

Adolescent Narcissistic Personality Traits in the Use of Social Media

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Abstract

This study aims to look at the relationship between narcissistic personality and self-esteem among adolescents towards the use of social media such as Instagram and Facebook. To achieve this goal, the researcher conducted a field study on 200 respondents who are in private universities around Bangi and Kajang, Selangor. This study uses a quantitative method that is data collection through the distribution of a questionnaire containing 35 questions. The distribution of this questionnaire was done using the Google Form medium. Narcissistic Personality Inventory-16 (NPI-16) by Raskin and Terry (1988) was used to measure narcissistic personality tendencies while self-esteem was measured using the Rosenberg Self-Esteem Scale (1965). Sample selection is using purposeful sampling method and snowballing method. Data were analyzed using descriptive analysis methods. The findings of the study show that adolescents who have a narcissistic personality tendency towards the use of social media are in a controlled state. There is an insignificant relationship between narcissistic personalities in self-esteem towards the use of social media. The issue of narcissistic personality tendencies among adolescents is still at a controlled level but it needs to be given more attention so that it does not get worse and cause mental problems.

Keywords: Adolescent, Traits, Narcissistic Personality, Self-Esteem, Social Media

Introduction

Teenagers or adolescent and the use of social media is an important aspect that needs to be studied because it is a medium of communication used by young people today to access information easily and quickly (Sannusi et. al., 2019). This new technology such as the internet and digital equipment has also become a common thing in daily family activities such as exploring knowledge, entertainment and strengthening the relationship between parents and children in a family (Hassan et al., 2019). Internet is short for Interconnection Networking. The internet means a network or a link that is a communication medium between various simple devices or gadgets such as smartphones and laptops that have different operating systems. It is a very complete multimedia and electronic library, even the Internet is seen as

a virtual world. This is because, almost all information in the field of science as well as the latest information is spread with the sophistication of the internet.

Social media has narrowed the space of interaction between teenagers and adults online through the internet. Since its emergence, social media is not only used by individuals formally, even large organizations formally participate in managing some daily affairs such as conducting business, meeting online, giving work instructions and interacting with colleagues. The features of the social site itself are open so that anyone can access it. The use of social media among teenagers is something that cannot be separated anymore these days. The development of technology that occurs today, increases the number of internet technology users, especially the use of social media. Almost every day teenagers access social media on their mobile phones with all the information just at their fingertips. Online social media that are very popular among teenagers in this era such as Instagram, Twitter, and Facebook.

Based on the Malaysian Communications and Multimedia Commission (SKMM) 2020 statistics, it can be seen that today's internet users range from children to the elderly. Based on statistics in 2020 there were 88.7% of internet users compared to 87.4% in 2018 which is an increase of 1.3%, and the group in their 20s is the group that uses the internet the most compared to other age groups. While the highest allocation of internet usage time is between 5 - 8 hours in a day (<https://www.mcmc.gov.my/ms/resources/statistics/internet-users-survey>). Data shows that there are 500 million active Instagram users every year. Today's teenagers feel that the existence of social sites is very helpful in their daily lives. For example, through the Twitter application, teenagers are more likely to share their feelings whether they are sad, happy or excited. In addition, increasing the number of followers is also included in their goal to be seen as a popular individual if the number of followers is more than his friends. Today's teenagers are among the generation Z who are very different from the teenagers of the past from various aspects of personality and wishes (Arenas et al., 2020).

The term narcissism was first used by psychologist Freud (2013) based on an ancient Greek myth involving a man named Narcissus who admired himself and fell in love with his own reflection. This narcissism is usually aimed at individuals who have a tendency to love themselves and then manifest in their behavior, as well as asking for excessive appreciation and praise of themselves from others (Halgin & Whitbourne, 2010). Narcissism is actually a broad matter, in the DSM-5 Diagnostic and Statistical Manual of Mental Disorders, 5th Edition (2013), narcissism involves a set of thoughts such as feeling superior to others, always wanting to be considered great even if one does not perform well, having an attitude that arrogant and fond of putting others down. In addition, this individual also lacks empathy in himself, is arrogant and always feels that he is the greatest.

