

# Facebook Interaction Effects on Self Esteem and Narcissistic Behavior

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**Abstract--***In recent times, the usage of Facebook among the student community at Saudi Arabia has increased. This trend might have an impact on the students in terms of self esteem and narcissistic behavior. Therefore, this study was done to analyze the implication of Facebook interactions on self-esteem and narcissistic behavior among the Saudi Arabia student community. This work was done based on quantitative research method. The sample population of this work was 50 female students from Effat University. Data collected was done using questionnaire. The data were analyzed in terms of basic statistics. The results of this work have shown that majority of the respondents, which was about 38 % check Facebook once or twice a week. In addition, the result showed that 44 % of the respondents stated that they received 25 to 50 likes per post. The self-esteem analysis showed that 88 % of the majority agreed that they felt that they were a person of worth. Furthermore, 96 % also agreed that they had a number of good qualities. Analysis of narcissism has shown that 56 % like to be at the center of attention. In addition, the result showed that 48 % stated that they were a special person compared to other people. The findings concluded that the respondents have demonstrated good self-esteem and exhibited mild narcissistic characteristics.*

**Keywords--***Social media; networking; Facebook; self-esteem; narcissistic; Saudi Arabia*

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## I. INTRODUCTION

Online social networking sites, such as Facebook, have grown considerably in recent years and provide an exciting new field of psychology study and social relations [1]. Facebook has more than 500 million subscribers and spends more than 700 billion minutes each month offering people with simple access to display private data and allowing customers to connect with buddies and maintain record of their position, pictures, and updates of other private data in the virtual world [2].

Social relations are regarded by many scholars to be the most significant part of human existence [3]. Furthermore, Jha et al. [4] stated that more individuals are using communication technology to interact with their colleagues and families through online medium. In addition, individuals use these Internet based facilities to retain these interpersonal links in new aspects that have not been accessible in past centuries. Some experts originally thought that Internet activities had a negative impact on friendships and feared that cybernetic communication would replace direct interactions and weaken social ties [5]. However, according to Anderson and Jiang[6], scholars have found that the development of social media sites as well as the Internet has broadened the tools of social contact and increased closeness and connection among individuals to others.

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Marshall et al. [7] stated that there has been a favorable connection between Facebook's intensity and friendship's contingent with self-esteem. Self-esteem is defined as a subjective, realistic self-approval [8]. They point out that self-esteem reflects how individual views and values oneself at the most fundamental levels of psychological experience [8]. According to report of Fennell [9], it was found that when an individual focuses attention on his or her self, his or her self-esteem may be negatively affected. Barry et al. [10] stated that the importance of the relationship between friends and self-esteem should be linked to the enhanced use of Facebook to preserve these friendships. Individuals who believe their friendship with colleagues to be a significant component of how they think about themselves could be more mentally linked and strongly engaged in using Facebook [10].

Furthermore, Pantic et al. [11]'s study has found that there is a positive connection between social media usage with extraversion and narcissism of an individual. Narcissism is a prevalent model of egotism, a need for awe, and an excessive feeling of self-importance. It is connected with favorable conscience-views of individual characteristics, which includes intelligence, physical appearance, and legitimacy [11]. Moreover, the work of Eşkisü et al. [12] found that people who are more personal could demonstrate more exercise and involvement in social networking sites, such as Facebook. In addition, it was stated that people who are more narcissistic could be using Facebook more intensively. This is because it acts as a medium to enhance one's self-image with others [12]. Likewise, Malik and Khan [13] anticipated that the more interactions the individual would receive, the more confident they would feel and believe that their self-esteem would increase, and vice versa. Furthermore, Malik and Khan [13] stated that narcissists do not focus on interpersonal intimacy, warmth, or other positive aspects of relationship outcomes. Instead, they use relationships to appear popular and successful and post them in Facebook. Research by Brailovskaia and Bierhoff [14] found that people with higher narcissism and reduced self-esteem were associated with increased use of Facebook in the posting of self-promotion related content.

In recent times, the use of Facebook has increased among the community of Saudi Arabia, especially students [15]. This social media platform has provided a new medium for the students community to present themselves to the online community around the world. This study was therefore done to assess the implication of Facebook interactions on self-esteem and narcissistic behavior among the Saudi Arabia student community.

## **II. METHODOLOGY**

In this work, quantitative research method has been used. The target population of this work was 50 female students from Effat University. Questionnaires were designed and used to gather the information needed. Fifty copies have been distributed among the participants. The questionnaire included all the questions concerning the impact of Facebook interactions on self-esteem and narcissistic behavior, and the information needed for the study. The data were analyzed using basic statistics and are presented in graphical and tabulated form.

