

## Instagram Addiction and Narcissism among Young Adults in Bangalore

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### ABSTRACT

Instagram is a social networking platform with a growing user base and popularity. The excessive, unnecessary use of Instagram leads to addiction issues despite the fact that it makes life easier in many ways, including by providing information about events and people, entertainment and relaxation, maintaining relationships, personal presentation, interacting with different identities, forging new friendships, and enabling live broadcasting and instant story sharing. The present study was intended to determine the relationship between Instagram addiction and narcissism among young adults. a sample of 100 young adults responded for the convenience sampling technique. the young adults aged between 18 – 25 years were taken. through the online survey, two questionnaires were used for the study: Test for Instagram Addiction (TIA) scale to measure the extent of Instagram addiction, developed by D'Souza, Samyukta and Bivera in the year 2018 was employed, consisting of 26 statements and The Narcissistic Personality Inventory (NPI-16) self-report questionnaire that measures narcissism as a personality trait consisting 16 items developed by Ames et al. (2006). Descriptive statistics and spearman correlation was used to study the data. the finding indicates that there is a low positive correlation between Instagram addiction and narcissism among young adults.

**Keywords:** Instagram Addiction, Narcissism, Young Adults

### Instagram Addiction

For a while now, social media has been a necessary component of our lives. In reality, social media platforms, which were initially limited, have grown in number today and have maintained their users' interest by integrating new features into the more established ones.

Every social media platform has captured users' interest by claiming to be unique from the rest. As a result, more people around the world are using social media. Social media platforms, which were once primarily utilised by young people of a specific age, are now used by people of all ages. especially the pervasiveness of internet use or the accessibility of internet connections. The terms "Insta" and "Gram" are combined to form the name

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"Instagram". In this case, "insta" stands for "instantaneous," and "gram" is derived from the word "telegram," which means to communicate with others swiftly. (Kalalo, 2018).

Instagram is a well-liked social media tool that is developing daily and has a growing user base. The number of monthly Instagram users, which was at 400 million in 2015, climbed by roughly 100 million each year, reaching 1 billion monthly active users by June 2018, according to data from the online statistics portal Statista. 50 billion photographs have already been shared by the daily 500 million active users. There are 4.2 billion likes on Instagram per day on average. Instagram can be used for a variety of purposes in social interactions. Lee, Lee, Moon, and Sung (2015) discovered that Instagram usage motivations may be divided into five groups on a social and psychological basis based on their field research with 212 Instagram users. Social interaction, archiving, self-expression, escaping, and surveillance are some of these motives. The reasons for using Instagram, according to Alhabash and Ma (2017), include amusement, convenience, appeal, leisure time, self-presentation, personal archiving, social contact, and information exchange. Again, certain studies in the literature (Sheldon & Bryant, 2016) highlight "information, charisma, documentation, surveillance, and creativity" as strong drivers of Instagram use.

### **Narcissism**

Narcissistic behavior is another situation that people display while expressing themselves in the social media space, whether consciously or unconsciously. The definition of narcissism is the admiration of others. The word is derived from Greek mythology. The narcissistic personality is when a person has an excessive amount of physical and psychological love for themselves. People have a tendency to exaggerate their actions and behaviours in the digital age. According to the narcissistic perspective, people nowadays might realise their self-liking condition by looking at themselves and their surrounds in social media environments, much like in Greek mythology when they realised it by gazing at the ocean (cakmak, 2018). Additionally, the Diagnostic and Statistical Manual of Mental Disorders formally recognises narcissistic personality disorder as a pathological form of narcissism because it is characterised by a high level of self-interest, fantasies of limitless success, feelings of specialness and uniqueness, a lack of empathy, envy, and pride (American Psychiatric Association, 1994). However, less extreme and non-clinical levels of narcissism can occasionally be advantageous because they are seen as a sign of self-assurance and affirmation (Cambell et al., 2000). Particularly for those with high degrees of narcissism, social media can be a rewarding outlet (Choi, 2018). In fact, when users display desire and achievement to acquire respect and recognition on social media, psychological dependence on the platform develops (Choi, 2018).

