

The Relationship between Types of Narcissism and Motivations for Posting Self-Photography on
Instagram

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Abstract

Self-photography is defined as a photo with only oneself that is taken by oneself or other people. This study aims to examine the relationship between grandiose narcissism types (i.e., Leadership/Authority, Grandiose/Exhibitionism, Entitlement/Exploitativeness) and motivations in predicting self-photography posting on Instagram. We hypothesized that individuals with narcissism would post self-photography with the motives to seek attention and to communicate with others. A total of 180 participants completed a questionnaire assessing grandiose narcissism and motivations for posting self-photography. A hierarchical regression was used to analyze data. The results revealed that only grandiose narcissism and its subtype, Grandiose/Exhibitionism, were associated with attention seeking motivation for posting self-photography. Other than this association, there was no other relationships between narcissism types and types of motivations. Results suggest that individuals with high grandiose narcissism and high grandiose exhibitionism narcissism are more likely to post self-photography to seek attention. The relationship between communal narcissism and motivations was also analyzed as

additional analysis.

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The Relationship between Types of Narcissism and Motivations for Self-Photography Posting

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Chapter 1

Introduction

Photo-sharing on social networking sites (SNSs) such as Instagram and Snapchat have advanced recently, allowing users to present themselves quickly and easily on online social environment (Belk, 2013). Based on various definitions online, selfie photo refers to a photo of oneself that is taken by oneself, where the photo may or may not include other people (Ma, Yang, & Wilson, 2016). In consideration to the fact that people use smartphone to take approximately 93 million selfies each day, this activity seems to become a part of daily online activity (Brandt, 2014).

Narcissism, a personality trait characterized as a sense of grandiosity and entitlement, has been found to be a significant predictor of selfie-posting behavior (Bergman, Fearington, Davenport, & Bergman, 2011; McCain et al., 2016; Moon, Lee, Lee, Choi, & Sung, 2016; Weiser, 2015). Selfie-posting behavior includes frequency of selfie-taking and posting, selfie-posting intention, how it is taken (ex. face or entire body), preparation before taking and posting (ex. putting on makeup), and editing selfies (Kim & Chock, 2016; McCain et al., 2016; Sung, Lee, Kim, & Choi, 2016; Weiser, 2015). Recently, Hart, Adams, Burton, & Tortoriello (2016) found that narcissist individuals who crave admiration would overuse self-promoting strategy. One of the strategies that narcissists use is to select and present photos to control self-image as perceived by others (Hart et al., 2016). This would help them maintain positive self-views by preventing them from having to confront with negative threats (Hart et al.,

2016). In addition, Weiser (2015) found that selfie-posting can be used for self-promotion. Thus, this may suggest that individuals who crave admiration will post selfies to promote themselves. Therefore, posting selfies on SNSs may serve narcissistic individuals' needs of gaining attention and improving self-perception.

Although selfie-taking has recently become a common behavior (Laird, 2013), no research has examined the association between motivations and personalities in relation to selfie-posting (Sung et al., 2016), particularly in motivations for posting selfies and narcissism types. To fill the gap in literature, we aim to look at the relationships between the types of narcissism and motivations for posting selfies. In particular, we would like to not only look at selfies but also photo of oneself taken by other people. Thus, self-photography in this paper will combine these two concepts and will be defined as a photo with only oneself that is taken by oneself or other people.

Literature Review

Dimensions of Narcissism

Narcissistic personality is defined as an inflated view of self, grandiosity, self-focus, vanity, self-importance, and is associated with complex intrapersonal and interpersonal relationship outcomes (Konrath, Meier, & Bushman, 2014). Narcissistic individuals view themselves positively and have a high sense of dominance and superiority (Fox & Rooney, 2015; Konrath et al., 2014; Liu & Baumeister, 2016). In extreme cases, narcissism can be a clinical disorder. However, for the purpose of this study, we will be focusing on non-clinical populations.

Narcissism can be categorized into two broad dimensions: grandiose narcissism and vulnerable narcissism. Grandiose narcissism is associated with traits such as grandiosity, aggression, and dominance (Miller et al., 2011). Individuals with grandiose narcissism traits are more likely to utilize overt self-enhancement strategies to regulate self-esteem, deny inferiority, demand entitlement from others, express anger when expectation is not met, and devalue people who threaten their self-esteem (Dickinson & Pincus, 2003). They focus on satisfying self motives independently as opposed to satisfying it through interdependent means (Isaranon, 2016). On the other hand, vulnerable narcissism reflects a defensive and insecure grandiosity that hides feelings of inadequacy, incompetence, and negative affect (Miller et al., 2011). Individuals with vulnerable narcissism are less likely to use self-enhancement strategies to regulate self-esteem. Instead, they rely on external feedback from others to regulate their covert self-esteem (Dickinson & Pincus, 2003).

According to McCain et al. (2016), individuals with grandiose narcissism are more likely to experience positive feelings after posting selfies on SNSs, due to being able to promote self and enhance self-concept. On the other hand, individuals with vulnerable narcissism are more likely to post lesser selfies and experience negative feelings after posting selfies (McCain et al., 2016). Thus, it is expected that grandiose narcissists would take more selfies. As a result, for this study, we will be focusing on grandiose rather than vulnerable narcissism.

Grandiose Narcissism: 40-item Narcissistic Personality Inventory (The NPI-40)

One of the widely used tests constructed specifically for grandiose narcissism is the Narcissistic Personality Inventory (NPI; Miller et al., 2014; Raskin and Terry, 1988). The NPI

consists of many versions that has been used in over 100 studies, and has shown to be a valid and reliable assessment (Foster & Campbell, 2007). The original version of the NPI (Raskin & Hall, 1979), which consists of 40 items, was developed from the description of Narcissistic Personality Disorder in the Diagnostic and Statistical Manual of Mental Disorders, Third Edition (DSM-III; American Psychiatric Association, 1980). The NPI is a self-report measure created for the non-clinical population (Foster & Campbell, 2007; Raskin & Terry, 1988) that is often used in social-personality research (Cain, Pincus, & Ansell, 2008; Miller & Campbell, 2008). Besides, it has also been used in the majority of papers related to social media research (McCain & Campbell, 2016). As a result, the NPI was chosen as our measure.

Types of Grandiose Narcissism

In the past, many researchers have found different types of narcissism within the narcissism construct. Several researchers explored narcissism types within the NPI-40 measure and found different dimensions of narcissism. However, one of the most rigorous measure pertains to a recent research by Ackerman et al. (2011). They used an exploratory factor analysis to explore narcissism types. Their results from the scree plot suggested that dividing types of narcissism into three types was more compelling than extracting them into two or more than four types as some of the previous studies have done. As a result of their analysis, Ackerman et al. (2011) combined different methods of analysis, resulting in three types of narcissism: Leadership/Authority (LA), Grandiose Exhibitionism (GE), and Entitlement/Exploitativeness (EE). To support this, Gentile et al. (2013) and Weiser (2015) agreed that Ackerman et al.'s (2011) three types of narcissism are useful and robust.

Leadership/Authority (LA) narcissism. LA is characterized by a perception of having high leadership, dominance, and ability to act independently in the society (Weiser, 2015). Individuals with high LA are more likely to become a leader of a group and are more motivated to gain power and authority from other people. Compared to other types of narcissism, LA is the most socially adaptive facet of narcissism (Ackerman et al., 2011).

