



Social Media Addiction and Its Relationship with Narcissism in University Students

Üniversite Öğrencilerinde Sosyal Medya Bağımlılığı ve Narsisizm İlişkisi

ABSTRACT

In this study, it was aimed to examine the relationship between university students' social media addiction and narcissism. The sample consists of 609 students between the ages of 18 and 30 studying at a university in Istanbul. Personal Information Form, Social Media Addiction Scale-Adult Form, Narcissistic Personality Inventory-13 were used in the study. Inventories are filled with Google Survey. SPSS 22.0 package program was used for data analysis. In order to analyze the data, Kruskal-Wallis, Mann-Whitney U and Spearman Correlation tests, which are descriptive analysis and non-parametric tests, were applied. It was seen that the data did not show normal distribution as a result of the normality test.

According to the results of the research, a positive relationship was found between social media addiction and narcissism. The level of narcissism differs according to gender and the number of followers/friends on social media platforms. Social media addiction differs according to the time spent on social media during the day. The frequency of use of social media tools together with the technological development has made it possible to deal with social media and narcissism together. The individuals with a high level of narcissism were found to be highly successful at using the social media.

Keywords: Social Media Addiction, Narcissism, Addiction, Narcissism Personality Traits.

ÖZET

Bu araştırmada üniversite öğrencilerin sosyal medya bağımlılığı ve narsisizm arasındaki ilişkiyi incelemek amaçlanmıştır. Örneklemi 18- 30 yaş arasında İstanbul ilinde öğrenim gören 609 üniversite öğrencilerinden oluşmaktadır. Araştırmada Kişisel Bilgi Formu, Sosyal Medya Bağımlılığı Ölçeği-Yetişkin Formu, Narsisistik Kişilik Envanteri-13 kullanılmıştır. Envanterler Google Anket ile doldurulmuştur. Verilerin analizi için SPSS 22.0 paket programı kullanılmıştır. Verileri analiz etmek için betimleyici analiz ve non-parametrik testlerden Kruskal-Wallis, Mann-Whitney U ve Spearman Korelasyon testleri uygulanmıştır. Normallik testi sonucunda, verilerin normal dağılım göstermediği görülmüştür.

Araştırmanın sonuçlarına göre sosyal medya bağımlılığı ile narsisizm arasında pozitif yönlü ilişki bulunmuştur. Narsisizm düzeyi cinsiyete ve sosyal medya platformlarındaki takipçi/arkadaş sayısına göre farklılaşmaktadır. Sosyal medya bağımlılığı sosyal medyada gün içerisinde geçirilen süreye göre farklılaşmaktadır. Teknolojik gelişmeyle birlikte sosyal medya araçlarının kullanım sıklığı, sosyal medya ile narsisizmi birlikte ele almaya olanak sağlamıştır. Narsisizm düzeyi yüksek olan bireylerin sosyal medyayı kullanmakta oldukça başarılı olduğu görülmüştür.

Anahtar Kelimeler: Sosyal Medya Bağımlılığı, Narsisizm, Bağımlılık, Narsisizm Kişilik Özellikleri.

INTRODUCTION

In the globalized world, people are in a constant effort to make changes continuously in accordance with their needs and to make innovations to meet their needs. In the field of Internet, firstly web 1.0 technologies were developed, followed by web 2.0 technologies. Web 1.0 technologies used to offer more strict rules and more restricted freedom area, compared to web 2.0 technologies that are in use currently. Web 1.0 technologies enabled the users only to have the right to read and be informed. Web 2.0 technology, on the other hand, allowed the users to share things freely, create contents and modify and improve them at any time (Ergenç, 2011, p. 18-19). Within the scope of this study, the objective is to study the relationship between social media addiction, which is highly mentioned in today's community, and narcissism, and to detect if the relationship changes depending on the demographic features.

The narcissism and social media addiction, which gradually become widespread in today's community, have drawn attentions so much that they have become a subject of various researches. There is a mutual relationship between social media and narcissism. This mutual interaction state makes the question of whether social media has an effect on narcissism or vice versa become a current issue. It is not quite easy to find an exact answer to those questions. Therefore, it is intended that the results of this study contribute to the literature on narcissism and social media addiction and become a source for future studies, and that new data are obtained.

Social media tools are in the scope of Web 2.0 technologies. Social media tools offer the people the opportunity to promote and show themselves as how they desire beyond their real personalities and appearances (Twenge &

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Campell, 2010, p. 175). People's creation of identities in such a way that others will like while creating profiles in the social media with the narcissistic features such as 'being approved and recognized by others and the desire of being the most beautiful and the best' point out the fact that there is a relationship between social media and narcissism.

