

Examination of Young Adults' Frequency of Social Media Use within a Narcissistic Context

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Abstract

In today's digital age, the use of social media for different purposes is rapidly increasing due to the possibilities provided by the internet infrastructure, and the efforts of today's people to analyze the main causes of social media-related intensive communication practices suggest the influence of personality traits. Thus, this research aims to determine the relationship between the narcissistic personality structure of young adults and their social media use considering that narcissistic personality characteristic may be influenced by individuals' social media use. The research is a descriptive study in the screening model. The research sample consisted of 390 students receiving pedagogical formation education at Kahramanmaraş Sütçü Imam University, Faculty of Education during the spring term of 2016-2017 academic year. They were selected by random sampling method. This research deployed three data collection tools. "Personal Information Form" and "Social Media Use Questionnaire" developed by the researcher; "Narcissism Questionnaire" developed by Güngör and Selçuk. The research data were analyzed through SPSS 17.0. Arithmetic mean, frequency, standard deviation and percentage distributions were calculated to determine socio-demographic features of the participants; their social media use frequency and narcissistic personality traits. Pearson Moment Product Correlation Analysis was used to determine the relationship between participants' social media use frequency and their narcissistic personality traits, between narcissistic personality trait and social media categories use frequency with age; independent group t-test to reveal narcissistic personality traits and social media categories use frequency in terms of gender. Research results have revealed that the narcissistic personality traits of young adults who receive pedagogical formation education are low, and there is a low level of relationship between narcissism and some categories of social media use. The most frequent use of social media by participants was to check their daily emails and to follow people via internet and collect information (google stalking).

Keywords: Social Media, narcissism, young adults

1. Introduction

Today, it is not unusual to see the differentiation of traditional communication techniques, tools and connections used to establish and maintain social relations. In particular, social media has emerged as a technological application that brings new dimension to the way people communicate and the number of users has been rapidly increasing. Considered as digital age, this new period has also brought a new dimension to the social interaction of people as well as changing the way many people access and use information (Cabral, 2011; Sriwilai & Charoensukmongkol, 2016). Internet (Hamburger, Y. A. & Artzi, E. B., 2003; Correa, T.; Hinsley, A. W.; Zúñiga, H. G. D., 2010), an indispensable part of many people's everyday life, allows people to use social networking sites, create profiles in these sites, and connect with other users (Jones & Fox, 2009; Boyd & Ellison, 2007).

Therefore, interaction has been considered as an Internet-based social media tool for many individuals (facebook, twitter, instagram, myspace, clup penguin, you tube, blogs, etc.) (O'Keeffe, GS, Pearson, KC, 2011, Güleç, 2016). Social media is constructed on the technological bases of web 2.0 and is an internet-based application that allows users to create and modify content. Within this general definition, various social media types are available (Kaplan & Haenlein, 2010). Social media tools can be grouped as: social networks (Facebook, Linked-In), video sharing (Youtube, Dailymotion), microblogging (Twitter), photo sharing sites (Instagram, Flickr), personal blogs (Blogspot, Wordpress), instant messaging services (Msn, Icq), virtual worlds and games (SecondLife, Warl of Warcraft), and forms related to various areas of expertise (Uzun, Yıldırım and Uzun, 2016; Onat and Ali Kılıç, 2008). However, there is no systematic way in which different social media applications can be categorized. It is also highly significant to include accounts for future applications of any classification scheme as the cyber field shows new sites every day (Kaplan & Haenlein, 2010).

With the emergence of social networking systems, the general use of social media has been accelerated to be regarded as a global consumer phenomenon. The research has depicted that especially young people and adults are regular users of the social networking system (Kuss and Griffiths, 2011). The increasing use of social media also suggests that there may be a relationship between the personality traits of individuals and their social

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media use preferences and styles in line with the other factors such as socio-cultural, economical, political etc. (Andreassen, 2015), and among these psychological factors, the self-perception of the individuals is supposed to be the most important factor (Kılıç et al., 2017). In this context, numerous studies have emphasized the effect of personality traits on social media use (Sorokowski et al., 2015), and significant findings have been determined (Correa, T.; Hinsley, A. W.; Zúñiga, H. G. D., 2010). Upon analyzing the relevant literature, especially narcissism has been identified to be an important psychological factor in social media use and that those scoring high on narcissism spend more time and effort on their social networking systems than other people (Liu & Baumeister, 2016). Based on the assumption that there is a relationship between the use of social media and narcissism, the research aims to determine whether the narcissistic personality is a decisive factor in the use of social media by young adults.

