

Grandiose and Vulnerable Narcissists' Reactions to Social Media Profiles

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Introduction

Social media (i.e., Instagram) allows for social comparison, whereby people are more likely to make upward comparisons (Dumas et al., 2017; Frederick & Zhang, 2019).

Previous research shows that viewing attractive photos is linked to less positive emotions (Haferkamp & Kramer, 2011).

Grandiose narcissism is characterized by high self-esteem and extraversion, whereas vulnerable narcissism is characterized by low self-esteem and introversion (Greenwood et al., 2018).

Grandiose narcissism is associated with the degree to which one observes other people's selfies. Specifically, narcissists spend more time looking at others' content as a comparative strategy (Lee & Sung, 2016).

The findings on the relationship of vulnerable narcissism and social media are still unclear (McCain & Campbell, 2018).

Hypothesis

Vulnerable narcissists will experience lower self-esteem after viewing influencer profiles than grandiose narcissists.

Method

Predictor

Pathological Narcissism Inventory (Pincus, 2013; Pincus et al., 2009)

Grandiose: E.g., "I find it easy to manipulate people."

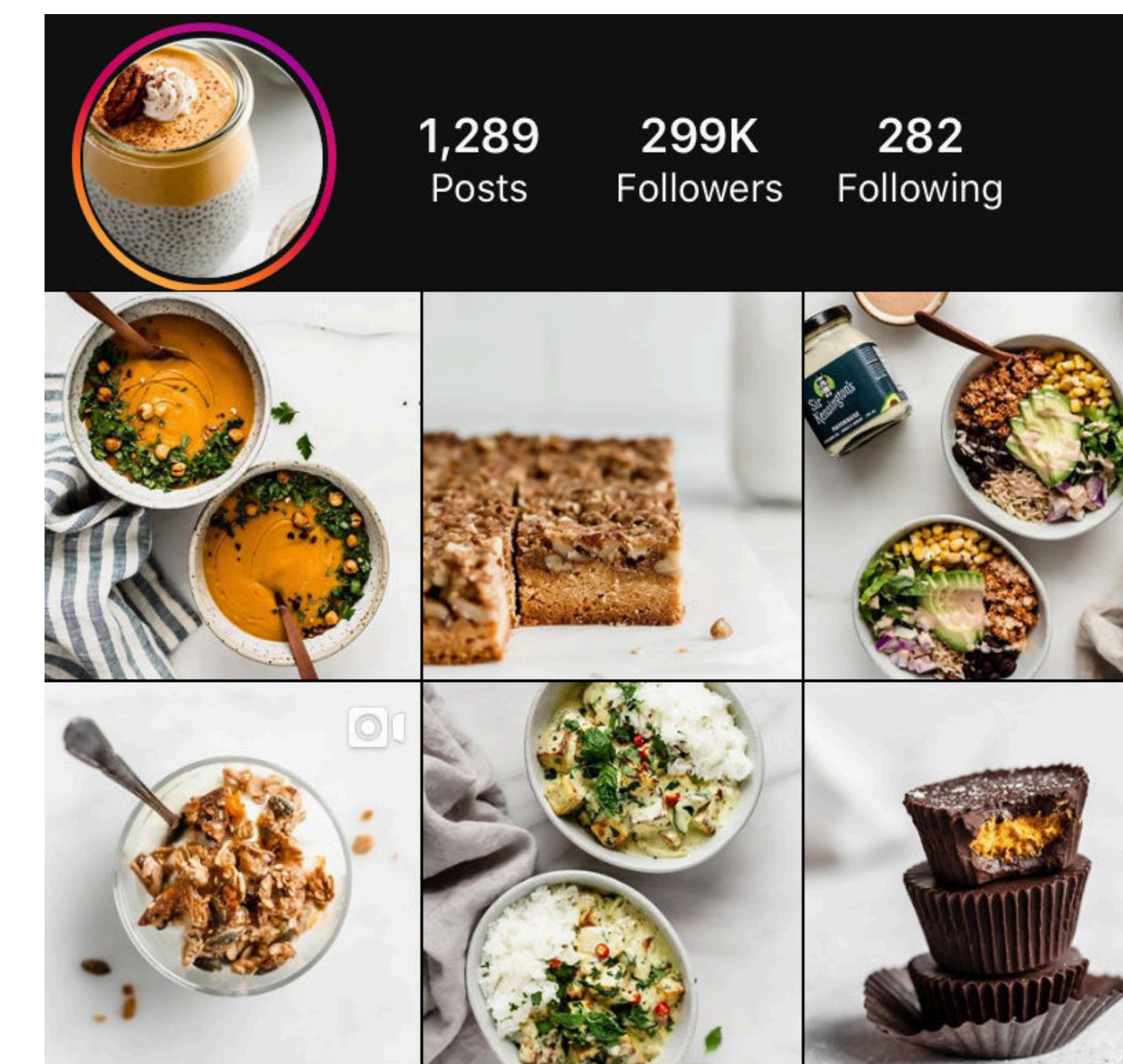
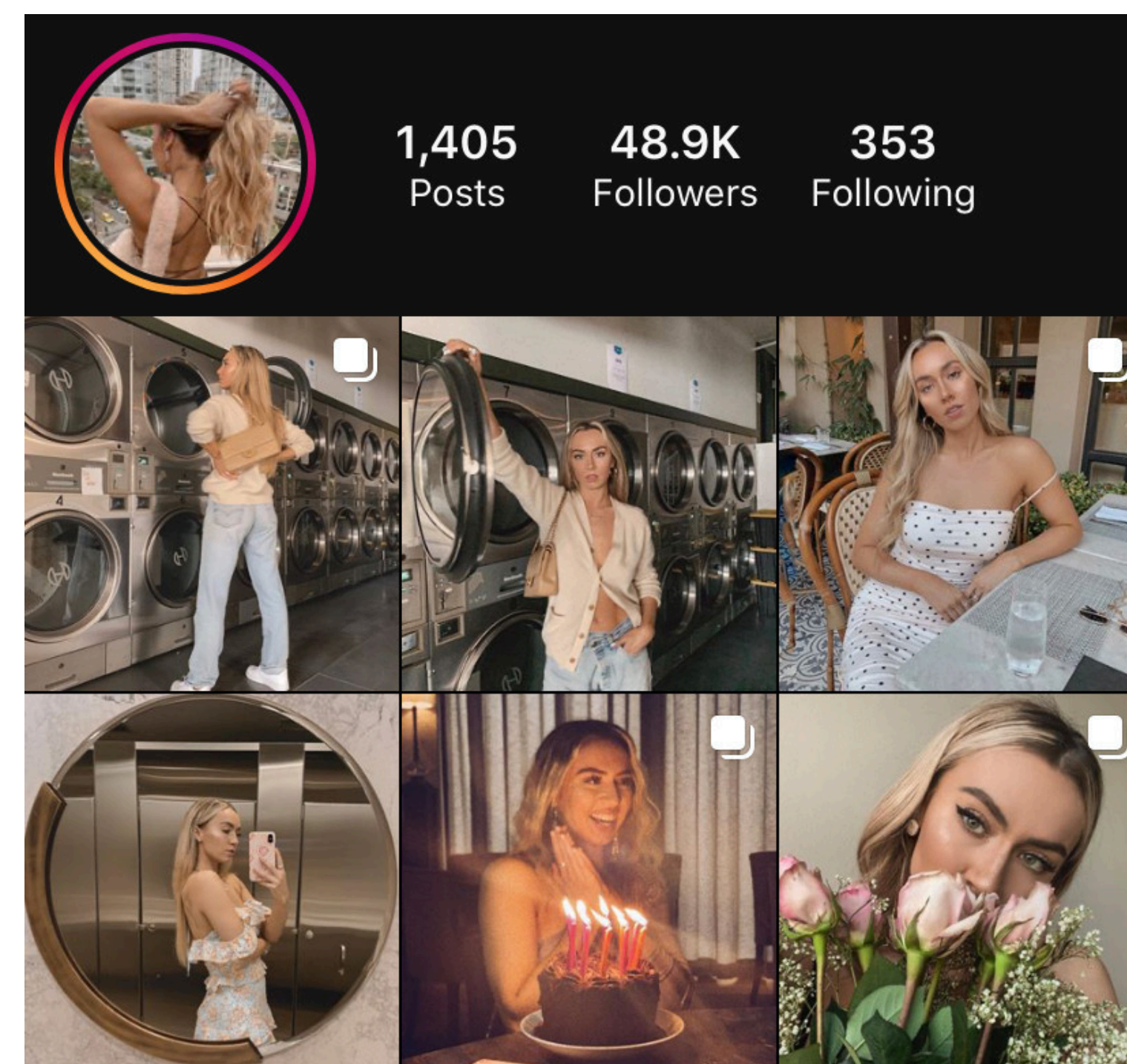
Vulnerable: E.g., "My self-esteem fluctuates a lot."

