**ABSTRACT**

This study examined the relationship between narcissism and selfie posting and other self-promoting behaviors on social networking sites (SNS). Participants were asked questions on SNS usage such as: amount of time users spent on Facebook, Twitter & Instagram, frequency of selfie postings, Public vs Private profile, time spent editing selfies, and frequency of likes/tags/comments/hashtags/tweets. Results showed significant positive correlations between narcissism and several behaviors related to social media usage. This effect was also found to be mediated by self-interest motivation.

**HYPOTHESIS 1**

Congruent with prior research, it was predicted that selfie-posting & self-promoting behaviors on SNS would positively correlate with narcissism.

**RESULTS**

Numerous SNS user behaviors were significantly positively correlated with narcissism.

<table>
<thead>
<tr>
<th>Variables</th>
<th>NPI-13</th>
<th>Correlation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours per week on SNS*</td>
<td>.43**</td>
<td></td>
</tr>
<tr>
<td>Selfie-posting frequency</td>
<td>.56**</td>
<td></td>
</tr>
<tr>
<td>Tag/Comment/Like scale</td>
<td>.48**</td>
<td></td>
</tr>
<tr>
<td>Selfie attractiveness</td>
<td>.51**</td>
<td></td>
</tr>
<tr>
<td>Instagram subscale</td>
<td>.42**</td>
<td></td>
</tr>
<tr>
<td>Followers on Twitter</td>
<td>.48**</td>
<td></td>
</tr>
<tr>
<td>Tweet frequency</td>
<td>.44**</td>
<td></td>
</tr>
</tbody>
</table>

*Note: N=115 unless stated **p < .001

**HYPOTHESIS 2**

Given narcissism is associated with a desire to be admired by others (Morf & Rhodewalt, 2001), we also predicted the relationship between narcissism and self-promoting behaviors on SNS would be mediated by self-interest motivation.

**METHODOLOGY**

**Participants**

Most Ps (N=117) were students from the University of Baltimore who participated for research credit, but snowball sampling via SNS was also used. The average age was 34.3.

**Materials** (Online survey & the NPI-13 scale)

The questionnaire included self-reported items on the following SNS behaviors:

- Perceived length of time on SNS
- Number of SNS friends & followers
- Frequency of selfie posting, tweeting, and FaceBook status updates
- Perceived selfie attractiveness
- Profile status (Private or Public)
- And the 13-item Narcissistic Personality Inventory (NPI-13; Gentile et al., 2013), which is composed of paired statements. Higher scores on the scale indicated a greater degree of narcissism.

**Design**

A correlational design examined the relationship between multiple SNS behaviors and narcissism as measured by the NPI-13.

**Procedure**

- Participants were recruited via the University of Baltimore undergraduate research pool and through snowball sampling on SNS.
- Participants were asked to pull up their Facebook, Twitter, and Instagram live feed as they answered the survey questions.
- It was hoped that this would improve the accuracy of the data by minimizing self-report error.

**DISCUSSION**

- **Confirms prior research** between narcissism and selfie posting (McCain et al., 2016), selfie attractiveness (Wang et al., 2012), tagging, commenting & liking (Sheldon, 2015), time spent on SNS (Davenport et al., 2014), frequency of updates & tweets (Panek et al., 2013), public profile setting (Buffardi & Campbell, 2008).

- **Limitations**: use of self-report can only be taken at face value; rarely verified and subject to self-report bias.

- **Future directions**: Selfie categories (Sorokowski et al., 2015); longitudinal study on the effects of users (do SNS attract narcissists or do users develop narcissistic behaviors as a result of SNS use?)

**RESULTS**

Self-interest motivation mediates the significant positive association between narcissism and selfie posting behaviors on SNS

**Indirect Effect**

| (b = 1.06, p = .001) |

|  |  |  |  |

**Public Vs Private**

An independent-samples t-test examined Facebook privacy setting (public vs private) on NPI scores. Individuals with public profiles scored significantly higher on NPI (N = 40, M = 4.40, SD = 4.12) than those with private settings (N = 68, M = 3.10, SD = 2.26), t(106) = 2.14, p = 0.04.