

Internet Exposure and Narcissistic Personality

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Abstract

This study found that the Internet exposures related to narcissism. 72 students of 2 universities were analyzed. They completed 30-item forced-choice Narcissistic Personality Inventory (NPI) and 11-item forced frequency of the Internet exposures. Internet exposure items contained Web Search, YouTube, SNS, and Blog through computer and mobile phone. One university's students' mean narcissism scores were significantly above 1998 narcissism scores and other university's students were below these scores. YouTube exposures were significantly plus correlated with narcissism scores. Blog exposures were significantly minus correlated with narcissism scores. The results supported that some kind of Internet exposure increased narcissism and some decreased it

Key words: Internet paradox, narcissism

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