Grandiose Exhibitionism (GE) narcissism. GE is characterized by self-absorption, vanity, and exhibitionistic propensities (Weiser, 2015). Individuals with high GE are more likely to focus on themselves and are considered as attention seekers. They are strongly motivated to engage in any self-promoting tactics and enjoy being the center of others' attention (Weiser, 2015).

Entitlement/Exploitativeness (EE) narcissism. EE is attributed to a sense that one deserves respect and is willing to exploit others (Weiser, 2015). Individuals with high EE are likely to expect unreasonably more from other people. They believe that they deserve the best treatment and want to be acknowledged by others.

From the NPI-40, the internal consistency of items for LA and GE were acceptable while for EE items, it was low (Ackerman et al., 2011). However, Ackerman et al. (2011) explained that it is not uncommon to have a low reliability for each subscale, and it does not appear to limit the correlation with external criteria (i.e. socially toxic characteristics).

All in all, individuals with different narcissistic traits may have different attitudes due to having different needs and self-promoting strategies. One may have a need for dominance while the other may have a need for attention or acknowledgement from others. Thus,

individuals with different narcissism types may use SNSs to satisfy different needs and post self-photography with different motives.

Social Networking Sites (SNSs)

Social networking sites (SNSs) act as a communication platform. The information on SNSs can be transferred to a large number of people in a faster and more efficient way than the traditional communication way (Liu & Baumeister, 2016). As technology develops, it provides more options for people to share their information in various ways. Information can be communicated in written form, photo files, and “like” button to acknowledge or show satisfaction (Liu & Baumeister, 2016). Apart from interpersonal communication purpose, SNSs also allow online users to control their self-presentation (Liu & Baumeister, 2016; Zhao, Grasmuck, & Martin, 2008). Photos, in contrast to texts, seem to be more effective for self-expression and impression management (Sung et al., 2016). Photo sharing can serve the needs of seeking affection and attention, and have influence over others (Malik, Dhir, & Nieminen, 2016). Therefore, sharing a photo on SNSs is another form of fast communication that is used to seek attention and express self.

Research analysis has revealed that users use activities on SNSs for different purposes. Frequent SNS usage was highest among individuals with high narcissism, low self-esteem, and high loneliness (Liu & Baumeister, 2016). Liu and Baumeister (2016) showed that individuals with high narcissism tend to use all SNS activities, such as updating status, posting photos, commenting on other people's post and interacting with their online friends. As for self-esteem, Liu and Baumeister (2016) suggested a controversial result that individuals with low self-esteem spent more time exploring on SNSs than high self-esteem

individuals. They spent more time tracking other people; however, they are not actually posting or interacting with friends like higher self-esteem individuals (Liu & Baumeister, 2016). This is because low self-esteem individuals may have less confidence to initiate interaction with others, as a result, individuals with high self-esteem are found to have more friends than individuals with low self-esteem (Liu & Baumeister, 2016). On the other hand, loneliness was a significant predictor of every activity on SNSs, but the research could not indicate the association to any activities in particular.

Instagram

Instagram is an online SNSs developed in 2006 (Ting, Ming, de Run, & Choo, 2015) that allows users to take and share pictures and videos on their Instagram account as well as share them onto other SNS platforms (i.e. Twitter, Flickr, Tumblr, and Facebook) (Frommer, 2010; Sheldon & Bryant, 2016). Instagram not only provides users with filters and photo editing tools, but also introduces the use of hashtags (#) to search for photos of their interest, which is the unique concept in Instagram (Sheldon & Bryant, 2016). With the hashtags function, when Instagram introduced “selfies” hashtag in 2011, selfies taking has become a phenomena (Laird, 2013; Sheldon & Bryant, 2016). Thus, this suggests that the hashtag function promotes more selfie-taking and posting on Instagram than on other platforms.

Previous studies have found several motivations that are linked to Instagram usage. Sheldon and Bryant (2016) found that the motivations for using Instagram include surveillance/knowledge about other (e.g., to interact with, see status updates or look through other people's posts), documentation (e.g., to depict users' lives through photos, document the world around users or document something important), coolness (e.g., to self-promote, to

become popular), and creativity (e.g., to show photography skills, to create art). In another study, Lee, Lee, Moon and Sung (2015) found similar motivations for using Instagram but also included motivation for escapism.

Due to the unique features and functions that Instagram provides, it may appeal to narcissistic individuals. Instagram provides users with shallow interactions and full control over how they present themselves through photos (Sheldon & Bryant, 2016). Users can be selective in what photos they post and manipulate how others perceive them (Moon et al., 2016). These functions, thus, serve narcissistic individuals' needs to maintain or enhance positive view of self. Hence, Instagram would be an appropriate platform to study narcissism and self-photography posting behavior.

Types of Motivation for Posting Self-Photography

Although a number of research have sought to understand why people engage in different activities on social media, it is still unclear what are the mechanisms or motivations behind selfie-posting on social media. Prior research found that SNS usage was for identity formation, impression management, social interaction, and entertainment (Sung et al., 2016). For example, Smock, Ellison, Lampe, and Wohn (2011) looked at the motive for using Facebook in general. They asked participants to rate how much they agreed with the statements of "I use Facebook ...". For instance, "I use Facebook to communicate with distanced friends" or "I use Facebook to provide information". Thus, this research investigated the motives for Facebook usage in general but not why people post self-photography. Another example is a research done by McCain et al. (2016) where they examined the relationship between narcissism, frequency of and motivations behind selfie-taking. Although they looked

at selfie-taking behavior, their motivation scale was derived from a study on Facebook usage, not directly linked to selfie-taking behavior. As a result, findings from prior research were based on the motives of using SNSs and not on posting self-photography specifically.

To understand what motivates people to post selfies on SNSs, Sung et al. (2016) conducted a study to look at the influence of motivations for posting selfie, narcissism, and the frequency of posting selfies on the intention to continue posting selfies on social media in the future. To measure the motivations, Sung et al. (2016) interviewed participants about why they post selfies in order to generate items for the motivation survey. They used a Principal Component Analysis (PCA) to categorize the items into four categories of motivations: attention seeking, communication, archiving, and entertainment.

According to Sung et al. (2016), attention seeking represents motives of posting selfies to gain acknowledgement and have existence reaffirmed by others. Communication includes posting selfies to keep in touch with friends and to communicate with family and relatives. Archiving serves people's motives of recording a specific moment in life or life in general. Lastly, entertainment represents people's motive of posting selfies to entertain themselves when they are bored or to refresh themselves.

From these four motivations, Sung et al. (2016) found that they accounted for selfie-posting behaviors. Attention seeking accounted for 21.84% of the variance ($\alpha = .93$), communication accounted for 19.66% of the variance ($\alpha = .90$), archiving accounted for 18.54% of the variance ($\alpha = .93$) and entertainment accounted for 11.38% of the variance ($\alpha = .88$). Thus, indicating that these four motivations significantly predicted selfie-posting behavior to a certain extent.

Sung et al.'s (2016) motivations for posting selfies appear to overlap to an extent with Lee et al.'s (2015) and Sheldon and Bryant's (2016) motivations for using Instagram. Sung et al. (2016) focused on selfie-posting, while Lee et al. (2015) and Sheldon and Bryant (2016) looked at general SNS usage. Thus, Sung et al. (2016) and previous research are pointing towards the same direction of showing the motives for online activities. To conclude, at the present, due to the limited research on the motivations for posting self-photography specifically, Sung et al.'s (2016) four types of motivation are suitable for studying the underlying motives for posting self-photography on Instagram.

