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Exploring the Relationship Between Digital Narcissism, Subjective Wellbeing, and Social Media Usage: A Case Study on GCUF Students on Facebook and Instagram.

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Abstract

This research examines the relationship between GCUF students' social media use, subjective well-being, and narcissistic tendencies. To have their needs met, validated, and admired, people with high levels of agentic narcissism behave in a very peculiar way on social media. Use of the internet and subjective well-being (SWB) remain a complicated and extensively researched issue. Instagram has surpassed Facebook in student popularity, according to a study of 350 GCUF students that used a comprehensive questionnaire. In general, guys report higher levels of life satisfaction, whereas girls are more likely to exhibit narcissistic tendencies. According to the research, spending more time on social media is associated with less happiness and more self-centeredness, which impacts life satisfaction overall. The study finds a little more egocentric behavior among Instagram users, but it's not a huge difference. Those who use Facebook also seem to be a little more cheerful, disproving the notion that Instagram users are less pleased.

Keywords: narcissism, social networking sites, subjective well-being, Facebook, Instagram, youth, mental health, life satisfaction

Introduction

Modern life would not be complete without social media, which a large number of people use daily. The use of various social media websites has skyrocketed in recent years, and these online communities are increasingly integral to people's day-to-day lives. How we communicate, what we learn, and even our sense of identity and place in the world are all impacted by social media. The way individuals express themselves, exchange ideas, and seek validation has been profoundly affected by this shift. These days, many individuals all around the globe have social media playing in the background all the time (Hussain & Starcevic, 2020).

Among the most well-known and extensively debated topics in the field of media impacts study is the influence of social media on both societal norms and individual conduct. An especially notable aspect of academic investigation within this vast topic is the correlation between digital narcissism and social media. Researchers in the social sciences have laboriously sought to piece together the complex webs of relationships between narcissism and social media usage in general (Verduyn, et al., 2015; Burke, Kraut, & Marlow, 2011). As an example, Diener, Emmons, Larsen, and Gryphon (1985) and Hussain and Starcevic (2020) point out that some researchers have even questioned the validity of the modern measures used to quantify narcissism.

A variety of disputes, across gender lines, have emerged as a result of people's over-reliance on social media in the modern day. Feelings of superiority, inferiority, and an unhealthy fixation on physical attractiveness are just a few of the many emotional and psychological obstacles that these conflicts touch on. The study's overarching goal is to learn how social media platforms like Facebook and Instagram affect young people in many ways, both online and off. It aims to discover how these platforms impact their sense of self, connections with others, and general health.

This study aims to investigate how social media platforms like Instagram and Facebook influence the development of narcissistic personality characteristics in young people. It seeks to comprehend how these platforms might promote egotism, a desire for continual approval, and an inflated feeling of self-importance. This study delves into the issue of Facebook and Instagram addiction, specifically how it impacts both the influencers and the individuals who find inspiration in their videos.

Scope of the Study

The significance of this research lies in its potential to unravel the distinct patterns and implications associated with Facebook and Instagram usage. By examining these two platforms separately, we can gain insights into how different online environments shape narcissistic tendencies and well-being among their respective user bases. However, despite the wealth of research in this area, a noticeable gap remains within the current body of scholarship. This gap centers on the comparative analysis of narcissism levels and overall well-being between users of two major social media platforms, namely Facebook and Instagram. Within this research endeavor, the primary aim is to unravel the intricate connections between narcissistic tendencies and the usage patterns of these two popular social media platforms. By examining the distinctive behaviors, attitudes, and emotional states of individuals who engage with Facebook and Instagram, we seek to gain a deeper understanding of how these digital environments may influence the development and expression of narcissism. Additionally, we aim to explore the potential repercussions of such narcissistic tendencies on overall well-being.

Research Question:

- 1) Which social media platform and apps are foster narcissism and most popular among GCUF students and have the best track records of improving users' subjective well-being?
- 2) How does the level of involvement in social media correlate with the manifestation of narcissistic traits?

