those who suffer from severe mental disorders to build a social environment (Karim et al., 2020).

Snethen and Zook (2016) presented a study on community integration and severe mental disorder. Clinicians incorporated the use of social media in integrating young adults with severe mental disorders into the community. According to the researchers, severe mental disorder includes disorders such as schizophrenia. The findings displayed that social media can be used as an effective tool in improving community integration in the areas of engagement, involvement, and independence for those with severe mental disorders.

Furthermore, the researchers found social media assisted individuals with building social capital, which can positively impact mental health. Karim and friends (2020) suggested additional research examining the impact of social media interventions on individuals with severe mental disorders. Snethen and Zook (2016) recommended that the researchers sought to examine additionally other researchers about the effect of social media on individuals who suffer from severe mental health problems.

Considering all of the information, even though the use of social media has a negative influence on mental disorders, there are some positive impacts on minority groups and increased communication among people suffering from mental disorders.

1.3.1 Social Media and Personality Traits

There is a major risk to be social media addictive when excessive use of social media that have a negative influence on an individual's daily obligations and routines, specifically among younger generations (Silva et al., 2018).

In the above, it is explained that compulsive and excessive use of social media may address by the models. Also, individuals using social media excessively trigger negative emotions (mood modification) and led to occupy their minds with them (salience) (Young, 1999). When social media platform is blocked and they do not access their accounts, this may cause distressful feelings (withdrawal), and then their responsibility may be delayed in their life (conflict/functional impairment). These could be trigger factors to develop personality disorders (Koc & Gulyagci, 2013).

Kassarjian (1971) mentioned that the fact that personality has been found to predict a variety of behaviors that are related to Internet use age may be the reason why personality has gained interest as a predictor. In addition, social media plays a role in social isolation (SI). SI describes physical isolation or lack of social. Being socially isolated may misunderstand that although one has lots of social ties, one may feel socially isolated. There are two types of isolation which are objective and subjective. The objective is explained as more physically isolated and subjective isolation is more perception of isolation (Holt-Lunstad et al., 2015). The research demonstrated that subjective social media isolation is related to increased mortality and the result of poor mental health (Cacioppo & Hawkley, 2009). It could be referred to as objective or subjective SI (i.e., one could feel socially isolated but still have numerous social ties). Objective SI refers to physical isolation or a lack of social interaction. Subjective SI refers to the perception of isolation or disconnectedness (Holt-Lunstad et al., 2015). One of the studies focused on subjective, perceived SI, as it has been linked to poor mental health outcomes and increased mortality (Cacioppo & Hawkley, 2009).

Moreover, social media is very important for members of Generation Z, particularly in sharing their private information. The survey conducted about what is the willingness of the sharing Generation Z to their private social media in India. The results showed that Generation Z has a more tendency to share their lives which

triggered them to feel socially isolated and anxious since it was thought that they did not follow other rewarding experiences others are having. And then, this situation might direct them negatively feel and might be more prone to mental disorders (Lyngdoh et al., 2022).

Big Five Personality Trait described the relationship between personality traits and social media. First of all, Big Five Theory includes four personality traits which are neuroticism, conscientiousness, openness to experience, and agreeableness, extraversion (Campbell, 2016) Four personality will be explained.

Neuroticism: is defined as anxious behaviors, self-consciousness, and negative effects that may trigger overreaction and negatively affect online situations causing social isolation (McCrae & John, 1992). The neurotic one may create bonds with others online, but it is difficult to build a bond offline (Yang et al., 2014)).

Conscientiousness: is defined as being attentive, controlling urges, and being organized. These traits may help to retain better control over an individual's emotions and impulses and navigate social media more successfully. Extraversion refers to more expansiveness and more energy. Extraverted individuals prefer to use social media to meet new people, share information, take education and socialize (Demirhan et al., 2016). According to research, they are using social media very actively. For example, they are more likely to post photos and selfies (Kim & Chock, 2017) which increase the number of online friends on social media (Amichai-Hamburger & Vinitzky, 2010).

Agreeableness: is defined as being reliable, good-mannered, and generous. Although social media is a very useful tool for them, it has a negative side too. These individuals use social media to boost their existing and maintain relationships in the field of education and information (Ryan & Xenos, 2011). However, they are negatively related to expressing and presenting themselves more popularly (Horzum, 2016). For example, these individuals prefer to be in these posts that are more liked by others (Jin Lee, 2017).

Openness: the type of openness personality shows that the use of social media such as Facebook is negatively related to being more popular. To give an example, they are more likely to comment on, share photos, and uploaded selfies, receiving likes from

others (Choi et al., 2017). Individuals that are more open could share more information about themselves on social media (Amichai-Hamburger & Vinitzky 2010).

The other impact social media has on personality disorder is borderline. Individuals who suffer from Borderline disorder have difficulties building a social relationships with people (Liebke et al., 2017). Based on the existing literature, those with borderline disorder have very few relationships by creating on social media. Their relationship fluctuates between devaluation and idealization interpersonal relationships (Lazarus et al., 2020). These individuals have negative emotional states that are linked to perceived rejection and abandonment. It is because using online social media leads to increasing nonverbal communication and miscommunication (Brooks et al., 2022).

As a result, individuals who suffer from personality disorders can use social media addictively and this affects their emotions deeply.

1.4 Social Media and Self

The general meaning of the self has explained the individual's awareness and understanding of their own identity and existence. The self is defined as a complex and construct, that is built according to different factors such as genetic pre-dispositions, cultural influences, personal experiences. The self can be expressed from a variety of theoretical perspectives, such as psychological, neuroscience, and philosophical (Wood et al., 2015).

According to Scalabrini and Friends (2022), the self is identified by various mental patterns and processes from a psychological perspective. It was explained in the study as the psychological connection between the self and modes of thinking such as rumination and reflection, as well as patterns of mind-wandering, both spontaneous and deliberate, and this relates to symptoms of depression.

The self has very related to social media since most of individuals use social media as too to express their self. Especially, use of social media is very widespread among the young. The study explored how the effects use of social media among young people

were associated with the concept of social comparison and self-esteem images. It means that it explained The research focuses on how individuals' exposure to meticulously selected and polished depictions of other people's lives on social media can generate emotions of inadequacy, diminished self-esteem, and unfavorable perceptions of their own body image. It seeks to explain the dynamics of social comparison on social media and its effects on the individual's self-perception and well-being (Kim & Kim, 2023).

Thus, social media is used as a tool to present and explain the self. The two concept which are self-presentation and self-clarity provides to express self on the social media.

1.4.1 Social Media and Self-Presentation

Self-presentation has mentioned as the act of presenting oneself to others in a way that is beneficial for obtaining social or material goals. It means trying to control one's image and presenting an impression in the minds of others. It was explained that the achievement of self-presentation is related to how others perceive the individual. Thus, they are very cautious while communicating about themselves to others. That could be explained as individuals strategically presenting themselves to others that they think to reveal the desired response or outcome from them (Leary & Allen, 2011). There are a lot of types of factors that involved the context of the interaction, the nature of their relationship, the desired outcomes that they hope to obtain, and other factors. Indeed, these factors are depended on the conditions and individual's needs and aims. Also, these factors could form an individual's communication style, attitude, and overall presentation of self to achieve their desired outcomes (e.g. Rosenbaum, Johnson, Stepman, & Nuijten, 2010; Swencionis & Fiske, 2016).

Otherwise, self-presentation is a very important aspect of life, nonetheless, it is so confounding that the concept of self-presentation did not receive that much attention from researchers until Erving Goffman who is a sociologist published the book landmark which name was *The Presentation of Self in Everyday Life*. Before Goffman's work, there was very little theoretical development around the concept of self-presentation even though the concept had a very crucial role to constitute social

relationships and interactions (Dolezal, 2015). Goffman has defined the interaction of face-to-face in a theatrical analogy and he mentioned primarily that the backstage is created roles and then the actor presented the role. According to this analogy, the backstage preparation is the social setting when the actor presents the image that has been previously considered by them. Goffman analyzed that individuals are conscious of multiple types of roles in various contexts. Hence, they have to watch the impression they reflect on others (Ritzer et al., 2011).

1.4.1.a Social Media and Self-Presentation Strategies

Self-presentation is a very significant tool that assists individuals to present their wishes for an impression to others and when this was done appropriately, the desired social outcomes are acquired. The point self-presentation theorists have explained that any attitude that a long-term strategy could be created is a self-presentation tactic. To give an example, the study conducted that the observation of the studies how much time individuals spent in a restaurant restroom engaged in self-grooming activities like smoothing their clothes and fixing hair and they discussed whether the individuals has been using these behaviors as tactics to present their images as favorable to others (DePaulo, 1992).

Jones and Pittman's (1982) have suggested that five prevalent strategies provided impression management which were ingratiation, exemplification, supplication, intimidation, and self-promotion. The ingratiation included self-enhancement which means that created a positive impression and boost the likelihood of favorable outcomes in social interactions. Exemplification involved exhibiting oneself as a moral symbol and indicating virtuousness and conscientiousness. Another one is called supplication includes reflecting an image of helplessness and weakness to discover to reveal assist from others ad compassion. Intimidation is used to present the perception of unpredictability and hazards to obtain control and influence. Self-promotion involved showing individuals 'abilities and following up their aptitudes.

Additionally, these five prevalent strategies used impression management; the theories defined them as two divided parts of self-presentation that were refereed assertive/ acquisitive and protective/ defensive. The part of acquisitive (assertive) self-presentation identified a constant search for power and social status, on the other hand, defensive (protective) demonstrated a desire to avoid social rejection. And then, the self-presentation tactic scale's framework was developed by Lee and colleagues that the behaviors listed as, justification, excuse-making, and self-handicapping as defensive tactics categorized, entitlement, enhancement, entitlement, enhancement, ingratiation, intimidation, exemplification, blasting as assertive tactics (Avia et al., 1998)

The part of defensive tactics of self-presentation is defined as excuse-making which means the rejection of the responsibilities when encountering negative events. Primarily justification involved presenting the acceptable reasons for negative actions despite accepting still a responsibility for them. Secondly, disclaimers were that before dividing the criticism, the presenting justifications and explanations. Thirdly, self-handicapping involved putting blocks on the other's achievements to protect reactions and contributions by observers when apologizing including feeling sorry for hurting others.

Moreover, the part of assertive self-presentation included seven tactics. Enhancement was explained as the importance of positivity and success. Entitlement was mentioned as the level of achievement the two tactics were very similar in concept. Ingratiation was exhibiting actions as seeming favorable person from others. Intimidation was presented as dangerous to interact with the partner. Supplication was performing oneself as weak and one needs help from others. Blasting was underestimating competitive groups or groups unrelated to the actor and criticizing them directly. Exemplification of exhibiting oneself as a morally upright individual that presented as a role model to others (see Lee et al., 1999).

Table 1. Definition of the Two-Component Model of Self-Presentation

<u>Defensive SP</u>	<u>Assertive SP</u>
Excuse	Ingratiation
Justification	Intimidation
Disclaimer	Supplication
Self-handicapping	Entitlement
Apology	Enhancement
	Blasting
	Exemplification

Note. Table adapted from Lee et al. 1999, p. 704.

As a result of this, it is very significant that the self-presentation tactic does not need a conscious effort since “using strategies” is claimed as arguable actions. Thus, the use of self-presentation actions could exhibit as automatically, repeatable behaviors and internalization of wished images. Also, self-presentation could present non-consciously with techniques (Tyler, 2012).

Furthermore, self-presentation actively is used in social media. In other words, social media is used in today’s society since it seems a tool that is used to present an ideal version of self to others (Ellison, Heino & Gibbs, 2006). The topic of self has been reaching in neuroscience mostly and it was related to the brain network that was active during the resting state. The network includes some processes like enhanced perception, embodied- simulation and mind-reading, and autobiographical memory. Thus, it was described that there was the relationship between the self and these

cognitive processes that were mediated by specific brain regions and neural networks (Scalabrini et al., 2018)

According to other perspectives, the presence of self has positive and negative consequences that are explained by the motivational affordance perspective (Zhang & Nasraoui, 2008). The affordance concept found by Gibson is the perspective of people to perceive something differently, thus the same objects like rocks or doors in a different way. Affordances are related to “action possibilities” that are present in the environment and their capacities. Nonetheless, Norman mentioned that affordance is not just associated with people’s abilities and capacities; it is also dependent on their experiences, beliefs, and objectives.

According to the perspective of motivational affordance, social media users obtain acceptance and approval from Social media Networks that boost their social status in the community (Hall, 2014). Zhang (2008) described that social media meet individual’s needs like presenting, promoting, and creating self.

By the way, technology affordance has been serving both sides of the action intentions (Faraj & Azad, 2012). One of the studies is about how individuals can increase their self-enhancement by supporting their self-views. The number of participants was 59 and the participants were presented with questionnaires on online platforms. The presented questionnaires measured their self-esteem and their self-ratings. The result of the study shows that people promote to present different strategies to present themselves in a social situation. They created different images by using different strategies to boost their image to others positively. They hold themselves from promoting negative personalities to others due to abstaining from their negative personalities is perceived as more approval to increase positive images (Horvath & Morf, 2010).

Another study was about the effect of social media on self-presenting which was addressed by the theory of self-comparison. With the help of the Social self-comparison theory (SCT), social media plays a very crucial role in an individual’s mood, their self-presentation. Also, it affected their appearance and the competitiveness among people started to increase. In the study, the participants were travelers that share selfies via

social media depending to social comparison theory. There were 674 participants. And the survey was collected online. As a result, the study showed that travelers who tended to be narcissistic and envious increased the posting of selfies on social media that boost their self-promotion (Taylor et al., 2020).