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LITERATURE REVIEW

Social Media

Social media is Web 2.0-based platform that allows the individuals to share their thoughts, views through various ways such as video, audio, image etc. and establish mutual communication by sending a message (Eraslan, 2016, p. 6).

Social media tools are the formations that allow the participants to create profiles, to share, to create friends list and to follow other posts created by other users within a restricted system. Social network sites may prompt the individuals who want to become a member to fill in the fields such as demographic information, their hobbies and "about me". Many social media websites direct the members to upload their pictures to their profile pages and allow them to update the information and sharing on their profile pages, to modify them, to view the profiles of other users to the extent of the information they allow to view, to send messages and to make comments (Boyd & Ellison, 2008, pp. 211-213).

According to the statistical report prepared by We are Social and Hootsuite (2021), there are 65.8 million Internet users and 60 million social media users in Türkiye. The number of Internet users increased by 3.7 million while the number of social media users increased by 6 million from 2020 to 2021. The number of social media users corresponds to 70.8% of the current population of Türkiye. When listed in descending order, the most popular social media applications used through mobile devices in Türkiye are as follows: Whatsapp, Instagram, Facebook, Facebook Messenger and Twitter mobile applications (We are social and Hootsuite, 2021). According to Balcı and Gargalık (2020, p. 126), people use the social media for various reasons such as communicating, mutual interaction, being informed and sharing.

Social networking sites affect the individuals at every development period, shape the world views and real personalities of the youth, and while it has a positive effect on capability of fulfilling the responsibility for adaptation to the world and the environment they live in, it may have various negative effects, as well. It may lead the youth to turn to themselves more and show more narcissistic tendencies (Twenge & Campell, 2010, p. 168).

Narcissism

The term 'narcissism' was first coined by Paul Nacke in 1899. Freud (1914, p. 35), on the other hand, used the narcissism concept to define the person who admires his/her own body and gets a great pleasure out of it. Narcissism is originated from charming, charismatic, young Narcissus, who sets off to fall in love, according to Greek mythology. It is rumored that Echo, the water nymph, falls in love with Narcissus and obeys whatever he says. After a while, Narcissus abandons her, thinking that Echo can no longer satisfy him, and starts searching for a perfect and impeccable spouse, until he sees the reflection of his own body on a riverbank. Narcissus falls in love with the reflection that appears in the river and feel a great admiration for it and becomes unable to make contact with no one but himself. This narcissistic behavior patterns start to harm other people around him. According to the myth, Echo can be illustrated as the person who got harmed (Twenge & Campell, 2010, p. 44).

Narcissism is not a phenomenon that happens all at once. There are multiple factors for it to evolve into a problem. According to Twenge and Campell (2010, pp. 366-370), people with narcissistic features have highly positive thoughts about themselves. The individuals with such features are generally in need of being recognized and approved by external environment. Accordingly, social media tools are considered as an area where the individuals with narcissistic features can meet their recognition and admiration needs. The opportunities offered by social media tools

and the motivation sources they provide feed the narcissism and have an effect on the formation of narcissism. Moreover, the individuals with narcissistic features spend more time and exerts more efforts to make themselves look better and more beautiful to their social circles than they are, compared to other individuals (Kapidzic, 2013, pp. 16-17).

Freud (1914/1957) addressed narcissism in two ways, namely primary and secondary narcissism. Primary narcissism is originated from the fact that the child cannot separate him/herself from the outer world and regards him/herself as the object of love in his/her first years of development. Secondary narcissism, on the other hand, causes the child to direct the libido to selfness again due to the failure of finding the love object searched in the outer world in the later development periods and has pathological features.

Masterson (1976, p. 18-27) addresses narcissism within the scope of pathological condition. According to Masterson, the caregiver or mother of the child plays a big role in formation of narcissistic personality. Some caregiver mothers have an emotionally cold and exploitive nature towards the child and ignore the emotional needs of their children, which lack in themselves, in the name of perfectionism. Parents regard their children as an object and ignore them. This makes the child perceive the pain as a vital need as the state of the fusion of the child's true self and the mother's attempt of self-actualization on the child gets closer to each other. This identification leads the child to use the defense mechanism against abandonment depression s/he is in, resulting in the formation of grandiose self and thus the formation of narcissistic personality structuring.