The increasing use of social media indirectly causes the lives of individuals to become less realistic. Every thought, daily food eaten, daily activity performed, as well as every experience passed must be shared with friends on social media. The behavior of social media users who have narcissistic personality tendencies also unknowingly started to change. Usually they don't need to get ready and dress up or decorate themselves if they want to leave the house. However, their behavior began to change by decorating to look beautiful and handsome, spending money to go to a 'viral' or latest place, eating expensive food and starting to imitate the actions of popular individuals on social media. They feel they need to look

beautiful and special in everyone's eyes. This will cause their self-confidence to decrease if they are not attractive outside the home.

The phenomenon of narcissistic personality behavior among teenagers has become a disease in modern society. Narcissistic is often associated with those who are often proud of themselves or those who often take selfies to show off to others. According to Wallace & Baumeister (2002), narcissism is also related to self-views that are inflated and positive on the attributes of strength and physical beauty. According to Ryan (2012), sufferers of narcissistic disorder demand themselves to be praised and admired by others and feel they deserve special treatment. Individuals who meet the diagnostic criteria of this disorder do not realize that they actually have it and need to be treated. Basically, a person's tendency to display his photos with the aim of seeking the attention of others, is one of the characteristics of a person with narcissistic tendencies, also followed by other characteristics such as arrogance, self-centeredness, greed, and lack of empathy.

They don't just upload pictures or videos on their personal social pages, they also eagerly await comments and feedback on each picture or video that has been shared. However, if it is found that the comments are not encouraging that they receive, they will immediately delete the comment from the comment section. In addition, there are also those who are addicted to the many 'likes' in every picture they share. In addition, when they found that there were many 'followers' following them on the social media account, they looked excited. This is because, supposedly, they have many fans who want to know and want to see more pictures and videos shared from them. In addition, they are also those who do not want to miss out on following the current developments of local and foreign celebrities.

For teenagers who have narcissistic personality tendencies, they have also indirectly wasted their daily time. This is because, they spend their free time browsing social media such as Instagram, Facebook and Twitter to get the latest information that is useless. Ideally, in their youth, they should fill their free time with things that are beneficial in their lives. Therefore, teenagers should live a prosperous life. These people need to be smart in controlling the use of social media. It is best for them to hone their creativity in doing healthy daily activities with their appearance so that they look more appropriate and not exaggerated. Based on the description above, this article is written to discuss the relevance of the issue of narcissistic personality to the use of social media among teenagers.

Research Methods

This study is in the form of a survey using a questionnaire that has been distributed through the medium of Google Form in private higher education institutions around Bangi and Kajang to be answered by respondents because it is easier to get respondents who meet the age criteria required by the researcher. A total of 200 questionnaires were distributed and the researcher also asked for help from representatives of each private university around Bangi to distribute the questionnaires. The study respondents were 200 people consisting of young men and women between the ages of 18 to 25 years who meet the requirements such as the age required by the researcher and have their own social media accounts such as Instagram, Facebook and Twitter. The researcher has used snowballing and purposive sampling methods to obtain respondents who meet the set criteria.

The researcher also used the medium of Whatsapp and Instagram applications to get respondents. Instagram users who meet the required conditions will respond online. The researcher has also made settings on the online form where users who have answered the form online cannot open the form a second time. It aims to prevent fraud if there are users who have answered repeatedly, as well as prevent damage to data.

The researcher has also used a sampling method aimed at obtaining respondents who meet the conditions desired by the researcher. The respondent sampling technique is very important to ensure that the sampling population obtained in this study is consistent and appropriate with the objectives of this study. This sample of 200 people does not represent the entire population of Malaysians. Although the selected sample is not representative of the population, but the issue of narcissistic personality tendencies among teenagers can exist in all types of ages regardless of place or region.

Research Instrument

This study has used several instruments which are questionnaires. An instrument in the form of a questionnaire which is one of the most effective methods for obtaining information from respondents. This questionnaire contains four parts, namely Part A contains demographic information for the respondents. This section deals with the respondent's personal information. Respondents only need to mark or write on the answer for the blank space on each question. There are four items that need to be filled in this section, namely gender, age, race and religion. All of the respondent's information obtained was analyzed using appropriate descriptive statistical methods.

