Narcissism, Self-esteem and Snapchat usage: Exploring the Relationships

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Abstract--The current study is designed to address the relationship between the use of Snapchat versus narcissism and self-esteem. The aim of the study was to find out if the extensive use of Snapchat is an indicator for narcissism. The participants were 618 users of Snapchat who living in Jeddah. Most participants were female (80.7%) aged between 21 years old and 25 years old (44.5%) and were students (56.3%). The participants were responded to the survey through social media platforms (WhatsApp, Twitter, Facebook, and Snapchat). The participants were responded to Narcissistic Personality Inventory and the Rosenberg Self-Esteem Scale, which were distributed online for this study. The scales that were used such as the Narcissistic Personality Inventory which measured narcissism as a personality trait and the Rosenberg Self-Esteem Scale which measured global self-worth. The result found the respondents showed no significant score on narcissism nor self-esteem. There was no strong correlation between any of the variables.

Keywords--Snapchat; narcissism; self-esteem;

I. INTRODUCTION

Snapchat has affected the way people not only view themselves, but also how they view the world around them. It is used as a medium where people share their daily lives and it has made the level of privacy very scarce. Snapchat is currently used as a platform to "show off" for many users. Many users of the application do not only follow their friends, but also follow famous people. It may have increased the level of superficiality in people's lives.

Narcissism has been widely defined as personality disorder which characterized by exhibitionism, authority, superiority, entitlement, exploitative, vanity, hostility, grandiosity and self-sufficiency [1,2].Narcissistic individual seek attention and admiration by boasting on their accomplishments and care on their physical appearance [3]. In general population, narcissism personality was ore widespread rather than clinical cases among youth aged between 20 years old and 29 years old [4].Meanwhile, narcissism has increased from 12% in 1963 to 77-80% in 1992 among teenagers in Western countries [5].

Narcissism is divided into two subtypes such as grandiose and vulnerable Grandiose narcissism is associated with high self-esteem, arrogance, and the search for admiration. Vulnerable narcissism or hypersensitive narcissism which associated by low self-esteem, shyness, and hypersensitivity to the evaluation of others. The individuals with narcissistic tendencies may be more option than others to post selfies on social media. In the

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context of social media, narcissism is often referred to as the self-promoting behavior, which is managing a positive image of oneself on media. People with vulnerable narcissism prefer more online social interactions to live communication reporting low social self efficacy due to experiencing anxiety and more problems with social interactions, while those with the grandiose narcissism are less socially anxious and report high social self-efficacy. Besides, elements of narcissism as grandiose exhibitionism and entitlement/exhibitionism are strongly linked to such anti-social behaviors as extensive self-presentation via photo and status updates, seeking more support than providing, and retaliating against abusive messages and comments about oneself.

People with high level of narcissism believe that their profile photos are more attractive, update profile pictures, and post photos and self-representation selfies more often, and spend much more time on Instagram than the users with lower narcissistic indicators. Moreover, grandiose exhibitionism contributes to more frequent posting of self-promoting selfies or updating profile picture. Leadership/authority factor was proved to lack the need of self-promotion through social networks and people with high entitlement/exploitative indicators tend more to undervalue others than to promote themselves. There are four main reasons for selfie posting including attention seeking, communication, archiving and entertainment. In addition, self-promoting individuals are more active in observing others' selfies and are generally more loyal towards the self-posting behavior. Besides, the more they observe other's selfies, the more likely they are to leave a feedback or like the picture.

Snapchat is used mainly for sending selfies [6]. In fact, the growing and overwhelming popularity of the selfies, pictures of oneself, usually taken with a webcam or a smartphone, provoked many controversial reactions and heated discussions. In the context of social media, narcissism is often referred to as the self-promoting behavior, which is managing a positive image of oneself on media. There are four main reasons for selfie posting including attention seeking, communication, archiving and entertainment [7]. Besides, four motivation types predict the selfie-posting intention, and claimed that narcissism might be the only predictor of the posting frequency. Narcissists tend to use the social connections and relationship to increase their popularity [8].