Kohut regards the narcissism as a default that has occurred in the self-structure of the individual. He expresses these defaults as low self-perception, feeling extremely neglected, depressed mood that has occurred, a reaction that emerges with a defensive and compensatory attitude in response to the feeling of disapproval and abandonment by the people around and reassurance hunger (Masterson, 1976, p. 28).

Kohut (1971, pp. 240-244) expresses that the mother is a primary effect and the father is a secondary effect in the formation of a healthy self-value and self-esteem in the individual. The individual needs a narcissistic approval in his/her early childhood development period. This need must be met by the mother in the first place. In case that the narcissistic approval need fails to be met by the mother, the grandiose archaic self of the individual will be stuck in the narcissistic structures in the childhood period and the individual will fail to achieve the selfness integrity. It is likely that the child will turn to the father to meet his/her narcissistic approval need that s/he could not receive from the mother. So it will be possible for the child to form a functional self-structuring with less damage against the traumatic events and situations s/he encounters. When the individual fails to receive the narcissistic approval, which is a natural situation in the childhood period, from the father neither, after the mother, and to meet his/her need, s/he will direct his/her grandiose and exhibitionist archaic self to ego.

METHOD

Model of the Study

For this study, the relational screening model, which aims to determine the relationship between social media addiction of university students and their narcissism levels, was used. Relational screening model is the research model that aims to determine the presence and/or level of differences and changes between two or more variables (Karasar, 2012).

Statistical Methods Used for Data Analysis

The participants completed the consent form, personal information form, narcissistic personality inventory and social media addiction-adult form, respectively. SPSS 22.0 program was used to analyze the data. Before the data were analyzed, it was observed that it did not show normal distribution according to the frequency distributions and normality test results to determine whether it showed a normal distribution. Descriptive analysis and, out of the non-parametric tests, Kruskal-Wallis Test, Mann-Whitney U test, Spearman Correlation test was used to analyze the data.

Ethics Committee and Consent Form

Ethics committee approval was obtained from Istanbul Arel University for this study with the decision of the Ethics Committee dated 07/02/2022 and no. 2022/03.

The consent form and survey were delivered to the participants online (via Google form) in the study. The participants were not asked for providing their identity information and they were informed that the information requested in the study were confidential and would be used for scientific purposes, that the participation was on a voluntary basis, that the participant may give up anytime while completing the survey, that the information would not be delivered to the researcher the moment when they gave up answering, and that the online form would be delivered to the researcher only after the entire survey was completed.

Universe and Sampling

The universe of the study is consisted of Internet-user university students in Istanbul between 18 and 30 years of age. The sampling of the study is consisted of 609 university students who were reached online through convenience sampling method.

The percentage distribution of the socio-demographic data of the participants is given in Table 1.

Table 1: Percentage distribution of socio-demographic data

	Variable	N	%
Gender	Female	400	65.7
	Male	209	34.3
Age	18-20	190	31.1
	21-23	225	36.9
	24-26	120	19.7
	27-30	74	12.1
The Most Commonly Used Social Media Platform	Instagram	300	49.3
	WhatsApp	190	31.2
	Facebook	3	0.5
	Youtube	50	8.2
	Twitter	53	8.7
	Snapchat	6	1.0
	Tiktok	7	1.1
Time Spent on Social Media During The Day	Less than 1 hour	27	4.4
	1-2 hours	158	25.9
	2-3 hours	177	29.0
	3-4 hours	145	23.8
	5 hours and above	102	16.7
Number of Followers/Friends	0 to 200	236	38.70
	201 to 500	247	40.50
	501 to 800	75	12.3
	801 to 1000	21	3.40
	1001 and above	30	4.90

N 609

400 (65.7%) of the participants are females and 209 (34.3%) are males. 300 (49.3%) of the study participants use 'Instagram', whereas 190 people (31.2%) use 'WhatsApp', 53 people (8.7%) use 'Twitter', 50 people (8.2%) use 'YouTube', 7 people (1.1%) use 'TikTok', 6 people (1.0%) use 'Snapchat' and 3 people (0.5%) use 'Facebook' platform. The most commonly used social media platform is 'Instagram' and the least used platform is 'Facebook' according to the study.

As for the times that the participants spend during the day, it is seen that 27 people (4.4%) spend 'less than 1 hour', 158 people (25.9%) spend '1 to 2 hours', 177 people (29.0%) spend '2 to 3 hours', 154 people (23.8%) spend '3 to 4 hours' and 102 people (16.7%) spend '5 hours and above'.