Part B is a tool to test the use of social media such as Instagram, Facebook and Twitter among teenagers. This test tool to measure the actual purpose of using social media among teenagers themselves. There are five main components that are measured in this section, which are the frequency of browsing the internet in a day, the number of posts shared on social media, the number of likes obtained on social media accounts, the type of media either video or photo that is shared and the reason why it is necessary to share a photo or video. in personal social media accounts.

Part C contains the Narcissistic Personality Inventory NPI-16 personality test which has been answered by respondents as many as 16 items. This test tool is adapted from the scale belonging to (Raskin and Terry, 1988). This questionnaire aims to measure whether the individual has a narcissistic personality. For each item, it is divided into two pairs. One of the pairs of each item is a characteristic of a narcissistic individual.

Literatue Reviews

Nazrin (2018) conducted a study related to narcissistic tendencies among Universiti Kebangsaan Malaysia students involving 120 UKM students randomly selected from various faculties. This study is to identify the pattern of new media usage among UKM students, and study about the personality of the narcissistic, as well as analyze the personality of UKM students in new media. The findings show that UKM students have a narcissistic personality but are at a moderate level in the real or virtual world.

The study of Engkus et al (2017) regarding the phenomenon of narcissistic behavior among teenagers in social media which has become a disease in today's teenage society in the East Bandung area involving a total of 100 respondents. Freud's psychoanalytic theory used states that humans have a desire to get attention. The purpose of the study is to study the behavior of teenagers in the use of social media as well as the ability to overcome it in themselves. The research method used in this study is a survey method using a questionnaire. Based on the research that has been conducted, narcissistic behavior among teenagers in the East Bandung area in the use of social media is at a controlled level.

Next, Danelia (2017) has conducted a study among Instagram social media users who were active more than 6 months before being involved with the researcher's study. A total of 65 respondents aged between 18 to 24 years who have a total of 90 photos in their Instagram account were selected. In this study, the test tools used are the Narcissistic Personality Inventory and the UCLA Loneliness Scale Version 3. In addition, Pearson's correlation was used to see the correlation between lonely relationships and narcissistic personality tendencies. The results of this study show that there is no relationship between loneliness and narcissistic tendencies in users of the social media site Instagram. A study by Sorokowski and Frackowiak (2015) aimed to examine the tendency of narcissistic personality among men and women in the selfie habit of 1296 men including women. This study found that there are three categories of selfies, namely taking pictures of yourself, taking selfies with your partner and with close friends. This study found that the relationship between narcissistic personality tendencies and selfie behavior is seen that females show a higher tendency than males.

In addition, Leung (2013) has made a study related to narcissistic personality among the teenage generation in the use of Facebook social media. The purpose of this study is to identify the main motive in the use of Facebook social media among teenagers. The data obtained is from a total of 596 social media users through telephone conversations. The results of the analysis have shown that the young generation now use the social media medium Facebook to meet their socio-psychological needs. Among them, they want to show appreciation in themselves, share negative feelings, gain recognition from outsiders, get entertainment and fulfill cognitive needs. The results of this study have explained that most of the current generation do use Facebook social media for social purposes only. Izzati (2018) conducted a study on the tendency of narcissistic personality towards Instagram social media users and five students of Serambi University of Makkah were selected as informants aged between 18 and 25 years, have a personal Instagram account, are active users of Instagram with a number of photos who uploads at least five pictures a day, and has more than 1000 followers. This study aims to find out the behavior of narcissistic personalities towards Instagram users among students at Serambi University of Mecca. The method for this study is qualitative and descriptive. The informant selection technique for this study is purposive sampling. Next, the data collection technique used is a semi-structured interview. The results of the study obtained show that the tendency of narcissistic behavior that occurs to students of the Serambi University of Mecca is still under control and is not a mental disorder, it is only an act done to fulfill one's own satisfaction. Self-satisfaction in the form of worship and praise and attention from others towards him.

The study by Moona and Jung (2016), aimed to identify the relationship between narcissistic personalities among Instagram users who always show themselves on the social site. This study has involved a total of 212 active Instagram users in Korea through an online questionnaire that was distributed showing that individuals with narcissistic personality tendencies are able to upload selfies of themselves more often than others. These individuals will try their best to look attractive and beautiful in every selfie they share.

