POVEZANOST NARCISOIDNOG POREMEĆAJA LIČNOSTI I UPOTREBE DRUŠTVENIH MREŽA

EXPLORING THE ASSOCIATION BETWEEN NARCISSISTIC PERSONALITY DISORDER AND SOCIAL MEDIA USE

Lejla Imamović Lerić[1], Indira Husić[2]

[1] "Fakulteta za organizacijske studije", Novo Mesto, Slovenija

[2] Univerzitet „Džemal Bijedić", Mostar, Bosna i Hercegovina

[1] Faculty of Organisation Studies, Novo Mesto, Slovenia

[2] University Džemal Bijedić, Mostar, Bosnia and Herzegovina

SAŽETAK

Uvod/Cilj: Narcisoidni poremećaj ličnosti je sve primetniji u modernom vremenu. Sve je više onih u društvu kojima vlastito „ja" predstavlja odskočnu dasku ili prepreku za sopstveno napredovanje. Postavlja se pitanje da li i u kojoj meri je narcisoidni poremećaj ličnosti povezan sa upotrebom društvenih mreža. Društvene mreže su postale deo svakodnevnice, kako mladih, tako i starijih osoba. Na društvenim mrežama se pokušava prikazati odraz svakodnevnice koji često predstavlja iluziju koja zapravo ne postoji. Dakle, na društvenim mrežama se predstavlja lažna slika, daje se lažni sjaj, pokušava se prikazati ono što ne postoji, u želji da se drugi zadive i pomisle da je autor sadržaja u nekoj meri bolji ili važniji, odnosno uspešniji od njih. Rad pokušava da dovede u vezu narcisoidni poremećaj ličnosti i upotrebu društvenih mreža, kako bi se ustanovilo da li su ove dve varijable povezane.

Materijali i metode: Osnovne metode primenjene u ovom istraživanju su metoda analize i sinteze, metoda indukcije i dedukcije, statistička i komparativna metoda. U procesu prikupljanja podataka učestvovalo je 58 studenata, a prilikom istraživanja, korišćeni su Inventar narcisoidne ličnosti, Inventar o prisustvu na društvenim mrežama i usmerenju upotrebe društvenih mreža (akademsko usmerenje, socijalizacija, zabava, informisanje, kompulzivna upotreba), (engl. *Statements of Social Networking Usage Questionnaire*), te su postavljana pitanja opšte prirode (sociodemografska pitanja). Istraživanje je sprovedeno u Sloveniji i Bosni i Hercegovini, u periodu januar–jun 2024. godine.

Rezultati: Utvrđen je veoma nizak stepen korelacije između narcisizma i akademske svrhe upotrebe društvenih mreža ($r = 0{,}20$). Utvrđena je srednje jaka korelacija između narcisizma i socijalizacije kao svrhe društvenih mreža ($r = 0{,}66$). Ustanovljena je veoma slaba korelacija između narcisizma i informativne svrhe upotrebe društvenih mreža, tačnije koeficijent korelacije je iznosio ($r = 0{,}28$). Najzad, utvrđena je visoka korelacija između narcisizma i zabave kao svrhe upotrebe društvenih mreža – stepen korelacije između ove dve varijable bio je $r = 0{,}88$.

Zaključak: Rezultati istraživanja ukazuju na postojanje značajne veze između narcisoidnog poremećaja ličnosti i prisustva na društvenim mrežama.

Ključne reči: narcizam, poremećaj, socijalne mreže, studenti

ABSTRACT

Introduction/Aim: Narcissistic personality disorder has become more and more noticeable in modern times. For an increasing number of people, their ego has become a springboard in society or an obstacle to their progress. The question is whether and to what extent narcissistic personality disorder is related to the use of social media networks. For young and older people alike, social media networks have become a part of everyday life. Social media networks are used in an attempt to show a reflection of everyday life that often represents a non-existent illusion. Therefore, social media networks present a false image, a fake splendor, in an attempt to show what is not there, so as to impress other people and induce them to think that the author of the content is somehow better or more important, i.e., more successful than them. This study attempts to link narcissistic personality disorder and the use of social media networks, in order to determine whether these two variables are related.

Materials and methods: The basic research methods applied in this study are the method of analysis and synthesis, the method of induction and deduction, and the statistical and comparative methods. A total of 58 university students participated in the data collection process. The Narcissistic Personality Inventory and the Statements of Social Networking Usage Questionnaire (i.e., an inventory of social media presence and its purpose – academic, socialization, entertainment, information, compulsive use) were used in the study. Questions of a general nature (for collecting socio-demographic data) were also included. The study was conducted in Slovenia and Bosnia and Herzegovina, from January to June 2024.

Results: A very low degree of correlation was found between narcissism and the academic purpose of using social media networks ($r = 0.20$). A moderately strong correlation was found between narcissism and socialization as the purpose of using social media networks ($r = 0.663$). A very weak correlation was found between narcissism and the informative purpose of using social media networks, more precisely, the correlation coefficient was ($r = 0.28$). Finally, a high level of correlation was found between narcissism and entertainment as the purpose of using social media networks – the degree of correlation between these two variables was $r = 0.88$.

Conclusion: The research results indicate the existence of a significant relationship between narcissistic personality disorder and presence on social media networks.

Keywords: narcissism, disorder, social media networks, university students

Autor za korespondenciju:
Lejla Imamović Lerić
Fakulteta za organizacijske studije
Ulica talcev 3, 8000 Novo Mesto, Slovenija
Elektronska adresa: lejlaimamovicleric@gmail.com

Corresponding author:
Lejla Imamović Lerić
Faculty of Organisation Studies
3 Talcev Street, 8000 Novo Mesto, Slovenia
E-mail: lejlaimamovicleric@gmail.com

UVOD

Upotreba društvenih mreža je postala svakodnevnica za većinu ljudi na planeti. Sadržaj koji se objavljuje na društvenim mrežama je veoma raznolik, a njegov uticaj može u velikoj meri da opredeli određene ljude ka određenim aktivnostima. U ovom radu će biti reči o osobama sa narcisoidnim poremećajem ličnosti (NPL), odnosno o takozvanim „narcisima", i njihovom odnosu prema društvenim mrežama. Osobe sa narcisoidnim poremećajem ličnosti imaju specifične obrasce ponašanja, koji ih, kao takvi, opredeljuju ka određenim aktivnostima, u manjoj ili većoj meri. Prethodna istraživanja ukazuju na to da osobe sa narcisoidnim poremećajem ličnosti koriste društvene mreže u specifične svrhe.

Svrhe upotrebe društvenih mreža možemo podeliti u pet osnovnih kategorija: akademska svrha, svrha socijalizacije, informativna svrha, svrha zabave i kompulzivna upotreba društvenih mreža.

