



The Effect of Narcissism on Addiction to the Use of Social Media Among Students

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Abstract. This study aimed to analyze the influence of narcissism on addiction to social media use among students at the Jaffray College of Philosophy Makassar. The method used in this research is a survey. Data collection is done by using a questionnaire. The subjects in this study were students of the Sekolah Tinggi Filsafat Jaffray, with a sample of 42 students. The results of this study show a significant effect of two indicators of the narcissistic independent variable on the five indicators of the dependent variable of addiction to social media use, namely interpersonal grandiose with salience, mood modification, and conflict. Next is between intrapersonal grandiose with mood modification and withdrawal symptoms. Meanwhile, indicators of other variables are not significant. The most considerable contribution of all independent variables, Intrapersonal Grandiose, Interpersonal Vulnerable, Intrapersonal Vulnerable Interpersonal Grandiose, contributed 22.5% to the dependent variable, namely addiction to social media use, in this case, is withdrawal symptoms and other variables outside of this research influence the remaining 77.5%.

Keywords: Addicted, Narcissistic, Social media, Student.

1 Introduction

Narcissism is a behavior in which individuals tend to love themselves excessively. Narcissistic individuals try to maintain and increase their high self-esteem [1]. Chatterjee and Hambrick [2] say that narcissism strongly needs others to recognize their superiority. Narcissistic behavior in psychology can be classified as a personality disorder. Rathus dan Nevid [3] suggest that narcissists view themselves excessively. A person with a narcissistic attitude feels overconfident.

A narcissist is often preoccupied with dreams of success, strength, beauty, and brilliance. Narcissists will also display a sense of entitlement, hoping to get special treatment without needing to take mutual responsibility in return.[4] But narcissists tend to be angry and ashamed, have low self-esteem, and feel humiliated when others criticize them [5].

The research results by Wakhiatul Ummah dan Estalita Kelly [6] show no relationship between status updates and social media names with narcissistic behavior. However, when viewed partially, it shows a significant positive correlation between status

updates and narcissistic behavior. The more often someone updates a status, the more narcissistic that person's behavior is. On the contrary, the less often someone updates a status, the less narcissistic that person's behavior is.

As stated by Kristanto [7], someone doing status updates is caused by an addiction to social media or being exposed to social media viruses, when someone experiences loneliness or just because someone wants to develop their creativity. According to Maslow [8], people update their status and change their Facebook name because they want to and for no apparent reason. People want to express their feelings and tell an incident that has happened because social media provides space for users to write everything. Freely what people want to express. Meanwhile, people change social media names that are different from their real names because they show their preferences, are mysterious, lack self-confidence, and have low profiles.

The results of other studies prove that narcissistic personality can be one of the factors that influence social media addiction in adolescents [9]. The results of this study indicate that the more a person has a narcissistic personality, the higher the addiction to social media, and vice versa. Mitchell [10] mentions five causes of narcissism in adolescents: a. There is a tendency to expect special treatment, b. Lack of empathy for others, c. Difficulty giving or expressing affection towards others, d. Self-control, e. Less able to reason.

According to DSM-V [11], an individual can have narcissistic personality disorder if he or she has at least five of the nine personality traits: a. Have a feeling of admiration for self-interest, b. They often had unlimited fantasies about success, power, intelligence, beauty, or perfect love; c. He believes they are superior, special, or unique and expects others to appreciate them as they should be; d. Need more praise from others, e. Want to be treated special, f. Want to get appreciation from others, g. Lack of empathy; h. Having envy towards others or believing that others are envious of them, i. Arrogant, act arrogantly, like to exalt himself, insult.

Rudi's [12] characteristics of narcissistic behavior include a. Feeling that he is essential and wants to be known by others, b. Feeling unique and special, c. Likes to be praised and, if necessary, praise yourself, d. They were addicted to photos or shooting on social networks, e. Likes to linger in front of the mirror, f. Have too much pride. Furthermore, according to Barlow dan Durand [13], the characteristics of narcissism are as follows: a. Lack of empathy, b. Like selfies, c. They were arrogant by wearing excessive accessories, d and fantasizing about success, power, intelligence, beauty, or the perfect love without limits.

