



Short Communication

Narcissism and “likes”: Entitlement/Exploitativeness predicts both desire for and dissatisfaction with responses on Facebook☆

Anne L. Zell^{a,*}, Lisa Moeller^b^a Department of Psychology, Augustana University, United States^b Watertown, SD, United States

ARTICLE INFO

Article history:

Received 13 September 2016

Received in revised form 14 January 2017

Accepted 23 January 2017

Available online 27 January 2017

Keywords:

Narcissism

NPI

Entitlement

Popularity

Facebook

Likes

Anger

ABSTRACT

We surveyed participants ($N = 311$) about the responses they had received to their Facebook status updates over the last two weeks. Higher (vs. lower) narcissistic Entitlement/Exploitativeness was associated with desiring responses from others, trying to make oneself appear popular on Facebook, being dissatisfied with the responses received, and becoming angry at and retaliating against individuals who did not respond to one's status updates. Higher (vs. lower) narcissistic Leadership/Authority was associated with claiming that one typically received more response than others did—an assertion that did not appear to be based in reality.

© 2017 Elsevier Ltd. All rights reserved.

1. Introduction

People's level of narcissism may shape their outlook vis-à-vis receiving responses on their Facebook status updates. Narcissism as measured by the Narcissistic Personality Inventory includes 1) Leadership/Authority involving self-confidence about one's leadership ability, 2) Grandiose Exhibitionism involving vanity and showing off, and 3) Entitlement/Exploitativeness involving a sense that one deserves more than others (Ackerman et al., 2011). We believed the Entitlement/Exploitativeness dimension, more so than the other two dimensions, would dispose people to problematic attitudes toward responses on Facebook.

1.1. Desire for responses

Receiving responses from others seems important to narcissists. Narcissism is associated with saying that one uses Facebook to attract friends and admiration (Davenport, Bergman, Bergman, & Fearington, 2014) and show off (Marshall, Lefringhausen, & Ferenczi, 2015; Wang & Stefanone, 2013) and that one expects friends to respond to one's status updates (Wang & Stefanone, 2013). Narcissistic entitlement

especially has been linked with a need for popularity (Utz, Tanis, & Vermeulen, 2012) and with a tendency to engage in social comparison (Bogart, Benotsch, & Pavlovic, 2004) and to monitor what others are saying about them on Facebook (Carpenter, 2012). Supporting and extending this work, we hypothesized that narcissism, chiefly the Entitlement/Exploitativeness facet, would be associated both with caring more about receiving responses to one's Facebook status updates and with actively endeavoring to make oneself appear popular.

1.2. Amount of response claimed vs. actually received

Existing research is equivocal regarding the relationship between narcissism and the amount of response people receive on their status updates. Narcissistic people do come across to others on Facebook as being narcissistic (Buffardi & Campbell, 2008), and blatantly narcissistic statements are perceived negatively by others on Facebook (Kauten, Lui, Stary, & Barry, 2015). So perhaps people are annoyed by those who are high in narcissism—especially the Entitlement/Exploitativeness facet—and consequently respond less to narcissists' Facebook status updates (Choi, Panek, Nardis, & Toma, 2015). On the other hand, perhaps narcissists engage in self-promotion on Facebook mainly in a way that adheres to social norms and successfully elicits positive responses. Consistent with that idea, Marshall et al. (2015) found that higher narcissism participants reported that they receive more responses from others, mediated by their higher reported frequency of posting about achievements. We are cautious in interpreting Marshall et al.'s (2015)

☆ This research was supported by grants from Augustana University's Civitas program and Augustana Research and Artist Fund. Thank you to Chris Schatsneider and Christopher Napolitano for statistical assistance.

* Corresponding author at: Department of Psychology, Augustana University, 2001 S. Summit Ave, Sioux Falls, SD 57197, United States.

E-mail address: anne.zell@augie.edu (A.L. Zell).

finding, however, because it was based on participants' self-report of how many responses they generally received on their status updates, and narcissism might be associated with a self-inflating bias. Thus, we hypothesized that narcissism would be associated with *claiming* to get more response to their status updates than others do. How narcissism might be related to *actual* amount of responses received we left an open research question.

1.3. Dissatisfaction, anger, and retaliation

Krizan and Johar (2012) suggested that narcissists' excessive sense of entitlement leads them to expect to be treated better than others are, and when this does not happen, they tend to react with hostility. Accordingly, we hypothesized that narcissistic Entitlement/Exploitativeness would predict dissatisfaction with the amount of response received from one's Facebook community.

Furthermore, the Entitlement/Exploitativeness facet of narcissism has been associated with aggression (Reidy, Zeichner, Foster, & Martinez, 2008; Washburn, McMahon, King, Reinecke, & Silver, 2004) and with reportedly becoming angry if others do not comment on one's Facebook status updates (Carpenter, 2012). Thus, we hypothesized that the Entitlement/Exploitativeness facet of narcissism would be associated with reporting that one has become angry and retaliated against those who failed to respond to one's updates.

2. Method

2.1. Participants

With IRB approval, we emailed a link to the survey (on SurveyMonkey) to people at a college in the Midwestern U.S. and posted it on Facebook and on study-listing websites. Participants could enter a gift card raffle. Between April 2 and May 2, 2015, the survey was completed by 311 participants, 77.4% female, 63.5% affiliated with the college, $M_{age} = 26.46$, $SD = 11.45$.