U empirijskom delu rada napravljeno je istraživanje koje se odnosilo na grupu studenata koji su, prema kriterijumima narcizma – narcisi (ili imaju narcisoidni poremećaj ličnosti), te se analiziralo u koju svrhu ova grupacija najčešće koristi društvene mreže. Kroz koeficijent korelacije, ispitivalo se koja svrha upotrebe društvenih mreža najviše korelira sa narcizmom.

Narcisoidnost je postala karakteristika koja definiše moderno doba: zanimanje za taj koncept zaokupilo je maštu javnosti, medija i književnosti. Sedamdesetih godina prošlog veka, američki novinar Tom Volf skovao je frazu „*the 'me' decade*" kako bi opisao porast slavljenja samog sebe, a američki istoričar i društveni kritičar Kristofer Leš je objavio knjigu „Kultura narcizma", u kojoj istražuje porast pojave narcisoidnih ličnosti i dekadencije. Ovi popularizovani tekstovi praćeni su sve većim akademskim interesovanjem i empirijskim istraživanjima, posebno u područjima psihologije, društvenih nauka i kulturoloških studija [1].

Osnovne karakteristike narcizma su [2]:
- evidentna koncentracija na sebe u međuljudskoj razmeni;
- nedostatak psihološke svesti (videti takođe: *insight, ego syntonic*);
- poteškoće s empatijom, nemogućnost sagledavanja sveta iz perspektive drugih;
- poteškoće u razlikovanju sebe od drugih, drugi se sagledavaju kao njihov „produžetak";
- iskorišćavanje drugih za sopstvene ciljeve, bez obzira na cenu njihovog delovanja;
- ranjivost na sramotu ili krivicu;
- poricanje kajanja i zahvalnosti;
- iritiranost u odnosu na ljude koji im se ne dive;
- laskanje ljudima koji im se dive;
- razmetanje sopstvenim uspesima;

INTRODUCTION

The use of social media networks has become a daily routine for most people worldwide. The content posted on social media is very diverse, and its influence can largely steer certain people towards particular activities. This paper will analyze people with narcissistic personality disorder (NPL) and people known as narcissists, and their attitudes towards social networks. People with narcissistic personality disorder have specific patterns of behavior, which, as such, steer them toward certain activities, to a lesser or greater extent. Previous research indicates that people with narcissistic personality disorder use social media networks for particular purposes.

The different purposes of using social media networks can be divided into five basic categories: academic purpose, socialization purpose, informative purpose, entertainment purpose, and compulsive use of social media networks.

The empirical segment of this study researched a group of university students who, according to the criteria of narcissism, are narcissists (or suffer from narcissistic personality disorder), and analyzed the most common purpose for using social media networks in this group. The correlation coefficient was used to examine which purpose for using social networks correlates with narcissism the most.

Narcissism has become a defining characteristic of the modern age: interest in the concept has captured the public's imagination, the media, and literature. In the 1970s, American journalist Tom Wolfe coined the phrase *the 'me' decade* to describe the rise of self-celebration, and American historian and social critic Christopher Lasch published the book, *The Culture of Narcissism*, wherein he explored the rise in narcissistic personality disorder and decadence. These popularized texts have sparked increasing academic interest and empirical research, especially in the domains of psychology, social sciences, and cultural studies [1].

The basic characteristics of narcissism are [2]:
- evident concentration on oneself in interpersonal exchanges;
- lack of psychological awareness (see also insight, ego syntonic);
- difficulty with empathy, inability to see the world from the point of view of others;
- difficulty in distinguishing oneself from others, the others are seen as their "extension";
- exploitation of others for their own goals, with no consideration of the price of their action;
- vulnerability to shame or guilt;
- denial of remorse and gratitude;
- irritation towards people who do not admire them;

◆ predstavljanje nepostojećih uspeha;
◆ razmetanje sposobnostima ili pretvaranje da se poseduju nepostojeće sposobnosti;
◆ oholost izražena govorom tela.

Narcisoidni poremećaj ličnosti se može opisati kao prožimajući obrazac grandioznosti, potrebe za divljenjem i nedostatka empatije. Devet kriterijuma koji karakterišu NPL su sledeći: grandiozni osećaj vlastite važnosti i propratne grandiozne fantazije, uverenje u sopstvenu posebnost i jedinstvenost, potreba za pažnjom punom divljenja, osećaj povlašćenosti (očekivanje posebnog tretmana i prava na izuzetak), izrabljivanje (iskorišćavanje drugih ljudi), arogancija i oholost, nedostatak empatije (tj. nevoljnost prepoznavanja ili poistovećivanja s osećajima i potrebama drugih), te zavist prema drugima ili uverenje da im drugi zavide.

Obeležja povezana sa narcisoidnim poremećajem ličnosti su ranjivo samopoštovanje – osećaj stida, osetljivosti i intenzivne reakcije poniženja, praznine ili prezira na kritiku ili poraz, kao i kršenje radne etike koje proizlazi iz poteškoća u tolerisanju kritike ili takmičenja [3]. Ovaj poremećaj uključuje tri elementa: preuveličana svest o sopstvenom značaju, nedostatak topline ili empatije u odnosima prema drugim ljudima, te primena raznih strategija za održavanje preuveličanog mišljenja o sebi. Narcisizam nije povezan sa viđenjem sebe kao brižnijeg i ljubaznijeg od drugih [4].

Dijagnostičke nedoumice oko narcisoidnog poremećaja ličnosti se javljaju zbog vrlo varijabilne prezentacije i širokog raspona ozbiljnosti poremećaja koja može karakterisati narcisoidnu patologiju. Pojedinci sa narcisoidnim poremećajem ličnosti mogu biti grandiozni ili mrzeti sami sebe, ekstrovertni ili društveno izolovani, majstori svog zanata ili nesposobni da zadrže stalni posao, uzorni građani ili skloni antisocijalnim aktivnostima [5]. Savremene konceptualizacije patološkog narcisizma naglašavaju njegove manifestacije u grandioznosti i ranjivosti. Narcisoidna grandioznost povezana je sa osećanjima privrženosti, vlastite važnosti i sa izrabljivačkim ponašanjem. Pojedinci sa visokom grandioznošću verovatno će biti otvoreno neskromni, promovisaće sami sebe i prikazivaće se boljim nego što jesu. Narcisoidna ranjivost povezuje se sa osećajem povlašćenosti i antagonizmom prema drugima u svojoj okolini, ali se takođe karakteriše stidom i negativnom emocionalnošću. Stoga, umesto da se odražava u ponašanju traženja nagrade, poput grandioznosti, ranjivost se odražava u motivima kao što je izbegavanje neprijatnosti, i ima tendenciju da bude široko povezana sa drugim oblicima patologije ličnosti [6].

