Narcissism as a health concern and social media: Issues and challenges

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Abstract
The term narcissism comes from the mythical Greek character Narcissus, who fell in love with himself after he saw his own image reflected in the water. It is when an individual develops the exaggerated feelings of self-importance, self-loving and excessively high self-esteem. Besides, in combination with these, it is a personality trait that is characterized with low empathy towards others. People scoring high on narcissism have difficulty maintaining healthy, long-term close relationships and have a tendency to behave aggressively in response to critical feedback. In extreme cases, narcissism can be a clinical disorder affecting mental health, Physical health and well-being of an individual. Narcissistic people have a number of difficulties maintaining healthy and strong interpersonal relationships. Social relationships are fundamental to fulfilling core human needs, such as the need to belong. They are also implicated in psychological well-being, mental health, and physical health. Now a days, people are increasingly getting connected to social networking websites like Facebook, Twitter, Whatsup and Instagram, where users themselves publish content publicly in contrast to the traditional mass media (TV, Radio etc.) that are being relayed by the government or corporate controlled entities. Excessive engagement with these social media may create the symptoms of self-obsession, self-centric attitude and low empathy toward others. This is mainly attributed to the relative isolation from the society because of spending a bigger time on this virtual media and simultaneously ignoring or avoiding the social interactions on ground. This distortion in self identity usually leads to distortion in social identity of the individual; another serious concern for the society at large. This is because the ever growing influence of social media results into construction and reconstruction of self identity that may lead to narcissism. My research paper deals analytically and in depth the issue of how the excessive use of social media and consequent social isolation of an individual have a high possibility to culminate into narcissistic behavior in him/her which, if not handled properly at the right time, may be turned into mental or physical health problems(symptoms of narcissistic personality disorder). The main objective is to find out if narcissism could result into health concern or threat to the mental-physical well-being of a person and how does it do. Methodology adopted here includes the questionnaire survey based Narcissistic Inventory Test, which is most suitable one. This comprises both male and female as subjects. The challenges emerged due to the various dimensions of the issue of narcissism as a health concern and its interrelationships with social media are critically analyzed in this paper.

Keywords: narcissism, health concern, social media

Introduction
We all are living in an age of unprecedented technological development that are changing the contours of time and space; developments that configure everyone's life-world beyond imagination. The developments have created comforts and help amplify our capabilities to transform our notion of who we are and how our experiences our organised. The ideology of modernity with its assumptions of individualism and materialism has nurtured a view of human being which establishes the physical self as the ultimate reality and consumerism as the pathway. This leads towards various lifestyle diseases like diabetes, obesity, stress, anxiety, hypertension, depression, and so on.

Health
Since, last decades the health and wellbeing has become a key issue of the contemporary developing society and attracted a greater amount of research (Dalal & Mishra, 2006; Nadidoo & wills, 2000; Keyes & Grzywacz, 2005; Keyes, 2002. 2003a. 2003b). The word health is originated from the old English word "hoelth" which means a state of bier and was generally used to infer a "soundness of the body" (Dolfman, 1973). According to Nadidoo & Wills (2000) health can referred to mean the absence of disease or desirability also same time refers to a state of fitness and ability or to a resvior of personal resources that can be called when needed (Nadidoo & Wills, 2000). People with different sociocultural background may hold different conception of health and an individual may have different ideas about the meaning of health depending upon the circumstances under which the issue is raised.

Narcissism
The term narcissism comes from the mythical Greek character Narcissus, who fell in love with himself after he saw his own image reflected in the water. It is when an individual develops the exaggerated feelings of self-importance, self-loving and excessively high self-esteem. Besides, in combination with these, it is a personality trait that is characterized with low empathy towards others. Sigmund Freud in his essay on narcissism explain the term as the "Love of the self" in the libidinal drive. According to him a narcissist is a person who is in love with himself who obtain his/her sexual satisfaction

from admiring himself/herself in mirror and care his/her body. Theoretically, narcissism is defined by the Diagnostic and Statistical Manual of Mental Disorder IVth edition ; American Psychiatric Association (1994) Define as pervasive pattern of gradiosity, self importance and self focus; DSM- IV, define narcissism person are preoccupied with dreams of success, power, beauty and brilliance.