Data Collection Tools

Personal Information Form

The Personal Information Form contains 5 questions in total aiming at learning the gender of the participants, their age, the social media platform that they use the most, how much time they spend on the social media and how many followers/friends they have.

Social Media Addiction Scale-Adult Form (SMAS-AF)

Social Media Addiction Scale-Adult Form (SMAS-AF) was developed by Şahin and Yağcı (2017) to determine the social media levels of the adults between 18 and 60 years of age. For SMAS-AF, firstly a draft form consisting of 78 items was created in accordance with the field studies and the expert opinions. As the result of the studies and analyses performed, edits were made and the number of the items was reduced to 46, which contains 41 positive and 5 negative items in itself. The final version of the adult form was determined as two subdimensions, namely virtual tolerance and virtual communication, and 20 items. The virtual tolerance subdimension includes the items 1 to 11, while the virtual communication subdimension includes the items 12 to 20. Items 1 and 11 are scored reversely. As the result of the analyses performed, the Cronbach Alpha value was found 0.94 for the overall scale, and 0.92 and 0.91, respectively, for its subdimensions virtual tolerance and virtual communication (Şahin and Yağcı, 2017, pp. 526-531). In this study, the reliability value of the Social Media Addiction Scale was found to be 0.86. And as for the

subdimensions of the scale, Virtual Tolerance and Virtual Communication appear to be at ‘highly reliable’ level with the values of (0.79), (0.77), respectively.

Narcissistic Personality Inventory (NPI-13)

Narcissistic personality inventory (NPI-13) was developed by Gentile et al. (2013, p. 1122-1129). The inventory is consisting of 13 items, which have three subdimensions, namely leadership/authority (between items 1 and 4), grandiose/exhibitionism (between items 5 and 9) and pretension/exploitation (between items 10 and 13). While developing NPI-13, the sampling group consisting of 150 people with an average age of 33.30 in United States of America was used. As for the reliability and validity of the scale, Cronbach’s Alpha value was found 0.82. Doğan and Çolak (2020) adapted the Narcissistic Personality Inventory-13, which was developed by Gentile et al. (2013), to Turkish. The study group is consisting of 308 participants at ages ranging between 18 and 67, who studied at Muğla Sıtkı Koçman University Faculty of Education between the years 2017 and 2018 regardless of the department. According to the results of the analysis performed, Cronbach’s Alpha value was found 0.84. The fact that the internal consistency coefficient of the inventory was found quite high (0.84) allowed concluding that the Turkish-adapted version is highly reliable and the Turkish version complies with the original version (Doğan & Çolak, 2020, p. 4174-4176). In this study, the reliability value of the Narcissistic Personality Inventory was found to be 0.84. And as for the subdimensions of the scales, Leadership/Authority, Grandiose and Pretension/Exploitation appear to be at ‘highly reliable’ level with the values of (0.78), (0.68), (0.70), respectively.

RESULTS

Before analyzing the study, it was checked whether the data provided a normal distribution. As the result of the normality test, it was concluded the data did not show a normal distribution according to Kolmogorov-Smirnov significance value and the analyses were performed by using the non-parametric tests.

Table 2 presents the Spearman correlation results between narcissism levels and social media addiction.

Table 2: Spearman correlation results to determine the relationship between narcissism levels and social media addiction

Variable	1	2	3	4	5	6
1. Leadership/Authority	1	.478**	.582**	.214**	.088**	.167**
2. Grandiose/ Exhibitionism		1	.478**	.157**	.120**	.157**
3. Pretension			1	.193**	.158**	.199**
4. Virtual Communication				1	.570**	.856**
5. Virtual Tolerance					1	.903**
6. SMAS Total						1

$p < 0.05^*$; $p < 0.01^{**}$

It is seen that there is a moderately significant ($p < 0.01$) relationship between narcissism subdimensions and social media subdimensions.

A positive low-level significant relationship between narcissism subdimensions and social media subdimensions was found ($p < 0.01$). A positive low-level relationship between leadership subdimension, and virtual communication, virtual tolerance and social media addiction total score ($p < 0.01$). A positive low-level relationship between grandiose subdimension, and virtual communication, virtual tolerance and social media addiction total score ($p < 0.01$). A positive low-level relationship between pretension subdimension, and virtual communication, virtual tolerance and social media addiction total score ($p < 0.01$). As the narcissism level increases, social media addiction also increase, and as the narcissism level decreases, social media addiction level also decreases. Table 3 presents the comparison of narcissism levels by gender.