Self-monitoring plays a crucial role in how people regulate their social behavior during interpersonal interactions. Individuals with being high self-monitor prone to be more attuned to social cues and rely on them to adjust their self-presentation. Nonetheless, ones who were low self-monitor are less sensitive to such cues and are more consistent in their behavior across different social contexts (Tyler et al., 2016).

In summary, there is a strong relationship between social media usage and self-presentation it appears that social media usage encourages self-presentation.

1.4.1.b Social Media and Self-Concept Clarity

Self-concept has defined as an individual's opinion, and beliefs about themselves that including social and personal identities. These are formed by self-relevant information and experiences. The perspective of the self-concept is constant that combined with the complex comprehension of the dynamic and plenty type of cognitive points with the various aspects and situations (Campbell, Trapnell, Heine, Katz, Lavalley, & Lehman, 1996).

Nowadays, self-concept is defined by two main components that were knowledge and evaluation. Self-concept clarity is a structure to comprehend the organization of self-concept that is used to understand the level of individuals' perceptions about their self-related and their behaviors. This structure has distinguished from positive, moderate, and related to self-esteem. It is calculated as an individual's total evaluation of worth as a person. (Wu, Watkins & Hattie, 2010).

The studies demonstrated that self-concept is very closely associated with chronic self-analysis and the self-consciousness of the public. There were two types of self-evaluation motives. Type of chronic self-identified as long-lasting and "anxious

preoccupation with the self' that could cause social comparison with others. Otherwise, public self-consciousness was strongly linked with the wish for self-presentation and presenting with a good image and impression on others. In brief, the two concepts have a very important role on individuals since according to them, individuals are determined to perceive and assess themselves concerning others (Jones & Briggs, 1984).

What is the relation between self, technology, and self-concept is that the concept of self has been developed by digital technology that brought very crucial changes (Vandenbosch & Eggermont, 2016). According to Jenkins & Demaray (2012) the mass communication model was an important change in the concept of the self. Technological devices with cameras like webcams, and cell phones provide the ability to share their visual expressions. Cooley's (1902) explained the theory of the looking glass of self that the person controls the appearance in a mirror. For example, the individuals saw other people's appearance in the mirror and then they predicted their appearance to others that reflected their judgment because of showing off their emotional response. Digital cameras played the most salient role to build the form of self. Individuals collect others' judgments (e.g sharing photos, comments, replies).

The theory of self by Adler and Friends (2016) is described as "the me in the mirror" that was short term as me-self. The type of me distinguishes three types which were the social me, the material me, and the spiritual me. The social me had done a lot of activities at the same time, so it is called multitasking. The ones had many social selves that depend on how much the person knew him or her and how many people had an image of mind about him or her. Another subtype was called the material me which was associated with one's body, and material possessions.

Spiritual me was not just related to religion. It was the role of values, and possessions that one thinks about self, it is to express "what we think of ourselves as thinkers". Although it was thought that social and material me is used in life, the spiritual me was more used in nowadays life (Jones, 2015)

The aspect of the neuroscientifically self is that sense of subjectivity is often explained and operationalized by the sense of self, which may be thought of as the

‘glue’ that provides it to go on together with the different behavioral, affective, cognitive, and sensory-motor manifestations of self (Scalabrini et al., 2018)

The term of self-expressed by neuroscience is the default mode network (DMN) together with other networks, such as sensorimotor, salience, and central executive, characterize the spatiotemporal architecture of the brain’s spontaneous activity (Scalabrini et al., 2020)

The DMN and its cortical midline structures have been related to self-relatedness that is both in task-evoked activity and during the resting state characterized by spontaneous. On the other hand, the self might be presented as a “psychological baseline” (Scalabrini et al., 2020). The self also builds cognition, affect, and other functions together that are the explanation of “the psychological baseline. (Scalabrini et al., 2022).

The self-concept also emerged self and it's explained by the motivational theory found by Maslow. The shape is used to describe the theory clearly. Schunk & Pajares, (2010) said that individuals meet their needs hierarchically from physically to psychologically. The triangle shape divides 5 layers from the bottom up which are named physical needs, security and safety needs, social needs, belonging and esteem needs, and self-actualization needs. According to the perspective of me-self (Noltemeyer et al., 2012) matched with the Maslow theory. Individuals must satisfy physiological needs (material me), then esteem needs(social me), and lastly, self-actualizing needs (spiritual me).

In spite of different points, the form of self is idealized (spiritual me) and the form of motivation(self-actualizing) that have common points (Schermer, 2020).

Furthermore, there is a very strong relationship between self-presentation and self-concept, particularly on online platforms. It is argued that online self-expression among young people is very popular such as sexy self-presentation that may strengthen the attention-getting for their identities (Shafer et al., 2013). In what is described by self-perception theory, people address themselves in self-presentation and they show their beliefs and behaviors while observing themselves from other's perspectives. Hence, the more they present themselves on this platform, they begin to perceive

themselves as more sexually outgoing (van Oosten & Vandenberg, 2016). To give an example, one of the studies focused on the two mechanisms of how an individual's self-concept has been affected by their self-presentation via social media. The study investigates 1,288 Dutch adolescents who are between 13 to 17 years old. Respondents participated in an online survey. The result of the study demonstrated that the participants obtain more sexy self-presentations rather than they expose to others' sexy self-presentations in social media (Johanna, 2018). After 6 months, adolescents' self-concepts are predicted to be positively sexually outgoing like sexy, seductive, and wild. Although previous studies have found that social media and exposure to social media have a mass effect on peoples' self-concept, it seems that exposure to sexy self-presentation does not have a direct influence on self-concept. There may be an indirect association (van Oosten et al., 2018).

Another research examined the social media effect on self-concept and the effect of the way people view themselves. There are two conditions for posting one's life. One of the sides has a short life (ephemeral) and the other one has a permanent life (indefinitely). They are examined by the public commitment and self-symbolizing perspective. According to the public commitment perspective, people have experiences that have major self-concept due to being a strong public commitment. This was reported in the United States and a total of 277 participants joined the research. The consequences of the study, the ephemerality increased with the self-symbolizing perspective (Choi et al., 2020). On the other hand, when people post their life more compatible with public commitment, they evaluate less, and their self-concept changes in the social media context as less internalization of self (Li et al., 2020).

Finally, the literature on expression effects suggests that the content of self that one presents oneself in social media has a major influence on their self-concept.

CHAPTER 2 - NARCISSISM

2.1 History Review of Narcissism

The concept of narcissism has captured attention. It has been a very popular concept from academia to the media. That was referred to as attention which was related to Narcissus; that term comes from the Greek myth. Moreover, the legend of narcissus was explained as Homeric hymns in the seventh or eighth century BC (Suter, 2002), also with the *Metamorphoses* of Ovid that has been raised from unclear starting. It is mentioned as a culture of narcissism nowadays (Twenge & Campbell, 2013). In this part, the historical review of Narcissism had been explained. The first term of Narcissus' story came up with Ovid who was the Roman Poet. Ovid mentioned Narcissus in his story collections and *Metamorphoses* (Kenneth N. Levy et al., 2012). Even though he refused attention, most others adored him involved the nymph Echo who is the punishment by Zeus' wife Hera. The version of Ovid's myth seemed the most detailed and best-known and very helpful to develop narcissism.

Another version of the Narcissus myth included themes. These themes were associated with the construct of narcissism. To give an example, one text presented the myth that came from a collection of ancient Greek documents from Egypt which means grounding on Parthenius of Nicaea, a Greek poet (Hubbard, 2003). The version was mentioned as a very crucial point since Narcissus did not underestimate the meaning of it. He explained that it led to love sickness or guilt over the many suitors. This detail was explained from a psychoanalytic perspective; narcissism would exist with intense despair and self-recrimination (Richmond-Garza, 2014).

According to the sociologist perspective, the culture of narcissism expressed in the 1970s demonstrates a "social invasion of the Self". It was called a new illiteracy which was decreasing in the past, irrelevance and the description of patterns without fathers and lack of the psyche. Although the raising of the concept has related to Western cultures because, in the contemporary world, individuals are in trouble with global warming, political situations, and terrorism which has been a tremendous effect on existing social networks (Turner, 2021)

Withdraw and detach from social engagement or search for self-centered gratification or contact with some groups that serve dreams of supremacy and violence. (Mucci, 2018 p. 223). The individuals would like to base their values and stress on egotistical aims and follow increases to search for intended social standards. Nonetheless, it was referred a “liquid society”. Society describes as having non-rigid rules and boundaries, less collective and shared.

The literature displayed that it was expected that personality disorder became very prevalent in the contemporary world, especially in the Western world in which the pursuit of wealth, fame, and physical perception. These had taken priority over values such as truth, justice, empathy, and social connectedness. Also, the reason what is the association between societal developments and prevalent narcissism is very difficult and it had explained significant issues that cannot be neglected (Mucci, 2018 p.224)

As a result of this, the term Narcissism’s history is attributed to Greek myth, and this term is improved by different perspectives like psychoanalysis and sociology and the others.

2.1.1 Narcissism Personality Disorder

The Özmen (2011) has considered that every person has needs such as being liked, appreciated, feeling cared for, and loved. These needs, which are reminiscent of narcissistic personality traits, were presented to some extent in every person. The presence of these features in sufficient quantities and the positive impact on the mental health of the person is called 'normal narcissism'. (Foster, 2007; Rozenblatt, 2002; Pincus et al., 2009).

One could be self-liking and seeming self as valuable is a necessary feeling for self-esteem (Geçtan, 2010). While a positive attitude towards one's self is healthy and normal, an inflated view of oneself as special and superior is pathological. Pathological narcissism is defined as the degree of attachment to oneself, the need to always be

approved and appreciated, indifference to others, and a lack of empathy (Baskin-Sommers et al., 2014).

It is crucial to be able to distinguish between healthy narcissism and pathological narcissism. Individuals with healthy narcissism make realistic assessments of their self-worth.

In pathological narcissism, individuals who were inferior to themselves would like to appear as perfect images against their feelings and exaggerated assessments of their achievements. Studies displayed that pathological narcissists tended to overestimate their achievements and skills (Gresham et al., 1998). Pathological narcissism versus “normal” narcissism, in comparison, could be characterized as an exaggerated need for recognition, attention, and admiration by others. Pathological narcissists strongly believe that they are different, superior, special, and privileged than others. (Cain et al., 2008).

Narcissistic personality disorder (NPD), which involve cluster B disorders, is characterized by three main components: an exaggerated sense of self-importance, a deficit in the ability to empathize and connect with other, and a repertoire of tactics employed to uphold the inflated self-image. The other disorders explain as borderline, histrionic, and antisocial personality disorders (Miller et al., 2012).

According to Otto Kernberg (1975), there is a range of severity for narcissistic personality disorders depending on how violent the affected person. Kernberg mentioned this aggressiveness was linked to a temperament that was present at birth and affected how people react to early environmental stress or problems with their caretakers. In other words, both intrinsic traits and early life events affect the level of illness in NPD (Mucci, 2018 p. 231)

Lubit, (2007) described that individuals with NPD frequently exhibit an inflated sense of entitlement and self-importance, which might appear as a conviction in their specialness, individuality, and high self-esteem. This is frequently accompanied by particular views that they were superior to others in terms of intelligence, beauty, or creativity. The tendency of these inflated perceptions to emphasize social power over warmth means that narcissistic people often do not see themselves as nicer or more

caring than other people. They instead aim to be acknowledged as having high levels of status and ability (Lubit, 2007).

Warmth and connection in romantic relationships were less important to those with NPD because they value other excellent qualities more. They had prone to perform poorly on tests of agreeableness and intimacy and display relatively low levels of compassion and selflessness in romantic relationships. Even if they lack warmth, people with NPD are frequently outgoing. According to the study, they usually got along well with people in their first social contact (Seidman, 2016).

To preserve their exaggerated self-views, which can be classified as either intra-psychic or interpersonal, people with NPD engage in a range of behaviors. Intra-psychic tactics included delusions of power and achievement as well as the self-serving bias of taking credit for accomplishments and attributing failure to other factors. Interpersonal techniques included boasting, competing, and aiming to be the best at difficult things in front of others to elevate status and regard. Indirect methods of attaining prestige and respect were also employed by narcissists, such as acquiring "trophy" romantic relationships and pricey possessions (Grapsas et al., 2019).

It is thought that narcissism is a spectrum that includes a variety of actions and an attitude, ranging from expressing a few narcissistic characteristics to demonstrating a full-blown personality disorder that means Narcissism as it impacts people is spectrum (Krizan, 2018).

Furthermore, Narcissism has been defined by Kernberg (1975) is that the narcissistic personality continuum extended from neurotic narcissism to antisocial personality disorder (Figure 4). This displayed that there are many levels of narcissistic traits and behaviors that individuals can present and that as individuals progress along the continuum toward the most end of the spectrum, these qualities become more excessive and pathological.

