IMPACT OF TIKTOK USE ON NARCISSISTIC PERSONALITY TRAITS AMONG YOUTH IN PESHAWAR, PAKISTAN

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Abstract

Current study aimed to investigate the impact of TikTok and the relationship between TikTok and narcissism among youth. The data was collected using the self-developed scale for TikTok use, the TikTok Use Scale (TUS) and Hypersensitivity Narcissism Scale (HSNS) (Hendin & Cheek, 1997). The data was collected through convenient sampling technique from different schools, colleges and universities in the age range of 15-30. The sample consisted of two hundred (N=200) school, college and university students. The data was analyzed using SPSS. The Linear Regression analysis was used to find out the impact of TikTok use on narcissism, at p<.001. TikTok use was found to be a significant predictor among youth. The conclusion of the study is that the youth should decrease the amount of time they use Tiktok.

Keywords: *Tiktok, Tiktok use, Narcissistic personality, Tiktok use relationship with narcissistic personality & youth*

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Introduction

TikTok is one of the most widely used social media app. In Asia, United States and other regions of the world this app is the most popular place to make short-form mobile films. It was created by the creator of Musically app. TikTok also known in China as Douyin, was launched in September 2016 and is run by Byte Dance (Hallanan, 2018). This media app is available in 75 languages and over 150 marketplaces (Mushtaq, 2018). TikTok has become a trendy craze among Teenagers, allowing users to create and share short 15-60 seconds videos music, effects and sound bites of their choice. Collaboration which is a big incentive, is an extra benefit where they can make a "duet" with someone by reacting to their video which culminates in an endless chain of responses. It surpassed Facebook, Instagram, YouTube and Snap chat in monthly App Store install in September. Tiktok become so popular because of its 500 million active users worldwide and six millions US downloads in November. TikTok like other social media apps like Snap chat, Dub smash has grown in popularity it provide producer with considerably more options. TikTok has 4.6 rating in the Google play store which qualifies it as a well-qualified application that combine artificial intelligence and image capturing (Ubaedillah et al., 2021).

The usage of social media has exploded in recent years, especially among adolescents and young people (Pew research centre 2014). According to this study, person who use social media more frequently are more prone to engage in narcissistic behaviour. A survey of 100 students from a private Midwestern institution was undertaken by the author. The finding revealed that spending time on social media does, in fact boost narcissistic behaviour. Many people use social media to enjoy themselves and connect with others on a regular basis. Smartphones and tablets have made it possible for internet users to access their

social network from practically anywhere (Somerville, 2015). Several statistics demonstrate the massive amount of people that use social media. 74 percent of adults who use the internet utilize social media websites as of January 2014.

Adults between the ages of 18 and 29 are the most active online, with 89 percent utilizing social networking sites. Facebook is used by 71 percent of those who use internet. On their phone 40 percent of cell phone users browse social networking sites (Pew research centre 2014). There are 1.23 billion monthly active Facebook users (Sedghi, 2014) while social media has been demonstrated to promote sentiments of community. It has also been shown to Lower self-esteem and increase narcissistic behavior (Buffardi & Campbell 2008, Mehdizadeh, 2010). TikTok is a social networking platform that was launched in the middle of 2016. According to recent report China's social media apps have 150 million daily active users. TikTok is the most downloaded app from the Google play store and Apple app store in 2019. This pattern indicates that users are becoming increasingly attached to this social media app as time passes. TikTok is a social media platform that focuses on vertical reading and short videos (Yul, 2019).

Narcissism

The term "narcissism" has its origins in the Greek myth of Narcissus, a man who refused all lovers and was cursed by the gods to fall in love with his own reflection (Konrath, 2007). Indulgence in excessive self-love and selfishness where feelings of superiority, disregard for others, lack of empathy, illusions of grandiosity and the use of people for one's self gain are common characteristics of narcissism (Raskin & Terry,1988). Other studies identify other narcissistic personality traits as having intolerance to criticism as well as exaggerated beliefs of self-beauty and power. Other qualities such as impulsiveness, self-centeredness

and nonconformity are also narcissistic traits for those scoring high on the NPI (Raskin &Terri,1998).