1.1 Frequency of Social Media Use

The popularity and use rate of social media networks have become a part of everyday life (Li & Liu., 2017; Andreassen, Pallesen, Griffiths, 2017; Orben & Dunbar, 2017). According to the statistics presented by "Digital in 2017 Global Overview" report published by We Are Social and Hootsuite on internet, mobile and social media use, there are 3.77 billion global internet users around the world today, 2.80 billion of which actively use social media, and 2.56 billion connect to social media via mobile phones. Facebook has the highest number of users among the social media platforms, while the platform is dominated by Messenger and Whatsapp applications in the second and third place, and Youtube appears to be the fourth. Report reveals that 48 million people are connected to the Internet in Turkey, and 48 million people are active social media users. The number of mobile users is 71 million, while the number of users connected to social media is 42 million (<http://www.dijitalajanslar.com/>). Regular social networking use and the number of users have substantially increased worldwide in recent years (Kuss and Griffiths, 2011). People spend as much time on the Internet and social media as ever before (Istanbulluoğlu).

Individuals have the opportunity to exchange information, share pictures, have fun, participate actively in an online discussion, and socialize with other users through the social media that offers facilities (Güleç, 2016; Kaplan & Haenlein, 2010; Correa, T.; Hinsley, A. W.; Zúñiga, H. G. D., 2010). The most remarkable feature of social media is that users can express themselves through the internet in a way that is open to others. Individuals make their profiles through the sites they use, communicate, like and interact with others with the help of these profiles (Hazar, 2011). People now have the chance to recognize the world and through following the social media, hence they are exposed to change by means of social media (Cerrah, 2016). Social media networks provide a three-dimensional environment in which virtual users can appear in the form of personalized avatars and interact with each other in real life (Kaplan & Haenlein, 2010). Whether the place is real or 'virtual', anywhere that can come together and share ideas, that they can interact is meaningful, and this leads to considering psychological factors of using social media (Acun, 2011). For a long time, scientists believed that media had a direct and prosaic influence on the users. Thus, media and media messages are considered as persuasion-centered concepts while users are regarded as passive information recipients. However, the development of new technologies and increasing the options of media platforms give users the opportunity for actively selecting and using certain media platforms, that is, to be modified by all users in a participatory and collaborative way. From this perspective, it may be wise to indicate that the effects of media on individuals have changed depending upon their relationship with the media (Li, Cong & Liu, Jiangmeng, 2017; Kaplan & Haenlein, 2010). Therefore, it may be wise to notice that the popularity of social media has made a significant contribution to customization depending upon the user (Hazar, 2011).

1.2 Narcissism as a Predictor of Social Media Use

When the use of social media is assessed psychologically, various social media channels are nourishing the self and allow individuals to create fake selves that they believe or want to be. In this context, social media may have a tendency to ontologically feed narcissism (Alanka and Cezik, 2016). Of course, not all social media users are narcissists, but these platforms can put ordinary people into attention-seeking people position (Horsburgh, 2014). The culture of narcissism is spreading within popular culture and consumption culture pumped through the media. Culture spreading through mass media puts great emphasis on reputation, fairness, beauty, and shows these values as the targets to be achieved (Alanka and Cezik, 2016). In fact, narcissism has been a source of encouragement in many contemporary societies (Rovenpor et al., 2016), and structural features of social media applications on the Internet (eg, egocentric structures) suggest that it is appropriate for narcissists to use them so as to reveal themselves (Kuss and Griffiths, 2011). Although social media use is a normal and widespread modern behavior (Andreassen et al., 2017), the role of narcissism in social media behavior draws more attention and easy access triggers the rise of narcissistic behavior with the widespread use of social networking sites. Likewise, such sites offer a suitable environment for self-centeredness. Some social media sites seem to act as a suitable platform for narcissistic behaviors such as self-updates or posting attractive photographs (Kauten, et al.,