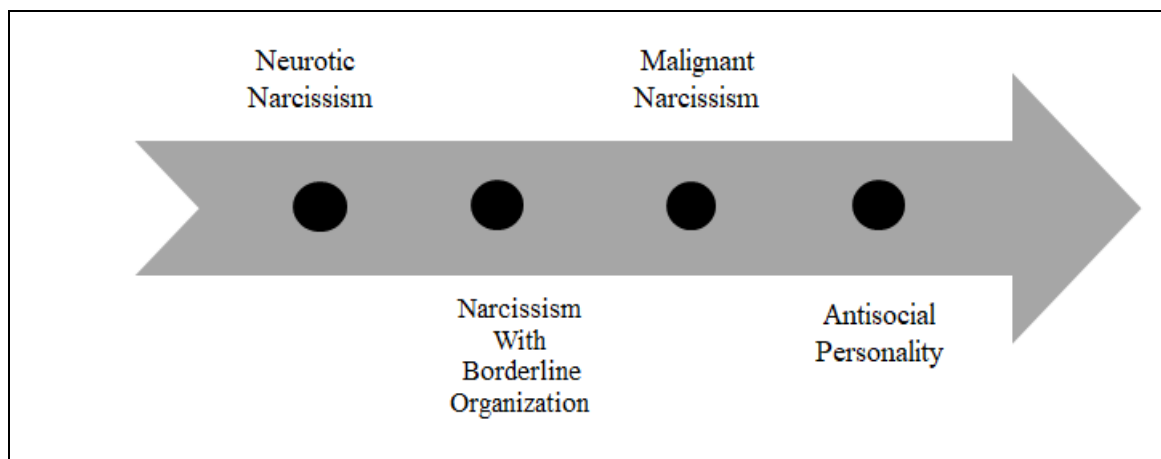


Figure 4: *Narcissistic Continuum from Neurotic to Antisocial* (Mucci, 2018 p. 232)

Neurotic narcissism has explained as a level of narcissistic personality functioning characterized by inflated excessive self-focus, self-esteem, extreme self-focus, and a reasonably stable sense of self. Others and with a fundamental defense mechanism of idealization-devaluation and there are some prone to be more omnipotent control and grandiosity. This level could cause an individual within the neurotic level could operate and sustain relationships. Nonetheless, because of their need for admiration and attention, it may occasionally lead to problems in interpersonal interactions (Mucci, 2018 p.242)

The other level has referred to narcissistic features at the borderline level of organization means that individuals with narcissistic personality disorder present identity diffusion, primitive defense mechanisms, and retained reality testing. This level of narcissism often causes self-destructive behaviors and eating disorders as well as problems in interpersonal relationships. These individuals struggle with self-regulation and maintaining a stable sense of self-esteem which could cause to be significant distress and impairment in functioning (Mucci, 2018 p.232)

The third level is called “Malignant narcissism” by Kerberg (1975). It is described as the most severe level of narcissism. It is characterized by a combination of borderline-level narcissistic personality, ego-syntonic aggressiveness, antisocial behaviors, and paranoid features. Individuals who are malignant narcissism could harm themselves and others that involve their therapist and may exhibit violent acts. These individuals have prone to be more aggressive and destructive towards others. However,

they also could exhibit forms of self-harm. Additionally, the level is important in an individual's ability to function and maintain relationships, and it is necessary to continue intensive treatment to manage the related symptoms and behaviors (Mucci, 2018 p.233).

The last level is referred antisocial personality disorder. Previously was referred to as "psychopathy" that is described individuals who do not seek treatment although they are manipulative or antisocial aims, such as obtaining a reduced sentence for a crime. It is challenging to treat the relevant symptoms and behaviors. Kernberg mentioned as the prognosis for these individuals is poor, and they are thought almost untreatable. This is due to the fact that their condition is deeply rooted, frequently resistant to change and that they could consistently violate other rights and lack empathy or regret for their deeds (Kernberg, 2007).

In summary, narcissism personality disorder has some components that are an exaggerated sense of self-importance, the missing empathy towards others, and the tactics used by individuals with narcissistic traits to provide their high opinion of themselves. And the narcissistic personality disorder continuum follows from neurotic narcissism to antisocial personality disorder. It is explained in Figure 4.

2.2 Theoretical Models of Narcissism

The theories of narcissism have provided the most comprehensive and helped to understand the complexity of narcissism and narcissistic personality. These theories also are necessary for conceptualization that has been developed over the past centuries. The theories will be explained in this part.

2.2.1 Psychoanalytic Model

According to Freud, narcissism is relevant to homosexuality and it is desired the stage of narcissism between object love and autoerotism. Nonetheless, the fundamental conceptualization considered narcissism associated with mental, interaction, and psychological thoughts and drives (Sandler et al., 2009). The definition of narcissism is called libidinal investment or cathexis of the self. The aim of the description, many definitions of cathexis are a representation of the self, a person, a part of the attachment of psychic energy to an object, etc. These provide the individuals to recall their minds and feel their feelings. Also, Libido depends on the energy that is based on sexual instinct (drive). It is the mental side or the demonstration of the sexual instinct. And the aggression is based on the death or destructive instinct (drive) (Green, 2002). The base of narcissism stems from the drive theory.

Nevertheless, there are some debates about narcissism as a relevant sexual and destructive instinct. The narcissistic disorder represented the origin that Freud wrote: “The disturbance to which a child’s original narcissism is exposed, the reactions with which he seeks to protect himself from them and the paths into which he is forced in doing so . . .” (Shulman, 2005).

It also recommended that this argument aspects future explorations. Nonetheless, the meaning of Freud is that he accepted the multitudinous functions and elaborated individual narcissism. It means that there are two stages: the first is related to health difficulties which express the purpose of challenges and the second is protective armor (Freud, 1971).

Additionally, he showed that these developmental stages of narcissism are related to possible trauma and vulnerability. Consequently, the perspective of psychoanalysis describes the development of narcissism with stages.

2.2.2 Neuroscientific Model

The literature shows that there are very few empirical studies about Narcissism Personality Disorder. The low excessive form of narcissism personality disorder is described as less emotional (dispositional) narcissism. There is very little research that displays the relationship between neural and physiological relationships with narcissism. Lack of empathy aggression, egocentricity, and grandiose behaviors represents narcissism traits and narcissism personality disorder. (Amodio et al., 2007).

The neural mechanism is related highly to the emotion of empathy. The recent investigation determined that two different models of empathy are explained with cognitive neuroscience. One of them is described as an early system that means that individuals can realize and understand the other feelings of people. And then another system is called a later system that is expressed by the individuals can take to mean what another one is feeling and thinking (Mucci, 2018, p.237). Despite different neural structures, these systems are working within the same pathway. Furthermore, several investigations supported and explained empathy with 2 distinct systems that are cognitive perspective-taking and emotional cognition has activation in the brain parts. Amygdala, medial prefrontal cortex and anterior insula, temporoparietal is very crucial part of the empathy (Mucci, 2018, p.238)

What is more narcissistic behavior may be explained by psychological mechanisms. Nowadays, the investigation has been dedicated to the idea that narcissism is an aspect of psychopathology that stems from reducing electrodermal reactivity. According to Kernberg (1989), narcissism is the base of psychopathology. Nowadays researchers about psychopathology enable relevant two aspects (Paulhus & Williams, 2002). Additionally, Gray's model is called a motivational system which means the construction of comprehending psychopathic physiology. It has been argued that psychopathology is relevant to the reduced behavioral inhibition system (BIS) and it leads to the lack of responses. This situation also triggers diminished skin conductance responses (SCR) for the aversive stimuli that are told that there may be less both impulsive behavior and anxiety. Thus, the psychopathology of narcissism is relevant to the deficit of electro-dermal reactivity to aversive events (Newman et al., 2005).

Clinical and subclinical narcissism is displayed whether the narcissism has deficit reactivity in psychopathology. Kelsey and colleagues (2002) have explained the model of Concordant which is narcissists' physiological responses when they show the aversive stimulus. There are relationships between cardiovascular diseases, Type A behavior, and stress reactivity. Kelsey and colleagues (2001) demonstrated that even though narcissistic individuals may reduce their electrodermal responses, it is caused by the higher level of cardiac reactivity that is expressed as tending to be cardiovascular disease and risk factors. The trait of narcissism has been evaluated physiologically with NPI and covert narcissism scale.

One of the investigations is that the cardiovascular reactivity among narcissists was also assessed by using heart rate and blood pressure to the impact on the imagined rejection. There were 74 college students that were 32 male and 42 female. They completed 3 questionnaires and measured their Systolic (SBP) and diastolic blood pressure (DBP) and heart rate (HR). The result of the study indicated that narcissism was related to tasks heightened in SBP and DBP (Sommer et al., 2009).

Taken together, despite the lack of studies, there is an association between neural and physiological narcissism.

2.2.3 Dynamic Self-Regulatory Processing

The regulatory process has a center of narcissism. This provides to display the individuals having a tendency to narcissism and a detailed dynamic self-regulatory processing model of personality (Figure 5). Thus, a desired self has been regulated by this model which serves to comprehend the structure of the process. In this part, narcissism will be understood more deeply with the help of a self-regulatory model. The dynamic self-regulatory processing model is explained as part of the crucial features. It is enabled in the context of other processing models of personality (Morf & Rhodewalt, 2001). The model of dynamic self-regulatory processing provides the ability to explain personality. The desired self-view has been activated, and boosted by individuals (Morf et al., 2012). The self is expressed as the main point to connect with

other components like the cognitive effect process, and motivational process. All these processes are also very closely attached to the social environment (Morf & Horvath, 2009).

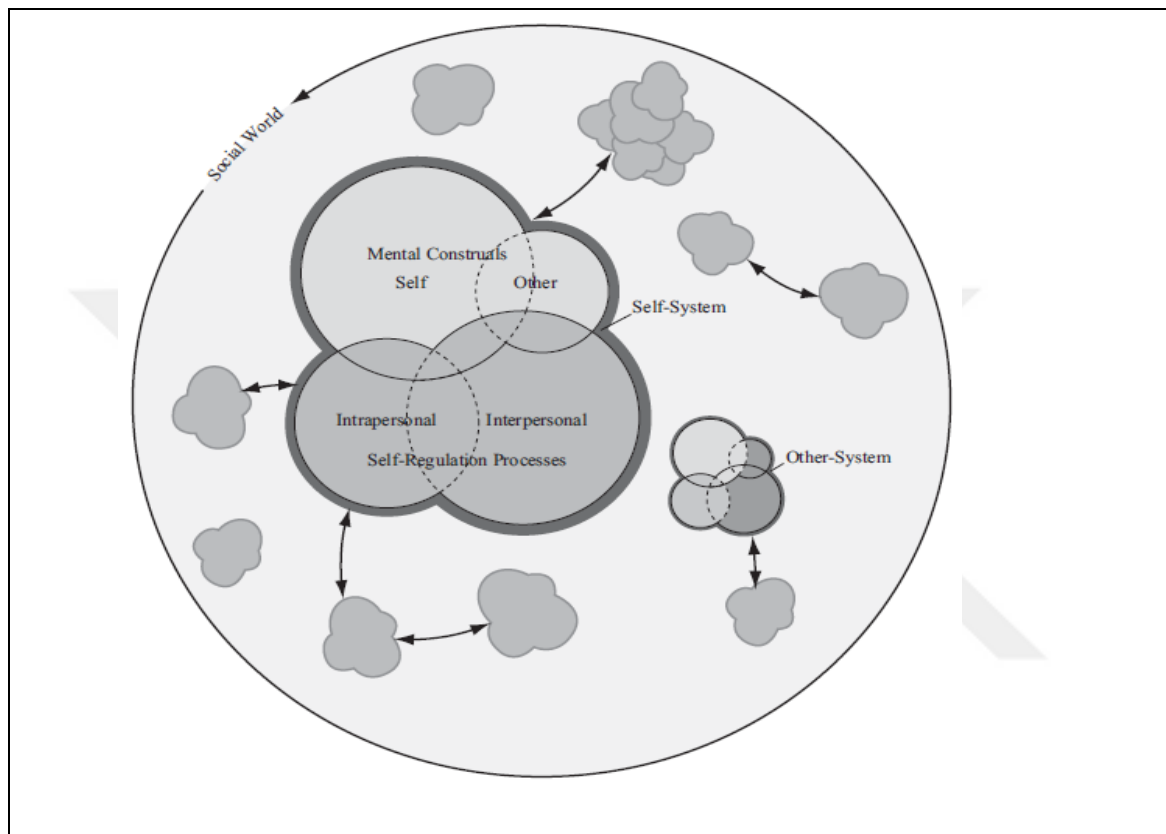


Figure 5: *The Dynamic Self-Regulatory Processing Model* (Morf & Rhodewalt, 2001 p.70)

The processing network produces the behaviors and thoughts in the social cognitive models of personality. According to the concept of the process, it aims to present individuals how they perceive themselves and be perceived by others by the self-system.

The mental construal system also is another component of the system. It includes the cognitive process of the individuals and experiences, and the relationship among other people. It approaches two aspects which are explicitly and implicitly that are crucial for the self-regulation process (Shoda et al., 2002).

In brief, the mental construct enables information processing organization that serves to circulate the activation. All of the systems are linked with each other. If one of them is activated and then the other activation starts to work, every time they change and update. (Morf & Horvath, 2009).

Furthermore, the self-system includes individuals' mental building with self and other people that are self-regulatory (which is relevant to intra and interpersonal relations). It is also attributed to the interaction of individuals with a broader social world and each other. This causes the effect of both sides that refer to interpersonal relationships which is displayed by double arrows. There are also the self-systems that interact with groups with others and are described as a huge part of other systems. The self-system has a big impact on the self-system since it includes a wider social world and socio-cultural context like social norms (Mischel & Morf, 2002).

2.3 Two Types of Narcissism

There is a debatable among researchers that narcissism is not one stereotypical type. There are different subtypes of narcissism. There are the most common subtypes that are identified as grandiose type and vulnerable type. Different researchers have used different names to refer to these subtypes; nonetheless, they have described similar characteristics for each subtype. (Ronningstam, 2005; Akthar & Thompson, 1982). In this chapter, I will explain the two subtypes of Narcissism.