### III. RESULT AND DISCUSSION

#### Demographic Analysis

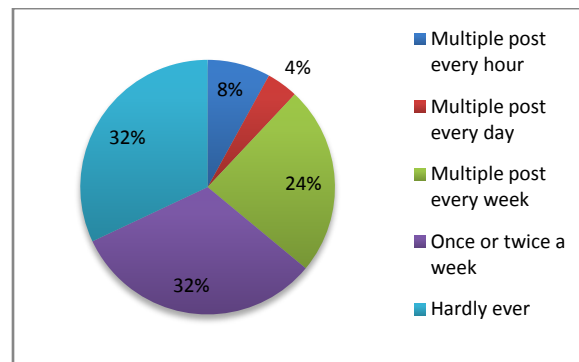
Based on Table 1, 24% of the respondents were below the age of 20, 54 % of the respondents were between 21 to 25 years and 22 % of the respondents are above the age of 25. Thus, based on the age group, it is found that most of the active Facebook users are within the stipulated age group as shown in Table 1.

**Table 1:** Age group of respondents

Age group	Number of respondents	Percentage (%)
≤ 20	12	24
21-25	27	54
>25	11	22
Mean ± Standard Deviation	23.20 ± 3.04	

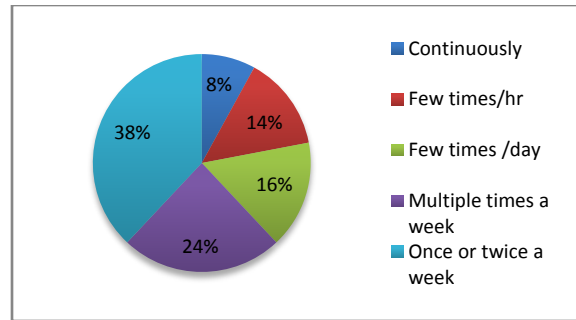
#### Facebook Interaction Analysis

In this section, the responses to the questions with regards to Facebook interactions are presented. The respondents were asked ‘How many number of post, you post on Facebook?’ Based on Figure 1, 8 % stated multiple posts every hour, 4 % stated multiple post everyday, 24 % stated multiple post every week, 32 % stated once or twice a week and 32 % stated hardly ever.



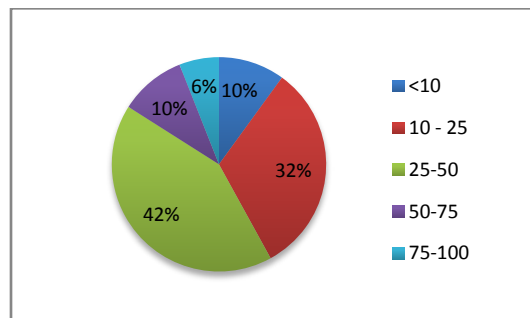
**Figure 1:** Number of Facebook post

The respondents were asked ‘How many times do you check Facebook?’.Based on Figure 2, 8 % stated continuously, 14 % stated few times per hour, 16 % stated few times per day 24 % stated multiple times a week, and 38 % stated once or twice a week.



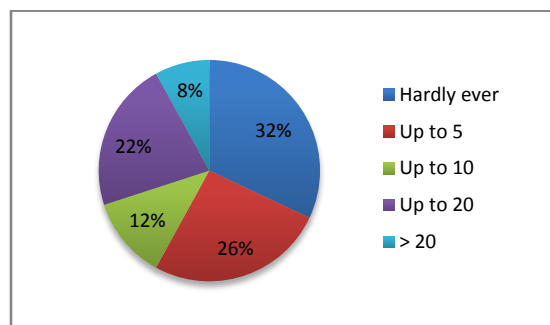
**Figure 2:** Frequency of checking Facebook

The respondents were asked ‘What is the number of likes per post (on average) that you receive in Facebook?’. Based on Figure 3, 10 % stated below 10, 32 % stated between 10 to 25, 42 % stated 25 to 50, 10 % stated 50 to 75 and 6 % stated 75 to 100.