Although the growth of the illness has led to the inclusion of narcissistic personality disorder in the DSM, narcissism as a psychiatric affliction has its roots in Freudian psychoanalysis (Konrath, 2007). The DSM-5 criteria for narcissistic personality disorder include a major impairment in personality and interpersonal functioning, as well as multiple pathological features that show the patient is grandiose, shallow, and attention-seeking (American Psychological Association, 2014). Without meeting all of the criteria for a personality disorder, people who exhibit some components of any of the three criteria are said to be exhibiting narcissistic behaviour (Skodol et al., 2014). There are two types of narcissistic personality disorder: susceptible and grandiose. Grandiose narcissists have more dramatic personality features that are akin to histrionic personality disorder, and they express little interpersonal suffering (Dickinson & Pincus, 2003). Vulnerable narcissists, on the other hand, score higher on features associated with avoidant personality disorder, and their vengeful behaviour causes them more interpersonal discomfort (Dickinson & Pincus, 2003).

TikTok and Narcissism

Using the core concept of Buunk and Gibbons (2006) self-comparison orientation theory, which states that "the inclination to compare one's accomplishments, one's situation, and one's experiences with those of others," we could discover that by creating dubbed videos, people are more likely to imitate those who are perceived to be similar to them, thereby boosting their self-esteem. With the rise in virtual rivalry for more likes, some films are created too beautiful and enticing in order to get more attention, similar to the negative side of other social networking sites. According to Barry et al. (2017) very insecure people are

more likely to publish faked or sexualized photos in order to become highly consumed and so develop a desirable persona. Furthermore, psychological–neurobiological models have revealed that social networking site addiction is caused by a combination of hypersensitive reward processing and cue-reactivity, as well as a loss of prefrontal inhibitory control (Brand et al., 2016). The worrisome message we may deduce is that an addicted kid would not stop from releasing sensitive footage in order to gain a large following. What began as a means of self-expression and escape from the challenges of the real world may later become a focal point for societal ramifications. To summarize, psychologists and psychiatrists' roles are getting more complex in today's environment than in past generations. Individuals in the social media abyss face a wide range of issues, from resolving underlying psychological conflicts/crises to being addicted to social networking sites. Because the walls between them are turned into "mirrors," the meanings of "self" and "environment" are altered. Surprisingly, Narcissist fell in love with his or her own image only after seeing himself or herself in erratic, illusive water. However, today's "screen agers" have a lot more options for visualizing themselves and portraying themselves to others in the way they desire (Kumar & Prabha, 2019).

According to research, personality has a role in social media addiction (e.g., Andreassen et al., 2013; Hong et al., 2014; Wilson et al., 2010). Individuals can use social media to communicate their objectives and demonstrate their triumphs to a potentially wide audience, as well as to receive highly visible rewards and acknowledgment from other social media users through "likes" and positive comments. Most recent research refers to narcissism as a broad behavioral trait domain characterized by self-centered grandiosity, arrogance, manipulativeness, and other characteristics (Alarcón & Sarabia, 2012).

Rational of the Study

The purpose of the study is to know how TikTok is affecting our teenagers, what are its impact on them and how does it lead to narcissism. This research addresses the TikTok addiction that is affecting those people who are inspired by TikTok videos and people making those videos. TikTok nowadays is creating different kinds of conflicts among both the genders i.e., inferiority complex, superiority complex and beauty complex. As in September 2019 it exceeded Facebook, Instagram, YouTube and Snapchat in monthly installs in the app store. As TikTok is a high rated app in the Google play store which is 4.6 billion and makes their application highly qualified merging artificial intelligence and image capture. A serious gap can be identified in this study. The major audience to this app is teenagers. Yet this app is exploited by many users and displays Tiktok as an app with more negative impact than positive. In the recent past, there have been many cases where people have hurt themselves very seriously while making videos for Tiktok. Some of these injuries even resulted in death. Keeping the negative consequences of this app in view the current study has been designed to carry out to explore its impact on narcissistic personality traits.