2015; Pinsky and Young, 2009; Oguz, 2016). Social media can be arisen as a manifestation of the desire to be appreciated and pursued within communities (Hazar, 2011), which leads to constant use of social media by individuals with narcissistic traits (Andreassen et al., 2017) through online platforms with a view to meeting the need to approve the ideal self-esteem (Liu & Baumeister, 2016). The narcissists send more pictures, updating more status than other people (Sorokowski et al., 2015) as photographs attract more attention, and create a greater impact on updates, which is a situation that satisfies the narcissistic willingness. This assessment reflects the narcissistic assumption that others will be willing to learn the lives of narcissists since narcissists think their lives are fascinating and important (Liu & Baumeister, 2016). Even if narcissists use the social networking system to spread information about themselves, what distinguishes them from other social media users is that they also use social networking system to interpret and respond to other people's messages at the same time. This shows that they not only share information about themselves but also use social media to express opinions about others (Liu & Baumeister, 2016). Social media platforms in which an individual has revealed himself and "me" suck even those who do not possess the narcissist personality traits into the self. Many people spend time on social platforms to be visible and to share their own life. Generally speaking, social media holds dynamics that encourage narcissism in terms of tools and environment (Alanka and Cezik, 2016). In this sense, it would be useful to know the criteria for defining the narcissistic personality in understanding social media platforms that urge narcissistic personality and serve as an attractive environment for narcissists.

1.3 Narcissism

The existence of narcissism as human behavior has been known for centuries (Campbell, 2015). As a term from the Greek myth (Hillary, 2016), the concept of narcissism was first used by Havelock Ellis in 1898 (Grijalva & Harms, 2014;). It relies on the old legend of Narcissus, who was deeply in love with his reflection in the pool and who slowly dies rather than look himself. The term was later included in the psychoanalytic theory by Freud (Grijalva & Harms, 2014) to describe individuals who admired themselves due to unhealthy association between ego and libido, yet it was widely used after the publication of the 'Narcissism Culture' by Christopher Lasch (1979).

Mental Disorders Diagnostic and Statistical Manual (DSM-5) published by The American Psychiatric Association (APA) defines narcissism as a phenomenon that an individual possesses a magnificent sense of self-importance, unlimited success, power, brightness, beauty fantasies, the belief that he is "special" and unique, the need for admiration, the tendency to use others, the arrogant, proud and empathetic deprivation (<https://psicovalero.files.wordpress.com>). Narcissists are calm and safe in their social behaviors. They seem to be hassle-free and satisfying, which is attributed to their being 'proud'. Some believe that their behaviors reflect arrogance, self-conceit, self-confident, and arrogance. Narcissists are cognitively crawl. There is no limit to their imagination or rationalization, and they leave themselves to use their imagination independent of the reality and the opinions of others. They are in a good state in their daily lives, they are not very desperate, they are optimistic about their way of life, they believe that everything will go well, but such a naive belief cannot last for long as the world outside them is not always acquiescent, experiencing reality sometimes keep them in a difficult position (Köroğlu, 2004). If they are faced with personal failures and social humiliation, disappointments and injuries may be so frequent. Their self-esteem falls quickly when expectations are not met. There may be feelings of anger, anxiety and depression (Öztürk, 1997). In such situations, when they cannot reach their goals and there is nothing else they can do, they face with themselves to recover and to be at peace. At such times, the ongoing imagination abilities are interfering. Thus, their beliefs about their superiority and excellence are restored by creating a false world in which they have gained respect (Köroğlu, 2004).

It is difficult to determine the causes of narcissism. Some studies have revealed that about 50 percent of the causes may be closely related to genetics; whereas others have focused on the environment and interactions with others. For instance, some narcissists who are attractive and praised for their appearance may develop excessive self-esteem. Some people may be influenced by popular culture that put emphasis on narcissists and narcissistic behavior (Campbell, 2015). Children and adolescents often exhibit narcissistic behaviors, but most do not show narcissistic personality disorder. The more extreme version usually appears in teenagers or young adults (Campbell, 2015). A psychology professor at Victoria University, Wilson stresses that narcissism reaches its peak around the age of 20 in his study (Hillary, 2016). Similarly, Tween's research on US students has also found that young people are three times more narcissistic than elderly and more self-directed than young people 20 to 30 years ago (Hillary, 2016). As a result, access to social networking sites is a significant factor in the increase of narcissism (Young, 2016), which is thought to be a personality feature that we should try to develop and considered as 'unhealthy sense of superiority' despite numerous advantages (Pinsky and Young, 2009). When the relevant literature has been examined, narcissism is a phenomenon related to the use of social media even though it is difficult to say that the concrete proofs are completed. The researches to be conducted in this sense will make an important contribution in understanding the subject. Hence, this research aims to contribute to the debate 'Is there a relationship between social media use and narcissistic personality traits?' Answers for

the following questions have been sought in order to explore whether the increase in narcissistic behaviors of individuals gives rise to the frequency of social media use.

