

Digital Narcissism, Self-Esteem And Self-Objectification Among Snapchat Vs. Facebook Users

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Abstract

A quantitative research was conducted to investigate the relationship between digital narcissism, self-esteem and self-objectification in SnapChat vs. Facebook users. It was hypothesized that digital narcissism, perceived self-esteem and self-objectification is significantly higher among SnapChat users than Facebook users. Moreover, it was hypothesis that there is a significant role of the gender in terms of narcissism, self-esteem and self-objectification in SnapChat and Facebook users. Therefore, a stratified sample of 300 participants (150 boys and 150 girls was taken where there were 150 SnapChat users and 150 Facebook users. The age range of participants was 17 to 23 years. Narcissism on Social Media Scale (Akdeniz et al., 2022), Self-esteem Scale (Rozenberg, 1965), Self-Objectification Scale (Dahl, 2014) and a demographic sheet was given to the participants for the data collection purpose. The data was analyzed for descriptive and inferential findings through SPSS version 24 which revealed that SnapChat users had significantly higher scores on digital narcissism scale, low scores on self-esteem scale and significantly higher scores on self-objectification scale. Besides, the results of the study also showed significant gender differences in participants on all the study variables. The results of this study would be very beneficial in future for understanding the negative impacts of media on mental health of the youth.

Keywords: Narcissism, Self-esteem, Self-Objectification, Snap Chat, Facebook, Gender.

I. Introduction

The modern era is of globalization where everyone, irrespective of age and gender used to spend at least 4 to 6 hours daily in front of screens on social media sites (Coyne et al., 2018). Among those, most commonly viewed platforms on social media are snapchat and Facebook (Ford et al., 2019). This too much absorption in social media and digitalization has changed and revolutionized the way of life of this generation which brings about several positive changes in

their lives such as inclusion of modern machinery and automatic equipment that gives them ease and comfort (Korichi, 2019). However, this fast-paced revolution doesn't come along without negative impacts. Mainly, it affected them physically and psychologically such as it is causing obesity and aggression in viewers (Abi-Jaoude et al., 2020; Korichi, 2019). Not only this, it is also causing unavoidable impacts on personality where narcissist, antisocial behavior in youth is one of the commonly reported issues (McConnell, 2018). Moreover, it also causes

unshakable self-doubting, lack of confidence or low self-esteem in youth because they used to compare themselves and their life styles to the artificial and paid content shown on media (Charteris et al., 2018).

Therefore, it is needed to explore the narcissist behavior, self-esteem and tendency to self-objection in youth using different social media platforms so that a better understanding would be created in the users regarding scheduling of their screen time and making their mental health as their foremost priority (Bekalu et al., 2019). In this regard, digital narcissism is the terminology coined to explain the phenomenon where the digital and social media presence of a person revolves around them and their constant need for validation from the online community to feel better about themselves and to boast their self-esteem (Whiting & Williams, 2013). It is about the occurrence where people began to view themselves as objects in the sense that they believe they are evaluated and judged solely on the basis of their physical attractiveness (Vazire et al., 2018). However, it is directly linked to the one's perception about oneself and ones self-esteem (Lieberman, 2019). In this way, self-esteem is also linked with narcissist behavior in a way as it is explained in terms of a person's believe about his abilities to withstand and survive (Martin et al., 2006). It is also stated as a process of self-affirmation where a person tries to judge himself in terms of his achievements, strengths, weaknesses and catering the perception of people about him. It can be positive as well negative (Baraniket al., 2008). When a person finds congruence between his ideal and actual self he formed his self-esteem positive and progressive but where there is incongruence between one's actual and ideal self then that person would develop negative self-esteem, self-objectification and negative self-image which later on developed in to even worse scenarios

such as narcissistic or histrionic personalities (Haddon, 2015).

However, self-objectification is also linked with low self-esteem which is explained in terms of self-representation in order to gain approval of the others (Liss et al., 2011). It is also defined as uncontrollable impulse or tendency to of a person to use oneself as an object to get the acceptance from others. The motive behind self-objectification is varying from person to person but the hidden meanings of this behavior is revolved around lack of self-control, lack of self-esteem and approval seeking behavior due to inferiority issues and social comparison (Buchanan et al., 2018).

