

Research Paper

Social Media Addiction, Dark Triad Traits, and the Role of Self-Esteem Among Indian GenZ

Akshat Shrivastava^{1*}

ABSTRACT

Use of social-media has been on a steep rise with GenZ putting in a lot of efforts to establish themselves as social-media influencers. Social-media is not a safe space for everyone with the amount of cyberbullying and trolling that takes place on it. The aim of the current research is to assess the relationship between social-media addiction and Dark Triad traits (DTT) and self-esteem, among Indian GenZ. The total sample taken was 94 (N=47 male and N=47 female). Standardized scales were used to measure the variables of social-media addiction, DTT, and self-esteem. The findings of the study revealed a significant negative correlation between social-media addiction and self-esteem. The results also show that there is no significant difference between the groups (male and female) in Dark triad traits.

Keywords: Social media addiction, DTT, self-esteem, Indian GenZ

“The truth is, bad things don’t affect us as profoundly as we expect them to. That’s true of good things, too. We adapt very quickly to either.” –Daniel Gilbert

In recent years, social media, often known as social networking sites, has become a commonplace aspect of people's daily lives (Lee & Hsu, 2017; Tourinho & de Oliveira, 2019). "Social media" is defined by Boyd (2008) as "all services and applications that offer content and information sharing, such as social networking, blogs, micro-blogs, instant messaging applications, chat sites, and forums, that allow users to interact with one another through network technologies."

According to Kim & Haridakis (2009), the use of the Internet, which has revolutionized communication, has increased rapidly in the recent decade. The impact of Internet programs, which have grown rapidly during this time period, on regular users' psychological and social lives has become a research topic of deep interest among researchers.

The use of social media has become one of the most popular social behaviors, thanks to the ubiquity and many different opportunities that they offer. According to recent figures, more than two-thirds of internet users and roughly one-third of the world's population utilize social media (Kemp 2017a, b).

¹M.A. Clinical Psychology, PG Diploma in Guidance & Counseling, Barkatullah University, Bhopal, Madhya Pradesh, India

*Corresponding Author

Received: May 31, 2023; Revision Received: June 16, 2023; Accepted: June 20, 2023

Social Media Addiction, Dark Triad Traits, and the Role of Self-Esteem Among Indian GenZ

Instagram is used to share images, Youtube and Dailymotion are used to share videos, Facebook and LinkedIn are used to join social networks, Twitter is used to share postings, and Secondlife is used for gaming by the young who put social media at the center of their everyday lives. They use the input they receive from social media users to shape their own self-concepts. They create self-esteem by evaluating their own values (Düvenci, 2012; Weiten, Yost Hammer, & Dunn, 2016).

People use social media sites for a variety of amusement and social activities, such as playing games, chatting, passing the time, communicating, and publishing photos (Allen, Ryan, Gray, McInerney, & Waters, 2014; Ryan, Chester, Reece, & Xenos, 2014). Even though this has fast become a common modern phenomenon (Boyd & Ellison, 2007), concerns have been expressed about the potential for social media to become addictive (e.g., Andreassen, 2015; Griffiths, Kuss, & Demetrovics, 2014).

General addiction models (Griffiths, 2005) have explained and defined such excessive and compulsive use as "extremely preoccupied with social media, motivated by an insatiable desire to log on to or use social media, and investing so much time and effort to social media that it interferes with other vital aspects of one's life."(Andreassen & Pallesen, 2014, p. 4054).

According to Zhao & Zhou (2021), despite the obvious advantages of social media in an emergency situation, such as COVID-19, higher social media use is likely to lead to social media addiction. The beneficial and bad effects of social media on society are well documented (Bajpai, 2018). They are, on the other hand, a wonderful marketing or communication tool for businesses, political organizations, and governments, as they generate a sense of belongingness. Interacting with others on social media helps with communication and technical skills development. Meanwhile, there have been concerns expressed about probable correlations between regular social media use and anxiety and depression (Pa et al., 2020), as well as cyberbullying, online harassment, and "trolling" issues.

The west has a neat tradition of categorizing generations as Gen X, Gen Y, and now Gen Z. Generation Z, also known as Gen Next, has a strange allure for marketing decision-makers and academics all around the world. It has become a common trending jargon; Gen Z are the demographic cohort after Generation Y's & X's. The very active and intense use of social media platforms by Gen Z would represent the upcoming generation's technical know-how behavior. Some published articles about Generation Z have focused on the social media usage pattern of today's youth. It can be observed that this Gen Z are from good socio-economical backgrounds and are residing in fully urbanized and developing economies where the access regulation to information and communication technology (ICT) is easily available and less restricted.

However, it is self-evident that social media usage by Gen Z in India differs significantly from that of other countries due to cultural and technological foundations. Generation Z is the most recent generation to be born, and they will be in charge of the world for the next many decades (Wiedmer, 2015; Salleh, Mahbob & Baharudin 2017). Singh (2014), Jaleniauskiene and Juceviciene (2015), and Schroer (2016) defined Generation Z as those born between 1995 and 2012. This generation appears to have been genetically modified by the Internet since birth. This is because they were born after the Internet became widely used around the world. Table 1 shows the dominant characteristics

Social Media Addiction, Dark Triad Traits, and the Role of Self-Esteem Among Indian GenZ

of each generation in the 20th and 21st centuries as found from studies by MacKenzie & McGuire (2016); Glass (2007); and Wiedmer (2015):

Generation	Range of birth years	Dominant behavioural characteristics
Traditionalist	1927-1945	Disciplined and loyal
Baby Boomers	1946-1964	Work ethics that are responsible and strong
Generation X	1965-1980	Thinkers who are autonomous and productive
Generation Y	1981-1994	More self-assured in social situations, but less self-sufficient
Generation Z	1995-2012	Inadequate communication skills, excessive reliance on technology

(Reference: Wan Pa, W. A. M., Mahmud, M. S., & Zainal, M. S. (2021). Implications of Social Media Addiction on Academic Performance among Generation Z Student-athletes during COVID-19 Lockdown. *International Journal of Learning, Teaching and Educational Research*, 20(8), 194–209. <https://doi.org/10.26803/ijlter.20.8.12>)

The 'internet generation' is another name for Gen Z. The people in this generation are the network youth; they can be members of various networks, different from the previous generation. People in this generation are regarded as networking youths; unlike earlier generations, they might be members of a variety of networks. Because they can communicate from afar, it is assumed that they live and can survive on their own. They have improved overall multitasking abilities. In Turkey Z generation consisting of people born after 2000, is also called as the 'crystal generation' (Adiguzel, Batur & Eksili, 2014).

