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Prevalence of Narcissistic Personality Disorder among the Use of Social Media in Government College University Faisalabad.

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Abstract

The major purpose of this research was to investigate the relationship between prevalence symptom of narcissism personality disorder (NPD) and use of social media among university students. A close ended questionnaire was used to examine the use of social media among the Government College University Faisalabad students included in the sample by using multistage sampling. Total 800 students from different disciplines included in the study. Narcissistic Personality Inventory (NPI) was used to assess the prevalence of NPD symptoms among the participants. Narcissistic personality disorder does the strong level influence whose students use social media for self-projection and political uses. In fact, they have high level of self-esteem and to security self-control display serious narcissism personality disorder. Those students use social media for academic purpose, recreational and religious purposes they have low level impact of narcissism personality disorder.

Keywords: *Narcissism Personality Disorder, NPI, Narcissistic Personality Inventory.*

Introduction

Social media is the computer and internet base technology. In which individuals, NGOs, companies, Government and students of educational institution to create and share information, ideas and interests like Face book, Twitter, Google, Wikipedia. Social media is computer-mediated skills in which educational institutions companies, NGOs and other institutions produce and share information through social media Social media is very clear and interactive arrangement of public relations. It involves of several user-driven channels e.g., Facebook, Twitter, blogs and YouTube. The students use the variety of content formats containing audio, video, text, photographs, PDF and PowerPoint. They exchange to cross one or more platforms through social sharing, Face book and email. Social media is an unbroken race between student's self-images. Social network is similar a video game; students can generate their dream character. Social media is so entertaining (Bucher, 2015).

Relationship with social media of university students rapidly increasing and more involve with media. Face book users where more likely to think other people‘s lives were happier and better off. These extensive Face book users were also more likely to negatively associated themselves to others and feel inferior about them. Of course, this is not constantly the case, but the un-idealistic shining picture that so many social media doubt can have a negative psychological effect influence on their friends or flowers. Although media is surely a platform for narcissists yet it is a fault to undertake that social media specially Face book alone has produced this spine in narcissism (Kokkinos, Baltzidis, & Xynogala, 2016). .

Social media is also most of supported for nonacademic. In all word, social media play a central role in newspaper, net news services, magazine, TV and radio programs to show the of current development. Social media support the famous source to You-tube feelings ideas. The resource helps to guide experts at all stages in educational institution, classroom instruction, school design and informing teacher-student relationships. When managing opportunities and requirements for students' nonacademic development then Politicians at the district and state levels can apply the framework (Stafford-brizard, 2016).

Disorder is a psychological symptom. This is the cause of abnormal behavior and thoughts, Mostly of the mental disorder. Mental illness makes a person’s life upset related with the brain. It is different from physical illness (Deb, Thomas, & Bright, 2001).

A personality disorder usually starts in the teenage in which include many types of personality disorder. Uncertainty you have a personality disorder, you can search out that your attitudes and beliefs are totally separate from other persons. They can search your behavior unfamiliar or surprising and they might be spending difficult time of life. This is not including in personality changes problem through life incident like as unexpected physical injury or shocking incident. This develop usually in early adulthood but occasionally start in childhood (Sansone & Sansone, 2011).

Narcissistic personality disorder is a mental sickness in which people have a sense of their own importance, a deep need for admiration and a lack of empathy for others. This disorder covers the many areas of life such as relationships, work, school or financial affairs. When parents’ attention forcefully on a child’s talent and they do not equal attention of their child. When the child is ignored then this cause may have appeared. When a child is a victim of criticism and abuses then they may involve this disease (War decker et al., 2018).

Students with little self -esteem reputation social media as a safer place to open themselves than people with high self-esteem. Relationship was establishing among Face book addiction and narcissistic attitude between university students. Social media specially Face book addiction meaningfully expected narcissistic behavior and small level of self-esteem. Mostly students in university spending their time on Facebook and other social media activities in fact have small level of self-esteem and to security self-control it, may be insentient, the display an even added serious1 narcissistic attitude (Andreassen, Pallesen, & Griffiths, 2017).

Research Objectives

The major purpose of this research is to investigate the relationship between prevalence symptom of narcissism personality disorder and use of social media. The Students of Government College University Faisalabad focus in this research objectives detail as under:

1. To analyze the prevalence of narcissistic personality disorder among the university students included in the sample.
2. To examine the use of social media among the university students included in the sample.
3. To find out relationship between the prevalence narcissistic personality disorder and use of social media among the university the university student included in the sample.

Research Questions

The purpose of this research was to analyze the relationship between the narcissistic personality disorder and use of social media at university level. The study was focused to following research questions:

1) To what level does the narcissistic personality disorder overcome among the university students included in the sample?
2) To what extent does the university student include in the sample use social media?
3) What is the relationship between use of social media and the prevalence of narcissistic personality disorder among the sample?