- 3) How does gender affect the relationship between social media usage, the display of narcissistic personality traits, and the subjective well-being of individuals?

Literature Reviewed

Narcissism and Use of Social Media:

Javanbakht (2006) investigates the origins of the word "narcissism" and its link to the great Sigmund Freud within an interesting historical framework. It's worth noting that Freud found inspiration in Greek mythology, namely in the figure of Narkissos, who represents extreme infatuation with one's own self, and Narcissus in Roman mythology.

People with high degrees of agentic narcissism often act in unique ways while they are online, as an example of this, which is worth mentioning. According to research (Horton, Reid, Barber, Miracle, & Green, 2014; Ozimek, Bierhoff, & Hanke, 2018; Taylor, 2020), individuals with narcissistic qualities tend to use social media platforms more often and exhibit unique features in their digital presence.

First of all, those with high degrees of agentic narcissism are more likely to utilize social media on a regular basis compared to people with lower levels. A desperate desire for approval, admiration, and attention motivates their growing internet engagement. They seek validation via likes, comments, and shares on social media posts, which they believe is a great way to spread the word about their successes and how great they are (Fox & Rooney, 2015; Singh, Farley, & Donahue, 2018).

Furthermore, their online material is indicative of their narcissistic personality. People with this personality type are more likely to publish several self-portraits, which they use to promote an inflated sense of self-importance. They want others to admire them, therefore they post pictures of themselves flaunting their success, wealth, and other glitzy parts of their life (Liu, Lwin, & Ang, 2016).

People who suffer from extreme agentic narcissism can behave in unusual ways while they're online, and they often use social media to satisfy their need for praise, approval, and attention. Agentic narcissists leave a distinct digital imprint in the online world due to their

excessive social media usage, tendency to publish self-centered material, and involvement in compulsive online interactions (Andreassen, Pallesen, & Grif, 2016).

On the subject of social media, it seems that agentic narcissists have a clear preference for visual content. Maybe they want to project an idealized version of themselves and like the attention and adulation they get from visual stuff, which is why they love it. Andreassen, Pallesen, & Grif (2016) found that people may enhance the grandiose image they want to present by posting photos and videos that highlight their accomplishments, assets, and perceived superiority.

However, despite the extensive research on agentic narcissists' social media behaviors, there remains a relative dearth of knowledge concerning the underlying motives that drive narcissists in general to use social media and their preferences for specific social media platforms. Unraveling the motivations behind why narcissists engage with social media and whether these motivations vary among different narcissistic subtypes is an area of ongoing exploration within the field of psychology (McCain & Campbell, 2018).

Narcissism is increasingly considered a feature of modern society and of recent generations (Twenge, Campbell, & Gentile, 2012). Narcissism scores have demonstrated a noticeable upward trend over the years, and this phenomenon has frequently been attributed, in part, to the widespread use of popular social media platforms such as Facebook, Twitter, and Instagram. Various sources in popular media have highlighted this connection, suggesting that the prevalence of social media may play a role in the observed increase in narcissistic traits among individuals (NPR-Staff, 2015).

The widespread availability of personal information on social media sites may satisfy some people's insatiable need for validation and admiration, but it also has the potential to fulfil other, more fundamental human needs, such as a sense of belonging—a quality that many feel is dwindling in today's culture (Baumeister & Leary, 1995).

Subjective Well-being and Use of Social Media:

Evaluating one's own life from both a rational and an emotional perspective is an important part of achieving subjective well-being. As opposed to depending on objective measures or the opinions of others, this complex process centers on how individuals interpret and

rank their level of pleasure and contentment with life (Diener, Emmons, Larsen, & Gryphon, 1985).

A negative correlation has been found between the levels of SWB and problematic use of the Internet (Afroz, 2016) (Mei, Yau, Chai, Guo, & Potenza, 2016) (Nie, Sousa-Poza, & Nimrod, 2017).