2.3.1.a Grandiose Narcissism

The type of “grandiose” narcissism was first identified an analytic portrayal by Ernest Jones in 1913. According to Jones, the grandiose narcissist is an emotionally distant, exhibitionistic, and judgmental individual who having fantasies of omnipotence. Otto Kernberg also characterized “grandiose narcissism” as greed and a constant need for attention, often at the expense of others whom they exploit for their purposes. The

Gabbard (1989) described as “oblivious” that identified characteristics as aggression and arrogance. The type of narcissist has a lack of concern for emotions and they would like to be in the spotlight and lack empathy for others

And the type of grandiose narcissists is identified as ignoring to their own emotions as a way to prevent themselves from feeling envy (Cain et al., 2008). Also, it is called overt narcissism in some studies. The present definition of grandiosity narcissism is referred to as authoritarian behaviors and attitudes, arrogant, and conceited. It is also the explanation for the lack of empathy, dysregulation, and self-enhancement that is related to pathological narcissism. Nonetheless, (Pincus & Lukowitsky, 2010; Roche, Pincus, Lukowitsky, Ménard, & Conroy, 2013) illustrated that pathological narcissism is linked with clinical grandiosity which is a very crucial regulatory deterioration. It causes ego threats or dysfunction by behavioral, emotional, and self, attitude maladaptive.

It is so normal that individuals need to be liked and have increased self-enhancement. However, the pathological aspect is that they start to be excessive and present with dysfunction of the regulatory system (Pincus, 2013). The individuals may feel positive when they search for self-enhancement events like competitive situations, achieving victories, and being successful after struggling to attain them. After failing, most individuals try to control their self-esteem and negative emotions. On the contrary, grandiose narcissists display a dysfunctional capability to manage emotions, self, and behaviors, also, they are searching for more gratification since more satisfaction provides to acquire more admiration from their perspective.

On the other hand, it is a remarkable challenge to convert narcissistic needs like admiration and urges like self-enhancement that involve ambitions socially (Schoenleber et al., 2015). What is more, individuals with narcissistic tendency narcissism affect their behaviors like consumers. There are several studies about evaluating narcissistic individuals' consumer behaviors is very significant for luxury marketers (Foster, 2003; Neave et al., 2020). To give an example, the study has investigated what are the differences between consuming salient products between vulnerable and grandiose narcissism. The data was obtained from 382 participants in an online survey in the United Kingdom. The consequences of the study demonstrate that

the individuals prone to grandiose narcissism were consuming more conspicuous consumptions in markets. Nonetheless, another important point is income. Thus, most of the participants were university students and their incomes affected the study results. The limitation of the study may be the economic situation of the participants. (Kang & Park, 2016). Moreover, the grandiose self is explained by the case (Dimaggio, 2014).

Case

Fred was a successful manager in his late 20s. He strived for perfection but was emotionally restricted and couldn't enjoy life. He reacted strongly to criticism and controlled his behavior to avoid it. His goal was to excel at work and be recognized for his talents. Social life was only important if it related to work. He avoided autonomy and spontaneity due to fear of rejection. His self-esteem relied on work success and physical exercise. He expected perfection from his girlfriend and criticized her when she gained weight. His inflexible, overly critical behavior and inability to enjoy sex strained their relationship.

Fred was offered a job at a large company in the Netherlands that would require him to relocate, and although his girlfriend was supportive, she was also saddened by the prospect of separation. Fred saw her reaction as emotional manipulation and became angry, feeling that she was limiting his freedom.

Fred had consistently been an outstanding student and achieved top marks, but his father had always demanded even more from him. His family's rigid moral and performance standards had caused them to view failure as a source of terror and a lack of meaning in life.

It was concluded that Fred tended to be grandiose narcissism (Dimaggio, 2014). He had some symptoms of narcissism. Individuals with NPD who lack self-awareness may experience confusion about their desires and become vulnerable to being influenced by others. When others express their suffering, the narcissist may feel that their attention is being diverted away from themselves, leading to a heightened sense of loss. It is conducted that the narcissist may have a deficit in their ability to empathize with others.

2.3.1.b Vulnerable Narcissism

Vulnerability narcissism is also called covert narcissism. Heinz Kohut described the “vulnerable” type of narcissism as hypersensitivity and external stimuli.

Vulnerability narcissist is more emotionally fragile and they could be hurt by others easily when others criticize and reject them. According to Kohut, vulnerability narcissism stems from a lack of self-esteem and self-worth and the over-reliance on the validation and approval of others (Hartmann, 2020). The Grabbard (1989) described the vulnerability narcissism as “hypervigilant”. This type of narcissism is characterized by shyness and more regard for others and they listen to others carefully due to expectant criticism. Despite the grandiose type, vulnerable narcissist escapes from being the center of attention because of excessive sensitivity (Cooper & Michels, 1988).

According to the theories proposed by Kohut in 1970 and Rosenfeld in 1987, the vulnerable narcissist is more inclined to feel inferiority, shame, and isolated by others, and rejected by others. In other words, it is explained as self-fragmentation that exhibits the loss of identity.

Covert narcissism is explained by sensitivity and insecure feelings (Stone & Bartholomay, 2020). Despite presenting as introverted and insecure, covert narcissistic individuals hold the same extreme thoughts of success, power, and entitlement as overt narcissists, as well as a lack of empathy toward others. These findings suggest that covert narcissism can be viewed as evidence of internalizing behavior. Another study describes covert narcissism, a subtype of narcissistic personality disorder encompassing shyness, and hypersensitivity. Also, when compared with the grandiose, covert narcissist individuals, the individuals with overt narcissism do not show their entitlement and superiority and they have low self-esteem. The use of the method also is different because they are manipulating people by putting themselves on guilt trips and playing with them like a victim and they liked building a false image while humiliating others. Even though they feel shy, they just concentrate on their own needs and can exploit others' emotions around them (Cain et al., 2008).

Additionally, narcissistic personality disorder is associated with other personality disorders such as depressive disorder. One of the studies is about the

relationship between vulnerable narcissism and depressive personality. According to a study, depressive personality disorder shares very close features with vulnerable narcissism. Both disorders have prone to feeling guilt, anxiety, and depression, a lack of the self-esteem and there can be an early lack of developmental problems and they display to have a tendency to suffer own selves. There were 346 participants clinical and nonclinical. Three inventories were presented that were Bell Object Relations and Reality Testing Inventory- Form, Depressive Personality Disorder Inventory, and Hypersensitive Narcissism Scale. The findings demonstrate that there was a very significant association between vulnerable narcissism and depressive disorder (Huprich et al., 2011).

Nonetheless, some of studies have described that the relationship between vulnerable narcissism and depressive personality could be led by depressive temperament. And the biological factor could affect this relationship. (Tritt et al., 2010).The case has explained the type of vulnerability narcissism (Mucci, 2018 p.266)

Case

His name is Fabian. He was raised by his mother who had cancer when he was 3 and she died when he was 6. These 3 years Fabian was left to the other people in the family he could not be with his mother. He remembered the mother was comparing him with the girls (children) since she prefers daughters.

His grandmother became the attachment figure for him, after his mother's death. His father was diagnosed with bipolar. He was basically homosexual but when the mother died the father married another woman. He was not cured of bipolar. When they ate something, Fabian was not allowed to sit at the table and eat with them. It is an abusive and rejecting separation from the family and his body (he was smelly). She had not let him use the bathroom and he was going to another house" baths. This woman does not abuse him physically but abuses him verbally and constantly criticizes him, thinking about his self-esteem. (self-cutting on his face and extreme dysregulation). But he was still able to socialize and he was good at the school (Intelligence you can frame and more resilience, defending emotionally from the other difficulties).

In the father's family, the grandfather had been killed by his brother so in the family there must be extreme aggressiveness. Fabian does not know the whole story of the family. There is a sense of secret that he could not ask.

In this personality, when he does not want to feel deprivation and humiliation towards his caregiver, they avoid and disconnect their relationship with other people and caregivers emotionally. He escapes from the feelings that trigger the missing feeling inside of him and their self-esteem has been decreasing. In brief, there are very detrimental early developmental problems that affect some of the interpersonal and intercommunication relationships (Mucci, 2018 p.265).

2.4 Vulnerable Narcissism and Self-Concept

The concept of meaning in life comprehend it is very significant to take into consideration coherence or clarity as the process of understanding. The definition of coherence is that making sense of the individuals' experiences becomes consistent and fitting together of different aspects. Also, coherence is linked to consistency and clarity of an individual's sense of self that involve an individual's comprehension of their own existence. According to Erikson supports this idea and emphasizes that a sense of internal consistency is very important in one's identity since they acquire goals and self-directed life. McGregor and Little (1998) mentioned that consistency is defined as personal meaning that is associated with coherence among various aspects of life. It is represented in the concept of self-concept clarity (SCC). It identifies the level of clarity and confidence an individual has in defining the contents of their self-concept, involving personal attributes.

Nonetheless, Hattie and Anderman, (2013) explained their notion as there is no clear definition of the self-concept and very little information about self-concept on the personality pathology. In other words, the definition of the self-concept is not easy; especially the perspective of the self that is related to personality disorders (Hattie & Anderman, 2013).

In the literature, the self is characterized by different words among researchers such as self-perception, sense of self, self-representation, and self-image. Although there are various concept definitions, they comply with each other (Moutoussis et al., 2014).

Furthermore, there are lots of studies about the definition and expression of self-theories. These are associated with various types of personality pathology, particularly related to narcissism. One of the studies is relevant to the sensitive self and social relations. Individuals who have covert narcissism improve some tactics to prevent themselves from abstaining from relationships with others. This situation causes them to increase their anxiety level. After a while, they may get used to avoiding social situations and converting chronic anxiety (Nicholls et al., 2014).

Especially, the research showed that ambiguous self-concept impacts the covert narcissistic characteristic features. According to the study, being fragile and extreme self-consciousness was presented as the apparent characteristic feature among adolescents that was also associated with a negative influence on academic purposes and the adaptation of the school environment (Zhang et al., 2021).

Ayduk (2009) suggested that vulnerable narcissism is related to two concepts very closely which are self-concept clarity and rejection sensitivity. These two concepts are deeply affected to build their relationships. To give an example, when individuals who have a tendency to be covert narcissists made negative comments on others or feedback, they increased to perceive themselves negatively so which pushes them towards experiencing more self-concept confusion in their relations with others.

The other researchers supported this idea. Individuals with covert narcissism desire other evaluations. If covert narcissists do not meet their desires, they prefer to avoid situation that is related to rejection sensitivity (Park & Hong, 2014).

Past studies have notified that there is a very significant and positive association between rejection sensitivity and covert narcissism (Nam & Hwang, 2020). It has played a very triggered role in individuals with covert narcissism has prone to display higher social rejection sensitivity (Lee et al., 2015)

As a result of this, covert narcissism has a strong association with self-concept clarity. When covert narcissist individuals do not fulfill their desires by others and trigger their reject sensitivity, their perception about themselves can lead to increased self-concept confusion.

2.5 Grandiose Narcissism and Self-Presentation

Grandiose narcissism has been linked to a greater desire to make a favorable impression. Thus, enhanced use of self-presentation methods is usually evaluated using the Narcissistic Personality Inventory. Grandiose narcissism, the need to make a good impression, and the utilization of self-presentation techniques, but it might have more nuanced links (Kernis, 2003).

It is essential to remain aware that narcissists might not exhibit a greater motivation to make a good impression in the presence of a threat to their reputation. In contrast to non-narcissistic individuals, grandiose narcissists may not feel the negative social feelings that would ordinarily motivate them to enhance their image. It's interesting to note that grandiose narcissism appears to be inversely associated with attitudes like social anxiety, sadness, neuroticism, shame propensity, and feelings of vulnerability, emotions that would typically boost the urge to make a good impression when threatened (Rose, 2002).

Narcissists with this type of grandiosity may generally have a less sensitive avoidance motivational system, which may indicate a lack of sensitivity toward image threats rather than over-sensitivity to them. This lack of awareness of image concerns suggests that grandiose narcissists may not be particularly motivated to protect their reputations by employing defensive self-presentation strategies designed to decrease such threats (Foster & Trimm, 2008).

Grandiose narcissists are inclined to have enhanced impression motivation in conditions where they can promote their image, as compared to image threat. This means that they will probably feel a stronger urge to project a favorable image and

behave assertively when they have goals related to attaining social authority and raising their self-esteem (Wallace, 2012)

One of the studies demonstrated the relationship between narcissism and extraversion and adolescents' self-presentation on Facebook. There were 360 adolescent participants that were randomly selected. These participants were measured with 2 types that were NEO Five-Factor Inventory, and Facebook open-ended questions. As conclusion of the study, the more prone to be narcissist and extroversion adolescents had Facebook profile pictures as more attractive and glamorous compared with less narcissistic and introverted adolescents. And individuals with tending to be narcissists present high levels of extraversion (Ong et al., 2011).

The various models of self-presentation exhibit the belief that individual's prone to choose presenting tactics to them that align with their existing reputation, and desirable identity image. Give an example is that the research has examined grandiose narcissism and self-presentation. The participants consisted of .under-graduated students. There were Two-hundred seventy-eight participants that were completed questionnaires. The result of the study suggested that individuals who have prone to grandiose narcissism exhibited assertive self-presentation tactics more frequently than defensive ones (Hart et al., 2017).

Consequently, grandiose narcissism would be related to boosting self-image and self-presentation.

2.6 Addictive Use of Social Media and Narcissism

In the contemporary world, social media is defined as the most popular tool that is used for leisure activities (Barry & Girona, 2018). There are lots of social media activities such as Facebook, Instagram, Twitter, and Tiktok that are used for entertainment, and communication by providing the users to keep in touch with their families, and friends, receive information, share photos and selfies, join professional connections, organizing educations and discussing with other people in important topics (Allen et al., 2014). Some of the narcissistic traits like desirable attention are hypothesized that social media is explained as an ideal platform to achieve some narcissistic goals (Casale & Banchi, 2020). On the other words, social media platforms' influence on users' narcissistic tendencies to develop is a highly debatable topic. While some claim that using social media might promote narcissism, others cite sources that indicate social media can be a useful tool for connecting and communicating with loved ones. For instance, Pempek and Yermolayeva have pointed out that social networking sites offer a simple means for people to communicate with others and get feedback. People can build close relationships, both friendly and romantic, and communicate with one another in a way that is made possible by social networking. These platforms' importance is influenced by their usability, accessibility, and communication features (Pempek & Yermolayeva, 2009).