A study done by Bruce et al (2012) involved a total of 233 university students by answering a questionnaire to find out the factors that make it easy for an individual to share their feelings with the public. The results of the study conducted by them stated that the behavior of openness by individuals in sharing personal information is closely related to the social sites Facebook and Twitter. The findings of the study show that users of this social site are more interested in sharing their feelings in order to get positive attention from the people who follow them. Next, a study by Ryan (2012) was conducted with the aim of identifying the criteria of individuals who use Facebook and is limited to students only, which is a total of 1324 Facebook users from Australia aged between 18 and 44 years. The results of the study found that Facebook users are more extroverted and have narcissistic personality traits even though they are relatively low. However, those who were studied in this social reality, are quite lonely. In addition, the frequency of users of the social site Facebook shows a variety of results from some characters such as neuroticism, level of loneliness, level of reluctance, and narcissistic tendencies.

Choi (2014) conducted a study on a total of 155 respondents among undergraduates aiming to see how much appreciation they got as a result of interactions in the medium and the number of comments they got affected their level of self-esteem. The results show that students who have narcissistic personality traits, they actually only get a few comments on their Facebook page. The study (Shaari & Kamaluddin, 2019) explains that individuals with a narcissistic personality have a low level of self-esteem, in addition to the media also contributing to the problem of cyber bullying where it is a practice of communication through technology that aims to denounce, harass, embarrass or threaten the victim through negative words, the spread of false information or the sharing of pictures or videos that can damage the victim's image.

Findings of Research

The data obtained was analyzed using the Statistical Package for the Social Sciences (SPSS) software. The results of the study are described in two forms of statistical analysis, namely descriptive statistics and inferential statistics. Respondent information profiles that provide demographic information include gender, age, race, and religion and are not discussed in depth.

Part B: Use of Social Media

This section provides an explanation related to the percentage and frequency analysis of the number of respondents for the use of social media such as Instagram and Facebook.

Item 1: How often do you browse social media accounts in a day?

A total of 75 people (64%) respondents browsed social media accounts within a period of 6 to 10 hours, while 24 people (20%) 11 to 20 hours. Respondents who only browsed social

media accounts for one hour were 10 people (9%). The number of respondents who surf social media accounts for the longest period of time, which is more than 20 hours, is a total of five people (4%).

Item 2: How many posts on your Facebook and Instagram accounts?

For the total number of respondents' posts on their Facebook and Instagram accounts, a total of 75 (64%) respondents have 61 to 90 posts, while a total of 10 (9%) respondents have less than 30 posts, three (2%) have 31- 60 posts. A total of 10 people (9%) respondents have 91 to 200 posts. In addition, a total of five people (4%), have the most posts on their Facebook and Instagram accounts which are more than 200 posts.

Item 3: How many likes do you often get on your post?

Next, the number of likes respondents often get through posts on Facebook and Instagram accounts, the highest number of respondents is 69 people (35%) respondents have 101 to 200 likes, while 48 people (24%) respondents have likes less than 50 up to 100, 24 people (12%) got 201 to 300 likes while the number of respondents who got more than 300 likes was 10 people (5%).

Item 4: What kind of pictures/videos/media do you often post on Facebook or Instagram?

The frequency of the type of photos, videos or various types of media that are often shared on Facebook or Instagram such as photos with close friends or loved ones is the most shared which is a total of 51 respondents (26%). The second most shared media is Outfit of the Day (OOTD) which is 39 respondents (20%). Media that have the same number of respondents are other media such as art, motivational words and pets and pictures with friends as many as 34 people (17%). 16 people (8%) took photos of the scenery, 13 people (6%) took photos with their families. The least shared pictures are pictures of food which are four people (2%).

Item 5: Why do you share pictures/videos/media on your social sites?

Figure 12 shows the reasons why respondents share pictures, videos and other media on their respective social media accounts. The findings of the study found that a total of 138 respondents (70%) aimed to save memory, while a total of 33 respondents (17%) used social media as a medium to inform others about their daily activities. In addition, a total of 12 respondents (6%) use social media to get appreciation or positive comments and want to gain many followers on their social media accounts, while a total of 11 respondents (5%) use social media to promote work results them or the work of others. Finally, only four respondents (2%) use social media as a medium to show off to followers who follow them on social sites such as Facebook and Instagram.

Part C: Narcissistic Personality Inventory – 16 (NPI-16)

This section provides explanations related to the percentage and frequency analysis of the number of respondents who have narcissistic personality tendencies.