Table 3: The comparison of narcissism levels by gender

	Gender	N	Mean	SD	z	p
Leadership	Female	400	11.36	3.83	-5.713	.00**
	Male	209	13.36	3.99		
Grandiose Exhibitionism	Female	400	13.04	3.82	-3.081	.00**
	Male	209	14.34	4.4		
Pretension	Female	400	11.08	3.73	-5.393	.00**
	Male	209	12.84	3.81		

$p < 0.05^*$; $p < 0.01^{**}$, Mann-Whitney U test

A statistically significant difference ($p < 0.01$) was found between genders of participants and their narcissism levels. The narcissism levels of males is higher, compared to that of females.

A statistically significant difference ($p < 0.01$) was found between narcissism personality inventory leadership subdimension mean scores and gender. For leadership subdimension, it was found that narcissism level in males is higher than females.

A statistically significant difference ($p < 0.01$) was found between grandiose subdimension mean scores and gender. For grandiose subdimension, it was found that narcissism level in males is higher than females.

A statistically significant difference ($p < 0.01$) was found between pretension subdimension mean scores and gender. For the pretension subdimension, the narcissism level was found higher in males than in females.

In Table 4, the comparison of the mean score of social media addiction levels by gender is given.

Table 4: Comparison of social media addiction levels by gender

	Gender	N	Mean	SD	z	p*
Virtual Tolerance	Female	400	31.99	7.39	-1.978	.04
	Male	209	30.65	7.75		
Virtual Communication	Female	400	22.27	5.96	-2.011	.04
	Male	209	23.25	6.28		
SMAS Total	Female	400	54.26	12.01	-0.29	.97
	Male	209	53.90	12.34		

$p < 0.05^*$; $p < 0.01^{**}$, Mann-Whitney U test

There was no statistically significant difference between the genders of the participants and their social media addiction levels ($p > 0.01$). There was no difference in social media addiction levels between male and female participants.

Table 5 presents the comparison of narcissistic personality inventory subdimension mean scores by the number of followers/friends.

Table 5: The comparison of narcissistic personality inventory subdimension mean scores by the number of followers/friends.

	Number of Followers/Friends	N	Mean	SD	X ²	p
Leadership	0 to 200	236	10.83	4.01	57.922	.00**
	201 to 500	247	12.13	3.6		
	501 to 800	75	13.82	3.43		
	801 to 1000	21	14.42	3.17		
	1001 and above	30	14.86	5.11		
Grandiose	0 to 200	236	12.43	3.85	29.743	.00**
	201 to 500	247	13.72	3.69		
	501 to 800	75	14.93	4.43		
	801 to 1000	21	15	4.75		
	1001 and above	30	15.23	5.18		
Pretension	0 to 200	236	11	3.78	33.054	.00**
	201 to 500	247	11.51	3.65		
	501 to 800	75	13.04	3.85		
	801 to 1000	21	13.33	3.29		
	1001 and above	30	14.06	4.41		

$p < 0.05^*$; $p < 0.01^{**}$, Kruskal-Wallis Test

According to the result of the comparison of narcissism levels of participants by the number of followers/friends in Table 5; a significant difference ($p < 0.01$) was found between narcissism level of participants and the number of their followers/friends. As the number of followers/friends of participants increases, their narcissism levels increase, as well.

A statistically significant difference ($p < 0.01$) was found between leadership subdimension mean scores and the number of followers/friends of participants. For leadership subdimension, as the number of followers of participants increases, their narcissism levels increase, as well.

A statistically significant difference ($p < 0.01$) was found between grandiose subdimension mean scores and the number of followers/friends of participants. For grandiose subdimension, as the number of followers/friends of participants increases, their narcissism levels increase, as well.

A statistically significant difference ($p < 0.01$) was found between pretension subdimension mean scores and the number of followers/friends of participants. For pretension subdimension, as the number of followers/friends of participants increases, their narcissism levels increase, as well.

Table 6 presents the comparison of social media addiction by the time spent on the social media.

Table 6: The comparison of social media addiction by the time spent on the social media.