Based on the description and explanation above, it can be concluded that the characteristics of narcissism include excessive love and self-centeredness; selfishness manifests itself in behavior and requires excessive praise from others. The narcissist asks for admiration and adoration for his greatness.

Social media addiction is defined by Nurfajri [14] as a psychological disorder in which users increase their amount of use. So that it can generate pleasure, which can cause terror, anxiety, mood changes), affective disorders (depression, difficulty adjusting), and disrupted social life (decreased depression). Alternatively, lost altogether, both in terms of quality and quantity). Orzack [15] states that internet addiction is a condition in which individuals feel that the virtual world on their computer screen is

more interesting than everyday life. Internet addiction is also seen in the intensity of individuals using the internet. It is connected to a computer or smartphone connected to the daily network during hours. Page We Are Social [16], Social media users spend an average of 3 hours and 33 minutes accessing the internet daily. Dependency theory also states that the intensity of time that excessive use of social media in meeting their needs depends on specific media and makes the media of choice important for the subject [17].

Orzack's opinion [15] is that internet addiction is the behavior of users spending more time using social media on the internet network. They ignore daily activities and obligations and assume that the virtual world is much more interesting than the internet in everyday life. There are several criteria for someone to be called an internet addict in accessing the internet, according to Suler [18]:

Overuse. Excessive internet use can be seen in the intensity and frequency of internet use so that it forms addictive behavior [19]. According to The Graphic, Visualization & Usability Center, The George Institute of Technology [20] classifies internet users into three stages based on the intensity

1. Heavy Users (more than 6 per day)
2. Medium Users (3-6 hours per day)
3. Light Users (less than 3 hours per day)

The research formulation is how narcissism influences social media addiction among college students. This study chose students as respondents because the criteria for social media addiction in students can be said to be Heavy Users with 6 hours a day based on several indicating criteria. Anticipation, neglect of work, inability to control oneself and waste, neglect of social life, and disturbed sleep patterns. This addictive behavior results in wastage and consumptive use of users in chasing internet quotas so that they can always be connected to the internet network. Therefore, if users are not connected to the internet, they can be disturbed by mood changes and anxiety disorders. Likewise, the characteristics of narcissistic behavior, as described above, are often found among adolescents, including college students. How do narcissistic statistics' results affect college students' social media addiction?

2 Method

2.1 Survey Method

As a quantitative research approach [21], data were collected using a questionnaire to Jaffray Theological College of Philosophy Makassar students with a sample of 42 students. The results of the questionnaire were interpreted using a Likert scale. Each answer is associated with a form of a statement or attitude support expressed in the following words: Strongly Agree (SS)=4, Agree (S)=3, Disagree (KS)=2, Disagree (TS)=1.

2.2 Contents of Questionnaire

According to Wink [22], narcissistic variables are divided into vulnerability-sensitivity and grandiosity-exhibitionism. In subsequent studies, these two dimensions are known as vulnerable narcissism and grandiose narcissism,[23];[24]). Grandiose narcissism can also be associated with exploitative and aggressive behavior [25]. Although there are some differences between grandiose narcissism and vulnerable narcissism, they share the same core characteristics: self-centeredness, arrogance, and a tendency to fulfil one's own needs and ignore others [22].

The variable addiction to using social media, according to Griffiths [26] has behavioral addictions such as addiction to social media if there are six criteria: 1. Salience, 2. Mood modification, 3. Tolerance, 4. Withdrawal symptoms, 5. Conflict, and 6. Replace.