The individuals with higher narcissism levels are more sensitive to the feedback [9]. Additionally, self-promoting individuals are more active in observing others' selfies and are generally more loyal towards the self-posting behavior. The individuals with the higher narcissism level might be less positive and less responsive to other selfie posts [9]. More narcissistic individuals tend to seek for recognition, but do not provide to others. Thus, the level of narcissism may affect the degree to which the individuals who will observe other's selfies and provide a response to them.

At the same time, Weiser (2015) drew a strong connection between selfies and three facets of narcissism [10]. This suggested a connection of the Leadership/Authority and Grandiose Exhibitionism facets with the frequency of selfie posts. Another study was conducted to examine the relationship between addictive use of social media, narcissism, and self-esteem. A sample of 23,532 completed an open web-based survey including the Bergen Social Media Addiction Scale (BSMAS), the Narcissistic Personality Inventory-16 and the Rosenberg Self-Esteem Scale. This study was proven that lower age, being a woman, not being in a relationship, being a student, lower education, lower income, lower self-esteem, and narcissism are associated with a higher score on the BSMAS. The

results supported that addictive social media use reflected narcissistic personality traits and a lower self-esteem. Women may be more prone to develop an addictive use of activities involving social interaction than men [11].

Dumas et al. (2017) had analyzed how strong the young adults are engaged into activities on Instagram to get attention and approval from their peers through receiving "likes", and how individual distinctions determine the like-seeking behavior. The analysis demonstrated that 95.5% of the participants performed at least one like-seeking activity to receive approval or to draw attention. It also showed that the like-seeking behavior can be either deceptive, with stronger narcissism and weaker feeling of belonging to peers, or normative, with both of these aspects being strong. The relation between the deceptive like seeking and narcissism shows the desire to demonstrate creativity or to increase popularity.

The previous studies had explored the relationship between social media platforms such as Facebook and Instagram, and narcissism and self-esteem. The study aimed to find out if the extensive use of Snapchat is an indicator for narcissism.

II. METHODOLOGY

The study had used quantitative research method. The participants were 618 users of Snapchat who living in Jeddah. Most participants were female (80.7%) aged between 21 years old and 25 years old (44.5%) and were students (56.3%). The participants were responded to the survey through social media platforms (WhatsApp, Twitter, Facebook, and Snapchat).

Two scales were used for the quantitative portion of this study (Narcissistic Personality Inventory, & the Rosenberg Self-Esteem Scale). A section was added to the surveys which respondents were asked about their age, gender and occupation. The measurements were translated to Arabic, with the help of English and Translation graduates. The scales were piloted on 10 participants to test validity and to ensure that the translation was compatible. Both the English and Arabic versions of the assessments were distributed online to make sure that participants can choose their preferred language.

Both the English and Arabic versions of the scales were uploaded on Social Media platforms (WhatsApp, Twitter, Facebook, and Snapchat). Participants had the option to choose their preferred language. A consent form was added to the introductory section of the surveys which respondents were given a general idea about the topic and purpose of the study. There were 618 respondents participated in filling the surveys.

III. RESULT AND DISCUSSION

3.1 Result

In Table 1,the results showed that there was no difference between Snapchat use and narcissism. Furthermore, the results showed that more an individual checked their Snapchat, lower their narcissism level.

Table 1: Respondent distribution based on frequency Snapchat usage

Frequency in	Low	Medium	High	Total

checking Snapchat	1.00	2.00	3.00	
Daily	40	39	3	82
Weekly	90	55	1	146
Monthly	30	14	2	46
Occasionally	251	79	3	333
Total	411	187	9	607

In the Chi-Square test, there was difference between the frequency an individual check their Snapchat and their narcissism level. In Table 2, less than half of the cells have an expect count of less than five, so we can trust the data.

Table 2: Chi-Square test

	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	26.474^a	8	0.001
Likelihood ratio	28.958	8	0.000
Linear-by-linear association	10.551	1	0.001
N of valid cases	607		

a.   6 cells (40.0%) had expected count less than 5. The minimum expected count was 0.18.