Sa druge strane, klasični poremećaj ličnosti je definicija koja se koristi za zajedničke fizičke, mentalne i duhovne karakteristike [7]. Većina definicija

◆ flattery towards people who admire them;
◆ ostentation of one's successes;
◆ fiction of non-existent successes;
◆ ostentation or pretense of competence;
◆ haughtiness expressed with body language.

Narcissistic personality disorder can be described as a pervasive pattern of grandiosity, a need for admiration, and a lack of empathy. The nine criteria that characterize people with NPL are as follows: grandiose sense of self-importance and accompanying grandiose fantasies, belief in one's specialness and uniqueness, need for excessive admiration, sense of entitlement-privilege (expectation of special treatment and the right to exception), exploitation (taking advantage of other people), arrogance and haughtiness, lack of empathy (i.e. reluctance to recognize or identify with the feelings and needs of others), and envy of others or belief of being envied by others.

Features associated with narcissistic personality disorder include vulnerable self-esteem – feelings of shame, sensitivity, and intense reactions of humiliation, emptiness, or contempt to criticism or defeat, as well as poor work ethics, arising from difficulties in tolerating criticism or competition [3]. This disorder includes three elements: an exaggerated sense of self-importance, a lack of warmth or empathy in relationships with other people, and the use of various strategies to maintain an exaggerated opinion of oneself. Narcissism is not associated with seeing oneself as more caring or kinder than others [4].

Diagnostic dilemmas regarding narcissistic personality disorder stem from the highly variable presentation and a wide range of disorder severity that can characterize narcissistic pathology. Individuals with narcissistic personality disorder may be grandiose or self-loathing, extroverted or socially isolated, masters of their trade or incapable of holding down a steady job, exemplary citizens or prone to antisocial activities [5]. Contemporary conceptualizations of pathological narcissism emphasize its manifestations in grandiosity and vulnerability. Narcissistic grandiosity is associated with feelings of attachment, self-importance, and exploitative behavior. Individuals exhibiting a high level of grandiosity are likely to be overtly immodest, self-promoting, and prone to self-aggrandizement. Narcissistic vulnerability is associated with a sense of entitlement and antagonism towards other people but is also characterized by shame and negative emotionality. Thus, rather than being reflected in reward-seeking behaviors such as grandiosity, vulnerability is reflected in motives such as avoidance of unpleasantness and tends to be broadly associated with other forms of personality pathology [6].

poremećaja ličnosti naglašava hroničnu, dugotrajnu prirodu karakteristika i obrazaca reagovanja na neprijatnost, koji su često ograničene varijabilnosti, i često se primenjuju bez obzira na prikladnost kontekstu. Na primer, u „Dijagnostičkom i statističkom priručniku za mentalne poremećaje" (engl. *Diagnostic and Statistical Manual of Mental Disorders – DSM*), poremećaji ličnosti su opisani kao obrazac unutrašnjeg iskustva i ponašanja koji odstupa od kulturnih normi. Ovi obrasci opažanja, odnosa i razmišljanja o okolini i sebi su prožimajući, nefleksibilni i stabilni tokom vremena i za posledicu imaju probleme ili oštećenje u funkcionisanju. Osobe sa poremećajem ličnosti imaju tendenciju da se nađu u „začaranim krugovima" u kojima nastaju upravo ona iskustva koja pokušavaju da izbegnu, a ti obrasci počinju da definišu iskustvo tog pojedinca. Način na koji pojedinac misli, oseća, deluje i odnosi se prema drugima direktno ograničava njegovu sposobnost za rad, postizanje ciljeva i uživanje u intimnim odnosima [5]. Narcisoidni pacijenti pokušavaju da o sebi zadrže sliku savršenstva i lične nepobedivosti i da projektuju takvu sliku o sebi i drugima. Fizička bolest može da razbije ovu iluziju, a pacijent može izgubiti osećaj sigurnosti svojstven kohezivnom doživljaju sebe. Ovaj gubitak ubrzava panično osećanje da se „moj svet raspada u paramparčad", a pacijent ima osećaj lične fragmentacije [8].

Poslednjih godina, upotreba društvenih mreža je postala svetski fenomen. Upotreba društvenih mreža je nesumnjivo jedna od aktivnosti koje oduzimaju najviše slobodnog vremena u mnogim zemljama. Preko društvenih mreža, pojedinci mogu da se, između ostalog, povežu sa svojim prijateljima i pratiocima, da izraze emocije, označe svoju lokaciju, te podele fotografije i video zapise. Ovaj proces omogućava pojedincima trenutno i živo izražavanje sebe. Crte ličnost mogu da utiču na preterano i patološko korišćenje društvenih mreža. Osim toga, otkriveno je da, po svoj prilici, zavisnost od društvenih mreža predviđa narcisoidne crte ličnosti. U manjini slučajeva, aktivnosti na društvenim mrežama mogu uzrokovati negativne društvene i psihološke učinke, a neki tvrde da ekstremno problematično korišćenje društvenih mreža može da izazove zavisnost. Zavisnost od društvenih mreža može dovesti do negativnih ishoda na društvenom, profesionalnom i/ili obrazovnom planu te je povezana sa različitim oblicima psihopatologije, akademskim problemima i usamljenošću.

Ove posledice su navele istraživače na teoretisanje i empirijsko ispitivanje prirode zavisnosti od društvenih mreža i povezanih varijabli [9]. Dokazano je da društvene mreže imaju značajno dejstvo na samopouzdanje svojih korisnika. Psiholozi su opsežno proučavali potre-

On the other hand, classic personality disorder is a definition used for common physical, psychological, and spiritual characteristics [7]. Most definitions of personality disorders emphasize the chronic, long-lasting nature of distress response characteristics and patterns, which are often of limited variability, and are applied regardless of contextual appropriateness. For example, in the *Diagnostic and Statistical Manual of Mental Disorders* (DSM), personality disorders are described as a pattern of inner experience and behavior that deviates from cultural norms. These patterns of perceiving, relating, and thinking about the environment and oneself are pervasive, inflexible, and stable over time, and result in problems or impairment in functioning. Individuals with a personality disorder tend to find themselves in "vicious circles" where the very experiences that they are trying to avoid occur, and these patterns begin to define this individual's experience. How an individual thinks, feels, acts, and relates to others directly limits their ability to work, achieve goals, and enjoy sexual relations [5]. Narcissistic patients try to maintain an image of perfection and invincibility and to project such an image of themselves onto others. Physical illness can shatter this illusion, and the patient can lose the sense of security inherent in a cohesive experience of self. This loss accelerates a sense of panic wherein these individuals feel: "My world is falling apart", and the patient has a sense of personal fragmentation [8].

