Millennials, Narcissism and Social Networking: The Mediating Role of Relationship Satisfaction

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Introduction

- There are over 2 billion people actively using social networking sites.
- According to Pew Research Center as of 2015
  - Facebook — 72% of adult internet users 62% of entire adult population
  - Instagram — 28% of adult internet users 24% of entire adult population
  - Twitter — 23% of all internet users 20% of entire adult population
- Over 90% of college students having Facebook profiles” (Ellison, Steinfield, & Lampe, 2007)
- Although research has examined the relationship between narcissism and SNS, few studies have focused on narcissism, SNS and romantic relationships.
- The goal of this research is to extend the investigation of the impact of social networking sites on romantic relationships, considering narcissism, to understand the interpersonal connection.

Methodology

Participants
Participants will be recruited through an undergraduate course at a western metropolitan university. They will complete a self-report questionnaire and fill out a diary that will monitor their time spent on SNS.

Measures
Their levels of narcissism will be assessed using the 40-item Narcissistic Personality Inventory, their relationship satisfaction will be assessed by the revised dyadic adjustment scale (RDAS) and their social networking site usage will be measured by a daily diary.

Preliminary Results
Data has yet to be collected, but data collection is set to begin in March 2016 and will be completed by the end of April. Final results will be ready to present at the end of May.