### ***Significance of the Study***

Narcissism and Instagram addiction are two problems that have received a lot of attention in recent years. Narcissism is the excessive preoccupation with oneself and one's own importance, while Instagram addiction is the excessive and compulsive usage of the social networking platform Instagram.

According to studies, narcissism and Instagram addiction are closely related. Particularly, people who have high narcissistic traits are more likely to become addicted to Instagram, and people who are addicted to Instagram are more likely to show narcissistic traits.

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We may gain a better knowledge of how social media use might affect our mental health and devise strategies for creating healthy interactions with technology by researching the connection between Instagram addiction and narcissism.

In this study we may learn the relationship between Instagram addiction and narcissism among young adults.

### **REVIEW OF LITERATURE**

A study by Andreassen et al. (2016) found that individuals with high levels of narcissism were more likely to become addicted to social media, including Instagram. The study also found that social media addiction was associated with negative outcomes, including poor mental health. A similar study emphasises possible risks and negative effects associated with excessive social media use and is consistent with earlier studies on the relationship between social media use and narcissism (Kuss & Griffiths, 2017). A study conducted by Kircaburun and Griffiths (2018), to examine the relationships between personality, self-liking, daily Internet use, and Instagram addiction, as well as exploring the mediating role of self-liking between personality and Instagram addiction using path analysis, showed that daily Internet use was favourably associated with Instagram addiction whereas agreeableness, conscientiousness, and self-liking were adversely connected with it. The findings also indicated that self-liking totally and partially moderated the association between Instagram addiction and conscientiousness and the relationship between Instagram addiction and agreeableness.

In another study by Wang et al. (2019) on the relationship between narcissism, extraversion, body-esteem, social comparison orientation and selfie-editing behavior on social networking sites It was found that Instagram use was positively associated with narcissistic behavior, including exhibitionism, entitlement, and superiority. The study also found that these narcissistic traits were associated with negative mental health outcomes, including depression and anxiety.

However, in a study conducted in the year 2020 by Balci & Karaman compared the levels of Instagram addiction among college students from Turkey and Malaysia, as well as the connections between these levels and narcissism, self-esteem, self-presentation, and usage habits in terms of illustrating the situation in two different countries. 403 people were surveyed face-to-face to collect data. The study's findings revealed that the participants' gender had no discernible influence on the severity of their Instagram addiction. The degree of Instagram addiction varies dramatically between countries. It was evident that the results show that while self-esteem level is a negatively significant predictor of Instagram addiction, self-presentation and social media usage time are positively significant predictors. There was no significant positive increase in narcissism.

In another study that was conducted by Fidan et al. (2021a), indicated how adolescents view Instagram as a social networking site using their mind maps and aims to comprehend this social phenomenon that has an impact on them due to its features and use-motives. Thematic analysis was used to resolve the qualitative data. The popularity of Instagram among teenagers was demonstrated by the findings. In the results, it was evident that the majority of teenagers focused on Instagram's negative impacts, such as addiction, mood disorders, narcissistic behaviour, and ethics violations, in addition to their good opinions of the platform. A similar result was observed in a study conducted By Nikbin et al. (2022), taking into account the mediation functions of motives (social, conformity, enhancement, and

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coping), the study aimed to examine the direct and indirect consequences of Dark Triad (DT) traits (narcissism, Machiavellianism, and psychopathy) on Instagram addiction. Partial Least Square (PLS) analysis was used to examine data from 315 Instagram users in Oman. The findings showed that narcissism, Machiavellianism, and psychopathy all significantly and favourably influence Instagram addiction. The influence of narcissism on Instagram addiction was found to be moderated by conformity, enhancement, and coping reasons. Nevertheless there was study conducted by Reed et al. (2018) namely, Visual Social Media Use Moderates the Relationship between Initial Problematic Internet Use and Later Narcissism, a four-month study, seventy-four university students participated. At baseline and follow-up, they completed the Narcissism Personality Inventory and the Problematic Internet Use Questionnaire. The findings showed a connection between narcissism and problematic internet use. Time-lagged correlations showed that, for social media users whose use was largely visual, problematic internet use at baseline was positively related to narcissism four months later. For social media users whose usage was primarily verbal, this relationship did not hold.