Table 1

Item 1 Narcissistic Personality

No	Item	Answer	Percentage
1	I really like being the center of attention	A	54 (26.6%)
	It makes me uncomfortable to be the center of attention.	B	146 (73.4%)

Source: 2019 Field Survey

Table 1 shows item 1 for narcissistic personality. A total of 54 respondents (26.6%) showed a narcissistic tendency that they really like to be the center of attention while majority of them (146 respondents or 73.4%) are less comfortable being the center of attention.

Table 2

Item 2 Narcissistic Personality

No	Item	Answer	Percentage
2	I am no better or no worse than most people	A	168 (84%)
	I think I am a special person	B	32 (16%)

Source: 2019 Field Survey

Table 2 shows item 2 for narcissistic personality. A total of 32 respondents (16%) showed a narcissistic tendency that they felt themselves to be a special person. Meanwhile, 168 of the respondents (84%) felt that they were not too good or worse than most people.

Table 3

Item 3 Narcissistic Personality

No	Item	Answer	Percentage
3	Everybody likes to hear my stories	A	31 (16%)
	Sometimes I tell good stories	B	168 (84%)

Source: 2019 Field Survey

As for the third item, a total of 31 respondents (16%) have narcissistic tendencies by expecting everyone to like listening to their stories, while a total of 168 respondents (84%) expect them to tell good things.

Table 4

Item 4 Narcissistic Personality

No	Item	Answer	Percentage
4	I usually get the respect that I deserve	A	175 (87.5)
	I insist upon getting the respect that is due me	B	25 (12.5)

Source: 2019 Field Survey

Table 4 shows the 4th item for narcissistic personality. A total of 25 respondents (12.5%) showed a narcissistic tendency that they insisted on getting respect from others while a total of 175 respondents (87.5%) felt that they were usually respected as they deserved.

Table 5

Item 5 Narcissistic Personality

No	Item	Answer	Percentage
5	I don't mind following orders	A	168 (84%)
	I like having authority over people	B	32 (16%)

Source: 2019 Field Survey

Next, Table 5 shows the 5th item for narcissistic personality. A total of 32 respondents (16%) indicated that they like to be in authority while a total of 168 respondents (84%) do not mind following orders.

Table 6

Item 6 Narcissistic Personality

No	Item	Answer	Percentage
6	I am going to be a great person	A	24 (12%)
	I hope I am going to be successful	B	176 (88 %)

Source: 2019 Field Survey

Table 6 shows item 6 for narcissistic personality with a total of 24 respondents (12%) hoping to become a powerful person that is authority while a total of 176 respondents (88%) hope to become a great person.

Table 7

Item 7 Narcissistic Personality

No	Item	Answer	Percentage
7	People sometimes believe what I tell them	A	123 (61.5%)
	I can make anybody believe anything I want them to	B	77 (38.5%)

Source: 2019 Field Survey

Table 7 shows item 7 for narcissistic personality. Out of 200 respondents, 77 respondents (38.5%) showed a narcissistic tendency that they can make everyone believe what they tell others, while a total of 123 respondents (61.5%) felt that only sometimes people believe what told by them.

Further, from Table 8 which shows the 8th item for narcissistic personality it was found that 58 respondents (29%) showed narcissistic tendencies that they expect a lot from everyone else. On the other hand, 142 respondents (71%) like to do things for others.

Table 8

Item 8 Narcissistic Personality

No	Item	Answer	Percentage
8	I expect a great deal from other people	A	58 (29%)
	I like to do things for other people	B	142 (71%)

Source: 2019 Field Survey

The next table shows the 9th item for narcissistic personality. A total of 46 respondents (23%) showed a narcissistic tendency that is they like to be the center of attention, while a total of 154 respondents (77%) prefer not to stand out in public.

Table 9

Item 9 Narcissistic Personality

No	Item	Answer	Percentage
9	I like to be the center of attention	A	46 (23%)
	I prefer to blend in with the crowd	B	154 (77%)

Source: 2019 Field Survey

Table 10

Item 10 Narcissistic Personality

No	Item	Answer	Percentage
10	I am much like everybody else	A	150 (75%)
	I am an extraordinary person	B	50 (25%)

Source: 2019 Field Survey

Table 10 shows item 10 for narcissistic personality in which, as many as 50 respondents (25%) indicated narcissistic tendencies that they believed themselves to be an extraordinary person, while a total of 150 respondents (75%) believed that they were the same as most other people.