Significantly narcissism syndrome is highly complex to define and measure. It is highly distinctive dynamic system of social, cognitive, and affective dynamic system of social, cognitive and affective self regulatory process (Carolyn C. Morf & Frederic Rhodewalt, 2001)

Obsession that today's teens are having with sharing their different faces of lives on social media had led to believe that this group is growing up to be narcissist. Narcissism (or narcissistic personality disorder NPD) is a mental disorder in which people have an inflated sense of their own importance, a deep need for admiration and a lack of empathy for other." While now a days young adults go through a "narcissistic" period in their lives to establish their own identity and break away from caregivers. Some of the negative traits associated with narcissism suggest that social media sites are promoting earlier adoption of narcissistic behaviour.

People scoring high on narcissism have difficulty maintaining healthy, long-term close relationships and have a tendency to behave aggressively in response to critical feedback. In extreme cases, narcissism can be a clinical disorder affecting mental health, Physical health and well-being of an individual. Narcissistic people have a number of difficulties maintaining healthy and strong interpersonal relationships. Social relationships are fundamental to fulfilling core human needs, such as the need to belong. They are also implicated in psychological well-being, mental health, and physical health – more socially connected people are more mentally and physically robust and even live longer than less socially connected people. Now a days, people are increasingly getting connected to social networking websites like Facebook, Twitter, Whatsapp and Instagram, where users themselves publish content publicly in contrast to the traditional mass media (TV, Radio etc.) that are being relayed by the government or corporate controlled entities. Excessive engagement with these social media may create the symptoms of self-obsession, self-centric attitude and low empathy toward others. This is mainly attributed to the relative isolation from the society because of spending a bigger time on this virtual media and simultaneously ignoring or avoiding the social interactions on ground.

Objectives
Following are the objectives taken for this paper-
1. What is correlation between excessive use of social media and psycho-social phenomena of narcissism.
2. Whether narcissism could result into health concern or threat to the mental-physical well being of a person and how.

Hypothesis
1. Heavy user of social media shows higher score in narcissism.
2. People scoring high on narcissism have difficulty

maintaining mental health and psychosocial wellbeing.
3. There is significance difference between male and female in context of social media interaction.
4. Women will score higher on social media addiction scale.
5. Males show higher narcissistic tendency in contrast to female.

Review of literatures
Hakim Khalid Mehraj, AkhtarNeyazBhat and Hakeem rameezmehraj (2014) in his journal they describe the various types of impact of media over individual, family and society as whole. They talk about all the positive and negative impact of media with describing different theories like the cultivation theories, social learning theories so forth. Media plays both constructive and destructive roles. they concluded their journal by putting the point that people need to decide the limits of their use.

Danielle Bringham (2010) [6] his thesis tries to explain that whether watching or listening media is going to have some effect or not? This question is deal under the area of violence, alcohol, sex and body image. He found proof that media influence people which changes person's attitude about sex, morals, body image, drinking and reality. Under his research he concluded that on a large scale most student did not believe that their values, norms are influenced by the television and movies.

Tiffany A. Somerville indicates that several studies shows that use of social media are mostly likely to exhibit narcissistic behavior. His study tries to find out how new forms of interaction affects psychological and emotional elements such though social media may be correlated with narcissistic traits in some way but not in a particularly strong manner. Social media use may increase narcissistic for other reason. It also shows significant impact on self esteem. He ended his topic by indicating future scope in doing research in discovering how the effects of social media exposure have on adolescent self esteem.

Carolyn C. Morf & Frederick Rhodewalt article tries to explain dynamic self regulatory processing model of narcissism and exhibits supporting evidence. Author describes narcissists as insensitive to others' concerns and social constraints, narcissist person describes other personality as inferior, and their self regulatory efforts often are counterproductive. They says that there are some limitations in conceptualization, which give imprecise definition and controversial approaches to measurement of narcissism. In this article, the author believes that the process model of narcissism together with supporting validation research will help in providing a more appropriate definition of the construct. Author's work has constructed on developing a self-regulatory processing model for the narcissistic personality that can be applied in understanding other categorical concepts of personality.

Olga Paramboukis, Jason Skues and Lisa Wise, author's aims in this study is to examine relationship between narcissism, self esteem, and instagram usages and to explore the reality of increasing narcissism due to excessive use of social media. Although it has been around 40yrs for inventing about narcissism and still there is ongoing debate about finding that whether narcissism should be conceptualized as a

psychiatrically diagnosed personality disorder or subclinical personality traits. This found that a common distinction in both the clinical and social/personality psychology literature is between grandiose and vulnerable narcissism. According to this study finding they have provided theoretical, methodologies and practical implications this study firstly provide further evidence for grandiose and vulnerable narcissism and these subtypes are differently related to self esteem. Secondly, study has tried to expand the research on narcissism subtype and different social network. Concluding his study they found weak evidence for any relation between narcissism and instagram usage, social media giving rise to unprecedented narcissistic behavior are somewhat exaggerated despite some limitation of the study, the finding give some better understanding of the topic.