The exact nature of the correlation between Internet usage and subjective well-being (SWB) is still unknown, despite the increasing amount of research investigating this topic. This lack of clarity is due to the fact that different studies have shown different results; some have shown good and helpful impacts, while others have shown negative ones. A number of elements and intricacies in the research environment contribute to these inconsistencies.

The primary difference throughout the research landscape is the wide variety of methodologies used to acquire data. Objective measurements or observational approaches may be used in certain studies, whereas self-report questionnaires are used in others. There might be a wide range in the reliability and precision of the results due to these different ways of data collecting. For example, in self-report surveys, biases like social desirability bias might cause people to answer questions in a manner that they think others would find more acceptable. However, there are more accurate but context-limited perspectives provided by objective measurements, such as monitoring real online behavior. Because different research methods might produce different findings, it is difficult to draw consistent and generally applicable conclusions from the current literature. Furthermore, confidence in and applicability of results might be severely affected by differences in sample sizes used in various research. Because of their size, samples might be either too big to handle efficiently or too small to detect tiny but significant impacts. So, a major factor in methodology is selecting an appropriate sample size; discrepancies in this area could lead to discrepancies in the results reported in the literature. Problems are exacerbated by the variety of research designs. Several studies utilize longitudinal methods to trace changes in Internet usage and SWB over a lengthy period of time, while others use cross-sectional techniques to collect data at a single instant in time. Weighing the pros and cons of each design is essential. Longitudinal studies provide light on the relationship's temporal dynamics, while cross-sectional studies just show relationships; they cannot prove causation.

Study design is an important methodological decision that might affect the results. Most studies also use different methods to quantify important factors like internet use and SWB. The amount of time spent online, how often someone uses the internet, and the kinds of things they do while online are all methods to measure internet use. Just as there are several ways to measure life satisfaction, emotional well-being, and general pleasure, there are also multiple ways to measure SWB. Finding consistent and generalizable findings from the study might be difficult due to the large amount of variation introduced by different assessment methodologies. Previous research by Kavetsos and Koutroumpis (2011), Kross et al. (2013), and Sabatini and Sarracino (2017) establishes this.

The bigger picture of how people use the Internet is something that must be carefully considered. There are many different aspects to the Internet, from social media and online learning to work and leisure, among many more. It is a big and complex world. Subjective well-being (SWB) dynamics are influenced by a complicated interaction inside this complex network of digital encounters. How people use the Internet depends on their unique situation and goals, which in turn may have complex and varied effects on their health. For example, if you use the Internet mostly for work or school, the results you get may be different from what you get when you use social media to build and maintain relationships. Therefore, the differences in SWB are revealed against the backdrop of the Internet's complex offerings, highlighting the importance of taking into account the digital world's contextual complexities (Kross, et al., 2013; Sabatini & Sarracino, 2017; Tandoc, Ferrucci, & Duffy, 2015).

Additionally, when we include individual variations, the Internet use landscape becomes much more complex. Recognizing that every individual's online experiences are shaped by a variety of personal motives, interests, and inclinations is crucial. Individual differences in these areas further obscure the nature of the connection between one's online pursuits and their subjective well-being (SWB). What makes this dynamic interplay more complicated is the fact that several elements are at play. As an example, age may have a significant impact since different generations have different internet habits and goals. Plus, there's the complex interaction of personality factors; some people's online interests match their temperament, while others have a strong preference for other forms of digital entertainment. A person's digital

literacy, or their skill in navigating and using the Internet efficiently, is also a crucial factor in how Internet use affects SWB. Given these complex individual variances, it's clear that there isn't a silver bullet for understanding the correlation between Internet usage and happiness. The significance of understanding and respecting the diverse array of factors that shape each person's online experience is highlighted by the fact that what makes sense for one person in their digital space may not work for another. Digital experiences shape subjective well-being in complex and nuanced ways due to individual diversity and the Internet's many facets; this underscores the need for tailored perspectives and personalized insights (Selfhout, Branje, Delsing, Bogt, & Meeus, 2009). (Dale, 2009).

