Personality Traits and Narcissism in Social Media Predict Social Media Addiction

Seher AKDENİZ[1] iD

[1] Dr.Öğr.Üyesi, KTO Karatay Üniversitesi, Sosyal ve Beşeri Bilimler Fakültesi, Psikoloji Bölümü, Konya, Türkiye
seher.akdeniz@karatay.edu.tr

(Sorumlu Yazar/Corresponding Author)

Article Info	ABSTRACT
	While social media has many facilitating effects and benefits in human life, it can also lead to negative consequences, such as social media addiction. The present study investigates the predictive role of personality traits and narcissism in social media on social media addiction. A total of 705 people aged 18 to 61 participated in the study, including 483 women and 222 men. Big Five Inventory, Scale of Narcissism in Social Media, and Bergen Social Media Addiction Scale were used to collect data for this cross-sectional study. Correlation analysis and hierarchical regression analysis were performed to examine the relationships between the study variables. According to the results, higher extraversion and neuroticism lead to greater social media addiction levels, while increased levels of agreeableness lead to decreased social media addiction levels. Narcissistic admiration and narcissistic rivalry, on the other hand, significantly predicted social media addiction when sociodemographic variables and personality traits were controlled. According to the results, narcissism in social media seems to play an important role in social media addiction. The findings were discussed within the framework of the literature and various suggestions were made.

Sosyal Medya Bağımlılığının Yordayıcıları Olarak Kişilik Özellikleri ve Sosyal Medyada Narsisizmin İncelenmesi

Makale Bilgileri	ÖZ
	İnsan hayatında pek çok kolaylaştırıcı etkisi ve faydası bulunan sosyal medya kullanımı, aynı zamanda sosyal medya bağımlılığı gibi olumsuz sonuçlara da yol açabilmektedir. Bu araştırmada, kişilik özellikleri ve sosyal medyada narsisizmin, sosyal medya bağımlılığı üzerindeki yordayıcı rolü incelenmiştir. Araştırmaya 483 kadın ve 222 erkek olmak üzere yaşları 18 ile 61 arasında değişen toplam 705 kişi katılmıştır. Kesitsel dizaynda gerçekleştirilen bu çalışmada veri toplamak için Beş Faktör Kişilik Ölçeği, Sosyal Medyada Narsisizm Ölçeği ve Bergen Sosyal Medya Bağımlılığı Ölçeği kullanılmıştır. Çalışma değişkenleri arasındaki ilişkileri incelemek için korelasyon analizi ve hiyerarşik regresyon analizi kullanılmıştır. Araştırma sonuçlarına göre, yüksek düzeyde dışa dönüklük ve nevrotizm sosyal medya bağımlılığı düzeylerinde artışa yol açarken, uyumluluk düzeylerinin artması sosyal medya bağımlılığını azaltmıştır. Narsisistik hayranlık ve narsisistik rekabet, sosyo-demografik değişkenler ve kişilik özellikleri kontrol edildiğinde sosyal medya bağımlılığı üzerine önemli düzeyde ek katkıda bulunmuştur. Bulgulara göre sosyal medyada narsisizm, sosyal medya bağımlılığı üzerinde önemli rol oynayan yeni bir faktör olarak değerlendirilmiştir. Bulgular, literatür ışığında tartışılmış ve çeşitli önerilerde bulunulmuştur. *Atıf/Citation*: Akdeniz, S. (2022). Personality traits and narcissism in social media predict social media addiction. *Ahmet Keleşoğlu Eğitim Fakültesi Dergisi (AKEF) Dergisi, 4*(2), 224-237.

INTRODUCTION

Social media, which has gained a great place in human life in a little while, has become a phenomenon that increasingly replaces face-to-face communication due to its structure that does not limit the social environment with history and geography, providing freedom, choice, and control, with allowing high-speed sharing of thoughts and feelings (Hart & Frejd, 2013). Several social networking sites, such as Instagram, Myspace, Twitter and, Facebook are public member-based internet communities where users can create personal profiles, share online messages and photos, and give and receive feedback quickly (Pempek et al., 2009). There is undoubtedly a wide range of reasons for the great interest of individuals in social networking sites. For example, it makes it easy to meet new people, creates a strategically organized environment for self-presentation, and facilitates interaction with people with similar interests (Kwon & Wen, 2010). According to January 2022 data, there are 4.62 billion active social media users in the world (We Are Social & Hootsuite, 2022). Although social media has many facilitating effects and advantages, it can also lead to negative consequences, such as social media addiction.