(Not at all like me) 1 2 3 4 5 (Very much like me)

Participants ($N = 201$; 154 females, 46 males; $M_{age} = 20.92$, $SD = 3.63$) were randomly assigned to one of two conditions where they looked at 10 different profiles.

Influencer Condition

Food Blogger Condition



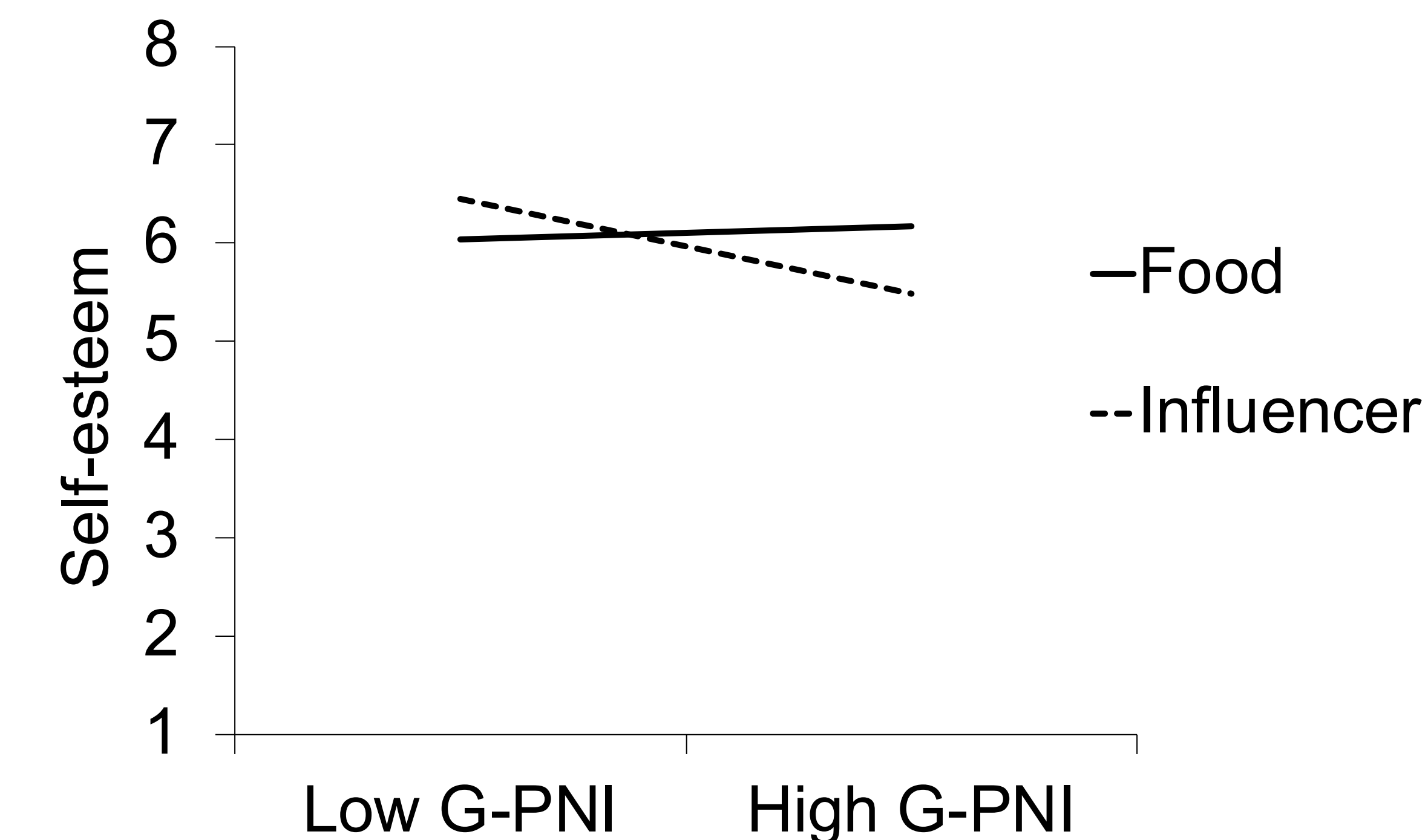
Outcome

Rosenberg Self-Esteem Scale (Rosenberg, 1965)