This generation can be considered the pioneers of mobile technology. They favor iPads and smart phones with wireless, touch-operated screens over those that are hampered by cords. Thanks to these devices they will experience different cultures and have a global mindset.

One of the major contributions towards social media addiction is the type of personalities as different personalities tend to have different behavioral and cognitive thinking (Chung et al., 2019). According to Demircioğlu & Köse, (2018) and Andreassen et al., (2017), both the studies have pointed out that members of Dark Triad traits put high importance on their interpersonal needs, and they will ensure that their needs are met at the end. Hence, it can be said that they are more likely to be addicted to social media, as they are frequently antisocial, and social media can be used to form relationships online because it allows people to disguise their weaknesses and showcase their best side. As mentioned, when members of DT tend to involve in dishonesty and tactics, social media provides them an alternative to feel more secure in a virtual environment (Casale et al., 2016). Narcissism is said to be addicted to social media because of their high expectations for affiliation and social media can help narcissists to conceal their bad side as they can choose what they wanted to share (Demircioğlu & Köse, 2018; Carpenter, 2012; Bergman et al., 2011; Buffardi & Campbell, 2008). In a study by Casale et al. (2016), it is stated that narcissists are reluctant to accept the fact that they are lacking in real life, hence, online activities provide a better control on what people see to boost their ego which could cause addictive use of social media.

The Dark Triad is made up of three overlapping but separate psychological traits: Machiavellianism, narcissism, and psychopathy. The characteristics are united by a core of manipulation, callousness, and selfishness (Jones & Figueredo, 2013). Every one of the

Social Media Addiction, Dark Triad Traits, and the Role of Self-Esteem Among Indian GenZ

three traits are described by a dismissal of social standards, which frequently prompts social offenses as far as lying, cheating, control, and stealing. People who are high in the dark traits are deceitful and inhumane better halves, manipulating work partners, and cold and controlling as guardians. So, the Dark Triad can have harmful ramifications for other people, who are in the radar of those high in these traits.

Lyons (2019) in her book composed that Dark Triad traits do have positive sides as well. Particularly in conditions where it is plausible to acquire something for oneself, people with Dark Triad traits can be faithful companions, successful pioneers, and courageous rescuers.

Social Media Addiction

Addiction is clinically defined as “dysfunctions in brain reward, motivation, memory, and related circuitry that lead to biological, psychological, social and spiritual manifestations” (American Psychiatric Association, 2000). The pursuit of a reward or release from stress in a compulsive manner is referred to as addictive behavior (Martin et al., 2013). According to Altman et al. (1996), addictive behavior comprises the inability to refrain from engaging in specific activities, cravings, a lack of self-control, and an inability to perceive the negative repercussions of particular behaviors.

The fifth edition of the Diagnostic and Statistical Manual of Mental Disorders (DSM-5) has recognized Internet gaming disorder (IGD) as a tentative disorder, recognizing the potential detrimental impact of addiction to Internet-related activities on an individual's well-being (American Psychiatric Association, 2013).

Internet addiction has not yet been introduced in the Diagnostic and Statistical Manual of Mental Disorders as a Psychiatric Disorder (American Psychiatric Association, 2013), although there has been an overuse of both social networks and online games among large proportion of teenagers and adulthood. Social-media apps such as Facebook, Twitter, Instagram, LinkedIn, WhatsApp, Messenger, etc., are all a part of the online environment that any teenager uses in their everyday life.

According to Andreassen & Pallesen, (2014), addiction to social media can be defined as a strong motivation to use social media with an idea of spending a significant amount of time on it, backed by an excessive and compulsive concern for them. This type of behavior can often cause interpersonal problems and a lack of engagement in the couple's marital, family, and professional lives.

Dark Triad Traits (DTT)

Machiavellianism, Narcissism, and Psychopathy are among the traits that make up the dark triad. The Dark Triad includes Narcissism, Psychopathy, and Machiavellianism, which are all considered maladaptive personality traits. Narcissism is defined by a sense of entitlement, grandiosity, and superiority that is exaggerated. Psychopathy is the triad's second component, characterised by low fear and empathy as well as excessive thrill-seeking behaviour. The final component is Machiavellianism, which consists of extremely manipulative individuals who are known for their frigid interpersonal relations. The Dark Triad was first examined by studying clinical and subclinical samples of various personality traits, and it was discovered that the most common maladaptive personality traits were narcissism, psychopathy, and Machiavellianism.

Machiavellianism

Since Christie and Geis published "Studies in Machiavellianism" in 1970, Machiavellianism has been a frequently investigated subject in social and personality psychology. The word comes from Niccolo Machiavelli, a 16th-century philosopher, diplomat, and political theorist who encouraged leaders to utilise deception to achieve their objectives.

The essence of Machiavellianism as a personality trait, according to Lyons (2019), is the flexible use of strategic manipulation to achieve one's own objectives. Individuals that score highly on Machiavellianism (dubbed "High-Machs") are aware of their social situation and may swing between cooperative and competitive methods as necessary. Emotional manipulation is encouraged by High-Machs, such as pitting two individuals against one other, offering compliments to others to get into their "good books," or utilising emotional talents to make others feel guilty.