Research Question 1: Is there a relationship between narcissistic personality trait and frequency of social media categories use?

Research Question 2: Is there a relationship between narcissistic personality trait, frequency of social media categories use and age?

Research Question 3: Does narcissistic personality trait and frequency of social media categories use differ across gender?

2. Method

Having analyzed the relationship between narcissistic personality traits and social media use levels of young adults who receive pedagogical formation education, the research is a descriptive study in the screening model.

2.1. Sample and procedure

With a view to determining the relationship between social media use and narcissistic personality trait of young adults, a field study has been conducted with the 4th grade young adults who study at the departments of physical education and sports, science letters, fine arts, economics and administrative sciences, theology, engineering, health, agriculture and who enroll in pedagogical formation training certificate program or with those who are the graduates. The study has been performed at Kahramanmaraş Sutcu Imam University during the spring term of 2016 and 2017 academic year. The population includes 590 students while the sample consists of 407 students who were selected by random sampling method. 390 scale form was found to be valid for analysis.

2.2. Data Collection Tools

This research deployed three data collection tools. "Personal Information Form" developed by the researcher in order to collect data about the socio-demographic characteristics of the students; 'Social Media Use Questionnaire' and 'Narcissism Questionnaire' (Güngör and Selçuk, 2015).

2.2.2. Personal Information Form

Personal information form developed by the researchers to collect data about the independent variables of the research includes a total of 6 questions (gender, age, faculty or vocational high school, daily social media use, social account or network membership, personal or corporate blog) to determine the demographic characteristics of the participants.

2.2.3. Social Media Use Questionnaire

The 'Social Media Questionnaire' developed by the researcher is based on eight social media categories that are widely used on the internet (<http://aa.com.tr/>). With the aim of determining social media use levels of the participants, the survey was prepared in likert-type consisting of "Never":1; "Rarely":2; "Sometimes":3; "Frequently":4; "Always": 5.00. Social media categories are explained as following. Egosurfing (search one's own name on the internet and check what information one has about it); Infomography (share information online that will be detriment of others); You Tube narcissism (post videos of yourself on the internet to promote yourself); myspace impersonation (creating titles on the Internet by pretending to be someone you are not); google stalking (trying to snop online on people you meet (friends, relatives, boss, colleague, neighbor) or those you do not, and collect information on the internet); photolurking (flicking through a photo album of those you have never met); crackberry (checking your e-mails anytime and anywhere during the day); trolling (sending e-mail or online group messages intentionally provoke social media users into an emotional response).

2.2.4. Narcissistic Scale

The original form of the tool was developed as 40 items by Raskin and Terry (1988) and the 'Narcissistic Personality Inventory' was reduced to 16 items by Ames, Rose and Anderson (2006). The tool, the Turkish adaptation of which was made by Atay (2009), was re-adapted to Turkish and reliability and validity studies were conducted by Güngör and Selçuk (2015). Cronbach alpha value of the scale was found to be 0,7479 (n=65) in the context of pilot study while 0,7439 (n=238) in the present study. The items 1; 3; 6; 8; 9; 11; 14; 16 in line 1 within the NKE-16 Narcissistic Personality Inventory and 2; 4; 5; 7; 10; 12; 13; 15 in line 2 are consistent with narcissism.

2.3. Data Analysis

The research data were analyzed through use of SPSS 17.0. Arithmetic mean, frequency, standard deviation and percentage distributions were calculated to determine socio-demographic features of the participants and their frequency of social media use. Pearson Moment Product Correlation Analysis was used to determine the relationship between frequency of social media use and narcissistic personality traits; arithmetic mean and standard deviation to determine the frequency of social media use and narcissistic traits; Pearson Moment

Product Correlation Analysis to identify the relationship between narcissistic personality trait and frequency of social media use with age; independent group t-test to reveal narcissistic personality traits and frequency of social media use in terms of gender. Significance level was taken as 0.05.