In recent years, the use of social media networks has become a worldwide phenomenon. The use of social media networks is undoubtedly one of the activities that take up the greatest amount of free time in many countries. Through social media networks, individuals can, among other things, connect with their friends and followers, express emotions, tag their location, and share photos and videos. This process allows individuals to express themselves instantly and vividly. Personality traits can influence excessive and pathological use of social media networks. In addition, social media addiction was found to predict narcissistic personality traits. In a minority of cases, social media activity can cause negative social and psychological effects, and some argue that extremely problematic social media use can be addictive. Social media addiction can lead to negative social, professional, and/or educational outcomes and is associated with various forms of psychopathology, academic problems, and loneliness.

These effects have led researchers to theorize and empirically examine the nature of social network addiction and related variables [9]. It has been proven that social media networks have a significant effect on the self-confidence of their users. Psychologists have extensively studied the need to belong, and some have

bu za pripadanjem, a neki postuliraju da društvene mreže pružaju prikladan način da se uklopite među druge. Pripadnost nekoj grupaciji podstiče razvoj kolektivnog samopoštovanja koje socijalni psiholozi opisuju kao aspekt samopoimanja pojedinca proistekao iz njegove svesti o pripadnosti društvenoj grupaciji, zajedno sa vrednošću i emocionalnim značenjem koji se tom članstvu pridaju. U tom smislu, upotreba društvenih mreža mogla bi da poveća nivo samopoštovanja [10].

Prva studija o odnosu između upotrebe društvenih mreža i narcisizma pokazala je da je grandiozni narcisizam korisnika, koji su sami prijavili, bio značajno povezan s količinom njihovih društvenih interakcija (kompozitna mera broja prijatelja i broja objava na tzv. „zidu"), ali ne i sa količinom informacija navedenih u odeljku „O sebi". Štaviše, istraživači su ocenili opseg samopromotivnog sadržaja (uglavnom samopromocije u slikama i citatima) na Fejsbuk stranicama ispitanika i povezali te ocene s grandioznim narcisizmom koji su oni sami prijavili. Nekoliko indikatora sadržaja Fejsbuk profila, kao što su citati za samopromociju, dali su pozitivan odnos s narcisoidnošću koju su ispitanici sami prijavili, dok drugi (npr. slike za samopromociju) nisu. Ovi rezultati upućuju na to da se čini da narcise posebno privlače aktivnosti koje jačaju njihov osećaj sopstvene važnosti i pružaju im mogućnost da se drugima predstave u povoljnom svetlu. Nadalje, narcisi teže brojnoj publici prikupljanjem velikog broja Fejsbuk prijatelja i čestim ažuriranjem statusa koji odražavaju njihovu grandioznu sliku o sebi.

Kada je ova temeljna studija objavljena, Fejsbuk je imao oko 29 miliona aktivnih korisnika – što je oko 2% njegovog trenutnog aktivnog članstva.

U međuvremenu je sprovedeno opsežno istraživanje o vezi između upotrebe društvenih mreža i narcisoidnosti, uporedo sa značajnom medijskom pokrivenošću ove teme. Do sada su u različitim disciplinama sprovedena istraživanja koja su ostala donekle neuverljiva: dok su mnoge studije potkrepile ideju o pozitivnom odnosu između grandioznog narcisizma i broja kontakata na društvenim mrežama, druge studije nisu pronašle nikakvu povezanost ili su čak ustanovile obrnute veze. Slično tome, dok neke opservacione studije imaju tendenciju da naglašavaju vezu između narcisizma i upotrebe društvenih mreža, drugi ocenjuju da ta veza nije uspostavljena [11].

Pojedinci koriste društvene mreže kako bi istakli sopstveni značaj, privukli pažnju i obezbedili poštovanje i status. Oni postavljaju atraktivne fotografije i dele najzanimljivije podatke o sebi da bi ovo ostvarili.

Intrigantan je i odnos između narcisoidnosti i ponašanja pri slikanju tzv. „selfija". U studiji sprovedenoj kako bi se ispitao ovaj odnos, autori su otkrili da su ispitanici

postulated that social media networks provide a convenient method of fitting in with others. Belonging to a group encourages the development of collective self-esteem, which social psychologists describe as an aspect of an individual's self-concept derived from his/her awareness of belonging to a social group, along with the value and emotional significance attached to that membership. In this sense, the use of social media networks could increase a person's level of self-esteem [10].

The first study on the relationship between social media use and narcissism found that users' self-reported grandiose narcissism was significantly linked to the number of their social interactions (a composite measure of the number of friends and number of posts on the user's wall), but not to the amount of information listed in the "About" section. Furthermore, the researchers rated the extent of self-promotional content (mainly self-promotion through pictures and quotes) posed on the subjects' Facebook pages. They correlated those ratings with self-reported grandiose narcissism. Several indicators of Facebook profile content, such as self-promotional quotes, yielded a positive relationship with the subjects' self-reported narcissism, while others (e.g., self-promotional pictures) did not. These results suggest that narcissists appear to be particularly attracted to activities that enhance their sense of self-importance and provide them with the opportunity to present themselves to others in a favorable light. Furthermore, narcissists strive for a large audience by collecting large numbers of Facebook friends and frequently updating statuses that reflect their grandiose self-image. When this seminal study was published, Facebook had about 29 million active users – about 2% of its current active membership.

In the meantime, extensive research has been conducted on the link between social media use and narcissism and this topic has received significant media coverage. Thus far, research has been conducted in various disciplines, with somewhat inconclusive results. Namely, while many studies support the idea of a positive relationship between grandiose narcissism and the number of contacts on social networks, other studies have found no connection or have even found reverse connections. Similarly, while some observational studies tend to emphasize the link between narcissism and social media use, others find that no link has been established [11].

Individuals use social media to emphasize their self-importance, attract attention, and secure respect and status. They post flattering photos and share the most interesting information about themselves to achieve this.

The relationship between narcissism and behavior when taking a selfie is also intriguing. In a study con-

sa visokim stepenom narcisoidnosti obraćali više pažnje na komentare i tzv. „lajkove" drugih na društvenim mrežama i više pratili tuđe selfije. Drugo istraživanje pokazalo je da je deljenje selfija povezano s narcisizmom samo kod muških učesnika, ali ne i kod ženskih. U drugoj studiji istraživana je veza između objavljivanja selfija i tri aspekta narcizma (vođstvo / autoritet, preterano eksponiranje, autoritet / izrabljivanje). Prema dobijenim rezultatima, utvrđena je pozitivna značajna veza između učestalosti deljenja selfija i vođstva / autoriteta, preteranog eksponiranja, kao i autoriteta / izrabljivanja [12].

MATERIJALI I METODE

Naše istraživanje uticaja narcisoidne ličnosti na objave na društvenim mrežama izvršeno je na uzorku od 58 studenata fakulteta različitih smerova u Sloveniji i Bosni i Hercegovini, u periodu januar - jun 2024. godine. Kriterijumi uzorkovanja su bili:

- da je osoba student;
- da osoba ima profil na društvenim mrežama: Fejsbuk, Tviter, Instagram, Tiktok;
- da osoba iskazuje određene elemente narcizma.