The present study is aimed to draw a comparison between the users of Snapchat and Facebook that are two separate social media platforms with different concepts and essence in terms of narcissism, self-esteem and self-objectification. Here, Facebook is comparatively an old-school approach introduced in 2004 which allows its users to post content varying from simple texts, media, re-sharing posts etc. (Buchanan et al., 2018). Despite of it, Snapchat was introduced on 16 September 2011 whose dynamics revolve around the phone camera. It is the medium for posting and sharing only through cameras in terms of photos and videos. When launched, Snapchat went viral for the filters it offered its users to take pictures with. These filters enhance or at times even completely change the way a person looks, making them 'attractive' in regard to the present standards of beauty (Shabir et al., 2014).

However, role of gender was unclear in terms of digital narcissism, self-esteem and self-objectification through previous investigations. The recent reports in this regard suggested that 49% of the youth are more or less affected from digital narcissism and there is equal number of both boys and girls in representative youth

(Gentile et al., 2016). Despite of it, a western research cannot justify the population of a developing country like Pakistan where there are not equal chances of growth for both boys and girls (Strenziok et al., 2011). Therefore, it is hypothesized in the present research to explore the gender difference in youth in terms of narcissism, self-esteem and self-objectification.

2. Literature Review

Review of the previous researches revealed that social media in the past decade has become a platform that is mainly belonged to glamour, luxury, fashion and aesthetics (Sharma et al., 2020). More commonly, Facebook, Instagram and snapchat are the more prevalent and favorable by the youth (O'reilly et al., 2018). Both platforms are used for various purposes that can be extremely productive and fruitful but most of their usage revolves around socialization, self-beautification and presentation (Karim et al., 2020). Both Facebook and snapchat provides the opportunity to users to attach pictures and videos however Facebook gives the users ample opportunity to express quotations and personal believes in terms of written scripts which is not possible apparently on snapchat (Bekalu et al., 2019). Despite of it, there are a variety of filters available on snapchat that beautify its users which is not a feature of Facebook. Facebook's quality of lenses is not appreciable enough to compete with the hype of snapchat filters (Litwin & Levinsky, 2022).

However, users of both mediums can make their profile the way they want and have an open choice to make their accounts public or private based on their personal choices. Users of both Facebook and snapchat are usually concerned about crafting and making their profile according to their preference (Haddad et al., 2021). The solely purpose for such actions are to receive appreciation and showcasing to the world how perfect their lives are. Most of this content

trending on social media sites used to get appraisal because of their physical appearance and luxurious appeal which mostly is covered with layers of filters or lenses of the cameras in order to make them look different and most 'acceptable' with regards to beauty standards (Viner et al., 2019).

An obvious impact of this online practice is certainly the negative impact on one's self esteem and the hidden narcissist tendencies of the users. Here, narcissism is expressed as having sense of manipulation to others in an individual in order to get personal gains and seeking approval of others to make himself prominent (Ryan & Xenos, 2011). While one's problematic tendencies as narcissism is directly linked the self-esteem one possesses (Verduyn et l., 2021). The recent researches claimed that the people with high self-esteem do not usually beg for the appreciation of others and they used to believe on their individual abilities which significantly claimed that narcissist behavior has negative relationship with high self-esteem in people (Orben et al., 2020). More specifically, a research was conducted on the high school students where their narcissist tendencies were examined qualitatively which also revealed that the students who used to possess narcissist behavior tentatively claimed low self-esteem and self-doubtful behavior. They used to suffer from self-objections and lack of confidence to speak (Berryman et al., 2018, Adeel & Hayat, 2022).

Previous literature significantly claims that narcissism is one of the commonly reported behaviors in youth on social media channels specifically where they are provided an ample space to objectify oneself and receive appreciation of the others (Omolayo et al., 2013). Not only this, results of multiple online surveys regarding self-esteem issues on social media suggested that most of the youth fall in the category of low and negative self-esteem which revealed that it is one of the working area to be

improved in adolescents despite of the recent appearance of different motivation boosting speakers and platforms for youth (Keles et al., 2020).