Current Study

Types of Narcissism and Motivations on Posting Self-Photography

Even though it could be expected that each narcissism type would be related to motivation types in similar ways, they could differ due to their underlying construct. Based on Sung et al.'s (2016) motivations for posting selfie on SNSs, we reviewed literature to find out which types of motivation for posting self-photography (i.e., attention seeking, communication, archiving, and entertainment) individuals with different narcissism type (i.e., LA, GE and EE) may have. After reviewing the literature, we expect that grandiose narcissism would show positive association with attention seeking and communication motivations to post self-photography on Instagram. On the other hand, it was found that narcissism was not correlated to archiving motivation (Sheldon & Bryant, 2016; Sung et al., 2016) and entertainment motivation (McCain et al., 2016) in instigating self-photography posting. Therefore, we do not expect the relationships between any types of narcissism with archiving or entertainment motivations for posting self-photography.

Leadership/Authority (LA) narcissism. Weiser (2015) found that self-photography is an adaptive tactic for LA individuals to promote themselves. In addition, Ackerman et al. (2011) found that those who have high LA also have higher social potency and higher extraversion. Thus, they may rely on those photos for self-promotion to a certain extent. Therefore, this may suggest that LA may have attention seeking and communication as the motivators for posting self-photography.

Grandiose/Exhibitionism (GE) narcissism. It has been found that GE was positively correlated with and predicted selfie-posting behavior (Moon et al., 2016; Weiser, 2015). This is because selfie-posting acts as a strong self-promoting tactic that allows users to gain social attention and likeability. Unlike LA, individuals with high GE rely heavily on selfie-posting to express oneself and seek attention (Moon et al., 2016; Weiser, 2015). This suggests that they might have inflated sense of self and engage in posting behavior to express their distorted self-concept (Ackerman et al., 2011; Moon et al., 2016). Furthermore, GE is considered to be a maladaptive facet of narcissism because individual with GE excessively engage in self-promoting behavior, which can be damaging to their social relationships (Weiser, 2015). However, Ackerman et al. (2011) argued that individuals with high GE have high social potency and extraversion. Therefore, individuals with high GE may have high attention seeking and high communication motivations for posting self-photography, even if their actual social relationships might not be as positive.

Entitlement/Exploitativeness (EE) narcissism. EE was not found to be associated with selfie-posting behavior (Moon et al., 2016; Weiser, 2015) but strongly predicted antisocial behavior, neuroticism, agreeableness, and low relationship quality (Ackerman et al.,

2011; Carpenter, 2012). Instead of posting selfies, individuals with EE rely on other types of self-promoting strategy to maintain positive self-view (Moon et al., 2016). They seek attention by having a lot of “likes” and comments rather than promoting themselves through self-photography (Zell & Moeller, 2017). Therefore, when the actual number of responses appear lesser than what they expect, they would express dissatisfaction through a dysfunctional form of online communication (Zell & Moeller, 2017). They would devalue the value of other people and criticize others due to feeling inferior (Ackerman et al., 2011). For example, they may not reply to other people’s post (Zell & Moeller, 2017), get back against negative comments, read other people’s post only if it is related to self, and offer less social support while demanding more from others (Carpenter, 2012). This explains the reason why EE is considered to be a socially aversion element of narcissism (Weiser, 2015; Zell & Moeller, 2017). Thus, this may suggest that individuals with high EE may have low communication and low attention seeking motivations for posting self-photography. All in all, individuals with high EE employ different self-promoting strategy from LA and GE; they do not rely on posting self-photography to enhance promotion of themselves, instead, they tend to maintain their positive view through receiving attention from other online activities.

Additional Analysis: Communal Narcissism

Although the main focus of the research is on grandiose narcissism, we also conducted an additional analysis on communal narcissism. Communal narcissism is defined as having a grandiose self-view in the communal domain (Żemojtel-Piotrowka, Czarna, Piotrowski, Baran, & Maltby, 2016). Communal narcissists have the same motives as those with grandiose and entitlement narcissism in terms of power, esteem, entitlement and

grandiosity, but they portray it through communal actions (Gebauer, Sedikides, Verplanken, & Maio, 2012; Żemojtel-Piotrowka et al., 2016). For example, they achieve their motives through acting with morality, kindness, and emotional intimacy (Żemojtel-Piotrowka et al., 2016). For instance, instead of saying *“I am the most intelligent person”*, they would say *“I am the most helpful person”* (Gebauer et al., 2012).

Since Thailand is considered as a collectivistic culture where people view themselves as interdependent with each other (Hofstede, 2001), communal narcissism may play a role in the collectivistic culture. Thus, it would be interesting to investigate how Instagram users in our research satisfy their communal motives through posting self-photography.

Research Objective

Current research has not looked into the association between the motivations and specific types of personality for posting self-photography (Sung et al., 2016). To fill the gap in literature, our study objective is to look at the relationships between the types of narcissism and types of motivation for posting self-photography on Instagram.

Hypotheses

From these research, our study's hypotheses are as follow: (1) grandiose narcissism would be positively associated with attention motivation seeking and communication motivation, (2) LA would be positively associated with attention seeking motivation and communication motivation, (3) GE would be positively associated with attention seeking motivation and communication motivation, and (4) EE would be negatively associated with attention seeking motivation and communication motivation. Even though archiving motivation and entertainment motivation were not found to be correlated with narcissism in previous studies, it is still interesting to explore them in this study.

Conceptual Framework

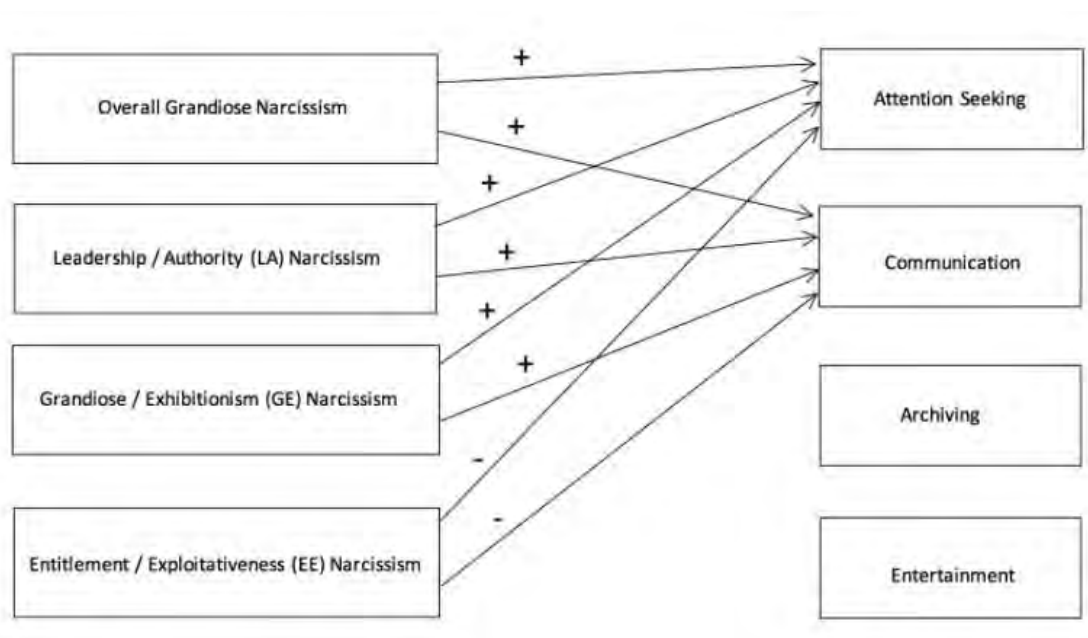


Figure 1. The correlations between the types of narcissism and motivations for posting self-photography. Positive sign represents positive associations, while negative sign represents negative associations.

