

NARCISSISM AND LIFE SATISFACTION IN COLLEGE STUDENTS: MEDIATING ROLE OF SOCIAL MEDIA ADDICTION

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ABSTRACT

OBJECTIVE

To examine the association between narcissism and life satisfaction among college students and mediating role of social media addiction.

STUDY DESIGN

Correlational research design.

PLACE AND DURATION OF THE STUDY

Data were collected from two government colleges of Faisalabad and Jaranwala from January 2019 to February 2019.

SUBJECTS AND METHODS

The sample of this study was comprised of 233 college students from two public sectors colleges (Jaranwala = 113 and Faisalabad = 120). Three research questionnaires were used to collect the data; Narcissistic Personality Inventory, Satisfaction with Life Scale and Social Media Addiction Scale.

RESULTS

The results showed that narcissism was significantly positively (moderate) correlated with social media addiction and significantly negatively (weak) correlated with life satisfaction among college students. Whereas, social media addiction was significantly and negatively (moderate) correlated with life satisfaction. Mediation analysis revealed that social media addiction is a significant and partial mediator between narcissism and life satisfaction among college students.

CONCLUSION

Narcissists are going to have less satisfaction with their lives, if a person is addicted to social media, worsen the course of narcissism and would have negative impact on satisfaction with their life.

KEY WORDS

Self love, Self importance, Cyber addiction, College students

INTRODUCTION

An estimated population of adolescents and young adults in Pakistan is one-fourth of the total. As a result, most of the social and economic development, fortification, public stability and exaltation of the future lies on the shoulders of the Youth¹. Past researches indicated that in youth, especially among college students the rate of narcissism has increased². The word narcissism is defined as "complex of personality traits and processes"³. Munro, Bore, and Powis have defined narcissism as a universal way as "being unpleasant to others in the pursuit of one's own goals"⁴. Additionally, there has been a significant relationship between life satisfaction and narcissism⁵.

Life satisfaction term is one the optimistic adjustment, an indicator of well-being and pretentious by the melancholy lives of the college students. Meanwhile, life satisfaction is positioned on the three basic indicators of well-being, which is phraseology identical with happiness⁶. Affection consists of negative and positive emotions which are linked with the unpleasant and pleasant emotions, while satisfaction with life is cognitive evaluations of a person's lives⁷. Additionally, life satisfaction is highly rated and linked with quality of life, financial status, health and entertainment⁸. Longitudinal research by Kross identified the relationship between life satisfaction and addiction of social media⁹. Moreover, social media users participated in 14 online surveyed consecutively, it was shown that satisfaction with life decreased after a particular time. Social media excessive use is negatively related to life satisfaction⁹. B³achnio, Przepiorka, and Pantic highlighted in past study that intensity of social media addiction was negatively related to life satisfaction¹⁰. Since January 2018 the use social media use is one-third of the world's population. These high rated figures were contributed by the most popular social media sites such as Instagram, Facebook, LinkedIn, and Twitter. On average Facebook users since March 2019, reaching daily active user more than 1.56 billion; Instagram had monthly active user more than 1 billion and daily shared photos 50 billion with daily 4.2 billion likes; Twitter had monthly active users' more than 321 million, and LinkedIn had active users more than 500 million¹¹⁻¹⁴. 'Social media addiction' notion is criticized for being too unspecific in terms of its content¹⁵. Most of the scholars recognized content-related subtypes of addiction such as 'social media addiction', cyber sexual addiction, 'information overload', and 'computer addiction' (e.g. games, programming)¹⁶. Social media cites excessive usage itself is an index of behavioral addiction symptoms (i.e. conflict, withdrawal, relapse, mood modification, salience, and tolerance)¹⁷.

Previous studies disclosed that the narcissism level is connected with social media use. Excessive use of social media the level of narcissism more frequently upgraded. Another aspect in this regard is narcissism is linked with some parts of the social media use¹⁸. Additionally, narcissism is a positive predictor of individual priorities, social media use. Those who scored greater on narcissism indulged more in social media use¹⁹. Studies also revealed a



relationship between life satisfaction and narcissism²⁰.

The rationale of this study is to comprehend and to postmark the major population of Pakistan college students and modern days issue relevant to social media addiction. That how narcissism tendency effects satisfaction with life. Secondly, social media addiction played a significant role in mediation. So, this study hypothesized as that there would be a negative relationship between narcissism and life satisfaction and social media addiction would be a mediator between narcissism and life satisfaction among college students.

SUBJECTS AND METHODS

Participants

This study was comprised of 233 college students (Age: Mean = 18.20 and SD = 1.64) from two public sectors colleges of Faisalabad district (Government Postgraduate College Jaranwala = 113 and Government Postgraduate College Samanabad Faisalabad = 120) by using purposive sampling technique. The sample was justified by using A-priori sample size calculator for multiple regression. Anticipated effect size (f^2) was 0.15, desired statistical power level was 0.95, number of predictors were 2 and probability level was 0.05. Minimum required sample size was 106 from one college with 20% attrition rate the total sample size was 232 suggested by Danielsoper²¹. Only users of any one social media application (e.g. Facebook, Instagram, Twitter, LinkedIn, and WhatsApp) were considered for the inclusion criteria of this research.

Instruments

Narcissistic Personality Inventory: The 16-item Narcissistic Personality Inventory was used to evaluate narcissism in the respondents. The Narcissistic Personality Inventory comprises of shorter inventory to precisely measure the various elements of narcissism. Narcissistic Personality Inventory reports adequate reliability and validity²².