One such study was conducted by Hassan and Tiwari (2018) in Gorakhpur, India showcased that self-esteem was found to be higher in individuals who were less frequent social media users which claimed that those people who spend usually less time on social media used to suffer less from self-comparison with the glamorous artists working there as a part of their jobs (Hasan & Tiwari, 2018). Another such research by Steinsbekk and his colleagues (2021) was conducted on youth's behavior on famous social media channels, and the results of the study claimed that social media itself causes negative self-esteem in public when the so-called friends and followers do not quench the thrust of narcissist desires in people with narcissism. Most commonly, it is viewed that narcissist social media users when do not receive positive feedback and commentary on their own appearance, they may have their self-esteem reduced (Steinsbekk et al., 2021). On the contrary, another such research claimed that youth who actively posts updates (i.e., self-oriented social media use) may be able to position themselves in a state where they receive positive feedback and commentary alongside appearance validations which subsequently can enhance their self-esteem (McCrary et al., 2020). However, review of the previous literature in one way or the other significantly claimed the relationship of social media usage with self-esteem and narcissist tendencies in young users that give direction to further investigations that would lead the researchers towards strategic approach towards diminishing the negative impact of social media usage on the lives of the youth. This enhanced self-esteem can cause the people to become reliant on digital platforms for their self-esteem and confidence (Bekalu et al., 2019).

Another such survey was conducted by Omolayo and his colleagues (2013) where 100 students hailing from a private, Midwestern university, participated and reflected their trends and time they used to give on social media and the content they used to post reflecting narcissist behavior. The results of the study declared the significant connection between narcissism and social media usage in the students and a term was used in this regard namely 'Digital Narcissism' (Omolayo et al., 2013).

Another such research in this regard was conducted by Kristinsdottir and his colleagues (2021) which claimed that sharing of content on social media apps is significantly based on the feedback and commentary of the public whereas higher-than-average ratings had correlation with communal narcissism. This relationship between that of communal narcissism and sharing content on social media was arbitrated by the want for validation and praise on social media as well as higher ratings of content consisting of self-presentation. It revealed that these social media sites itself promote narcissism in its users by making them clingy about likes and comments (Kristinsdottir et al., 2021).

In this regard, Burnell and his colleagues (2021) conducted an in-depth research on the most hyped social media platforms in this age namely, Snapchat and Facebook, both platforms have their own dynamics and are quite different from one another. Snapchat allows its users to apply different lenses and filters to their photographic content, much of these lenses and filters enhance physical appearances of the users. This can lead to users formatting and trying to pursue unrealistic as well as artificial ideals of physical appearance and 'beauty' which promotes narcissism. However, failure in self-beatification can lead to self-comparisons, self-objectification and formation of negative self-esteem in its users (Burnell et al., 2021). On the other hand, Facebook is relatively an old platform

which allows its users to do much more, it enables its users to make posts that solely consist of text, it allows them to share posts as well as media content (i.e., videos and pictures). Facebook as a platform unlike Snapchat is not known for its photographic content or filters and lenses whose primary basic purpose is to allow users to enhance their appearance (Bell et al., 2018).

Moreover, Taber and Whittaker (2018) conducted a qualitative in-depth study where semi-structured interviews were conducted with the participants in order to investigate how different personalities may arise from social media features which suggested that anxiousness, regarding how an audience may judge, leads people on to curate posts and content to appear less neurotic and self-absorbed on social media platforms, but the transience of Snapchat contributes towards the promotion of greater extraversion than Facebook, which clarifies a significant connection between personality transition with usage of social media apps and gives direction to future researches regarding the negative impacts of social media usage on the personalities of the users (Taber & Whittaker 2018, Adeel & Hayat, 2022).

