



The moderating effect of gender in the relationship between narcissism and selfie-posting behavior

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ARTICLE INFO

Keywords:
Gender differences
Selfie posting
Narcissism

ABSTRACT

This study contributes to the cyberpsychology literature by investigating the moderating effect of gender in the relationship between narcissism and selfie posting behavior. A demographic questionnaire, 13-item selfie-posting scale developed and validated in the present study, and Narcissistic Personality Inventory (NPI-16) were used to collect data. An EFA was conducted to test the factor structure of scales based on data collected from 179 young adults (age 18–27 years). A CFA was then conducted using data from 269 university students (age 18–32 years) to test construct validity of the scales. A correlation analysis was employed to test the correlations between narcissism and selfie posting behavior. The results indicated that the correlations between attitudes, intentions, behaviors, and narcissism are significant for men, but not for women. The results also indicated gender differences in online behavior with women spending more time on social media and selfie-posting.

1. Introduction

Online behavior on social networking sites (SNS) has been frequent themes of recent research. Prior findings indicated that SNS use is correlated with the big five personality model (e.g., Chou, Hunt, Beckjord, Moser, & Hesse, 2009; Lee, Ahn, & Kim, 2014; Ryan & Xenos, 2011). In addition, recent studies focus on narcissism and selfie-posting behaviors (i.e. Fox & Rooney, 2015; Halpern, Valenzuela, & Katz, 2016; Kim, Lee, Sung, & Choi, 2016; Lee & Sung, 2016; Weiser, 2015). For example, Sung, Lee, Kim, and Choi (2016) identified the key factors predicting the selfie-posting behavior as attention seeking, communication, archiving, and narcissism. In another study, Kim, Lee, Sung, and Choi (2016) reported the motivations of selfie-posting as narcissism, attitudes, perceived control, and subjective norm.

Narcissism is “characterized by a sense of superiority, self-admiration, and interpersonal exploitiveness” (Bogart, Benotsch, & Pavlovic, 2004; Morf & Rhodewalt, 2001; Raskin & Terry, 1988). Narcissistic individuals tend to be more exhibitionistic, attention seeking, ego-centric, self-aggrandizing, and vain (Fox & Rooney, 2015). Vazire, Naumann, Rentfrow, and Gosling (2008) argued that they take special care of the “body image.” Narcissists show tendency to exaggerate their accomplishments and abilities (John & Robins, 1994) and overcharge their performance (Farwell & Wohlwend Lloyd, 1998). In addition, they seek for the “admiration” of others (Buss & Chiodo, 1991; Morf & Rhodewalt, 2001; Rosenthal & Pittinsky, 2006) and attempts to draw “attention” (Buss & Chiodo, 1991). Narcissists seek for people who enhance their sense of “self-worth” (Campbell & Foster, 2007). Posting

self-portraits may well serve all or most of the above-mentioned purposes. For example, a narcissistic extravert may post his/her self-portrait online as an expression of self-admiration, hoping to attract the attention and “likes” of others.

Lee and Sung (2016) focused on the relationships among narcissism, selfie posting, and intentions toward posting selfies. Their results indicated individuals having a high level of narcissism were more favor of the selfie-posting, interested in feedbacks provided by peers, and followers of others' selfie-postings. In another study, Sorokowski et al. (2015) suggested that selfie-posting behavior is positively correlated with narcissism among men. Similarly, Weiser (2015) suggested a significant correlation between the frequency of selfie posting on SNS and narcissism.

Gender differences may have a prominent role in predicting the online user behavior (Arpaci, Baloğlu, & Kesici, 2018). Some recent studies focused on gender differences in predicting selfie-posting behavior (i.e. Dhir, Pallesen, Torsheim, & Andreassen, 2016; Errasti, Amigo, & Villadangos, 2017; Sorokowska et al., 2016). For example, Sorokowski et al. (2016) investigated differences between male and female in selfie-posting behavior and found females posted more number of selfies than do males. Their results indicated the social-exhibitionism, and specifically, extraversion could significantly predict the number of selfie-postings in both male and female.

Mehdizadeh (2010) suggests that narcissists tend to share more self-promoting information, and thereby, seek to attract admiration of others (Davenport, Bergman, Bergman, & Fearington, 2014). Recent studies suggested a strong relationship among narcissism and selfie-

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<https://doi.org/10.1016/j.paid.2018.06.006>

Received 23 October 2017; Received in revised form 17 May 2018; Accepted 2 June 2018
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posting (e.g., Davenport, Bergman, Bergman, & Fearington, 2014; Halpern, Valenzuela, & Katz, 2016; Lee & Sung, 2016). Narcissistic individuals are expected to post selfies to enhance their self-identity on SNS.

Review of the relevant literature suggested a significant relationship among narcissism and selfie-posting attitudes, intentions, and actual behavior. However, gender differences may have a prominent role in predicting attitudes, intentions, and behaviors. The current study, therefore, aims to fill that gap in the cyberpsychology literature by focusing on the moderating effect of gender in the relationship between narcissism and self-posting.