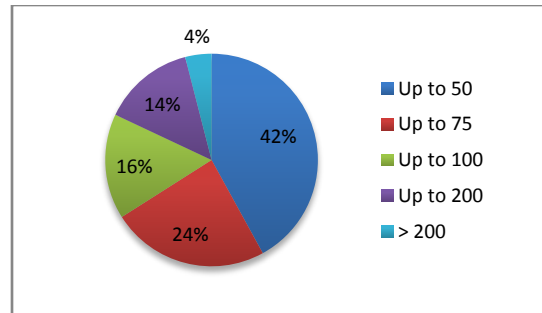
**Figure 3:** Number of likes per post

The respondents were asked ‘What is the number of comments per post (on average) that you receive in Facebook?’. Based on Figure 4, 32 % stated hardly ever, 26 % stated up to 5, 12 % stated up to 10, 22 % stated up to 20 and 8 % stated above 20.



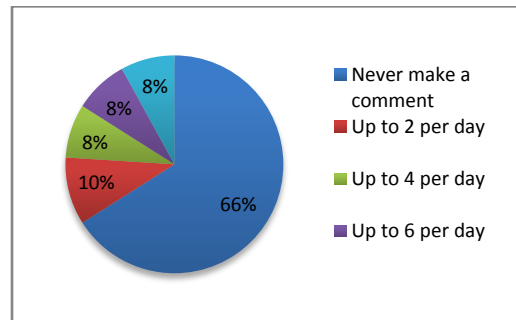
**Figure 4:** Number of comments per post

The respondents were asked ‘What is the number of real friends you have on Facebook?’. Based on Figure 5, 42 % stated up to 50, 24 % stated up to 75, 16 % stated up to 100, 14 % stated up to 200 and 4 % stated more than 200.



**Figure 5:** Number of real friends in Facebook

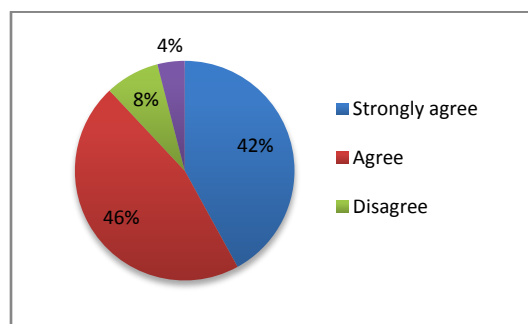
The respondents were asked ‘Do you comment on stars and famous people in Facebook?’. Based on Figure 6, 66 % stated they never make a comment, 10 % stated up to 2 per day, 8 % stated up to 4 per day, 8 % stated up to 6 per day, and 8 % stated more than 8 per day.



**Figure 6:** Comments on stars and famous people in Facebook

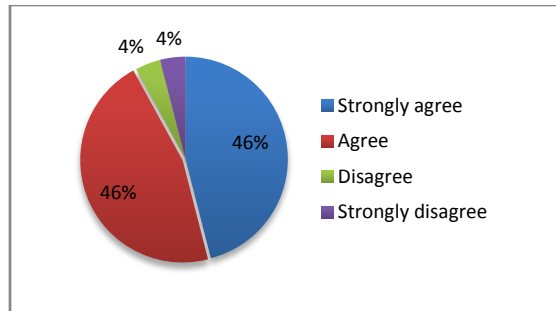
### Questionnaire Analysis Related to Self Esteem

In this section, the responses to the questions that are related to self-esteem are presented. The respondents were asked ‘Do you feel that you are a person of worth, or at least on an equal plane with others?’.Based on Figure 7, 42 % of the respondents strongly agree, 46 % agree, 8 % disagree and 4 % strongly disagree to this statement.



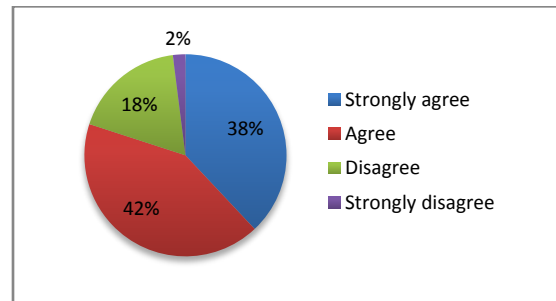
**Figure 7:**Person of worth

The respondents were asked ‘Do you feel that you have a number of good qualities?’.Based on Figure 8, 46 % of the respondents strongly agree, 46 % agree, 4 % disagree and 4 % strongly disagree to this statement.