Narcissism

In clinical, forensic, and personality literature, narcissism is a well-studied concept. Individuals with a high level of narcissism are vain and think about themselves in a grandiose manner. They have a strong feeling of entitlement, believing that they are entitled to more than others because they are superior. The term "narcissism" comes from the Greek mythology tale of Narcissus, a young man who fell in love with his own reflection after seeing it in water. The psychoanalytical movement and the publication of Sigmund Freud's article "On Narcissism" in 1914 popularized the concept in psychological literature.

The clinical construct of narcissism, i.e., Narcissistic Personality Disorder (NPD), has also been extensively studied. Those who have been labelled with this term have frequently committed a crime, and the mental illness label helps to explain why they did not adhere to societal norms of what is acceptable. The Dark Triad study is less concerned with categorizing illness labels and more interested with examining qualities like narcissism as a continuum.

Psychopathy

Psychopathy, according to Lyons (2019), is the "darkest" of the Dark Triad traits. Psychopathy, more than the other two traits, is linked to a lack of concern for others, manifested in disruptive interpersonal behaviors like bullying and sadism. In the criminal domain, this disregard for others is extremely crucial. Those with high degrees of psychopathy are more prone to engage in criminal activity, which can range from minor misdemeanors such as opportunistic shoplifting as discussed by Lyons & Jonason, 2015, to a chronically criminal lifestyle that lead to imprisonment and high recidivism.

Self-esteem

Self-esteem can be operationally defined as a person's subjective assessment of their own value. Self-esteem refers to one's self-perceptions (such as "I am unloved" or "I am worthy") as well as emotional states such as joy, sadness, pride, and humiliation.

According to Donnellan, Trzesniewski, & Robins, (2011) and MacDonald & Leary, (2012), self-esteem is an individuals' subjective understanding and judgement of his or her worth as a person in their own way. Importantly, self-esteem does not always reflect a person's objective competence, nor does it always reflect how others perceive them. Furthermore, because self-esteem is generally defined as "the feeling of being 'good enough,'" people with high self-esteem may not necessarily believe they are superior to others (Rosenberg, 1965, p.

31). Thus, self-esteem entails feelings of self-acceptance and self-respect, as opposed to narcissistic people' excessive self-regard and self-aggrandizement (Ackerman et al., 2011).

According to Baumeister et al. (2003), people having high self-esteem are more likeable and appealing, to have better relationships, and to make better impressions on others than low-esteemed people, yet objective metrics contradict most of these claims. Most people have a strong desire to maintain a healthy level of self-esteem—that is, to perceive themselves as good, capable, and decent (Aronson, 2015).

Men have more positive views of their physical appearance than women, according to a recent meta-analysis, but women have higher self-esteem in some areas (for example, their perception of their moral and ethical qualities), and men and women have equal self-esteem in other areas (for example, academics and social acceptance) (Gentile et al., 2009).

Objective

1. The purpose of the study is to establish a type of relationship between social media addiction and Dark Triad traits.
2. To identify the type of relationship between social media addiction, Dark triad traits, and self-esteem among Indian GenZ.

Hypothesis

- There will be a negative correlation between self-esteem and social-media addiction.
- There will be a negative correlation between self-esteem and Psychopathy.
- There will be a positive correlation between narcissism and social media addiction.
- There will be a positive correlation between Machiavellianism and social media addiction.
- There will be a positive correlation between psychopathy and social media addiction.
- High scores on Narcissism determine a higher level of self-esteem.

METHODOLOGY

Sample

A total of 94 participants from Madhya Pradesh, Maharashtra and other states participated in the study. The age range of participants was 18-26 years.

Measures

- **Bergen Social Media Addiction Scale (BSMAS) (Andreassen et al., 2017):** The BSMAS is a modified version of the Bergen Facebook Addiction Scale (BFAS), which replaced the word 'Facebook' with social media (Andreassen et al., 2017). The BSMAS consists of six items that are rated on a 5-point Likert scale, which include: 1 = Very rarely, 2 = Rarely, 3 = Sometimes, 4 = Often, and 5 = Very often. The possible combined scores for the BSMAS may range from 6 – 30, with 6 representing no social media addiction and a score of 30 representing high social media addiction. The BSMAS has shown high internal consistency with Cronbach's alpha = 0.88 (Andreassen et al., 2017; Bányai et al., 2017).
- **Rosenberg self-esteem scale (1965):** Developed by Rosenberg (1965), the scale is a ten item Likert scale with items answered on a 4-point scale - from strongly agree to strongly disagree. Higher scores indicate higher self-esteem.
- **Short Dark Triad (SD3):** Developed by Jones & Paulhus (2014), the Short Dark Triad is a 27-item scale that serves to measure prevalence of dark triad traits. The

Social Media Addiction, Dark Triad Traits, and the Role of Self-Esteem Among Indian GenZ

scale is broken down into three subscales in order to measure each member of the triad: Machiavellianism, psychopathy, and narcissism. There are 9 items in each subscale and is measured on a 5-point Likert scale (1= strongly disagree, 5= strongly agree).

Procedure

The participants were informed the purpose of the research and the questionnaires were filled through Google forms. The participants were ensured about the confidentiality of the information to elicit honest responses without any fear of judgment. Standardized tests were administered to participants.

RESULTS

Mean, Standard Deviation, and Correlations were worked out to find the relation between the variables using SPSS.

Table 1 showing N, Mean, and Standard deviation.

	Gender	N	Mean	Std. Deviation
Self-Esteem	male	47	20.15	3.895
	female	47	19.09	5.278
Social-media addiction	male	47	15.447	4.4615
	female	47	15.532	5.1830
MACHIAVELLIANISM	male	47	3.1749	.77976
	female	47	2.8653	.74435
NARCISSISM	male	47	3.1117	.65338
	female	47	2.9453	.43891
PSYCHOPATHY	male	47	2.6879	.68423
	female	47	2.3081	.60111

Table 2 showing correlation of all the variables

	Self-esteem	Social-media Addiction	Machiavellianism	Narcissism	Psychopathy
Self-esteem	-				
Social-media Addiction	.314**	-			
Machiavellianism	-.135	.342**	-		
Narcissism	.273**	.010	.504**	-	
Psychopathy	-.205*	.344**	.497**	.392**	-

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

**. Correlation is significant at the 0.05 level (2-tailed).*

Table 3 showing the T-test of the variables.