Objectives

- To understand how TikTok usage and narcissistic personality traits interact.

- To study the role of gender in the relationship between TikTok use and narcissistic personality traits.

- To find out the effect of socioeconomic status on the relationship between TikTok use and narcissistic personality traits.

- To ascertain the impact of marital status on the impact of TikTok use and narcissistic personality traits.

Hypotheses

1. TikTok use will significantly enhance narcissistic personality traits among youth.

2. TikTok use will have a more significant impact on narcissistic personality trait for females as compared to males.

3. TikTok use will be a more significant predictor of narcissistic personality traits for upper as compared to middle and lower classes.

4. There will be significant role if TikTok use in enhancing narcissistic personality traits among unmarried as compared to married youth.

Method

Procedure

Before initiating the formal research, permission was taken from the principal of the school and college, and head of each department of university. The subjects were contacted in groups. After establishing rapport and getting the informed consent, demographic information sheet, a self-constructed TikTok Use Scale and Hyper Sensitivity and Narcissism Scale (HSNS) (Hendin & Cheek, 1997) were administered successively on a sample of 200 school, college and university students with the age range of 15-30 years. Respondents were requested to fill all these questionnaires honestly and completely. In case of any difficulty faced by the respondents in understanding of language or idea, they were helped accordingly.

Sample

The data was collected through convenient sampling technique from different schools, colleges and universities, and the age range comprised from 15-30. The sample consisted of two hundred (N=200) school, college and university students. The data was analysed on SPSS.

Inclusion Criteria: Only TikTok users or those who have knowledge about it will be included in the sample.

Exclusion Criteria: Those students who do not use TikTok or have no idea about it will not be the part of the study.

Instruments

The instruments used in the study are the following:

The Hypersensitivity Narcissism Scale (HSNS)

This scale was developed by Hendin and Cheek. in 1997. The scale measures narcissistic tendencies. There were 10 items which had significantly positive correlations with the composite measure of covert narcissism in both samples. These 10 items formed a reliable scale which were named the Hypersensitive Narcissism Scale. Reliability of the HSNS total Scale score was satisfactory (Cronbach's alpha = .73, Interclass Correlation Coefficient = .67). With regards to concurrent validity, covert narcissism (HSNS) correlated positively with open narcissism, severity and disability due to drug use, and negatively with self-esteem. Highest scores on the HSNS corresponded to borderline, narcissistic and passive-aggressive personality disorders.

TikTok Use Scale:

This is a self-constructed questionnaire consisting of 19 items. It was developed to be administered on the subjects to find out the frequency and the use of TikTok. The items are rated on a five point Likert scale that is used to score the items from (from 1=never to 5=always).

Results

Table-1: *Psychometric properties of major study variables (N=200)*

Scales	No. of items	M	SD	α	Range Actual	Range Potential	Skew
HSNS	10	34.14	7.400	.752	10-50	16-48	-.414
TUS	19	63.21	19.849	.951	19-95	19-91	-.554

Note: HSNS=Hyper Sensitivity Narcissism Scale; TUS= TikTok Use Scale

Table-2: *Simple Regression Analysis of TikTok Use predicting Hyper Sensitivity Narcissism (N=200)*

	TikTok Use Scale (n=200) B	SE(B)	β
Constant	22.679***	1.534***	
TUS	.181***	.023***	.486

*Note: R^2=.236, *=p<.05, **=p<.01 &***=p<.001.   TU: TikTok Use*

Table 2 shows regression analysis of TikTok predicting hypersensitivity narcissism among adolescents of Peshawar. TikTok use (B=.181 is significant (p<.000) seems to be related to hyper sensitivity narcissism. This shows that TikTok use is an important factor in enhancing hypersensitivity narcissism. The proportion of variance in hypersensitivity narcissism can be predicted from TikTok use (R^2=.236). This shows that TikTok use is causing 23% change in hypersensitivity narcissism.