Review of the previous literature also suggests that there is a significant relationship of spending excessive time on social media with self-objectification. In this regard, a quantitative study revealed that self-objectification is quite prominent in this modern generation where the young ones try to compare themselves with the media personas and failure in comparison let them to question their identity and objectify their appearance which results in negative self-image or low self-esteem (Lonardo & Setyanto, 2022). Furthermore, in the same study by Maqsood and his colleagues (2021), it is stated that self-objectification has been accepted as a practice that consists of incorporating dominant gender scripts and codes, and then going on to deploy these established structures for self-scrutiny and

judgment. Where mostly women post objectifying content, it was observed that higher frequency of posting self-objectified images was indeed correlated with trait self-objectification alongside the validation from receiving more likes and popularity on this type of content, relative to non-objectified self-images. Findings of a research also show how internal struggles between perfectionism-reality and the external struggles of fitting in-standing out from the crowd causes tensions amongst women where often they are plagued within decision making of whether to post natural or filtered images (Maqsood et al., 2021).

Besides, self-esteem in an individual and based on one's own perception of one's self therefore no such study supports the difference of gender in explaining self-esteem of the youth (Schmitt & Allik, 2015). Moreover, clinically available data of the youth suggests that self-objectification is commonly more reported by the girls who consulted different estheticians and dermatologists for changing their appearance and objectionable feature (Burnell et al., 2021). About the role of gender in this regard, Snapchat's lenses and filters are created by keeping in view the feminine features and make-ups. However, there are few filters that are designed and customized for men too but usually it preferred feminine appearance which somehow gives directions that it is designed for women or mostly women used it for their beautification (Lonardo & Setyanto, 2022). Apart from this, it is not a subsequent statement to conceptualize that snapchat is more feminine and gender biased and Facebook is not. Therefore, review of the previous literature justified that there is a sheer need to conduct indigenous research to investigate the role of gender in terms of narcissism, self-esteem and self-objectification in snapchat vs. Facebook users.

Research Questions

RQ1: What is the relationship among digital narcissism and self-esteem and self-objectification in SnapChat vs. Facebook users?

RQ2: What is the role of gender in digital narcissism and self-esteem and self-objectification in SnapChat vs. Facebook users?

Hypothesis

H1: It was hypothesized that there would be a significant negative relationship between digital narcissism and self-esteem in SnapChat vs. Facebook users.

H2: It was hypothesized that there would be a significant positive relationship between digital narcissism and self-objectification in SnapChat vs. Facebook users.

H3: It was hypothesized that there would be a significant negative relationship between self-esteem and self-objectification in SnapChat vs. Facebook users.

H3: It was hypothesized that there would be a significant difference in snapchat and Facebook users in terms of digital narcissism, self-esteem and self-objectification.

H4: It was hypothesis that there would be a significant role of the gender in terms of narcissism, self-esteem and self-objectification in SnapChat and Facebook users.

3. Method

3.1 Participants

A stratified sample of 300 participants (150 boys and 150 girls) was taken where there were 150 SnapChat users and 150 Facebook users. A stratified data was taken to keep a homogeneous sample. The participants of the study belonged to age range of 17 to 23 years.

Those students who used to visit once to these apps per day were excluded. All the participants

who at least spend more than an hour of social media only daily basis were only included. The participants having any physical disease or handicapped participants were apologized so that the results would not get biased. Participants with more than 23 years of age were also excluded from the study.

3.2 Measures

Narcissism on Social Media Scale (Akdeniz et al., 2022). For the purpose of data collection, Narcissism on Social Media Scale (Akdeniz et al., 2022) was given to the participants so that their tendencies towards digital narcissism could be evaluated. There were total 16 items of the measure after two factor factorization namely, Narcissistic admiration and Narcissistic rivalry. It was consisted on 4 points Likert scale as 0(never) and 3(being very often). However, it is referred to as a reliable tool with the .81 value of chronbach alpha for measuring digital narcissism. Higher scores are interpreted as indicating more impulsive behavior in youth.

Self-esteem Scale (Rozenberg, 1965). To assess the positive and negative self-esteem in participants, Self-esteem Scale (Rozenberg, 1965) was given to the participants. It is worldly acknowledged as one of very reliable tool to measure self-esteem. It was consisted on 10 items with 4-point Likert scale where 0 was never and 3 being very often. Moreover, its scoring leads to 0 to 30 with greater scores revealed lower self-esteem in participants.