3. Findings

Table 1. Demographic Characteristics of the Participants

Demographic Characteristics	Sayı	%	Demographic Characteristics	Sayı	%
Gender			Facult/Vocational High School		
Female	257	65,9	Physical Education and Sport	16	4,1
Male	133	34,1	Science and Letters	201	51,6
The time spent on social media in one day?			Fine Arts	7	1,8
I do not use	14	3,6	Economics and Administrative Sciences	21	5,4
Below 1 hour	124	31,8	Theology	89	22,8
1-3 hours	183	46,9	Engineering	19	4,9
4-7 hours	63	16,2	Health Faculty	31	7,9
8 hours and over	6	1,5	Agricultural Faculty	6	1,5
Do you have any social accounts/ network memberships (Facebook, Twitter etc.)?			Do you have a personal or corporate blog?		
Yes	339	86,9	Yes	52	13,3
No	51	13,1	No	338	86,7
Age Range of the Participants					
Minimum:19, Maximum: 37					

Among the participants, 257 (65.9%) were female and (133) 34.2% were male. Considering faculties, 4.1% of them are physical education and sports, 51.6% are science and letters, 1.8% are fine arts, 5.4% are economics and administrative sciences, 4.9% are engineering, 7.9% are health faculty, and 1.5% are agriculture faculty students. 3.6% of the participants do not use social media daily, 31.8% use social media for less than 1 hour, 46.9% 1-3 hours, 16.2% 4-7 hours, 1.52% 8 hours and over. 86.9% of them have a social account while 13, 1% do not. 13.3% have a personal or corporate blog, 86, 7% of them do not. The lowest participant age is 19, while the highest is 37.

Table 2. Arithmetic Mean and Standard Deviation Values of Social Media Use

Social Media Use Categories	N	Arithmetic Mean	Std. Deviation
1. Do you search your name on the internet and check what information you have about it?	390	1,94	,982
2. Do you share information online that will be detriment of others?	390	1,17	,666
3. Will you post videos of yourself on the internet to promote yourself?	390	1,28	,676
4. Would you create your own titles on the Internet by pretending to be someone you are not?	390	1,15	,513
5. Will you try to snop online on people you meet (friends, relatives) or those you do not, and collect information on the internet?	390	1,99	1,059
6. Do you flick through a photo album of those you have never met?	390	1,70	,920
7. Do you check your e-mails anytime and anywhere during the day?	390	2,58	1,106
8. Do you intentionally provoke social media users into an emotional response?	390	1,12	,461

When the frequency of social media categories use has been analyzed by participants, the highest average belongs to the category of 'I check my e-mails anytime and anywhere during the day' (A.M = 2.58), which is followed by 'I try to snop online on people I meet (friends, relatives) or those I do not, and collect information on the internet' (A.M = 1,99); 'I search my name on the internet and check what information I have about it' (A.M=1,94); 'I flick through a photo album of those I have never met' (A.M=1,70); 'I post videos of myself on the internet to promote myself' (A.M=1,28); 'I share information online that will be detriment of others' (A.M=1,17), 'I create my own titles on the Internet by pretending to be someone I am not' (A.M=1,15), whereas the trolling category of 'I intentionally provoke social media users into an emotional response' has the least average score' (A.M=1,12). Based on these findings, it is evident that the most frequent use of social media by students is in the messaging category that is followed by the use in the information gathering category by snopping online on people I do not know, and collect information on the internet', while the least use category is trolling which means the intentional provocation of social media users into an emotional response.

Table 3. Arithmetic Mean and Standard Deviation Values of Narcissistic Personality Trait Scores

	N	Mean	Std. Deviation
Narcissistic Personality Traits	390	5,18	2,92

Table 3 displays arithmetic mean and standard deviation of the participants' narcissistic personality trait scores as 5,18 and 2,92, respectively. Depending upon 'Narcissistic Scale' (Güngör and Selçuk, 2015) in which the highest score is 16 while the lowest is 0, the narcissistic personality traits of the participants are below the average score.