Table-3: *Simple Regression Analysis of TikTok Use (TUS) predicting Hyper Sensitivity Narcissism (HSNS) among gender (N=200)*

	Male n=113			Female n= 87		
	B	SE(B)	β	B	SE(B)	β
Constant	21.836	2.192***		22.476	2.223***	
TUS	.184	.031***	.486	.199	.036***	.510

Note: Male R^2 =.237; Female R^2 =.260;*=p<.05; **=p<.01 &***=p<.001;

TU= TikTok Use

Table 3 shows regression analysis of Tiktok Use predicting hypersensitivity narcissism among gender. For male TikTok use (B=.184) is significant (ρ<.000) seems to be related to hypersensitivity narcissism. This shows that TikTok use is an important factor in promoting hypersensitivity narcissism. For female subjects also TikTok use (B=.199) is significant (ρ=.000) seems to be related to hypersensitivity narcissism but the proportion of variance in hypersensitivity narcissism that can be predicted from TikTok use is greater for female subjects (R^2=.260) as compared to male subjects (R^2=.237).

Table-4: *Simple Regression Analysis of TikTok Use (TUS) predicting Hyper Sensitivity Narcissism (HSNS) among socio-economic status (SES) (N=200)*

	Upper (n=34)			Middle (n=147)			Lower (n=19)		
	B	SE(B)	β	B	SE(B)	β	B	SE(B)	β
Constant	22.130	2.621		20.944	1.887		28.594	7.199	
TUS	.156	.041	.556	.204	.028	.516	.092	.112	.196

Note: Upper R^2 =.309; Middle R^2 =.266 Lower R^2=-.018; *=p<.05; **=p<.01 &***=p<.001.   TU: TikTok Use

Table 4 shows regression analysis of TikTok Use predicting hypersensitivity narcissism among socio-economic status (SES). For upper class TikTok use (B=.156) is significant (p<.000) seems to be related to hypersensitivity narcissism. This shows that TikTok use is an important factor in promoting hypersensitivity narcissism. For middle class, subjects also TikTok use (B=.204) is significant (p=.000) seems to be related to hypersensitivity narcissism. For lower class, subjects also TikTok use (B=.092) is significant (p=.001) seems to be related to hypersensitivity narcissism. The proportion of variance in hypersensitivity narcissism that can be predicted from TikTok use is greater for upper class subjects (R^2=.309) as compared to middle class subjects (R^2=.266) and lower class subjects (R^2=.018).

Table-5: *Simple Regression Analysis of TikTok Use (TUS) predicting Hyper Sensitivity Narcissism (HSNS) among marital status (N=200)*

	Married n=64			Unmarried n= 136		
	B	SE(B)	β	B	SE(B)	β
Constant	28.711	3.286***		21.256	1.718***	
TUS	.111	.031***	.284	.194	.036***	.535

*Note: Married R^2 =.08;, Unmarried R^2 =.287; *=p<.05; **=p<.01 &***=p<.001.*

TU: TikTok Use

Table 5 shows regression analysis of TikTok Use predicting hypersensitivity narcissism among marital status. For married TikTok use (B=.111) is not significant (ρ<.023) seems not related to hypersensitivity narcissism. This shows that TikTok use is not an important factor in promoting hypersensitivity narcissism among married people. For unmarried subjects TikTok use (B=.194) is significant (ρ=.000) seems to be related to hypersensitivity narcissism. The proportion of variance in hypersensitivity narcissism that can be predicted from TikTok use is greater for unmarried subjects (R^2=.287) as compared to married subjects (R^2=.081).