Methodology
Participants
Participant for this research paper is 15 to 29years with the equal distribution of 50 male and 50 female, a total of 100 participants, so that the analysis could reach closer to the reality as much as possible. Their profile in terms of gender, educational qualification, profession, social category, economic status, permanent residence. As my research is focused on Delhi and D-NCR.

Questionnaires
Questionnaire based Narcissistic Inventory Test16, which is most suitable one to measure narcissistic characteristic among individual. Along with this two more type of survey are conducted; Bergen Social Media Addiction Scale and Aspects of Identity Questionnaire (AIQ).

Bergen Social Media Addiction Scale (BSMAS) is modified version of the previously validated Bergen Facebook Addiction Scale (BFAS; Andreassen *et al*., 2012). Modification is made by using the term 'social media' instead of 'Facebook'. Term Social Media is defined as "Facebook, whatsapp, Twitter and the like" in the instructions. All questions contains 5 point Likert scale spanning from Very rare (1) to Very often (5). The items correspond with diagnostic addiction criteria (American Psychiatric Association, 1994).

Narcissistic Personality Inventory-16 (NPI-16) is a shortened version of the original 40-items NPI (Raskin & Terry, 1988). The NPI-16 comprises 16 items assessing sub clinical narcissism (Ames, Rose, & Anderson, 2006).

"How is your experience with social media? Write your opinion regarding social media and its effect on you" at the end of questionnaire such questions are put on in order to find participants mental health and psychosocial wellbeing. These questions were framed to define in context of personal and social self experiences, with interaction to social media.

Procedure
Participants were invited to complete questionnaire. Appropriate instruction were given regarding assigning their responses in close ended and open ended questions. Data were analysed using Microsoft excel for closed ended questions and plotted on scattered diagram and separate subjective analysis were done for open ended questions.

Results
Percentage of addictive use of social media among total youth participants were 25% and score of narcissism among total youth participants were 28%. Correlational coefficient were found between higher score of social media with their response rate on narcissism scale $R^2 = 0.0196$ (Figure 1) and between higher score of narcissism with their response rate on social media scale $R^2 = 0.036$ (Figure 2). Figure 3 and 4 shows female and male responses on both scale BSMAS and NPI-16. In BSMAS male score 11% and female score 14 %. In NPI-16 male scores 20 % and female score 8 %.
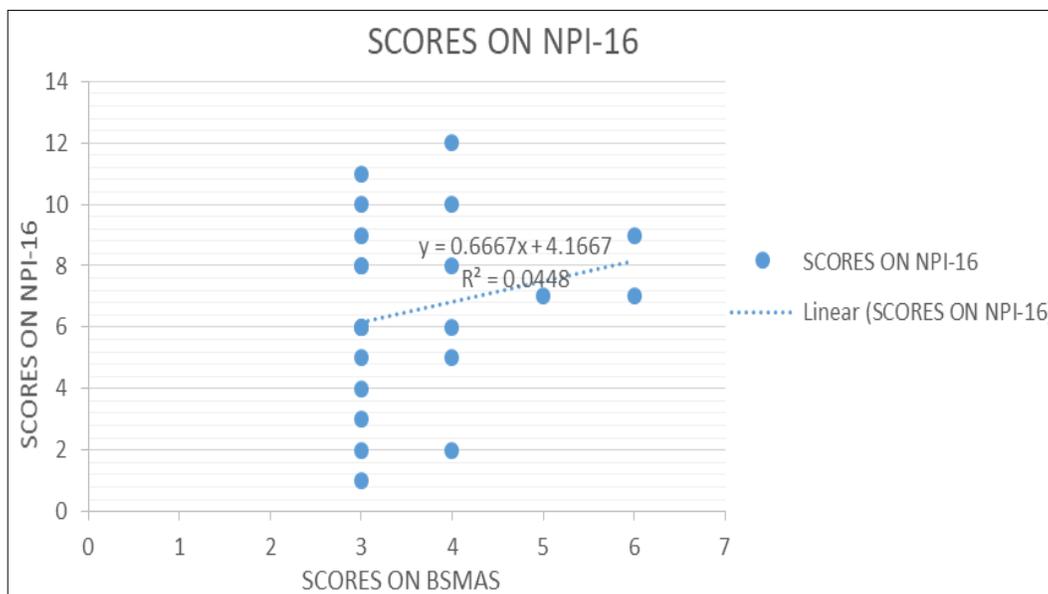