Table 4. Pearson Moments Multiplication Correlation Results of Social Media Categories Use Frequency and Narcissistic Personality Trait Scores

Variables	Narcissistic Personality Trait
1. Do you search your name on the internet and check what information you have about it?	,153(**)
2. Do you share information online that will be detriment of others?	,023
3. Will you post videos of yourself on the internet to promote yourself?	,059
4. Would you create your own titles on the Internet by pretending to be someone you are not?	-,002
5. Will you try to snop online on people you meet (friends, relatives) or those you do not, and collect information on the internet?	,086
6. Do you flick through a photo album of those you have never met?	,089
7. Do you check your e-mails anytime and anywhere during the day?	,223(**)
8. Do you intentionally provoke social media users into an emotional response?	,118(*)

N=390 **p<.01 *p<.05

According to Table 4, .01 statistically significant relationship between young adults' narcissistic personality traits and the behaviors of searching their name on the internet and checking what information they have about it, checking their e-mails anytime and anywhere during the day, while a relationship has been identified between narcissistic personality traits and their intentional provocation of social media users into an emotional response at the .05 significance level. No significant relationship has been found with other social media use categories.

Table 5. Pearson Moments Multiplication Correlation Results between Narcissistic Personality Trait Scores and the Frequency of Social Media Categories Use with Age

Variables	Age
Narcissistic Personality Trait	-,036
1. Do you search your name on the internet and check what information you have about it?	-,023
2. Do you share information online that will be detriment of others?	,027
3. Will you post videos of yourself on the internet to promote yourself?	-,042
4. Would you create your own titles on the Internet by pretending to be someone you are not?	-,122(*)
5. Will you try to snop online on people you meet (friends, relatives) or those you do not, and collect information on the internet?	-,098
6. Do you flick through a photo album of those you have never met?	- ,150(**)
7. Do you check your e-mails anytime and anywhere during the day?	,042
8. Do you intentionally provoke social media users into an emotional response?	-,082

N=390 **p<.01 *p<.05

Considering Table 5, a reverse and significant relation has been determined between young adlts' age and the categories of flicking through a photo album of those they have never met at the .01 level, whereas a relation has been observed in terms of creating their own titles on the Internet by pretending to be someone they are not at the .05 significance level. No significant difference has been found among narcissistic personality traits, other social media use categories and age.

Table 6. Independent Group t-test Results of Narcissistic Personality Trait Scores and the Social Media Categories Use Frequency in terms of Gender

Variables	Gender	N	Mean	Std. Deviation	df	t	p
Narcissistic scores	Female	257	5,29	2,88	388	1,00	,315
	Male	133	4,97	2,99			
1. Do you search your name on the internet and check what information you have about it?	Female	257	1,85	,95	388	-	,023
	Male	133	2,09	1,02			
2. Do you share information online that will be detriment of others?	Female	257	1,12	,59	388	-	,046
	Male	133	1,27	,77			
3. Will you post videos of yourself on the internet to promote yourself?	Female	257	1,19	,53	388	-	,000
	Male	133	1,47	,86			
4. Would you create your own titles on the Internet by pretending to be someone you are not?	Female	257	1,11	,44	388	-	,047
	Male	133	1,22	,62			
5. Will you try to snop online on people you meet (friends, relatives) or those you do not, and collect information on the internet?	Female	257	1,95	1,05	388	-,90	,364
	Male	133	2,06	1,06			
6. Do you flick through a photo album of those you have never met?	Female	257	1,66	,92	388	-	,221
	Male	133	1,78	,90			
7. Do you check your e-mails anytime and anywhere during the day?	Female	257	2,52	1,03	388	-	,125
	Male	133	2,70	1,22			
8. Do you intentionally provoke social media users into an emotional response?	Female	257	1,04	,22	388	-	,000
	Male	133	1,27	,70			

Table 6 presents independent samples t-test results in order to determine whether participants' narcissistic personality traits and their frequency of social media use differ depending upon gender, thus significant differences have been determined between participants' gender and searching their name on the internet and checking what information they have about it ($t=-2,27;p<.05$); sharing information online that will be detriment of others ($t=-2,00;p<.05$); posting videos of theirs on the internet to promote themselves ($t=-3,93;p<.01$); creating their own titles on the Internet by pretending to be someone they are not ($t=-1,99;p<.05$); intentional provocation of social media users into an emotional response ($t=-4,82;p<.01$).

