



# Discovering Narcissistic Behavior in Generation Z on Snapchat and Instagram

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## Background

- ❖ Extraverted individuals use social media more often and post more than introverts. (Correa et al., 2010)
- ❖ Narcissistic tendencies by Millennials were demonstrated on Twitter (Davenport et al., 2014)
- ❖ Extraversion and narcissism are highly linked, but limited data examines both factors on SNS (Ong et al., 2011)

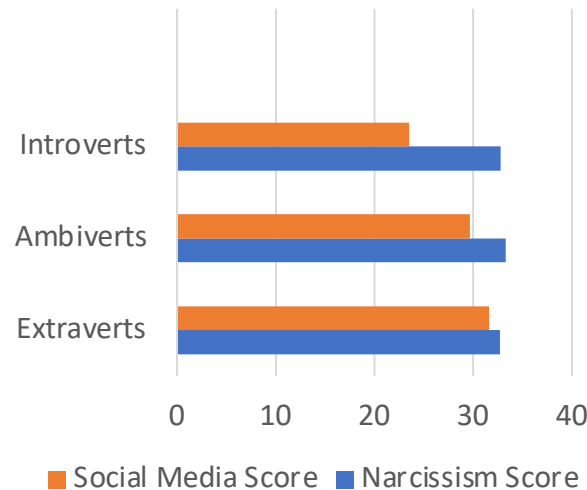
## Hypothesis

- ❖ **Extraverted individuals in Generation Z will score highly on narcissism measures and will display high tendencies of narcissism on Snapchat and Instagram compared to introverted individuals.**

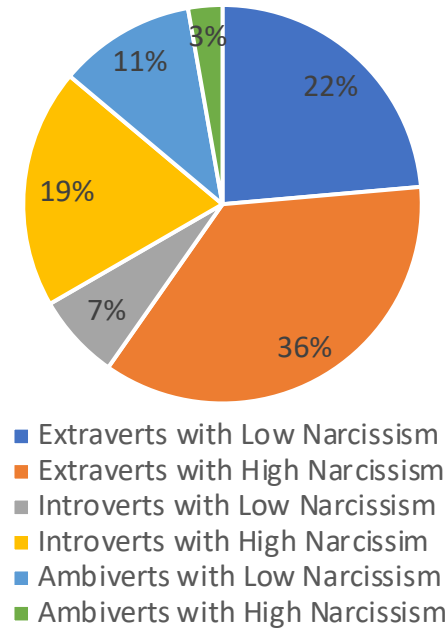
## Methods & Materials

- ❖ 144 participants through online survey
- ❖ Survey addressed demographics of the participants.
- ❖ Survey consisted of Murray's narcissism scale, Eysenck's extraversion test, and a social media behavior analysis.

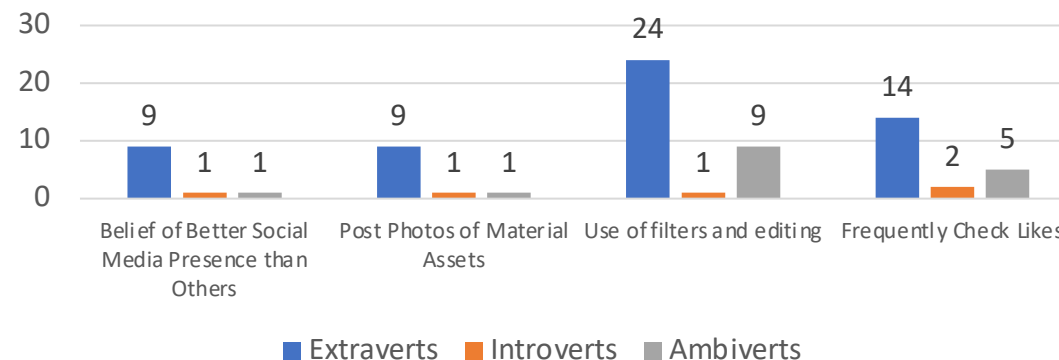
Complete Narcissism and Narcissistic Behavior on Social Media



Participants in the Survey



Narcissistic Social Media Behavior



## Conclusions

- ❖ Narcissistic Individuals in this study were mostly extraverted and showed significant narcissistic tendencies on Snapchat and Instagram.
- ❖ Individuals scoring high on Murray's narcissism scale showed a significant positive regression with the narcissistic social media behavior inventory

## Future Research

- ❖ Self-report bias could potentially be a problem.
- ❖ Evening out Extraverts and Introverts
- ❖ What major social media behaviors do extraverts and introverts differ on:?

## References

- ❖ Correa, T., Hinsley, A. W., & Zúñiga, H. G. D. (2010). Who interacts on the Web?: The intersection of users' personality and social media use. *Computers in Human Behavior, 26*(2), 247–253.
- ❖ Davenport, S. W., Bergman, S. M., Bergman, J. Z., & Fearington, M. E. (2014). Twitter versus Facebook: Exploring the role of narcissism in the motives and usage of different social media platforms. *Computers in Human Behavior, 32*, 212–220.
- ❖ Ong, E. Y., Ang, R. P., Ho, J. C., Lim, J. C., Goh, D. H., Lee, C. S., & Chua, A. Y. (2011). Narcissism, extraversion and adolescents' self-presentation on Facebook. *Personality and Individual Differences, 50*(2), 180–185.