



Level Of Narcissism And Instagram Addiction: A Correlational Comparative Study.

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Abstract

The ambition of the study is to establish the association amidst public networking, specifically addiction to Instagram, and narcissism amongst both males and females. It suggests that Instagram, as a platform, fosters narcissistic tendencies such as a grandiose self-image and a craving for external validation. Employing a correlational comparative research approach, the study draws conclusions from a review of 15 relevant journals using keywords like "Instagram addiction" and "narcissism". Data collection involved a simple random sampling method, gathering responses from 120 participants through self-report questionnaires distributed physically and via Google Forms. The results indicate a significant link between narcissism and Instagram addiction. Notably, there's a significant divergence in the levels of narcissism and Instagram addiction among males, while the findings for females are comparatively weaker.

Introduction

Pathological internet use, another name for internet addiction disorder, is a condition marked by obsessive and compulsive internet use that interferes with an individual's ability to go about their daily lives. It is inclusive of multiple behaviors, like information overload, computer addiction, cybersexual addiction, and addiction to cyberrelationships. Internet addiction symptoms include the urge to spend the majority of time online, the inability to function normally when offline, the use of the Internet as a coping mechanism for unpleasant feelings, disregarding other facets of life, and the willingness to make sacrifices to access the Internet.

The diagnosis of Internet addiction disorder can be challenging. The treatment approaches involve cognitive-behavioral therapy and various other modalities.

The disorder is associated with a range of harmful effects, both physically and emotionally, such as body aches, insomnia, depression, anxiety, social isolation, and mood swings. The Diagnostic and Statistical Manual of Mental Disorders has not yet listed Internet addiction, but ongoing studies and the collection of other evidence are still being done to prove the seriousness of the overuse of the internet.

The term “Facebook Addiction” has been coined in various studies by different researchers over time. The term is applied to individuals who use Facebook extensively to the extent that it affects their daily functioning. Facebook is used by the public to alter their mood, but they do not realize the negative outcomes of it. A person with an addiction to this social media network may experience a loss of control, as he may use it compulsively despite seeing the detrimental effects of it in his life. Although extensive use may not be considered an addiction unless it is compulsive, for example, a person who puts up advertisements on Facebook may spend long hours doing so, it is his work, he is not using it to chat or just to scroll aimlessly.

A study conducted by Faye et al. (2016), shows that the WhatsApp application is being utilized by almost everyone using a smartphone. Its free ability to send jokes, images, videos, text messages, and other types of information has led to overuse. Users may get disinterested in the actual world as a result of the influence, and their feelings might only be felt on the app. Some indications of WhatsApp dependence include losing control, significant disruptions to daily activities (such as work or school), and ongoing dependence.

An **Instagram addiction** is characterized by excessive time spent on the platform and an overwhelming need to use it, even when doing so has negative effects on one's actual life. An intense need to use social media is indicative of addiction. The interaction between a person's intrinsic traits and emotional needs predisposes them to addiction, which leads to Instagram addiction. A considerable number of people are impacted by the actual, well-documented issue of Instagram addiction. A study that was published in the Journal of Behavioural Addictions proved that Instagram addiction exists, is common, and has varying degrees of severity.

According to the survey, 6.1% of users were moderately addicted, nearly 1% had developed a severe addiction to Instagram, and 26.5% of people showed evidence of mild addiction. The results showed that 33.5% of participants used Instagram in a way that was thought to put them at high risk of addiction.

Instagram usage and Instagram addiction are two diverse ways to explore this social media network. Instagram is a tool to connect with people and share visual information. Gradually, the over-the-top and compulsive use of this network is resulting in addiction and negatively affecting the daily functioning of the individual. Whether it is the timely submission of some assignments at school or a work presentation in the office, it may have a detrimental impact on a person's life.

Instagram Use: The app features like the stories, reels, and live streaming provided in this app are just a few of the features available to users on this social networking site. They may also share images and videos, engage with other people's material by liking and commenting on them, and discover more underlying features.

Instagram should be used sensibly to limit the visual intake of content, share moments with friends, and promote enterprises. Instagram users can utilize the platform for a range of purposes, including self-expression, marketing, networking, and entertainment.

Instagram Addiction: Instagram addiction is the term for obsessive and problematic use of the app, which can result in depleting effects on relationships, mental wellness, and self-worth.

Spending too much time on the app, chronicling everything, feeling self-conscious about oneself because of how other people manage their feeds, and going through withdrawals when trying to quit using the app are all indicators of an Instagram addiction.

Instagram's design is thought to be addictive because it activates the brain's reward system with features like likes, comments, and shares. These elements release dopamine, which produces a drug-like feeling of pleasure and reinforcement.