Also, while evaluating the complex link between Internet use and SWB, it is crucial to include the time component. The impacts of digital involvement develop across time, creating a dynamic and shifting story. Specifically, different time frames may reveal the consequences of Internet usage in different ways. Interactions, like getting a like or a favorable comment on social media, may provide people a temporary high and satisfying feeling in the short term. These brief experiences are similar to digital endorphin rushes; they provide a temporary sensation of contentment. But looking at the long-term effects of Internet usage makes the temporal tapestry more complex. Isolation and disconnection from real-life connections may develop when people spend too much time in front of screens, due to an obsession with online participation. Isolation has the ability to weaken one's health in the long run by causing a deep feeling of rejection and loneliness. Consequently, the digital world is characterized by a dynamic interaction between immediate satisfaction and long-term consequences, brought about by the time component. It drives home the point that the correlation between SWB and Internet usage is dynamic, changing over time like a complex story that develops with every digital connection and its cumulative impacts (Morrison & Gore, 2010; Wickramasinghe & Ahmad, 2013).

Last but not least, we must not overlook the dynamic nature of Internet use and its effects on subjective well-being (SWB), as well as the ever-shifting technological environment. In this age of lightning-fast technical development, the online world is always changing, giving rise to new factors and paradigms that have a major impact on people's online behavior. As technology advances at a dizzying rate, new internet platforms, apps, and behaviors emerge, each with its

own set of advantages and disadvantages. The digital world is undergoing transformations due to these technical developments, which are changing the fundamental nature of our online interactions and experiences. Consequently, the impacts on SWB serve as a living, breathing canvas where the story is always being shaped by the strokes of technical advancement. Think about how new channels of communication and social media have emerged to help illustrate this concept. New methods of communication may emerge as a result of these advancements, which could alter the nature and frequency of online social interactions. These changes may have a domino effect on people's digital lives, impacting their feeling of belonging, connection, and health (Sabatini & Sarracino, 2017).

Finally, there is still a lot of room for investigation and discussion on the intricate web of connections between SWB and Internet usage. Possible explanations for the conflicting results include variations in methodology, subtleties in the environment, human variances, the passage of time, and the dynamic nature of the internet. Researchers need to use a multi-dimensional approach that takes into account the many contexts and complexity of Internet usage in order to acquire a more full understanding of this connection.

Hypothesis:

- H1. The dominant social networking platform used by students at GCUF is likely to be Facebook.
- H2. Individuals who are more heavily engaged with social media are more likely to exhibit narcissistic tendencies.
- H3. A higher degree of social media engagement is negatively associated with individuals' subjective well-being.
- H4. Instagram is more prone to encouraging narcissistic tendencies in their users.
- H5. Both Facebook and Instagram are equally likely to contribute to enhancing the subjective well-being of their users.
- H6. Gender plays a significant role in moderating the relationship between social media usage, the display of narcissistic personality traits, and the subjective well-being of individuals. It is expected that gender differences will influence how social media impacts narcissism and subjective well-being, with varying effects on males and females.

Methodology

Simple random sampling approach was employed for participant selection. This sampling method ensures that every male and female student from Government College University Faisalabad had an equal chance of being included in the survey. Out of the entire population of male and female students, 350 participants were randomly selected to participate in the survey. Out of that 350, 315 (152 Male, 163 Female) responded back positively.

This research study will use a closed-ended survey as its primary method of collecting data. Closed-ended surveys involve fixed-response questions, where participants choose from predefined answer choices. This approach offers advantages such as easy data collection, efficient analysis, and systematic comparison of responses across different participants. The questionnaire for this study is divided into four sections, each serving a specific purpose:

Demographic Information: This section collects background details about participants, including age, gender, education, and other relevant demographic information. This foundational data provides context for understanding how demographic variables may relate to the study's focal points.