Self-Objectification Scale (Dahl, 2014). To assess the self-objectification in the youth self-objectification scale was given to them that were consisted on 15 items after going through two factors solution namely, self-objectification in success and self-objectification in worth. It was a reliable tool with the value of chronbach alpha.70.

3.3 Ethical Considerations

While conducting the study certain ethical considerations were followed. Permissions were

sought from the authors of the scales that were used to gather data. Furthermore, before handing out the questionnaires, consent was taken from each of the participants. Moreover, participants were also briefed regarding the privacy and confidentiality of the data taken from them. Finally, the right to withdraw from the research at anytime without any penalty was explained to all the participants.

3.3 Procedure

After getting approval from Institutional Review Board (IRB), participants were approached individually and informed about the aims and objectives of the research. Verbal inform consent

was taken and ethical issues were explained to all of the participants. Before handing out the research protocol, detailed instruction regarding research was given to the participants. Participants nearly took 15-20 minutes to fill out the entire questionnaire. The participants were encouraged to ask a question regarding any confusion.

4. Results

The Table below includes the descriptive expression of of Mean (M) and Standard Deviation (SD) of the age of the participants.

Table 1 Mean Age of the Participants (N=300)

Demographic	M	SD
Age	22.78	1.75

Note. M= mean, SD= standard deviation

The results of descriptive analysis of age indicated that the average age of participants in this study was 22 years.

Table 2 Frequency and Percentage of the Demographic Characteristics of Participants namely Gender, Age, Social –media Platform and Number of Hours Spend on Respective Platform (N=300)

Demographics	F	%
Gender	300	100
Boys	150	50%
Girls	150	50%
Age	300	100
17-19	144	49%
20-23	156	51%
Social Media Platform	300	100

Facebook	150	50%
Snapchat	150	50%
Time Spent on Social Media	300	100
0-3H	188	62.6
3-6H	112	37.4

Note. F= frequency, %= percentage

The results of the Table 2 show that there were An equal number of both boys and girls participated in the research. However, there were 49% of the participants that belonged to age 17 to 19 and 51% of the participants were 20 to 23 of age. Starta of both Facebook and snapchat users

were taken that were 150 in numbers. There were about 188 participants that were about 25 of the sample that used to spend 0 to 3 hours daily on their preferred social media apps and 112 participants had their estimate spending of time from 3 to hours daily.

Table 3 Pearson Correlation, Mean and Standard Deviation of Digital Narcissism, Self-esteem and Self-objectification of Snapchat and Facebook Users (N = 300)

Variables	1	2	3
1. Digital Narcissism	-	-.75***	.71***
2. Self-esteem		-	-.74***
3. Self-objectification			-
M	69.88	61.42	64.35
SD	24.69	11.41	13.49

*** $p < .001$

Table 3 shows the findings of the Pearson Product Moment Correlation that was conducted to explore the association between Digital Narcissism, Self-esteem and Self-objectification of Snapchat and Facebook Users. Findings of the study indicated the significant negative correlation between Digital Narcissism, Self-esteem of the participants which approved the

first hypothesis of the study. Moreover, results also claimed that Digital Narcissism had significant positive correlation with Self-objectification in the participants. Furthermore, results of the study significantly claimed the negative correlation between Self-esteem and Self-objectification of Snapchat and Facebook users.

Table 4 Independent Sample t –test to find out the Difference of Snapchat and Facebook Users on Digital Narcissism, Self-esteem and Self-objectification (N = 300)

Variable	Facebook	Snapchat	t(169)	p	CI		Cohen's d
	(n = 150)	(n = 150)			LL	UL	
	M(SD)	M(SD)					
Digital Narcissism	53.95 (21.11)	71.19 (16.53)	5.95	.003***	22.9	11.5	.05
Self-esteem	-42.70 (12.21)	-69.21 (17.10)	7.212	.005***	21.1	11.9	.01
Self-objectification	26.74 (8.63)	45.22 (12.01)	11.41	.005***	21.6	15.3	.70

Note. M= mean and SD=Standard Deviation. *p <.05, **p < .01, *** p < .001.