Usage: Using Instagram for social interaction and content sharing regularly entails good engagement with the network. Addiction, on the other hand, presents as compulsive behavior that obstructs everyday obligations and well-being.

Impact: While moderate Instagram use can be rewarding and enjoyable, addiction can have detrimental effects like low self-esteem, trouble in relationships, and psychological reliance.

Recognition: The term "Instagram addiction" refers to problematic or obsessive behavior linked to excessive use of the site; it is not a medical diagnosis.

Causes of Instagram addiction:

Instagram addiction can stem from various factors related to the platform's design, user behavior, and psychological mechanisms. Here are some key causes of Instagram addiction based on the provided search results:

1. **Design Features:** Instagram is designed to be addictive, utilizing data-driven methods to encourage users to spend more time on the app. The platform incorporates features like endless scrolling, notifications, likes, comments, and shares that trigger the positive reinforcement system by secretion of dopamine, creating a sense of pleasure and reinforcement similar to drug use.

2. **Visual Stimulation:** Instagram's emphasis on visual content, such as photos and videos, stimulates the positive reinforcement by dopamine release, a feel-good chemical. The platform's aesthetic appeal and glossy designs trigger emotional responses like trust or desire, leading to increased engagement and potential addiction.

3. **Social Comparison:** Users often compare their lives to the curated content they see on Instagram, which can lead to fear of missing out (FOMO) and inadequacy. Constantly checking others' posts and comparing one's life with idealized representations can contribute to addictive behavior as individuals seek validation and reassurance through the platform.

4. **Fear of Missing Out (FOMO):** Instagram's focus on showcasing the best aspects of users' lives can intensify the fear of missing out on experiences or opportunities. The platform's algorithm highlights engaging content, fostering a sense of FOMO that can drive compulsive use as individuals seek to stay connected and informed.

5. **Habit Loops & Variable Rewards:** Instagram leverages habit loops by providing cues like notifications and rewards like likes or shares that tap into the brain's reward center. The variable reward effect, similar to winning in gambling, keeps users engaged by offering unpredictable rewards for interactions with content, reinforcing addictive behavior.

6. **Psychological Dependence:** Excessive use of Instagram can lead to psychological dependence, where individuals prioritize app usage over other responsibilities or relationships. This dependence can result in withdrawal symptoms when attempting to stop using the app, indicating a problematic relationship with social media.

Narcissism

While "**narcissism**" comes from the ancient Greek poet Ovid's *Metamorphoses*, and the concept itself has ancient roots. Within the field of psychology, narcissism has come to represent a variety of concepts, such as sexual perversion, a typical stage of development, a sign of psychosis, and a feature of object relations subtypes. It is thought that early life experiences have a major role in the formation of narcissism, as disruptions in parent-child relationships might later manifest as narcissistic behaviors in adulthood.

Narcissism is frequently linked to characteristics including an exaggerated sense of self-worth, an overwhelming desire for approval, a feeling of entitlement, obsession with power or success dreams, a lack of empathy, a sense of superiority, and a haughty or condescending manner. Because they are unable to comprehend or care about the feelings of others, people with narcissistic personality disorder may experience difficulty in a variety of areas of life, including relationships, job or school issues, and other issues.

In the field of psychology, **narcissism is a self-centered personality type marked by an excessive fixation on oneself at the detriment of other people.** It ranges in expression from typical to deviant on a continuum. While extreme types of narcissistic inclinations can be seen in people with narcissistic personality disorder (NPD), where the narcissistic tendencies become pathological and cause functional impairment and psychosocial handicap, moderate narcissistic tendencies are seen to be typical and healthy.

Narcissistic personality disorder is coded F60.81 in the ICD-10, under the heading "other specific personality disorders.". Impaired personality functioning, including interpersonal and self-functioning, is the hallmark of this condition. According to DSM-V criteria, grandiosity, a requirement for admiration, a lack to empathize, and a sense of entitlement in social interactions are among the characteristics that must be present to diagnose narcissistic personality disorder. This disease is classified under "Other Specific Personality Disorders" in the ICD-10, but no precise diagnostic criteria are provided for it.

LINK BETWEEN INSTAGRAM AND NARCISSISM

Instagram users' expressions of narcissism represent the diverse behaviors and inclinations that are linked to this personality trait, as follows-

1. **Self-Promotion and Self-Presentation:** Narcissistic people frequently post about themselves and their lives on Instagram in an attempt to attract attention and get approval.

- They focus on their image and self-enhancement, as evidenced by the frequent posting of groupies and selfies that highlight their physical attributes and progress towards fitness and health objectives.

2. **Social Media Usage Patterns:** - Narcissists are more likely to modify images for social media before sharing them, suggesting a desire to control how they appear on the platform.