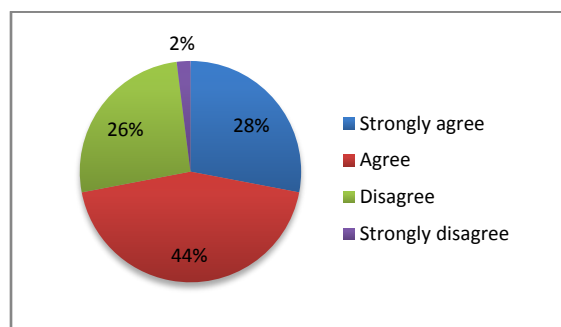
**Figure 8:** Have a number of good qualities

The respondents were asked 'Do you feel that you are able to do things as well as most of other people?'. Based on Figure 9, 38 % of the respondents strongly agree, 42 % agree, 18 % disagree and 2 % strongly disagree to this statement.



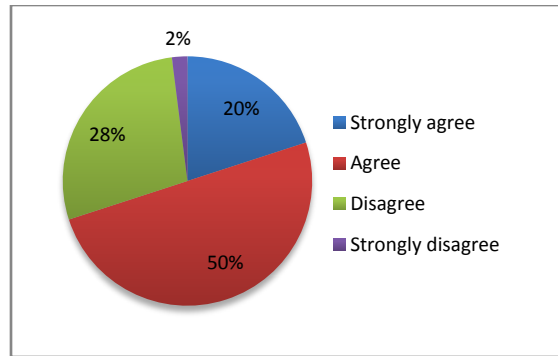
**Figure 9:** Able to do things as well as most of other people

The respondents were asked 'Do you take positive attitude towards your own self?'. Based on Figure 10, 28 % of the respondents strongly agree, 44 % agree, 26 % disagree and 2 % strongly disagree to this statement.



**Figure 10:** Positive attitude towards own self

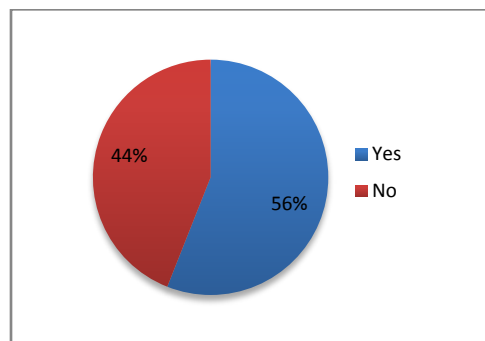
The respondents were asked 'On whole, are you satisfied with yourself?'. Based on Figure 11, 20 % of the respondents strongly agree, 50 % agree, 28 % disagree and 2 % strongly disagree to this statement.



**Figure 11:** Feel satisfied

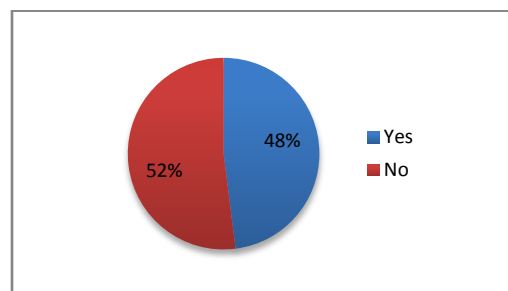
### Questionnaire Analysis Related to Narcissism

In this section, the responses to the questions that are related to narcissism are presented. The respondents were asked 'Do you really like to be the center of attention?'. Based on Figure 12, 56 % stated yes and 44 % stated no.



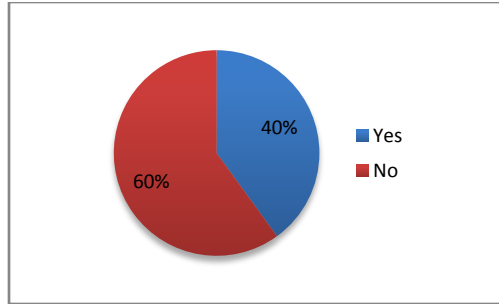
**Figure 12:** Center of attention

The respondents were asked 'Do you think you are a special person?'. Based on Figure 13, 48 % stated yes and 52 % stated no as they feel that they are no better or no worse than most people.



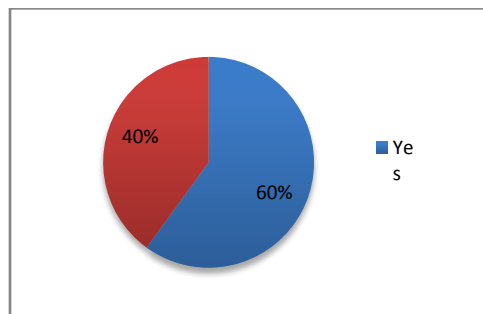
**Figure 13:** Special person

The respondents were asked 'Do you think you everybody likes to read your story on Facebook?'. Based on Figure 14, 40 % stated yes and 60 % stated no as they feel that most people are preoccupied with their own stories and updates in Facebook.



