Me, myself and i: What makes filipino millennials narcissist?

Racicon P. Bernarte1*, Angelica I. Festijo2, Mariel D. Layaban2, Sharmine U. Ortiz2, Rhouel V. Rallos2

1 Faculty of Communication Research, College of Communication, Polytechnic University of the Philippines, Sta. Mesa, Manila
2 Students of Communication Research, College of Communication, Polytechnic University of the Philippines, Sta. Mesa, Manila

ARTICLE INFORMATION

Article History:
Received 06 January 2015
Received in revised form 18 February 2015

* Corresponding author: rbernahme@pup.edu.ph

ABSTRACT

Social networking sites are widely used by this generation’s youth, called as the Millennials. This paper tries to unravel the inherent narcissistic trait that lies within each person and determines the various factors related to the level of narcissism on Social Networking Sites (SNS) among Filipino Millennials. The study utilized a descriptive design in the quantitative approach. Three hundred and ninety-six Filipino Millennials answered the survey administered by the researchers. The data gathered were processed with the help of statistical methods. The study found that the Filipino Millennials exhibit low level of narcissism. Moreover, age, time spent online, number of social networking accounts and devices used have no significant relationship with a person’s narcissism. Sex, on the other hand, does provide positive correlation to narcissism. Activities done on Facebook; Twitter and Instagram have a moderate significant relationship with a person’s narcissism, while Tumblr, Google+, and other social networking sites, however, don’t seem to show any. Future studies can dwell on types of narcissism, an in-depth understanding of each type and how it co-exists with other behaviors exhibited on social networking sites.

Keywords
Narcissism, Social Media, Social Networking, Social Networking Sites, Millennials

Introduction

The term “narcissism” is traceable to Ovid’s Metamorphoses (Book III) in the first century.

Originating from a Greek myth, Narcissus is a handsome youth who pines away for love of his own reflection in a spring just as he scorns beautiful women. Where his remains lay after his death is uncertain, though, but a lovely flower, later called Narcissus later bloom on it.

Social Media is a manifestation of social networking, utilized for intelligent, instructive, enlightening or enlivening purposes. Social Networking Sites permit users to make profiles, transfer photographs and features, and interact with loved ones. It is an instrument to join groups, look for most recent news, play games, chat and share music and video (Ahlqvist, T., Bäck, A., Halonen, M. & Heinonen, S., 2008). As per socialmediatoday.com in an infographic posted on December 2013, 85 percent individuals on the planet have web access and the rate of development for mobile is 530+ Million (5% year over year). Also, the quantity of social networking users around the globe has climbed 18% in 2013. About 25 percent of individuals on the planet now utilize online social media.

The sensational rise in using Social Networking Sites is now reaching fever-pitch, rising and surging unabated in Asia and particularly, in the Philippines. Asia showed an expanding 67% of web use and the Philippines being named as "The Social Networking Capital of the World." The country has more than 93 percent of web
users having their particular Facebook account, as cited in an article in the Manila Standard Today distributed on May !1, 2013. An increasing number of studies by Bergman, S., Fearrington, M., Davenport, S. & Bergman, J. (2011) and Ryan, T. & Xenos, S. (2011) circulated the academia in the late years. The said study comes with concentration on how narcissism and conduct on SNS are relating to each other. These studies induced that SNS may be results of or help a becoming society of conceit or narcissism among its users. Having such enthusiasm on how social networking sites promote and trigger narcissism on its users, the research looked into this line of study, accepting that this extraordinarily influences the event of narcissism.

Narcissus was from a myth made a long ago, when there was neither internet connection or gadgets even. But what makes him related to our world today is the way Narcissus fell in love with himself in the pond. It is the same way people today fall in love with themselves through social networking sites. According to Alloway, T., Runac, R., Quershi, M. & Kemp, G. (2014), just as how Narcissus fell in love with himself by just gazing at the pool, every narcissist needs that kind of reflecting the pool to admire his own beauty. So does this show that Facebook and other social networking sites serve as our technology-powered version of Narcissus’ pool?

The Filipino Millennials referred to in the study are the students of Polytechnic University of the Philippines, A.Y. 2014-2015 who use social networking sites. With a total population of 36,991, the research relied on seven students per strata. Each college had been a part of the sample size, excluding the College of Law because they do not allow access to the college for surveys. The instrument used included the Narcissistic Personality Inventory-16 Ames, D., Rose, P. & Anderson, C. (2006), a shortened version of the original Narcissistic Personality Inventory composed of 40 items (Raskin, R. & Hall, C., 1979; Raskin, R &. Terry, H., 1988). This instrument has been used to know the level of narcissism in a user, and another part of the instrumentation had been for the social networking usage that contained factors and variables related to narcissism and SNS use.

The researchers saw the value of this study as there is an extraordinary measure of Millennials involved in this phenomena. Statistics have been clear and enough for everybody to comprehend that this number will twofold, triple, and fourfold soon (Stein, 2013). Also, the impact it will abandon its users will shift from great to most exceedingly dangerous. It is essential to be mindful on the use of activities and features accessible on different SNS. This study notwithstanding did not go further into other social networking sites and to different impacts on the conduct that they contribute to the users.

**Study Frameworks**

**Theoretical Framework**

The first theory that guided this study was the “Uses and Gratifications Theory” by Katz, E., Blumler, J., & Gurevitch, M. (1974). Uses and Gratifications Theory or UGT is an approach to comprehend why and how individuals effectively search out particular media to fulfill specific needs. Veering from other media impact hypotheses that inquiries “what does media do to individuals?”, UGT concentrates on “what do individuals do with media?” It is the theory that clarifies how individuals use media for their need and satisfaction.

Another theory utilized in that of Sigmund Freud; (1914) in a study "On Narcissism: An Introduction". Freud proposed that narcissism is a typical part of the human mind, alluding to it as essential narcissism, or a vitality that lies behind each person’s survival senses. To Freud, individuals are conceived without a fundamental feeling of self. It is just through the encounters that happen amid early stages and early adolescence that individuals develop what we know as a sense of self or ego. As youths collaborate with the outside world, they start to learn social standards and social desires promoting the improvement of ego, or an
impeccable picture of oneself that the sense of self strives to accomplish.

An essential part of Freud’s theory is the idea that this affection for one’s self exchanging with someone else or object. By giving away love, Freud recommended that individuals reduce their inherent narcissism, abandoning them to be ready to sustain, ensure and protect themselves. With a particular end goal to recharge this limit, he proposed that receiving love and affection in exchange was essential as well.