Another meta-analysis research about the relationship between narcissism personality disorder and social media found that individuals with grandiosity narcissism symptoms are more prone to use social media, frequently posting their selfies, having more online friends, and updating their status in contradiction to individuals with less grandiose narcissism. Also, individuals who have high scores of grandiose narcissism have a tendency to be addicted to social media as opposed to individuals having less grandiose narcissism personally (McCain & Campbell, 2018).

Casale & Banchi (2020) examined that there is a significantly positive relationship between narcissism and problematic use of social media. The result of the study showed that receiving likes and comments feeds more desire to be liked.

Furthermore, the research demonstrated that individuals had high self-control by using social media and they behaved what their followers would like to see. They deleted the photos and selfies that are undesirable or news about them because social media allows users to increase their self-images (Morfi et al., 2020).

Baumeister and Vohs (2001) explained that individuals prone to narcissism have depended on other people's admiration. This plays a very key role since social media platforms are described as debatable platforms. Individuals would easily criticize and make bad comments about each other. The authors explained social media as the reflection of narcissistic individuals because their emotional situation is dependent on their followers. When they receive negative comments on followers, particularly on Instagram, their mood would decline. Some studies explained that social media causes narcissism (Parker & Bozeman, 2018).

There is plenty of literature about social media and narcissism. However, most of the studies have samples of American students. It would be limited in size and convenience. Also, it is argued that the students would have a tendency more narcissistic personality than those who may be affected by environmental factors. Thus, the individuals who have innate trait and others who developed the narcissistic personality later due to social media are very difficult to make dissimilar from them (Buffardi & Campbell, 2008).

Taking into consideration all of the studies, most of individuals have plenty of time to use social media and it is difficult to avoid the effect of social media on people's personalities. Therefore, it is obvious that narcissistic tendencies are triggered by the use of social media.

2.7 Present study

The major aim of the current study is to examine the relationship between Narcissism and the use of social media. As discussed above, in literature, lots of previous research showed that narcissism is associated with several problematic uses of

social media. However, two subtypes of narcissism; vulnerable and grandiose have different symptoms which may trigger the use of social media in distinct pathways. Detailed literature indicated that type of narcissism that is grandiose and vulnerable are related constructs to addictive use of social media. There is relatively limited research about how these factors affect addictive use of social media in self-presentation and self-concept. Therefore, the current study is designed to investigate the mediating roles of self-presentation and self-concept on the relationship between two types of narcissism and addictive use of social media.

With this aim, current research tries to answer the following questions:

- 1- Is there a significant relationship between narcissism and the addictive use of social media?
2. Is there a significant relationship between self-presentation and narcissism? If there is, to what extent does self-presentation mediate the relationship between narcissistic traits and addictive use of social media?
3. Is there a significant relationship between self-concept and narcissistic personality traits? If there is, to what extent does self-concept mediate the relationship between vulnerable narcissistic traits and addictive use of social media?

CHAPTER 3 – METHOD

3.1 Instruments

3.1.1 Informed Consent

The informed consent form defined the present study (SEE APPEX A). The participants should carefully read the information before signing the informed consent form. While signing the form, the participants are indicating that they understand the risks and benefits of the study and are willing to participate.

3.1.2 Demographic Information form

The demographic-informed form aims to ensure that the individual is fully informed. In this research, it includes information about the participant's age, education, gender, country, marital status, etc. The socio-demographic data collection form has prepared questions that are considered necessary and curious after the relevant literature has been reviewed (SEE APPEX B).

3.1.3 The Bergen Social Media Addiction Scale (BSMAS)

The Bergen Social Media Addiction Scale (BSMAS) is a transformed version of the Bergen Facebook Addiction Scale (BFAS) (Andreassen et al., 2012). They were previously translated into several languages and before them, validated. Thus, it has been referred to as reliable psychometric properties. Another modification with the original scale of BSMAS was that the "Facebook" world was replaced with social media. That is the reason that they have derived multiple social media platforms named Twitter, Instagram, and Facebook. It depended on the general addiction theory and there were six questions used to measure social media addiction like conflict, mood modification, withdrawal, tolerance, relapse, and salience (Griffiths, 2005)

Each item is rated by respondents on a 5-point scale ranging from "very rarely" to "very often." (e.g., "How often during the last year have you become restless or troubled if you have been prohibited from using social media?"). It is significant to note that Bergen Social Media Addiction Scale (BSMAS) is not designed to diagnose social media addiction and mental health conditions. Rather, it provides a screening tool to determine individuals that may tend to develop problems linked to social media use (American Psychiatric Association, 1994) (SEE APPEX C).

3.1.4 Narcissistic personality inventory (NPI)

Narcissistic Personality Inventory was developed by Raskin and Hall (1979) to measure narcissism, with Narcissistic Personality Disorder being included as a new category in the DSM-3 by the American Psychiatric Association. For this purpose, 223 items that exemplify the Narcissistic Personality Disorder diagnostic criteria in DSM-3 were selected in the first place and were reduced to 54 items by performing internal consistency analysis and made available for use. The scale's validity and reliability have been tested in more than one study. The scale has been used in many studies and the factor analysis applications for the scale with Emmons' studies in 1984 and 1987 played a role in Raskin and Terry's studies on the sub-dimensions of the scale.

Ames et al. (2006) reviewed the inventory, development, and use of the NPI-16, as well as its psychometric properties and limitations. It described the process of developing the NPI-16 which includes choosing 16 items from the original type of inventory that is called NPI-40. Indeed, the scale which has NPI-16 has indicated good validity and reliability in most of the studies. It has been highly related to the long type of NPI-40. The scale has been referred to as six distinct dimensions that are named as superiority, exploitativeness, authority, superiority, entitlement, and exhibitionism. It involved 16 items and there were two options for each item that participants could select the most convenient and relevant for them.

These items have been composed to capture various aspects of narcissism. The participants responded to items based on their self-perceptions. The system of score for is that scale is based on a 5-point Likert scale, which ranges from "Strongly disagree" (1) to "Strongly agree" (5). To give an example, an item such as "I am apt to show off if I get the chance" is presented, and participants are asked to show how much they agree or disagree with this statement, by choosing a number on the scale that reflects their level of endorsement of the statement (See APPEX D).

3.1.5 Hypersensitive Narcissism Scale (HSNS)

The Hypersensitive Narcissism Scale is developed by Hendin and Cheek to create an MMPI-based adaptation of Murray's scale to revise a shorter scale to measure immeasurable narcissistic tendencies, implicit/fragile narcissism using a dimensional approach (Hendin & Cheek, 1997). It is composed of 10 items that are rated on a 5-point Likert scale ranging that way 1 (strongly disagree), 2 (uncharacteristic), 3 (neutral), 4 (characteristic), and 5 (strongly agree). To give an example, the items of the Hypersensitive Narcissism scale include “My feelings are easily hurt by ridicule or the slighting remarks of others” and “When I enter a room, I often become self-conscious and feel that the eyes of others are upon me”.

Appropriate results were obtained for the original scale's reliability ($\alpha=.63$) and construct validity ($r=.63$) (See APPEX E).

3.1.6 Self-Concept Clarity (SCC)

The original scale of Self-Concept Clarity has 20 items that had been chosen depending on internal consistency and lack of item redundancy. And it was developed by Campbell and colleagues (1991). These items were separated into three inter-correlated factors which referred to general clarity, decisiveness, and goal-directedness. After that, the researchers decided to revise the scale with a shorter and unidimensional version that particularly related to the epistemological status of the self-concept that includes both theoretical and practical grounds. It was very useful to improve the clarity and precision of the scale. Thus, avoiding the long version of the Self-Concept Clarity (SCC) Scale and it links with the other variables. The researchers had done with keeping items briefly. And they have composed the 12 items, in other words, the short version of the scale. And the items have been rated on a 5-point Likert scale, where participants indicate their level of agreement with each statement, ranging from "strongly disagree", disagree, neutral, agree, and "strongly agree". The items were related to the variety of topics on self-concept clarity in such a way as an individual's sense of aim and direction in life. And, how clarified their personality traits (See APPEX F).

3.1.7 Self-Monitoring (SM)

Self-monitoring scale is used to measure the degree of participants who monitor and manage their self-presentation. The Self-Monitoring (SM) scale evaluates a participant's conscious effort to regulate their behavior and public image to meet social expectations (See APPEX G). Participants whose scores are higher are prone to self-presentation depending on the situation. The self-monitoring scale consists of two distinct aspects which are expressive self-monitoring and impression management. Expressive self-monitoring has explained participants' ability to adapt their behavior in response to social cues. And impression management pertains to a participant's skill by

describing a positive image of themselves to others. The original self-monitoring scale contains 25 items that assess participants to show their level of agreement or disagreement with them in such a way as "It is difficult for me to copy the actions of others" or "I can deceive someone with a straight face." The responses are rated using a 5-point Likert scale, ranging from "strongly disagree" to "strongly agree" (Snyder, 1974). To address concerns about the psychometric properties of the original Self-Monitoring Scale, transforming a short version was designed by choosing 18 out of the original items such as It was created to explain the concerns about the scale's multidimensionality. It is important that 18 items of self-monitoring is used more than the long version since it is unidimensional and it has stronger evidence. The meaning of the unidimensional is that the measurement of the short version scale consists of a single construct or underlying factor. And it is indicated to overlap items less than the long version of it. (Gangestad & Snyder, 2000).

CHAPTER 4 – RESULTS AND DISCUSSION

RESULT

The data collected during the research process were transferred to and analyzed in the Statistical Package for Social Sciences (SPSS), version 21.0, and studied at a 95% confidence level. Scale scores were calculated in the study. In the study, the scale scores were calculated and the kurtosis and skewness coefficients were examined to determine the conformity of the scores to the normal distribution. (Groeneveld & Meeden, 1984; Moors, 1986; Hopkins and Weeks, 1990; De Carlo, 1997).

Since the skewness and kurtosis values gathered from the scale scores were between +3 and -3, normality was ensured, and parametric test techniques were used in our analyses.

Examination of the scale scores in terms of variables with 2 groups was analyzed with the t-test and the analysis in terms of variables with 3 or more groups was analyzed with the ANOVA test. In case of difference in the ANOVA test, multiple comparisons were analyzed with Tukey's range test. Pearson Correlation Analysis was conducted to examine the relationship between variables and the mediation was examined by process analysis.

First of all, the frequency and percentage values of the demographic characteristics in the research were calculated. In addition, descriptive analyses are presented. Then, correlation analysis between variables is reported. Lastly, two separate mediation analyses are presented. And mediation analyses between variables are shown.

Before main analyses, data were checked through SPSS Statistics 21.0 to control data entry and missing values. It was found that the data entry was accurate and there were no missing values.

Table 2: Socio-demographic Characteristics of the Participants

		<i>N</i>	%
Gender	Men	145	36.3
	Women	255	63.8
Age Group	25 years and under	125	31.3
	26-30 years	142	35.5
	31-35 years	79	19.8
	36 years and over	54	13.5
(Mean, SD)		29.34	7.01
Educational Status	Undergraduate	238	59.5
	Master	161	40.3
	Doctorate	1	.3
Marital Status	Single	310	77.5
	Married	89	22.3
	Divorced	1	.3
Country of Birth	Turkey	239	59.8
	Italy	66	16.5
	Russia	12	3.0
	Azerbaijan	14	3.5
	Brazil	8	2.0
	Others	61	15.3
Country of Residence	Turkey	145	36.3
	Italy	212	53.0
	United Kingdom	10	2.5
	Other	33	8.3

The proportion of women among the participants was 63.8% and the proportion of those aged 26-30 years is 35.5% that was the rate of those with a bachelor's degree is 59.5% and the rate of those who were single is 59.5% and the rate of those born in Turkey is 59.8%. Also, the proportion of people living in Italy is 53.0%.

4.1 Descriptive Findings

Table 2 shows mean, standard variation and skewness, kurtosis, and range values for Bergen social media addiction scale, Narcissistic Personality Inventory, Hypersensitive Narcissism Scale, Self-concept clarity scale, and self-monitoring scale's scores.

Table 3: Descriptive Statistics of Scale Scores and Test of Normality

	N	Min	Max	M	SD	Skewness	Kurtosis
Bergen Social Media Addiction Scale (BSMAS)	400	6.00	29.00	14.63	5.14	.447	-.282
Narcissistic Personality Inventory (NPI-16)	400	0.00	13.00	4.22	3.17	.890	.499
Vulnerability	400	9.00	30.00	18.94	4.47	.342	-.172
Grandiosity	400	4.00	18.00	9.68	2.85	.417	.058
Hypersensitive Narcissism Scale (HSNS)	400	17.00	45.00	28.61	5.93	.620	.398
Self-Concept Clarity Scale (SCC)	400	14.00	56.00	40.53	9.95	-.419	-.154
Self-Monitoring Scale (SM)	400	1.00	17.00	7.97	3.57	.259	-.556

The skewness and kurtosis values were obtained from the scale scores. Thus, they were between +3 and -3, normality was ensured and all those score checks informed that data collected for this study were suitable for parametric analysis.

