Television as a Moderator Between Narcissism and Self Promotion Behavior on Facebook

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There is a debate going on in the present literature that how narcissism predicts several behaviors on social networking sites but the search for potential moderators of that relationship was not given much attention. A survey that assesses narcissism, time spent on TV and self-promoting behavior on Facebook was conducted with 151 undergraduate and post graduate students. Our finding indicates that narcissism and time spent on TV has significant positive relationship with self-promoting behavior on Facebook. The relationship between narcissism and self-promoting behavior is found to be significantly moderated by time spent on TV. The findings are discussed in the context of learning self-enhancing through exposure to TV programs and imitating that behavior for self-regulation by narcissistic individuals through social media.

Keywords: narcissism, Facebook, self-promoting behavior, time spent on TV

Social Networking Sites have now become the main source of communication between people. Face book has more than one billion users worldwide, and more than nine hundred million of which access the site daily (Facebook, 2016). Three hundred million users are now active on twitter and half of them are daily users (Twitter, 2016). People promote their positive aspects of self and presenting themselves in an attractive

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manner wants to be admired. There need can be fulfilled by any platform which provides the opportunity to present them. These people are most likely to have narcissistic traits. Narcissism is a sense of grandiose and inflated self-image accompanied by the sense of entitlement and lack of empathy (American Psychiatric Association, 2013). There is a considerable confusion regarding the conceptualization of narcissism in the literature (Pincus & Lukowitsky, 2010). Clinicians focused on the Vulnerable Narcissism which is the emotional deregulation, experience of shame and depression symptoms in response to the rejection of one inflated view of himself (Miller, Widiger, & Campbell, 2010). On the other hand Grandiose Narcissism is the sense of grandiosity and entitlement without any feelings of shame or depressive symptoms. It is more likely to be present in famous and high status people like actors (Young & Pinsky, 2006), business students (Westerman, Bergmen, Bergman, & Daly, 2012) and criminals (Hepper, Hart, Meek, Cisek, & Sedikides, 2014). The focus of present study is on the Grandiose Narcissism.

Presently there is a debate in literature about the psychological or personality traits as a predictors of wide range of behaviors on Social Networking Sites. One of the major focuses of researchers is the narcissism as a predictor of various behaviors on different Social Networking Sites like Facebook and Twitter. Studies conducted on Facebook users demonstrated that narcissistic individuals on Facebook are more likely to post and present their pictures which are more attractive and flattering (Panek, Nardis, & Konrath, 2013; Rosen, Whaling, Rab, Carier, & Cheere, 2013). In number of studies narcissism was found to be linked with large friend lists and social contacts on Facebook but researches also indicates that narcissistic people make shallow and superficial relationships and tend to exploit them (Campbell & Miller, 2011). There is also evidence that Facebook users scored higher on Narcissistic Personality Inventory as compared to non-users (Ryan & Xenos, 2012) but this finding is limited and is open to speculation as a large number of people use Facebook. Fox and Rooney (2014) also demonstrated that the trait self-objectification, narcissism, Machiavellianism, psychopathy as a predictor of self-presentation and SNS users. Most of the studies are correlational in nature so we can't make causal interpretation. There is very limited experimental evidence that suggests that use of SNS may cause endorsing positive self-views (Gentile, Twenge, Freeman, & Campbell, 2012). More experimental and longitudinal studies are needed

to make things clear but there is strong evidence which specifically indicate the relationship between SNS use and narcissism.

Recent evidence suggests that there is an increase in the level of narcissism among American students across the time and Chinese young individuals are found to be score high on instruments measuring narcissism than old age Chinese (Twenge, Konrath, Foster, Campbell and Bushman, 2008; Cai, Kwan, & Sedikides, 2012) and there is also decrease in the dispositional empathy among US college students as demonstrated by Konrath, O'Brien and Hsing (2011). This give us some important insights that the increase of narcissism actually accompanies the rise of electronic and social media use and this is the reason which gives rise to the above discussed researches (Panek, et. al., 2013; Rosen, et. al., 2013). The important thing here to emphasize is that researchers are focusing on the nature of relationship between the SNS users and behavior on SNS with narcissism but they are missing some important aspects or moderators of relationship. We have to separate the period when there was an opportunity for normal population of only observing self-presentation tactics and after it the period when they practically applied those learned self-presentation tactics when they got opportunity. If we talk specifically about the Pakistan then 90s was the period when electronic media like television was getting popular, research evidence indicate that there may be an over sampling of narcissistic individuals on televisions (Young & Pinsky, 2006) and that was the period of learning by observation about how to present one's self in an attractive manner. Interactive media got popular in Pakistan not until 2005, approximately a decade after the television and film industry. The former was the period of observing and learning self-enhancing and presentation tactics and latter is the period of imitating those learned behaviors. The individuals who born after 2000 AD are called as "Millennial" are going through both of the mechanism simultaneously. We argue that in order to better explain the relationship between emerging media and narcissism we have to incorporate both factors which are observation and imitation of learned self-enhancing and presentation tactics. In present study our hypothesis is that narcissism is a predictor of self-promotion behavior (picture posting behavior, picture editing behavior) on Facebook. Moreover, the amount of TV watching including movies, reality shows, talk shows and drama serials facilitate and moderate the relationship between narcissism and self-promotion behavior on Facebook.