**Conceptual Framework**

Applying these two theories, Uses and Gratifications Theory and Narcissism Theory, the study came up with a diagram (shown below). The users who have pre-existing narcissism in them use social networking sites as tools for satisfying their individual cravings and needs, represented by the arrow going down. Various social networking sites have factors that may be related to narcissism. The arrow going up shows how these factors contribute to the user’s gratification of needs such as using it more and more and let narcissistic tendencies develop even more.

---

**Objectives**

Purposely, the study sought to determine the factors related to the level of narcissism among the Filipino Millennials. Specifically, first, to identify the social networking sites (SNS) usage and activities. Second, to measure the level of narcissism, and lastly, to determine the relationship of the Millenial’s level of narcissism to their age, sex, SNS usage and activities.

**Method**

This research utilized the quantitative research approach and descriptive research design. Collected data were sourced from a survey participated in by 396 Millennials of the Polytechnic University of the Philippines. The instrument included the modified Narcissistic Personality Inventory (NPI) -16 (Ames, D., Rose, P. & Anderson, C., 2006), a shortened version of the original 40-item Narcissistic Personality Inventory (Raskin, R., & Hall, C., 1979). The gathered data were then processed with the help of inferential statistics for the study to give quantitative conclusions about the Filipino Millennials' narcissism and the other factors that relate to it.

**Results and Discussion**

**Levels of Narcissism**

As cited earlier, Narcissus emerged from a myth created long ago, to explain psychological human behaviour. The way Narcissus fell in love with himself in the pond reflects how people today fall in love with themselves through use of SNS or Social Networking Sites (e.g. Facebook and Twitter). Tomas Chamorro-Premuzic (2014) once said in his post at theguardian.com that "today is the time of computerized narcissism, a universe of interminable gaudiness opportunities and boundless gloating potential outcomes." Whereas showing-off has never been easier and, ironically, more patronized by people.

One of Cooper’s (2012) online published articles stated that narcissistic individuals mostly live a lonely life. That becoming miserable is a result of creating
one's own idea of a perfect person that will idolize them and somewhat gives them the gratification and sympathy. They hold onto something that is only a product of their imagination. And so, they don’t rely on real friendship and only acknowledge satisfaction. Without any of it, it can always be considered as the abandoned state for them; they may feel empty and meaningless.

Table 1.1
Filipino Millennials social networking sites users’ level of narcissism

<table>
<thead>
<tr>
<th>Level of Narcissism</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Narcissism (LN)</td>
<td>198 respondents (50%)</td>
</tr>
<tr>
<td>Moderate Narcissism (MN)</td>
<td>126 respondents (31.82%)</td>
</tr>
<tr>
<td>High Narcissism (HN)</td>
<td>35 respondents (8.84%)</td>
</tr>
<tr>
<td>Extremely High Narcissism (EHN)</td>
<td>39 respondents (9.85%)</td>
</tr>
<tr>
<td>TOTAL = Low Narcissism (LN)</td>
<td>396 Respondents (100%)</td>
</tr>
</tbody>
</table>

Table 1.1 shows the level of narcissism generally speaking of the Filipino Millennials Social Networking Sites Users. One hundred ninety-eight respondents or exactly 50% showed low narcissism. Surprisingly enough, this figure showed the highest percentage of all levels of narcissism. Moderate narcissism is observed in 31.82% of the respondents, having one out of three belonging to the said category. You can see a significant gap when it comes to the number of the high and extremely high levels of narcissism. Only 8.84% of the respondents have high narcissism whereas a little higher to that, 9.85% goes to the extremely high narcissism category.

There is a positive correlation between narcissism and heavy use of social networking sites in that narcissistic people use them to portray an albeit-unrealistic and desirable self-image to gain online friends and broadcast their ideal life to them (Chamorro-Premuzic, 2014; Tucker, 2010). An article on the Huffingtonpost by psychology expert Lisa Firestone (2012) acclaimed that this generation possesses rampant number of studies pouring on the connection between narcissism and SNS.

Table 1.2 includes the level of narcissism exhibited by the respondents on each social networking site and the overall level of narcissism as, generalized to be Filipino Millennials Social Networking Sites Users.

Table 1.2
The level of narcissism of Filipino Millennials on each social networking site

<table>
<thead>
<tr>
<th>Social Networking Site</th>
<th>Average Level of Narcissism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>High Narcissism (76.84%)</td>
</tr>
<tr>
<td>Twitter</td>
<td>High Narcissism (69.68%)</td>
</tr>
<tr>
<td>Instagram</td>
<td>High Narcissism (72.88%)</td>
</tr>
<tr>
<td>Tumblr</td>
<td>Low Narcissism (0.5%)</td>
</tr>
<tr>
<td>Google +</td>
<td>Low Narcissim (0.3%)</td>
</tr>
<tr>
<td>Others</td>
<td>Low Narcissim (0.1%)</td>
</tr>
</tbody>
</table>

Connecting questions on which among this social networking sites do the respondents use the most and to their level of narcissism, table 4.1 then explores how level of narcissism varies if it were to put on each SNS. It is relatively evident that those users who used Facebook the most have the highest level of narcissism and fall into the “high narcissism” category.

Many studies around the globe have attempted to relate narcissism and social networking sites. One of these studies is by Jean Twenge, Psychology Professor at the University of San Diego. She is apparently also a writer for the “Generation Me (2007)” and “The Narcissistic Epidemic” (2009). She stated that from 1980s to the present, the rise of narcissistic personality traits has been compared to the uprising of narcissism as fast as obesity. It indicated that narcissism is yet another American epidemic that needs considerable concern. Added by Twenge, since narcissists thrive on social media, it observed that narcissistic people post more often on Twitter. Twitter, regarded as a kind of technologically powered megaphone: A means of broadcasting someone’s self-proclaimed superiority over other persons. Facebook, on the other hand, is an online mirror. It reflects an obsession with one’s image, others feedback to this and the craving to consistently update that picture (Konrath, 2013; Panek, 2013).
Whereas Twitter being the second, to also indicate a high level of narcissism isn’t surprising too; with 69.68% of narcissism under the high narcissism category, not much of a difference is observed as to Facebook and Instagram. Users who use Twitter the most is observed to have more tendencies of narcissism since features of Twitter like “follow/followers” and “tweet” speaks the language of ‘self’. Psychologist Bruce McKinney (2012) once wrote a study in the journal Communication Research Reports stated that Twitter is a perfect venue for narcissists for it allows individuals to answer the question, ‘What are you doing?’ via messages of 140 characters or less.” Though a massive number of user accounts still go for Facebook, Twitter and Instagram have both made impressive gains over the past years. It also explains why those who use Instagram the most are even more narcissist than that of Twitter users. As it turns out, Instagram is a breeding ground for many people’s most narcissistic tendencies. Every time one turns into their feed see photos of oneself documenting life happenings or even plainly picture of their face – “selfie”. (Tiltow, 2013). This literature supports the findings above.