### **METHODOLOGY**

#### *Objective*

- To study the relationship between Instagram addiction and narcissism among young adults.

#### *Hypothesis*

- **H<sub>0</sub>**: there is no significant relationship between Instagram addiction and narcissism among young adults.

#### *Research design*

- Correlational design was used to find the relationship between Instagram addiction and narcissism among young adults.

#### *Sample and sampling*

The population of the study were young adults in the age of 18 -25 residing in Karnataka. A sample of 100 was selected for the study. convenience sampling technique was used to collect the data.

#### *Inclusion criteria*

- emerging adults of the age range of 18-25 were considered for the study.
- both male and female participants were taken into consideration.

#### *Exclusion criteria*

- people who do not have an Instagram account were excluded from the study.

#### *Operational definition*

- **Instagram addiction**: is the excessive or compulsive use of Instagram, a social media platform, to the point where it interferes with daily life and has unfavourable effects. (Kuss & Griffiths, 2017b)
- **Narcissism**: personality trait characterised by excessive self-love, self-centeredness, and a strong sense of entitlement is known as narcissism. It entails being preoccupied with one's own requirements, goals, and accomplishments, frequently at the detriment of others. Grandiosity, arrogance, self-importance, and a lack of empathy for others

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are just a few of the behaviours that people with high degrees of narcissism may exhibit. (Morf & Rhodewalt, 2001).

### *Tool employed*

- 1. Test for Instagram Addiction (TIA).** D'Souza, Samyukta and Bivera (2018) To measure the extent of Instagram addiction, TIA, developed by D'Souza, Samyukta and Bivera in the year 2018 was employed, consisting of 26 statements. TIA measures Instagram addiction of the individual in 6 components, which included components like Lack of control, Disengagement, Escapism, Health and interpersonal troubles, Excessive use and Obsession. TIA has to be answered in 5-point Likert scale, like all the time to rarely/never. The scores range from 5 to 1, assigned like -All the time (5), most of the time (4), sometime (3), once in a while (2), and rarely/never (1). The TIA scale possesses good reliability as the calculated value of cornbach's alpha value obtained from 0.931. The correlation coefficients obtained using Pearson's product moment correlation procedures were all found to be highly significant when item to total scores correlations were conducted, demonstrating that the TIA had excellent reliability, validity. It was found that even the correlation coefficients obtained between components were quite significant. Increased Instagram addiction is correlated with high TIA scores.
- 2. The Narcissistic Personality Inventory (NPI-16)** is a widely used self-report questionnaire that measures narcissism as a personality trait. It consists of 16 items that assess the presence and degree of narcissistic traits, including entitlement, superiority, exhibitionism, and exploitativeness. Respondents rate their agreement with each statement on a Likert scale from 1 (strongly disagree) to 7 (strongly agree). The total score is calculated by summing the ratings for each item, with higher scores indicating higher levels of narcissism. The NPI-16 has been found to have good reliability and validity in measuring narcissism in both clinical and non-clinical populations. (Ames et al., 2006).

### *Data collection*

100 people responses were collected through convenience sampling. The questionnaire measuring Instagram addiction and narcissism along with self-prepared sociodemographic questions were administered via web-based survey.

### *Data analysis*

The data obtained from 100 young adults was processed in the Microsoft excel and the statistical analysis was done using IBM SPSS Statistics 25. The normality of the variables was examined.