Literature Review

Concept of Social Media

Social media is computer-mediated skills in which educational institutions companies, NGOs and other institutions produce and share information through social media. Social media is communicating internet-based technology. People use social media to enable the progress of online socially network. Through this online networking, people are connected and communicated with each other and transmit their information from one person or group to another. Social media has changed paper-based or old style electronic mass media. Social media presents large deviations to communication between educational institution, organization, business communities and persons (Bucher, 2015).

Involvement of Students in the Use of Social Media

Social media webs are planned for collective connections. Now students are opening Twitter, Face book and Instagram to join and share around them. Very exciting things about social media is that operators can interrelate and involve with each other merely through a Web occurrence, maybe not smooth meeting in individual. Students are sharing information and special images and movies through new technologies. Mostly student's day and night interacted with their fellows and discuss their class lectures and educational events. When students feel difficulties about any subject topic or material they move towards the new technologies and by connected them they solved their educational problems. So, students know how to solve basic educational problems through social media and computerize technologies. Social media operators share knowledge among themselves day and night giving and getting knowledge and information at quick speeds (Ellison et al., 2007).

Academic Use of Social Media

Social media plays a vital role among the college pupils. As new technologies and knowledge is made to facilitate the social construction of a community. Teachers, researchers and educators display these technologies in their education. The academic blog allows to skills ideas and obtain feedback." It appears various academics are using blogs as means of point out research questions and getting feedback on initial research commands and results or findings. Social media suggestion adequately changes for knowledge and learning to the students. As fresher peers use such technology in the classroom, then they cover the educational passage. In the class room students learn knowledge from books and teachers but new information and knowledge gain through net and social media. They prepare good and good assignment by connecting new technology. Curriculum requirements change in how youths are interactive with each other.

Concept of Personality Disorder

The condition of person is different from the normal person. Mostly people have undesirable feelings for others like anger, anxiety and sadness. They are emotionally separated and avoid other people. They mostly

use alcohol and harming drugs. They have abnormal and strange behavior. They have difficulty in stable close relationship particularly with partners and children. Mental disorder is a part of personality disorder in which people have an inflexible, unhealthy thinking and behavior. An individual with personality disorder observes problems about the people and work. These reasons have specific problems and limitations in relationships, social activities, work and school(Piff, 2013).

A personality disorder is a type of mental disorder in which we have you have an inflexible and unhealthy pattern of thinking, functioning and behaving. Sometimes we cannot judge that you have an unhealthy and inflexible personality for the reason that you're behaving and way of thinking looks like naturally. And you might be responsible others for the tasks face of you. A personality disorder usually starts in the teenage in which include many types of personality disorder. Uncertainty you have a personality disorder, you can search out that your attitudes and beliefs are totally separate from other persons. They can search your behavior unfamiliar or surprising and they might be spending difficult time of life. This is not including in personality changes problem through life incident like as unexpected physical injury or shocking incident. This develop usually in early adulthood but occasionally start in childhood (Sansone & Sansone, 2011).

Borderline Personality Disorder

They often spend their time alone. They have suicide feelings. They become very annoyed and angry and try to control their angry mood. Their personality emotionally unbalanced due to having a feeling of separation. They have strong feeling of worry, anxiety and sadness. They have an Unbalanced future plans, goal line and ambitions (Voulgaridou & Kokkinos, 2015).

Narcissistic Personality Disorder

It is a mental sickness in which people have a sense of their own importance, a deep need for admiration and a lack of empathy for others. This disorder covers the many areas of life such as relationships, work, school or financial affairs (War decker et al., 2016).

Use of Social Media and Narcissism Personality Disorder

Social media has very significant effects for their employer's effects. Psychologists have widely considered that social media offers a suitable place to their users. Social media use could possibly rise confidence stages. Though, many studies have revealed that uses of social media increases and negatively affects self-esteem and narcissism. In the study of the researchers showed that narcissism was the big analyst of social media action and both are the strong relationship. Participants of social media more active and have more relationship. Narcissist has low level friendship and preferred not strong relationship. Social media outlines allow the user to create an extreme, lavish self-image that line up with a narcissistic point. Self-comparisons are supportive in several daily responsibilities and tasks as well as dealing with emotions, receiving ideas from others and making decisions and choices, and receiving ideas from others (Ksinan & Vazsonyi, 2016).

Research Methodology

Research can be organized and systematic struggle to examine a specific problem to offer a solution. So, its output is added for new information and knowledge, develop concepts, theories and systems as well as collecting suggestions and evidence to prove generalizations. (Eccles, Grim Shaw, Campbell, & Ramsay, 2003).