Contrastingly, Facebook, Twitter and Instagram, Tumblr, Google+ and other SNS showed a low level of narcissism. They did not differ much from each other, with 0.5%, 0.3% and 0.1% respectively. Researchers figured the reason not much people prefer to use Tumblr, Google + or other SNS the most. Those three SNS only serve as secondary options. Five percent of teens say they use Tumblr; while three percent use Google+. Only one percent is reported using other SNS. (Pew Internet, 2013).

The previous literatures, indeed, show a definite relation to using social networking sites and level of narcissism. Bergman (2011) pointed out that it would be an error to assume automatically that Facebook and other social networking sites automatically causes the narcissism.

Tests for Significant Relationship

This part correlates the independent and dependent variables for this study that answers the objectives on determining the significant relationship of NPI-16 scores and factors using Pearson Correlation and Point-Biserial Correlation Coefficient.

Null Hypothesis (Ho): There is no significant relationship between the respondents’ age and their narcissistic personality inventory score

Age and NPI Score

Freud's theory firmly believes that since birth, people already have a sense of self-love or the now known term ‘narcissism’. This then either increases or decreases as time goes by with the aid of external factors and availability of mediums. The Filipino Millennials being the ones utterly exposed to social networking sites, have been the focus of this study.

In a study facilitated by the Journal of Research in Personality (JRP) about "Narcissism through the ages", they found out that some factors have resulted to change in narcissism between ages. Merely adult stages or age 34 to 59 was shown to predict change and know or have an idea in personality at age 71. The findings are according to Wink (2013) in his study conducted over a period of 25 years. He proves that an adult has already established needs and self-love, which young narcissists crave for (Wink, 2013; Malcolm, 2012; Twenge, 2014).

<table>
<thead>
<tr>
<th>Age</th>
<th>Pearson Correlation</th>
<th>P-value</th>
<th>Decision</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>-0.085</td>
<td>0.095</td>
<td>Do not</td>
<td>Reject Ho</td>
<td>Not Significant</td>
</tr>
</tbody>
</table>

Table 1.3 indicates the test for a significant relationship between the respondents’ age and their narcissistic personality inventory score.
personality score using Pearson Correlation. With p-value equal to 0.095 (which is greater than the 0.05 level of significance), the research does not reject the null hypothesis. Thus, it does not have sufficient evidence to generalize that there is a significant relationship between the two variables.

Malcolm (2014) supports the results shown in table by saying that the narcissism epidemic is a cultural thing, and not just about the younger generation or the Millennials. Twenge (with W. Keith Campbell)'s The Narcissistic Epidemic: Living in the Age of Entitlement (2009) found out in their experiment that 18 and 19-year-olds are self-centered and narcissistic. However, they are a more focused toward oneself and narcissistic now than they were in past eras. So it is not because of age and improvement nor age and development, but other factors to consider. The said studies support the findings indicated on Table 3.1. There is this generational movement to more narcissism, however, it goes a long way past that, narcissism appears at diverse ages, as mentioned by Twenge (2012). Considering several studies, (Bergman, 2011) which proved that one’s personality is already established as early as the age of 7. And since social networking sites don’t allow users below 13 years old to register, as part of their policy, Bergman (2011) duly believes that the traits of regular users are within them by the time they enter the online world.

Though Markham (2014), a clinical psychologist, posted on her online question and answer page that “Teenagers are at the stage of being insecure and self-centered. They are still finding out the extent of their capabilities and belongingness to this world. They like to take good judgment without thinking of the risks. And they fall under the description of a narcissist.” Adding to that, based on the Mayo Clinic (2014), Narcissistic Personality Disorder (NPD) is one of the rarest teen identity problems, yet one that is in any case necessarily developing. This issue typically starts and develops amidst the teenage years, “At age 20, individuals stress over what others consider them.” As what happens to most identity issue, NPD normally will lessen in accordance with age. Various people are experiencing few of the most stunning manifestations when they are in their 40s or 50s of age,” (Psych Central, 2014). The reports contradict the result of this study and Bergman (2011)’s proposition.

**Sex and NPI**

Table 1.4  
Test for Significant Relationship between the Respondents’ Sex and their Narcissistic Personality Inventory Score

<table>
<thead>
<tr>
<th>Narcissistic Personality Inventory Score</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>P-value</td>
<td>Decision</td>
<td>Conclusion</td>
<td></td>
</tr>
<tr>
<td><strong>Sex</strong></td>
<td>0.153</td>
<td>0.003</td>
<td>Reject Ho</td>
<td>Significant, Positively Weak</td>
</tr>
</tbody>
</table>

One of the assumptions of the research is on sex and narcissism; it is presumed that females have more tendencies of becoming narcissist than the males. By these assumptions, it is being accepted that sex has something to do with how people act or become narcissist on SNS.

Table 1.4 indicates the test for a significant relationship between the respondents’ sex and their narcissistic personality score using Point Bisperal Correlation. The decision is to reject the null hypothesis if the computed p-value is less than or equal to the 0.05 level of significance, otherwise, retain the null hypothesis. With p-value equal to 0.003 (which is less than the level of significance), the research rejects the null hypothesis. Thus, at 5% level of significance, the research has positively weak, but sufficient evidence to conclude that there is a significant relationship between the two variables. It means males are more narcissists than female.

The journal called Diagnostic and Statistical Manual of Mental Disorders (2000) said that those diagnosed with NPD are often male with 50-75%. Two things emerge from these figures: One, the diagnosed NPD is unmistakably narrower than what researchers comprehend. And two, the truth that up to 75% people diagnosed with NPD
are male ought to be as noteworthy, particularly when considering sexual orientation issues in guiding and character building.

Alloway (2014) also distinguished the difference between narcissistic tendencies among sexes – male and female. Basing on the NPI scores, men were found to be narcissistic though females were more active users of the Facebook features predicting narcissism. Additionally, the relationship in the middle of sex and narcissism obviously needs to be all the more astutely investigated. There are various articles that have been composed in view of sexual orientation when talking about different viewpoints narcissism and narcissistic identity issue (Dyer, 2012).