Chapter 2

Research Methodology

Research Design

A regression analysis was performed to see the relationships between narcissism types and motivations for posting self-photography. This was conducted through the use of questionnaire that was translated into Thai language. The independent variables consisted of the sum of grandiose narcissism and its subtypes (i.e. LA, GE, and EE). The dependent variables consisted of the types of motivation for posting self-photography (i.e., attention seeking, communication, archiving, and entertainment).

Participants

A total of 203 Thai undergraduate students in Chulalongkorn University participated through convenience sampling. The criteria for inclusion were to be above 18 years of age, use Instagram, and answered every question. After the exclusion, the total number of participants were 180 with a mean age of 20.10 years ($SD = 1.19$). Among all voluntary participation, 89 were males (49%) and 91 were females (51%).

Measure

Demographic information and Instagram usage. Participants were asked for demographic information (See Appendix B). First, they identified age and sex. Regarding sex, participants were asked to choose either male or female, where male was coded as 1 and female as 2. In addition, numbers of followers and numbers of followings, and duration spent on Instagram were asked as control variables. For number of followings and numbers of followers, participants chose between 11 options, ranging from “*Less than 100*” to “*More than*

1000". Lastly, for duration of Instagram usage, participants chose between 11 options, ranging from "*Less than 60 minutes*" to "*More than 11 hours*".

The NPI-40. The NPI-40 (Raskin & Terry, 1988) was used to assess grandiose narcissism score and its subtypes. It consisted of 40 forced-choice items ($\alpha = .86$). Each item had statement A and statement B. Grandiose narcissism score was calculated by totaling 40 items score from the NPI-40. Higher score indicates higher grandiose narcissism level.

To address these three types of narcissism (i.e. LA, GE, and EE) from the NPI-40 scale, we followed Ackerman et al.'s (2011) method of selecting the items that represents these narcissism types. LA consisted of 11 items ($\alpha = .78$). An example of LA item is "*I like having authority over other people*". GE consisted of 10 items ($\alpha = .71$). An example of GE item is "*I like to look at myself in the mirror*". Lastly, EE consisted of four items ($\alpha = .11$). An example of EE item is "*I will never be satisfied until I get all that I deserve*". The rest of the items pertained to other subtypes of narcissism. The score for each type of narcissism (i.e. LA, GE, EE) was computed by calculating the mean of each type of narcissism. Higher score of each type of narcissism indicates higher narcissism level of that specific type.

Motivation scale for posting self-photography on Instagram. A 7-point Likert motivation scale adapted from Sung et al.'s (2016) study (1 = Strongly disagree; 7 = Strongly agree) was used to measure participant's motivation for posting self-photography on Instagram (See Appendix C). There were 19 items in total. Six items assessed attention seeking motivation ($\alpha = .80$). An example of attention seeking motivation item is "*I post a picture of myself to attract attention*". Five items assessed communication motivation (α

=.78). An example of communication motivation item is "*I post a picture of myself to keep in touch with friends*". Five items assessed archiving motivation ($\alpha = .81$). An example of archiving motivation item is "*I post a picture of myself to record a specific moment*". Three items assessed entertainment motivation ($\alpha = .70$). An example of entertainment motivation item is "*I post a picture of myself to pass time*". The score for each motivation was calculated by averaging the mean of attention seeking, communication, archiving, and entertainment, individually. Higher score for particular motive indicates higher likelihood of posting self-photography on Instagram with that specific motive.

Additional Measure: Communal Narcissism. Communal narcissism can be measured with the Communal Narcissism Inventory (CNI) (Gebauer et al., 2012). The CNI consisted of 16 items ranging from 1 (*strongly disagree*) to 7 (*strongly agree*) ($\alpha = .90$). An example of the CNI item is "*I greatly enrich others' lives*". The score for communal narcissism was calculated by averaging the total score. Higher score indicates higher communal narcissism level.

Procedure

Prior to completing the questionnaire, participants were asked to read and sign the consent form. Then, participants completed the questionnaire that included demographic information, the NPI-40, the adapted Motivation Scale, and the CNI. After completing the questionnaire, a debrief form was given.

Data analysis

IBM Statistical Package for the Social Sciences (SPSS) was used to conduct a multiple regression analysis for the data obtained.

Chapter 3

Results

Data Analyzes Strategy

Hierarchical multiple regression was performed to test the influence of narcissism on different types of motivation for posting self-photography. Sex, age, numbers of followings on Instagram, numbers of followers on Instagram, and duration of using Instagram were controlled in model 1. In model 2, narcissism predictors (i.e., NPI-40, LA, GE, and EE) were put in to find the impact over and above controlled predictors on the criterion variables. Each predictor was analyzed independently in each model to avoid multicollinearity among each predictor.¹ Criterion variables included attention seeking, communication, archiving, and entertainment motivations.

Descriptive Statistics

Table 1 shows means, standard deviations, and zero-order correlations of predictors and criteria. As shown in Table 1, the score for archiving motivation was higher than attention seeking, communication, and entertainment motivations. Regarding the correlations between grandiose narcissism and motivations for posting self-photography, grandiose narcissism (the NPI-40), LA, and GE had significant positive correlation with attention seeking motivation. However, EE was not significantly correlated with any types of

¹ In order to see whether the predictors would affect the criterions differently, all predictors (i.e., NPI-40, LA, GE, and EE) were put into model 2 simultaneously. The results suggested no significant difference when predictors were put in simultaneously or individually (See Appendix D).

motivation. On the other hand, LA had significant positive correlation with GE and EE, but GE was not correlated with EE.

Table 1

Means, standard deviations, and bivariate correlations for grandiose narcissism and its subtypes, communal narcissism, and motivations for self-photography in Instagram

Variable	<i>M (SD)</i>	Age	FG	FR	D	AS	CM	AM	EM	NPI-40	LA	GE	EE	CN
Sex	1.51 (0.50)	.12	.06	.10	.20**	-.15*	.03	.27**	-.01	-.25**	-.29*	-.03	-.09	-.16*
Age	20.10 (1.19)	-	.04	.05	-.11	.08	-.03	.07	.04	.10	.08	.06	-.03	.11
Followings (FG)	4.05 (2.34)		-	.56**	.18*	.08	.00	.09	.04	.02	.02	.04	-.01	.05
Followers (FR)	4.97 (3.08)			-	.30**	.29**	.06	.16*	.16*	.12	.04	.19*	.01	.17*
Duration (D)	1.89 (1.17)				-	.22*	.09	.13	.21**	.04	-.02	.17*	.00	.10
Attention Seeking Motivation (AS)	3.09 (1.21)					-	.46**	.16*	.44*	.28**	.15*	.39**	.13	.42**
Communication Motivation (CM)	3.66 (1.26)						-	.25**	.34**	.08	.08	.02	.15	.25**
Archiving Motivation (AM)	5.02 (1.35)							-	.25**	-.05	-.07	.04	-.00	.16*
Entertainment Motivation (EM)	3.30 (1.43)								-	-.00	-.06	.12	.03	.18*
Grandiose Narcissism (NPI-40)	14.39 (7.01)									-	.90**	.78**	.28*	.54**
Leadership/Authority (LA)	0.35 (0.25)										-	.53**	.21**	.45**
Grandiose/Exhibitionism (GE)	0.35 (0.24)											-	.10	.51**
Entitlement/Exploitativeness (EE)	0.53 (0.25)												-	.08
Communal Narcissism (CN)	4.29 (0.95)													-

Note. Sex was dichotomously coded as 1 = male and 2 = female

* $p < .05$, ** $p < .01$

Multiple Regression Results

A summary of multiple regression results is shown in Table 2. This includes the total variance and beta value of each narcissism type and motivation type.