Because Instagram appeals to them for superficial interactions, they might utilize it primarily for those kinds of interactions. Because Instagram's "surfacy" or "shallow" character appeals to them and helps them project the ideal image, they can utilize the platform solely for superficial interactions

3. **Relationship Dynamics:** - Narcissists may not be committed to their relationships, but they utilize Instagram to take advantage of their spouses and improve their self-image.

Conversely, people with high self-esteem place more value on sustaining enduring relationships and exchanging meaningful content that is pertinent to those relationships than they do on ostentatious acts of self-expression.

4. **Views of Social Media Narcissism:** According to millennials, Instagram is the most narcissistic social media network, with users meticulously curating their public persona to project confidence and seek validation through likes. Because the platform places so much emphasis on likes, users are encouraged to reciprocate likes to uphold their good reputation and win over others.

In conclusion, self-promotion, image-focused postings, editing practices, interpersonal dynamics, and a culture of obtaining validation through likes are all examples of how narcissism manifests itself on Instagram. These actions reveal a need for attention, a desire to improve oneself, and the development of a particular online persona consistent with narcissistic traits.

Review of Literature

Turner and Ordonia., (2023) conducted a study on the topic: "How COVID-19 Changed Self-Presentation on Instagram and its Relation to User Well-Being" which investigated how the COVID-19 pandemic has affected the use of social media, especially Instagram, and how use has affected users' well-being. The study compared changes in online posting behaviors, self-presentation, psychological well-being, social media dependency, and motivations for online self-presentation by conducting a content analysis of active Instagram accounts before and after the start of the lockdown. Results showed that during lockdown, there were changes in the types of photos and captions shared, with a rise in selfies and old-fashioned photos. The hypothesis that posted photographs were indicative of psychological well-being during lockdown was found to have some support by the study. Having a larger following and presenting a "real self" online seemed to be more important for user welfare instead.

Thomas et al., (2023) conducted research to look at the severity and scope of social media reliance and Instagram addiction among young adults in Karnataka, India. 511 people between the ages of 18 and 25 were included in the study, and the Social Media Dependency Scale (SMDS) and the Instagram Addiction Scale (TIAS) were used to measure the addictions to social media and Instagram, respectively. The majority of subjects showed moderate to high degrees of Instagram addiction and social media dependency, according to the results. There were differences in these dependencies according to gender, location, and place of residence; nonetheless, there was a strong positive association between social media dependency and Instagram addiction. These results

highlight the necessity of focused treatments to address social media addiction and its effects on young adults' mental health and general well-being in Karnataka.

Nikbin et al. (2022) conducted a study to investigate the relationship between Instagram addiction and the Dark Triad qualities of narcissism, psychopathy, and Machiavellianism, take into account social, conformity, enhancement, and coping motivations. Partial Least Square analysis was performed on data from 315 Instagram users in Oman (PLS). The findings showed that psychopathy, narcissism, and Machiavellianism all had a beneficial impact on Instagram addiction. The relationship between these characteristics and addiction was mediated by coping, enhancing, and conformity goals. To be more precise, coping mediated the relationship between psychopathy and addiction, while conformity mediated the relationship between Machiavellianism and addiction. In order to effectively manage Instagram addiction, this study offers insights for psychologists, social scientists, IT experts, organisations, and governments.

Foroughi et al., (2021) conducted a study that proposed to investigate the ways in which Instagram addiction affects several facets of students' lives. The detrimental effects of excessive Instagram use on mental health and academic performance were highlighted by the results, which showed a strong correlation between Instagram addiction and social anxiety, sadness, and life satisfaction. In order to support improved mental health outcomes and general life happiness, the study emphasizes how critical it is to address social media addiction among college students.

Lengkong and Dewi (2021) conducted research aiming to examine how narcissism affects Generation Z's level of Instagram use. The study discovered that, with a coefficient value of 0.198, narcissism favorably impacted the intensity of Instagram use. The findings also showed a substantial correlation between narcissism and Instagram use, with narcissistic people posting more selfies and self-presented images, updating their profile pictures more frequently, and using the app more regularly. The impact of narcissistic tendencies on Generation Z's social media usage patterns is highlighted by this research.

Balcı & Karaman (2020) conducted a research study that compared the prevalence of Instagram addiction among college students in Turkey and Malaysia, two very different cultures, and investigated the connections between Instagram addiction, narcissism, self-esteem, self-presentation, and usage habits. The study looked into these relationships using a survey method with 403 individuals. The findings demonstrated the correlations between Instagram addiction, narcissism, self-esteem, self-presentation, and usage habits, as well as the considerable disparities in addiction levels across the two cultural groups. This research enhances our understanding of how

cultural influences impact Instagram addiction and the psychological features associated with it among college students.