Dr. Vaknin (2013) keeps using the male third person singular in his writings ("he") because “most narcissists (75%) are males and that there is little difference between male and female narcissists.” Vaknin explains the differences between male and female narcissists. In the sign of their narcissism, female and male narcissists, do have a tendency to vary. “They focus on different things; they change distinctive components of their identities into the foundations of their narcissistic trait. In doing along these lines, they both comply with social generalizations, sexual orientation parts, and social desires.”

SNS Accounts & NPI

Online social networking sites directed a route for another and developing environment wherein individuals can trade social data and handle impressions in an extremely helpful and simple way. The way youth utilize the Internet, especially in Social Networking Sites is continually expanding as time passes. Such media have been very popular which, in turn, have brought in huge numbers of users in 10 years or less. They have changed the way society learns, communicates and conducts business. The interaction within these websites has transformed media messages from one-way communication to dialogs whether it be local or international. It has out-paced all other traditional media (Center for Media Research, 2004).

Table 1.5
Filipino Millennials’ List of Social Networking Sites

<table>
<thead>
<tr>
<th>Social Networking Sites</th>
<th>SNS to have accounts on</th>
<th>Most Used SNS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>389</td>
<td>99.5</td>
</tr>
<tr>
<td>Twitter</td>
<td>246</td>
<td>62.9</td>
</tr>
<tr>
<td>Instagram</td>
<td>149</td>
<td>38.1</td>
</tr>
<tr>
<td>Tumblr</td>
<td>83</td>
<td>21.2</td>
</tr>
<tr>
<td>Google+</td>
<td>181</td>
<td>46.3</td>
</tr>
<tr>
<td>Others</td>
<td>44</td>
<td>11.3</td>
</tr>
</tbody>
</table>

On the different sites the Millennials possessed, the greatest percentage has been in favor of Facebook that is 99.5% number of respondents or 389. Other SNS were also indicated including its frequencies and percentages. Filipino Millennials answered many other lists of sites with a total of 44 responses, an equivalent of 11.3%. These sites are Youtube (2.8%), Yahoo! Messenger (2.6%), Ask.fm and Pinterest (0.8%), Wattpad (1%), Blogger, Flickr, Soundcloud and Steam (0.5%) and DeviantArt, Plurk, Skype and Wordpress (0.3%).

Among all social networking sites that the Filipino Millennials said to have an account into, just which of the sites they use the most? This question intends for a single answer. Most of the respondents or 82.6% or equal to a number of 323 answered Facebook as their most-used site. Twitter is second to the highest with a significant difference between the frequency of respondents’ answers. Pinterest that belongs to the “other” got the lowest percentage (0.3%).

These five most-used social networking sites among Filipino Millennials are also in the Top 15 Most Popular Social Networking Sites of eBizMBA Rank (2014), an updated average of each social networking sites’ Alexa Global Traffic Rank. “Others” can be considered as the few sites outside the top-5 social networking sites that they have accounts on, such as Pinterest, Youtube, and...
When Yahoo Messenger was the primary means of communication, those sites only got less frequency of responses and preference.

Social Networking Sites are the most recent method for individuals particularly young people to interface with their companions and to search for new ones. SNS is the gathering of individuals into more particular gatherings. Particular gatherings that concentrate on ethnicity, top choices, school or college went to, films and network shows. In short, this is the online form of cooperation gatherings and making companions (Sanders, 2010). Many studies around the globe have attempted to relate narcissism and social networking sites. With the idea that a variety of social networking sites is readily available on hand of the Millennials, it's upon the utilization of the users on how it will affect them personally.

Table 1.6 shows a significant relationship between the respondents’ number of social networking account/s and their level of narcissism. With a Pearson correlation of -0.039 and a P-value of 0.439, it only shows that there is no significant relationship between the two variables.

According to a report from USA TODAY titled “Are social networks making students more narcissistic?” the majority of the 1,068 college students say social networking makes them more narcissistic. They also believe their generation is the most narcissistic of all (Ypulse, 2009).

Apparently, narcissism levels have been increasing for a considerable length of time. Such originate before online networking yet they have undoubtedly caused problem by its rise. Now, there has been a lofty decrease in some traits (like empathy and altruism) since the appearance of Facebook and Twitter, and other SNS. We, more than ever, are presently more associated with each other through social interactions over the internet.

Supporting this study's results, a study by Bergman (2011), pointed that it would be an error to assume automatically that the amount of social networking sites a person have causes an automatic narcissism. Bergman (2011) duly believes that the traits of regular users are already within them by the time they enter the online world. The more narcissistic a user gets, the heavier use of social networking sites there is; it’s like SNS is to narcissists what drugs is to addicts (Chamorro-Premuzic, 2014).

**Devices and NPI Score**

With the rise of globalization, social media have been part of the package. Accessing such social networking sites are within one’s reach and even own fingertips. From PCs, laptops, smartphones and tablets, internet connection is all they need, and you are now ready to share with the whole world those things that are in your mind. Post it, share it, the way you want it. The impact of long-range informal communication on the student’s study propensities brings about distinctive reaches. Numerous studies show diverse discoveries about the students who use social networking sites. They want to be more dependent on devices and web crawler while doing home works (Garcia, 2010).

Table 1.7

<table>
<thead>
<tr>
<th>Devices</th>
<th>F</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Computer</td>
<td>193</td>
<td>49.4</td>
</tr>
<tr>
<td>Laptop/Netbook</td>
<td>181</td>
<td>46.3</td>
</tr>
<tr>
<td>Tablet</td>
<td>93</td>
<td>23.8</td>
</tr>
<tr>
<td>Smartphone</td>
<td>198</td>
<td>50.6</td>
</tr>
</tbody>
</table>

The highest percentage, which gets 50.6 or a total of 198 numbers of Filipino Millennials, shows that one out of two uses smartphones to access social networking sites. Second to the highest is the personal computer with 193 responses, laptops/netbooks being the third in the rank,
and the least is tablet with 93 replies (23.8%). Answers to this question can be more than one of any item.

In support of this, an interview with Manila Bulletin’s writer Edu Lopez (2014) with Jamieson Stuart said, ”Filipinos are requesting quick, helpful and on-the-go access to the Internet, cell phones are viable tending to this interest.” As an issue, millennials are moving far from conventional PCs to associated gadgets as means of getting to data online. Jay Bautista (2014), Nielsen PH’s Managing Director, contends, moreover: ”The advanced abilities, convenience and user experience given by Smartphones like iPhone is changing the mobile subscription conventional practices. The free and easy access to digital media that different smartphones and other Internet devices are the online media consumption’s future.”