Satisfaction with Life Scale: It comprises of 5 items rated on 7-point Likert type scale, 1 (strongly disagree) to 7 (strongly agree). This scale is with high internal consistency with Cronbach's alpha .85. It ranged from 5 to 35. High scores on this scale indicates high life satisfaction with an individual²³.

Social Media Addiction Scale:

This scale consists of 29 items and 5-point Likert type scale and all of the items are positive. The higher to lower score ranges from 145-29.

Higher score on this scale indicates individual as a "social media addict". Internal consistency is Cronbach's alpha coefficient = .93. Test-retest coefficient was found .94²⁴.

Self-constructed demographic details were sought from respondents with their information of gender, age, education and institutions.

Procedure

Permission was taken from ethical committee, afterwards permission was reserved from the authors of the scales to use the instruments in this research. Consent was sought from the participant after explaining the nature and purpose of the study. Rapport was developed with the participants, before administering the questionnaire. They were assured that all of the information would be kept confidential. They were acknowledged for their participation and cooperation in the study. The data were analyze using SPSS (24.0) version. Descriptive statistics, reliability analysis, bivariate correlation, and mediation analysis were used in current research.

RESULTS

The results showed that 136 (58.4%) respondents were male and 97 (41.6%) respondents were females. In education, 90 (38.6%) respondents were enrolled in Intermediate level of education, 75 (32.2%) respondents were enrolled in graduation level of education, and 68 (29.2%) respondents were enrolled in BS (Hons) level of education.

The results revealed that narcissism was significantly positively (moderate) correlated with social media addiction ($r = .57, p < .01$), while narcissism was significantly negatively (weak) correlated with life satisfaction ($r = -.40, p < .01$) among college students. Whereas, social media addiction was significantly and negatively (moderate) correlated with life satisfaction ($r = -.54, p < .01$) among college students.

The results of mediation analysis was done with the guidelines of Hayes by using Process macro²⁵. The results revealed that narcissism was showed a significant predictor of life satisfaction (without mediator; $B = -.77, p < .01$) (with mediator; $B = -.29, p < .01$). Whereas the results also revealed that social media addiction was confirmed to be a significant and partially mediator between the relationship of narcissism and life satisfaction among college students.

Table 1
Correlation among Narcissism, Social Media Addiction and Life Satisfaction (N=233)

Variables	Narcissism	Social Media Addiction	Life Satisfaction
Narcissism	-	.57**	-.40**
Social Media Addiction		-	-.52**
Life Satisfaction			-
M (SD)	9.67 (4.19)	91.14 (22.71)	20.34 (8.06)
Cronbach's alpha	.84	.90	.87
Skewness	-.11	-.47	-.45

** $p < .01$

Table 2
For the Mediating Role of Social Media Addiction between Narcissism and Life Satisfaction

Predictors	Life Satisfaction		
	Model 1 B	Model 2 B	95% CI
Constant	27.81**	37.27**	[33.61, 40.92]
Narcissism	-.77**	-.29**	[-.55, -.03]
Social Media Addiction		-.15**	[-.20, -.11]
R ²	.16	.29	
F	44.45**	46.76**	
? R ²		.33	
? F		113.20**	

** $p < .01$; B = Unstandardized regression coefficient; CI = Confidence interval; (N=233)

DISCUSSION

The current research aims to gauge the relationship between narcissism and life satisfaction among college students; mediated by social media addiction. Past studies reported negative relationship between narcissism, and life satisfaction^{26,27}. Whereas a study found contradictory result that concluded positive and significant correlation between narcissism and life satisfaction²⁸. The results of this research revealed for first hypothesis "there would be a negative relationship between narcissism and life satisfaction" in table 1 that showed narcissism was significantly negatively (weak) correlated with life satisfaction among college students. Twenge and Campbell revealed that inverse relationship between narcissistic tendencies and satisfaction with life². In other study reported that people in relationships with narcissistic individuals tend to have a less satisfying life²⁹.

For instance, narcissism by the American culture, argue that high expectations and self-evaluations by others is associated with lower level of life satisfaction³⁰. Therefore, psychological privilege could be blamable for the adverse effect of narcissism on life satisfaction. The findings of current research are alike with overhead mentioned researches, so this hypothesis is accepted.

The findings of present study revealed for second hypothesis "social media addiction would be a mediator between narcissism and life satisfaction among college students" in table 2 that indicates social media addiction was significant but partially mediator between the relationship of narcissism and life satisfaction among college students. Traditional aspects have placed narcissism as a maladaptive factor that influences on well-being³¹. Individuals have testified that higher level of narcissism after increased use of social media and after thinking about a time when they had impressed others or after being primed with positive traits (e.g., beautiful or smart)^{32,33}.

Considerably higher narcissistic personality trait leads people higher inclination towards active social network sites in order to show themselves acceptably online because the cybernetic environment endows them to build their ideal personalities^{34,35,36}. Moreover, narcissistic personality is associated with social media addiction³⁷. According to Samaha and Hawi identified smart phone addiction is negatively linked with life satisfaction³⁸. The results of current study are supported through above narrated literature, so this hypothesis is also accepted.

CONCLUSION

Narcissistic tendency decreases the life satisfaction among college students. While, social media use and social media addiction is playing the mediating role between the relationship of narcissism and life satisfaction.

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