3 Findings and Discussion

3.1 Test of Obtaining R-Square

Testing the first hypothesis is to look at the amount of R-Square (R²) to determine the percentage of variance from addiction to social media use in the form of Salience described by narcissists, which includes Intrapersonal Grandiose, Interpersonal Vulnerable, Intrapersonal Vulnerable, Interpersonal Grandiose. The following Table 1 shows the R-Square values:

Table 1. Value of R-Square Variable Predictor Variable (X) and Dependent Variable Salience (Y1)

Model Summary ^b	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.424 ^a	.180	.091	1.91860

a. Predictors: (Constant), Intrapersonal Grandiose, Interpersonal vulnerable, Intrapersonal vulnerable, Interpersonal Grandiose

b. Dependent Variable: Salience

The R-Square gain in Table 1 is 0.180 or 18%. This means the proportion of variance of addiction to social media use in the form of Salience described by narcissists, which includes Intrapersonal Grandiose, Interpersonal Vulnerable, Intrapersonal Vulnerable, and Interpersonal Grandiose, is 18%. Other variables outside this study influence the other 82%.

Table 2. Value of R-Square Variable Predictor Variable (X) and Dependent Variable Mood Modification (Y2)

Model Summary ^b	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.399 ^a	.159	.068	1.91845

a. Predictors: (Constant), Intrapersonal Grandiose, Interpersonal vulnerable, Intrapersonal vulnerable, Interpersonal Grandiose

b. Dependent Variable: Mood Modification

The R-Square gain in Table 2 is 0.159 or 15.9%. This means the proportion of variance from addiction to social media use in the form of mood modification described by narcissists, which includes Intrapersonal Grandiose, Interpersonal Vulnerable, Intrapersonal Vulnerable, and Interpersonal Grandiose, is 15.9%. Other variables outside this research influence the other 84.1%.

Table 3. Value of R-Square Variable Predictor Variable (X4) and Dependent Variable Tolerance (Y3)

Model Summary ^b	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.325 ^a	.106	.009	1.86874

a. Predictors: (Constant), Intrapersonal Grandiose, Interpersonal vulnerable, Intrapersonal vulnerable, Interpersonal Grandiose

b. Dependent Variable: Tolerance

The R-Square gain in Table 3 is 0.106 or 10.6%. This means the proportion of variance from addiction to social media use in the form of Tolerance described by narcissists, which includes Intrapersonal Grandiose, Interpersonal Vulnerable, Intrapersonal Vulnerable, and Interpersonal Grandiose, is 10.6%. Other variables outside the study influence the other 89.4%.

Table 4. Value of R-Square Variable Predictor Variable (X) and Dependent Variable Withdrawal Symptom (Y4)

Model Summary ^b	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.474 ^a	.225	.141	1.94849

a. Predictors: (Constant), Intrapersonal Grandiose, Interpersonal Vulnerable, Intrapersonal Vulnerable, Interpersonal Grandiose

b. Dependent Variable: Withdrawal Symptom

The R-Square gain in Table 4 is 0.225 or 22.5%. This means the proportion of variance from addiction to social media use in the form of withdrawal symptoms described by narcissists, which includes Intrapersonal Grandiose, Interpersonal Vulnerable, Intrapersonal Vulnerable, and Interpersonal Grandiose, is 22.5%. In comparison, the other 77.5% is influenced by other variables outside this research.

Table 5. Value of R-Square Variable Predictor Variable (X) and Dependent Variable Conflict (Y5)

Model Summary ^b	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.414 ^a	.171	.082	1.98345

a. Predictors: (Constant), Intrapersonal Grandiose, Interpersonal vulnerable, Intrapersonal vulnerable, Interpersonal Grandiose

b. Dependent Variable: Conflict

The R-Square gain in Table 5 is 0.171 or 17.1%. This means the proportion of variance of addiction to social media use in the form of conflicts described by narcissists, which includes Intrapersonal Grandiose, Interpersonal Vulnerable, Intrapersonal Vulnerable, and Interpersonal Grandiose, is 17.1%. Other variables outside the study influence the other 82.9%.