Liu and Ma (2019) conducted a study that sought to investigate whether emotion regulation plays a mediating role in the association between college students' addiction to social networking sites (SNS) and insecure attachment. The findings showed that problems with emotion control mediated the positive relationship between attachment anxiety and SNS addiction. These results imply that future interventions and treatments targeting SNS addiction should focus on improving individuals' capacity to control their emotions.

Frederick, C. M., et al. (2019) have conducted research that revealed no significant correlation between narcissism, the quantity of social media posts, and the quantity of social media friends, in contrast to earlier research. The researchers put forth four theories to explain these findings. First, self-reported postings and friends may not accurately reflect real social media usage when measuring social media activity. Second, it was decided that the 397-participant sample size was adequate to capture the connection between social media use, self-consciousness, and narcissism. Third, compared to previous studies on college-aged adults, the study's participants' average age of 29 years suggested that age could influence the relationship between narcissism and social media use. Finally, the differentiation between narcissistic and non-narcissistic behaviors may have become less evident due to the normalization of self-centered behaviors on social media platforms. These results underscore the need for more research to fully understand the intricate interactions between narcissism and social media use, as well as the effects of various factors, including age and shifting social norms.

D'Souza et al. (2018) conducted research, the goal of which was to create and validate a test for adult and adolescent Instagram addiction. By developing a new evaluation method for Instagram addiction, the research sought to address the switch from Facebook to Instagram. For the study, 327 people from different backgrounds were chosen using basic random sampling. The findings offer insight into the frequency and consequences of excessive Instagram use across various age groups, emphasizing the significance of comprehending and quantifying Instagram addiction. This study advances the field by offering a trustworthy instrument for evaluating addiction to this widely used social networking site.

Casale et al. (2016) conducted a study that sought to determine whether narcissistic personality traits and social networking addiction are related. The findings demonstrated that grandiose narcissists were more likely to display addictive behaviors related to social networking because they frequently utilize social media to increase their sense of self-worth and win approval from others. However, since they frequently utilize social media to seek out social support and escape unpleasant emotions, vulnerable narcissists are less likely to become addicted

to social networking. Overall, the research points to a possible increased risk of social networking addiction in people who exhibit grandiose narcissistic features.

Moon et al. (2016) carried out a study that looked into the relationship between self-promotion on Instagram and narcissism. The study examined 212 active Instagram users in Korea and discovered that those with more narcissistic qualities tended to spend more time on Instagram, update their profile pictures more frequently, and upload more selfies and self-presented photos. Additionally, there was a negative link found between grandiose exhibitionism qualities and selfie postings and profile image updates, whereas there was a positive correlation for Leadership/Authority traits. However, self-promotional behaviors on Instagram were not impacted by qualities of entitlement or exploitativeness. This study clarifies how narcissism affects self-promotional behaviors on social media sites such as Instagram.

Martínez-Pecino and Garcia-Gavilán (2019) researched the relationship between likes on Instagram and problematic usage. It also examined the influences that moderated self-esteem. The researchers found that Instagram likes are positively associated with problematic usage. Although the given relationship was moderated by self-esteem, which indicated that individuals with lower self-esteem are more likely to engage in problematic Instagram use due to the reinforcement provided by likes.

Trifiro and Prena (2021) conducted a study that looked into the relationship between active Instagram use and self-esteem as well as well-being. The aim was to understand the engagement with the platform and how it impacts the psychological states of individuals. Through analysis of active Instagram users, they found higher levels of engagement are associated with lower self-esteem and well-being. Specifically, participants who spent more time on Instagram, actively posting and interacting with content, reported lower levels of self-esteem and well-being compared to those who were less engaged. These findings suggest that while Instagram offers social connection and entertainment, excessive use may have negative consequences for individuals' mental health and self-perception.

Choi (2018) studied the relationship between narcissistic features and the risk of social media addiction in the workplace. A thorough analysis was done and the data was collected, which showed that among employees, narcissism and social media addiction were significantly positively correlated. This suggests that narcissistic individuals are more prone to become addicted to social media at work. Organizations need to understand this relationship in order to address potential issues with narcissistic behavior and workplace social media use. It also highlights how crucial it is to expertly handle these dynamics in order to maintain worker productivity and well-being.

Andreassen et al. (2017) conducted a study to investigate the relationship between addictive use of social media, narcissism, and self-esteem. According to the study, which was based on a large national survey of 23,532 Norwegians, higher scores on the Bergen Social Media Addiction Scale (BSMAS) were associated with lower age, being a woman, not being in a relationship, being a student, having less education, having less money, having lower self-esteem, and being narcissistic. These factors accounted for 17.5% of the variation in the scores. The results validated the idea that compulsive social media use is a reflection of the urge to feed one's ego (i.e., narcissistic personality traits) and the need to prevent oneself from having a negative self-worth assessment. The findings also supported demographic hypotheses and correlations drawn from key ideas related to addiction, suggesting that women may be more likely than men to get addicted to social interaction-based activities.

