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Narcissistic attitudes and online behaviour on facebook platform of millennial police officers

Munkh-Ulzii Battumur • Delgerjav Munkhnasan



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Munkh-Ulzii Battumur¹, Delgerjav Munkhnasan^{2*}

¹Doctoral student, National University of Mongolia,

psychologistmunkhulzii@gmail.com

²PhD, Department of Psychology, National Univeristy of Mongolia,

delgerjav@num.edu.mn

Abstract—Facebook utilization and conduct within the digital sphere among law enforcement personnel were systematically assessed against predetermined criteria, juxtaposed with metrics indicative of narcissistic predispositions. When designing the research, police officers involved were stratified into cohorts according to their birth years: young millennials, encompassing those born between 1991 and 2000, and older millennials, representing individuals born between 1977 and 1990. The purpose of the present research is to assess the attitudes of 56 police officers toward their work by examining their online behavior, and it involves a cohort of 56 officers/users of Facebook. Consequently, with a significance level (sig) of 0.06 falling below the predetermined alpha value of 0.05, the null hypothesis (H_0) is rejected as a consequence of the research analysis. Consequently, the variance observed in narcissistic inclinations between the young and older millennial groups surpasses disparities in their Facebook usage behaviors. Furthermore, the individual levels of narcissism, sensation-seeking tendencies, and self-esteem within each cohort exhibited a direct correlation with their respective online behaviors.

Keywords— Millennial, facebook user, online behavior, narcissism, self-esteem police officers.

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* Corresponding author: Delgerjav Munkhnasan

1. INTRODUCTION

The rapid dissemination of politics, economics, society, culture, news, emerging communication applications, technological advancements, and cultural trends on a global scale is evident. Mongolia's distinguished ranking as the foremost nation in Asia and the tenth globally for internet inclusivity, as per the Inclusive Internet Index of 2018, underscores the profound significance of Facebook in the nation's socio-economic and political fabric [1].

This underscores the pivotal role of Facebook in shaping Mongolia's societal, economic, and political landscapes. Furthermore, it is discernible that the contemporary cohorts commonly referred to as millennials or the "Net generation" and "Y generation" represent the most recent generational cohorts of the 20th century, delineated by their birth years falling within the range of 1977/1980 to 2000 [2]. This generation is characterized by attributes such as problem-solving skills, self-assurance, team-oriented disposition, adherence to traditional values, upbringing under parental and pedagogical pressure, and a capacity for achievement.

Utilizing their social networks to attain objectives is a hallmark of their *modus operandi*. Several research endeavors have consistently indicated a gradual increase in individuals' overt narcissistic tendencies over successive age cohorts. Notably, individuals born between 1977 and 1990 were primarily socialized in an era predating widespread internet accessibility, shaping their personalities prior to the ubiquity of online platforms. Conversely, those born between 1991 and 2000 were exposed to burgeoning internet usage during their formative years [3]. To define narcissism, it is crucial to differentiate it from having a healthy ego. Not every self-loving, self-confident, and ambitious person should be labeled as a narcissist. In fact, a self-loving person is quite the opposite of a narcissist. A narcissist's fundamental, unconscious basis is self-loathing, which manifests as a false ego that relies on external validation for self-worth. Consequently, many of the narcissist's behaviors, such as belittling others, criticizing, and seeking power, fame, and attention, are actions that sustain this false ego [4].

For these individuals, other people are merely tools to nourish their false ego. As a result, narcissists are unable to form close relationships, understand, or genuinely love others. They also develop various behaviors and manipulative tactics useful in different situations. It is challenging to identify a fixed personality, as their behavior varies widely depending on the context. Some psychologists believe narcissism begins to develop within the first two years of life, stemming from feelings of inadequacy or a lack of sufficient love, acceptance, or protection.

Narcissistic behavior can manifest overtly or covertly, depending on the individual.