Table 6. Value of R-Square Variable Predictor Variable (X) and Dependent Variable Relapse (Y6)

Model Summary ^b	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.302 ^a	.091	-.007	2.00760

a. Predictors: (Constant), Intrapersonal Grandiose, Interpersonal vulnerable, Intrapersonal vulnerable, Interpersonal Grandiose

b. Dependent Variable: Relapse

The R-Square gain in Table 6 is 0.091 or 9%. This means that the proportion of variance of addiction to social media use in the form of relapses described by narcissists, which includes Intrapersonal Grandiose, Interpersonal Vulnerable, Intrapersonal Vulnerable, and Interpersonal Grandiose, is 9%. In comparison, the other 91% is influenced by other variables outside this study.

3.2 The Influence of narcissism on Addiction to social media use

Regression coefficient test to analyze the effect of all independent variables on narcissism.

- Based on the regression coefficient test, the regression equation is generated: $Sali\text{-}ence = -1.049 + 0.123 (\text{Interpersonal Vulnerable})^* + 0.060 (\text{Intrapersonal Vulnerable})^* - 0.082 (\text{Interpersonal Grandiose})^* + 0.84 (\text{Intrapersonal Grandiose}) + e$
- The Vulnerable interpersonal variable has a regression coefficient of 0.123 with a significance of 0.120 (sig > 0.05). The direction of the regression coefficient relationship is positive. The higher the Interpersonal Vulnerable, the higher the Saliency.
- The Intrapersonal Vulnerable variable has a regression coefficient of 0.060 with a significance of 0.195 (sig > 0.05). The higher the Intrapersonal Vulnerable, the higher the Saliency, and vice versa.
- Grandiose's interpersonal variable has a regression coefficient of 0.082 with a significance of 0.173 (sig > 0.05). The direction of the regression coefficient relationship is negative. The higher the Interpersonal Grandiose, the lower the Saliency, and vice versa.
- Grandiose's Intrapersonal variable has a regression coefficient of 0.084 with a significance of 0.028 (sig < 0.05). The direction of the positive regression coefficient relationship means that the higher the Intrapersonal Grandiose, the higher the Saliency, and vice versa.

Effect of Intrapersonal Grandiose, Interpersonal Vulnerable, Intrapersonal Vulnerable, Interpersonal Grandiose on mood Modification

- Based on the regression coefficient test, the following regression equation is generated: $Mood\ Modification = 4.007 + 0.099 (\text{Interpersonal Vulnerable})^* + 0.041$

(Intrapersonal Vulnerable)* - 0.124 (Interpersonal Grandiose)* + 0.079 (Intrapersonal Grandiose) + e

- The Vulnerable interpersonal variable has a regression coefficient of 0.099 with a significance of 0.211 (sig > 0.05). The direction of the correlation coefficient is positive. The higher the Interpersonal Vulnerable, the higher the Mood Modification, and vice versa.
- The Intrapersonal Vulnerable variable has a regression coefficient of 0.041 with a significance of 0.373 (sig > 0.05). The direction of the correlation coefficient is positive. The higher the Interpersonal Vulnerable, the higher the Mood Modification, and vice versa.
- Grandiose's interpersonal variable has a regression coefficient of 0.124 with a significance of 0.043 (sig < 0.05). The higher the Interpersonal Grandiose, the lower the Mood Modification, and vice versa.
- Grandiose's Intrapersonal variable has a regression coefficient of 0.079 with a significance of 0.038 (sig < 0.05). The direction of the correlation coefficient is positive. The higher the Intrapersonal Grandiose, the higher the Mood Modification, and vice versa.

