



De La Salle University – Dasmariñas

**THE RELATIONSHIP OF NARCISSISTIC PERSONALITY AND POSTING
SELFIES AMONG STUDENTS IN DE LA SALLE UNIVERSITY-DASMARIÑAS**

An Undergraduate Thesis Presented to
The Faculty of Psychology Department
College of Liberal Arts and Communication
De La Salle University-Dasmariñas

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Bachelor of Arts in Psychology

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ABSTRACT

Name of Institution: De La Salle University- Dasmariñas

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Title: The Relationship of Narcissistic Personality and Posting Selfies on Facebook among Students in De La Salle University- Dasmariñas

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Scope and Coverage: This study focused on the correlation of narcissistic personality and posting selfies on Facebook among students ages 16 to 25 in De La Salle University-Dasmariñas. Samples of 549 students of College of Tourism and Hospitality Management were randomly selected.

Methodology: This correlational research used Pearson Correlation Coefficient to determine if there



is significant relationship between narcissistic personality and posting selfies on Facebook among students in De La Salle University-Dasmariñas. Cluster sampling was used with sample of 549 students ages 16-25 from College of Tourism and Hospitality Management (CTHM) in De La Salle University-Dasmariñas. The standardized Narcissistic Personality Inventory Test (NPI-16) developed by Ames, et al. (2006) was utilized to measure the level of narcissism while a validated and piloted researchers-made instrument Posting Selfies on Facebook Survey was used to measure the level of posting selfies on Facebook.

Conclusion:

This study concluded that netizens post their selfies on Facebook because they are moderately reliant on appreciation. Additionally, many of the netizens nowadays have moderate level in narcissistic traits. However, this study



concluded as well that Facebook users or netizens who want to be admired or praised in posting selfies have manifestation of narcissism.

Recommendations:

1. Netizens are encouraged to read the blogs and articles on how to get rid of insecurities and how to boost self-esteem without being over dependent on appreciation from others. They are also encouraged to be aware of their personality traits. If they know themselves as having narcissistic traits, they must realize that not all their Facebook friends will “like” or appreciate their photos. Furthermore, netizens who have such traits should minimize posting selfies on Facebook especially when they already feel upset since their photos have been ignored.

2. Psychologists must be also aware that narcissism also exists on social networking sites. They may help netizens with narcissistic traits not to totally acquire a personality disorder by contributing a



program for “Self Awareness” or “Self-Management Skills”. Self-awareness makes them conscious with their behavior particularly on strengths and weaknesses. Self-management skills help them to overcome weaknesses and enhance their strengths. Such programs or strategies may help netizens to keep being psychologically healthy.

3. Future researchers are encouraged to conduct a similar study utilizing other possible personalities such as Histrionic and Obsessive-Compulsive where these could possibly be reflected through posting selfies. Histrionic personality has characteristics of “attention seeking” and “vanity” while Obsessive-Compulsive has characteristics of excessive or repeated doing something combined with feelings of obsession. They may also explore new research design such as qualitative design particularly case study to get more specific ideas and information from the respondents.



They may as well use other research instrument for narcissism such as 40-item Narcissistic Personality Inventory Test (NPI-40) developed by Raskin and Terry (1988) where the most dominant dimension or narcissistic traits of individuals could be identified. It has seven (7) dimensions or subscales such as Authority, Exhibitionism, Superiority, Exploitativeness, Vanity, Self-Sufficiency and Entitlement. They are suggested to use other samples and settings such as netizens beyond ages 16-25 years old. At the same time, they could also identify the relationship between narcissism and number of selfies per hour or day.

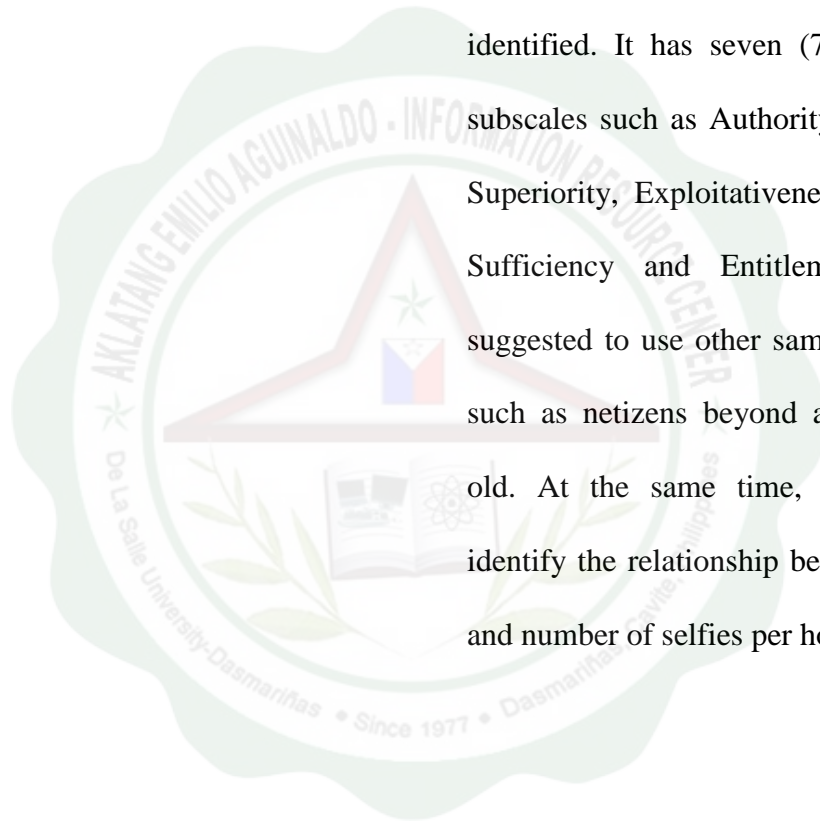




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