	Group	N	Mean	SD	Statistic	df	p
Self-esteem	Male	47	20.15	3.895	1.112	92	.269
	Female	47	19.09	5.278			
Social-media Addiction	Male	47	15.447	4.4615	-.085	92	.932
	Female	47	15.532	5.1830			
Machiavellianism	Male	47	3.1749	.77976	1.969	92	.052
	Female	47	2.8653	.74435			
Narcissism	Male	47	3.1117	.65338	1.449	92	.151

	Female	47	2.9453	.43891			
Psychopathy	Male	47	2.6879	.68423	2.859	92	.005
	Female	47	2.3081	.60111			

DISCUSSION

The results show that there is a significant negative correlation between Self-esteem and Social media addiction ($r = -.314^{**}$, $p < 0.01$), and between Self-esteem and Psychopathy ($r = -.205^{**}$, $p < 0.01$). Hence the hypotheses 1 and 2 are accepted. According to Kircaburun (2016) in his study, self-esteem was affecting daily internet use of adolescents negatively. These findings also coincide with some studies (Aydm & San, 2011; Bahrainian et al., 2014; Kim et al., 2016; Mei et al., 2016; Zhang, 2015). This result may be explained by individuals who have low self-esteem are avoiding real interactions and escape to virtual world where they can behave anonymously and act as whoever they want.

There is no significant correlation between Narcissism and Social media addiction ($r = 0.10$). Thus, hypothesis 3 is rejected.

The results show a significant positive correlation between Machiavellianism and Social-media addiction ($r = .342^{**}$, $p < 0.01$), and between Psychopathy and Social-media addiction ($r = .344^{**}$, $p < 0.01$). There is also a significant positive correlation between Narcissism and Self-esteem ($r = .273^{**}$, $p < 0.01$). Therefore hypothesis 4, 5, and 6 are accepted. There is a significant difference between male and female in their level of Psychopathy (at $p < 0.01$). However, the results also show that there is no significant difference between the groups on other components of Dark triad, social-media addiction, and self-esteem.

In a study by Necula (2020), the results showed positive correlation between Social-media addiction and Machiavellianism, and also between Social-media addiction and Psychopathy. Thus, there is a positive but less differentiated relation between the two variables, leading to the idea that increasing scores for the psychopathy variable also causes a little increase in the level of social media addiction. When Machiavellians and psychopaths utilize social media, they can engage in undesirable behaviors such as causing conflict and breaking the law, as we previously discussed (Lopes & Yu, 2017). Machiavellianism can lead to obsessive monitoring of other users, especially for gossip approval, although investigation on social media can be linked to uncertainty intolerance in those with psychopathic tendencies (Stiff, 2019).

However, there was no significant relationship found between Machiavellianism and self-esteem as well as Narcissism and social-media addiction. A study by Wong et al. (2020) found that there is no significant relationship between narcissism and problem-focused coping strategies towards social media addiction. The results of the study contributed to gaining awareness and filling in the gaps in the pool of research on findings regarding DT, coping strategies and social media addiction among Malaysian undergraduates.

In another study by Rajesh & Rangaiah (2020) on the influence of personality traits in Facebook addiction on a population of young students in southern India, the results are consistent with those of the present study. Narcissistic persons primarily post selfies on social media to portray themselves in a positive light and to affirm themselves, however narcissism is not always related with Facebook addiction.

Despite the fact that narcissism frequently predicts social media addiction with evidence of excessive time spent on social-media and selfie posting behavior (Demirciolu & Köse, 2018; Carpenter, 2012; Bergman et al., 2011; Buffardi & Campbell, 2008), it can be attributed that posting a lot of selfies and spending time on social-media is quite common, by looking at the sample of this study comprising of age group 18-26 years, falling into the generation of millennials and gen Z (Kasasa, 2019). Hence, narcissism cannot be presumed as a significant factor for causing social media addiction.

CONCLUSION

The current research aimed at analysing the relationship between Social-media Addiction, Dark triad traits and the mediating role of self-esteem among Indian GenZ. The result provides evidence that the GenZ displayed a more positive and significant correlation between Social-media addiction and 2 components of Dark Triad traits namely, Machiavellianism and Psychopathy. It also proves that there is a negative correlation between Social-media addiction and self-esteem i.e., if one increases than the other decreases. Thus, the hypotheses posed were accepted. The findings find evidence in the research conducted in various parts of the world. In the Indian research literature, there are not so many significant studies conducted to assess the differences between Social-media Addiction, Dark triad traits and the mediating role of self-esteem among Indian GenZ. The current research was conducted on a small sample of 94 but future research on a larger sample can offer more in-depth insight.