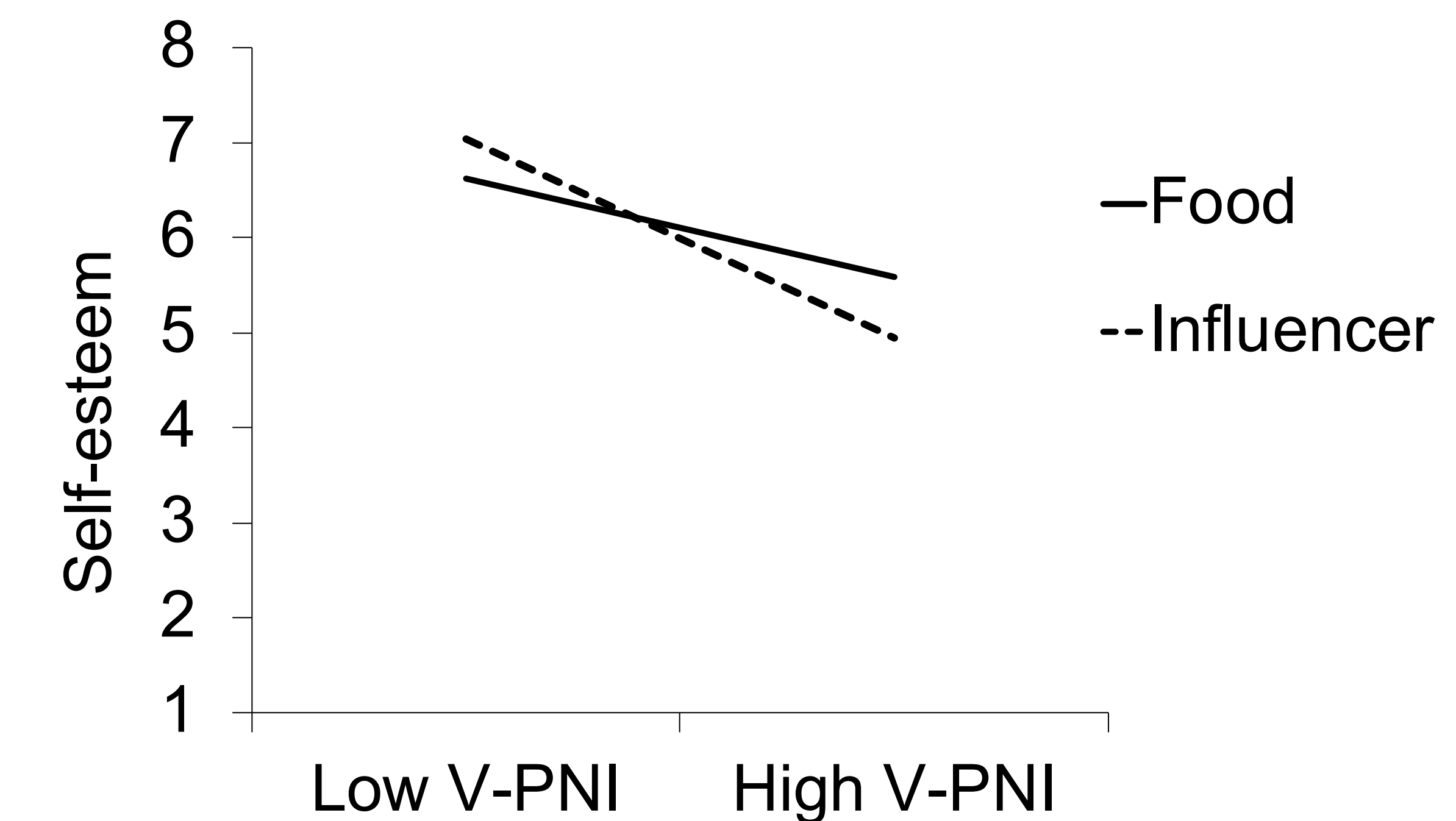
E.g., "I feel that I have a number of good qualities."

(Very strongly disagree) 1 2 3 4 5 6 7 8 9 (Very strongly agree)

Results



Those high in grandiose narcissism experienced lower self-esteem after viewing influencer profiles compared to those low in grandiose narcissism.



Those high in vulnerable narcissism experienced a decrease in self-esteem after viewing both food and influencer profiles compared to those low in vulnerable narcissism.

Discussion

Social media appears to perpetuate a cycle of social comparisons, which in turn, contributes to shifts in self-esteem, particularly for those high in vulnerable and grandiose narcissism.