Advanced portability and network become more vital. We know users keep their cell phones adjacent, check them as often as possible, and periodically utilize numerous gadgets without a moment’s delay. In any case what do they click on, download, investigate, scrutinize, and stay away from on their cell phones?

Table 1.8
Relationship between the Devices Used and Narcissistic Personality Inventory Score

<table>
<thead>
<tr>
<th>Number of Devices used to Access Social Networking Account/s</th>
<th>Narcissistic Personality Inventory Score Pearson Correlation</th>
<th>P-value</th>
<th>Decision</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>-0.095</td>
<td>0.06</td>
<td>Do not Reject Ho</td>
<td>Not Significant</td>
<td></td>
</tr>
</tbody>
</table>

Table 1.8 indicates the test for a significant relationship between the respondents’ number of devices used and their narcissistic personality score using Pearson Correlation. The decision is to reject the null hypothesis if the computed p-value is less than or equal to the 0.05 level of significance, otherwise, retain the null hypothesis. With p-value equal to 0.060 (which is greater than the level of significance), the researchers do not reject the null hypothesis. Thus, at 5% level of significance, the researchers do not have enough evidence to conclude that there is a significant relationship between the two variables.

Tomas Chamorro-Premuzic (2014) once said in his post at theguardian.com that today is the time of computerized narcissism, a universe of interminable gaudiness opportunities and boundless gloating potential outcomes. Whereas showing-off has never been easier and, ironically, more patronized by people.

An article by Mike Elgan (2009) states how innovation impacts narcissism. Mobile phones empower youth, for instance, to continually keep up contacts with companions, and close out communication with non-associates, for example, more youthful children, and more established grown-ups. This methodology may significantly create further distance teens from individuals and hamper the procedure of creating a substantial sympathy and an inclination of participation in the bigger group. On that moment of human advancement when teens should grow up and face reality, portable devices may shield them from it.

Youth is extraordinary because they have entry to more data, and along these lines decisions, than whatever another era before us. ”’That’ is the characteristic that most characterizes youths’ conduct and sets them separated from past eras at our age. Not narcissism.” (Kirchoff, 2013).

An article in the Time magazine by Joel Stein (2013) expressed how today’s era mostly concentrates on one’s self and is more narcissistic. Another article that likewise supports this is of Rampell (2011) from New York Times. He said that individuals from this era can get to almost any asset, item or administration any place from an unimportant tap on a touch screen, being blamed for being the laziest era ever. They feel entitled and are spoon-fed, rude, narcissistic and eager. A disaffirming article notwithstanding, by Kirchoff (2013), expresses that individuals of today’s era are
recently characterized by access, not narcissism.

As an issue having a considerable measure of gadgets, the Filipino Millennials ought to either have high pay or have the materialistic longing to buy any of the gadgets expressed previously.

There has been a study finishing up how worldly and narcissism is connecting. A few clinicians have proposed that purchaser societies may help the improvement of narcissistic identities and practices, “by entering people on the glorification of utilization,” analyst Tim Kasser (2013) wrote in *The High Price Of Materialism*.

Narcissists act with pomposity and are profoundly concerned with issues of individual amleness, looking for force and renown to cover for sentiments of internal vacancy and low-self-esteem, Kasser (2013) clarifies. "Narcissists' longing for outer approval fitted well with our origination of materialistic values as outward and concentrated on others' land," he adds. "Hence it was not amazing to find that understudies with solid worldly inclinations scored high on a standard measure of narcissism, concurring with explanations, for example, 'I am more competent than other individuals' ... 'I wish some person would compose my life story someday.'"

There is additionally a past study done to school understudies wherein they tried to check whether an individual’s financial status (SES) influences an individual’s narcissistic propensities. As the issue of SES, understudies reported their guardians' salary. As the subject of narcissism, they utilized the narcissistic identity stock. Results demonstrate that there is a frail relationship in the middle of SES and narcissism (Markman, 2014) in this manner, supporting the discoveries from the tables appeared.

An alternate study originating from an article from Time.com composed by Svalavitz (2013), demonstrates the same results. The findings subsequently don't propose that narcissists have a budgetary or expert focal point. She says, "This paper ought not to be perused as saying that narcissists are more fruitful because we know from loads of different studies that that is not genuine. Individuals say we must be that way because it’s so focused, however it doesn't help you contend."

Aside from financial statuses being an insignificant element for the discoveries expressed above, there were additionally past studies indicating how the current era manages things simpler in a few routes with technology.

### Hours Spent Accessing SNS and NPI Score

When Filipino Millennials go online, web administrator can get the measurement of time users used the web. The Nielsen PinoyNetizen (2014) recognize among home internet users. Almost six in 10 (58%) are online day by day in the first quarter of 2014, against 23% in the last quarter of 2013. While joined, 33% say that they use more than two (2) hours a day on the web, contrasted with the past quarter's extents of 28% on weekdays and 26% on weekends. We Are Social’s Asia-Pacific Digital Overview (2014) additionally reported that the regular time Filipino Mille is online every day with at least two (2) hours and 48 minutes.

The Filipino Millennials, therefore, can conclude as active users as a matter of the number of majorities who access their social networking sites every day. (Thomas, 2011) As they spend regularity of utilizing such social networking sites with a particular number of hours.

<table>
<thead>
<tr>
<th>Table 1.9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filipino Millennials’ number of hours spent online</td>
</tr>
<tr>
<td><strong>Hours</strong></td>
</tr>
<tr>
<td>Less than an hour</td>
</tr>
<tr>
<td>One (1) to two (2) hours</td>
</tr>
<tr>
<td>Three (3) to five (5) hours</td>
</tr>
<tr>
<td>More than six (6) hours</td>
</tr>
<tr>
<td>Non-response</td>
</tr>
<tr>
<td>Others</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>
Spending 1-2 hours a day got the highest number of responses with 142 to show that more than three out of ten respondents spend that amount of time accessing their social networking sites. There are six respondents who weren’t able to answer, and four answers came from “others” making a sum of 396 respondents.

Over this generation’s years, the social networking sites have assumed control how an extraordinary extent of Internet users overall invests their time. And with the online world continually available with the conspicuousness of cell phones, they are turning into a necessary piece of their customers’ lives. Over the globe, Social Networking Sites are utilized to impart data among online groups, and are progressively turning into a critical perspective in individuals’ lives.