4.2 Correlational Analyses between Variables

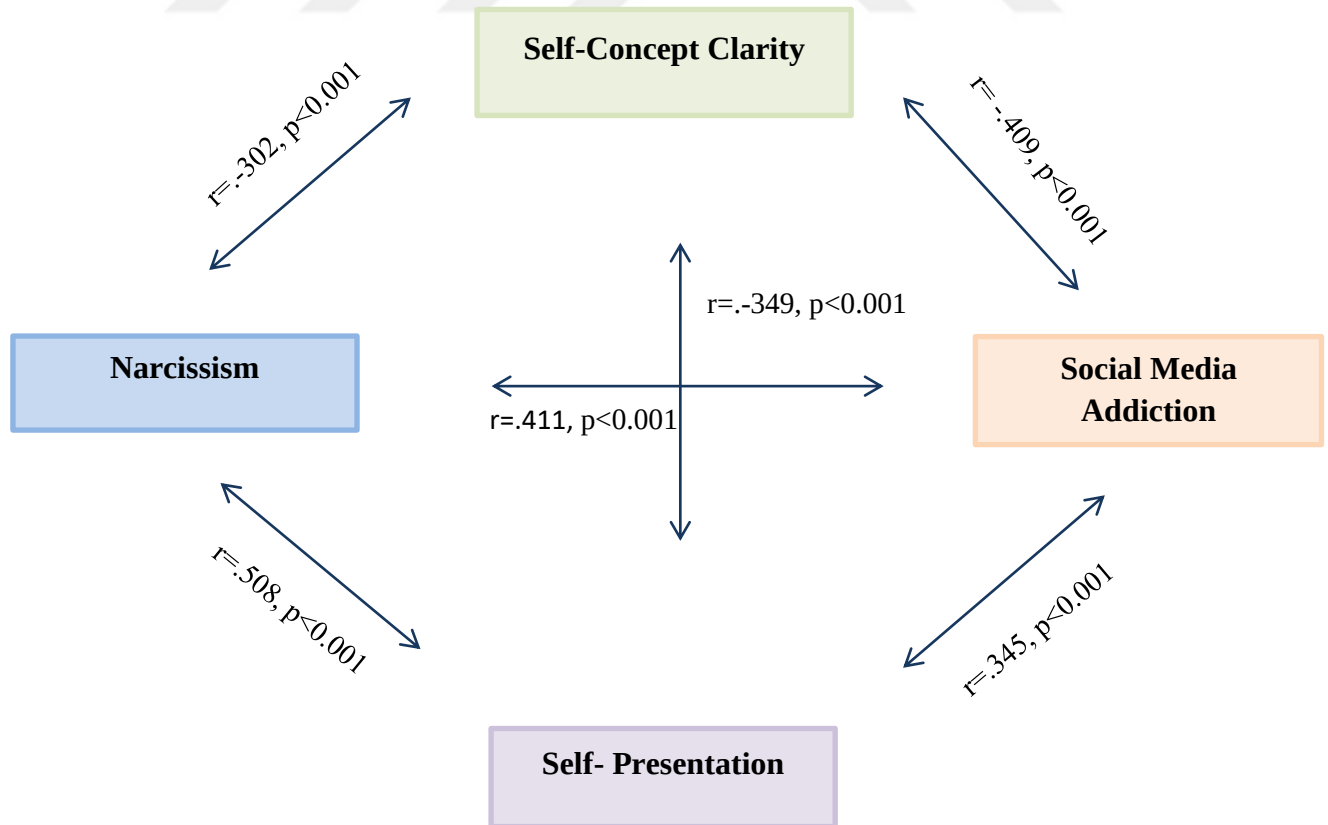
To investigate relationships among Bergen Social Media Addiction Scale, Narcissistic Personality Inventory, Hypersensitive Narcissism Scale, Self-Concept Clarity, and Self-Monitoring variables Pearson correlation analysis was examined (See in Table 4).

Table 4: Examining the Correlational Analyses between Variables

		Bergen Social Media Addiction Scale	Narcissistic Personality Inventory	Hypersensitive Narcissism Scale (HSNS)	Self- Concept Clarity	Self- monitoring
Bergen Social Media Addiction Scale	r	1	.411**	.441**	-.409**	.345**
	p		.000	.000	.000	.000
Narcissistic Personality Inventory	r		1	.422**	-.302**	.508**
	p			.000	.000	.000
Hypersensitive Narcissism Scale	r			1	-.561**	.258**
	p				.000	.000
Self-Concept Clarity Scale	r				1	-.349**
	p					.000
Self-monitoring Scale	r					1
	p					

Notes: * $p < .05$; ** $p < .01$ Pearson correlation analysis

Figure 6.



Results showed that there was a moderate positive correlation between the Bergen Social Media Addiction Scale and Narcissistic Personality Inventory ($r=0.411$) that indicated that the participants who use social media more had a more prone to be narcissistic personality. Social Media Addiction Scale was also found moderately positively correlated with Hypersensitive Narcissism Scale ($r=0.441$). Nonetheless, Social media addiction was found negatively correlated with Self-Concept Clarity ($r=-0.409$) demonstrating that as social media addiction increased, self-concept clarity decreased which means that participants who spend more time on social media tend to have a less clear understanding of themselves, their strengths and weaknesses, and their values. In addition, there was a moderate positive relationship between Self-Monitoring and Social Media Addiction ($r=0.345$) showed that examined that there was a moderate correlation between participants' score on the Self-Monitoring Scale and their scores on the Social Media Addiction Scale. Specifically, it indicated that as participant's scores on the Self-Monitoring Scale increased, so did their score on the Social Media Addiction Scale.

Narcissism Personality Inventory was found positively correlated with Hypersensitive Narcissism Scale ($r=0.422$); that could explain participants who score higher on the NPI might also be more likely to experience hypersensitive narcissistic traits. On the other hand, data showed that narcissism personality inventory was negatively correlated with the self-concept clarity scale that e-statement means that participants who score higher on the Narcissistic Personality Inventory (NPI) were more likely to have lower scores on the self-concept clarity scale, indicating a negative correlation between the two ($r=-0.302$). This implied that people with more narcissistic traits might struggle with understanding their personality traits and capabilities. Also, the narcissism personality inventory was found positively and moderately related to the self-monitoring scale ($r=0.508$).

It was found that a negative correlation between Hypersensitive Narcissism Scale and the Self-Concept Scale ($r=-0.561$) even though there was a positive weak correlation between a participant's score on the Hypersensitive Narcissism Scale and their score on the Self-Monitoring Scale that explained as participants with higher levels

of hypersensitive narcissistic traits might also have higher levels of self-monitoring ability.

Finally, results showed a negative correlation between The Self-Concept Scale and Self-monitoring scale which indicated participants who had higher scores on the self-concept clarity scale had their scores on the Self-Monitoring Scale tend to decrease.

4.3 Process Analyses

In the past time, the causal steps approach, usually proposed by Baron and Kenny (1986), had received great attention and had been heavily preferred by researchers in statistical testing of a possible mediating effect between two variables. Nonetheless, nowadays, some researchers have suggested that the Baron and Kenny method is not a powerful method for mediation tests, and instead of this traditional method, a modern approach based on the bootstrap technique, which gives more valid and reliable results, should be used (Fritz ve MacKinnon, 2007; Hayes, 2018; Hayes ve Rockwood, 2017; Preacher ve Selig, 2012; Williams ve MacKinnon, 2008).

In the recent approach, the primary focus of mediation model analysis is to calculate the indirect and direct effect values and to make inferences from the calculated values. The indirect effect is the product of the effect (a) of the independent variable (X) on the mediating variable (M) and the effect (b) of the mediating variable (M) on the dependent variable (Y) (a.b). The modern approach mentioned that in the mediating effect model given if the indirect impact of X (a.b) is significant as a result of the bootstrap test, the mediation model is presented to be validated. Thus, there is no other tests are needed.

According to the modern, recent approach that is unlike the Baron and Kenny method (Hayes, 2018);

- It is possible for the total effect (c) to lack statistical significance. However, it is important to note that there could still be mediation models where the effect of mediation is statistically significant.
- The impact of the independent variable (X) on the mediating variable (M) (a) may not have statistical significance when considered.
- While the effect (c') of the independent variable (X) is kept under control, the effect of the mediator variable (M) on the dependent variable (Y) alone (b) need not be statistically significant.
- Making partial mediation and full mediation statements in the form of qualitative judgments just is not an appropriate approach.
- It is more appropriate for the scientific approach to report the findings related to the mediation model numerically by calculating the direct effect (c'), indirect effect (a.b), and total effect ($c=c'+ab$) values instead of partial mediation and full mediation expressions.
- Even if the direct effect (c') and total effect ($c=c'+ab$) do not have statistical significance, it does not mean that the mediation model is invalid or that the indirect effect (a.b) does not exist.
- To determine the statistical significance of the indirect effect, direct effect, and total effect values statistically significant should be tested and interpreted with the bootstrap confidence interval (if this is not possible, the Monte Carlo confidence interval) the findings obtained from the bootstrap confidence interval calculations should be used instead of the Sobel test to determine the significance of the indirect effect. In the modern approach, whether the indirect effect (a.b) is significant is considered a much more important issue. According to the modern approach; Baron and Kenny do not research conditions related to the successive steps of the method and argue that even if these conditions are not met, there may be a mediating effect (indirect effect; a.b) (Fritz ve MacKinnon, 2007; Hayes, 2018; Hayes ve Rockwood; 2017; Preacher ve Selig, 2012; Williams ve MacKinnon, 2008). Furthermore, the perspective of the modern approach suggested testing indirect effects with the bootstrap technique that creates stronger and more and more

valid results than the Sobel test. In this technique named as bootstrap a new set of observations is produced by repeating the observations in the original data set, also the calculation of the data is created with these data sets (Efron, 1987). By the way with this method, more reliable results are achieved by correcting the bias and skewness associated with the distribution. In general, bias-corrected and accelerated bootstrap confidence interval (BCA CI) values are reported in bootstrap analysis (Efron ve Tibshirani, 1993).

In the modern approach, it is decided whether there is a mediating effect or an indirect effect (a.b) by looking at the values in the 95% confidence interval (CI) obtained as a result of the bootstrap analysis. Accordingly, if the lower and upper confidence interval values corresponding to the indirect effect (a.b) value do not include the zero (0) value, the indirect effect is considered significant and it is understood that the mediation effect occurs.

4.3.1 Mediation Analyses

To investigate whether self-concept clarity and self-presentation which was measured by the self-monitoring scale take mediating roles in the relationship between addictive use of social media and narcissism mediation analysis was designed with the help of a bootstrap test.

4.3.1.a Mediators between Addictive Use of Social Media and Hypersensitive Narcissism

Mediation Results of Addictive Use of social media and Hypersensitive Narcissism on self-concept clarity and Self-presentation The statement indicated that the first part is that hypersensitive narcissism had a positive impact on social media addiction with the statically significant relationship found ($B=0.382$, $p<0.05$) that explained that the participants who have a higher level of hypersensitive narcissism may be more likely to be addicted to social media. For the second part, the analysis found

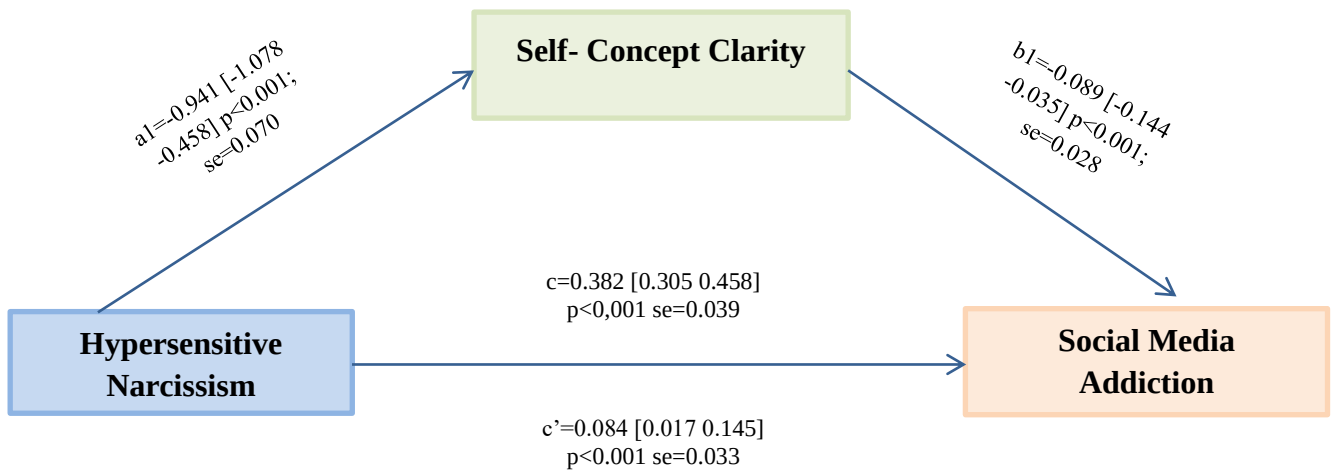
that there was a positive indirect effect of hypersensitive narcissism and social media addiction on self-concept ($B=0.084$, confidence interval 0.017 to 0.145). This suggested that it may be a partially explained relationship between hypersensitive narcissism and social media addiction with the high level of hypersensitive narcissism perceived. The third part similarly explained there was a comparable indirect positive effect of hypersensitive narcissism on social media addiction for self-monitoring ($B=0.047$, confidence interval 0.021 to 0.081) and confidence intervals do not cover zero. Taken into consideration in the analysis results, Self-Concept and Self-Monitoring have a mediating role in the effect of Hypersensitive Narcissism on Social Media Addiction.