Social Media Addiction

Social media addiction is examined under behavioral addictions, for which Griffiths (2005) determined six criteria (salience, mood modification, tolerance, withdrawal symptoms, conflict, and relapse) to define it. Salience occurs when social networking begins to dominate a person's thoughts, feelings, and behaviors and becomes the most important activity in their life. The use of social networks as a coping strategy is referred to as mood modification, whereas tolerance refers to the need for increased doses of social networking activity to achieve previous mood-regulating effects. Withdrawal symptoms are the unpleasant feelings and physical effects that occur when social media is unavailable. While conflict implies that a person has interpersonal conflicts, conflicts with other activities, or internal conflicts as a result of spending too much time on social media, relapse refers to the relapse of excessive social networking even after periods of control (Griffiths et al., 2014).

A growing body of research has focused on the negative effects of social media addiction. In a meta-analysis study, a moderate correlation (r=.29) was found between depression and social media addiction (Cunningham et al., 2021). According to studies, social media addiction is linked to increased anxiety and stress (Shannon et al., 2022), decreased self-efficacy (Yu et al., 2016), poor sleep quality (Wolniczak et al., 2013), and lower academic achievement (Azizi et al., 2019). All of these studies highlight the need of determining the factors that influence social media addiction and developing prevention studies.

Personality Traits and Social Media Addiction

Some researchers are interested in personality traits that influence social media use as research interest in social media addiction has grown. In general, the factors of neuroticism, extraversion and conscientiousness seem to have stronger association with social media addiction (Kuss & Griffiths, 2011). Although openness (Hawi & Samaha, 2019) and agreeableness (Kircaburun et al., 2020) were also found to be associated with social media addiction in research, the effect size was low in meta-analysis study (Huang, 2022).

Neuroticism has been described as an important predictor of internet addiction in many studies (Blackwell et al., 2017, Marengo et al., 2020). It has been reported that neurotic people may develop social media addiction to avoid loneliness and to seek social support (Wilson et al., 2010). Extraversion has also been identified as a factor that influences social media addiction in research (Bowden-Green & Joinson, 2020). Extroverted people are said to utilize social media more to maintain their existing relationships, pass the time, and manage their tasks (Kircaburun et al., 2020). In a study, although both extroverted men and women used social media more regularly, only men with higher neuroticism were

more frequent users, and the link between extraversion and social media use was especially noteworthy among the young adult cohort (Correa et al., 2010). Huang (2022) discovered a small to moderate relationship between neuroticism and social media addiction (r =.17) in a meta-analysis study, and attributed this to neurotic individuals being more socially anxious and feeling more comfortable in online interaction. In the same study, conscientiousness predicted social media addiction negatively (r=.15), while rest (openness, extraversion, and agreeableness) had less of an impact. In addition, other studies found that conscientiousness predicted social media addiction negatively (Wilson et al.,2020; Kircaburun et al., 2020).