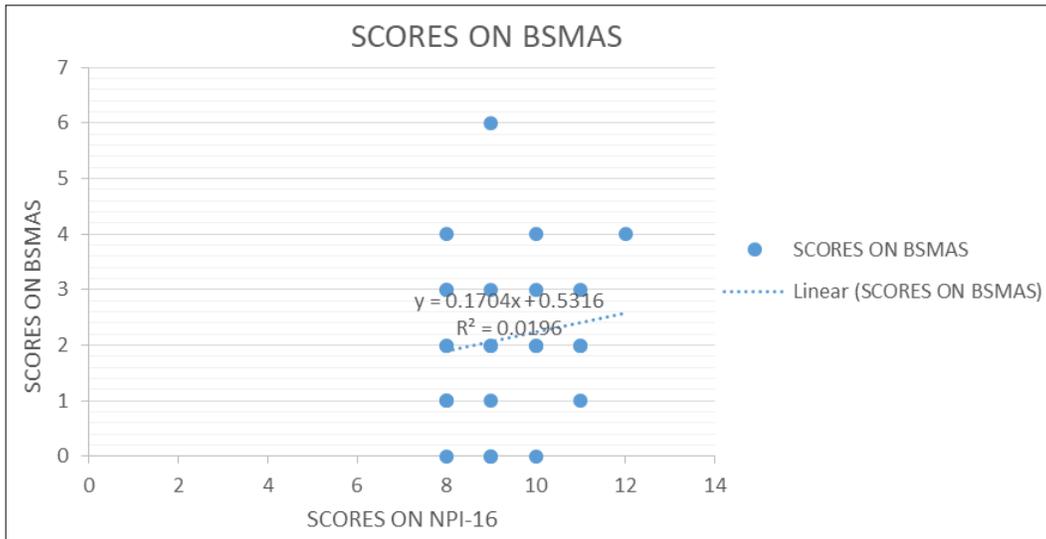**Fig 1:** Relation between higher score on BSMAS with their response rate on NPI-16

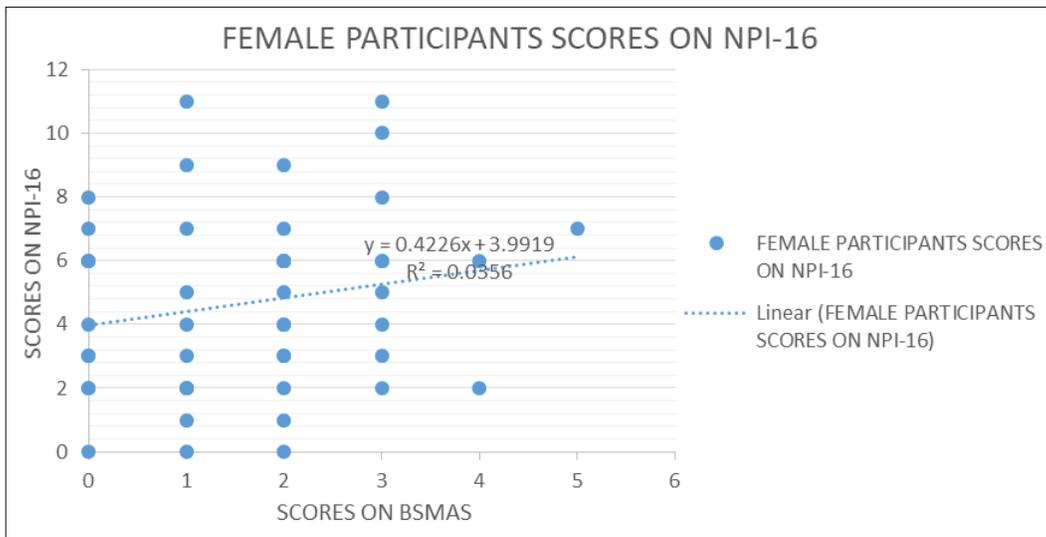**Fig 2:** Relation between higher score of NPI-16 with their response rate on BSMAS