Table 1.10 demonstrates the critical relationship between the respondents’ hours used in getting to their social networking account and their level of narcissism. With a connection coefficient of 0.066 and a P-estimation of 0.200, this table demonstrates that the relationship between the two variables was not significant.

In line with these data, the Filipino Millennials have tendency to utilize a large portion of their time just by doing various things online. Internet can occupy their focus online rather than contributing to any other worthy things. Their time for inclusion in such efficient activities might some way, or another be occupying with online tasks. The more the millennials utilize the Internet, the less included they have a tendency to end up in logged off radical exercises. Primary reasons for this may be the different streets for relaxation that millennials participate in on the web. Millennials are enjoying such meeting new companions, transferring pictures and features, imparting wall posts, which may occupy and dissuade them from taking part in political exercises. The study was from the Journal of the American Society for Information Science and Technology about online networking consequences for youth. It guarantees help mostly with the concerns of grown-ups who intercede access to these online groups (Ahn, 2011).

Posting on social networking sites (SNS) is a common trend for teens and twenties nowadays and is a brilliant approach to staying in touch. Sites like Facebook, Twitter, Tumblr, Instagram, Google+ are now getting popular as the means of connecting and communicating with others. Communication modes are changing as they do with every new technology (Noor Al-Deen & Hendricks, 2012).

Social Networking Sites Activities and NPI Score

Table 1.11
Activities that Filipino Millennials do on their SNS

<table>
<thead>
<tr>
<th>Activities</th>
<th>Social Networking Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Posts status updates</td>
<td>FB WM</td>
</tr>
<tr>
<td>2. Posts pictures</td>
<td>3.25</td>
</tr>
<tr>
<td>3. Posts videos</td>
<td>3.22</td>
</tr>
<tr>
<td>4. Likes</td>
<td>2.11</td>
</tr>
<tr>
<td>5. Comments / replies on posts</td>
<td>4.09</td>
</tr>
<tr>
<td>6. Chats</td>
<td>3.68</td>
</tr>
<tr>
<td>7. Joins groups</td>
<td>4.15</td>
</tr>
<tr>
<td>8. Adds / follows people</td>
<td>2.94</td>
</tr>
<tr>
<td>9. Uses hashtags</td>
<td>2.85</td>
</tr>
<tr>
<td>Overall:</td>
<td>2.62</td>
</tr>
</tbody>
</table>

Shown above is the summary of the assessment of the Filipino Millennials on their activities on different social networking sites. The results seem to show that Filipino Millennials who are social networking sites users “Often” likes, comments/ replies on posts and chats. “Sometimes” they post status updates, post pictures, join groups, add/follow people, use hashtags, and they “Rarely” post on Facebook. Given the total weighted mean of each activity (that is 3.21), they “Sometimes” do the activities stated above on Facebook.

These results support statistics by The Social Skinny (2012) indicating that there are 2.7 billion likes/comments made every day on Facebook. Aside from that, with information from insidefacebook.com (2009), 300+ million chat messages are sent per day. Also, there are over 200M users of Facebook Messenger; an app used to send messages or chat with Facebook friends (TechCrunch, 2014). It explains why Filipino Millennials “often” use chat on Facebook. “Posting status updates” may not be the most frequent activity done by the Filipino Millennials as it only garnered a “Sometimes” interpretation in the research. It does contradict the statistics by Noyes (2014) that for every 60 seconds on Facebook: 293,000 statuses update. Aside from statuses, 510 comments are posted, and 136,000 photos upload. The data show how “Posting status updates” is a more dominant activity than any other activity on Facebook.

For Instagram, the results show that social networking sites users who are Filipino Millennials “rarely” post status updates. They also rarely post pictures, like them, comment/reply on posts, chat or sends direct messages, add/follow people, and use hashtags. They “Never” post videos, and join groups on Instagram. Given the total weighted mean of each activity (that is 1.68), they “Rarely” do the activities stated above on Instagram. There are 60 million photos uploaded per day, 200 million active users every month, and more than billion “likes” daily on Instagram (Instagram.com). These results are contradicting facts taken from the site itself given that this study only garnered “Rarely” interpretations while facts state the vast number of frequency of activities done.

For Twitter, the results indicate that Filipino Millennials who are social networking sites users “Sometimes” favorite tweets. They “Rarely” post status updates, post pictures, post videos, reply to tweets, chats or send direct messages, join groups, follow people and use hashtags on Twitter. Given the total weighted mean of each activity (that is 2.21), they “Rarely” do the activities stated above on Twitter. These results contradict statistics from Twitter.com itself that people send 500 million tweets every day. These findings may loosely support the fact from statisticsbrain.com (2014) that 40% of Twitter users don’t tweet, but watch other people tweet.

For the Filipino Millennials assessment of the frequency of their use on Tumblr, results show that they “Rarely” post status updates. They also rarely post pictures, like them, comment/reply on posts, chat or sends direct messages, add/follow people, and use hashtags. However, some of the respondents’ seem to always “like” posts in Tumblr but a few number of them have a habit of posting status updates. Unlike Facebook, Tumblr has only a total weighted mean of 1.29, which means most of the respondents “Never” have done such activities in the said SNS. Tumblr has more than 205.9 million blog sites and more than 92.9 billion posts altogether, as per Tumblr.com (October 2014). In April 2013, the site got more than 13 billion worldwide online visits. As of October 5, 2014, more than 78 million posts were made on the site every day. A synthesis by Addthis (2011) reported that Tumblr posts shares have expanded by 1299.5%. The site is most prominent with the high school and college-aged teens with at least half portion of Tumblr’s guest base being less than 25 years old. According to appappeal.com (2014), Tumblr is the 22nd most popular site in Philippines, Portugal, and Mexico in light of a mix of a typical day for day guests and site visits. Only one percent (1%) of the Tumblr users come from the Philippines, and they generate 0.8% of the page views on Tumblr.
The assessment of Filipino Millennials in their activities at Google+ shows that they respondents “Rarely” post status updates. They also “Rarely” post pictures, like them, comment/reply on posts, chat or sends direct messages, add/follow people, and use hashtags. More importantly, most of the respondents had never done such activities on the said SNS thus giving it a total weighted mean of 1.36. Statistics from Circlecount.com show that the Philippines has only 0.8% of Google + users, reflecting the reason for the low drawback of answers in the “never” category. There are as of now 540 million monthly active users crosswise over Google Properties and 300 Million dynamic in the Google + Stream. It is the fifth-biggest long range SNS on the planet after Facebook. There are about 540 million active users each month associating socially with Google+’s upgraded properties, in the same way as +1 button, Gmail, and Youtube (McGee, 2013).

