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Relationship of Narcissism, Machiavellianism, and Psychopathy Personality Traits with Social Media Addiction among Adults: Gender and Marital Status are in Focus

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Abstract: Personality characteristics such as narcissism, Machiavellianism, and psychopathy are considered dark triad features. These are linked with a range of negative outcomes. Social media usage is growing more and more popular every day. However, people's functionality declines with frequent usage of social media. The overall sample of the research was consisting of (N= 400) out of which (211 were female and 189 were male) ranging in age from 17 to 41 years recruited by consecutive sampling. Data was gathered by using the Social Media Addiction Scale developed by Tutqunl & Deniz (2015) and the Short Dark Triad Scale developed by Paulhus (2014). Results obtained by using bivariate correlation showed that all three traits of the Dark Personality Triad were positively correlated with social media addiction. Male respondents have a higher level of Machiavellianism, narcissism, and psychopathy than female respondents, while female participants were a higher level of social media addiction than male participants. On the other hand, both genders scored equally on the narcissism dark personality triadThere was a slight difference in Machiavellianism and psychopathology scores among married and unmarried students. The unmarried students reported slightly higher scores on Machiavellianism and psychopathology traits. Lastly, the results also reported that use of social media addiction was higher among married students as compared with unmarried students.

Introduction

In psychology, the traits of narcissism, psychopathy and Machiavellianism are known as the "dark triad of personality" because they are intricately linked to one another (Paulhus & Williams, 2002). Negligence, dishonesty, and apathy are linked to all three of these characteristics (Book et al., 2015). A narcissistic person is someone who has an unhealthy obsession with themselves, who believes they are better than everyone else, who craves constant attention, and who uses other people for their

own gain. While narcissism is most often examined as an illness, it can also be seen as a normal facet of personality. This normal component of personality includes the pursuit of values such as entitlement, dominance, and exploitation (Lee & Ashton, 2005). From Richard Christie's quoting of passages from Machiavelli's works, "Machiavellianism" as a theory of manipulating personality emerges (Caplan, 2003).

Machiavellianism trait is characterized by a lack of emotion and empathy and an emphasis on manipulation. High-scoring power and Machiavellians are said be master to manipulators who are adept at using deception and guile to further their own interests (Jakobwitz& Egan, 2006). Psychopathy is characterized by a lack of empathy, an inability to feel guilt, and an obsession with experiencing intense emotions (Paulhus& Williams, 2002). Some of the hallmarks of psychopathy are a lack of empathy and an inability to control emotional reactions, combined with a penchant for risktaking and reckless behaviour. Psychopathy, like narcissism, can be viewed from both a clinical and an everyday standpoint. These individual differences are what the sub-clinical level of the Dark Triad of personality explores. According to the available literature, the relationships between these three characteristics are weak to moderate (Jakobwitz & Egan, 2006).

Although psychopathy and Machiavellianism are two separate concepts, they overlap in that they both involve a lack of concern for morality and weak emotional attachments (Vernon et al., 2008). The lack of empathy that characterizes psychopathy stands in stark contrast to the manipulativeness that defines Machiavellianism. Psychopathy is also linked to traits like guilt, dishonesty, cynicism, and insensitivity. Narcissism is characterized by a desire for admiration and a sense of entitlement or superiority over others (Tamborski & Brown, 2011)

Negative personality traits, often referred to as the "dark triad" can be found in the personality model and include narcissism, Machiavellianism, and psychopathy (Paulhus & Williams, 2002). Narcissism is defined as a high sensitivity to criticism and violence, as well as a desire to achieve authority and intent care (Campbell & Miller, 2011). Characteristics like emotional distance, planned action based on a prioritization of one's own interests, and using manipulation to further one's own ends are

central to Machiavellianism (Jones & Paulhus, 2009). Conversely, psychopathy is a form of personality that exhibits a lack of empathy, is impulsive, and resists authority, all of which are risk factors for engaging in destructive activities (Patrick et al., 2009).

Literature Review

Theories that assert social media platforms are ideal for achieving narcissistic goals have garnered a lot of attention. Social networking sites (SNSs) seem to be the ideal venue for flaunting one's wealth and gaining the attention one seeks for a variety of reasons (Barry & McDougall, 2018). First, social networking sites are a great place for narcissists to hone their interpersonal skills because they provide users more freedom to choose how they present themselves than they do in real life (Morf & Rhodewalt, 2001). Second, with the help of social media, users may broadcast their successes to a wide audience and receive immediate feedback in the form of "likes" and compliments from their peers (Andreassen et al., 2017). Because of the rise in popularity of SNSs on mobile devices, there is an abundance of these services at your disposal.

