

Narcissism, Body-Esteem and Selfie-taking behaviour among Teens and Adolescents

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Received: June 26, 2018

Accepted: August 01, 2018

ABSTRACT

Background: One of the latest trends among the millennial is taking selfie which is the way of self-presentation. It is thus imperative to probe the knowledge, attitude and perception of the groups toward this phenomenon. **Objective:** The present empirical research was done to investigate whether narcissism and body-esteem difference exist among selfie-taker teens and adolescents and to explore the inter relationship between narcissism and body-esteem. **Methods & Material:** This field study examined the narcissism and body-esteem of teens and adolescents who take 3-5 Selfies per day, chosen purposively. The study was conducted on 100 participants, 50 teens (25 girls & 25 boys) and 50 adolescents (25 girls & 25 boys). To measure the variables, Body-Esteem Scale by Franzoi & Shields (1984) and Narcissistic Personality Inventory by Raskin & Hall (1979) were applied. 't'-test was used to analyse the significant difference between the samples and correlation was employed to find out the association between the variables. **Result:** The findings on narcissism has shown that there was statistically significant difference between selfie-taker teens and adolescents and difference was also found between male's and female's selfie tendency. The data on body-esteem has revealed that though there was no difference between selfie-taker teens and adolescents but significant difference was observed between male's and female's selfie-related behaviour. The result on correlation between narcissism and body-esteem among millennial (teens & adolescents) has shown positive interrelationship with each other. **Conclusion:** On the basis of research finding it can be concluded that level of narcissism and body-esteem may affect the selfie behaviour of teens and adolescents which in extreme case may lead to Body Dysmorphic Disorder, Eating Disorder, and Depression etc.

Keywords: Narcissism, Body-Esteem, Selfie-taking behavior, Teens, Adolescents, Body Dysmorphic Disorder, Eating Disorder.

Introduction:

Selfie:

Named Word of the Year in 2013 by the Oxford English Dictionary, the term "selfie" has become ubiquitous in the vocabulary of nearly every teen and young adult in the technological world. A selfie is defined as "a photograph that one has taken with a Smartphone or webcam and shared via social media" (Oxford Dictionary, 2013). For the millennial Generation, the act of taking selfie and overall usage of various social media platforms are an integral part of life. Certain studies have reported selfie taking being linked to psychopathologies such as grandiosity, narcissism, and body dysmorphic disorder. (Ende KH, Lewis DL, Kabaker, SS. 2008).

Narcissism:

The Diagnostic and Statistical Manual of Mental Disorders (2013), defines narcissism as "self-admiration that is characterized by tendencies toward grandiose ideas, fantasized talents, exhibitionism, and defensiveness in response to criticism; and by interpersonal relations that are characterized by feelings of entitlement, exploitativeness, and lack of empathy." Narcissistic individuals tend to develop positive self-views of agentic traits, including intelligence, physical attractiveness, and power (Emmons, 1987; Mehdizadeh, 2010). Taking selfies and sharing photos on popular social media platforms like facebook, Twitter, Instagram are considered to be one of the biggest contributors to the rise in narcissistic behavior among millennial.

Body-Esteem:

Body esteem is how an individual perceives one's own physical appearance. The emphasis of body image in social media and in the use of social networking sites has had an effect on individual's body esteem. Individuals who possess poor sense of body-image are more likely to develop mental and physical issues such as eating disorder (Wade, et al., 2011)

Review of Literature:

Amurao, Rowena Marie Castronuevo, Eva (2016) on the basis of their study concluded that there's a strong positive correlation between the selfie behavior and narcissism. Bergman et al., (2011) found that individuals who scored higher on narcissist traits post more photos on social networking sites. Fox and Rooney (2015) found that males tend report higher selfie-posting frequency than females. The study by Mc Lean, Paxton, Weithem & Master (2015) examined how social media activities such as taking 'selfies' has linked to body dissatisfaction in young girls. Using self-reporting questionnaires, results indicated that participants who share more self self-image have higher body dissatisfaction and over evaluate their body shape to the 'thin ideal'. Klein (2013) concluded that body image of women from taking selfies and using social media may result from eating disorder among college female students. The study of Bogt (2006) showed that most of the adolescent girls are not satisfied with their weight but both girls and boys are the same in terms of their perception of weight and problem behavior. The perception of being 'too large' or being 'too thin' for adolescent girls and boys predict problem behavior. The study by Singh & Tripathi (2016) suggested that the Selfie tendency is quite prevalent in Indian and some variables like narcissism, hyperactivity are positively related with selfie tendency, whereas self image has negative correlation with Selfie. Considering the dearth of literature on selfie taking in India, we chose to conduct this research with the aim of studying the body-esteem and narcissism personality traits among the school and college going selfie-takers in Jodhpur (Rajasthan).