For the Filipino Millennials’ assessment on other social networking sites aside from Facebook, Twitter, Instagram, Google+, and Tumblr, very few are only doing such activities on other social networking sites. There is a considerable number of the respondents’ choosing “Never” as their option, however. Given the total weighted mean of 1.07, this table only goes to show that such activities were “Never” done.

Social media are at our fingertips with the technology we have today. And with this growing technology, most Filipino Teens have some Social Networking Sites they have access to. Facebook, Twitter, Instagram, YouTube, Tumblr, MySpace, Pinterest, and Google+ are the Top 8 most visited social media sites by teens, according to Manila Bulletin, 2013.

Every SNS has its unique features, like Posts Status on Facebook and Retweet for Twitter. So how do these characteristics and activities affect the users’ level of Narcissism? Many studies around the globe have attempted to relate narcissism and social networking sites. One of these is of Jean Twenge, a psychology professor at the University of San Diego. She is apparently also a writer for the “Generation Me (2007)” and “The Narcissistic Epidemic (2009).” Results of her studies conclude that narcissists have more Facebook friends and tend to post more provocative material (New York Times, 2013). Twenge (with W. Keith Campbell)’s The Narcissistic Epidemic: Living in the Age of Entitlement (2009) quoted this statement. From 1980s to the present, the rise of narcissistic personality traits is that narcissism is yet another American epidemic that needs considerable concern. Added by Twenge, “Since narcissists thrive on social media, narcissistic people post more often on Twitter. And Twitter has been regarded as a kind of technologically powered megaphone: A means of broadcasting someone’s self-proclaimed superiority over other people.” Meanwhile, Facebook is an online mirror, reflecting the obsession with one’s image. It is also the feedback of other to this picture and the craving consistently to update that image (Konrath, 2013; Panek, 2013).

Studies like Carpenter (2012) found that people who have higher scores on the Narcissistic Personality Inventory (NPI) are those who frequently do the activities on Facebook. According to a postdoctoral researcher at a university in Spain, Laura Buffardi (2008), narcissistic people use social networking sites as they have this belief that other individuals want to know what they’re doing. The more narcissistic a user is, the heavier use of social networking sites there is; it’s like SNS is to narcissists what drugs is to addicts (Chamorro-Premuzic, 2014). The constructive relationship between narcissism and overwhelming use of social networking sites is because of a self-view that telecast a perfect life to them (Chamorro-Premuzic, 2014; Tucker, 2010).

The rise of social networking sites has led to changes in the nature of our social relationships, as well as how we present and perceive ourselves. Table 1.12 shows the test for a significant relationship between the respondents’ social networking sites activities – elaborated in Table 1.5 – and their narcissistic personality inventory (NPI) score using Pearson Correlation. The decision is to reject the null hypothesis if the computed p-
value is less than or equal to the 0.05 level of significance, otherwise, retain the null hypothesis. Each social networking site varied on conclusions. Facebook, Twitter, and Instagram showed a significant relationship while Tumblr, Google+, and other SNS stated otherwise.

Table 1.12

<table>
<thead>
<tr>
<th>Activities on...</th>
<th>Pearson Correlation</th>
<th>P-value</th>
<th>Decision</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>0.269</td>
<td>0.000</td>
<td>Reject Ho</td>
<td>Significant, Positively Moderate</td>
</tr>
<tr>
<td>Twitter</td>
<td>0.171</td>
<td>0.001</td>
<td>Reject Ho</td>
<td>Significant, Positively Weak</td>
</tr>
<tr>
<td>Instagram</td>
<td>0.201</td>
<td>0.000</td>
<td>Reject Ho</td>
<td>Significant, Positively Weak</td>
</tr>
<tr>
<td>Tumblr</td>
<td>-0.061</td>
<td>0.233</td>
<td>Do not Reject Ho</td>
<td>Not significant</td>
</tr>
<tr>
<td>Google +</td>
<td>0.002</td>
<td>0.972</td>
<td>Do not Reject Ho</td>
<td>Not significant</td>
</tr>
<tr>
<td>Others</td>
<td>-0.048</td>
<td>0.348</td>
<td>Do not Reject Ho</td>
<td>Not significant</td>
</tr>
</tbody>
</table>

Table 1.12

Relationship between the Respondents’ Social Networking Site/s Activities and their Narcissistic Personality Inventory Score

An article by Gwendolyn Seidman, Ph.D. distributed August 11, 2014 proposes that using Facebook may be a result, and not a reason, of narcissism. Seidman needed to call attention to whether individuals who unreservedly decided to utilize Facebook were more narcissistic because of Facebook use influencing their narcissism levels. On the other hand, if narcissistic individuals were simply more prone to choose to use Facebook in light of their previous narcissism. This issue is responsible for a test led by Horton (2014).

Horton (2014) conducted two investigations for their study. In his first examination, it changed sorts of Facebook that gives higher narcissistic inclinations. Members are out to agentic, self-special Facebook activities, for example, posting notices and photographs and overhauling profile data; shared practices that include uniting with other individuals or impartial non-Facebook activities. Results demonstrated that there was a slight propensity for members who occupied with agentic, self-special activities in Facebook instead of shared or unbiased activities to express more noteworthy narcissistic inclinations. In the second test, the researcher utilized a bigger gathering of members and directed the same process as to the first. The trial control of Facebook activities had no impact on narcissism. Hence, these consequences of Horton’s examinations give confirmation that utilizing Facebook probably does not result for individuals to end up more narcissistic, which negates the after effects of this study. However, it ought to be noted that Horton’s tests inspected concise single sessions of around 15 minutes of taking part in Facebook action. Thus, it is still conceivable that the delayed utilization of Facebook could expand narcissism.

Despite the fact that repudiating the above-expressed sources, a study by Western Illinois University educator Christopher
Carpenter distributed on March 2012 in Personality and Individual Differences, underpinned the table demonstrated. Woodworker proposed that Facebook “offers a door for several shallow connections and sincerely disconnected correspondence” that advances narcissism. Additionally, utilizing the Narcissistic Personality Inventory, Carpenter and his understudies reviewed 292 individuals – the greater part of who were students – to quantify “progressing toward oneself” Facebook conduct. Such behavior incorporates individuals posting notices, and "against social practices," including looking for social backing more than giving it and retaliating against negative remarks. Individuals who score higher on the NPI advanced themselves all the more on Facebook – by labeling themselves and redesigning their newsfeeds all the more as often as possible, and by having more companions on Facebook.