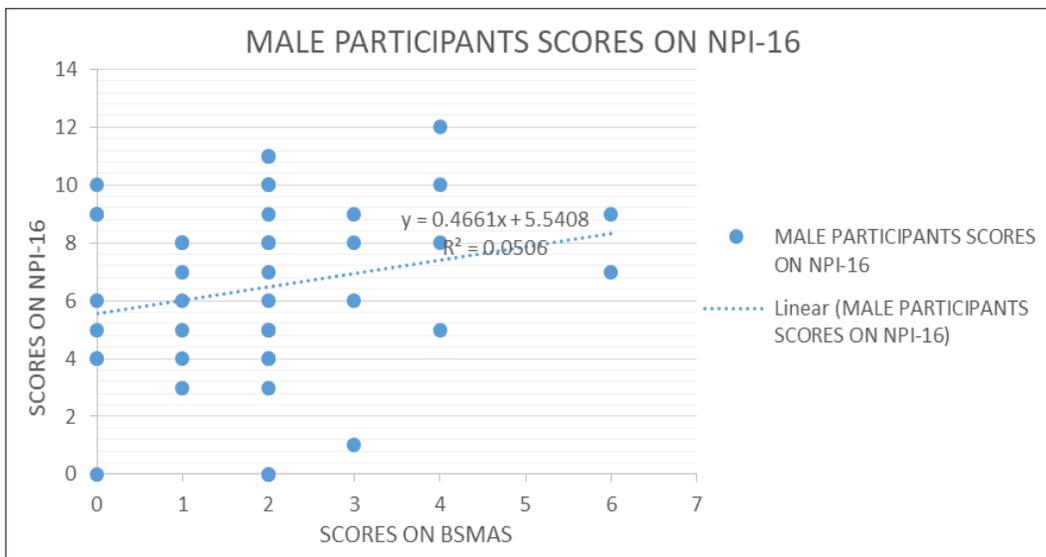
Fig 3: Female response on BSMAS and NPI-16

Fig 4: Male response on BSMAS and NPI-16

Discussion
Taking 100 participants including males and females equally, research has been conducted. The findings are broadly consistent with hypothesis and previous researches conducted so far as far as narcissism as health concern is concerned.

Qualitative and Quantitative Analysis
On the bases of questionnaire data were generated this data describes the relationship among variables. In Our finding it shows that in respect of social media uses, youth of India are moving towards digitalisation. Every youth is having with smartphones, gadgets, laptop, there participation in facebook, WhatsApp, twitter, Instagram using YouTube, google, videogame are increasing day by day. 22 percent social media addiction score shows that this number is not to worry much about but for the long run there is need to define the limits and limitations of social media so can prevent from negative aspect of media influence.

Finding shows that 28 percent are identified as narcissism. For healthy lifestyle some extend of narcissism is important in respect to self appraisal. But neglecting the importance and existence of others brings much difficulties in maintaining healthy life style. Country like India where there is dominancy of male denote as patriarchy society response like authority, being a great person, like to get attention from others, recognising themselves as special person was obvious. In context of female scoring so low in narcissism explains with thee reference of different studies done on Indian culture says that Indian females are unaware of some of their basic rights neglecting their own importance. such things can be depicted from there result in which most of the female participants came out with Zero to three or four score in narcissism scale.

The concept of mental health is linked to large developments in the understanding of human behaviour. Rapid advances in the understanding in the human brain and individual and group behaviour describes the possibilities for non-medical and wider psychosocial actions towards promotion of mental health. In the responses on open ended question high narcissism participant describes their experience that they are concerns about what people are commenting and responding on their shared views and pictures. They showed their aggressive response towards how media is changing persons perception. Their happiness is seen in there flection of personal achievement. Being unhappy may mean that one has not made the best of their life's. Individuals' are more likely to see themselves as special person from others. Ryff and Kyes (1995) describes wellness in six aspects: self-acceptance, positive relations with others, autonomy, environmental mastery, purpose in life and personal growth. Exposure to social media is making youth to accept personal self in positive manner but in social self they are unable to confront their social agents in society face to face. They experience feeling of togetherness but in isolation.

Conclusion
In conclusion, the primary finding from this mix of qualitative and quantitative study is that there is weak evidence for any relationship between social media usage and narcissism, suggesting that media concerning social media are giving rise to the narcissistic behaviour are somewhat exaggerated. In contrast there is positive relationship in social media interactions, result shows that addictive use of social media is more prevalent among female than male. In narcissism score it has been found that male exhibits greater magnitude of narcissistic behaviour than the female. In context of narcissism number of participants who score high on narcissism identify as maladaptive narcissism.

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