

## Relationship between Narcissism, Body Image and Instagram Usage

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### ABSTRACT

**Aim:** To investigate the relationship between narcissism and body image with Instagram usage.

**Methodology:** This cross-sectional research study was conducted in three Universities of Lahore; The university of Lahore, University of Management and Technology, and University of Central Punjab. 200 university students were taken including 100 females and 100 males. age, gender. Narcissistic Personality Inventory-16, Body appreciation Scale-2 (BAS-2), Motive for Instagram use were employed, their age, education, birth order, economic status and student's qualification were used.

**Results:** The results showed that there was a positive significant relationship between narcissism and body image. More results also revealed a positive relationship regarding narcissism and the usage of Instagram.

**Conclusion:** Narcissism and body image are correlated that means the individuals who have narcissist features, they mentor themselves and have self-image, self-concept, self-perception and outer appearance in their mind and they spend more time on Instagram and are more concerned about their physical appearance.

**Keywords:** Narcissism, Body image, Instagram usage

### INTRODUCTION

Narcissism is a personality manufacture that is in general widely describe by a feeling of grandiosity and excessive high self-concept. Main aspects of narcissism contain self-love, self-admiration, egotism, sense of superiority, lack of empathy. Narcissist person think that they are important, have a power and desire to control others and derive benefits from others. Narcissist believe that they're different and expect unique remedy.<sup>1</sup> Narcissism is an immoderate appreciation and unbelievable and unreal high-quality sight of personality and bodily look. The person who have narcissism tendencies have no empathy towards others and completely concentrates on what advantages them.<sup>2</sup>

The use of social media sites and uploading pictures on these sites fascinate to narcissistic people as they've whole managed in excess of developing their private profile, that presents their personal data which include their pics, own illustration and capacity towards permit what is considered on their profile. Therefore, these social media websites have allowed these people to be encouraged, which hyperlink psychological tendencies that contain appreciation in pictures, a big range of 'artificial affiliations' with an average narcissistic people could be anxious and feature an actual concept that others are attracted by their profiles<sup>3,4</sup>.

Body image is a concept that we use to construct in our mind about our physical appearance<sup>5</sup>. The body image performs a vital position in developing the self-regard commonly as well as self-appreciate associated with body<sup>6</sup>. Body image is a self-concept and one's own perception how we see ourselves. The way people perceive their body is influence by a variety of factors including the importance of their physical appearance on their overall sense<sup>7</sup>. It has been pointed out that many women experience inconsistency between real and perceived body shape<sup>8</sup>. People create the private account and start sharing their own data with status updates, pictures, video clips, and fast messaging groups. This personality-exhibition permits people to create their private account reproducing their 'perfect body'<sup>9</sup>.

Instagram is a photo and video sharing social site and that is famous among young people. people edit their photos and applied filters and special effects and then they post their photos on Instagram. Instagram is differed from other social networks and that is site focused on images. according to Instagram press 300 million of its users are regularly posting their photos on Instagram and active on this site and there is an average of 70 million photos are posted daily in whole world, attracting 2.5 billion "Likes"<sup>10</sup>. Instagram is a cellular photograph-sharing and video-sharing software. It is a social network carrier that enables its users to take and share pics and motion pictures<sup>11</sup>.

More previously, the involvement of social media sites (SNS) in body image problems has been investigated. A special mixture of variables such as friend relationships, photo sharing popularity, and mobile computing availability substances the probability that SNS people will internalize the slim-ideal, self-objective, and participate in peer-related appearance differentiate. Furthermore, considering Instagram's growing popularity between many youthful females and the fact that Instagram is solely a picture-based social media site with people posting more than 80 million pictures per day<sup>12</sup>.

People are much more likely to use internet as this is the era in which you are most likely to use social networking to suffer multiple problems. Social networking sites apps offer a chance for responses about one's personality-presentation from a wide-ranging social media platform, therefore associating with the elements of narcissism connected with the urge for a larger audience where they seek attention and interest<sup>13,14</sup>. Image uploading apps, like Instagram, often give individuals the opportunity to practice greater control over the photo displayed to their family member and followers on Instagram app so that this type of apps become the reason of the development of narcissism. Narcissism entails a grandiose personality-presentation, pride and a willingness for positive attention from everyone and a wish for self-confidence building assessments from others. The aim of present research has been to establish the connection among narcissism, body image and Instagram usage and moreover to investigate if the Instagram usage contributes to the creation of body image and narcissism.