Rationale of the Study-

The rationale for studying the relationship between narcissism levels and Instagram addiction in men and women has focused on the unique characteristics of Instagram as a social media platform. Instagram's visually focused nature, emphasis on curated self-expression, and use of likes and followers as metrics of validation have been linked to narcissistic behaviors and addictive tendencies. Understanding how these features of Instagram interact with individual differences in narcissism and addiction across genders can provide a valuable insight into how social media platforms impact self-perception, social interactions, and mental health. By specifically examining the link between narcissism and Instagram addiction, this study aims to uncover gender-specific patterns and vulnerabilities that can serve as the basis for targeted interventions and strategies to promote male and female addiction. Healthier social media habits for women.

Methodology

Objective-

- To intercept the correlation between Instagram dependency and its domains with narcissism.
- To find any variance within the sample.

The goal is to investigate the connection, if any, between Instagram addiction and narcissism. Prior research has demonstrated how social media addiction affects narcissism or self-esteem. Still, it has not specifically examined Instagram and its correlation to the term narcissism as a whole, as well as self-esteem as one of its traits. This study intends to investigate this idea broadly, with an emphasis on Instagram, as well as the variations in narcissistic traits that result from Instagram addiction.

Research Design-

A study that examines two or more variables and evaluates their association without changing them is known as a correlational comparative study design. It cannot be used to infer causation; instead, it is used to find correlations between variables and forecast their behaviour. Because it permits the testing of predicted relationships, this study approach is crucial for comprehending behaviour in real-world situations. It is important to remember, nevertheless, that correlational research is not able to prove cause-and-effect linkages because the relationship between the variables under study may be affected by other variables.

Participants-

The participants from whom the data was collected were of 18-25 years of age. The sampling method used was Simple Random sampling. The sample was collected from university students, employees, and married and unmarried males and females. It covered a diverse population of 120 participants.

Sampling method-

In this study, the method used is the simple random method. A basic random sample, also referred to as an unrestricted random sample, can be characterized as one where every member of the population has an equal opportunity to be chosen for the sample, and the selection of one member is completely independent of the selection of any other member.

Sampling Size-

The study utilized a test estimate of 120, chosen through the basic random method. This test successfully mirrors the traits of the populace from which it was drawn. It was assumed that the test satisfactorily represented all critical characteristics and fragments of the populace.

Variables-

Instagram Addiction- It is characterized by excessive time spent on the platform and an overwhelming need to use it, even when doing so has negative effects on one's actual life. An intense need to use social media is indicative of addiction. The interaction between a person's intrinsic traits and emotional needs predisposes them

to addiction, which leads to Instagram addiction. The actual, well-documented issue of Instagram addiction impacts a considerable number of people.

Narcissism envelops a identity characteristic characterized by sentiments of gaudiness, an unremitting want for deference, and a need of compassion towards others. Individuals with narcissistic inclinations frequently display an expanded recognition of their capabilities and achievements, regularly reveling in fantasies of success, control, or physical allure. They regularly need outside approval whereas ignoring their own enthusiastic needs. The range of narcissism ranges from gentle to serious and can significantly affect interpersonal associations and individual functionality.

This research centers on examining the connection of Instagram enslavement on narcissistic inclinations. Instagram dependency serves as the subordinate variable, whereas the level of narcissism acts as the autonomous variable. By controlling the degree of narcissism, we point to discover its relationship with Instagram compulsion. Earlier studies have shown potential causal links between Instagram enslavement and different identity characteristics, counting narcissism.

Tools-

The psychometric tools in order to observe and quantify the level of Instagram addiction and narcissism levels. The tools used in this study are-

1. Narcissistic Personality Inventory-16 (NPI-16)
2. Test for Instagram Addiction (TIA)

The NPI-16 was given by Daniel R. Ames, Paul Rose, and Cameron P. Anderson in 2006. The psychometric instrument consisted of a total of 16 items each assessing the personality trait, of narcissism. It has been discovered that the NPI-16's reliability varies slightly concerning the sample and situation it is utilized. Nonetheless, research has generally shown that the NPI-16's Cronbach's alpha coefficients are 0.70 or above, indicating moderate to high internal consistency reliability. The study was in an Indian context. by D'Souza et al. (2018)

Comprising 26 statements, the reliability assessment, conducted through Cronbach's alpha, yielded coefficients ranging from 0.680 to 0.863, affirming the high reliability of the test. Additionally, all correlation coefficients obtained were deemed significant at the .001 level.