Characteristics include:

- Conversations centered heavily on themselves
- Condescending and mocking language
- Actions designed to draw attention
- Sudden outbursts of anger when ignored or criticized
- Excessive focus on power and fame
- Overemphasis on the image portrayed through social media
- Refusal to admit faults and blaming others instead
- Self-serving collusion and cooperation
- Lack of respect, attention, and love toward loved ones

If you or a loved one exhibits narcissistic behavior, it's crucial to first understand the issue rather than judge it [5]. If your partner or a loved one displays this behavior, prioritize your psychological health by setting healthy boundaries and safeguards. Although many studies often categorize narcissism as a disease, this study also examined how narcissistic behavior varies across generations and environments. This contextual backdrop underscores the imperative for investigations into intergenerational disparities and psychological characteristics across various domains. The present study endeavors to elucidate the potential correlations between self-esteem, overt and covert narcissistic traits, and the online behaviors and personalities of both generational cohorts.

The research aims to evaluate police officers' job attitudes by analyzing their online behavior and to identify the characteristics and differences between younger and older millennials.

2. RESEARCH DESIGN

The inquiry aimed to investigate the interplay between online behaviors and narcissistic attitudes among millennial police officers, with a particular focus on testing the hypothesis positing statistically significant between-group discrepancies in narcissistic attitudes.

A pivotal criterion for participation in the research was active Facebook usage. A total of 56 individuals, delineated into two distinct cohorts born between 1977 and 1990 and between 1991 and 2000, were included in the study sample. Stringent adherence to completed and error-free materials was ensured throughout the research process. Participants underwent assessment via the Narcissistic Personality Inventory-40 (NPI-40) to gauge narcissistic tendencies. While respondents were afforded the option of engaging with the survey via paper or online modalities, a majority opted for online completion. Subsequently, respondents' Facebook activity logs were scrutinized based on their questionnaire responses, with certain metrics recorded externally, facilitating the collection of quantitative data pertinent to the study. Prior to participation, explicit consent was obtained from all individuals, with their involvement in the research being strictly voluntary. The study comprised 30 young millennial users and 26 older millennial users, with an average age of 28.70 years. In terms of gender distribution, 38 female and 18 male participants were enrolled in the research cohort. Data analysis was conducted utilizing the SPSS-26 statistical software package, employing the independent sample T test criterion to discern potential disparities in narcissistic attitudes and self-esteem levels between the young millennial and older millennial cohorts. Subsequently, the investigation proceeded to explore the interrelations between self-esteem, narcissistic tendencies, and Facebook utilization. Initially, self-esteem was designated as the dependent variable while narcissistic attitude served as the independent variable. Given the ordinal nature of the numerical data, correlation analysis was conducted employing the Spearman rank-order correlation coefficient (Spearman's rho). Furthermore, the association between narcissistic tendencies and Facebook usage patterns was scrutinized.

3. THEORETICAL BACKGROUND

In the contemporary psychology, the "Dark Triad" framework has gained prominence, encompassing **Machiavellianism**, **Narcissism**, and **Psychopathy** as key personality traits. **Machiavellianism**, coined after Niccolò Machiavelli's philosophical treatises, characterizes

individuals who exhibit shamelessness, cunning, and adaptability, often employing strategic behavior to their advantage. **Narcissism**, another facet of the Dark Triad, describes individuals who project an attractive exterior but harbor inner traits of coldness, arrogance, aggression, and a propensity for self-aggrandizement at the expense of others. Meanwhile, individuals categorized under the **Psychopathy** subtype are typically characterized by high levels of energy, risk-taking propensity, and emotional volatility, coupled with a diminished capacity for empathy [6].

The current study endeavors to discern disparities between the two millennial cohorts based on their elevated scores on the international Narcissistic Personality Inventory-40 (NPI-40) and their patterns of Facebook usage or online behaviors.