Method

Participants

The sample comprised of 151 under graduate and post graduate students (N=151). The data was collected for four different universities of undergraduate students including Institute of Space Technology Islamabad, International Islamic University Islamabad, COMSATS Wah Cant and FAST University Islamabad. The sample comprised of 66.9% males and 33.1 % females. The age (M = 21.6, SD = 2.6) range of our participants was 18-26. Convenient sampling technique was used during data collection.

Instruments

Narcissistic Personality Inventory-16. The Narcissistic Personality Inventory–16 (NPI-16; Ames, Rose, & Anderson, 2006) is short version of the original Narcissistic Personality Inventory (NPI; Raskin and Hall 1979). It consists of sixteen items and each item has two statements. The subject is instructed to select the statement that suits more closely to him. The Cronbach alpha of NPI-16 is found to be .63 in this study.

Time Spent on Watching Television. Time spent on watching TV here means any source (including laptop, mobile phone) for watching movies, drama serials, morning/talk shows, and reality shows. We measured the time spent on TV watching with four questions. These four questions address four different purposes for watching TV, which are movies watching, drama serials watching, morning/talk shows watching and reality shows watching. The questions were like "I watch drama serials" and respondents have to rate on a 5-point scale (1 = Rarely, 2 = Once a week, 3 = Twice a week, 4 = More than twice a week, 5 = Almost daily). Items were averaged into one variable for analysis. The Cronbach's alpha in this study is found to be .69.

Self-promotion Behavior on Facebook. Self-promotion behavior on Facebook was measured using six questions. Three questions address the picture posting behavior on Facebook and include the items like "I update/change my own photo on Facebook". The other three questions concentrate on the picture editing/selection behavior on Facebook and include questions as "I search for my good pictures to upload them on Facebook" and "I crop/cut my pictures before uploading them on Facebook". The respondents have to rate on a 5-point scale (1 = Rarely, 2

= Once a week, 3 = Twice a week, 4 = More than twice a week, 5 = Almost daily). These six items were averaged to use for subsequent analysis. The Cronbach's alpha of picture posting behavior and picture editing/selecting behavior is .84 and .73 respectively. Overall Cronbach's alpha is found to be .82.

Procedure

The permission was taken from the concerned authorities of all the institutions for data collection process. The participants were approached in their class rooms, libraries and sitting rooms. The informed consent was provided to the participants. The verbal description of the purpose of study was also being provided to participants. After the signature on the informed consent the participants were told to fill the questionnaires along with the demographic information sheet. Participants were thanked for their participation in the research.

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Results

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As consistent with the previous findings (Foster, Campbell, & Twenge, 2003) males scores (M=.35, SE=.17) on narcissism was significantly higher than female scores (M=.27, SE=.18) on the narcissism, t (149) = 2.45, p (two tailed) < .05. Table 1 represents the correlations between variables. Picture posting behavior, picture editing behavior and composite of picture posting and picture editing behavior (Self-promoting behavior) has significant positive relationships with narcissism. However, time spent on watching TV has non-significant relationship with narcissism. Time spent on TV, picture posting behavior, picture editing behavior and self-promoting behavior have significant positive relationships with each other.

Table 1

Correlations between variables

	1	2	3	4	5
Narcissism (NPI-16)	-	-.06	.24**	.21**	.26**
Time Spent on TV		-	.21**	.27**	.28**

Picture Posting Behavior	-	.53**	.86**
Picture Editing Behavior		-	.88**
Self-Promoting Behavior			-

*Note. * p< .05, **p < .01*

Table 2

Linear Regression using Time spent on TV, Narcissism and their interaction as predictors

	B	SE B	t	p
Constant	1.36 [.60, 2.11]	.38	3.56	.001
Time spent on TV	-.07 [-.45, .30]	.19	-.39	.70
Narcissism (NPI-16)	-1.08 [-3.12, .96]	1.03	-1.04	.30
Time spent on TV × Narcissism	1.22 [.19, 2.22]	.52	2.34	.02

Note. R2 = .03

Table 2 shows moderation analysis by Hayes (2013) through PROCESS to assess the interaction effect of narcissism and time spent on TV on self-promotion behavior on Facebook. Process automatically makes all variables included in the model mean centered (Hayes, 2013). Table 2 represents that there is moderation present as by a significant interaction effect, B = 1.22, 95% CI [.19, 2.26], t = 2.34, p < .05, indicating that relationship between narcissism and self-promoting behavior on Facebook is moderated by time spent on TV.