An article entitled Self-Presentation 2.0: Narcissism and Self-Esteem on Facebook distributed in the diary "Cyberpsychology, Behavior, and Social Networking" by Soraya Mehdizadeh (2013). The writer guessed that narcissists would take part in more Facebook movement. Also as anticipated, there was a significant yet positively moderate correlation between people who scored higher on the NPI-16 and their activities on the said social networking site. Such relationship incorporates the quantity of times they’re checking Facebook every day, and the time used on Facebook every session. This result is additionally steady with the discoveries exhibited in an alternate study by Buffardi (2008) and Campbell (2012). In that study, they affirmed that narcissism anticipated larger amounts of social action in the online group and more progressing toward oneself substance in a few parts of the Social Networking Sites.

Another social networking site that this study has likewise given point is Twitter. There is a significant yet positively weak relationship indicated by two variables, NPI, and Twitter. In any case it is perceptible that the Pearson connection for Twitter is lower than that of Facebook's.

An article by Alice Robb (2014) entitled Twitter Is for Narcissists, Facebook Is for Egotists handled that narcissism on Twitter relies on upon the substance of the tweets, not the number. It is in accordance with the paper in the diary Communication Research Reports 2012. A group headed by Bruce Mckinney (2012) of the University of North Carolina–Wilmington utilized the Narcissistic Personality Inventory to gauge 233 school understudies’ narcissistic identity characteristics, and broke down their online networking action. Mckinney (2012) found that more elevated amounts of narcissism are connecting with a bigger number of focused toward oneself "tweets," however not with the quantity of Twitter adherents or the utilization of Twitter to tail others. "Twitter would appear to be a flawless venue for narcissists in light of the fact that it permits people to answer the inquiry What are you doing through messages of 140 characters or less," composed him. "The conviction that there is a group of people intrigued by taking after one’s minute-to-minute postings proposes egocentrism, amplification of oneself and grandiosity the very qualities of narcissistic people," Mckinney (2012) included.

Moreover, a study by the University of Michigan distributed in June 2013, found that moderately aged narcissists are more inclined to redesign their Facebook status oftentimes. Substantially, their more youthful partners take to Twitter to fulfill their vanity. As indicated by the scientist of the study Elliot Panek, moderately aged individuals use Facebook as an issue of picking up regard to their picture from their associates. Meanwhile, students favor Twitter because they exaggerate their thoughts on the said site, which supports the results of the table stated by the respondents of this study was the youth or Millennials. Interestingly, this disaffirms Table 3.1’s information that the "Like" gimmick for Twitter is the most utilized feature by the respondents.

Bergman & Davenport (2011) of the High Point University of North Carolina found that students with narcissistic inclinations have a tendency to “tweet” to draw into
consideration. And hence "like" to have however many supporters as could reasonably be expected. The result clarifies the way that Twitter activities and narcissism has a substantial connection as what this study demonstrates.

Instagram is the third Social Networking site to have a significant yet positively weak relationship as well with narcissism. With a Pearson Correlation equal to 0.201, Instagram was next on the list after Facebook to have demonstrated narcissistic tendencies brought by the different activities on the said SNS. It would appear, Instagram is a rearing ground for some individuals' most narcissistic propensities (Tiltow, 2013). The third most regularly utilized hashtag on Instagram is "#me." Under it are more than 90 million representations toward oneself taken basically by more youthful users. Correspondingly enough to Twitter, narcissists incline toward Instagram because a user can have a one-way communication with some different users as well. The idea that a particular follower sees the updates of the user that he follows, while the latter don't get to see it if he doesn't follow back, appeals to narcissists a lot.

Conclusion and Recommendations

Based on the findings of the study, the following conclusions are drawn: There is the low level of narcissism among respondents of this study; Facebook users have shown more narcissistic tendencies and a person's age and activities on various social networking sites have a significant relationship with narcissism.

Most of the respondents who use social networking sites belong to the 17-19 years old age bracket and the majority of which are female. Among various social networking sites, Facebook is the most-used SNS for the respondents; accessing smartphones at home with about 1-2 hours spent every day online. There are different activities at each social networking site that contribute to users' narcissism. “Liking” is an activity on Facebook that the users often do; “Favorite” is for Twitter's activity that is done by the users seldom; Instagram's "liking” is a feature rarely use. Meanwhile, Tumblr, Google +, and other SNS never got in all of its activities. The level of narcissism exhibited by the respondents is just low narcissism. Though there are few respondents showing high quantities of narcissism as resulted in the Narcissistic Personality Inventory, the majority of the respondents' score fell under the category of Low Narcissism. Among all other social networking sites, Facebook mainly has exhibited the highest level of narcissism among the users who use it the most.

A person's sex has positive yet weak significance with regard to an individual's narcissism level positively. An individual's age, on the other hand, is not significant. The number of SNS accounts a person has and the
number of devices a person uses has no relation to an individual's narcissism levels. Activities done on Facebook have a positively moderate significance with the Filipino Millennials' narcissism level; whereas Twitter and Instagram have undoubtedly weak significant relationship to narcissism. Activities done on Tumblr, Google+, and other social networking sites do not have a relation with narcissism either.

This research presents the astounding results that social networking sites like Facebook becomes a breeding ground for envy. Accordingly, exposure to such sites triggers negative emotions, particularly envy. The users may find the posts of their friends' material possessions, success, abilities, or relationship, travel, and leisure as envious factors that could affect their self-esteem. This research might be helpful to all of us since envy is a ubiquitous feeling, if not a worldwide phenomenon. Thus, the following recommendations are suggested:

Research in knowledge is a continual process. The making of this study has brought various realizations to the researchers. Thus, the following recommendations are offered. It is suggested that a replicate study be done on a wide-scale level, with respondents from different sectors of the nation, to have a valid representative of the whole. Equal number of sexes be involved (male and female) for the study to have an identical result as to which sex exhibits the higher level of narcissism. The study also suggests that future research do a thorough review of related literature to prove result findings.

It has been evident that almost everyone has access to SNS; hence the recommendation that the sites be moderately used. It is in significant that time used in obtaining these accounts can highly develop a user's level of Narcissism. But such activities particularly on Facebook, have a significant effect on an individual to develop narcissism.

References

(no author) (2014). Top 15 Most Popular Social Networking Sites. eBiz: The


http://www.psychology.okstate.edu/faculty/jgrice/4333/npi_40_article.pdf


http://www.psychology.okstate.edu/faculty/jgrice/4333/npi_40_article.pdf