In Table 3, the results also showed that the less often an individual takes selfie on Snapchat, the lower their narcissism level. However, the results also showed that an individual's narcissism level was somewhere between 0 to 30 if the participants take selfies daily.

Table 3: Respondent distribution based on frequency in selfies with Snapchat

Frequency in selfies with Snapchat	Low 1.00	Medium 2.00	High 3.00	Total
Daily	40	39	3	82
Weekly	90	55	1	146
Monthly	30	14	2	46
Occasionally	251	79	3	333
Total	411	187	9	607

In Table 4, there was an observed difference between frequency of an individual takes selfies on Snapchat and their narcissism level. Less than half of the cells have an expect count of less than five, so we can trust the data.

Table 4: Chi-Square test

	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	29.746[a]	6	0.000
Likelihood ratio	28.025	6	0.000
Linear-by-linear association	23.797	1	0.000
N of valid cases	607		

a. 4 cells (33.3%) had expected count less than 5. The minimum expected count was 0.68.

In Table 5, there was no difference between Snapchat usage and Self-esteem. However, the data showed that more often an individual checked their Snapchat, higher their self-esteem was.

Table 5: Respondent distribution based on frequency Snapchat usage and self-esteem

Frequency in Snapchat usage	Low 1.00	High 2.00	Total
Never	0	12	12
Rarely	1	32	33
Sometimes	0	104	104
Often	0	136	136
Very often	3	330	333
Total	4	614	618

In Table 6, there was no difference between frequency of an individual checked how often an individual checks their Snapchat and their self-esteem level. Half of the cells had an expected count less than 5, so we cannot state that the assumption was completely met.

Table 6: Chi-Square test

	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	4.889[a]	4	0.299
Likelihood ratio	5.103	4	0.277
Linear-by-linear association	0.008	1	0.931
N of valid cases	618		

a. 5 cells (50.0%) had expected count less than 5. The minimum expected count was 0.08.

In Table 7, an individual's self-esteem level was at its' highest when the individual took selfies occasionally. The data also showed that a person's self-esteem was also high when the person takes selfies weekly.

Table 7: Respondent distribution based on frequency Snapchat selfies and self-esteem

Frequency in Snapchat usage	Low 1.00	High 2.00	Total
Daily	2	83	85
Weekly	0	147	147
Monthly	0	46	46
Occasionally	2	338	340
Total	4	614	618

In Table 8, there was no difference between frequently an individual takes selfie on Snapchat and their self-esteem level. Half of the cells had an expected count less than 5, so this result cannot state that the assumption was completely met.

Table 8. Chi-Square test

	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	5.121[a]	3	0.163
Likelihood ratio	4.814	3	0.186
Linear-by-linear association	0.868	1	0.352
N of valid cases	618		

3.2Discussion

The results showed that there was no relationship between frequency of participants checking Snapchat and their narcissism and self-esteem level. This contradicts with assumptions, as more someone checks Snapchat, less their self-esteem would be. The results also showed that there was no relationship between frequency of participants had selfies on Snapchat and their narcissism and self-esteem levels. This also contradicts with assumptions that more selfies an individual takes, more their narcissism and self-esteem would be. Another question is where do you send your selfies on Snapchat which showed that there was no relationship between the question and the variables. This contradicts with study assumptions that assume individuals who post their selfies on their story would have a higher narcissism and self-esteem level as opposed to people who send it privately. However, the results did match study expectations in one area. The result showed that people who don't post their selfies on story nor privately, have

lower narcissism level. The results also showed that individuals who do not post their selfies on story nor private have a higher self-esteem level, and that contradicts which was out assumptions.

IV. CONCLUSION

In conclusion, the finding showed no difference between three variables. There have been multiple studies on different social media platforms and narcissism and self-esteem. The further study has been expanded to Saudi with access to Snapchat compared only people living in Jeddah. Besides, further study also suggested to determine the effect of Snapchat bas in more detail.

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