Objectives:

The purposes of the study were to:

- 1) Measure the difference in the level of narcissism among selfie-taker teens and adolescents.
- 2) Measure the difference in the level of narcissism among selfie-taker male (teen boys & adolescents boys) and female (teen girls & adolescent girls).
- 3) Measure the difference between body-esteem among selfie-taker teens and adolescents.
- 4) Measure the difference between body-esteem among selfie-taker male (teen boys & adolescent boys) and female.
- 5) Investigate the relationship between narcissism and body-esteem among the participants.

Hypotheses:

H01-There will be no significant difference on the measure of narcissism among teens and adolescents.

H02- There will be no significant difference between selfie-taker male and female on the measures of narcissism.

H03-There will be no significant difference on the measure of body-esteem among the teens and adolescents.

H04- There will be no significant difference between selfie-taker male and female on the measures of body-esteem.

H05-There will be no interrelationship between narcissism and body-esteem among the sample.

Methods:**Research Design:**

The present research is a field study in which mean difference was calculated between the samples. The study also used correlational design that allows the researcher to clearly and easily see if there is a relationship between variables (McLeod, 2008). It was used to find out if there is a relationship between narcissism and body-esteem among teenagers' and adolescents' selfie behaviour.

Variables:

In the current research, degree of narcissism and body-esteem among selfie-taker teens and adolescents were assessed. Here, independent variables were selfie-taker teens and adolescents and dependent variables were narcissism and body-esteem.

Sample:

The sampling technique employed was Non-Probability sampling specifically Purposive Sampling Technique. Respondents were selected based on the criteria that they click 3-5 selfie per day. Participants were also asked some demographic questions including their gender, age and required to answer "Do you like taking selfies?" and "How many selfies do you take per day?" Total 100 millennial were selected, out of which 50 were teens (25 boys and 25 girls) within the age-range of 13-17 year and 50 were adolescents (25 boys and 25 girls) within the age-range of 18-25 years. The sample was collected from different schools and colleges of Jodhpur city.

Research Instruments:*Narcissistic Personality Inventory-16, NPI-16, (Ames et al., 2006)*

The Narcissistic Personality Inventory-16 measures participant's level of narcissism. The NPI-16 (Ames et al., 2006) items are drawn from across the dimensions of Raskin & Terry's (1988) 40-item measure. The scale consist of 16 questions, where participants are instructed to "Read each pair of statements below and place an 'X' by the one that comes closest to describing your feelings and beliefs about yourself" where they chose from two statements. One of each of the statements reflects more narcissistic traits then the other e.g. "I really like to be the centre of attention" versus "It make me uncomfortable to be the centre of attention". The statements that are coded to be related to narcissism are added up to get a total score. The NPI-16 showed an internal consistency of 0.72 while the full 40-item scale shown a variance of 0.84. A test re-test was conducted five times and revealed a reliability of 0.85. To validate the NPI-16, it was compared to the original 40-item measure, where similarities were found in correlations of 0.71 between the 16 items and the remaining 24 items (Ames et al., 2006).

Body Esteem Scale, BSE, (Franzoi & Shields, 1984)

The Body Esteem Scale measures satisfaction/dissatisfaction of different body parts and physical aspects in both males and females. The BES (Franzoi & Shields, 1984) is a revision of the Body-Cathexis Scale (Secord & Jourard, 1953). The BES assesses satisfaction and dissatisfaction of body parts that include the "ear", "figure" and "sex organs". Franzoi & Shields (1984) found that BES shown adequate internal consistency with subscale a values ranging from .78 to .87. To validate the BES scale, correlations were made between the BES and Rosenburg's Self Esteem Scale (1965) and found that the scales moderately correlated with overall self-esteem with the rs ranging from .19 to .51 (Franzoi & Shields, 1984). The BES consists of 35 items were participants are instructed to score their opinions on a 5 point Likert scale, were 1= strong negative feelings and 5= strong positive feelings. All scores are added up to get the total score. The higher the total score, the higher the body esteem.

Results:

Table No. 1 Narcissism as measured by Narcissistic Personality Inventory-16 among selfie-taker teens and adolescents using t-test.

Narcissism	Teens			Adolescents			t-value
	N	Mean	SD	N	Mean	SD	
	50	23.64	4.61	50	20.62	3.64	

** P<0.01 *P<0.05

Table No. 1 shows comparison of narcissism among teens and adolescents who take selfie. The data revealed that there was statistically significant difference between selfie-taker teens (M=23.64, SD=4.61) and adolescents (M=20.62, SD=3.64); $t_{(98)}=3.63$.

Table No. 2 Narcissism as measured by Narcissistic Personality Inventory-16 among selfie-taker male and female using t-test.

Narcissism	Male			Female			t-value
	N	Mean	SD	N	Mean	SD	
	50	24.24	5.22	50	20.02	4.29	

** P<0.01 *P<0.05

Table No. 2 shows comparison of narcissism among male and female selfie-taker. The finding revealed that there was statistically significant difference between selfie-taker male (M=24.24, SD=5.22) and female (M=20.02, SD=4.29); $t_{(98)}=4.4$.