This indicates that narcissists have the opportunity to maintain and improve an online "self" while also receiving consistent evaluations of their efforts. Because of these considerations, a growing body of research (Ksinan and Vazsonyi, 2016) suggests that high narcissism levels are associated with problematic use (such as poor self-regulation) and unfavorable consequences (such as increased frequency of photo posting). Even though some research has indicated a strong positive correlation between grandiose narcissism and social media use (Andreassen et al., 2017), other research has found weaker correlations Casale & Fioravanti (2018).

According to Buffardi and Campbell (2008), the amount of detail offered in the "about me" section was not connected with users' self-reported grandiose narcissism, but the number of

friends and wall postings did. They also graded the amount of self-promotion (mostly in the form of photographs and phrases) on the participants' Facebook accounts and found a positive correlation with individuals' reported levels grandiose narcissism. Positive associations were found between self-reported narcissism and self-promotional phrases and other content indicators on Facebook, but not with self-promotional images. These results suggest that narcissists have a predilection towards activities that allow them to boost their egos and provide a more favorable image of themselves to the world. These results suggest that narcissists have a pronounced preference for activities that allow them to project an inflated image of themselves to others. In addition, they maintain an elevated sense of self-worth and post boastful status updates on the social networking site frequently in an effort to attract a huge following.

The relationship between individual traits and the overuse of social media has been the subject of a great deal of research. The model of personality often considered as the Big Five, is the primary focus of research. Problematic social media use has been consistently linked to "agreeableness," "extraversion," "openness," "neuroticism," and "conscientiousness" (Biolcati et al., 2018). When studies show a negative correlation between social media use and conscientiousness, they also show a positive correlation between neuroticism and addiction (Blachnio et al., 2017).

The features of the Dark Triad may be more useful to men than they are to women. For instance, Szabó and Jones (2019) found that men who consider themselves Machiavellian are typically more systematic, self-controlled, and able to manage their impulses than women. Women who score highly on psychopathic trait tests show fewer emotional processing anomalies than men.

The uses and gratifications approach (UGA) is a widely accepted theory on the wants and

requirements that drive individuals to consume media such as television, video games, and social networking sites (Katz et al., 1973). UGA claims that social media users' actions are motivated by a desire to fulfil certain demands. Socially-oriented reasons, like relationship development and maintenance, self-expression, and socializing, are consistently cited as the top reasons why individuals use social media (Masur et al., 2014).

Some people become addicted to social media because they have come to rely on it for all of their needs, rather than looking elsewhere. This is because online rewards are more easily obtained than offline ones (Masur et al., 2014). Self-expression and socializing are two of the social reasons previously linked to social media addiction (Süral et al., 2019).

As proven by Hong et al. (2014), individuals who can't limit their time spent on social media may develop an addiction to it. Current research lends credence to the hypothesis that excessive and chronic social media use contributes to the emergence of the Dark Triad (Pabian et al., 2015).

Those with the prominent elements of the Dark Triad are at a higher risk of falling into social media addiction due to their manifest lack of self-control and impulsivity. There was a clear correlation between each member of the Dark Triad and problematic social media use, with psychopathy having the lowest link overall. Nevertheless, a lack of self-control and impulsivity are at the heart of social media addiction (Bachnio & Przepiorka, 2016).

Objectives of the Study

- **1.** To determine the relationship between the dark personality triad and social media addiction among university students.
- **2.** To compare the level of social media addiction in terms of gender differences.
- **3.** To compare the use of social media addiction in terms of marital status.

4. To compare the dark personality triad in terms of gender and marital status of the participants.

Hypotheses of the Study

- There will be a positive relationship between the dark personality triad and social media addiction among university students.
- **2.** The level of social media addiction would be higher among female students as compared with male students.
- 3. The use of social media addiction would be higher among married students as compared with unmarried students.
- **4.** The dark personality triad would differ in terms of gender and marital status.

Method

Participants Characteristics

In this study, the information was gathered from the students of the university, aged 17 to 41. The participants consist of N= 400 sample size. The sample of participants was consisting of 52.8% female and 47.2% male. 28.5% were married and 71.5 were unmarried.

Research Design

The design of the study was cross-sectional with consecutive sampling. The type of research was quantitative and data was analyzed by using SPSS.

Procedure

The research was conducted after getting the willingness of the participants by using informed consent. For the data collection, the online survey method was used. The information of the participants was obtained and all the different research instruments were administered to measure the variables of this study. The total (N=480) participants were approached via an online survey. The questionnaire link was distributed via WhatsApp. The participants were asked to share this link with their friends from

university or give their contact number so the questionnaire link was shared with them if they were willing to fill this questionnaire. The main disadvantages of this method were its lack of control over the distribution. However, that was not an issue because a lot of participants were reached out to fulfil the requirements of the questionnaire. And that's how a total of 480 responses were gathered. The questionnaires that were not properly filled by the participants were excluded from the study. The final analysis was done including (N=400) participants.