The study was designed to identify and analyze the use of Social Media and its Relationship with the Prevalence of Narcissistic Personality Disorder among the Students. In present research, 800 students were selected through Multistage sampling technique from the Government College University Faisalabad. A

questionnaire was prepared for the data collection. The number of Government College University Faisalabad students is 15000 is the part of research population. The sample of the study was selected in 2 stages. In the first phase of sampling 12 departments was selected from University, In the second stage 40 students were selected from each department.

After data collection it was analyzed by Statistical Package for Social Sciences (SPSS) . Descriptive and Inferential Statistics were used for checking the significance of study by correlation analysis.

Results and Discussion

The results are discussing in two phases, In the first phase students of the Government College University Faisalabad how much use of social media. In the second phase, it will be analyzed that how much involve University student in the narcissistic personality disorder.

Student's responses discussing in factors of accumulative mean score.

Table 1

Accumulative mean scores		
Sr#	**Factors**	**Accumulative Mean**
1	Academic	4.21
2	Recreational	4.11
3	Informational	3.94
4	Networking	4.03
5	Religious	4.00
6	Projection	3.98
7	Politics	3.99
8	Ideology	4.01

The factors concluded that the students use social media for different purpose like academic, recreational, informational, networking, networking, religious, projection, politics and ideology.

Table 2: Student's responses in percentage showing their Narcissistic and non-narcissistic personality disorder. (n=800)

Sr#	**Narcissistic response**	**%**	**Non-narcissistic response**	**%**
1	Everyone keeps telling me so because I am better.	80.0	I get embarrassed sometime when people praise me .	20.0
2	I like to the middle of consideration.	64.4	I have a preference to merge in with the mob.	36.0
3	I assume I am a particular person.	68.5	I am no improved or nor inferior than most people.	31.5
4	I like have power over inhabitants	56.8	I don't mind subsequent instructions	43.3
5	I get it simple to influence people	59.8	When I get myself manipulate I don't like it	40.3
6	Due to me I insist upon getting the respect.	64.0	I habitually get a hold the respect so as to I deserve.	36.0
7	I appropriate to show off if I hit upon the opportunity.	68.6	I strive not to be a demonstrate off.	31.4

8	What I am doing I always be familiar with.	64.8	What I am doing now and then I am not influenced of.	35.3
9	Every person likes to listen to my stories.	58.9	Sometimes I tell good stories.	41.1
10	I anticipate a large deal from other people.	62.3	I like to do things for new people.	37.6
11	I like to be the core of concentration.	67.4	It makes me scratchy to be the center of concentration.	32.6
12	People at all times appear to identify my power.	58.8	Being an authority doesn't indicate that much to me.	41.3
13	I am available to be an enormous personality.	60.3	I expect I am going to be victorious.	39.3
14	I can formulate any person believe whatever thing I desire for them to.	63.8	populace sometimes believe what I tell them.	36.3
15	I am more proficient than further public.	56.8	Here is a lot that I can study from other people.	43.3
16	I am an unexpected individual.	61.3	I am a lot similar to each one besides.	38.8
accumulative mean score is		0.6349		

Accumulative mean score showing the narcissistic and non-narcissistic personality disorder among the university students is 0.6349 which show that Narcissism personality disorder near to high level impact on Government College University students.

Table 3: Values of Pearson correlation coefficient to show relationship among the uses of social media and prevalence of NPD symptoms among University students.

Sr #	Use of social media	Pearson correlation Coefficients	Significance
1	Academic	-0.48	0.00012
2	Recreational	0.76	0.0001
3	Informational	-0.62	0.0001
4	Networking	-0.57	0.0019
5	Religious	-0.54	0.0001
6	Self-Projection	0.43	0.0001
7	Political	0.67	0.0015
8	Ideology	0.61	0.0001

Table 3 prevail the values of Pearson correlation coefficients showing relationships among use of social media and symptoms of narcissistic personality disorder among university students. The academic use of social media and narcissism personality disorder which shows that those people use social media for academic purpose they have low level of narcissism personality disorder .The negative value of Pearson correlation Coefficients -.48 indicates that their exist inverse relationship between academic use of social media and NPD.

The relationship of recreational use of social media and narcissism personality disorder which shows that those people use social media for recreational purpose they have high level of narcissism personality disorder .The positive value of Pearson correlation Coefficients 0.76 indicates direct relationship between recreational use of social media and NPD.

The informational use of social media and narcissism personality disorder which shows that those people use social media for informational purpose they have low level of narcissism personality disorder .The negative value of Pearson correlation Coefficients -0.62 indicates that their exist inverse relationship between informational purpose use of social media and NPD.