Table 11

Item 11 Narcissistic Personality

No	Item	Answer	Percentage
11	I always know what I am doing	A	97 (48.5%)
	Sometimes I am not sure of what I am doing	B	103 (51.5%)

Source: 2019 Field Survey

Table 11 shows item 11 for narcissistic personality, a total of 97 respondents (48.5%) showed a narcissistic tendency that they always know what they are doing, while a total of 103 respondents (51.5%) sometimes do not know what they are doing.

Table 12

Item 12 Narcissistic Personality

No	Item	Answer	Percentage
12	I don't like it when I find myself manipulating people	A	170 (85%)
	I find it easy to manipulate people	B	30 (15%)

Source: 2019 Field Survey

Table 12 is for the 12th item for narcissistic personality. A total of 30 respondents (15%) showed narcissistic tendencies that they are easy to manipulate others, while a total of 170 respondents (85%) felt dislike when they realized that they were using others.

Next, table 13 shows item 13 for narcissistic personality, a total of 83 respondents (51.5%) showed a narcissistic tendency that people will identify the power they have, while a total of 117 respondents (58.5%) feel that being a powerful person is not so meaningful for themselves.

Table 13

Item 13 Narcissistic Personality

No	Item	Answer	Percentage
13	Being an authority doesn't mean that much to me	A	117 (58.5%)
	People always seem to recognize my authority	B	83 (41.5%)

Source: 2019 Field Survey

Table 14

Item 14 Narcissistic Personality

No	Item	Answer	Percentage
14	I know that I am good because everybody keeps telling me so	A	44 (22%)
	When people compliment me, I sometimes get embarrassed	B	156 (78%)

Source: 2019 Field Survey

Table 14 shows item 14 for narcissistic personality, a total of 44 respondents (22%) show narcissistic tendencies when they believe that they are a good person because everyone tells them so, while a total of 156 respondents (58.5%) feel ashamed when people praise them.

Table 15

Item 15 Narcissistic Personality

No	Item	Answer	Percentage
15	I try not to be a show off	A	179 (89.5%)
	I am apt to show off if I get the chance	B	21 (10.5%)

Source: 2019 Field Survey

Table 15 shows item 15 for narcissistic personality whereby a total of 21 respondents (10.5%) showed a narcissistic tendency to choose to show off when they get the chance, while a total of 179 respondents (89.5%) chose to try not to show off.

Table 16

Item 16 Narcissistic Personality

No	Item	Answer	Percentage
16	I am more capable than other people.	A	19 (9.5%)
	There is a lot that I can learn from other people.	B	181 (90.5%)

Source: 2019 Field Survey

Finally, the Table 16 shows item 16 for narcissistic personality. From the total of 200 respondents, a total of 19 respondents (9.5%) show narcissistic tendencies when they believe that they are more capable than others, while a total of 181 respondents (90.5%) feel that they can learn a lot from others.

Discussion

The purpose of this study was to find out the tendency of narcissistic personality towards the use of social media among teenagers studying in private higher education institutions around Bangi and Kajang, Selangor. In general, this study involves teenage respondents between 18 and 25 years old. The selected respondents are students studying at private higher education institutions located around Bangi and Kajang, Selangor and have personal social media accounts such as Instagram and Facebook. It can be said that every teenager nowadays has a personal social media account, especially Instagram and Facebook applications. The results of the analysis show a non-significant inverse relationship between the tendency of narcissistic personality towards the use of social media among teenagers. The level of correlation strength of the findings from this study shows at a moderate level. A study related to the relationship between narcissism and self-esteem in the use of social media was also conducted by (Nazrin, 2018). This study involved 120 UKM student respondents who were randomly selected from various faculties. The findings of the study showed that Universiti Kebangsaan Malaysia students have a narcissistic personality but are at a moderate level in the virtual world and reality.