Istraživanje je izvršeno putem platforme *Google Survey*, a upitnik je sadržao sledeće elemente:

- Inventar narcisoidne ličnosti – najrasprostranjeniji instrument za merenje individualnih razlika u narcisizmu u nekliničkoj populaciji. Iako su stavke samoprocene za NPL izvedene iz kriterijuma za narcisoidni poremećaj ličnosti definisanih u DSM-III, ova ponašanja zapravo odražavaju narcisoidnost kao normalnu osobinu ličnosti, osim ako se ne pokazuju u ekstremnim oblicima. Inventar je izvorno uključivao 223 stavke, a kasnije je sažet kao inventar od 40 stavki koji se uglavnom koristi u istraživanju narcisoidnih osobina ličnosti već više od dve decenije [13]. Ovaj merni instrument sadrži elemente koji se mere Likertovom skalom od 1 do 5 (1 – najniža ocena; 5 – najviša ocena). Pored navedenog inventara, korišćena su i određena dihotomna pitanja koja se odnose na narcizam.
- Inventar o prisustvu na društvenim mrežama i usmerenju upotrebe društvenih mreža (akademsko usmerenje, socijalizacija, zabava, informisanje, kompulzivna upotreba), (engl. *Statements of Social Networking Usage Questionnaire*) [14]. Pored navedenog inventara, korišćena su i određena dihotomna pitanja ili pitanja višestrukog izbora koja se odnose na upotrebu društvenih mreža.
- Pitanja koja se odnose na uzorak i opšta (sociodemografska) pitanja.

Istraživanje je imalo za cilj da ukaže na to koliko narcisoidni poremećaj ličnosti ima uticaja na upotrebu društvenih mreža, kao i u koje svrhe (akademska svrha, socijalizacija, zabava, informisanje, kompulzivna upo-

ducted to examine this relationship, the authors found that subjects with high levels of narcissism paid more attention to comments and other people's "likes" on social media and followed other people's selfies more. Another study found that sharing selfies was associated with narcissism only in male participants, but not in female participants. Another study investigated the relationship between selfie posting and three aspects of narcissism (leadership / authority, magnificent exhibitionism, authority / exploitation). According to the obtained results, a positive significant relationship was found between the frequency of sharing selfies and leadership / authority, magnificent exhibitionism, as well as authority / exploitation [12].

MATERIALS AND METHODS

Our study on the influence of narcissistic personality on social media posts was conducted in Slovenia and Bosnia and Herzegovina, from January to June 2024, on a sample of 58 university students majoring in different areas. The sampling criteria were as follows:

- that the person is a university student;
- that the person has a profile on social media networks: Facebook, Twitter, Instagram, TikTok;
- that the person exhibits certain elements of narcissism.

The study was conducted via *Google Survey*, with the questionnaire containing the following elements:

- The Narcissistic Personality Inventory – the most widely used instrument for measuring individual differences in narcissism in a non-clinical population. Although the self-evaluation items for NPL are derived from the criteria for narcissistic personality disorder defined in DSM-III, these behaviors, in fact, reflect narcissism as a normal personality trait, unless manifested in extreme forms. The inventory originally included 223 items and was later condensed to a 40-item inventory that, for over two decades, has been predominantly used for researching narcissistic personality traits [13]. This measuring instrument contains elements measured on a Likert scale ranging from 1 to 5 (1 – the lowest score; 5 – the highest score). In addition to the aforementioned inventory, certain dichotomous questions related to narcissism were also used.
- The Statements of Social Networking Usage Questionnaire – (i.e., an inventory of social media presence and its purpose – academic, socialization, entertainment, information, compulsive use) [14]. In addition to the above inventory, certain dichotomous or multiple-choice questions related to the use of social networks were also used.
- Questions related to the sample and general (socio-demographic) questions.

Imamović Lerić L. i sar.

POVEZANOST NARCISOIDNOG POREMEĆAJA LIČNOSTI I UPOTREBE DRUŠTVENIH MREŽA
EXPLORING THE ASSOCIATION BETWEEN NARCISSISTIC PERSONALITY DISORDER AND SOCIAL MEDIA USE

treba) osobe sa narcisoidnim poremećajem ličnosti najčešće koriste društvene mreže.

U zavisnosti od tipa varijabli i normalnosti raspodele, deskripcija podataka je prikazana kao n (%), aritmetička sredina (A) ± standardna devijacija (SD) ili medijana (*min-max*). Za procenu povezanosti korišćen je Pirsonov koeficijent korelacije. Statističke hipoteze su testirane na nivou statističke značajnosti (alfa nivo) od 0,05. Svi podaci su obrađeni u softverskom paketu *IBM SPSS Statistics 22 (SPSS Inc., Chicago, IL, USA)*.

REZULTATI EMPIRIJSKOG ISTRAŽIVANJA

Na samom početku prezentacije rezultata istraživanja prikazani su podaci koji se odnose na uzorak.

Prilikom analize podataka prikupljenih na datom uzorku, došlo se do rezultata predstavljenih u Tabeli 1. U procesu istraživanja učestvovalo je 58 ispitanika. Od ukupnog broja ispitanika, 34,4% su bili muškarci, dok

The study aimed to determine how much narcissistic personality disorder influences the use of social media networks, as well as to identify the purposes (academic, socialization, entertainment, information, compulsive use) for which people with narcissistic personality disorder most often use social networks.

Depending on the type of variables and the normality of the distribution, the data description is presented as n (%), arithmetic mean (A) ± standard deviation (SD), or median (min-max). Pearson's correlation coefficient was used to assess the association. Statistical hypotheses were tested at the statistical significance level (alpha level) of 0.05. All data were processed with the software package IBM SPSS Statistics 22 (SPSS Inc., Chicago, IL, USA).

RESULTS OF EMPIRICAL RESEARCH

The data related to the sample are presented at the very beginning of the study results presentation.