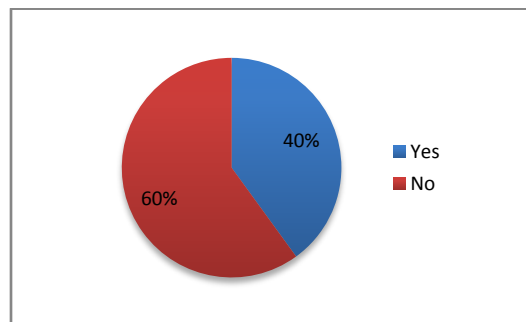
**Figure 14:**Read story on Facebook

The respondents were asked ‘Do you think you usually receive the respect you deserve?’. Based on Figure 15, 60 % stated yes and 40 % stated no, as they always insist upon receiving the respect that is due to them.



**Figure 15:** Receive respect

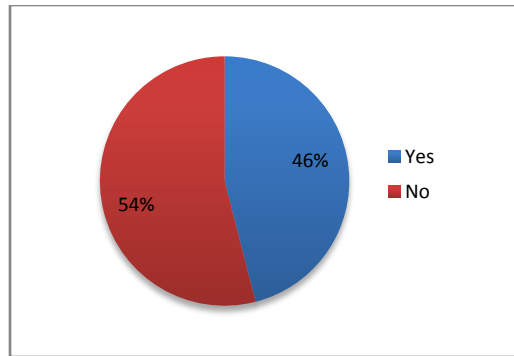
The respondents were asked ‘Do you think you are going to be a great person?’. Based on Figure 16, 40 % of the respondents stated yes and 60 % stated no, as they only have hope that they might be a successful person.



**Figure 16:** Going to be great person

The respondents were asked ‘Do you opt to show off whenever possible?’. Based on Figure 17, 46 % of the respondents stated yes and 54% stated no, as they do not try to be a show off.





**Figure 17:** Try to show off

## Overall Discussion

Table 1 shows the categories of age of included subjects. The most frequent age category is 21-25 (54%). In addition to that, mean and standard deviation values were  $23.20 \pm 3.04$ . The results of this work have shown that 32 % post once or twice a week in Facebook, which was a shared majority. Furthermore, the result showed that majority of the respondents, which was about 38 % check Facebook once or twice a week. In addition, the result showed that 44 % of the respondents stated that they received 25 to 50 likes per post. Likewise, 32 % stated that they hardly ever receive comments for their post, where as only 8% received 25 comments and above. Also, 42 % stated that they have up to 50 real friends in Facebook and only 4 % had above 200 friends. Additionally, 66 % of the respondents have stated that they have never commented on a star or a famous person on Facebook.

As for the self-esteem analysis, about majority 88 % agreed that they felt that they were a person of worth. Likewise, 96 % agreed that they have a number of good qualities. Furthermore, 80 % agreed that they are able to do things as well as most of other people. Moreover, 72 % agreed that they have positive attitude towards themselves and 70 % agree that they are satisfied with themselves. Thus, based on the results, it is deduced that good self-esteem characteristics is present among these respondents. The study of Cramer et al. [16] has reported that the usage of Facebook has positively impacted the self-esteem of its users and this is in accordance to the results of this work.

As for the narcissism analysis, 56 % stated that they like to be in the center of attention. Furthermore, the result showed that 48 % stated that they are special person compared to other people. Moreover, 40 % stated that they feel people like to read their stories on Facebook. Likewise, 60 % of the respondents stated that they receive the respect that they deserve. In addition, 40 % stated that they are going to be a great person. Finally, 46 % of the respondents stated that they try to show off whenever possible. Thus, based on the results, it is deduced that mild narcissism characteristics is present among these respondents. The work of Błachnio et al. [17] has confirmed that characteristics of narcissism is present among Facebook users, which is inline the findings of this work.

## IV. CONCLUSION

In this work, effect of the Facebook interactions on self-esteem and narcissistic behavior among university students at the Saudi Arabia was examined. The key findings of this work have shown that Facebook users have

demonstrated good self esteem and exhibited mild narcissism characteristics. This study has made an important contribution to understanding the impact of Facebook on self-esteem and narcissism among student users.

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