Measures and Covariates

Operational Definition of Variables

In the study, Independent Variable (IV) was the Dark personality triad and the Dependent Variable (DV) was Social Media Addiction.

Short Dark Triad (SD3): Jones and Paulhus (2014) developed the short dark triad (SD3) to evaluate narcissism, psychopathy, and Machiavellianism among individuals. Urdu translated scale was utilized for collecting sample responses. It comprises 27 items in total. This scale was valid as well as reliable.

Social Media Addiction Scale (SMAS): Tutgun-Ünal and Deniz (2015) developed the Social Media Addiction Scale (SMAS). Those who score higher on its 41 items (such as "I try to limit the time that I spend on social media and I become unsuccessful") and items assessed on a 5-point Likert scale were considered to be suffering from an addiction to the internet. This scale was reliable and valid with good psychometric properties i. e. 0.89 to 0.96.

Inclusion and Exclusion Criteria

All the students who scored higher on the social media addiction scale and with the age range of 17 to 41 years were included in the study. The students who do not fulfil these criteria were excluded from this study.

Ethical Consideration

This study adopted the APA ethical guidelines from the beginning to the end. The anonymity and confidentiality of participants were protected which was truly required to get good results. Symbols were used instead of the name of the participants so that their identities and personal information can be protected. Before conducting the research, the participant was fully informed about the research, its methodology, process and their role in the research. Before using the required questionnaire, permission was taken from the respective author of the scale by sending them an email. If the participant had any doubt

regarding the research or question, their doubt was cleared by answering their question so they can fully understand the question and answer that properly. The participants were not pressurized to be in the research, they had the right to withdraw from the research if they do not feel comfortable.

Results of the Study

The result of this study was analyzed by using Statistical Package for Social Sciences (SPSS) Statistics. The results are given below.

Table 1Demographic variable/ information of the study population (n=400)

Demographic variables		Frequency	Percentage
Gender	Male	189	47.2
Gender	Female	211	52.8
Marital Status	Unmarried	286	71.5
Maillai Status	Married	114	28.5

Note: This table shows the statistical information (frequencies, percentages) values derived from the sample (n=400).

Table 2Mean and Standard Deviation of the Study variables (N=400)

Variables	Mean	Std. Deviation	Range
Age	24.83	4.977	17-41
Machiavellianism	31.47	4.105	13-41
Narcissism	29.80	3.545	9-41
Psychopathy	31.02	3.957	14-42
Social Media Addiction	127.96	13.41	53-184

Note: This table shows the mean value of the study variables.

Table 3Showing the comparison of social media addiction between males and females using T-test

Study variable	Gender	N	Mean	Std.	T-Test Comparison	
Study variable	GCHGCI	14	Wear	Deviation	T-Score	P-value
Social	Male	190	126.32	13.16	-2.346	0.019*
Media Addiction	Female	210	129.45	13.50		

^{*.} p< 0.05 and **. p< 0.01

Note: Table demonstrating a comparison of study variables between male and female respondents.

Table 4Level of social media addiction among married and unmarried students

Clinical variable	Marital Status	N	Mean	Std. Deviation	T-Test Comparison	
					T-Score	P-value
Social Media	Unmarried	286	127.18	14.41	-2.122	0.035*
Addiction	Married	114	129.91	10.30		

^{*.} p< 0.05 and **. p< 0.01

Note: The table shows the use of social media addiction in terms of marital status.

Table 5Difference of personality traits between males and females.

Clinical variable	Gender	N	Mean	Std.	T-Test Comparison	
Cililical variable	Gender	14	Mean	Deviation _	T-Score	P-value
Machiavellianism	Male	190	32.19	4.34	3.391	0.001**
	Female	210	30.82	3.77		
Narcissism	Male	190	30.31	3.43	2.776	0.006**
	Female	210	29.33	3.59		
Psychopathy	Male	190	31.17	4.42	0.737	0.461
	Female	210	30.88	3.49		

^{*.} p< 0.05 and **. p< 0.01

Note: The above table reported the gender differences in the association of personality traits.