REFERENCES

- Ackerman, R. A., Witt, E. A., Donnellan, M. B., Trzesniewski, K. H., Robins, R. W., & Kashy, D. A. (2010). What Does the Narcissistic Personality Inventory Really Measure? *Assessment, 18*(1), 67–87. <https://doi.org/10.1177/1073191110382845>
- Adıgüzel, O., Batur, H. Z., & Ekşili, N. (2014). A new working style emerging with the changing face of generations: Mobile collar. *Journal of Suleyman Demirel University Institute of Social Sciences, 19*, 165–182. <https://dergipark.org.tr/en/pub/sbe/issue/23153/247307>
- AKKUŞ ÇUTUK, Z. (2021). Investigating the Relationship Among Social Media Addiction, Cognitive Absorption, and Self-Esteem. *Malaysian Online Journal of Educational Technology, 9*(2), 42–51. <https://doi.org/10.52380/mojet.2021.9.2.211>
- Allen, K. A., Ryan, T., Gray, D. L., McInerney, D. M., & Waters, L. (2014). Social Media Use and Social Connectedness in Adolescents: The Positives and the Potential Pitfalls. *The Australian Educational and Developmental Psychologist, 31*(1), 18–31. <https://doi.org/10.1017/edp.2014.2>
- Altman, D. G., Levine, D. W., Coeytaux, R., Slade, J., & Jaffe, R. (1996). Tobacco promotion and susceptibility to tobacco use among adolescents aged 12 through 17 years in a nationally representative sample. *American Journal of Public Health, 86*(11), 1590–1593. <https://doi.org/10.2105/ajph.86.11.1590>
- American Psychiatric Association (2000), Diagnostic and statistical manual of mental disorders: DSM IV-TR, American Psychiatric Association, Washington, DC.
- American Psychiatric Association (Ed.) (2013). Diagnostic and statistical manual of mental disorders: DSM-5 (5th ed). Washington, D.C: American Psychiatric Association.
- American Psychiatric Association. (2013). Diagnostic and statistical manual of mental disorders (5th ed.). Washington, DC: American Psychiatric Association.
- Andreassen, C. S. (2015). Online Social Network Site Addiction: A Comprehensive Review. *Current Addiction Reports, 2*(2), 175–184. <https://doi.org/10.1007/s40429-015-0056-9>

- Andreassen, C. S., Pallesen, S., & Griffiths, M. D. (2017). The relationship between addictive use of social media, narcissism, and self-esteem: Findings from a large national survey. *Addictive Behaviors, 64*, 287–293. <https://doi.org/10.1016/j.addbeh.2016.03.006>
- Andreassen, C. S., Pallesen, S., & Griffiths, M. D. (2017b). The relationship between addictive use of social media, narcissism, and self-esteem: Findings from a large national survey. *Addictive Behaviors, 64*, 287–293. <https://doi.org/10.1016/j.addbeh.2016.03.006>
- Andreassen, C., & Pallesen, S. (2014). Social Network Site Addiction - An Overview. *Current Pharmaceutical Design, 20(25)*, 4053–4061. <https://doi.org/10.2174/13816128113199990616>
- Andreassen, C., & Pallesen, S. (2014b). Social Network Site Addiction - An Overview. *Current Pharmaceutical Design, 20(25)*, 4053–4061. <https://doi.org/10.2174/13816128113199990616>
- Aronson, E., Wilson, T. D., Akert, R. M., & Sommers, S. R. (2015). *Social Psychology (9th Edition)* (9th ed.). Pearson.
- Aydm, B., & San, S. V. (2011). Internet addiction among adolescents: The role of self-esteem. *Procedia - Social and Behavioral Sciences, 15*, 3500–3505. <https://doi.org/10.1016/j.sbspro.2011.04.325>
- Bahrainian, S. A., Alizadeh, K. H., Raeisoon, M. R., Gorji, O. H., & Khazae, A. (2014). Relationship of Internet addiction with self-esteem and depression in university students. *Journal of preventive medicine and hygiene, 55(3)*, 86-89
- Bajpai, P., & Maneesha. (2018). Analyzing Effect of social media on Academic Performance of University Graduates. *Proceedings of the 2018 The 3rd International Conference on Information and Education Innovations - ICIEI 2018*. Published. <https://doi.org/10.1145/3234825.3234830>
- Bányai, F., Zsila, G., Király, O., Maraz, A., Elekes, Z., Griffiths, M. D., Andreassen, C. S., & Demetrovics, Z. (2017). Problematic Social Media Use: Results from a Large-Scale Nationally Representative Adolescent Sample. *PLOS ONE, 12(1)*, e0169839. <https://doi.org/10.1371/journal.pone.0169839>
- Barry, C. T., Reiter, S. R., Anderson, A. C., Schoessler, M. L., & Sidoti, C. L. (2019). “Let me take another selfie”: Further examination of the relation between narcissism, self-perception, and instagram posts. *Psychology of Popular Media Culture, 8(1)*, 22–33. <https://doi.org/10.1037/ppm0000155>
- Baumeister, R. F., Campbell, J. D., Krueger, J. I., & Vohs, K. D. (2003). Does High Self-Esteem Cause Better Performance, Interpersonal Success, Happiness, or Healthier Lifestyles? *Psychological Science in the Public Interest, 4(1)*, 1–44. <https://doi.org/10.1111/1529-1006.01431>
- Baumeister, R. F., Campbell, J. D., Krueger, J. I., & Vohs, K. D. (2003b). Does High Self-Esteem Cause Better Performance, Interpersonal Success, Happiness, or Healthier Lifestyles? *Psychological Science in the Public Interest, 4(1)*, 1–44. <https://doi.org/10.1111/1529-1006.01431>
- Bergman, S. M., Farrington, M. E., Davenport, S. W., & Bergman, J. Z. (2011). Millennials, narcissism, and social networking: What narcissists do on social networking sites and why. *Personality and Individual Differences, 50(5)*, 706–711. <https://doi.org/10.1016/j.paid.2010.12.022>
- Bergman, S. M., Farrington, M. E., Davenport, S. W., & Bergman, J. Z. (2011b). Millennials, narcissism, and social networking: What narcissists do on social networking sites and why. *Personality and Individual Differences, 50(5)*, 706–711. <https://doi.org/10.1016/j.paid.2010.12.022>