4. Result and Discussion

Social media has a very common use in every aspect of life. Social media, which is a significant source of information and communication for people in numerous areas such as social, cultural, economic, political, health, attracts great attention of researchers in different areas as well as users' psychological characteristics (Banyai et al. All, 2015, De Cock, et al., 2014, Blackwell, et al., 2017). It has been widely accepted that personality traits also play a significant role in the use of social media; besides, it has always been a curiosity among scientists that personality traits are related to social media use. Hence, the current study has been conducted with 4th grade university students who enroll in pedagogical formation training certificate program or graduates of University in April, 2017 at Kahramanmaras Sutcu Imam University in order to examine the relationship between narcissistic personality traits and social media use. Given the relevant literature, research findings have been discussed in a detailed way. When the findings obtained in line with the purpose of the study have been evaluated, the narcissistic personality trait levels of the pedagogical formation students were lower than the average in both groups, while the females' levels are higher than the males. This result indicates that the narcissistic characteristics of young adults who have been educated at the level of higher education are quite low. Upon analyzing frequency of social media use of adult learners, their social media use levels seem to be at a relatively low level. This is not in parallel to the knowledge of the frequency and frequency of social media use by young adults and adults with special characteristics (<http://www.pewinternet.org>; Campbell, 2015). This may result in socio-cultural structure of the sample group as the researches are mostly carried out with larger samples. It is considered that the increase in the level of education may lead to a decrease in the use of social media. In this regard, researches that will reveal differences between socio-economic groups may provide a more accurate assessment. This result is parallel to the relevant literature regarding the relation between social media and narcissistic personality traits though the frequency of social media use (Liu & Baumeister, 2016; Andreassen, Pallesen, Griffiths, 2017) since participants' low level of narcissistic traits corresponds to the theoretical structure that social media use requires to be low.

Based on these findings, it is evident that the most frequent use of social media by students is in the

messaging category that is followed by the use in the information gathering category by snooping online on people they do not know, and collect information on the internet', while the least use category is trolling which means the intentional provoke of social media users into an emotional response. When young adults' social media use categories and their narcissistic personality traits are compared, a low level but significant relation has been determined between narcissistic personality traits and the categories of searching their names on the internet and checking what information they have about it, checking their e-mails anytime and anywhere during the day and intentionally provoking social media users into an emotional response. No significant relationship has been noted between other social media use categories and narcissistic personality traits.

Likewise, as participants' ages increase, their narcissistic personality traits decrease despite not a statistically significant level, which is parallel to the related literature. Narcissistic traits are particularly high in youth, while declining with the advancing age (Hillary, 2016). In addition, as participants' ages increase, their social media use frequency- flicking through a photo album of those they have never met, creating their own titles on the Internet by pretending to be someone they are not- have been determined to decrease. There occurs no significant relationship between age and other social media use categories. This result may be regarded as a situation in which interest in social media decreases as age increases.

When participants' social media use frequency levels have been evaluated in terms of gender, males demonstrate the behaviors such as searching their name on the internet and checking what information they have about it; sharing information online that will be detriment of others; post videos of theirs on the internet to promote themselves; create their own titles on the Internet by pretending to be someone they are not; provoking social media users into an emotional response intentionally much more than females. Despite the fact that there is no statistically significant difference in terms of the rest categories, males tend to use more social media than females in such categories as trying to snop online on people they meet (friends, relatives) or those they do not, and collect information on the internet; flicking through a photo album of those they have never met, checking their e-mails anytime and anywhere during the day. According to findings, females' narcissistic personality trait levels have been expected to be higher as their social media usage rates, yet this is not the case. This may be due to the fact that participants' narcissistic personality trait levels are low. Even if females have low narcissistic characteristics, that both females and males have very low narcissistic personality traits makes it rather difficult to interpret and social media use frequency, particularly in terms of gender.

It is likely to mention that there is a relation between the use of social media and narcissistic personality traits as expected in accordance with the literature. Research findings have shown that the level of relationship is low, which is in agreement with the theoretical basis of the research topic. Depending on the relevant literature, the increase in narcissistic personality traits is expected to increase social media use frequency, while the decrease in narcissistic personality traits, on the contrary, is to decrease the frequency of social media use. As a result, the research findings and the repetition of the topic with sociocultural groups, which consist of participants at different narcissistic levels, will help clarify the subject and develop a theoretical basis.

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