Table 5: Mediating Results of the Role of Self-Concept and Self-Monitoring in The Relationship between Hypersensitive Narcissism and Social Media Addiction

	Bootstrap		95% CI		R^2	F
	B	SE	Lower	Upper		
Hypersensitive Narcissism Scale>Social Media Addiction Scale	0.382*	0.039	0.305	0.458	0.169	81.077*
Hypersensitive Narcissism Scale > Self-Concept Scale	-0.941*	0.070	-1.078	-0.804	0.315	182.741*
Hypersensitive Narcissism Scale > Self-Monitoring Scale	0.155*	0.029	0.098	0.213	0.067	28.339*
Hypersensitive Narcissism Scale>Social Media Addiction Scale	0.250*	0.045	0.162	0.339		
Hypersensitive Narcissism Scale > Self-Concept Scale	-0.090*	0.028	-0.144	-0.035	0.271	49.041*
Hypersensitive Narcissism Scale > Self-Monitoring Scale	0.302*	0.066	0.172	0.432		
Indirect Effect Self-Concept Scale	0.084	0.033	0.017	0.145		
Indirect Effect Self-Monitoring Scale	0.047	0.015	0.021	0.081		

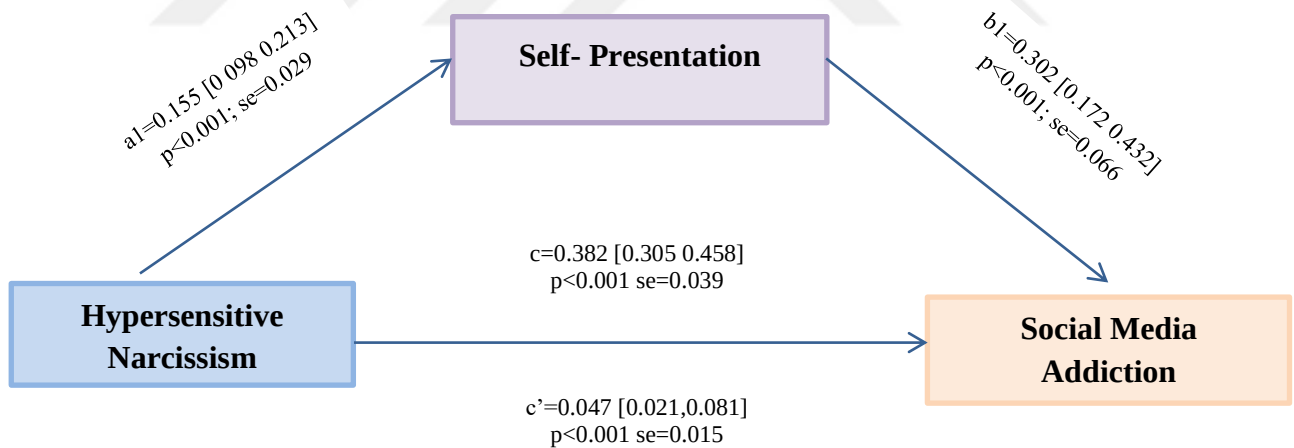
*** $p<0.05$ significant effect, $p>0.05$ no significant effect; Process analysis**

Figure 7.



Mediation model for self-concept clarity on the relationship between Hypersensitive Narcissism and Social Media Addiction

Figure 8.



Mediation model for self-presentation on the relationship between Hypersensitive Narcissism and Social Media Addiction

4.3.1.b Mediators between Addictive Use of Social Media and Narcissism

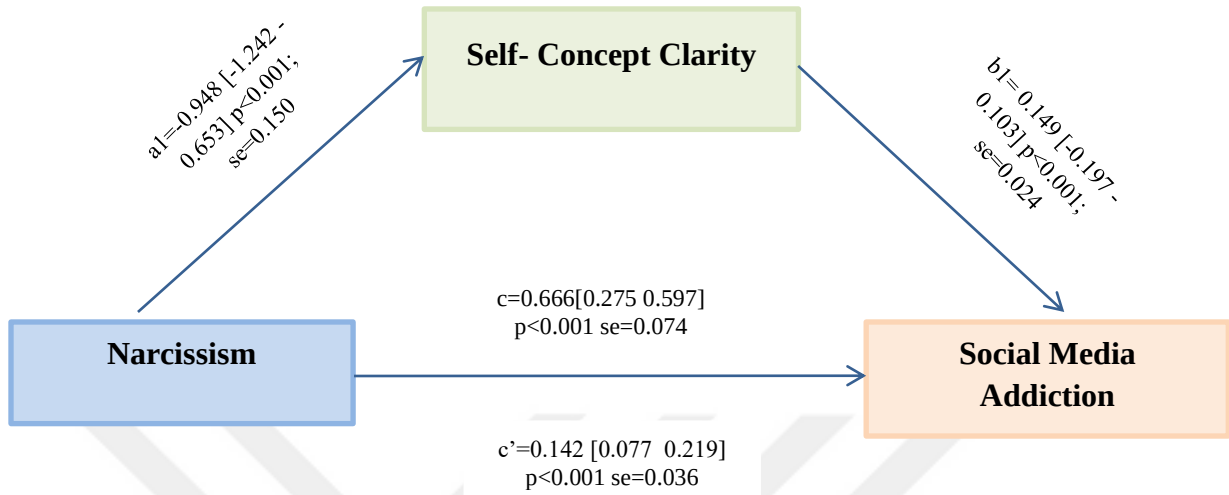
Table 6 showed that there was a significant correlation between the level of narcissism that was measured by the Narcissism Personality Inventory (NPI) and their inclination to develop an addiction to social media. The positive correlation between the two factors which related to the correlation coefficient ($B=0.666$ $p<0.05$). The Relationship between Self-concept and social media addiction was the coefficient (B) value and statically 0.142, with a confidence interval of 0.077 to 0.219 that showed that there was a positive relationship between a person's self-concept and their likelihood of developing a social media addiction. Additionally, the correlation between Self-Monitoring and social media addiction is positive which might explain participants with higher self-monitoring were prone to a greater likelihood of developing social media addiction also supported by the coefficient (B) value of 0.088 and a confidence interval of 0.013 to 0.176 and confidence intervals do not cover zero. Accordingly, Self-Concept and Self-Monitoring have a mediating role in the effect of the Narcissistic Personality Inventory on Social Media Addiction.

Table 6: Mediating Results of the Role of Self-Concept and Self-Monitoring in the Relationship between Narcissism and Social Media Addiction

	Bootstrap		95% CI		R^2	F
	B	SE	Lower	Upper		
Narcissistic Personality Inventory>Social Media Addiction Scale	0.666*	0.074	0.521	0.812	0.169	81.077*
Narcissistic Personality Inventory > Self-Concept Scale	-0.948*	0.150	-1.242	-0.653	0.091	39.957*
Narcissistic Personality Inventory > Self-Monitoring Scale	0.573*	0.049	0.477	0.668	0.258	138.480*
Narcissistic Personality Inventory>Social Media Addiction Scale	0.436*	0.082	0.275	0.597	0.267	47.958*
Narcissistic Personality Inventory > Self-Concept Scale	-0.150*	0.024	-0.197	-0.103		
Narcissistic Personality Inventory > Self-Monitoring Scale	0.154*	0.074	0.008	0.299		
Indirect effect Self-Concept Scale	0.142	0.036	0.077	0.219		
Indirect Effect Self-Monitoring Scale	0.088	0.043	0.013	0.176		

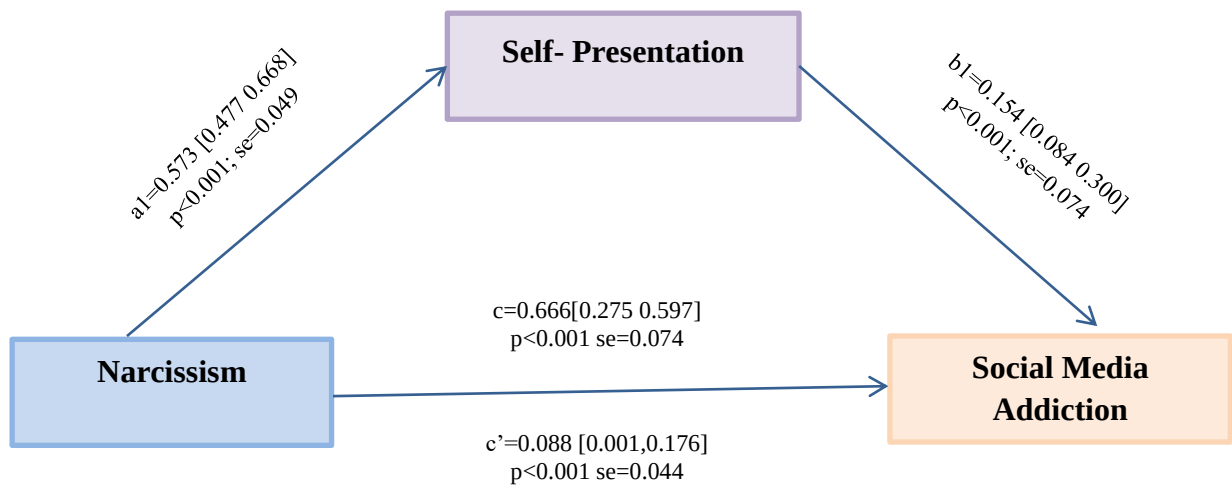
* $p<0.05$ significant effect, $p>0.05$ no significant effect; Process analysis

Figure 9.



Mediation model for self-concept clarity on the relationship between Narcissism and Social Media Addiction

Figure 10.



Mediation model for self-presentation on the relationship between Narcissism and Social Media Addiction.

4.4 Discussion

The current study aimed to search and examine self-concept clarity and self-presentation play roles in the relationship between addictive use of social media and narcissism.

With this purpose, primarily completing the descriptive analyses, the next step is to examine the correlations between all the variables. This was done using a statistical technique called Pearson correlation analysis that was used in this study since Pearson correlation analysis measures the strength and direction of the linear relationship between pairs of variables. By examining correlations, researchers can gain insights into how variables are related to each other and identify potential patterns or associations.

Furthermore, by examining correlations, it was investigated the presence of mediation factors. Mediation referred to the process through which one variable influences another variable. To conduct this investigation, it was employed a mediation analysis method developed by Baron and Kenny in 1986. Mediation analysis was provided to determine the relationship between two variables that were of self-concept and self-monitoring. The researchers conduct the mediation analysis for two models, suggesting that they were examining mediation effects in different contexts or scenarios. By conducting this analysis, the goal was to understand the underlying mechanisms or pathways through which variables interact and influence each other.

The given statement describes a research process that aims to achieve a specific objective. The first step in this process involves conducting descriptive analyses of the variables under study. Descriptive analyses typically involve summarizing and describing the characteristics and properties of the variables, such as their mean, standard deviation, and distribution.

This section will examine the result of the present study concerning previous research. The findings will be discussed, followed by an assessment of the study's

strengths and limitations, and finally, recommendations for future research will be provided.

4.4.1 Findings Related to Correlations between Measures of the Study

To discover possible relationships; Pearson's correlational analysis was conducted between narcissism, social media addiction, self-concept clarity, and self-presentation. All variables were expected to be significantly correlated. Indeed, according to results, while social media addiction and narcissism were moderately positively correlated with each other, social media addiction was found negatively correlated with self-concept clarity.

Firstly, social media addiction and narcissism were found to be moderately positively related to each other. The addictive use of social media had tended to be narcissistic personality disorder. This result is compatible with older research that concluded that positive correlation between Bergen social media addiction scale and narcissism personality inventory scores that inferred social media addiction may have a connection with narcissistic personality traits, such as a need for attention, a sense of grandiosity, and self-absorbed nature (Liu & Ma, 2018).

Results also demonstrated that, self-concept clarity and self-presentation which were taken together as mediator variables were correlated with social media addiction. In the current study, all variables were found to correlate with each other. Firstly, self-concept and social media addiction was correlated. This result is consistent with other research that examined the relationship that indicated that a higher level of addiction to social media use may decrease self-concept clarity. By the way it referred to persons' understanding and values and beliefs started to decrease (Yin et al., 2019; Buran Köse & Doğan, 2019). Another research about the relationship was between social media addiction and the mediator of the self-presentation. It means that the participants of the study were focused on self-presentation and may become addicted to social media since it was explained that they were constantly seeking validation and approval from others. This result was also compatible with literature which showed that if people had

addictive use of social media, they had prone to use of social media (Hollenbaugh, 2021). On the other hand, a positive correlation was found between self-concept clarity and hypersensitive narcissism. This result was in line with previous research about adults indicating that narcissism was positively associated with self-concept clarity (Park et al, 2022).

4.4.2 Findings Related to Mediation Analyses

In order to examine whether social media addiction was related to narcissism, the mediator roles of self-concept clarity and self-presentation were investigated through bootstrap analyses. In the next section, the findings of these analyses will be discussed in detail.

4.4.2.a Possible Mediators of Self-Concept Clarity and Self-Presentation on Social Media Addiction and Narcissism

To determine the pathway between social media addiction and narcissism; the mediator roles of self-concept clarity and self-presentation were investigated

Mediation analysis results showed that there was a correlation between social media addiction and narcissism and self-concept clarity and self-presentation affected the relationship. According to the results, self-concept clarity was mediated by social media addiction and narcissism. Compatible with the current study, the literature indicated that self-concept clarity had an effect on the relationship between well-being assessed and addictive use of social media. This mentioned that the participants who had a tendency to excessive use of social media might reduce their level of self-clarity (Lin et al., 2021). In terms of self-presentation, the current study found that self-presentation and social media addiction were a positive correlation. In the meta-analysis, Leung and Friends (2021) showed that most of the different studies analyzed that there was the relationship between self-presentation and social media addiction. It was explained that self-presentation was an intermediary factor in the relationship between social media

and addiction. It mentioned that participants who placed a greater emphasis on presenting themselves on social media were more tend to develop addictive behaviors. Additionally, self-presentation was the mediator to measure the relationship between narcissism and social media addiction. As shown in the literature self-presentation played a mediating role in the relationship between narcissism personality inventory and social media addiction behaviors. This suggested that the higher degree of narcissism participants had more prone to involve themselves in self-presentation on social media platforms and this could potentially trigger the development of addiction (Oberst et al., 2017)

Furthermore, the findings of the study demonstrated that there was a significant difference by gender for variables. The first difference in gender for the narcissism personality inventory was that referred men had higher scores for the narcissistic inventory scores. The literature support this result that men were prone to score higher on measures of narcissism when comparing the women's scores. That explained, on average, men tend to show more narcissist traits than women (Grijalva et al., 2015). What is more, the present study's results indicated that there were significant differences in the scores of self-monitoring. The findings had been conducted that the men's self-monitoring scores were higher than the women's. This was also an expected result, in the literature, average scores of the self-monitoring between men and women showed there was significant variability that explained men's average scores were higher than women (Hall et al., 2010). Not only for gender but also, the age differences for the variables. Primarily, the findings demonstrated that there was a significant difference in age in the addictive use of social media. Age of 25 and under had a tendency higher scores than those aged 31-35 to use social media addictively. As the results showed in the literature, the younger participants had a higher score and risk to develop addictive behavior while using social media than the older (Stănculescu & Griffiths, 2022).