The relationship of networking use of social media and narcissism personality disorder which shows that those people use social media for networking purpose they have high level of narcissism personality disorder .The positive value of Pearson correlation Coefficients 0.57indicates direct relationship between networking use of social media and NPD.

The religious use of social media and narcissism personality disorder which shows that those people use social media for religious purpose they have low level of narcissism personality disorder .The negative value of Pearson correlation Coefficients -0.54 indicates that their exist inverse relationship between religious purposes use of social media and NPD.

The relationship of projection use of social media and narcissism personality disorder which shows that those people use social media for projection purpose they have high level of narcissism personality disorder .The positive value of Pearson correlation Coefficients 0.43 indicates direct relationship between use of social media of projection purposes and NPD.

The political use of social media and narcissism personality disorder which shows that those people use social media for political purpose they have high level of narcissism personality disorder .The positive value of Pearson correlation Coefficients 0.67 indicates direct relationship between use of social media of political purposes and NPD.

The relationship of ideology use of social media and narcissism personality disorder which shows that those people use social media for ideological purpose they have high level of narcissism personality disorder .The positive value of Pearson correlation Coefficients 0.76 indicates that their direct relationship between use of social media of ideological purposes and NPD.

Discussion

The study was to investigate the relationship between use of social media and its relationship with the prevalence of narcissistic personality disorder among the students of government university Faisalabad. Involvement in the social media may have created the causes of personality disorder. Conclusion was drawn based on the collective data. The following discussion selected findings of the personal judgments of the researcher.

The research conducted by Dlamini, Ncube (2015) .His research plays a significant role in academic use. Through social media students gain new information add up in their educational article. In academic use of social media, through Though, In the class room students learn knowledge from books and teachers but new information and knowledge gain through net and social media. The findings of my research about the academic use of social media had significant effect among the students. This result is supported by the above-mentioned research.

The research presented by Stafford-brizard (2016) .His research findings plays a significant role in recreational use of social media. Social media is also most supported for entertainment to the students. I all word social media play a central role in newspaper, net news services, magazine, TV and radio programs to show the of current development. The findings of my research about the recreational use of social media had significant effect among the students. This result is maintained by the above-mentioned research.

A research conducted by Ellison, Steinfield, & Lampe (2007). Their studies support to research results because social media operators share knowledge among themselves day and night giving and getting knowledge and information at quick speeds. They share videos views and ideas, instructions, tricks and projects among students. Students get helpful information for classes. The findings of my research about the informational use of social media had significant. My result is supported by the above-mentioned research.

Research exposed by Ellison (2007) play a significant role in social networking. Through his research, Face book is most usefulness among people. Users build connections and transfer information and knowledge among themselves. Users can choose to interaction and interact with online. Get the most out of on its achievement between college pupils. Social networking is also most supported for my research.

A research conducted by Miller, Campbell, Pilkonis, & Morse,(2008). Their research findings play a significant role in use of social media for religious purpose. social media sit sites like Face book have demonstrated is that one need not be an official religious leader. His findings supported to my research. Research showed Boodram,(2013) in which narcissism personality disorder defined by grandiosity, desire for is the admirations the lack of mentally disorder and sickness because individual have own importance and admiration. His research is not supported for my research.

Research shows that academic use of social media is indirectly relationship with prevalence of NPD among the university students and shows that recreational use of social media is indirect relationship with the prevalence of NPD among the university students and my research displays that the informational use of social media is indirect relationship with the prevalence of NPD among the university students and It reveals that religious use of social media is directly correlated with the prevalence of NPD among the university student and next processes of my research is religious use of social media is directly relationship with the prevalence of NPD among the university students and in the self-projection use of social media is indirect relationship with the prevalence of NPD among the university students.

Recommendation for Further Studies

- The scope of the study was delimited at the Government College University Faisalabad level, it is needed the scope of the study should be expended at other universities in Punjab level.
- The factors which were not included in the current study will be included in the study by the researcher in future.

Conclusion

Social media is an interactive arrangement of public relation .It involves various networking system e.g., Google, Face book, Twitter and YouTube. The students used this networking system of social media for their entertainment and academic uses. Narcissistic personality disorder is a behavior disorder with a long term pattern of abnormal behavior characterized by excessive feelings of self-importance extreme need for admiration

The research focuses to find out the relationship between prevalence symptoms of narcissism personality disorder and use of social media among the students of Government College University Faisalabad. Narcissistic personality disorder does the strong level influence whose students use social media for entertainment, self-projection, political and ideology uses. In fact they have high level of self-esteem and to security self-control display serious narcissism personality disorder. Those students use social media for academic purpose, informational, networking and religious purposes; they have low level impact of narcissism personality disorder.

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