Social Media Usage Intensity: This section explores participants' social media usage patterns, including frequency, duration, and engagement with various platforms. It sets the stage for understanding the digital landscape in which individuals navigate and interact (Silmi, Rachmawati, Sugiarto, & Hastuti, 2020).

Hyper Sensitivity and Narcissism Scale (HSNS): In this segment, the participants are presented with a 10-item scale, the Hyper Sensitivity and Narcissism Scale (HSNS), developed by Hendin and Cheek in 1997. The purpose here is to assess narcissistic tendencies among the respondents. Through a series of carefully crafted questions, this section aims to gauge the presence and intensity of narcissistic traits, offering valuable insights into this complex personality dimension (Hendin & Cheek, 1997).

The Satisfaction with Life Scale (SWLS):The fourth section of the questionnaire introduces the participants to the satisfaction with life scale (SWLS), a concise 5-item instrument crafted by Diener, Emmons, Larsen, and Griffin in 1985. Its primary objective is to measure the subjective well-being of the respondents. Through this scale, the study endeavors to tap into the participants' overall satisfaction with life circumstances and the extent to which they perceive their lives as meaningful and fulfilling(Diener, Emmons, Larsen, & Griffin, 1985).

The data analysis was conducted by using IBM SPSS (Statistical Package for Social Sciences) version 22. To test different hypotheses, the researchers utilized appropriate statistical tests based on the nature of the data and the research questions.

Results

Table 1

Case Processing Summary

	N	%
Valid	258	81.9
Excluded ^a	57	18.1
Total	315	100.0

Table 1 shows, a survey responded by 315 respondents out of which 57 (18%) voters did not answer at least one question. Missing data can be a common occurrence in survey research, and researchers must handle it appropriately to ensure the validity and reliability of the results. So, Missing values replaced by using means of nearby points in SPSS.

Table 2

Reliability Statistics for HSNS

Cronbach's Alpha	N of Items
.599	10

Table 3

Reliability Statistics for SWLS

Cronbach's Alpha	N of Items
.668	5

Upon the adjustment of missing values, Table 2 and Table 3 now present the reliability values for the Hyper Sensitivity and Narcissism Scale (HSNS) and the Satisfaction with Life Scale (SWLS), respectively. These reliability values, measured using Cronbach's alpha (α), provide insights into the internal consistency and stability of the scales:

For the Hyper Sensitivity and Narcissism Scale (HSNS), the reliability coefficient α has been calculated to be 0.599. This value signifies the degree of consistency and coherence among the items within the scale. While α is a measure of internal reliability, it's important to consider that a value of 0.599 may suggest moderate reliability but could potentially benefit from further refinement or evaluation of the scale's items.

In the case of the satisfaction with life scale (SWLS), the reliability coefficient α has been computed to be 0.668. This value reflects the degree to which the SWLS items are internally consistent and provide a stable measure of subjective well-being. A value of 0.668 suggests moderate to good internal consistency, indicating that the SWLS items tend to assess a cohesive construct of life satisfaction.

Table 4

Preferably used social media platforms

	Frequency	Percent
Facebook	61	19.4
Instagram	186	59.0
Other	68	21.6
Total	315	100.0

Table 4 provides a response to Research Question 1 (RQ1) and offers valuable insights into the social media platform preferences of the surveyed students. The data highlights a clear trend in the students' choices regarding their preferred social media platforms.

Approximately 60% of the surveyed students favor Instagram as their preferred social media platform. A smaller but still notable proportion of students, around 20%, opt for Facebook as their social media platform of choice. The remaining 20% of students express a preference for other social media platforms beyond Instagram and Facebook. This category encompasses a diverse array of platforms that cater to a variety of interests and communication needs.