Narcissism in Social Media and Social Media Addiction

Narcissism is a multidimensional construct with clinical aspects and personality traits (Morf & Rhodewalt, 2001). Narcissism is clinically defined as a personality disorder identified in DSM-5 by its symptoms which begin in early adulthood and manifest in various contexts: the pursuit of unlimited success, power, intelligence, beauty, or supreme love; belief in being a unique person; the need for admiration and self-rightfulness; manipulating others for one's gain, lack of empathy, envying and believing that others are envious, and showing disrespectful and smug attitudes towards others (APA, 2013). According to Campbell and Foster (2007), narcissism is a self-characteristic with dimensions of thought, emotion, and behavior that can be understood as a self-regulating system. As a result, distinguishing between those who are narcissistic and those who are not is difficult. The term narcissism used in this article also refers to non-clinical narcissism. Narcissists believe they are unique (Leung, 2013), are addicted to admiration (Bergman et al., 2011), and may behave aggressively with lack of empathy (Back et al., 2013). In the context of interpersonal relationships, narcissists manipulate their relationship partners to regulate positive self-views (DeWall et al., 2011), they aren't concerned with interpersonal connection, warmth, or other long-term relationship consequences (Buffardi & Campbell, 2007). The two-dimensional examination of nonclinical narcissism as grandiose and vulnerable has generally been accepted in the literature (Dickinson & Pincus, 2003). Grandiose narcissism has also been reconceptualized as narcissistic admiration and narcissistic rivalry by Back et al. (2013). Accordingly, narcissistic admiration is an agentic and self-enhancing interpersonal strategy aimed at gaining the admiration of others. Narcissistic rivalry, on the other side comprises the struggle to defend one's grandiose self against attacks and prevent social failure. Both strategies are self-regulation tools for maintaining a grandiose self. These social strategies are then reinforced by ego reinforcement and avoidance of ego threats (Back et al., 2013). It is apparent that here, narcissism is understood through motivation. Morf and Rhodewall (2001) stated that this motivation underlying narcissism gains meaning within a dynamic, self-regulating system. Accordingly, the grandiose but defenseless self needs social environments, constantly seeking approval from others. However, while it may serve to draw attention in the short term, due to the lack of empathy and hostile attitude toward others, the self that is attempting to be established will be damaged in the long term. This vicious circle fosters a dynamic recursive process that is sustained through social-cognitive-emotional self-regulation mechanisms.

The fact that narcissists try to build themselves mostly in the social field makes social media an important environment for them. Social networks are ideal platforms for narcissistic self-regulation because they allow the person to make adjustments in self-presentation, interact with a large number of people, albeit superficially (Ong et al., 2011), and provide both self-presentation and take attention (Forest &Wood, 2012). Narcissistic individuals may post or comment more frequently on social media to increase their possibility of social rewards (McCain & Campbell, 2016). Since narcissists believe that being with other special or high-status people raise their status, posting pictures of these situations can be a way for them to boost their ego (Bergman et al., 2011). Indeed, research has found links between social media addiction and narcissism (Andreassen et al., 2017). Small to moderate relationships between narcissism and social network use is also supported by meta-analysis research (Appel et al.,

2020). Specifically, Singh et al. (2018) discovered significant correlations between narcissism and the perceived impressiveness of selfies, the frequency of selfie sharing and the number of likes. Facebook users have also been found to be significantly more narcissistic than non-users (Ryan & Xenos, 2011).

Akdeniz et al. (2022) developed The Scale of Narcissism in Social Media by adapting narcissistic admiration and narcissistic rivalry model (Back et al., 2013) to social media. The sub-dimension of narcissistic admiration includes motivational, cognitive, and behavioral processes related to making others admire the person on social media. Narcissistic rivalry, on the other hand, includes components such as devaluation of others in social media and aggression to protect the ego when a threat is perceived. In their study, they reported that although narcissism scores in social media were related to the narcissistic personality inventory, they explained different motivational processes, and in the following research, narcissism in social media was associated with internet addiction (Harmanci, 2021).

The Present Study

There are correlational studies examining the relationships between narcissism and social media addiction in the literature (Andreassen et al., 2017; McCain & Campbell, 2018). From the perspectives of researchers, narcissism is one of the main personality-related risk factors for social network addiction (Dalvi-Esfahani et al., 2019). However, when personality traits are controlled, it comes to mind that narcissism may be a motivation that is affected by the changes in the general communication styles in the society and triggered by the nature of social media. That is, social networking sites by their very nature may offer a gateway for self-promotion, self-admiration, and high numerical but superficial relationships through photographs (Buffardi & Campbell, 2008). Based on the theoretical knowledge outlined above, this study aims to determine the predictor roles of socio-demographic variables (gender, age, etc.), five-factor personality traits, and narcissism in social media scores on social media addiction. Within the scope of the research, two hypotheses were determined.

H1: Personality traits significantly predict social media addiction when socio-demographic variables are controlled.

H2. Narcissism in social media (narcissistic admiration and narcissistic rivalry) significantly predicts social media addiction when socio-demographic variables and personality traits are controlled.