Hypothesis 1: Grandiose Narcissism (NPI-40) and Motivation Types. In order to test the relationship of grandiose narcissism with each type of motivation for posting self-photography, grandiose narcissism score was put into the regression model. The result showed that grandiose narcissism was significantly, positively associated attention seeking motivation, $\beta = .19, p = .010$. However, the NPI-40 score did not significantly influence communication, archiving, and entertainment motivations, $\beta = .09, p = .258$; $\beta = -.02, p = .823$; $\beta = -.06, p = .474$, respectively.

Hypothesis 2: Leadership/Authority (LA) and Motivation Types. To examine the relationship of LA with each type of motivation for posting self-photography, LA was put into the regression model. It was found that LA did not show significant effect on all types of motivation: attention seeking, communication, archiving, and entertainment motivations, $\beta = .07, p = .321$; $\beta = .09, p = .257$; $\beta = -.01, p = .92$; $\beta = -.10, p = .201$, respectively.

Hypotheses 3: Grandiose/Exhibitionism (GE) and Motivation Types. For the relationship of GE with each type of motivation for posting self-photography, GE was put into the regression model. The results showed that GE had significant positive association with attention seeking motivation, $\beta = .31, p < .001$. However, GE was not significantly

associated with communication, archiving, and entertainment motivation, $\beta = .00, p = .956$; $\beta = .01, p = .855$; $\beta = .06, p = .402$, respectively.

Hypothesis 4: Entitlement/Exploitativeness (EE) and Motivation Types. In order to test the relationship of EE with each type of motivation for posting self-photography, EE was put into the regression model. It was found that EE showed no significant effect on all types of motivation: attention seeking, communication, archiving, and entertainment motivation, $\beta = .09, p = .224$; $\beta = .14, p = .854$; $\beta = .01, p = .905$; $\beta = 0.01, p = .855$, respectively.

Additional Analysis: Communal Narcissism and Motivation Types. In addition to grandiose narcissism and its subtypes, we also analyzed communal narcissism as our additional analysis. As shown in Table 1, the participants had an average level of communal narcissism. In addition, communal narcissism had significant positive correlations with attention seeking, communication, archiving, and entertainment motivations. Moreover, communal narcissism also had significant positive correlations with grandiose narcissism (NPI-40), LA, and GE, but not with EE.

In order to examine the influence of communal narcissism on each type of motivation for posting self-photography, we conducted a hierarchical multiple regression. For model 1, we put in our control variables which included sex, age, number of followings on Instagram, number of followers on Instagram, and duration of using Instagram. Then in model 2, we put in communal narcissism to examine its influence over and above the controlled predictors. As for our criteria, we had attention seeking, communication, archiving, and entertainment motivations. These criteria were put into the regression analysis in different models..

As shown in Table 2, the results showed that communal narcissism had significant positive associations with attention seeking, communication and archiving motivations to post self-photography, $\beta = .33, p < .001$; $\beta = .26, p = .001$; $\beta = .19, p = .014$, respectively. However, communal narcissism was not significantly associated with entertainment motivation to post self-photography, $\beta = 0.13, p = .088$.

Summary of Regression Analysis Results

The summary of regression analyses is shown in Table 2. To sum up, the results suggested that grandiose narcissism (NPI-40) and GE showed significant positive association with attention seeking motivation, but not with other types of motivation. However, LA and EE were not significantly associated with any types of motivation. On the other hand, communal narcissism showed positive, significant association with attention seeking, communication, and archiving motivations. However, it was not significantly associated with entertainment motivation.

Table 2

Multiple regression analyses of the influence of types of narcissism on motivations for posting self-photography, showing the beta value and the total variance of the motivation explained by each narcissism type.

Predictors	Attention Seeking Motivation		Communication Motivation		Archiving Motivation		Entertainment Motivation	
	R ²	β	R ²	β	R ²	β	R ²	β
Grandiose Narcissism (NPI)	3**	.19**	< 1	.09	< 1	-.02	< 1	-.06
Leadership/Authority	< 1	.07	< 1	.09	0	-.01	< 1	-.10
Grandiose/Exhibitionism	9***	.31***	< 1	.00	0	.01	< 1	.06
Entitlement/Exploitativeness	< 1	.09	2	.14	< 1	.01	< 1	.01
Communal Narcissism	10***	.33***	6**	.26**	3*	.19*	2	.13

Note. Sex, age, numbers of followers, numbers of followings, and duration spent on Instagram were controlled. Each predictor were put in different models independently.

* $p < .05$, ** $p < .01$, *** $p < .001$

Chapter 4

Discussion

The aim of this study was to find the influence of narcissism types on the types of motivation for posting self-photography on Instagram. In this study, we defined self-photography as a photo with only oneself that is taken by oneself or other people. We hypothesized that (1) grandiose narcissism would be positively associated with attention seeking motivation and communication motivation, (2) LA would be positively associated with attention seeking motivation and communication motivation, (3) GE would be positively associated with attention seeking motivation and communication motivation, and (4) EE would be negatively associated with attention seeking motivation and communication motivation. Even though archiving and entertainment motivations were not a part of our hypotheses, they were also analyzed.

The first hypothesis was partially supported. Individuals with high grandiose narcissism were more likely to post self-photography to seek attention, but not to communicate. Similarly, the third hypothesis was also partially supported. Individuals with high GE were more likely to post self-photography to seek attention, but not to communicate. However, the second and fourth hypotheses were not supported. There were no associations between LA and EE with any motivations. Lastly, archiving and entertainment motivations showed no association with any types of narcissism.

Grandiose Narcissism and its Subtypes with Attention Seeking Motivation

Grandiose Narcissism (NPI-40). Consistent to our hypothesis, our results showed that individuals with high grandiose narcissism posted self-photography to seek attention from

others. A possible explanation is posting selfies on social media allows narcissists to express their narcissistic needs (i.e. grandiosity, vanity, self-importance; Weiser, 2015). Moreover, individuals may use social media to present themselves because it allows them to manage other's impression on them (Rui & Stefanone, 2012). Specifically, self-photography posting allows them to promote self on SNSs and manage their own impression as a part of self-promoting tactics (Sung et al., 2016; Weiser, 2015). Therefore, posting self-photography may influence narcissists who crave admiration to overuse this self-promoting strategy. Another possible explanation is taking and posting selfies are associated with feeling good (McCain et al., 2016). Thus, the good feeling when taking and posting picture of self reinforces one to seek attention through posting self-photography on Instagram.

Grandiose/Exhibitionism (GE). Consistent with our prediction, our results supported that GE was positively associated with posting self-photography to seek for attention. GE individuals love themselves and like to be at the center of other's attention (Kim & Chock, 2016; Moon et al., 2016; Weiser, 2015). Therefore, they may post self-photography as self-presentation tactics to express their inflated sense of self (Hart et al., 2016; Moon et al., 2016; Weiser, 2015). In addition, according to Murray (1938), high GE individuals enjoy attracting attention and talking about themselves, so they often engage in self-disclosure (as cited in Sorokowska et al., 2015). This suggests that they may feel the need to post self-photography as a channel to seek attention from other people and express themselves. Therefore, high GE would lead to attention seeking motivation for posting self-photography.