	Time spent (hours)	N	Mean	SD	X ²	p
Virtual Tolerance	Less than 1 hour	27	22.77	6.35	136.322	.00**
	1-2 hours	158	27.88	7.16		
	2-3 hours	177	30.94	6.33		
	3-4 hours	145	33.93	6.25		
	5 hours and above	102	37.08	6.71		
Virtual Communication	Less than 1 hour	27	18.74	6.30	46.254	.00**
	1-2 hours	158	21.15	6.04		
	2-3 hours	177	21.99	5.64		
	3-4 hours	145	23.53	5.45		
	5 hours and above	102	25.62	6.32		
SMAS Total	Less than 1 hour	27	41.51	6.30	109.420	.00**
	1-2 hours	158	49.04	6.04		
	2-3 hours	177	52.93	5.64		
	3-4 hours	145	57.47	5.45		
	5 hours and above	102	62.71	6.32		

$p < 0.05^*$; $p < 0.01^{**}$, *Kruskal-Wallis Test*

A statistically significant different ($p < 0.01$) was found between virtual tolerance subdimension and the time spent on the social media. For virtual tolerance subdimension, as the time spent on the social media during the day increases, their virtual tolerance levels increases, as well. A statistically significant different ($p < 0.01$) was found between virtual communication subdimension and the time spent on the social media. For virtual communication subdimension, as the time that participants spend on the social media increases, their virtual communication levels increases, as well.

A statistically significant different ($p < 0.01$) was found between social media addiction total scores and the time spent on the social media. As the time that participants spend on the social media during the day increases, their social media addiction levels increases, as well.

CONCLUSION

The result of this study shows that there is a significant difference between social media addiction and the time spent on the social media during the day. When the literature is reviewed, many studies have found that social media addiction differs by the number of followers/friends (Akbulut, 2020, p. 137; Kalemkuş & Türel, 2022, p. 111; McCain & Campbell, 2018, p. 321; Özdemir, 2019, p. 102; Şafak & Kahraman, 2019, p. 63). The results of the above-mentioned study show similarity with the results of this study.

According to the results of this study, a positive correlational relationship was found between social media addiction and narcissism. A significant difference was found between social media addiction and the time spent on the social media during the day. As the time spent on the social media during the day increases, the social media addiction levels increases, as well. Considering the studies in the literature, many researchers state that there is a correlational relationship between narcissism and social media addiction and that narcissism level increases as the social media addiction level increases (Andreassen et al., 2017, p. 291; Balcı et al., 2019, p. 970; Kaya & Kalkan, 2019, p. 247; Ksinan & Vazsonyi, 2016, p. 119-121; Oğuz 2016, p. 62; Özkaya, 2018, p. 78). So, it is possible to mention that there is a mutual relationship between social media and narcissism. Narcissism frequently becomes a current issue in today's society and social media can be regarded as its reflection. However, it is not quite possible to give an exact answer to the discussion of whether the social media has an effect on narcissism or vice versa. It is thought that social media and narcissism affect each other mutually.

According to another result, a statistically significant difference was found between the genders of participants and their narcissism levels, and it was found that narcissism level was higher in men than in women. When the studies in the literature is reviewed, many researchers have concluded that men have higher narcissism levels than women (Çakır, 2018, p. 41; Kaya & Kalkan, 2019, p. 247; Köksal, 2020, p. 28; Özkaya, 2018, p. 75). It is thought that women express themselves more comfortably among their friends and prefer having a conversation with their friends rather than spending time on social media, compared to men.

According to the results of this study, significant difference wasn't found between social media addiction levels and gender. Considering the studies in the literature, many researchers have concluded that there is not difference between social media addiction and gender (Şafak & Kahraman, 2019, p. 63; Kılıç, 2020, p. 48; Sağır, 2021, p. 43; Balcı & Gargalık, 2020, p. 126). The reason why there is no significant difference between social media addiction and gender is thought to be due to the same social media addiction levels of all participants. However, some studies have found a difference between social media addiction levels and gender (Balcı et al., 2019, p. 969-970; Çakır, 2018, p. 41; Andreassen et al., 2017, p. 291).

According to another finding of the study, it is concluded that there is a significant difference between narcissism levels of university students and the number of their followers/friends on social media platforms and that narcissism level increases as the number of followers increases. Considering the literature, there are many studies that have obtained similar results (Koç, 2017, p. 108; Oğuz, 2016, p. 62; Özkaya, 2018, p. 77).

It can be said that narcissism is a concept which embodies the features such as achieving the desire of high number of followers/friends on social media and showing oneself. It can be expressed that a visible face of narcissism is social media. The individuals with a high level of narcissism were found to be highly successful at using the social media. The person feels rewarded and proven through the drive of self-praise, self-promotion and being recognized by everyone with the opportunities that social media provides such as follower/friend number. When the clinicians have predictions related to the narcissism level of the individual, it is thought that it may be beneficial to receive information on the activities of the person on social media.

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