METHOD

Participants

A total of 705 people aged 18 to 61 (Mean=27.82, Sd=10.67) participated in the study, including 483 women (68.5%) and 222 males (31.5%). 3.3% of the participants were primary and secondary school graduates, 15.5% were high school graduates, 42.4% were university students, 30.9 % were university graduates, and 7.9% were individuals with postgraduate education. The vast majority of participants (71.2 %) reported having a moderate level of income. While 73.3% of the participants were single, 26.7% of them were married. The vast majority of respondents reported using Instagram (68%), followed by Youtube (12.1%) and Twitter (10.6%), while the rest were (Facebook, Whatsapp, Twich, and Telegram) in minority.

Measures

Scale of Narcissism in Social Media (SNSM)

SNSM was developed by Akdeniz et al. (2022) to measure narcissism levels in social media. The scale includes two sub-dimensions, narcissistic admiration and narcissistic rivalry, and a total of 16 items. The items are scored on a 5-point Likert scale (1=not suitable at all, 5=totally appropriate). The exploratory and confirmatory factor analysis results revealed that the scale's two-dimensional structure

fit well. The scale's Cronbach's alpha value was .80 for the narcissistic admiration dimension, .76 for the narcissistic rivalry dimension, and .84 for the total scale. The scale is also a reliable measurement tool, as evidenced by two split-half reliability values. Higher scores indicate greater narcissism in social media. For this study, Cronbach's alpha values of the scale were.78 for the narcissistic admiration, .76 for the narcissistic rivalry, and .83 for the total scale.

Bergen Social Media Addiction Scale (BSMAS)

BDMAS was developed by Andreassen, Pallesen, and Griffiths (2017) and adapted to the Turkish language by Demirci (2019). The scale consists of six items with a five-point Likert-type scale and one dimension (1=very rarely, 5=very often). The Cronbach's alpha value of the scale was found to be .88. Exploratory and confirmatory factor analysis validated its one-dimensional original structure and its one-dimensional structure was validated. Internal consistency and test-retest methods revealed that it is a reliable and valid tool. The scale's Cronbach's alpha value was .83. Higher scores indicate greater social media addiction. For this study, the Cronbach's alpha value of the scale was .83.

The Big Five Inventory (BIF)

BIF was developed by Benet-Mart-inez and John (1998), and Sumer and Sumer (2005) adapted it to Turkish. The BFI is a 5-point Likert-type scale that was divided into five sub-dimensions of neuroticism, extroversion, openness, and agreeableness, with 44 items (1=strongly disagree, 5= strongly agree). The Cronbach's alpha ranged from .75 to .90 for the English version of the inventory. For the present study, the Cronbach's alpha values of the scale were calculated as .75 for neuroticism, .79 for extraversion, .80 for openness, .70 for agreeableness, and .76 for conscientiousness.

Procedure

A convenient sampling method was used to select participants. Demographic information forms and questionnaires created online were distributed via electronic link to WhatsApp groups and various social media platforms, and voluntary participants who were informed completed the questionnaires. Participation requirements included being between the ages of 18 and 65 and have access to social media. The author's university's Research Ethics Committee granted ethical permission for the study (No: E-6-300-33136).

Statistical Analysis

The regression assumptions were tested before the analyses, the Mahalanobis, cooks, and leverage values were calculated, and the data of three individuals, which were determined to be extreme values, were removed from the sample. The data satisfied the normal distribution criteria (See Table 1). To analyze the links between narcissism in social media, personality traits, and social media addiction, Pearson product-moment correlation coefficients were determined. Multiple hierarchical regression analysis was performed by inserting the independent variables into the stepwise regression model. More specifically, the effect of the independent variables entered in the model in the first group was controlled by placing the demographic variables in Block 1, personality traits in Block 2, and the sub-dimensions of narcissism in social media in Block 3.

RESULTS

Preliminary analyses

Descriptive statistics on research variables and Pearson correlation coefficients between variables are presented in Table 1. Zero-order correlations demonstrated that social media addiction was positively

associated with NA, NR, neuroticism, while agreeableness and conscientiousness were negatively associated.