2. Method

2.1. Participants and setting

Convenience sampling method was used for the study as the participants were recruited from a Turkish public university in which the researcher works. The participants consisted of 179 undergraduate students, 50.28% of the participants were female. Most of the students (70.7%) were first (24.4%) and second graders (46.3%). The ages of the participants ranged between 18 and 27 years ($M = 20.55$; $SD = 2.96$). After obtaining the permission from the institutional review board, the participants were directed to an online survey administered through “Qualtrics.”

2.2. Measurements

2.2.1. “Narcissistic personality inventory” (NPI)

Originally, Raskin and Terry (1988) developed several Likert-type items to measure narcissistic tendencies under six subscales (i.e., “Authority, Exhibitionism, Self-sufficiency, Superiority, Entitlement, and Exploitativeness”). A shorter form of this scale was developed by Ames, Rose, and Anderson (2006). This study used the Turkish form of the two-point NPI-16 scale adapted by Atay (2009).

2.2.2. Selfie-posting scale

A five-point Likert type scale was developed and validated in the study. The scale was developed based on the “Theory of Planned Behavior” proposed by Ajzen (1991). The scale consists of 13-item and three dimensions, including attitude (four items), behavioral intention (four items), and actual behavior (five items). A pilot study was conducted in a classroom setting, in which 35 students majoring in educational technology participated and completed the instrument. The instrument was then revised by three independent experts before the final instrument was administered to the participants.

2.2.3. Personal data form

A six-item demographic survey was developed to gather background data on gender, age, university, academic major, class, and selfie-posting behavior. The last question consists of several sub-questions, including “How much time do you spend on social media daily? Have you ever posted selfie on social media? What is your selfie-posting frequency?”

3. Results

3.1. Instrument validity and reliability

Data was screened for normality, the results presented in Table 1 suggested no issues with univariate kurtosis or skewness. Cronbach's alpha coefficient for the total selfie-posting scale was 0.96 and the test retest reliability coefficient was 0.97. Further, composite reliability (CR) estimations were calculated and used for assessing the reliability of the multiple item scales (Fornell & Larcker, 1981).

An “Exploratory Factor Analysis” (EFA) was employed to test the

Table 1
Skewness, kurtosis, and reliability coefficients.

Scales	Subscales	Skewness (SE = 149)	Kurtosis (SE = 296)	α	CR
Selfie-posting	Attitude	−0.24	−0.27	0.90	0.89
	Behavioral intention	−0.18	−1.05	0.94	0.95
	Actual behavior	−0.20	−0.99	0.96	0.96
NPI-16 ^a		−0.12	−0.97	0.91	0.93

^a NPI-16 = Narcissistic Personality Inventory.

Table 2
The suitability of the data for factor analysis.

Scales	Subscales	KMO	Chi-square	Sig.
Selfie-posting	Attitude	0.85	1084.38	0.000
	Behavioral intention	0.86	1273.69	0.000
	Actual behavior	0.82	1364.69	0.000
NPI-16		0.71	624.46	0.000

factor structure of the scales. KMO values along with “Bartlett's test of sphericity” suggested the suitability of data for the factor analysis (see Table 2).

EFA results suggested that factor-loadings of the selfie-posting items ranged from 0.86 to 0.96. The items had a communality greater than the threshold value of 0.50 recommended by Hair, Tatham, Anderson, and Black (2010). Table 3 indicates the factor structure for the selfie-posting scale based on varimax rotation and the total-variance-explained by each dimension.

Average-variance-extracted (AVE) is a more conservative measure than Cronbach's alpha and used to evaluate discriminant and convergent validity (Hair, Tatham, Anderson, & Black, 2010). The convergent validity is considered adequate if the AVE equals or exceeds reference value of 0.50 (Hair, Tatham, Anderson, & Black, 2010). Further, Fornell and Larcker (1981) argued that discriminant-validity could be considered adequate if the square-root of the AVE (presented in the diagonal elements) is greater than the correlation-coefficients in the corresponding columns and rows. Table 4 indicates the correlation matrix along with the convergent and discriminant validity evidence.

3.2. Confirmatory factor analysis

EFA should be followed by a “Confirmatory Factor Analysis” (CFA) using a different sample when developing new a scale (Cabreru-Nguyen, 2010). Accordingly, the CFA was applied to test the internal structure and validity of the scales. The data collected from 269 university students aged 18–32 were used to conduct the CFA. The study estimated the fit and parameters of the measurement models with AMOS (ver. 23). The results shown Table 5 suggested that TLI, CFI, SRMR, and RMSEA were above the thresholds for acceptable fit recommended by Kline (2015).

3.3. Gender differences in selfie-posting

A correlation analysis was employed to evaluate the research hypothesis. The first number in Table 4 denotes the “Pearson correlation coefficient” (r) from AMOS output and the second and third numbers (in brackets) denote the correlation for men and women, respectively. Results suggested the correlations between narcissism and selfie posting attitudes, intentions, behavior were statistically significant for men ($p < .01$), but not for women ($p > .05$). Therefore, the results suggested that narcissism has a positively significant correlation with selfie-posting behavior for men but not for women.

Further, a series of independent-sample t -tests were conducted in order to figure out gender differences in selfie-posting behavior based

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