Table 6Showing the comparison of dark personality traits as per the marital status using a T-test

Personality variable	Marital status	N	Mean	Std.	T-Test Comparison	
reisonanty variable	Maritar Status			Deviation	T-Score	P-value
Machiavellianism	Unmarried	286	32.10	4.22	5.026	0.000**
	Married	114	29.89	3.31		
Narcissism	Unmarried	286	29.95	3.73	1.405	0.161
	Married	114	29.40	3.03		
Psychopathy	Unmarried	286	31.34	4.05	2.643	0.009**
	Married	114	30.19	3.60		

^{*.} p< 0.05 and **. p< 0.01

Note: The table below displays the results of a T-test comparing study variables based on respondents' marital status and gender of the respondents.

Table 7Showing the comparison of study variables according to marital status using T-test

Study variable	Marital Status	N	Mean	Std. Deviation	T-Test Comparison	
					T-Score	P-value
Social Media	Unmarried	286	127.18	14.41	-2.122	0.035*
Addiction	Married	114	129.91	10.30		

^{*.} p< 0.05 and **. p< 0.01

Note: Table demonstrating a comparison of clinical factors by respondents' marital status and by singles and married people, with the T-test used to determine the statistical significance of the difference.

Table 8Bivariate correlation among overall clinical variables (n=400)

Clinical variables	Age	Machiavellianism	Narcissism	Psychopathy	Social media addiction
Age	1				
Machiavellianism	-0.158**	1			
Narcissism	-0.040	0.255**	1		
Psychopathy	-0.080	0.332**	0.294**	1	
Social media addiction	0.125*	0.114*	0.171**	0.097	1

^{**.} Correlation is significant at the 0.01 level (2-tailed).

Note: All of the study variables included in this study are shown above in a bivariate correlation table. What we mean when we talk about a positive or negative linear relationship between two variables is called a bivariate correlation. Positive correlation refers to an encouraging connection between two variables, while negative correlation describes an opposite dynamic. Data in the table marked with a single star (*) is statistically significant at the 5% level, while data marked with two stars (*) is statistically significant at the 1% level.

Findings and Discussion

This study aimed to understand the relationship of the dark personality triad with media addiction. The first hypothesis of the current study was generated to investigate the positive relationship between social media addiction and dark personality triads among university students. It was hypothesized that "There will be a positive relationship between dark personality triad and social media addiction among university students". The hypothesis was supported as the bivariate correlation analysis revealed that there is a positive relationship between social media addiction and the dark personality triad. Our findings are consistent with previous research that has shown a link between dark personality traits and problematic

Internet use (Erozkan, 2018). The second hypothesis of the research was generated to investigate the level of social media addiction among male and female students. The hypothesis stated that the "Level of social media addiction would be higher among female students as compared with male students". The result of this hypothesis was accepted that the level of social media addiction is higher in female students than male students. Male respondents had a mean score for social media addiction of 126.32 with a standard deviation of 13.16 and the average score of female respondents was 129.45 with a standard deviation of 13.50. The previous study stated that girls use social media more frequently than boys and start out younger (Chae et al., 2018). The third hypothesis aimed to compare the level of

^{*.} Correlation is significant at the 0.05 level (2-tailed).

social media addiction in terms of marital status among students.

The results showed that married students scored higher on the social media addiction scale as compared with unmarried students. The hypothesis is accepted and the results are consistent with the previous research (Hwang, 2017). The fourth hypothesis was generated to compare the level of the dark personality triad in terms of gender and marital status among university students. It was hypothesized that the "Dark personality triad would differ in terms of gender and marital status among university The research hypotheses were students". accepted. According to Szabó and Jones (2019), males who identify as Machiavellian tend to be less impulsive, more methodical, and capable of self-control than women do. According to a review of the literature by Efferson and Glenn (2018), women who score highly on psychopathic trait tests display fewer emotional processing abnormalities than men. Men often score higher on the Dark Triad personality traits of Machiavellianism (d=0.27), Narcissism (d=0.16), and Psychopathy (d=0.67; Schmitt as al., 2016). Similarly, research reported that the dark personality triad varies among married and unmarried individuals (Schmitt et al., 2016).

Conclusion

The study state that a lot of people have a dark personality triad and this affects their life on a daily basis a lot. People with a dark personality triad usually do not care about other people, they just do anything for their own good. Students have high levels of media addiction. They tend to focus on social media more than spending time with other people. Social media provide them with the authority to choose what they want to show other people and how they want to interact with people. People with social media addiction mostly have the fear of missing out. In this behavior they fear losing some information if they put their mobile aside. Because of this they always use their mobile and after getting any

notification they rush to open it immediately. They purposefully update on social media to get desired reactions and all these things make them satisfied with their life. People with a dark personality triad have high life satisfaction. Because of their dark personality, they tend to focus on the benefits of themselves, they saw themselves as more important and worthy than others. They do not even hesitate to harm others for their good. Because people with a dark personality triad always work for their benefit so they have a high level of satisfaction.

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