- boyd, D. (2008). Why Youth (Heart) Social Network Sites: The Role of Networked Publics in Teenage Social Life.” *MacArthur Foundation Series on Digital Learning – Youth, Identity, and Digital Media Volume* (ed. David Buckingham). Cambridge, MA: MIT Press.
- Boyd, D. M., & Ellison, N. B. (2007). Social Network Sites: Definition, History, and Scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210–230. <https://doi.org/10.1111/j.1083-6101.2007.00393.x>
- Buffardi, L. E., & Campbell, W. K. (2008). Narcissism and Social Networking Web Sites. *Personality and Social Psychology Bulletin*, 34(10), 1303–1314. <https://doi.org/10.1177/0146167208320061>
- Buffardi, L. E., & Campbell, W. K. (2008b). Narcissism and Social Networking Web Sites. *Personality and Social Psychology Bulletin*, 34(10), 1303–1314. <https://doi.org/10.1177/0146167208320061>
- Carpenter, C. J. (2012). Narcissism on Facebook: Self-promotional and anti-social behavior. *Personality and Individual Differences*, 52(4), 482–486. <https://doi.org/10.1016/j.paid.2011.11.011>
- Carpenter, C. J. (2012b). Narcissism on Facebook: Self-promotional and anti-social behavior. *Personality and Individual Differences*, 52(4), 482–486. <https://doi.org/10.1016/j.paid.2011.11.011>
- Casale, S., Fioravanti, G., & Rugai, L. (2016). Grandiose and Vulnerable Narcissists: Who Is at Higher Risk for Social Networking Addiction? *Cyberpsychology, Behavior, and Social Networking*, 19(8), 510–515. <https://doi.org/10.1089/cyber.2016.0189>
- Casale, S., Fioravanti, G., & Rugai, L. (2016b). Grandiose and Vulnerable Narcissists: Who Is at Higher Risk for Social Networking Addiction? *Cyberpsychology, Behavior, and Social Networking*, 19(8), 510–515. <https://doi.org/10.1089/cyber.2016.0189>
- Chung, K. L., Morshidi, I., Yoong, L. C., & Thian, K. N. (2019). The role of the dark tetrad and impulsivity in social media addiction: Findings from Malaysia. *Personality and Individual Differences*, 143, 62–67. <https://doi.org/10.1016/j.paid.2019.02.016>
- Demircioğlu, Z. I., & Göncü Köse, A. (2018). Effects of attachment styles, dark triad, rejection sensitivity, and relationship satisfaction on social media addiction: A mediated model. *Current Psychology*, 40(1), 414–428. <https://doi.org/10.1007/s12144-018-9956-x>
- Demircioğlu, Z. I., & Göncü Köse, A. (2018b). Effects of attachment styles, dark triad, rejection sensitivity, and relationship satisfaction on social media addiction: A mediated model. *Current Psychology*, 40(1), 414–428. <https://doi.org/10.1007/s12144-018-9956-x>
- Donnellan, M. B., Trzesniewski, K. H., & Robins, R. W. (2013). Self-Esteem. *The Wiley-Blackwell Handbook of Individual Differences*, 718–746. <https://doi.org/10.1002/9781444343120.ch28>
- Düvenci, A. (2012). *Investigating the effect of social media on internet usage of net generation through social deviation approach*. [Unpublished doctoral's dissertation, Marmara University].
- Gentile, B., Grabe, S., Dolan-Pascoe, B., Twenge, J. M., Wells, B. E., & Maitino, A. (2009). Gender Differences in Domain-Specific Self-Esteem: A Meta-Analysis. *Review of General Psychology*, 13(1), 34–45. <https://doi.org/10.1037/a0013689>
- Glass, A. (2007). Understanding generational differences for competitive success. *Industrial and Commercial Training*, 39(2), 98–103. <https://doi.org/10.1108/00197850710732424>

- Grau, S., Kleiser, S., & Bright, L. (2019). Exploring social media addiction among student Millennials. *Qualitative Market Research: An International Journal*, 22(2), 200–216. <https://doi.org/10.1108/qmr-02-2017-0058>
- Griffiths, M. (2005). A ‘components’ model of addiction within a biopsychosocial framework. *Journal of Substance Use*, 10(4), 191–197. <https://doi.org/10.1080/14659890500114359>
- Griffiths, M. D., Kuss, D. J., & Demetrovics, Z. (2014). Social Networking Addiction. *Behavioral Addictions*, 119–141. <https://doi.org/10.1016/b978-0-12-407724-9.00006-9>
- Hewitt, J. P. (2009). The Social Construction of Self-Esteem. *The Oxford Handbook of Positive Psychology*, 216–224. <https://doi.org/10.1093/oxfordhb/9780195187243.013.0020>
- J. P. Robinson and P. R. Shaver. Measures of Social Psychological Attitudes. (Rev. ed.) Ann Arbor, MI: Institute for Social Research, The University of Michigan, 1973. 750 pp. (1979). *Group & Organization Studies*, 4(1), 122–122. <https://doi.org/10.1177/105960117900400115>
- Jaleniauskiene, E., & Juceviciene, P. (2015). Reconsidering University Educational Environment for the Learners of Generation Z. *Social Sciences*, 88(2). <https://doi.org/10.5755/j01.ss.88.2.12737>
- Jones, D. N., & Figueredo, A. J. (2013). The Core of Darkness: Uncovering the Heart of the Dark Triad. *European Journal of Personality*, 27(6), 521–531. <https://doi.org/10.1002/per.1893>
- Jones, D. N., & Paulhus, D. L. (2013). Introducing the Short Dark Triad (SD3). *Assessment*, 21(1), 28–41. <https://doi.org/10.1177/1073191113514105>
- Jones, D. N., & Paulhus, D. L. (2013b). Introducing the Short Dark Triad (SD3). *Assessment*, 21(1), 28–41. <https://doi.org/10.1177/1073191113514105>
- Kasasa. (2021, June 7). *Boomers, Gen X, Gen Y, Gen Z, and Gen A explained*. Kasasa. <https://www.kasasa.com/exchange/articles/generations/gen-x-gen-y-gen-z>
- Kemp, S. (2017a). *Digital in 2017: Global overview*. Retrieved April 1, 2018, from: <http://wearesocial.com/uk/blog/2017/01/digital-in-2017-global-overview>.
- Kemp, S. (2017b). *Digital in 2017: Global overview*. Retrieved April 1, 2018, from: <https://wearesocial.com/special-reports/digital-in-2017-global-overview>.
- Kim, J. E., Kang, H., Han, K., & Hong, Y. S. (2016). Internet use of Korean adolescents: A test of causal model. *International Journal of Applied Engineering Research*, 11(2), 1036–1141.
- Kim, J., & Haridakis, P. M. (2009). The Role of Internet User Characteristics and Motives in Explaining Three Dimensions of Internet Addiction. *Journal of Computer-Mediated Communication*, 14(4), 988–1015. <https://doi.org/10.1111/j.1083-6101.2009.01478.x>
- Kircaburun, K. (2016). Self-Esteem, Daily Internet Use and Social Media Addiction as Predictors of Depression among Turkish Adolescents. *Journal of Education and Practice*, 7(24), 64–72. <https://files.eric.ed.gov/fulltext/EJ112856.pdf>
- Kircaburun, K., Alhabash, S., Tosuntaş, U. B., & Griffiths, M. D. (2018). Uses and Gratifications of Problematic Social Media Use Among University Students: a Simultaneous Examination of the Big Five of Personality Traits, Social Media Platforms, and Social Media Use Motives. *International Journal of Mental Health and Addiction*, 18(3), 525–547. <https://doi.org/10.1007/s11469-018-9940-6>
- Leary, M. and MacDonald, G. (2003). Individual differences in self-esteem: A review and theoretical integration. *Handbook of Self and Identity*. Edited by M.R. Leary and J.P. Tangney. New York: The Guilford Press.401-418.