Influence of Intrapersonal Grandiose, Interpersonal Vulnerable, Intrapersonal Vulnerable, Interpersonal Grandiose on Tolerance

- Based on the regression coefficient test, the regression equation is generated: Tolerance = 1.266 + 0.120 (Interpersonal Vulnerable) * + 0.051 (Intrapersonal Vulnerable) * - 0.008 (Interpersonal Grandiose) * + 0.025 (Intrapersonal Grandiose) + e
- The Vulnerable interpersonal variable has a regression coefficient of 0.120 with a significance of 0.118 (sig > 0.05). The direction of the correlation coefficient is positive. The higher the Interpersonal Vulnerable, the higher the Tolerance, and vice versa.
- The Intrapersonal Vulnerable variable has a regression coefficient of 0.051 with a significance of 0.260 (sig > 0.05). In the direction of the positive regression coefficient relationship, the higher the Interpersonal Vulnerable, the higher the Tolerance, and vice versa.
- Grandiose's interpersonal variable has a regression coefficient of 0.008 with a significance of 0.893 (sig > 0.05). The direction of the regression coefficient relationship is negative. The higher the Interpersonal Grandiose, the lower the Tolerance, and vice versa.
- Grandiose's Intrapersonal variable has a regression coefficient of 0.025 with a significance of 0.493 (sig > 0.05). The direction of the regression coefficient relationship is positive. The higher the Intrapersonal Grandiose, the higher the Tolerance, and vice versa.

Effect of Intrapersonal Grandiose, Interpersonal Vulnerable, Intrapersonal Vulnerable, Interpersonal Grandiose on withdrawal symptoms

- Based on the regression coefficient test, the regression equation is generated: Withdrawal Symptom = -0.377 + 0.067 (Interpersonal Vulnerable)* + 0.074

(Intrapersonal Vulnerable)* - 0.117 (Interpersonal Grandiose)* + 109 (Intrapersonal Grandiose) + e

- The Vulnerable interpersonal variable has a regression coefficient of 0.067 with a significance of 0.397 ($\text{sig} > 0.05$). The direction of the positive regression coefficient relationship. The higher the Interpersonal Vulnerable, the higher the Withdrawal Symptom, and vice versa.
- The Intrapersonal Vulnerable variable has a regression coefficient of 0.074 with a significance of 0.120 ($\text{sig} > 0.05$). This means that the null hypothesis, which states that there is no significant effect of Intrapersonal Vulnerability on Withdrawal symptoms, is accepted. The direction of the positive regression coefficient relationship. The higher the Interpersonal Vulnerable, the higher the Withdrawal Symptom, and vice versa.
- Grandiose's interpersonal variable has a regression coefficient of 0.117 with a significance of 0.058 ($\text{sig} > 0.05$). This means that the null hypothesis states that no significant effect of Interpersonal Grandiose on Withdrawal symptoms is accepted. The direction of the regression coefficient relationship is negative. The higher the Interpersonal Grandiose, the lower the Withdrawal Symptoms, and vice versa.
- Grandiose's Intrapersonal variable has a regression coefficient of 0.109 with a significance of 0.006 ($\text{sig} < 0.05$). This means that the null hypothesis, which states that there is no significant effect of Intrapersonal Grandiose on Withdrawal symptoms, is rejected. The direction of the positive regression coefficient relationship. The higher the Intrapersonal Grandiose, the higher the Withdrawal Symptom, and vice versa.

Influence of Intrapersonal Grandiose, Interpersonal Vulnerable, Intrapersonal Vulnerable, Interpersonal Grandiose on conflict