Discussion

The purpose of the present research is to find out the impact of TikTok use on narcissism. Additionally, it examines the association between TikTok use and narcissistic personality traits in relation to gender, marital status, socioeconomic position, and account type. Results of hypothesis I showed that TikTok is a significant predictor of narcissism. It was also demonstrated in a study by Buunk

and Gibbons (2006) that by creating the dubbed videos, people tended to imitate those who were perceived to be similar to themselves and boost their self-esteem.

This is in line with the core idea of self-comparison orientation theory, which states that, "the inclination to compare one's accomplishments, one's situation, and one's experiences with those of others."Similar to the drawbacks of other social networking sites, as virtual competition for likes grows, some films are produced to be overly glitzy and alluring in an effort to attract more viewers. The worrying message is that an addicted youngster will broadcast sensitive footage in order to gain many views, regardless of the consequences. What initially served as a means of self-expression and an escape from the difficulties of the actual world may gradually turn into a focal point for societal effects as well (Kumar & Prabha, 2019).

The second hypothesis regarding the gender that TikTok use will have a more significant impact on narcissistic personality trait for females as compared to males was supported statistically significant. According to comparable findings from a previous study, there are gender variations in teenage production, consumption, and distribution of leisure content on social networks (De-Arroyabe et al., 2018). Another study, by Bossen and Kottasz (2020), have observed that pre-adolescent females make up the majority of TikTok users, engaging in passive behaviors such as passive consumption (watching), involvement (liking and sharing material), and contribution of content. From a female perspective, Wang (2020b) investigates how girls use their Personal Branding to gain followers on TikTok. She finds that girls prefer to share videos with simple backgrounds and casual attire, though she notices differences between Chinese girls and American girls, who favour using more straightforward editing techniques in their videos on Douyin (TikTok in China).In the same social media platform, Khattab (2019)

examines users' facial, body, and clothing expressions throughout three TikTok challenges and comes to the conclusion that TikTok illustrates the normalization of stereotypical body images of beauty and gender.

The third hypothesis was that TikTok use will be a more significant predictor of narcissistic personality traits for upper as compared to middle and lower classes which was supported statistically at $p<.000$. According to a recent survey, adults who use TikTok tend to be younger, less educated, and have families. They also tend to live in urban regions. In contrast to expectations, neither a gender impact nor a student effect was discovered. Additionally logistic regression analysis on DAU numbers reveals individual variations in socio demographic background when comparing SNS Facebook, Twitter, Instagram, and TikTok (Hellemans et al., 2021).

The fourth hypothesis was that there will be significant role if TikTok use in enhancing narcissistic personality traits among unmarried as compared to married youth. Another study indicated that social media addiction was more common among single people than married persons, with male participants showing more "severe" addiction than female participants. Participants in the graduating and postgraduate groups displayed a similar pattern. It was discovered that participants who were employed had less of an SNS (social networking sites) addiction than students did. Higher levels of addiction were evident among participants in the lower income category, the unmarried, and those living with relatives (Sinha & Chandiok, 2020). Another study, conducted by Raj et al. in 2018, found that participants who are single or unmarried are more addicted to social media than people who are married. Participants who had graduated were found to be more addicted than participants who had not graduated; this could be because of the greater responsibility that comes with higher educational

attainment. The participants' lower yearly income is associated with a higher level of SNS addiction (Raj et al., 2018).

Conclusion

Impact of TikTok use on narcissistic personality traits among youth in Peshawar, Pakistan. This study has provided evidence that there is a significant effect of TikTok use and in the development of narcissistic personality traits among youth. There are gender differences which showed that TikTok use and the development of narcissistic personality traits because of it is more found among females than in men. This study also shows that TikTok use is a more significant predictor of narcissistic personality traits for upper as compared to middle and lower classes, also it plays significant role in enhancing narcissistic personality traits among unmarried as compared to married youth. All of these are found statistically significant.

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