- Lee, C.-H., & Hsu, M.-H. (2017). Building member attachment in social media: Applying theories of social cognitive and cognitive absorption. *International Journal of Social Science and Humanity*, 7(9), 645- 649
- Lin, C. Y., Broström, A., Nilsen, P., Griffiths, M. D., & Pakpour, A. H. (2017). Psychometric validation of the Persian Bergen Social Media Addiction Scale using classic test theory and Rasch models. *Journal of Behavioral Addictions*, 6(4), 620–629. <https://doi.org/10.1556/2006.6.2017.071>
- Lopes, B., & Yu, H. (2017). Who do you troll and Why: An investigation into the relationship between the Dark Triad Personalities and online trolling behaviours towards popular and less popular Facebook profiles. *Computers in Human Behavior*, 77, 69–76. <https://doi.org/10.1016/j.chb.2017.08.036>
- Lyons, M. (2019). *The dark triad of personality: Narcissism, machiavellianism, and psychopathy in everyday life*. London: Academic Press.
- Lyons, M., & Jonason, P. K. (2015). Dark Triad, Tramps, and Thieves. *Journal of Individual Differences*, 36(4), 215–220. <https://doi.org/10.1027/1614-0001/a000177>
- MacKenzie, J., & McGuire, R. (2016). The First Generation of the Twenty-First Century. <http://magid.com/sites/default/files/pdf/MagidPluralistGenerationWhitepaper.pdf>
- Makim, F., & Shetty, V. (2018). The relationship between age, gender and the dark triad of personality. *Indian Journal of Mental Health (IJMH)*, 5(1), 24. <https://doi.org/10.30877/ijmh.5.1.2018.24-27>
- Martin, I. M., Kamins, M. A., Pirouz, D. M., Davis, S. W., Haws, K. L., Mirabito, A. M., Mukherjee, S., Rapp, J. M., & Grover, A. (2013). On the road to addiction: The facilitative and preventive roles of marketing cues. *Journal of Business Research*, 66(8), 1219–1226. <https://doi.org/10.1016/j.jbusres.2012.08.015>
- Mei, S., Yau, Y. H., Chai, J., Guo, J., & Potenza, M. N. (2016). Problematic Internet use, well-being, self-esteem and self-control: Data from a high-school survey in China. *Addictive Behaviors*, 61, 74–79. <https://doi.org/10.1016/j.addbeh.2016.05.009>
- Necula, C. N. (2020). The relation between the dark triad and social media addiction, with the moderating role of social anxiety in young people. *Journal of Experiential Psychotherapy, Vol. 23, No 3 (91) September 2020, 23*. https://jep.ro/images/pdf/cu prins_reviste/91_art_05.pdf
- Orth, U., & Robins, R. W. (2014). The Development of Self-Esteem. *Current Directions in Psychological Science*, 23(5), 381–387. <https://doi.org/10.1177/0963721414547414>
- Ozkan, M., & Solmaz, B. (2015). Mobile Addiction of Generation Z and its Effects on their Social Lives. *Procedia - Social and Behavioral Sciences*, 205, 92–98. <https://doi.org/10.1016/j.sbspro.2015.09.027>
- Pa, W. A. M. W., Salamuddin, N., Zin, N. M., & Lian, D. K. C. (2021). THE EFFECT OF SPORTS MASSAGE TOWARDS CORTISOL AND PRE-COMPETITION ANXIETY AMONG MALAYSIAN ELITE TENNIS ATHLETE. *Journal of Contemporary Issues in Business and Government*, 27(02). <https://doi.org/10.47750/cibg.2021.27.02.163>
- Palley, W. (2012). *Gen Z: Digital in their DNA*. New York, NY: Thompson. Retrieved from http://www.jwtintelligence.com/wpcontent/uploads/2012/04/F_INTERNAL_Gen_Z_0418122.pdf
- Paulhus, D. L. (2013). Dark Triad of Personality (D3-Short) *Measurement Instrument Database for the Social Science*. Retrieved from www.midss.ie
- Petersen, W. (1965). *Self Esteem and the Adolescent: Society and the Adolescent Self-Image*. Morris Rosenberg. Princeton University Press, Princeton, N.J., 1965. xii+ 326 pp. \$6.50. *Science*, 148(3671), 804. <https://doi.org/10.1126/science.148.3671.804>