Ancient mythological narratives have also provided inspiration for examining the online behaviors of narcissistic individuals. One such myth recounts the tale of Narcissus, a strikingly handsome individual who, after rejecting the Echo-sounding Mermaid's advances, becomes enamored with his own reflection upon encountering it in a river. This infatuation with his own image leads to his demise as he becomes entranced and ultimately drowns in the river. Consequently, the flowers that bloom along the riverbanks were christened "narcissus" in commemoration of this mythic tale.

Self-esteem, defined as the subjective evaluation and perception of one's worth and capabilities, is influenced by factors such as individual self-perception, societal feedback, and comparative assessments. However, extant research on the correlation between self-esteem and online behavior yields divergent findings. Contradictory conclusions emerge from various studies, with some suggesting that individuals with low self-esteem exhibit heightened engagement in online communication, while those with elevated self-esteem display decreased online activity [7].

4. RESEARCH MEASURE

An essential requirement for inclusion in the study was active usage of Facebook. The sample consisted of 56 individuals, divided into two cohorts based on birth years ranging from 1977 to 1990 and from 1991 to 2000. *Rigorous adherence to accurately completed materials was maintained throughout the research process.* Participants underwent assessment using the Personality Inventory-40 (NPI-40) to evaluate narcissistic traits. While participants had the option to complete the survey via paper or online platforms, the majority opted for online submission. Subsequently, respondents' Facebook activity logs were analyzed based on their questionnaire responses, supplemented by externally recorded metrics, facilitating the acquisition of quantitative data relevant to the study. Prior to participation, explicit consent was obtained from all individuals, who volunteered to take part in the research. The sample comprised 30 young millennial users and 26 older millennial users, with an average age of 28.70 years. In terms of gender distribution, the cohort included 38 female and 18 male participants. Data analysis was performed using SPSS-26 software, utilizing the independent sample T test to identify potential discrepancies in narcissistic attitudes and self-esteem levels between the two millennial cohorts. Subsequently, the study explored the interrelationships between self-esteem, narcissistic traits, and Facebook usage. Initially, self-esteem was considered **the dependent variable**, with narcissistic attitude as **the independent variable**. Given the ordinal nature of the numerical data, correlation analysis employed the Spearman rank-order correlation coefficient (Spearman's rho).

Additionally, the study examined the association between narcissistic traits and patterns of Facebook usage.

5. RESEARCH ANALYSIS

The statistical analysis of the present research findings revealed correlations between Facebook usage metrics such as the total number of uploaded photos, self-portraits, comments on others' posts, and responses to messages, comments, and reactions, with self-expressive content. Specifically, individuals who frequently engage in posting photos, videos, and written content tend to exhibit a higher prevalence of self-expressive material within their Facebook

Table 1. The correlation coefficients between narcissistic attitudes and self-esteem

Correlations

			narcissism	self-esteem
Spearman's rho	narcissism	Correlation Coefficient	1.000	.530**
		Sig. (2-tailed)	.	.000
		N	56	56
	self-esteem	Correlation Coefficient	.530**	1.000
		Sig. (2-tailed)	.000	.
		N	56	56

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

Table 1 displays a notable correlation between self-esteem and narcissistic attitude across all the 56 participants in the study. This underscores the interrelation between narcissism and self-esteem, suggesting that heightened self-esteem often aligns with manifestations of narcissistic tendencies.

Table 2. Correlation between narcissistic attitudes and generational cohorts

Correlations

			narcissism	millennial
Spearman's rho	narcissism	Correlation Coefficient	1.000	.734**
		Sig. (2-tailed)	.	.000
		N	56	56
	millennial	Correlation Coefficient	.734**	1.000
		Sig. (2-tailed)	.000	.
		N	56	56

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

In Table 2, the correlation between narcissistic attitudes and generational cohorts, specifically younger millennials and older millennials, is elucidated. The findings indicate an escalation in narcissistic attitudes with advancing age and generational cohort, with respondents stratified into respective groups.