Tabela 1. Sociodemografski podaci i podaci koji se odnose na strukturu uzorka

Table 1. Sociodemographic data and data related to the structure of the sample

Varijable / *Variables*	*n*	%
Pol / *Sex*		
Muški / *Male*	20	34.4
Ženski / *Female*	38	65.6
Godine / *Age (years)*		
18-20 / *18-20*	41	70
21-25 / *21-25*	12	20
preko 25 / *over 25*	6	10
Da li ste student? / *Are you a university student?*		
Da / *Yes*	58	100
Ne / *No*	0	0
Koji fakultet studirate? / *Which faculty are you enrolled at?*		
Ekonomski / *Faculty of Economy*	6	10
Pravni / *Faculty of Law*	6	10
Građevinski / *Faculty of Civil Engineering*	6	10
Medicinski/Stomatološki / *Faculty of Medicine/Dentistry*	6	10
Farmaceutski / *Faculty of Pharmacy*	6	10
Nastavnički / *Faculty of Education*	29	50
Da li koristite društvene mreže? / *Do you use social media networks?*		
Da / *Yes*	58	100
Ne / *No*	0	0
Koje društvene mreže koristite? / *Which ones do you use?*		
Fejsbuk / *Facebook*	15	25.9
Instagram / *Instagram*	8	13.8
Tviter / *Twitter*	5	8.6
Tiktok / *TikTok*	1	1.7
Sve od navedenog / *All the above*	29	50.0
Ukupno / *Total*	58	100.0

je ostatak ispitanika (65,6%) bilo ženskog pola. Takođe, 70% ispitanika je imalo između 18 i 20 godina, a najviše njih je studiralo nastavnički fakultet (50%). Svi ispitanici koji su se našli u uzorku su bili studenti (100%) i svi ispitanici iz uzorka su bili korisnici društvenih mreža (100%). Na osnovu rezultata istraživanja zaključuje se da je čak 50,0% ispitanika koristilo sve ponuđene društvene mreže (Fejsbuk, Instagram, Tviter i Tiktok). Od preostalih 50,0%, njih 25,9% je koristilo samo Fejsbuk, 13,8% je koristilo samo Instagram, 8,6% je koristilo samo Tviter, dok je 1,7% koristilo samo Tiktok. Zaključuje se da su među studentima veoma rasprostranjene i veoma popularne društvene mreže, koje se koriste u različite svrhe.

U nastavku je predstavljena pojava narcizma u uzorku.

Pomoću prethodno opisanih mernih instrumenata, došlo se do saznanja da je od ukupnog broja ispitanika, njih 93,1% pripadalo grupi narcisoidnih ličnosti, dok samo 6,9% nije pripadalo ovoj grupi (Grafikon 1). Na osnovu prethodno navedenog, može se zaključiti da su osnovne postavke procesa uzorkovanja zadovoljene, te da je uzorak relevantan za dalje razmatranje.

Analizom Tabele 2 može se zaključiti da najveći broj ispitanika koristi društvene mreže u svrhu zabave (3,55 ± 0,65), potom u svrhu informisanja (3,42 ± 0,91) i u akademske svrhe (3,07 ± 0,56). Nešto ređe se društvene mreže koriste u svrhu socijalizacije (2,56 ± 0,48), a najmanje se koriste zato što studenti to „moraju", ili zato što su iz nekog razloga „prinuđeni" na to (2,03 ± 0,56).

Primenom Pirsonovog koeficijenta linearne korelacije, u nastavku rada je ispitan stepen korelacije između narcizma i svake od svrha upotrebe društvenih mreža. Osnovna svrha koreliranja je bilo prikazivanje međusobne povezanosti različitih svrha upotrebe društvenih mreža sa pojavom narcizma kod mladih ljudi.

Razmatranjem međusobnog odnosa narcizma i akademske svrhe upotrebe društvenih mreža (Tabela 3), utvrđen je veoma nizak stepen korelacije između ove dve varijable, tačnije, $r = 0,20$, uz $p = 0,132$. Reč je o veoma maloj, gotovo neznatnoj korelaciji.

Razmatranjem međusobnog odnosa narcizma i socijalizacije kao svrhe društvenih mreža, utvrđen je stepen korelacije između ove dve varijable od $r = 0,66$, uz $p < 0,001$. Reč je o srednje jakoj korelaciji.

Na osnovu rezultata istraživanja, utvrđeno je postojanje veoma slabe korelacije između narcizma i informativne svrhe upotrebe društvenih mreža, tačnije koeficijent korelacije je iznosio $r = 0,28$, uz $p = 0,033$.
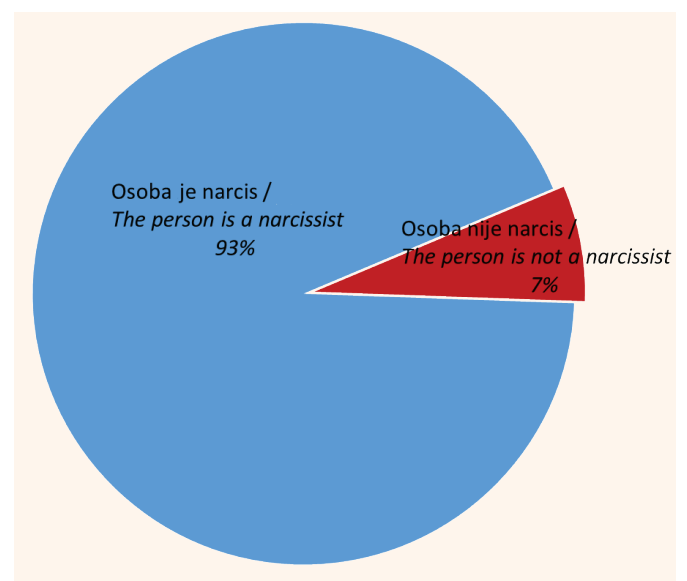
Razmatranjem međusobnog odnosa narcizma i zabave kao svrhe upotrebe društvenih mreža, utvrđen je stepen korelacije između ove dve varijable od $r = 0,88$, uz $p < 0,001$. Reč je o veoma visokoj (skoro pa idealnoj) korelaciji između varijabli.

The data analysis on the given sample yielded the results presented in Table 1. A total of 58 respondents participated in the research process. Of the total number of respondents, 34.4% were male, while the remaining respondents were female (65.6%). Also, 70% of the respondents were between 18 and 20 years old, and the highest number of them were students of the Faculty of Education (50%). All respondents in the sample were university students (100%) and all respondents in the sample were social media users (100%). The research results show that as many as 50.0% of respondents used all of the social media networks (Facebook, Instagram, Twitter, and TikTok) listed in the questionnaire. Of the remaining 50.0%, 25.9% only used Facebook, 13.8% only used Instagram, 8.6% only used Twitter, and 1.7% only used TikTok. The conclusion is that social media networks, which are used for different purposes, are widespread and very popular among university students.

The presence of narcissism in the sample is presented next.

Using the previously described measuring instruments, it was found that out of the total number of respondents, 93.1% belonged to the group of narcissistic personalities, while only 6.9% did not belong to this group (Figure 1). Based on the above, it can be concluded that the basic principles of the sampling process were met rendering the sample relevant for further consideration.