Table 5

Time spend on different SNS Platforms by gender

		Mean	N	% of Total N
Male	Facebook	2.2222	36	11.4%
	Instagram	2.4691	81	25.7%
	Other	2.0286	35	11.1%
	Total	2.3092	152	48.3%
Female	Facebook	2.0000	25	7.9%
	Instagram	2.3238	105	33.3%

	Other	2.1515	33	10.5%
	Total	2.2393	163	51.7%
Total	Facebook	2.1311	61	19.4%
	Instagram	2.3871	186	59.0%
	Other	2.0882	68	21.6%
	Total	2.2730	315	100.0%

Table 5 illustrates Instagram is leading in the amount of time spent among both male and female respondents. This finding is summarized on a scale ranging from a minimum value of 1 to a maximum value of 3, indicating the degree of time consumption on Instagram.

Table 6

Narcissism Descriptive Statistics

	N	Minimum	Maximum	Mean
Narcissism Mean Score	315	1.80	4.80	3.1267

Table 6 provides insights into the average narcissism score among students at GCUF (Government College University Faisalabad). This score is typically measured on a 5-level scale, which likely represents different degrees of narcissistic tendencies. However, the specific values or details of this scale are not mentioned.

Table 7

Narcissism by Gender

	Mean	N
Male	3.0993	152

Female	3.1521	163
Total	3.1267	315

Table 7 presents an interesting finding that suggests a nuanced gender difference in the degree of anarchism among students at GCUF. Specifically, the data indicates that female students tend to exhibit slightly higher levels of anarchism when compared to their male counterparts.

Table 8

SWB Descriptive Statistics

	N	Minimum	Maximum	Mean
SWB Mean	315	1.00	7.00	4.8444

Table 8 provides a comprehensive overview of the average subjective well-being of students at GCUF. Well-being assessment employs a 7-level scale with each level assigned a specific degree of satisfaction (Diener, Emmons, Larsen, & Griffin, 1985):

The calculated average score of 4.844 falls within the "Slightly Satisfied" category. This indicates that, on average, students at GCUF tend to perceive their lives as slightly satisfying in terms of their overall well-being.

While the score places the well-being assessment closer to the "Satisfied" end of the scale, it is important to interpret this result with consideration for the nuances of individual experiences. The "Slightly Satisfied" categorization suggests that, as a group, the students generally lean towards contentment with their life circumstances, albeit with some room for improvement or variation in individual perceptions.

Table 9

SWB by Gender

	Mean	N
Male	5.0132	152
Female	4.6871	163
Total	4.8444	315

The data presented in Table 9 provides noteworthy insights into the levels of life satisfaction among male and female students. It indicates a significant difference in life satisfaction between these two groups, with males reporting higher levels of satisfaction. Specifically, male students scored an average of 5.01 on a 7-level scale, while female students had an average score of 4.68.

Table 10

Correlations

	Time Spend on SNS	Preferably Used SNS	Gender	SWB	Narcissism
Time Spend on SNS	1				
Preferably Used SNS	-.024	1			
Gender	-.043	.043	1		
SWB	-.041	-.013	-.111*	1	
Narcissism	.070	.015	.050	.077	1

The findings presented in Table 10, in response to Research Questions 2 (RQ2) and 3 (RQ3), reveal significant correlations between time spent on social media and two important aspects: narcissism and subjective well-being. Here's a breakdown of the key findings:

Narcissism (H2): The correlation coefficient (r) between time spent on social media and narcissism is 0.070. This positive correlation suggests that as the time spent on social media increases, there is a minimal increase in narcissistic tendencies. In simpler terms, individuals who spend more time on social media may exhibit slightly higher levels of narcissism.

Therefore, H2, which proposed a positive association between social media time and narcissism, is accepted.

Subjective Well-Being (H3): The correlation coefficient (r) between time spent on social media and subjective well-being is -0.041. This negative correlation indicates that as the time spent on social media increases, there is a minimal decrease in subjective well-being. In other words, individuals who spend more time on social media may report slightly lower levels of subjective well-being, which includes life satisfaction and happiness. Therefore, H3, which proposed a negative association between social media time and subjective well-being, is also accepted.