Leadership/Authority (LA). Contrary to our hypothesis, individuals with high LA did not post self-photography to seek attention from others. This finding contradicts with Weiser's (2015) explanation that LA narcissists post self-photography to achieve the need to convey heightened perception of power and authority. This suggests that LA individuals in our research may not seek attention through posting self-photography, or they may do via other SNS behaviors that are not as explicit as posting a picture of oneself. Another possible explanation for the nonsignificant result is that self-photography, or a photo of only oneself, may not be informative, and hence, might not be influential enough to gain authority from other people. As a result, high LA individuals in our study were not motivated to post self-photography to lead or seek attention from other people. Moreover, it may suggest that those with high LA may have other motives in posting self-photography that may not be captured in Sung et al.'s (2016) motivations for posting selfies.

Entitlement/Exploitativeness (EE). Contrary to our hypothesis, EE was not associated with attention seeking motivation. The absence of the association may be due to the fact that self-photography does not satisfy their exploitative nature and therefore is not used. Studies found that EE did not predict selfie posting frequency (Moon et al., 2016; Weiser, 2015). Other than that, EE seems to seek attention by other SNS behaviors such as having a lot of 'likes' and comments (Zell & Moeller, 2017). Hence, posting self-photography may not be an effective method for EE individuals to satisfy their needs.

Another explanation for the nonsignificant association between EE and the motivations may be to the unacceptably low reliability of EE ($\alpha = .11$). This low alpha coefficient has been a concern since the first time it was constructed; Ackerman et al. (2011) suggested that it might be due to the small number of items. However, our study showed that the low reliability was due to the low and negative correlations among the items, suggesting issues with the items. Although there are limited research that studies the construct of EE in Thai population, we suspect that EE construct may have issues in Thai culture. Due to this, EE may not be valid in this study. Future studies should investigate this further.

Grandiose Narcissism and its Subtypes with Communication Motivation

Contrary to the hypotheses, grandiose narcissism and its subtypes (i.e., LA, GE, and EE) were not associated with communication motivation. One possible explanation is that individuals with grandiose narcissism are self-focused (Carpenter, 2012; Ong, et al., 2011) and are less concerned about building relationships (Campbell, Brunell, & Finkel, 2006; Campbell & Green, 2007). Grandiose narcissists satisfy their grandiose needs through independent means and do not rely on relationships to satisfy their needs, so it may not be necessary for narcissists to use self-photography for communication.

Grandiose Narcissism and Archiving and Entertainment Motivations

As predicted, the results did not show associations between grandiose narcissism and archiving motivation. This is consistent with Sheldon and Bryant (2016) and Sung et al. (2016). In regards to grandiose narcissism and entertainment motivation, although our results supported our hypothesis, the results were consistent to McCain et al. (2016) but not Sung et al. (2016). Sung et

al. (2016) found that narcissism was correlated with entertainment motivation in selfies posting. The reason could be that Sung et al. (2016) look at selfies in various SNSs while we focused only on Instagram platform. Perhaps, narcissists may have entertainment motivation for other SNSs but not on Instagram. Therefore, more research should be conducted to further explore the effect in specific social media.

Additional Analysis: Communal Narcissism and Motivations for Posting Self-Photography

Regarding the additional analysis on communal narcissism and motivations for posting self-photography, communal narcissism interestingly predicted three out of four types of motivation for posting self-photography on Instagram. In previous research, it has been found that communal narcissism marginally predicted selfie posting frequency and significantly predicted group photos (Isaranon, 2016). This may suggest that those with high communal narcissism in our research may not post self-photography as much as group photos, but when they do, they post self-photography for attention seeking, communication, and archiving purposes.

The significant relationships between communal narcissism and attention seeking, communication, archiving motivations suggest that communal narcissists may seek attention through posting self-photography with communal means. Gebauer et al. (2012) found a relationship between communal narcissism and agreeableness (eg. kind, charitable). This could imply that communal narcissists receive attention from other people by socializing with others in a positive agreeable way. Thus, their traits of agreeableness could act as a communal mean to serve their narcissistic needs.

Another explanation to the significant associations between communal narcissism and attention seeking, communication, and archiving motivations may be due to the connection arose between users and their followers. Posting a photo of self to communicate with others may increase the connection or improve relationship quality between the users and followers. Our result also showed that communal narcissism was positively associated with numbers of followers. This suggests that the increase in connection may help communal narcissists to indirectly satisfy their needs for power and authority (Gebauer et al., 2012). By communicating or letting friends, family, or acquaintance update about themselves through the photo they post, they are indirectly receiving attention and influencing their friends and family. Moreover, the association with archiving motivation suggests that posting self-photography may allow individuals to maintain other's perception of them as having morality, emotional intimacy, and being kind (Gebauer et al., 2012). These traits set them apart from grandiose narcissism as it requires the act of communion.

The nonsignificant relationship between communal narcissism and entertainment motivation suggests that posting self-photography for self-entertainment is not a part of communal narcissists' interest. This may be because posting self-photography to entertain themselves may not relate or help them to appear more positively in other people's perception.

In sum, individuals with communal narcissism may seek attention to validate their grandiose self. This may be done by relying on the perception of having good relationship with others to fulfill their grandiosity. As a consequence, they may have communication and archiving motivations to maintain good relationship with others as well as being influential over

others. However, due to the lack of literature in communal narcissism and Instagram usage, the assumptions related to communal narcissism above should be studied further in the future.

Strength

There are several factors that could be considered as strengths in this study. First, the reliability of the NPI-40 scale, LA, GE, and motivation scale were high. They all had reliability above = .70. In addition, the participants in this study are individuals from the Millennials or Generation Y population. According to Statista (2016), they found that individuals between the age of 18-24 uses Instagram the most compared to those between the age of 25-29 and 30-34. Since our participants fall under this age group, they were best suited for our research.

Limitations

There were several limitations in this study. First of all was the problem with EE's reliability. Consistent to Brown, Budzek, and Tamborski (2009), our study found a very low reliability for the EE items. This may have contributed to the nonsignificant associations between EE and other variables. Secondly, Thai people may not be familiar with forced-choice questionnaire in the NPI-40 (Isaranon, 2016). In our research, there were several questionnaires where participants circled both options or wrote comments beside the items that the options did not represent them. This suggests that the format of the test may have contributed to low EE reliability and hence using a Likert scale may be more suitable for Thai participants.

Thirdly, as the motivations for posting self-photography are a new topic in the research field, there were no specific scales for measuring it. We adapted Sung et al.'s (2016) statements for selfies posting on various SNSs into a scale and asked participants to rate the statements

based on a 7-point Likert scale. Thus, this scale has not been validated prior to this study. In addition, Sung et al.'s (2016) motivation scale is a new scale, so it could have affected the measurement's effectiveness. Therefore, the adapted scale we used in this research may not be the best scale study motivations for posting self-photography. A new scale may need to be developed or validated instead.

Fourthly, we did not take self-photography posting frequency on Instagram into account. This research did not investigate the proportion of self-photography posting to other types of photo posted by the participants. Thus, this may have limited our analysis on finding the associations between narcissism subtypes (i.e. LA, GE, and EE), frequency of posting self-photography, and motivations for posting.