The relationship between self-esteem and narcissistic personality towards the use of social media was also conducted by Engkus and Hikmat (2017) with similar results. Based on the research that has been conducted, narcissistic behavior among teenagers in the East Bandung area in the use of social media is at a controlled level. This situation is likely to be caused by cultural factors that still prioritize eastern manners by taking care of one's own behavior on social media sites Instagram and Facebook. The results of the study found that the non-significant inverse relationship between narcissistic personality tendencies and the use of social media among teenagers is supported by (Leung, 2013). The data obtained from a total of 596 social media users shows that the younger generation now uses the social media medium Facebook to meet their socio-psychological needs. It is closely related to the researcher's respondents who are teenagers where they display as a group that likes the recognition of outsiders. However, the findings of the study show that it is still at a controlled level.

The findings of this study coincide with the results of a study by Izzati (2018) who conducted a study on narcissistic tendencies towards Instagram social media users. Narcissistic tendencies have increased since the presence of social media among teenagers which makes teenagers have the space to stand out to people who are sometimes unknown on social media. The results of the study show that the tendency of narcissistic behavior that occurs in Serambi University of Mecca students is also still at a controlled level. This is because, the narcissistic tendencies experienced are not included in personality disorders, they are only actions performed to fulfill one's own satisfaction. Self-satisfaction in the form of worship and praise and attention from others towards him.

The narcissistic personality tendency towards individuals shows that they want to appear perfect. In line with the study of Sorokowski and Frackowiak (2015) which involved a relatively large number of respondents, 1296 respondents found that the relationship between narcissistic tendencies and selfie behavior is seen that female respondents show higher narcissistic tendencies compared to male respondents. This is because, most women are individuals who like to decorate and always want to look beautiful. In contrast to the results of a study by Moona and Jung (2016) which was conducted on 212 active Instagram users in Korea. This study shows that individuals with narcissistic personality tend to upload selfies more often than others. These individuals will go out of their way to look attractive and beautiful in every selfie they share. This finding shows that their narcissistic personality tendencies are at a relatively high level. This situation may be due to the researcher's respondent sample consisting of female individuals and national factors. This is because it is clear that when on their social sites, especially Instagram, they are more likely to share pictures of their faces only as a look for their followers.

The findings of the narcissistic personality study have an impact on the use of social media among teenagers. showing non-significance between variables. This finding is supported by a study conducted by Izzati (2018) on five university students who showed that their act of highlighting themselves on social media Instagram is just to satisfy their own needs and is not a serious mental disorder. Next, the results of a study by Duffy et. al (2006) are different, which states that the increase in narcissistic tendencies in teenagers is very strong by using social media as a medium to highlight themselves. It is likely that these people have a low level of self-esteem while having a high level of narcissistic tendencies. This is because, the behavior to get attention to display or protect himself by sharing personal photos on social sites just to get a lot of likes or followers on social media only. According to Moona and Jung (2016) through their study which aims to identify the relationship between narcissistic personality among Instagram users who always show themselves in the social. This study has shown that individuals with narcissistic personality tendencies are able to upload selfies more often than others. These individuals will try their best to look attractive and beautiful in every selfie they share.

Male or female individuals will be motivated to take more photos of themselves when they are lonely because they feel their relationship with others is disturbed (Charoensukmongkol, 2016). Therefore, by using social media they are said to be able to reduce the feeling of loneliness. Ryan (2012) study on respondents aged between 18-44 years shows that the respondents involved have narcissistic characteristics and have low self-esteem. The results of the study have shown that the users of the Facebook social site in the study are more extroverted. In addition, they also have narcissistic characteristics although relatively low. However, those studied are socially in a feeling of loneliness. In addition, the frequency of users of the social site Facebook shows a variety of results from some characters such as neuroticism, level of loneliness, level of reluctance, and narcissistic.

Conclusion

In conclusion, based on the research that has been done there are several conclusions can be made. Studies involving the tendency of narcissistic personality towards the use of social media is an issue from the field of cognitive psychology, especially abnormal psychology. This study is a method used to understand the tendency of narcissistic personalities towards the

use of social media such as Instagram and Facebook. Overall, the findings of this study show that narcissistic tendencies towards the use of social media such as Instagram and Facebook conducted on 200 respondents at IPTS are still within a controlled level. It is hoped that narcissistic attitudes among teenagers in Malaysia in general can be dealt with well to avoid the formation of serious abnormal attitudes.

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