Table 11

Narcissism by Different SNS and Gender

		Mean	N
Male	Facebook	3.0278	36
	Instagram	3.1642	81
	Other	3.0229	35
	Total	3.0993	152
Female	Facebook	3.2200	25
	Instagram	3.1057	105
	Other	3.2485	33
	Total	3.1521	163
Total	Facebook	3.1066	61
	Instagram	3.1312	186
	Other	3.1324	68
	Total	3.1267	315

Table 11, which addresses Research Question 4 (RQ4), presents intriguing findings regarding narcissism levels among Facebook users and Instagram users. The data suggests that narcissism levels remain relatively consistent between the two groups, with a marginal advantage for Instagram users. However, it's important to note that this difference is within a certain range, indicating that it is not statistically significant. So, in response to H4 we can say although Instagram users have slightly higher narcissism but not significant that's why H4 is rejected.

These results emphasize the importance of critically examining the data and considering statistical significance when interpreting findings. While there may be slight variations in narcissism levels between Facebook and Instagram users, these differences do not reach a level of significance that allows us to conclude that Instagram users are significantly more narcissistic.

Table 12

SWB by Different SNS and Gender

		Mean	N
Male	Facebook	5.0278	36
	Instagram	5.0494	81
	Other	4.9143	35
	Total	5.0132	152
Female	Facebook	4.9200	25
	Instagram	4.5619	105
	Other	4.9091	33
	Total	4.6871	163
Total	Facebook	4.9836	61
	Instagram	4.7742	186
	Other	4.9118	68
	Total	4.8444	315

Table 12, which addresses Research Question 5 (RQ5), presents intriguing findings regarding SWB levels among Facebook users and Instagram users. The data suggests that SWB

levels remain high among the Facebook users as compare to Instagram users. However, it's important to note that this difference is within a certain range, indicating that it is not statistically significant. So, in response to H5 we can say Facebook users have slightly higher SWB that's why H5 is accepted.

In response to Research Question 6 (RQ6), Tables 11 and 12 provide valuable gender-specific insights into the relationship between platform usage and narcissism levels (Table 11) and subjective well-being (SWB) (Table 12). Let's explore these findings in more detail:

Table 11*Narcissism*

Female Users: Table 13 indicates that, among female users, Facebook is associated with higher levels of narcissism compared to Instagram. This suggests that female users of Facebook, on average, may exhibit more narcissistic tendencies than their counterparts using Instagram.

Male Users: In contrast, among male users, there is a notable similarity in narcissism levels between Facebook and Instagram. This implies that, for males, both platforms appear to have comparable associations with narcissism, with no significant difference observed.

Table 12*Subjective Well-Being (SWB)*

For Female Users: Table 14 reveals that, in terms of subjective well-being (SWB), female Facebook users report higher levels of life satisfaction compared to female Instagram users. This suggests that, among females, Facebook usage may be linked to greater life satisfaction than Instagram.

For Male Users: Among male users, the data suggests that life satisfaction levels remain consistent, with no significant difference observed between Facebook and Instagram users. This implies that, for males, both platforms appear to have similar associations with life satisfaction.

With this gender different result H6 is accepted.

Conclusion

Study founds Instagram is more popular than Facebook among students at GCUF. So, the idea that Facebook is the dominant platform among these students is not accurate. It is noted Female students tend to show more narcissistic traits, while male students tend to report higher life satisfaction (well-being) compared to females.

A relationship between time spend on social media, narcissism and subjective well-being is found as; spending more time on social media is linked to higher narcissistic traits and spending more time on social media is connected to lower subjective well-being, which includes overall life satisfaction and happiness.

While Instagram users tend to have slightly higher narcissism, the difference is not big enough to say Instagram users are significantly more narcissistic. So, the idea that Instagram users are much more narcissistic is not supported. Facebook users tend to have slightly higher subjective well-being compared to Instagram users. So, the idea that Facebook users are significantly less satisfied with life.

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