Administration-

The data was collected from a diverse population comprising students, engineers, teachers, professors, and other individuals aged from 18 years of age to 25 years. The data was collected from both males and females and there were no gender biases while doing so. The questionnaires were distributed in person and a Google form was also made and circulated, and the subject was told that this was not a test there were no correct or incorrect statements, and that any query the subject had was resolved. The data was extracted from 120 participants in total.

Scoring-

The scoring range for the **Test for Instagram Addiction (TIA)** is as follows:

The TIA measures Instagram addiction on a 5-point Likert scale, with scores ranging from 1 to 5 as-

5- Always

4- Mostly

3- On occasion.

2- Occasionally.

1- Rarely

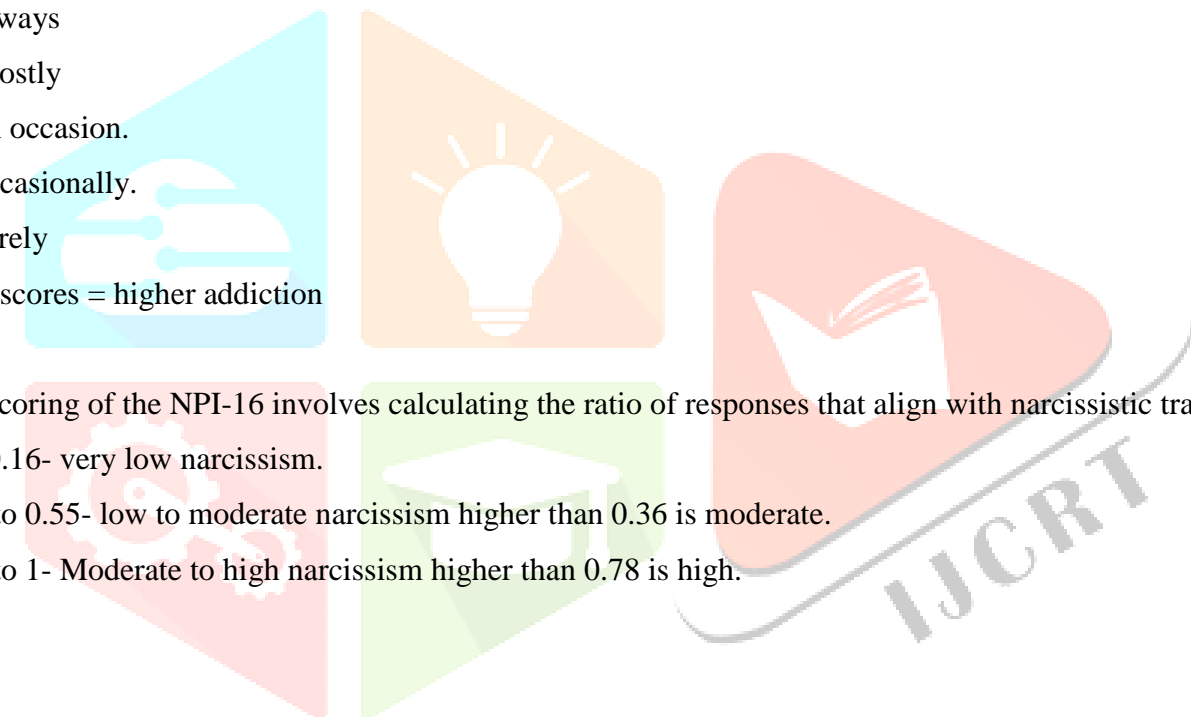
High scores = higher addiction

The scoring of the NPI-16 involves calculating the ratio of responses that align with narcissistic traits.-

0 to 0.16- very low narcissism.

0.17 to 0.55- low to moderate narcissism higher than 0.36 is moderate.

0.56 to 1- Moderate to high narcissism higher than 0.78 is high.



Results and Interpretations-

FOR FEMALES:

TABLE: 1 Displays the Arithmetic average and Standard Deviation (SD) for Domains of Instagram Addiction and Narcissism in females:

Descriptive Statistics

| | Mean | Std. Deviation | N |
|--------------------------------------|-------|----------------|----|
| Narcissism | 5.33 | 2.972 | 54 |
| (IA) Lack of Control | 13.30 | 5.389 | 54 |
| (IA) Disengagement | 14.56 | 5.891 | 54 |
| (IA)Escapism | 12.39 | 4.988 | 54 |
| (IA) Health & Interpersonal troubles | 8.43 | 4.745 | 54 |
| (IA) Excessive use | 4.19 | 2.585 | 54 |
| (IA) Obsession | 9.17 | 3.951 | 54 |

Table 1, reviews the descriptive statistics for females in the study, it becomes apparent that the average narcissism score stands at 5.33, accompanied by a standard deviation of 2.972, derived from a sample of 54. These figures illuminate both the typical level of narcissistic traits observed among the female participants and the range of variability within this trait across the sample.