2.2. Procedure and measures

Variables relevant to this paper's hypotheses are listed in the order in which they occurred. Participants completed the NPI-13 (Gentile et al., 2013), chosen for being brief yet including the three subscales: Leadership/Authority, $M = 1.51$, $SD = 1.38$, $\omega = 0.83$; Grandiose Exhibitionism, $M = 1.05$, $SD = 1.19$, $\omega = 0.74$; and Entitlement/Exploitativeness, $M = 0.72$, $SD = 0.93$, $\omega = 0.65$. Because the NPI-13 uses a forced-choice format between a narcissistic and a non-narcissistic response, reliability was measured by ω , computed using tetrachoric correlations, following the procedure recommended by Napolitano, Callina, and Mueller (2013).

Participants logged in to their Facebook account and reported their number of Facebook friends, $M = 611.24$, $SD = 424.38$, median = 549, range = 12–2711. Next, participants were asked to look at their Facebook page and list/briefly describe all of their own status updates (up to 24, arbitrarily limited by the survey form) from present to two weeks ago, $M_{\#ofupdates} = 3.41$, $SD = 4.84$, median = 7. For each status update, participants reported the following:

- The positivity of its subject, on a scale from 1 (*very negative*) to 10 (*very positive*); $M = 8.52$, $SD = 2.15$
- The importance of its subject, on a scale from 1 (*not at all*) to 10 (*very*); $M = 6.24$, $SD = 3.05$
- The date they posted it
- How many likes it received; $M = 12.87$, $SD = 20.11$, median = 5, range = 0–175
- How many positive comments it received; $M = 2.12$, $SD = 5.55$, median = 0, range = 0–67
- How many neutral or negative comments it received; $M = 0.23$, $SD = 1.12$, median = 0, range = 0–18

- How many comments they made on it; $M = 0.59$, $SD = 2.17$, median = 0, range = 0–32
- How satisfied they were with the response they received on it, on a scale from 1 (*very unsatisfied*) to 10 (*very satisfied*); $M = 7.26$, $SD = 2.51$.

Participants rated their agreement with a series of statements on a 1 (*disagree strongly*) to 7 (*agree strongly*) scale, while thinking about the last two weeks. Caring about responses to one's status updates was measured by averaging agreement with three statements: "I have felt disappointed or sad that one of my posts did not receive more likes or comments", "I don't usually pay much attention to how popular my posts are" (reverse scored), and "I have felt angry or irritated that one of my posts did not receive more likes or comments than it did", $\alpha = 0.66$, $M = 1.87$, $SD = 1.30$.

Trying to appear popular on Facebook was measured by averaging agreement with two statements: "I have changed or deleted a post because it did not receive enough likes or comments" and "I have instructed a friend to like or comment on one of my posts in order to make my post seem more liked", $r = 0.51$, $M = 2.88$, $SD = 1.38$.

Claiming to receive more likes than others do was measured by agreement with, "I typically get more likes on my posts than other people do", $M = 3.12$, $SD = 1.46$.

Becoming angry at and retaliating against those who fail to respond was measured by averaging agreement with two statements: "I have felt angry or hostile toward a specific person for not clicking like on or commenting on my post" and "I have deliberately chosen NOT to like or comment on someone's post because they did not like or comment on one of my posts", $r = 0.52$, $M = 1.86$, $SD = 1.30$.

3. Results

3.1. Narcissism and desire for responses

As Table 1 shows, narcissistic Entitlement/Exploitativeness correlated with reporting that in the last two weeks one had cared about the response received on Facebook, tried to look popular on Facebook, and become angry at and retaliated against people who did not respond to one's status updates. Narcissistic Grandiose Exhibitionism also correlated with reporting having cared about responses and tried to look popular, but not with reporting anger and retaliation against those who failed to respond. To test the robustness of these associations, we entered the NPI-13 subscales and control variables as predictors in three simultaneous regressions, results shown in Table 1. Entitlement/Exploitativeness and Grandiose Exhibitionism both uniquely predicted reporting having cared about responses and tried to appear popular. Entitlement/Exploitativeness also uniquely predicted reporting having become angry and retaliated against those who did not respond to one's status updates.

3.2. Narcissism and amount of responses claimed and received

Asserting that one typically receives more likes on their status updates than other people do correlated with narcissistic Leadership/Authority ($r = 0.21$, $p < 0.001$) but not significantly with Grandiose Exhibitionism ($r = 0.11$, $p = 0.060$) or Entitlement/Exploitativeness ($r = 0.06$, $p = 0.281$). With a simultaneous regression analysis we confirmed that claiming that one receives more likes than others do was uniquely predicted by narcissistic Leadership/Authority ($\beta = 0.21$, $t(206) = 2.95$, $p = 0.004$) even while accounting for mean number of likes received (which was also a significant predictor, $\beta = 0.23$, $t(206) = 2.48$, $p = 0.014$) and all of the other variables in Table 1 ($F(11, 206) = 3.05$, $p = 0.001$).

Do people higher in narcissistic Leadership/Authority actually receive more response? Narcissistic Leadership/Authority was not

Download English Version:

<https://daneshyari.com/en/article/5035822>

Download Persian Version:

<https://daneshyari.com/article/5035822>

[Daneshyari.com](https://daneshyari.com)