Table No. 3 Body-Esteem as measured by Body-Esteem Scale among selfie-taker teens and adolescents using t-test.

Dimensions	Teens			Adolescents			t-value
	N	Mean	SD	N	Mean	SD	
Physical Attractiveness	50	44.76	10.7	50	44.62	7.23	0.07
Weight Concern	50	33.7	8.34	50	36.22	4.46	1.88

Physical Condition	50	42.2	12.3	50	43.14	10.6	0.4
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Table No. 3 shows comparison of body-esteem among selfie-taker teens and adolescents.

Table No. 4 Body-Esteem as measured by Body-Esteem Scale among selfie-taker male and female using t-test.

Dimensions	Male			Female			t-value
	N	Mean	SD	N	Mean	SD	
Physical Attractiveness	50	41.32	9.92	50	48.06	6.72	3.97**
Weight Concern	50	34.76	7.61	50	35.16	5.9	0.29
Physical Condition	50	51.24	9.7	50	34.1	4.48	11.33**

** P<0.01 *P<0.05

Table No. 4 shows comparison of body-esteem among selfie-taker male and female. On physical attractiveness dimension, statistically significant difference was found between male (M= 41.32, SD= 9.92); $t_{(48)} = 3.97$. The scores of Physical Condition revealed that there was highly significant difference between selfie-taker male (M= 51.24, SD=9.7) and female (M=34.1, SD=4.48); $t_{(48)} = 11.33$.

Table No. 5 shows interrelationship between Narcissism and Body-Esteem among selfie-taker teens and adolescents using correlation.

Dimensions of Body-Esteem Scale	Narcissism
Physical Attractiveness	0.277**
Weight Concern	0.401**
Physical Condition	0.388**

** Correlation is significant at the 0.01 level (2-tailed).

Table No. 5 shows correlation between narcissism and body-esteem among selfie-taker millennial i.e. teens and adolescents. The data on Physical Attractiveness revealed that it was positively associated with narcissism (Pearson 'r' = 0.277). On Weight Concern dimension, positive interrelationship was found with narcissism (Pearson 'r' = 0.401). The dimension Physical Condition has also showed positive correlation with narcissism (Pearson 'r' 0.388).

Discussion

The present study aimed to measure the degree of narcissism and body-esteem among the teens' and adolescents' selfie tendency and to investigate the relationship between narcissism and body-esteem among the millennial i.e. among teens and adolescents.

The first objective was to measure the difference between degree of narcissism among selfie-taker teens and adolescents. The finding indicated that mean score of teens was more than that of adolescents' score which means that teens have comparatively higher degree of narcissism. Similar was the finding of Amandeep Dhir, StålePallesen, TorbjørnTorsheim, Cecilie SchouAndreassen (2016) who concluded that adolescents were found to be more likely than young adults to take own and group selfies, post own selfies, and use photographic filters.

The second objective was to measure the degree of narcissism among selfie-related behaviour of male and female. The data obtain revealed that male have higher degree of narcissism than that of female. This finding was in the line of previous study done by Sorokowski et al (2015) who shown that men are higher to perform narcissistic tendency than women who take selfies.

The third objective was to measure the body-esteem among selfie-taker teens and adolescents. The result showed that there was no significant difference on all the three dimensions of body-esteem scale, which means that both the samples are more or less equally concern about their body-esteem while having selfies. Similarly, Amuze, (2014); Fedrick et al, (2007) had suggested that both males and females have bodily concerns.

The fourth objective was to measure the difference between body-esteem among male's and female's selfie behaviour. On the Physical Attractiveness dimension, the mean score of females was more than males which reflect that females like to look more attractive/ beautiful while having selfie than males. The finding of

Physical Condition dimension has showed that males are more concerned about themselves than the females while taking selfies. Study by Fahad Alzahrani (2016) revealed that women are more concerned with their self-presentation compared to men.

The fifth objective was to explore the association between narcissism and body-esteem among millennial i.e. teens and adolescents. The data revealed that all three dimensions of body-esteem (Physical Attractiveness, Weight Concern & Physical Condition) are positively related with narcissism. This shows that positive body-esteem may develop narcissistic personality traits which effect physical, mental and emotional health and hence may lead to Body Dysmorphic Disorder, Eating Disorder, and loneliness.

Limitations & Conclusion:

The current study only focuses on two factors that can influence selfie behaviour of a certain individual. For researcher, future studies about selfie can be done using experimental design. Most importantly, future researcher may focus on comparative studies on how selfie influences adult and adolescents.

There were statistically significant difference between teens and adolescents and male and female on the measure of narcissism. Similarly, significant difference was also found on the measure of body-esteem with the level of selfie behaviour among the male and the female respondents. The study concludes that both narcissism and body-esteem predict selfie behaviour of the participants.

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