For Instagram addiction, several domains were assessed. The "Lack of Control" domain had an average score of 13.30 and an SD of 5.389, suggesting varying degrees of difficulty in controlling Instagram usage among females. Similarly, the "Disengagement" domain had a average score of 14.56 and an SD of 5.891, indicating differing levels of detachment from real-life activities due to Instagram engagement. In terms of escapism, the mean score was 12.39 with an SD of 4.988, highlighting differences in using Instagram as an escape from daily stressors. The "Health & Interpersonal Troubles" domain had a mean of 8.43 and an SD of 4.745, showing varied impacts on health and interpersonal relationships due to Instagram use. Regarding "Excessive Use," the mean score was 4.19 with an SD of 2.585, suggesting varying levels of compulsive or excessive Instagram usage among the females. Finally, the "Obsession" had a mean of 9.17 and an SD of 3.951, demonstrating differences in intensity of preoccupation or fixation with Instagram.

These statistics provide a nuanced understanding of how females in study engage with Instagram across different dimensions of addiction and how these relate to their levels of narcissism.

TABLE: 2 Displays the Correlation Coefficient between Domains of Instagram Addiction and Narcissism in females:

| Measures | Lack of Control | Disengagement | Escapism | Health and Interpersonal troubles | Excessive use | Obsession |
|------------|-----------------|---------------|----------|-----------------------------------|---------------|-----------|
| Narcissism | -.112 | .037 | -.074 | -.048 | -.047 | .024 |

In Table 2, these correlation coefficients depict the magnitude and direction of the associations between each domain of Instagram addiction and narcissism among females in the study. A negative correlation coefficient suggests a reverse relationship (as one variable increases, the other tends to decrease), whereas a positive coefficient signifies a direct relationship (both variables tend to increase or decrease together).

Specifically:

- Lack of Control and Escapism show a weak negative correlation with narcissism.
- Disengagement, Health and Interpersonal troubles, and Excessive use have very weak correlations with narcissism.
- Obsession shows a very weak positive correlation with narcissism, suggesting a slight tendency for higher obsession scores to be associated with higher narcissism scores.

Overall, these correlations provide insight into how different aspects of Instagram addiction relate to narcissistic traits among females in sample.

FOR MALES:

TABLE: 3 Displays the Mean and Standard Deviation (SD) of Domains of Instagram Addiction and Narcissism in males:

Descriptive Statistics

| | Mean | Std. Deviation | N |
|--------------------------------------|-------|----------------|----|
| Narcissism | 5.67 | 2.900 | 66 |
| (IA) Lack of Control | 14.09 | 5.552 | 66 |
| (IA) Disengagement | 16.23 | 5.188 | 66 |
| (IA) Escapism | 14.18 | 4.314 | 66 |
| (IA) Health & Interpersonal troubles | 9.39 | 4.282 | 66 |
| (IA) Excessive use | 4.70 | 2.340 | 66 |
| (IA) Obsession | 9.48 | 4.073 | 66 |

In Table 3, Starting with narcissism, the mean score is 5.67 with an SD of 2.900, demonstrating the average level of narcissistic traits among the male participants and the variability in these traits within the group.

Examining Instagram addiction domains:

- The mean score for Lack of Control is 14.09, with a standard deviation of 5.552, indicating differing degrees of challenge in regulating Instagram usage amongst males.
- Disengagement demonstrates an average of 16.23 with a standard deviation of 5.188, suggesting variations in detachment from real-life activities as a consequence of engagement with Instagram.
- The mean score for escapism is 14.18, with a standard deviation of 4.314, indicating diverse inclinations to utilize Instagram as a means of escaping daily stressors.
- The Health & Interpersonal Troubles domain demonstrates an average of 9.39 with a standard deviation of 4.282, evaluating the effects of Instagram usage on the health and interpersonal relationships of males.
- The mean score for Excessive Use is 4.70, along with standard deviation of 2.340, indicating different degrees of compulsive or excessive Instagram usage amongst males.
- The mean score for Obsession is 9.48 along with standard deviation of 4.073, indicating the intensity of preoccupation or fixation with Instagram among males.

These statistics provide a comprehensive understanding of how males in study engage with Instagram across different dimensions of addiction and how these relate to their levels of narcissism.

TABLE: 4 Displays the Correlation Coefficient between Domains of Instagram Addiction and Narcissism in males:

| Measures | Lack of Control | Disengagement | Escapism | Health and Interpersonal troubles | Excessive use | Obsession |
|------------|-----------------|---------------|----------|-----------------------------------|---------------|-----------|
| Narcissism | .081 | .171 | -.007 | .255* | -.031 | .343** |

In Table 4, these coefficient of correlation indicate the strength along with direction of the relationships between each domain of Instagram enslavement and narcissism amongst males. The significant correlations at different levels (0.05 and 0.01) highlight specific relationships that are statistically meaningful.