- Based on the regression coefficient test, the regression equation is generated: Conflict = 1.156 - 0.048 (Interpersonal Vulnerable)* + 0.078 (Intrapersonal Vulnerable)* + 0.127 (Interpersonal Grandiose)* - 0.011 (Intrapersonal Grandiose) + e
- The Vulnerable interpersonal variable has a regression coefficient of 0.048 with a significance of 0.550 ($\text{sig} > 0.05$). The higher the Interpersonal Vulnerable, the lower the conflict, and vice versa.
- The Intrapersonal Vulnerable variable has a regression coefficient of 0.078 with a significance of 0.108 ($\text{sig} > 0.05$). The direction of the correlation coefficient is positive. The higher the Interpersonal Vulnerable, the higher the conflict, and vice versa.
- Grandiose's interpersonal variable has a regression coefficient of 0.127 with a significance of 0.048 ($\text{sig} < 0.05$). The direction of the positive regression coefficient relationship. The higher the Interpersonal Grandiose, the higher the conflict, and vice versa.
- Grandiose's Intrapersonal variable has a regression coefficient of 0.011 with a significance of 0.773 ($\text{sig} > 0.05$). The direction of the regression coefficient relationship is negative. The lower the Intrapersonal Grandiose, the higher the conflict, and vice versa.

Influence of Intrapersonal Grandiose, Interpersonal Vulnerable, Intrapersonal Vulnerable, Interpersonal Grandiose on Relapse

- Based on the regression coefficient test, the regression equation is generated: $\text{Relapse} = 3.341 + 0.149 (\text{Interpersonal Vulnerable})^* - 0.013 (\text{Intrapersonal Vulnerable})^* + 0.003 (\text{Interpersonal Grandiose})^* + 6.541\text{E-}005 (\text{Intrapersonal Grandiose}) + e$
- The Vulnerable interpersonal variable has a regression coefficient of 0.149 with a significance of 0.073 ($\text{sig} > 0.05$). The direction of the positive regression coefficient relationship. The higher the Interpersonal Vulnerable, the higher the Relapse, and vice versa.
- The Intrapersonal Vulnerable variable has a regression coefficient of 0.013 with a significance of 0.781 ($\text{sig} > 0.05$). The direction of the regression coefficient relationship is negative. The higher the Interpersonal Vulnerable, the lower the Relapse, and vice versa.
- Grandiose's interpersonal variable has a regression coefficient of 0.003 with a significance of 0.961 ($\text{sig} > 0.05$). The direction of the correlation coefficient is positive. The higher the Interpersonal Grandiose, the higher the Relapse, and vice versa.

4 Conclusion

There is a significant effect of two indicators of the narcissistic independent variable on the five indicators of the dependent variable of addiction to social media use, namely interpersonal grandiose with salience, mood modification, and conflict. Next is between intrapersonal grandiose with mood modification and withdrawal symptoms. Meanwhile, indicators of other variables are not significant.

The most significant contribution of all independent variables, Intrapersonal Grandiose, Interpersonal Vulnerable, Intrapersonal Vulnerable, and Interpersonal Grandiose, contributed 22.5% to the dependent variable. Namely, addiction to social media use, in this case, is withdrawal symptoms, and the remaining 77.5% is influenced by variables outside of this study.

This study implies that narcissism significantly influences social media addiction with a positive coefficient direction. This is in line with the results of Casale et al. [27], found that individuals with vulnerable narcissism would feel more secure and comfortable seeking and obtaining recognition from others online. This is because communicating and presenting oneself in cyberspace is less likely to get negative feedback than in the real world or in face-to-face interactions [28]. Individuals with vulnerable narcissism avoid direct criticism from other individuals. Social media gives you control to present yourself as you wish. Individuals can freely build their self-image on social media, share specific achievements, and hide things they do not want others to know.

The grandiose narcissism variable also significantly influences social media addiction with a positive coefficient direction. These findings support the results of previous research conducted by Casale dan Fioravanti[29] that individuals with grandiose narcissism also have a high risk of having social media addiction. This is because social media can be used as wings to widen their connections and promote themselves to more

people. When individuals are not satisfied enough to promote themselves in the real world, social media can be the right place to find new admirers [30] because social media users are numerous and easy to reach. Social media can be an infinite field to get the attention of many people and accessible media to promote yourself.

Research Contribution: This research aims to show the level of narcissistic behavior tendencies and addiction to using social media among college students. This research also proves the effect of narcissistic behavior on social media addiction.

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