To conclude, the present research indicated that social media addiction and narcissism relationships are influenced by self-monitoring and self-clarity separately.

Also, there were differences in age and gender when taken into consideration for findings.

4.5 Limitations and Suggestions for Future Research

None of the studies are without limitations and thus there are some limitations of the present study. First of all, the study was a correlational study which means that it support identifying associations between variables that did not examine causal relations between the measures of the study.

Self-report measures were another limitation. Despite the anonymous responses and considered reliable and valid, the participants of the study could respond to the questions from the perspective of socially desirable which could have a huge impact on the accuracy of the self-report measurements. In the study conducted by Kowalski and colleagues in 2018, they examined how socially desirable responses were associated to dark personality. Another limitation of the self-report study was that the information gathered about participants' subjective experiences and behaviors by participants' own views and other's views about them indicated huge differences. To give an example, the Narcissist personality inventory asks about individuals' level of extraversion that presents self- other differences between ratings (Miller et al., 2009). The findings showed that the individuals who have a high score on the NPI and are identified by others as narcissistic have prone to report themselves as more likable, outgoing, and gregarious (Clifton et al., 2004). Thus, it was suggested that using observer-rated assessment and implicit measurement could be more useful for more objective findings.

One of the limitations of the study was the fact that the research sample proportion consisted of disproportionate. The women's proportion was higher than the men's proportion which caused the genders to be not evenly distributed. The reason could be that the study was conducted on online platforms and women's demands to participate in the research were higher. In similar studies, the meta-analyses explained, the examination of the relationship between the use of social media and narcissistic

personality traits. Participants of both genders were included at a closer rate (Lui et al., 2020). Future research may be tested with an equal number of male and female participants.

In this study, only the relationship between addictive use of social media and narcissism in intermediate with self-concept clarity and self-presentation was examined. In the future, other personality traits like borderline personality disorder and the relations with addictive use of social media can also be measured.

Future research may include samples from various countries. For example, participants mostly are living in Turkey and Italy in this study. However, different results can be obtained if this study is carried out with individuals who living other countries.

Furthermore, in the surveys measuring the social media addiction scale, the items are very clear and this could lead participants to give biased answers and could impact the results of the study.

Finally, the model tested is not exhaustive and other variables may play a crucial role in the interaction between these constructs. For example, a similar study of Andreassen and colleagues (2017), the role of self-esteem between types of narcissism and addictive use of social media was investigated.

4.5.1 Strengths of Study and Clinical Implications

Despite the mentioned limitations, the study still has significant implications. Firstly, it was the first study that took in self-concept clarity and self-presentation as mediators in the relationship between social media addiction and narcissism. It demonstrated that these mediators were significant in the link between narcissism and social media addiction. Thus, the number of studies on narcissism and social media

addiction is limited within the literature. In this sense, the study will obtain to comprehension of increasing addictive behavior and personality disorder in relationships.

When conducting the study, the number of participants is 400 included in the current study. It may explain a substantial number of the research on this topic. The literature is assessed to increase the reliability and generalizability of the findings. Thus, in this study the results are more likely to be accurate.

This study will shed light on the understanding that the use of social media addictively such a tendency to more present themselves which may cause to trigger a narcissistic personality. Thus, individuals who have prone to addictive behaviors on social media come to therapy with narcissistic symptoms that lead to be presented themselves excessively on social media. On clinical bases, comprehending the relationship between narcissism and social media addiction may support to the creation of effective interventions that help to address both issues simultaneously. For example, in the therapy, the treatment plan could be developed so that the interventions could focus on building self-presentation and self-esteem, also self-assurance in individuals to reduce their dependency on social approval and attention-seeking behavior. This may be very beneficial for individuals how to regulate their behavior in the use of social media and provide them found healthier habits. I hope that the current research and the newly created measures will motivate future studies to conduct more relevant research with better methods and assist professionals in personnel selection and promotion processes.

4.6. Conclusion

In conclusion, this thesis has examined the growing interest in the pervasive influence of social media platforms and their connection to narcissism. By evaluating the complex relationship between narcissism and social media addiction, the study has demonstrated to effect of the mediating role of two crucial psychological factors: self-concept clarity and self-presentation. The research includes a sample of 400 participants, consisting of 255 females and 145 males. Data collection was conducted using online tools, specifically Google Forms, and various scales to measure different variables such as narcissism, social media addiction, self-concept clarity, and self-monitoring.

The findings of the study revealed significant correlations between all the variables, indicating the interconnected nature of these constructs. Moreover, two mediation analyses were conducted to explore the indirect effects of self-presentation and self-concept clarity on the association between narcissism and social media addiction. The results showed that individuals with higher levels of narcissism are more likely to exhibit social media addiction tendencies, and this relationship is mediated by their self-presentation strategies and self-concept clarity.

Nonetheless, it is important to acknowledge the limitations and strengths of this study. The limitations include the reliance on self-reported measures, which may be subject to biases and inaccuracies. What is more, the sample size and demographic composition could limit the generalizability of the findings. These limitations highlight the need for further research to validate and expand upon these findings.

Despite these limitations, this study provides to the existing body of knowledge by providing insights into the relationship between narcissism, social media addiction, self-presentation, and self-concept clarity. The results pay attention to the significance

of considering psychological factors when examining the influence of social media on individuals' behaviors and well-being. These findings have implications for understanding and explaining the potential negative consequences of excessive social media use, particularly for individuals with higher levels of narcissistic traits.

Future research may be suggesting the aim to overcome the limitations of this study by employing longitudinal designs, objective measures, and more diverse samples. Additionally, qualitative approaches may contribute to a deeper understanding of individuals' experiences with social media and their motivations behind self-presentation. By continuing to explore this complex relationship, researchers may provide the development of interventions and strategies that promote healthier and more balanced social media usage.

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APPENDICES

APPENDIX A

Dear Participant,

The title of the study is *“Between Social Media Addiction and Narcissism: The Role of Self-concept Clarity and Self- Presentation as Mediators”*

In the study, it is aimed to investigate narcissism and its processes in addictive social media use, and with the results obtained, it is aimed to demonstrate self-concept and self-presentation which can play a regulatory role in this relationship.

Accordingly, participation in the research is voluntary and the questionnaire should take approximately 10-15 minutes to complete.

In order for the research to achieve its purpose and to obtain sound findings, it is necessary to fill in the questions in the questionnaires as completely as possible and give the answers that are most appropriate for you. However, if you feel uncomfortable at any stage after participating in the study, you are free to drop out of the study at any time.

Thank you for your willingness to participate in this study. If you need additional information or have any questions, please feel free to ask.

Sincerely,

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APPENDIX B

Demographic Questions

1. How would you describe your gender identity?

Male () Female ()

Other (with a blank field for the respondent to enter gender identity)

Prefer not to answer

2. What is your age?

3. What is the highest degree or level of education you have completed?

Some High School () High School () Bachelor's Degree () Master's Degree ()

Ph.D. or higher () Trade School () Prefer not to say ()

4. What is your marital status?

Single () Married () Divorced () Prefer not to answer....

5. What is your country of birth?

7. Which country do you live in?

APPENDIX C

The Bergen Social Media Addiction Scale (BSMAS)

Considering your last year, please indicate how often you have experienced the following situations regarding your use of social media (Facebook, Instagram, Twitter, etc.).

Here are six statements to consider.

For each, answer: very rarely, rarely , sometimes, often , very often

	very rarely	rarely	sometimes	often	very often
1. You spend a lot of time thinking about social media or planning how to use it.					
2. You feel an urge to use social media more and more.					
3. You use social media in order to forget about personal problems.					
4. You have tried to cut down on the use of social media without success.					
5. You become restless or troubled if you are prohibited from using social media.					
6. You use social media so much that it has had a negative impact on your job/studies.					

APPENDIX D

Narcissistic Personality Inventory (NPI- 16)

There are sixteen paired statements, for each choice which one is closest to your feelings.

In each of the following pairs of attitudes, choose the one that you MOST AGREE with. Choose your answer by writing EITHER **A** or **B** in the space provided. If you do not identify with either statement, select the one which is least objectionable or remote. In other words, read each pair of statements and then choose the one that is closer to your **own feelings**. Only mark ONE ANSWER for each attitude pair.

1.	A. I really like to be the center of attention
	B. It makes me uncomfortable to be the center of attention
2.	A. I am no better or no worse than most people
	B. I think I am a special person
3.	A. Everybody likes to hear my stories
	B. Sometimes I tell good stories
4.	A. I usually get the respect that I deserve
	B. I insist upon getting the respect that is due me
5.	A. I don't mind following orders
	B. I like having authority over people
6.	A. I am going to be a great person
	B. I hope I am going to be successful
7.	A. People sometimes believe what I tell them
	B. I can make anybody believe anything I want them to
8.	A. I expect a great deal from other people
	B. I like to do things for other people
9.	A. I like to be the center of attention
	B. I prefer to blend in with the crowd

10.	A. I am much like everybody else
	B. I am an extraordinary person
11.	A. I always know what I am doing
	B. Sometimes I am not sure of what I am doing
12.	A. I don't like it when I find myself manipulating people
	B. I find it easy to manipulate people
13.	A. Being an authority doesn't mean that much to me
	B. People always seem to recognize my authority
14.	A. I know that I am good because everybody keeps telling me so
	B. When people compliment me I sometimes get embarrassed
15.	A. I try not to be a show off
	B. I am apt to show off if I get the chance
16.	A. I am more capable than other people
	B. There is a lot that I can learn from other people

APPENDIX E

Hypersensitive Narcissism Scale (HSNS)

Please answer the following questions by deciding to what extent each item is characteristic of your feelings and behavior. Fill in the blank next to each item by choosing a number from the scale printed below.

very uncharacteristic or untrue, strongly disagree

uncharacteristic

neutral

characteristic

very characteristic or true, strongly agree

	very uncharac teristic or untrue strongly disagree	uncharacteristic	neutral	characteristic	very characteristic or true, strongly agree
1. . I can become entirely absorbed in thinking about my personal affairs, my health, my cares or my relations to others.					
2. My feelings are easily hurt by ridicule or the slighting remarks of others.					
3. When I enter a room I often become self-conscious and feel that the eyes of others are upon me.					

4. I dislike sharing the credit of an achievement with others.					
5. I feel that I have enough on my hands without worrying about other people's troubles.					
6. I feel that I am temperamentally different from most people.					
7. I often interpret the remarks of others in a personal way.					
8. I easily become wrapped up in my own interests and forget the existence of others.					
9. I dislike being with a group unless I know that I am appreciated by at least one of those present.					
10. I am secretly "put out" or annoyed when other people come to me with their troubles, asking me for my time and sympathy.					

APPENDIX F

Self Concept Clarity (SCC)

There are twelve statements, choose which one is closest to you.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. My beliefs about myself often conflict with one another.					
2. On one day I might have one opinion of myself and on another day I might have a different opinion.					
3. I spend a lot of time wondering about what kind of person I really am.					
4. Sometimes I feel that I am not really the person that I appear to be.					
5. When I think about the kind of person I have been in the past, I'm not sure what I was really like.					
6. I seldom experience conflict between the different aspects of my personality.					
7. Sometimes I think I know other people better than I know myself.					
8. My beliefs about myself seem to change very frequently.					
9. If I were asked to describe my personality, my description might end up being different from one day to another day.					
10. Even if I wanted to, I don't think I would tell someone what I'm really like.					
11. In general, I have a clear sense of who I am and what I am.					
12. It is often hard for me to make up my mind about things because I don't really know what I want.					

APPENDIX G

Self-Monitoring (SM)

The statements on the following pages concern your personal reactions to a number of different situations. Consider each statement carefully before answering. If a statement is **TRUE** or **MOSTLY TRUE** as applied to you, mark **T** on the answer sheet. If a statement is **FALSE** or **NOT USUALLY TRUE** as applied to you, mark **F** on the answer sheet.

	TRUE (T)	FALSE (F)
1. I find it hard to imitate the behavior of other people.		
2. At parties and social gatherings, I do not attempt to do or say things that others will like.		
3. I can only argue for ideas which I already believe.		
4. I can make impromptu speeches even on topics about which I have almost no information.		
5. I guess I put on a show to impress or entertain people.		
6. I would probably make a good actor.		
7. In a group of people I am rarely the center of attention.		
8. In different situations and with different people, I often act like a very different person.		
9. I am not particularly good at making other people like me.		
10. I'm not always the person I appear to be.		

11. I would not change my opinions (or the way I do things) in order to please someone else or win their favor.		
12. I have considered being an entertainer.		
13. I have never been good at games like charades or improvisational acting.		
14. I have trouble changing my behavior to suit different people and different situations.		
15. At a party I let others keep the jokes and stories going.		
16. I feel a bit awkward in public and do not show up quite as well as I should.		
17. I can look anyone in the eye and tell a lie with a straight face (if for a right end).		
18. I may deceive people by being friendly when I really dislike them.		