Table 1. *Descriptive Statistics and Intercorrelations Among Study Variables*

Variables	1	2	3	4	5	6	7	8
1.SMA	1							
2.NA	.372**	1						
3. NR	.456**	.485**	1					
4. Extroversion	-.026	.140**	.021	1				
5. Agreeableness	-.126**	.047	-.241**	.229**	1			
6.Conscientiousness	-.361**	.011	-.226**	.190**	.311**	1		
7.Neuroticism	.433**	.071	.197**	-.226**	-.069	-.315**	1	
8.Openness	-.024	.231**	-.054	.346**	.223**	.283**	-.103**	1
Mean	2.92	3.28	2.08	3.40	3.77	3.64	3.11	3.63
Range	1-5	1-5	1-5	1-5	1-5	1-5	1-5	1-5
Sd	.99	.78	.78	.73	.61	.66	.73	.63
Skewness(Kurtosis)	.021(-.69)	-.50(.14)	.79(.13)	-.30(.02)	-.30(-.20)	-.05(-.43)	.03(-.24)	-.21(-.35)

Note. SMA social media addiction; NA narcissistic admiration; NR narcissistic rivalry ***p<.01*

The Hierarchical Regression Analysis Results

The hierarchical regression analysis results show that only gender (β=-.11, p<.01) and age (β=-.28, p<.01) contributed significantly to the regression model in Step 1 ($F_{5,699}$= 22.23, p <.01). The adjusted R^2 value is .13. This demonstrates that the 13% variance in social media addiction is explained by socio-demographic variables. The regression of personality traits variables in Step 2 explained an additional 17% variance in social media addiction, and this change in R^2 was found to be significant ($F_{10,694}$=30.68, p<.01). In this model, age (β=-.18, p<.01), extroversion (β=.10, p<.01), conscientiousness (β=-.22, p<.01) and neuroticism (β=.33, p<.01) are the variables that make a significant contribution to the model. In step 3, NA (β=.21, p<.01) and NR (β=.24, p<.01) explain an additional 14% of the variance on social media addiction ($F_{12,692}$=45.61, p<.01). All independent variables were found to account for 44% of the variance in social media addiction.

Table 2. *Hierarchical Multiple Regression Summary*

Model	Variable	B	SE	β	R	R^2	ΔR^2
Step 1	Gender	-1.41	.46	-.11**	.37	.14	.14
	Age	-.15	.04	-.28**			
	Marriage	-.57	.85	-.04			
	Education	-.37	.22	-.06			
	Income	-.28	.30	-.03			
Step 2	Gender	-.78	.43	-.06	.55	.31	.17
	Age	-.10	.03	-.18**			
	Marriage	-.18	.77	-.01			
	Education	-.30	.20	-.05			
	Income	-.20	.27	-.02			
	Extroversion	.10	.04	.10**			
	Agreeableness	-.04	.04	-.03			
	Conscientiousness	-.22	.04	-.22**			
	Neuroticism	-.33	.04	.33**			
	Openness	.05	.03	.05			
Step 3	Gender	-.81	.39	-.06*	.67	.44	.14
	Age	-.08	.03	-.15**			
	Marriage	.14	.69	.01			
	Education	-.42	.18	-.07*			
	Income	-.28	.25	-.03			
	Extroversion	.05	.03	.05			
	Agreeableness	.01	.04	.01			
	Conscientiousness	-.19	.03	-.19**			
	Neuroticism	.27	.03	.27**			
	Openness	.01	.03	.01			

NA	.18	.03	.21**
NR	.26	.04	.24**

Note. NA narcissistic admiration; NR narcissistic rivalry; *p<.05, **p<.01*

DISCUSSION

The present study examined whether social media narcissism scores (narcissistic admiration, narcissistic rivalry) predicted social media addiction compared to commonly studied socio-demographic variables and personality traits. The most important finding of the research is that narcissism in social media has significant explanatory power on social media addiction when socio-demographic variables and personality traits are controlled.