Analysis of Table 2 leads to the conclusion that the largest number of respondents use social media networks for entertainment (3.55 ± 0.65), followed by the purpose of obtaining information (3.42 ± 0.91) and academic purposes (3.07 ± 0.56). Social media networks are used somewhat less frequently for socialization

Grafikon 1. Narcizam u uzorku

Figure 1. Presence of narcissism in the sample

Tabela 2. Svrha upotrebe društvenih mreža

Table 2. The purpose of using social media networks

	n	Aritmetička sredina / *Mean*	Standardna devijacija / *Standard deviation*	Minimum / *Minimum*	Maksimum / *Maximum*
Akademska svrha / *Academic purpose*	58	3.07	0.56	2.00	4.29
Svrha socijalizacije / *Socialization purpose*	58	2.56	0.48	1.83	3.83
Informativna svrha / *Informative purpose*	58	3.42	0.91	1.00	5.00
Kompulzivna upotreba društvenih mreža / *Compulsive use of social media networks*	58	2.03	0.56	1.25	3.50
Svrha zabave / *Entertainment purpose*	58	3.55	0.65	2.25	5.00

Rezultati istraživanja pokazali su skoro potpuno odsustvo korelacije između narcisizma i kompulzivne upotrebe društvenih mreža. Koeficijent korelacije između ove dve varijable je iznosio $r = 0,10$, uz $p = 0,455$.

DISKUSIJA

Različita prethodna istraživanja dokazala su da je narcisoidni poremećaj ličnosti usko povezan sa upotrebom društvenih mreža. U svom istraživanju, Kasale i Banki navode da postoji značajna povezanost problematične upotrebe društvene mreže Fejsbuk sa narcisoidnim poremećajem ličnosti [15]. U svom radu, pomenute autorke navode da su do sada objavljena brojna istraživanja upravo na ovu temu. Akoz i Erbaš u svom istraživanju navode da upotreba društvenih mreža može uzrokovati narcisoidni poremećaj ličnosti [12], baš kao i obrnuto – osobe sa narcisoidnim poremećajem ličnosti mogu koristiti društvene mreže u različite svrhe. Slično je zabeleženo i u našem istraživanju, gde se navodi kako postoji nekoliko različitih

(2.56 ± 0.48), and they are used the least because students feel that they "have to" use them or because they are "compelled" to do so for some reason (2.03 ± 0.56).

In the next segment of this article, Pearson's linear correlation coefficient was used to examine the degree of correlation between narcissism and each of the purposes of using social media networks. The main purpose of establishing correlations was to show the interrelationship between different purposes of using social media networks and the presence of narcissism in young people.

The analysis of the interrelationship between narcissism and the academic purpose of using social networks (Table 3) showed a very low degree of correlation between these two variables, specifically, it was $r = 0.20$, with $p = 0.132$. This correlation is quite small.

The analysis of the interrelationship between narcissism and socialization as the purpose of using social media networks showed the degree of correlation between these two variables to be $r = 0.66$, with $p < 0.001$. This is a moderately strong correlation.

Tabela 3. Korelacija između narcisizma i različitih svrha upotrebe društvenih mreža

Table 3. Correlation between narcissism and different purposes of using social media networks

Varijable / *Variables*	Narcisizam / Narcisoidni poremećaj ličnosti / *Narcissism / Narcissistic personality disorder*
Akademska svrha upotrebe društvenih mreža / *The academic purpose of using social media networks*	$r = 0.20$
	$p = 0.132$
Socijalizacija kao svrha upotrebe društvenih mreža / *Socialization as the purpose of using social media networks*	$r = 0.66$
	$p < 0.001$
Informativna svrha upotrebe društvenih mreža / *Informative purpose of using social media networks*	$r = 0.28$
	$p = 0.033$
Zabava kao svrha upotrebe društvenih mreža / *Entertainment as the purpose of using social media networks*	$r = 0.88$
	$p < 0.001$
Kompulzivna upotreba društvenih mreža / *Compulsive use of social media networks*	$r = 0.10$
	$p = 0.455$

svrha upotrebe društvenih mreža, a to su: upotreba u akademske svrhe, radi socijalizacije, zabave, informisanja, te kompulzivna upotreba. Da je upotreba društvenih mreža u akademske svrhe od strane narcisoidnih osoba prisutna, što je zabeleženo i u našem istraživanju, izvestile su i autorke Mekejn i Kempbel, koje su navele da narcisoidne osobe doživljavaju kulturno uzdizanje kroz upotrebu društvenih mreža [16].

Na osnovu studije slučaja koju su sproveli Umber i saradnici, dolazi se do zaključka da narcisoidne osobe koriste društvene mreže u svrhu socijalizacije, što čini da se oni osećaju bolje [17]. Takvi rezultati su potvrđeni i našim istraživanjem, ali i istraživanjem koje je sprovela Freglet [18].

Da narcisoidne osobe koriste društvene mreže u svrhu zabave i informisanja, kako je potvrđeno na analiziranom uzorku u našoj studiji, zabeleženo je i u istraživanju koje su sproveli Goel i saradnici [19]. Slično je potvrđeno i u istraživanju Parambukis i saradnika [20], sa posebnim osvrtom na Instagram kao društvenu mrežu. Nije zabeleženo u prethodnim istraživanjima da su narcisoidne osobe kompulzivno koristile društvene mreže.

ZAKLJUČAK

Osobe sa narcisoidnim poremećajem ličnosti definitivno koriste društvene mreže na specifičan način. Istraživanje pokazuje da postoje osobe sa narcisoidnim poremećajem ličnosti koje koriste društvene mreže i u akademske, i u informativne svrhe, ali i u svrhu zabave, socijalizacije, ili pak da ih kompulzivno koriste. Ipak, ispitivanjem korelacije između narcizma i same svrhe upotrebe društvenih mreža došlo se do saznanja da osobe sa narcisoidnim poremećajem ličnosti najčešće koriste društvene mreže u svrhu sopstvene zabave, kao i u svrhu socijalizacije. Veoma retko koriste društvene mreže u svrhu informisanja ili u akademske svrhe, a koriste ih i iz kompulzivnih razloga. Na osnovu navedenog, utvrđuje se da narcizam inicira zabavu i potencijalno samopromociju kao vid zabave na društvenim mrežama, te i umrežavanje, što je neodvojiv deo narcizma. Društvene mreže su za osobe koje imaju narcisoidni poremećaj ličnosti izvor zabave i socijalizacije, a ne izvor informacija. Osnovna ograničenja istraživanja odnose se na poteškoće u formiranju uzorka, te postojanje potencijalne opasnosti od nerazumevanja postavljenih pitanja u anketnom upitniku od strane ispitanika.

Sukob interesa: Nije prijavljen.

Based on the results of the study, a very weak correlation between narcissism and the informative purpose of using social networks was established, more precisely, the correlation coefficient was $r = 0.28$, with $p = 0.033$.

In the analysis of the mutual relationship between narcissism and entertainment as the purpose of using social media networks, the degree of correlation between these two variables was determined to be $r = 0.88$, with $p < 0.001$.

The results of the study showed an almost complete absence of correlation between narcissism and compulsive use of social media networks. The correlation coefficient between these two variables was $r = 0.10$, with $p = 0.455$.