Table 3. **Independent sample T test** шалгыып:**Group Statistics**

	millennial	N	Mean	Std. Deviation	Std. Error Mean
narcissism	Young millennial	29	3.52	.738	.137
	Old millennial	27	2.11	.577	.111
self-esteem	Young millennial	29	3.31	1.039	.193
	Old millennial	27	2.56	.506	.097

Table 3 presents the results of the independent sample T test criterion, assessing disparities in Facebook usage between younger and older millennial cohorts. Notably, the significance value (sig=.006) falls below the predetermined alpha threshold (equal to or less than 0.05), leading to the rejection of the research hypothesis. Consequently, the findings suggest a lack of statistically significant variance in Facebook usage patterns between younger and older millennial groups.

6. CONCLUSION

Researches conducted in various countries have indicated a systematic relationship between online behavior and personality traits. Furthermore, a study has separated narcissism into two types: **overt** (grandiose) and **covert** (vulnerable). In casual interactions, individuals characterized by overt narcissism often exhibit low self-confidence and are susceptible to socio-psychological disorders. However, regardless of the subtype of narcissism, individuals tend to demonstrate a positive association between narcissistic personality traits and their behaviors on social media platforms, as evidenced by some research findings.

Interestingly, both overt and covert narcissists engage in self-promotional behaviors on social media, sharing personal information, uploading photos, and documenting their daily lives with self-aggrandizing posts. Sensation seeking, on the other hand, refers to a personality trait characterized by a fervent pursuit of novel, intricate, and diverse sensations and experiences.

Individuals possessing the trait of sensation-seeking are inclined towards risk-taking behaviors. They exhibit heightened engagement in online self-expressive communication, such as maintaining extensive networks of Facebook friends, and prefer participating in interactive activities including gaming, sharing fun content, and interacting with others through various media formats on social platforms. Self-esteem, delineated as the subjective evaluation and perception of one's worth, shaped by social feedback and comparative assessments [7], emerged as a significant factor in the study.

The findings revealed no statistically significant discrepancies in Facebook usage levels between younger and older millennial cohorts. However, discernible differences were noted in their respective levels of self-esteem and narcissistic tendencies. Specifically, a positive association was established between self-esteem and narcissistic traits, with younger millennials exhibiting higher levels of narcissism compared to their older counterparts.

Furthermore, self-esteem emerge as a dynamic construct influenced by situational contexts. While narcissistic individuals demonstrate ostensibly high levels of self-confidence and self-esteem,

these attributes are often fragile and susceptible to instability. Notably, narcissistic attitudes were found to manifest through Facebook usage, with certain conditions illuminating overt and covert narcissistic tendencies.

The study underscored the direct correlation between online behavior, particularly the posting of self-representational content, and narcissistic tendencies, which were evaluated through specific metrics comparing self-centric postings to responses to external stimuli on Facebook.


In conclusion, the research delineated disparities in narcissistic attitudes between younger millennials (born between 1991-2000) and older millennials (born between 1977/80-1990), with the former exhibiting higher levels of narcissism. The study examined the correlation between online behavior for self-expression and career attitudes among police officers in two distinct groups. Based on these findings, it is recommended to evaluate the narcissistic tendencies of applicants joining the police force and to enhance internal activities that cater to their psychological needs.

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AUTHOR'S INTRODUCTION

1. First Author

	Munkh-Ulzii Battumur psychologistmunkhulzii@gmail.com
	Doctral student at the Department of Psychology, School of Arts and Sciences, Division of Social Sciences, National University of Mongolia, Ulaanbaatar, Mongolia
	Work field: Educational Psychology, law enforcement Psychology Expeirence: His research pursuits are primarily centered around the psychology of legal professionals, law enforcement officers, and specialized personnel within security services.

2. Corresponding – Author

	Delgerjav Munkhnasan delgerjav@num.edu.mn
	Head of Department of Psychology, School of Arts and Sciences, Division of Social Sciences, National University of Mongolia, Ulaanbaatar, Mongolia
	Work field: Lecturer at Department of Psychology, School of Arts and Sciences, Division of Social Sciences, National University of Mongolia, Ulaanbaatar, Mongolia