Extroversion and neuroticism predict social media addiction positively and significantly, while conscientiousness predicts it negatively and significantly, according to the findings. Thus, Hypothesis 1 was confirmed. The findings are also consistent with previous research. Higher levels of extroversion (Blackwell et al., 2017; Ryan & Xenos, 2011) and neuroticism (Correa et al., 2010; Marengo et al., 2020) have previously been linked to higher levels of social media addiction, while higher levels of conscientiousness have been linked to less addiction tendencies and less time spent on social media (Wilson et al., 2010). While extroverted individuals are more likely to use social media for socializing (Ross et al., 2009) and social enhancement (Kuss & Griffits, 2011) due to its facilitating nature in increasing social interaction, neurotic individuals are more likely to have anxiety, anger, depression, and impulsivity. As a result of their experiences, they may be using it more as an emotion regulation or coping strategy (Costa & MCcrae, 1992). High-conscientiousness individuals, on the other hand, may be less prone to social media addiction since they are more organized, effective, and have greater initiative skills.

Narcissistic admiration and narcissistic rivalry, which are components of narcissism in social media, significantly predicted social media addiction when socio-demographic variables and personality traits were controlled, thus Hypothesis 2 was supported. Since narcissistic admiration is an agentic and self-enhancing strategy aimed at gaining the admiration of others (Back et al., 2013), its reflection on social media may also involve sharing more posts and commenting on others to increase the chance of social rewards (McCain & Campbell, 2016), as well as meeting the need for admiration and self-enhancement by spending more time on social media. The excess of these needs may have caused addictive social media use. When the perceived social outcomes do not match the desired social outcomes, an alternative strategy comes into play (Back et al., 2013). Narcissistic rivalry, which is distinct from narcissistic admiration but serves the same goal (maintenance of the grandiose self), comprises behavioral dynamics such as self-defense, devaluation of others, and revenge on social media. Undoubtedly, social media is a suitable field for these as well. The fact that social media has a facilitating nature for social comparison (Steers et al., 2014) may have increased social media addiction. Both narcissistic admiration and narcissistic rivalry were found to predict social media addiction positively. This demonstrates that, even though the two dimensions contain distinct cognitions, feelings, and ideas, they both fulfill the same grandiose self-maintenance goal on social media (Back et al., 2013).

When personality traits are controlled, it is remarkable that narcissistic admiration and narcissistic rivalry significantly predicted social media addiction. Previous researchers have reported that narcissism is one of the main personality-related risk factors for social network addiction (Dalvi-Esfahani et al., 2019). The findings from this study, combined with the findings from previous studies (Gentile et al., 2012), suggest that narcissism on social media may be explained through motivation, and it can be

triggered by the nature of social media as well as influence the amount of time spent on it. To put it another way, narcissism in social media can be a trait that is not prominent in everyday life but appears in and is fueled by social media.

Hence, Buffardi and Campbell (2008) state that social networking sites are potentially related to trait narcissism as they provide a gateway for individuals to introduce themselves, to like themselves through the photos they share, and establish many superficial relationships. Although typical narcissistic personality disorder is still uncommon today, narcissistic traits such as arrogance, feeling unique, and little respect for others are becoming more common (Young & Pinsky, 2006). The cultural normativeness of posting self-photos via social media may not be indicative of narcissistic personality disorder, but the digital age may be fostering the formation of so-called narcissists who hunger for visibility and rivalry among themselves (Rigal & Rodighiero, 2022).

LIMITATION

This is the first study to explicitly examine the link between personality, narcissism on social media, and social media addiction. Although the cross-sectional design of the research prevents the determination of the dynamic aspect of causal relationships, it shows that social media narcissism can play an important role in social media addiction. The fact that the majority of the participants are university students and graduates limits the research's generalizability. Comparisons with those clinically diagnosed with narcissistic personality disorder, as well as measures of social media use intentions, will be used in future studies to increase our knowledge.

CONCLUSION

The study found that, in addition to personality factors, social media narcissism, which is regarded as a motivation and self-regulation approach, contributes significantly to social media addiction. Social media addiction was associated with a number personality factors including being introverted, being neurotic, and being less conscientious. Furthermore, narcissistic admiration and narcissistic rivalry predicted an increase in social media addiction. Understanding the factors that drive social media addiction is essential. The findings will develop our vision for intervention and preventive studies to reduce social media addiction.