### MATERIALS AND METHOD

This cross-sectional study was performed in various universities of Lahore including University of Management and Technology, University of Central Punjab and University of Lahore. 200 students were approached including 100 females and 100 males. Students were selected on the basis of their usage of Instagram. Only those participants were included who were using Instagram. Brief information about the research was given and consent was taken. The information was collected on the basis of their age, education, economic status, birth order and qualification. For measuring the narcissism, Narcissistic Personality Inventory-16 (NPI-16)<sup>15</sup>, Body appreciation Scale-2 (BAS-2)<sup>16</sup> was used to measure body image and Motive for Instagram use questionnaire<sup>17</sup> was used to measure Instagram usage. The data was entered and analyzed through SPSS.

### RESULTS

The present research aimed to explore the relationship between narcissism, body image and Instagram use among university

students. The data was evaluated via the use of descriptive and inferential statistics. Firstly, reliability analysis was performed for all of the scales. In the second stage descriptive analysis were conducted from demographic variables, narcissism, body image and Instagram usage. Pearson product moment correlation was calculated to assess the connection between narcissism, body image and Instagram usage. In the third step, linear regression was used for examining the predictors of Instagram usage.

Results of the present study showed that narcissism has a significant positive relationship with body image and Instagram

usage. Furthermore, it revealed that Narcissism has a significant negative relationship with age and education. Body image showed a significant negative relationship with age and education. Moreover, Instagram usage has negative relationship with age.

Narcissism has been shown to be a significant predictor of Instagram usage. The overall model accounted for 18% variance. Results also revealed that Narcissism explained 9% variance in Instagram usage with  $F(100) = 19.6$  whereas body image also explained 9% variance in Instagram usage with  $F(100) = .85$ .

Table 1: Correlation among Demographic variables and Study Variables (N=200)

Variables	1	2	3	4	5	6	M	SD
1 Narcissism	-	.14*	.30**	-.22**	-.13	.07	6.7	2.8
2 Body Image Scale		-	.10	-.126	-.010	.07	39.9	7.4
3 Instagram Usage			-	-.01	.03	.10	95.1	20.4
4 Age				-	.632**	-.147*	21.9	2.4
5 Education					-	.00	14.6	1.7
6 Gender						-	.50	.50

\*\*\*p<.001, \*\*p<.01, \*p<.05

Table 2: Hierarchical Multiple Regression Analysis predicting Instagram usage from variables narcissism and body image. (N=200)

Variable	Instagram usage					
	Model 1		Model 2			
	B	SE B	B	B	SE B	β
Narcissism	2.1	.48	.30***	2.0	.49	.29**
Body Image				.17	.19	.06**
R <sup>2</sup>		.09			.09	
ΔF		19.6***			.85**	

Note. R<sup>2</sup> = adjusted R<sup>2</sup>; β = regression coefficient

\*\*\*p<.001\*\*p<.01\*p<.05.

**DISCUSSION**

It was hypothesized that there is a relationship between narcissism, body image and Instagram usage among university students. The findings showed a positive significant relationship between narcissism and body image. This implies the narcissistic person's views regarding attractiveness are existing and they idealize and have their own view of their body look, so it indicates that they are in decent shape from perceptions in body beauty even though they are pleased about their body attractiveness and physical look. This indicates that alterations in narcissism affect the views about body image amongst them and flourishing or decrease of beliefs about body look is stricken by growing or lowering of narcissism.

More results revealed a positive connection regarding narcissism and the usage of Instagram. Today every person in world use social media sites (Instagram) on daily basis. Social networking is rapidly expanding progress and well-known that is followed by fears that such sites represent narcissistic tendencies and boost them. Instagram encourages narcissists to seek an endless number of appreciations, praise, comments and also helps them to speak about favorable characteristics. Researchers<sup>3</sup> concluded that narcissists prefer social media platforms as they operate effectively in self-centered interactions or highly structured settings in which they have full capacity of narcissism-presentation<sup>17</sup>. Research shows that narcissistic patterns has risen because of the usage of social networks (Instagram) and Internet developments<sup>18</sup>. Previous studies have additionally observed that people who upload multiple snap shots on social media sites like Instagram those people performed better and recorded higher score in narcissism<sup>19,14</sup>.

The finding of present study determine that body image had a significant negative relationship with age. Multiple investigations have already proven that middle-elderly and older women experience dissatisfaction rates of body image relative to those of younger ladies, indicating that discontent about one's self-image may stabilize throughout life<sup>20</sup>. The current study determine that body image has no relationship with Instagram usage it means that if the person use Instagram for the purpose of fun that social media

did not affect the persons own perception about their body look because according to this finding Instagram usage has no significant correlation with body image.

**CONCLUSION**

The study showed that there was a significant positive correlation between narcissism and Instagram usage. Instagram gives platforms to narcissists to display self-entitlement, perfection, uniqueness, admiration, seek attention by this site. Moreover, narcissism and body image both had a strong significant relationship. Narcissism and body image are correlated that means the individuals who have narcissist features that person mentor themselves and have self-image, self-concept, self-perception and outer appearance in their mind.

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