- Petersen, W. (1965b). Self Esteem and the Adolescent: Society and the Adolescent Self-Image. Morris Rosenberg. Princeton University Press, Princeton, N.J., 1965. xii+ 326 pp. \$6.50. *Science*, 148(3671), 804. <https://doi.org/10.1126/science.148.3671.804>
- Prakash Yadav, G., & Rai, J. (2017). The Generation Z and their Social Media Usage: A Review and a Research Outline. *Global Journal of Enterprise Information System*, 9(2), 110. <https://doi.org/10.18311/gjeis/2017/15748>
- Rajesh, T., & Rangaiah, D. B. (2020). Facebook addiction and personality. *Heliyon*, 6(1), e03184. <https://doi.org/10.1016/j.heliyon.2020.e03184>
- Ryan, T., Chester, A., Reece, J., & Xenos, S. (2014). The uses and abuses of Facebook: A review of Facebook addiction. *Journal of Behavioral Addictions*, 3(3), 133–148. <https://doi.org/10.1556/jba.3.2014.016>
- Salleh, M. S. M., Mahbob, N. N., & Baharudin, N. S. (2017). Overview of “Generation Z” Behavioural Characteristic and its Effect Towards Hostel Facility. *International Journal of Real Estate Studies*, 11(2), 59–67. <https://www.utm.my/intrest/files/2017/09/07-OVERVIEW-OF-%E2%80%9Cgeneration-Z%E2%80%9D-Behavioural-Characteristic-And-Its-Effect-Towards-Hostel-Facility.pdf>
- Schroer, W. J. (2016). Generations X, Y, Z and the Others. <http://socialmarketing.org/archives/generations-xy-z-and-the-others/>
- Seabrooks, A. D. (2020). *Social Media Addiction and Fear of Missing Out: The Moderating Effect of Smartphone Ease of Access*. Scholars Crossing. <https://digitalcommons.liberty.edu/doctoral/2456/>
- Siah, P. C., Hue, J. Y., Wong, B. Z. R., & Goh, S. J. (2021). Dark Triad and Social Media Addiction among Undergraduates: Coping Strategy as a Mediator. *Contemporary Educational Technology*, 13(4), ep320. <https://doi.org/10.30935/cedtech/11104>
- Siah, P. C., Hue, J. Y., Wong, B. Z. R., & Goh, S. J. (2021b). Dark Triad and Social Media Addiction among Undergraduates: Coping Strategy as a Mediator. *Contemporary Educational Technology*, 13(4), ep320. <https://doi.org/10.30935/cedtech/11104>
- Singh, A. (2014). Challenges and Issues of Generation Z. *IOSR Journal of Business and Management*, 16(7), 59–63. <https://doi.org/10.9790/487x-16715963>
- Stiff, C. (2019). The Dark Triad and Facebook surveillance: How Machiavellianism, psychopathy, but not narcissism predict using Facebook to spy on others. *Computers in Human Behavior*, 94, 62–69. <https://doi.org/10.1016/j.chb.2018.12.044>
- Tourinho, A., & de Oliveira, B. (2019). Time flies when you are having fun: Cognitive Absorption and Beliefs about Social Media Usage. *AIS Transactions on Replication Research*, 5, 1–14. <https://doi.org/10.17705/1attr.00036>
- Wan Pa, W. A. M., Mahmud, M. S., & Zainal, M. S. (2021). Implications of Social Media Addiction on Academic Performance among Generation Z Student-athletes during COVID-19 Lockdown. *International Journal of Learning, Teaching and Educational Research*, 20(8), 194–209. <https://doi.org/10.26803/ijlter.20.8.12>
- Weiten, W., Hammer, E. Y., & Dunn, D. S. (2016). *Psychology and Contemporary Life: Human Adaptation*. Nobel Academic Publishing.
- Wickramasurendra, J. M., Jagoda, D. J., & Rathnayake, R. M. L. (2021). Factors Influencing Social Media Addiction among G.C.E. Advanced Level Students in Sri Lanka: A Case Study in Colombo District, Sri Lanka. *Sri Lanka Journal of Social Sciences and Humanities*, 1(2), 1. <https://doi.org/10.4038/sljssh.v1i2.33>
- Wiedmer, T. (2015). Generations do differ: Best practices in leading traditionalists, boomers, and generations X, Y, and Z. *Delta Kappa Gamma Bulletin*, 82(1), 51
- Wiedmer, T.L. (2015). Generations Do Differ: Best Practices in Leading Traditionalists, Boomers, and Generations X, Y, and Z. *The Delta Kappa Gamma bulletin*, 82, 51.

Social Media Addiction, Dark Triad Traits, and the Role of Self-Esteem Among Indian GenZ

- Wylie, R. C. (1974). *The self-concept. Revised edition*. Lincoln, Nebraska: University of Nebraska Press.
- Zhang, R. (2015). Internet Dependence in Chinese High School Students: Relationship with Sex, Self-Esteem, and Social Support. *Psychological Reports, 117*(1), 8–25. <https://doi.org/10.2466/18.21.pr0.117c11z0>
- Zhao, N., & Zhou, G. (2021). COVID-19 Stress and Addictive Social Media Use (SMU): Mediating Role of Active Use and Social Media Flow. *Frontiers in Psychiatry, 12*. <https://doi.org/10.3389/fpsyt.2021.635546>

Acknowledgement

The author(s) appreciates all those who participated in the study and helped to facilitate the research process.

Conflict of Interest

The author(s) declared no conflict of interest.

How to cite this article: Shrivastava, A. (2023). Social Media Addiction, Dark Triad Traits, and the Role of Self-Esteem Among Indian GenZ. *International Journal of Indian Psychology, 11*(2), 2286-2300. DIP:18.01.228.20231102, DOI:10.25215/1102.228