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EXTENDED ABSTRACT

Giriş: Bireylerin hayatında çok kısa sürede büyük bir yer edinen sosyal medya; sosyal çevreyi tarih ve coğrafyayla sınırlandırmayan yapısı, özgürlük, seçim ve kontrol sağlaması, düşünce ve duyguları anında paylaşıma izin vermesi gibi nedenlerle gittikçe daha fazla yüz yüze iletişimin yerini alan bir fenomen haline gelmiştir (Hart ve Frejd, 2013). Her ne kadar sosyal medyanın pek çok kolaylaştırıcı etkisi ve avantajı olsa da aynı zamanda sosyal medya bağımlılığı gibi olumsuz sonuçlara da yol açabilmektedir.

Sosyal medya bağımlılığı Griffiths'in (2015) altı kriter belirlediği (belirginlik, ruh hali değişikliği, tolerans, yoksunluk semptomları, çatışma ve nüksetme) davranışsal bağımlılıklar altında incelenmektedir. Araştırmalarda sosyal medya bağımlılığı yüksek anksiyete ve stres (Shannon vd., 2022), düşük öz yetkinlik (Yu vd.,2016), zayıf uyku kalitesi (Wolniczak vd., 2013) ve düşük

akademik başarı (Azizi vd.,2019) ile ilişkili bulunmuştur. Bütün bu çalışmalar sosyal medya bağımlılığını etkileyen faktörleri belirleme ve önleyici çalışmalar geliştirmeyi akademik olarak önemli hale getirmektedir.

Sosyal medya bağımlılığı üzerine araştırma ilgisi arttıkça sosyal medya kullanımını etkileyen kişilik özellikleri üzerine incelemeler yapılmaya başlanmıştır. Genel olarak nevrotiklik, dışa dönüklük ve uyumluluk faktörlerinin sosyal medya bağımlılığı ile daha güçlü bir ilişkisi olduğu belirtilmektedir (Kuss ve Griffiths, 2011). Nevrotik kişilerin yalnızlıktan kaçınmak ve sosyal destek aramak için sosyal medya bağımlılığı geliştirebilecekleri bildirilmiştir (Wilson ve ark. 2010). Dışa dönük kişilerin sosyal medyayı daha çok var olan ilişkilerini sürdürmek, zaman geçirmek ve görevlerini yönetmek için kullandıkları belirtilmektedir (Kırcaburun vd., 2020). Diğer araştırmalarda uyumluluğun sosyal medya bağımlılığını negatif yönde yordadığı bulunmuştur (Wilson vd., 2020; Kircaburun vd., 2020). Sosyal ağlar, narsistik öz- denetim için ideal platformlar sağlar, çünkü kişinin kendini sunmasında düzenlemeler yapmasına izin verir, yüzeysel olsa da bol miktarda kişi ile etkileşim kurulmasını (Ong vd., 2011) ve dikkat çekmeyi sağlar (Forest ve Wood, 2012). Gerçekten de araştırmalarda sosyal medya bağımlılığı ile narsisizm arasında bağlantılar bulunmuştur (Andreassen vd.2017). Sosyal medyada narsisizm Akdeniz ve diğerleri (2022) tarafından narsisistik hayranlık ve narsisistik rekabet modeli (Back vd., 2013) baz alınarak geliştirilmiş ve kavram araştırmalarda incelenmeye başlanmıştır. Narsisistik hayranlık, kişinin sosyal medyada olunmayı sağlamaya yönelik motivasyonel, bilişsel ve davranışsal süreçleri içerir. Narsisistik rekabet ise sosyal medyada başkalarının değerini düşürme ve tehdit algılandığında egoyu korumaya yönelik saldırganlık gibi bileşenleri içermektedir.

Bu araştırmanın amacı sosyo-demografik faktörlerin, kişilik özelliklerinin ve sosyal medyada narsisizmin, sosyal medya bağımlılığı üzerindeki yordayıcı etkilerini incelemektir.

Yöntem

Çalışma Grubu: Araştırmaya 18-61 yaşlar arasında (X=27.82, Ss=10.67) 483'ü kadın (%68.5), 222'si erkek (%31.5) olmak üzere toplam 705 kişi katılmıştır.