Fifthly, we did not examine on other SNS platforms. By focusing on Instagram only, we may miss out on examining active users that may post self-photography on other platforms such as Facebook and Snapchat. Moreover, since we focused on Instagram only, we cannot generalize our results to other platforms.

Implications

Theoretical implication. This study contributes to the evidence of multidimensional approach to narcissism construct. Many researchers who used the NPI scale tend to sum the subscales into a total score (Brown et al., 2009). However, the total score may lead to a loss of complex associations between narcissistic dimensions and other variables (Clark, Karlov, &

Neale, 2015). In our study, the total NPI score alone would not indicate that LA and EE types did not explain attention seeking motivation and that GE was contributing to the influence on motivation. The results suggest that the positive association between the NPI total score and attention seeking motivation was primarily driven by GE. Thus, studying the dimensions of narcissism would be important to yield these complex insights of narcissism construct. All in all, this research contributes to the limited studies on narcissism and motivations on SNSs by showing the relationship between types of narcissism and types of motivation for posting self-photography.

Practical implication. The results from our study could contribute to marketing research in understanding SNS consumers' personalities and their SNS usage, regarding motives to post self-photography. Producers could develop the platforms of SNSs to suit target consumers' behaviors and needs. For example, since researchers now know that narcissists tend to be interested in attracting attention, Instagram developers may consider adding a filter function that would allow narcissists to make their selfies more attractive. As a result, Instagram would gain more active users.

Future Research

There are a number of considerations for future research. Firstly, is to make improvements on the narcissism scale and the motivation scale. For the narcissism scale, it was

previously mentioned that EE has low reliability and the use of forced-choice questionnaire may not be suitable for everyone. Therefore, future research may consider including more items for EE or use the Likert scale format for Thai participants. This may help overcome our limitation and avoid any confusion from the forced-choice questionnaire. Then, for the motivation scale, future research should consider validating the scale to check the scale validity before conducting a research.

Secondly, is to consider examining narcissism types and motivations for posting self-photography on other SNS platforms. Since we only conducted research on Instagram, there may be some generalizability issues. Therefore, future research should consider conducting the relationship between motivations to post self-photography and narcissism on other platforms (ex. Facebook, Snapchats, etc.).

Thirdly, is to examine the relationships between communal narcissism and types of motivation. Even though we examined only self-photography as opposed to group photo, our results showed significant associations between communal narcissism and motivations to post self-photography. Therefore, it would be interesting to find out why it was significant if communal narcissists are known to promote themselves through communal means. To gain more insights into this, future research may conduct a study to examine the relationship between communal narcissism and motivations for posting group photos.

Lastly, it would be interesting to conduct an experimental research to measure what participants will feel after posting selfies. This will allow us to see the correlations between

individuals' feelings and their motives for posting self-photography. For example, to see if they feel refreshed after posting self-photography if their motive is to be entertained.

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Appendix A: Inform Consent Form

แบบทดสอบศึกษาความสัมพันธ์ระหว่างอุปถัมภ์กับแรงจูงใจในการลงรูป “ภาพตนเอง” บน อินสตาแกรม (Instagram)

โปรดอ่านคำชี้แจงต่อไปนี้

โครงการวิจัยนี้จัดทำขึ้นโดยนางสาวณัฐฐา ไพศาลศรีสมสุข นางสาวพิชญ์ ตันตวิงษ์ และนางสาวศรีดา เหล่า
แสงงาม นักศึกษาปริญญาตรี คณะจิตวิทยา ชั้น ปีที่ ๔ มหาวิทยาลัยจุฬาลงกรณ์ เพื่อศึกษาความสัมพันธ์ระหว่าง
อุปถัมภ์กับแรงจูงใจในการลงรูป “ภาพตนเอง” บนอินสตาแกรม (Instagram) โดยผู้เข้าร่วมการวิจัยจะ
ตอบแบบสอบถามเกี่ยวกับ ข้อมูลประชากรศาสตร์ อุปถัมภ์และแรงจูงใจในการลงรูป “ภาพตนเอง” โดยจะ
ใช้เวลาประมาณ 20 นาทีในการตอบ

ในการเข้าร่วมการวิจัยครั้งนี้ ท่านจะต้องศึกษาอยู่ชั้นปริญญาตรี สัญชาติไทย และมีแอคเคาท์อินสตาแกรมเป็น
ของตัวเอง

การเข้าร่วมการวิจัยครั้งนี้จะไม่มีอันตรายใดๆ และเป็นไปตามความสมัครใจของท่าน ท่านสามารถถอนตัวออก
จากการเข้าร่วมการวิจัยครั้งนี้ได้ทุกเมื่อ โดยไม่จำเป็นต้องชี้แจงแก่ผู้วิจัย ข้อมูลของท่านจะถูกเก็บไว้อย่าง
ปลอดภัยและเป็นความลับ โดยในการรายงานผลขั้นสุดท้าย ข้อมูลจะถูกนำเสนอในลักษณะของภาพรวมของ
ผู้เข้าร่วมการวิจัยทั้งหมด ข้อมูลรายบุคคลของผู้ร่วมการวิจัยจะถูกเก็บเป็นความลับสูงสุด

หากท่านมีข้อสงสัยประการใด ท่านสามารถติดต่อสอบถามผู้วิจัย คือ ณัฐฐา ไพศาลศรีสมสุข ผ่านทางอีเมล:
nutthapai@gmail.com หรืออาจารย์ที่ปรึกษา อาจารย์ หยกฟ้า อิศรานนท์ ทางเบอร์ 02-218-
1188 ในเวลา 9 โมงเช้าถึง 5 โมงเย็น

หนังสือยินยอม

ข้าพเจ้าได้อ่านข้อมูลข้างต้นแล้ว และยินยอมเข้าร่วมการวิจัยในครั้งนี้ โดยข้าพเจ้ารับทราบถึงขั้นตอนใน
การทำวิจัย และวัตถุประสงค์ของการวิจัย ข้าพเจ้าขอยืนยันว่า ข้าพเจ้าศึกษาอยู่ชั้นปริญญาตรี สัญชาติไทย และมี
แอคเคาท์อินสตาแกรมเป็นของตัวเอง

Appendix B: Demographic Information and Instagram Usage

กรุณาทำเครื่องหมาย **X** ด้านหน้าคำตอบของท่านต่อคำถาม ข้อที่ 1-7:

ข้อมูลผู้ตอบแบบสอบถาม

กรุณาตอบคำถามต่อไปนี้:

- 1) เพศ ชาย หญิง
- 2) อายุ (โปรดระบุ)
- 3) สัญชาติ ไทย อื่นๆ

4) ท่านลงรูปตัวเองบนแพลตฟอร์มโซเชียลมีเดียของท่านหรือไม่

- ลง
- ไม่ลง (โปรดบอกผู้วิจัยทันที)

5) กรุณาระบุจำนวนคนที่ติดตามบนอินสตาแกรม

- | | | |
|---|-------------------------------------|--|
| <input type="checkbox"/> 100 คนหรือน้อยกว่า | <input type="checkbox"/> 401-500 คน | <input type="checkbox"/> 801-900 คน |
| <input type="checkbox"/> 101 -200 คน | <input type="checkbox"/> 501-600 คน | <input type="checkbox"/> 901-1000 คน |
| <input type="checkbox"/> 201-300 คน | <input type="checkbox"/> 601-700 คน | <input type="checkbox"/> 1001 คนขึ้นไป |
| <input type="checkbox"/> 301-400 คน | <input type="checkbox"/> 701-800 คน | |

