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

Chantal Martinez
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Abstract
The amount of literature on social networking sites (SNS) and narcissism has increased significantly in recent years. There is research that supports the often-made assertion that the millennial generation, those in college from the early 2000s to late 2010s, are more narcissistic than previous generations (Twenge, Konrath, Foster, Campbell, & Bushman, 2008a, 2008b). As a result of those findings, greater levels of variable specification may be required. Testing the relationships among key variables is important when trying to understand the impact of these technological forums. Although research has examined the relationship between narcissism and SNS, few studies have focused on romantic relationships. Therefore, the main focus of this research is to examine if a person's relationship satisfaction will have an impact on: (a) how often they use SNS, (b) how they use SNS, and (c) if that person displays more narcissistic characteristics. Participants will be recruited through an undergraduate course at a western metropolitan university and complete a self-report questionnaire alongside a daily diary entry. Their levels of narcissism, SNS usage, SNS activities, and relationships satisfaction will be measured.

This student presentation is available at ScholarWorks: https://scholarworks.boisestate.edu/as_16/91
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
  - Instagram — 28% of adult internet users
  - Twitter — 23% of all internet users
- 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.

Hypothesis
Building off of previous research, I have hypothesized that a person’s relationship satisfaction will have an impact on
(a) how often they use SNS
(b) how they use SNS and
(c) if that person takes part in more narcissistic characteristics

“High levels of Facebook use by couples were correlated with negative relationship outcome such as cheating, breakup and divorce.” (Clayton, et. Al, 2013)

“Millennial generation, those in college from the early 2000s to late 2010s, are more narcissistic than previous generations” (Twenge, et. Al, 2008)

“Narcissists are using Facebook the same way they use their other relationship, for self-promotion with an emphasis on quantity over quality” (Buffardi & Campbell, 2008)