Ölçüm Araçları

Sosyal Medyada Narsisizm Ölçeği: Sosyal medyada narsisizm düzeylerini ölçmek için Akdeniz ve diğerleri (2022) tarafından geliştirilmiştir. Ölçek narsisistik hayranlık ve narsisistik rekabet olmak üzere iki alt boyuttan ve toplam 16 maddeden oluşmaktadır.

Bergen Sosyal Medya Bağımlılığı Ölçeği: Andreassen, Pallesen ve Griffiths (2017) tarafından geliştirilmiş ve Demirci (2019) tarafından Türkçe'ye uyarlanmıştır. Beşli Likert tipi altı maddeden ve tek boyuttan oluşmaktadır.

Beş Faktör Kişilik Özellikleri Ölçeği: Benet-Martinez ve John (1998) tarafından geliştirilmiş ve Sümer ve Sümer (2005) tarafından Türkçe'ye uyarlanmıştır. 5 alt boyut ve beşli likert tipi 44 maddeden oluşmaktadır.

Prosedür: Katılımcılara uygun örnekleme yöntemi ile ulaşılmıştır. Demografik bilgi formu ve anketler çevrim-içi platformlar aracılığı ile katılımcılara ulaştırılmıştır. Katılım önkoşulu olarak katılımcıların 18-65 yaşları arasında olması ve sosyal medyaya erişim sağlayabilmesi belirlenmiştir. Araştırma öncesinde etik kurul onayı alınmıştır.

İstatistiksel Analizler: Analizler öncesinde regresyon önkoşulları test edilmiş ve verilerin normal dağılım kriterlerini karşıladığı belirlenmiştir. Sosyal medyada narsisizm, kişilik özellikleri ve sosyal medya bağımlılığı arasındaki ilişkileri incelemek amacı ile Pearson Momentler Çarpımı Korelasyon katsayısı hesaplanmıştır. Bağımsız değişkenler aşamalı olarak regresyon modeline dahil edilerek hiyerarşik regresyon analizi yapılmıştır.

Bulgular: İlişkisel analizler sosyal medya bağımlılığının; narsisistik hayranlık, narsisistik rekabet ve nevrotizm ile pozitif yönde ve anlamlı düzeyde, uyumluluk ve sorumluluk ile ise negatif yönde ve anlamlı düzeyde ilişkili olduğunu göstermiştir.

Hiyerarşik regresyon analizi sonuçlarına göre ilk aşamada sadece cinsiyet ve yaş regresyon modeline anlamlı katkı sunmuştur. Sosyal medya bağımlılığı üzerindeki varyansın %13'ü sosyo-demografik değişkenler tarafından açıklanmaktadır. İkinci aşamada kişilik özellikleri, sosyal medya bağımlılığı üzerindeki varyansın ek olarak %17'lik kısmını açıklamıştır. Üçüncü aşamada sosyal medyada narsisizmin alt boyutları olan narsisistik hayranlık ve narsisistik rekabet, sosyal medya bağımlılığı

üzerindeki varyansın ek %14'lük kısmını açıklamıştır. Bütün bağımsız değişkenler birlikte ele alındığında modelin sosyal medya bağımlılığı üzerindeki açıklayıcı gücü %44'tür.

Sonuç ve Öneriler: Bu araştırmada sosyo-demografik değişkenler ve kişilik özelliklerinin yanısıra bir motivasyon ve öz-düzenleme yöntemi olarak görülen sosyal medyada narsisizmin de sosyal medya bağımlılığı üzerinde önemli bir etkisi olduğu tesbit edilmiştir. Sosyal medya bağımlılığı yüksek düzeyde içe dönüklük, nevrotiklik ve düşük düzeyde uyumluluk ile ilişkili bulunmuştur. Ayrıca, narsisistik hayranlık ve narsisistik rekabet, sosyal medya bağımlılığı üzerinde bir artış öngörmüştür. Sosyal medya bağımlılığını tetikleyen faktörleri anlamak çok önemlidir. Bulgular, sosyal medya bağımlılığını azaltmaya yönelik müdahale edici ve önleyici çalışmalara yönelik vizyonumuzu geliştirecektir.