6) กรุณาระบุจำนวนคนที่ติดตามท่านบนอินสตาแกรม

- | | | |
|--|----------------------------------|-------------------------------------|
| <input type="radio"/> 100 คนหรือน้อยกว่า | <input type="radio"/> 401-500 คน | <input type="radio"/> 801-900 คน |
| <input type="radio"/> 101 -200 คน | <input type="radio"/> 501-600 คน | <input type="radio"/> 901-1000 คน |
| <input type="radio"/> 201-300 คน | <input type="radio"/> 601-700 คน | <input type="radio"/> 1001 คนขึ้นไป |
| <input type="radio"/> 301-400 คน | <input type="radio"/> 701-800 คน | |

7) ในหนึ่งวันท่านใช้อินสตาแกรมโดยเฉลี่ยเป็นเวลานานเท่าไร กรุณาเลือกข้อที่ตรงกับตัวท่านมากที่สุด

- | | | |
|--|---------------------------------------|---|
| <input type="checkbox"/> น้อยกว่า 6 นาที | <input type="checkbox"/> 5-7 ชั่วโมง | <input type="checkbox"/> 11 ชั่วโมงขึ้นไป |
| <input type="checkbox"/> 1-3 ชั่วโมง | <input type="checkbox"/> 7-9 ชั่วโมง | |
| <input type="checkbox"/> 3-5 ชั่วโมง | <input type="checkbox"/> 9-11 ชั่วโมง | |

Appendix C: Motivation Scale

จงพิจารณาข้อความต่อไปนี้เกี่ยวกับแรงจูงใจในการลง"ภาพตนเอง" บนอินสตาแกรมของคุณ

ขอให้ท่านพิจารณาข้อความในแต่ละข้อแล้วระบุตัวเลขลงในช่องว่างว่าคุณเห็นด้วยหรือไม่เห็นด้วยกับข้อความดังต่อไปนี้มากน้อยเพียงใด จาก (1) ไม่เห็นด้วยอย่างยิ่ง ถึง (7) เห็นด้วยอย่างยิ่ง

ไม่เห็นด้วย อย่างยิ่ง	1	2	3	4	5	6	7	เห็นด้วยอย่าง ยิ่ง
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1. ถัดลง "ภาพตนเอง" ในอินสตาแกรม เพื่อที่จะอวด		11. ถัดลง "ภาพตนเอง" ในอินสตาแกรม เพื่อคงการติดต่อระหว่างฉันกับเพื่อนไว้	
2. ถัดลง "ภาพตนเอง" ในอินสตาแกรม เพื่อฆ่าเวลา		12. ถัดลง "ภาพตนเอง" ในอินสตาแกรม เพื่อดึงดูดความสนใจจากเพศตรงข้าม	
3. ถัดลง "ภาพตนเอง" ในอินสตาแกรม เพื่อให้คนอื่นยอมรับในตัวฉัน		13. ถัดลง "ภาพตนเอง" ในอินสตาแกรมเพื่อบันทึกชีวิตโดยทั่วไปของฉัน	
4. ถัดลง "ภาพตนเอง" ในอินสตาแกรม เพื่อสร้างความสนิทสนมกับเพื่อนและคนรู้จัก		14. ถัดลง "ภาพตนเอง" ในอินสตาแกรม เพื่อดึงดูดความสนใจ	
5. ถัดลง "ภาพตนเอง" ในอินสตาแกรม เพื่อความบันเทิงตอนฉันเบื่อ		15. ถัดลง "ภาพตนเอง" ในอินสตาแกรม เพื่อติดต่อสื่อสารกับครอบครัวและญาติพี่น้อง	
6. ถัดลง "ภาพตนเอง" ในอินสตาแกรม เพื่อเพิ่มความมั่นใจในตัวเองจากปฏิกิริยาของคนอื่น		16. ถัดลง "ภาพตนเอง" ในอินสตาแกรม เพื่อบันทึกวันสำคัญ	
7. ถัดลง "ภาพตนเอง" ในอินสตาแกรม เพื่อติดต่อสื่อสารกับคนอื่น		17. ถัดลง "ภาพตนเอง" ในอินสตาแกรม เพื่อให้คนอื่นช่วยย้ายจุดยืนการมีตัวตนของฉัน	
8. ถัดลง "ภาพตนเอง" ในอินสตาแกรม เพื่อบันทึกชีวิตประจำวันของฉัน		18. ถัดลง "ภาพตนเอง" ในอินสตาแกรม เพื่อให้ฉันรู้สึกสดชื่นขึ้น	
9. ถัดลง "ภาพตนเอง" ในอินสตาแกรม เพื่อติดต่อสื่อสารกับเพื่อนและคนรู้จัก		19. ถัดลง "ภาพตนเอง" ในอินสตาแกรม เพื่อบันทึกสิ่งที่ฉันสนใจหรือเพื่อบันทึกงานอดิเรกของฉัน	
10. ถัดลง "ภาพตนเอง" ในอินสตาแกรม เพื่อบันทึกเหตุการณ์หนึ่ง			

Appendix D: Multiple Regression when Put in Data Simultaneously

Table 3

Multiple regression analyses of the influence of types of narcissism on motivations for posting self-photography, showing the beta value and the total variance of the motivation explained by each narcissism type.

Predictors	Attention Seeking Motivation		Communication Motivation		Archiving Motivation		Entertainment Motivation	
	Variance (%)	β	Variance (%)	β	Variance (%)	β	Variance (%)	β
Grandiose Narcissism (NPI)	3**	.19**	< 1	.09	< 1	-.02	< 1	-.06
Leadership/Authority	< 1	-.04	< 1	.02	< 1	-.01	< 1	-.04
Grandiose/Exhibitionism	7***	.29***	< 1	-.07	< 1	-.01	< 1	.02
Entitlement/Exploitativeness	< 1	.09	2	.14	< 1	.01	< 1	.02
Communal Narcissism	10***	.33***	6**	.26**	3*	.19*	2	.13

Note. Sex, age, numbers of followers, numbers of followings, and duration spent on Instagram were controlled. LA, GE, and EE were simultaneously put in the same model.

* $p < .05$, ** $p < .01$, *** $p < .001$

Bibliography

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Nuttha Paisarnsrisomsuk is currently an undergraduate student in the Chulalongkorn University. She graduated from the University of Queensland with a Bachelor of Arts in Psychology in 2016 with a major of psychology and a minor in sociology will graduate from Chulalongkorn University late this year in 2016. After learning about different fields in psychology, she becomes interested in neuroscience and decides to pursue knowledge in this field.

Pechaya Tuntiwong

Pechaya Tuntiwong is an undergraduate psychology student in Chulalongkorn University, Thailand. In 2016, she had completed her degree in Bachelor of Arts in Psychology, minor in Sociology, from University of Queensland, Australia. Currently, she is pursuing her second degree, a Bachelor of Science in Psychology from University of Chulalongkorn University, Thailand. In the future, Pechaya is interested to further explore her passion and continue studying in marketing, advertising, and psychology. She hopes that she could apply her psychology knowledge in her future career path.

Sareda Lausangngam

Sareda Lausangnam is an undergraduate student from the Joint International Program in Psychology between Chulalongkorn University and University of Queensland. She graduated with a Bachelors of Arts in Psychology, from the University of Queensland, Australia and will be obtaining a Bachelor of Science in Psychological Science from Chulalongkorn University. Throughout these four years, she has developed an interest in psychology and food industry and hope to integrate them together in her future career.