Table 3

Conditional effect of Narcissism on Self-Promotion Behavior at Different Values of Time spent on TV.

Time Spent on TV	Effect of Narcissism on Self-Promotion Behavior (B)	S.E	t	p
1.20 (-1 SD)	.39 [-.56, 1.33]	.48	.81	.42
1.91 (M)	1.26 [.62, 1.90]	.32	.91	.001
2.63 (+1 SD)	2.13 [1.13, 3.14]	51	4.21	.001

Table 3 displays the conditional effect of narcissism on self-promotion behavior at different values (at 1 standard deviation below the mean, at mean and at 1 standard deviation above the mean) of time spent on TV. The relationship between narcissism and self-promotion behavior is non-significant (B =.39, p > .20) at 1 SD below the mean value of our moderator. This relationship becomes significant (B = 1.26, p < .01) at mean value of moderator variable. Further on at the value 1 SD above the mean, the effect size becomes very large (B = 2.13) and highly significant (p < .001). Johnson-Neyman technique will allow us to directly identify the points in the range of the moderator variable where the effect of the predictor on outcome transitions from statistically non-significant to significant by finding the value of moderator variable for which the ratio of the conditional effect to its standard error is equal to the critical t score. The conditional effect of the narcissism on self-promotion behavior transitioned in significance at time spent on TV averaged score of 1.49, B = .75, SE = .38, t = 1.98, p = .05, 95% CI [.00, 1.50], at the 20th percentile of the distribution in our sample, with the relation between narcissism and self-promotion behavior is significant above this threshold and non-significant below.

Discussion

The present study examines the potential moderator of relationship between narcissism and self-promoting behavior on Facebook. The present study indicates first that there is a relationship between narcissism

and different behaviors on Facebook consistent with previous findings (Fox & Rooney, 2014; Panek, et.al, 2013; Rosen, et. al., 2013). This indicates the generalization of this phenomenon across different regions of world because most of these studies are conducted in USA. We speculated that due to the presence of oversampling of narcissistic individuals on TV (Young & Pinksy, 2006) there may be a positive relationship between time spent on watching TV and narcissism but our findings indicate that there is no relationship between the time spent on TV and narcissism. However, TV watching habit has a strong positive relation with self-promoting behavior on Facebook. This indicates that watching televisions and exposure to models present in films, drama serials, reality shows and morning/talk shows may be a related to learning and motivation for self-enhancing tactics but this exposure doesn't have any relationship with narcissism. Nevertheless, when these self-enhancing tactics are practiced on the Facebook then it has positive relationships with narcissism. It reflects some intriguing facts because literature shows that narcissistic individual has a need for admiration and approval (Morf & Rhodewalt, 2001) and he observes in the movies and dramas those individuals who are being admired. Facebook or any other SNS provides the platform where he can promote himself like actors and famous people on TV. Furthermore, he can fulfill his need for admiration by presenting himself in an enhancing ways and this can be the potential reason why behaviors on Facebook have relationship with narcissism. Ryan and Xenos (2012) indicates that the Facebook users scored more on NPI as compared to the non-users and we speculate that this can be due to their exposure to TV which motivates (Kapidzic, 2013) and push them towards promotion and admiration for themselves as well. However, this aspect is needed to be explored in future.

Summary and Conclusion

The basic aim of this study was to see that TV watching habit is a moderator between the relationship between narcissism and self-promoting behavior on Facebook which is supported by our findings reported in result section. This can influence the attention of those researchers who are studying only SNS as a motivation and source of self-enhancing and narcissism but the motivation and learning of these behaviors may have roots in exposure to television and models present in movies and different shows. The rise of narcissism as indicated by Konrath

et. al., (2011) may be not only due to the emergence of social media but it is a slow process which has its roots in the time when the electronic media has broadened the range of models who are involved in self-enhancing activities and these self-enhancing tactics are learned by observers. These are our speculations which are needed to addressed in future by carefully designed experiments, as this was the correlational study so, we are not able to make causal claims.

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