DISCUSSION

Various previous studies have proven that narcissistic personality disorder is closely related to the use of social media networks. In their study, Casale and Banchi state that there is a significant association between problematic use of the social media network Facebook and narcissistic personality disorder [15]. In their article, the abovementioned authors state that, so far, numerous studies have been published on this very topic. Akkoz and Erbaş state, in their study, that the use of social media networks can cause narcissistic personality disorder [12], and vice versa – people with narcissistic personality disorder can use social media networks for different purposes. The same was noted in our study, where it is stated that there are several different purposes for using social networks, namely: academic purposes, socialization, entertainment, obtaining information, and compulsive use. The use of social media networks for academic purposes by narcissists is present, which was recorded in our study, and was also reported by McCain and Campbell, who stated that narcissists experience cultural enlightenment through the use of social media networks [16].

Based on a case study conducted by Umber et al., it can be concluded that narcissists use social media networks for socialization, which makes them feel better [17]. Such results were confirmed by our study, as well as by the study conducted by Freglette [18].

The study conducted by Goel et al. [19] also noted that narcissists use social media networks for entertainment and obtaining information (as confirmed in the sample analyzed in our study). Paramboukis et al. [20] also confirmed this, with special reference to Instagram as a social media network. Previous studies have not found compulsive use of social media networks in narcissists.

LITERATURA / *REFERENCES*

1. Yakeley J. Current understanding of narcissism and narcissistic personality disorder. BJPsych Advances. 2018 Sep;24(5):305-15. doi:10.1192/bja.2018.20.

2. Stranieri G, De Stefano L, Greco AG. Pathological Narcissism. Psychiatr Danub. 2021 Sep;33(Suppl 9):35-40. Dostupno na: https://www.psychiatria-danubina.com/UserDocsImages/pdf/dnb_vol33_noSuppl%209/dnb_vol33_noSuppl%209_35.pdf

3. Ronningstam E. Narcissistic personality disorder: a current review. Curr Psychiatry Rep. 2010 Feb;12(1):68-75. doi: 10.1007/s11920-009-0084-z.

4. Campbell WK, Baumeister RF. Narcissistic personality disorder. In: Fisher JE, O'Donohue WT, editors. Practitioner's guide to evidence-based psychotherapy. New York: Springer; 2006. p. 423-31. doi: 10.1007/978-0-387-28370-8_42.

5. Caligor E, Levy KN, Yeomans FE. Narcissistic personality disorder: diagnostic and clinical challenges. Am J Psychiatry. 2015 May;172(5):415-22. doi: 10.1176/appi.ajp.2014.14060723.

6. Edershile EA, Wright AGC. Grandiose and vulnerable narcissistic states in interpersonal situations. Self Identity. 2021;20(2):165-81. doi: 10.1080/15298868.2019.1627241.

7. Köse SS, Erbaş O. Personality disorders diagnosis, causes, and treatments. D J Tx Sci. 2020;5(1-2):22-31. doi: 10.5606/dsufnjt.2020.013.

8. Long P. Diagnostic and statistical manual of mental disorders, Third edition (DSM-III). 1980:2.

9. Savci M, Turan M, Griffiths MD, Ercengiz M. Histrionic personality, narcissistic personality, and problematic social media use: testing of a new hypothetical model. Int. J. Ment. Health Addict. 2021 Aug;19:986-1004. doi: 10.1007/s11469-019-00139-5.

10. Somerville TA. The effect of social media use on narcissistic behavior. McKendree University Online Journal of Undergraduate Research [Internet]. 2015 [cited 2024 Oct 29]. 25. Dostupno na: https://www.mckendree.edu/academics/scholars/somerville-issue-25.pdf

11. Gnambs T, Appel M. Narcissism and social networking behavior: a meta-analysis. J Pers. 2018 Apr;86(2):200-12. doi: 10.1111/jopy.12305.

12. Akkoz M, Erbaş O. The relationship between social media use and narcissism. D J Tx Sci 2020;5(1-2):32-8. doi: 10.5606/dsufnjt.2020.014.

13. Leung L, Zhang R. Narcissism and social media use by children and adolescents. In Young KS, de Abreu CN, editors. Internet addiction in children and adolescents: Risk factors, assessment, and treatment. New York: Springer; 2017. p. 47-64. doi: 10.1891/9780826133731.0003.

14. Gupta S, Bashir L. Social networking usage questionnaire: development and validation in an Indian higher education context. Turk. online j. distance educ. 2018 Oct 1;19(4):214-27. doi: 10.17718/tojde.471918.

15. Casale S, Banchi V. Narcissism and problematic social media use: a systematic literature review. Addict Behav Rep. 2020 Jan 28;11:100252. doi: 10.1016/j.abrep.2020.100252.

16. McCain J, Campbell K. Narcissism and Social Media Use: A Meta-Analytic Review. Psychol. Pop. Media Cult. 2018;7(3):308-27. doi:10.1037/ppm0000137.

17. Umber S, Ali M, Latif MA. Exploring the relationship between digital narcissism, subjective wellbeing, and social media usage: a case study on GCUF students on Facebook and Instagram. Remit Rev. 2023 Jan;9(1):812-36. doi:10.33182/rr.vx9il.24.

18. Freglette C. Predicting narcissism through social media. Caravel Undergraduate Research Journal [Internet]. 2021 [Citirano: 29.10. 2024.]. Dostupno na: https://sc.edu/about/offices_and_divisions/research/news_and_pubs/caravel/archive/2021_spring/2021_narcissism.php

19. Goel M, Mishra R, Kanwar C. Analysing the relation between social media usage and narcissism among young adults: Indian setting. Int. j. Indian psychol. 2023;11(2):2514-20. doi: 10.25215/1102.248.

20. Paramboukis O, Skues J, Wise L. An exploratory study of the relationships between narcissism, self-esteem and Instagram use. Social Networking. 2016 Apr;5(2):82-92. doi:10.4236/sn.2016.52009.

CONCLUSION

People with narcissistic personality disorder definitely use social media in a specific way. This study has demonstrated there are people with narcissistic personality disorder who use social media networks both for academic and informative purposes, but also for entertainment and socialization or out of compulsion. However, an analysis of the correlation between narcissism and the purpose of using social media networks discovered that people with narcissistic personality disorder most often use social media networks for entertainment, as well as for socialization. These individuals rarely use social media networks for informative or academic purposes and may use them out of compulsion. Based on the above, the conclusion is that narcissism initiates entertainment and potentially self-promotion as a form of entertainment on social media networks, as well as networking, as an inseparable part of narcissism. For people with narcissistic personality disorder, social media networks are a source of entertainment and socialization, not a source of information. The study's main limitations are related to the difficulties in forming a sample and the potential danger of the respondents misunderstanding the questions asked in the questionnaire.

Conflict of interest: None declared.