- Disengagement and Health & Interpersonal troubles domains show significant positive correlations with narcissism, suggesting that higher scores in these domains are associated with higher levels of narcissism among males.
- Obsession also exhibits a significant positive correlation with narcissism, albeit at a higher level of significance (0.01), indicating a stronger relationship between obsession with Instagram and narcissistic traits.
- Lack of Control, Escapism, and Excessive use domains do not show significant correlations with narcissism in this analysis.

These findings provide valuable insights into how certain aspects of Instagram addiction relate to narcissism levels among males in the sample, emphasizing the importance of domains like Disengagement, Health & Interpersonal troubles, and Obsession in understanding this relationship.

Discussion-

The objective of this inquire about the relationship between Instagram enslavement and narcissism over both genders. The discoveries demonstrate hoisted levels of narcissism in males related with Instagram dependency, while females exhibited lower levels of narcissism connected to the stage. Also, a comprehensive correlational examination was conducted, looking at the six spaces of the Test for Instagram compulsion: need of control, separation, idealism, well-being and interpersonal connections, over-the-top use, and fixation with the stage.

According to D'Souza et al. (2018) the components were explained as follows:

1. Lack of control: When individuals struggle to limit their usage of Instagram, noticing a decline in their productivity or performance due to excessive engagement with the platform.
2. Disengagement: Involves prioritizing Instagram activities and involvement over social interactions or group engagements, leading to withdrawal from other social activities.
3. Escapism: Utilizing Instagram as a means of distraction or avoidance from real-life situations or responsibilities.
4. Health and interpersonal conflicts: Higher scores indicate disruptions in physical health and interpersonal relationships possibly resulting from excessive Instagram use.
5. Excessive use: Displaying secretive behavior regarding Instagram usage and experiencing agitation or restlessness when unable to access the platform.
6. Obsession: Feeling compelled to frequently post pictures on Instagram and seeking validation or response from others, indicating a strong fixation on the platform's content.

It was found that in females, need of control and idealism appear a weak negative relationship with narcissism. A negative relationship suggests that Instagram compulsion has somewhat of a relationship with need of control and idealism. Disengagement, well-being and interpersonal conflicts, and over the top utilization have exceptionally frail relationships with narcissism. This implies that as separation, well-being and interpersonal inconveniences, and intemperate usage shows increment on the stage, narcissism increments negligibly. Fixation appears to have an exceptionally frail positive relationship with narcissism, proposing a slight inclination for higher fixation scores to be related with higher narcissism scores. This implies that fixation with Instagram comes about in a negligible increment in narcissism levels in females.

It was found that in males, disengagement and health which means interpersonal troubles domains show significant positive correlations with narcissism, Narcissism significantly increases with an increase in these domains. Obsession also exhibits a significant positive correlation with narcissism, it substantially increases with an increase in obsession.

Conclusion

The study findings underscore the gender-specific nuances in the relationship between Instagram addiction and narcissism. While females may exhibit modest changes in narcissism levels with increased engagement in certain Instagram addiction domains, males may experience more pronounced increases in narcissism, particularly in domains such as disengagement, health and interpersonal troubles, and obsession. These insights provide valuable implications for understanding and addressing the psychological dynamics underlying social media use and narcissistic behavior among both genders.

Limitations-

- **Generalizability-** The study's dependence on self-reported data and a particular demography may restrict the findings' applicability to other populations, so precaution must be taken when predicting results to groups outside of the sampled group.
- **Measurement bias-** Self-report measures, like social desirability bias, may sway participant responses, posing a risk to data accuracy and reliability, thus potentially compromising the validity of the study's findings.
- **Usage of other statistical measures-**The results from the test for Instagram addiction could have been tested for narcissism using other statistical measures like regression.
- **Single Method of Assessment:** Relying solely on self-report measures for both Instagram addiction and narcissism might overlook nuances or facets of these constructs that could be captured by employing multiple assessment methods, such as observational data or interviews, thus limiting the comprehensiveness of the analysis.

Future Suggestions-

The future researches may take into account the following-

1. **Utilising Multimethod Approaches:** To obtain a more comprehensive knowledge of Instagram addiction and narcissism, combine observational data, qualitative interviews, and self-report assessments. This would enable the triangulation of data and provide more in-depth understanding of the underlying processes and individualised experiences connected to these concepts.
2. **Expanding the sample to encompass a wider range of populations** in terms of age, cultural backgrounds, and socioeconomic status would improve the applicability of the results and facilitate a deeper comprehension of the manifestations of Instagram addiction and narcissism across various demographic segments.
3. **Usage of other statistical measures-** the researchers can employ other statistical methods to run on their data, to increase the reliability and validity of their research.

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