### *Ethical Considerations*

- All participants were informed that the responses collected from each participant is kept confidential.
- The researcher safeguarded the right to privacy of the participants.
- Anonymity of individuals and organizations participating in the research has been ensured.
- Respect for the dignity of research participants had been prioritized.

**RESULTS AND DISCUSSION**

The aim of the study is to understand the relationship between Instagram addiction and narcissism among young adults, a sample of 100 has been collected from the young adults including 65 females and 35 males to conduct the study.

*Table 1 Socio demographic details*

Gender	Number (%)	Age	Number (%)	Area of residence	Number (%)
Male	35 (35%)	18-21	73 (73%)	urban	85 (85%)
Female	65 (65%)	22-25	27 (27%)	Semi urban	9 (9%)
				rural	6(6%)

Table 1 shows the socio demographical details. In gender number and percentage of male adults are 35 and 35%. And number and percentage of female adults are 65 and 65%. In age range number and percentage age between 18-21 are 73 and 73%. And number and percentage of age between 22-25 are 27 and 27%. In area of residence number and percentage of rural area are 85 and 85%. The number and percentage of semi-rural area are 9 and 9%. And number and percentage of urban area are 6 and 6%.

**Objective:** To find the relationship between Instagram addiction and narcissism among young adults.

H0: there is no significant relationship between Instagram addiction and narcissism among young adults.

*Table 2 Showing the correlation between Instagram addiction and narcissism among young adults*

Variable	M	SD	r
Instagram addiction	26.76	7.96	.091
Narcissism	4.64	2.44	.091

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

Table 2 shows the mean, SD and coefficient of correlation between Instagram addiction and narcissism among young adults. The mean and SD of Instagram addiction among young adults are 26.76 and 7.96 respectively, and the mean and SD of narcissism among young adults are 4.64 and 2.44 respectively. The correlation coefficient is 0.091, hence there is low positive correlation between Instagram addiction and narcissism among young adults. It denotes a weak or negligible tendency for the two variables to increase or decrease together. A low positive correlation between the two variables in the instance of Instagram addiction and narcissism indicates that there is a relationship between them, but it is not very strong or significant. This could imply that while narcissism and Instagram addiction may be somewhat related, other factors may have a stronger influence on the emergence of these traits. Hence the null hypothesis is accepted.

There are not many studies that show a low positive relationship between narcissism and Instagram addiction. This lack of evidence can suggest that there is no relationship between these two variables, or that there may be other factors impacting the relationship. Nevertheless, in a study conducted by Reed et al. (2018) implied that, for those who use social media in a visually stimulating way, problematic internet use may serve to suppress narcissistic personality traits, but not for those who do not. Although there are many

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contradicting studies that proved the positive relationship between Instagram addiction and narcissism, such as the study by Andreassen et al. (2016) found that individuals with high levels of narcissism were more likely to become addicted to social media, including Instagram. The study also found that social media addiction was associated with negative outcomes, including poor mental health. A similar study emphasises possible risks and negative effects associated with excessive social media use and is consistent with earlier studies on the relationship between social media use and narcissism (Kuss & Griffiths, 2017).

### CONCLUSION

The aim of the present study is to understand the relationship between Instagram addiction and narcissism among young adults. A sample of 100 has been collected from the young adults including 65 females and 35 males to conduct the study.

The finding indicates that there is a low positive correlation between Instagram addiction and narcissism among young adults. Hence the null hypothesis is accepted.

#### *Limitations of the Study*

- The sample size was limited to 100. A larger sample would have given scope for generalizing the result.
- As the study was time bound and had to be completed in limited period of time the sample size and area was restricted.
- The samples collected were limited only to Karnataka.
- The research did not consider examining the relationship between these variables with respect to gender.

#### *Suggestions for Future Study*

- More sample size would have helped in generalizing the result.
- More geographical area may be added for future studies
- Adding more variables to the study to obtain more detailed information about the population.

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### ***Conflict of Interest***

The author(s) declared no conflict of interest.

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