The above table indicates that snapchat and Facebook users were significantly different on Digital Narcissism, Self-esteem and Self-objectification. Moreover, results further reveals that snapchat users used to express more digital narcissism (M = 71.19, SD = 16.53), lower self-

esteem (M = -69.21, SD =17.10) and more self-objectification (M = 45.22, SD = 12.01) than Facebook users. Cohen's effect size ranges from .01 to .07 suggesting a moderate significance of mean difference of snapchat and Facebook users on digital narcissism, self-esteem and self-objectification.

Table 5 Independent Sample t –test for Difference of Gender on Digital Narcissism, Self-esteem and Self-objectification of Snapchat and Facebook Users (N = 300)

Variable	Girls	Boys	t(169)	p	CI		Cohen's d
	(n = 150)	(n = 150)			LL	UL	
	M(SD)	M(SD)					
Digital Narcissism	51.44 (24.28)	44.22 (16.51)	6.48	.003***	18.94	12.55	.03
Self-esteem	-42.74 (14.44)	-59.29 (12.11)	7.98	.005***	33.11	11.19	.09
Self-objectification	42.74 (18.46)	51.28 (18.44)	12.13	.005***	14.64	24.35	.04

Note. M= mean and SD=Standard Deviation. *p <.05, **p < .01, *** p < .001.

The above table indicates that boys and girls were significantly different on Digital Narcissism, Self-esteem and Self-objectification. Moreover, results further reveals that girls used to express more digital narcissism ($M = 51.44$, $SD = 24.28$) than boys ($M = 44.22$, $SD = 16.51$). However, results further suggested that boys used to possess lower self-esteem ($M = -59.29$, $SD = 12.11$) and more self-objectification ($M = 51.28$, $SD = 18.44$) than girls on social media sites. Cohen's effect size ranges from .03 to .09 suggesting a moderate to high level of significance of mean difference of boys and girls on digital narcissism, self-esteem and self-objectification.

5. Discussions

The present study was conducted to explore the difference among Facebook, an old social media app with snapchat, comparatively an updated and newly launched social media site. It was tried to investigate the role of both snapchat and Facebook on digital narcissism, self-esteem and self-comparison on youth. Therefore, a sample of 300 boys and girls were taken from age range 19-23 so that results would be generalized on a larger population. The reason behind conducting the research was to assess the role of famous social media apps on mental health of the youth. Moreover, to explore the gender difference in this regard. However, the results of the study were groundbreaking and claimed that digital narcissism, negative self-esteem and self-objectification was significantly in high in social media users, especially in snapchat users and there was a significant role of gender in this regard.

In this regard, there are multiple researches conducted in past that claimed significant negative impacts of excessive usage of social media on the mental health of the youth. Specifically, in Pakistan one such research was

conducted by Maqsood and his colleagues (2021) which supports the present research in a way as it claimed that anarchistic behavior and of appraisal from others are increased in today's youth due to inclusion of more glamorous outburst of modern media industry (Maqsood et al., 2021). However, the results of the presents study also suggested that due to spending ample time on social media apps such as snapchat, youth of this era is mostly absorbed in self-beautification and seeking approval of others. Despite of it, failure in getting approval it would go towards self-objectification or it would make their self-esteem negative.

Not only this, another research was conducted by Utz and his colleagues (2015) which gave ground to the present research and justified its results which claimed that modern youth is suffering from self-doubts therefore, they used to prefer snapchat cameras for capturing their pictures because it gave them ample opportunities for self-beautification (Utz et al., 2015). However, the research under discussion also significantly claimed that narcissism, low self-esteem and self-objectification are significantly high in snapchat users. Furthermore, there is a gap in previous researches that significantly clarifies a role of gender in terms of digital narcissism, self-esteem and self-objectification in snapchat users. A study by Gil and his colleagues (2015) revealed that girls on Facebook used to share more self-obsessive or narcissistic posts than boys who usually share about games or everyday life which also supported the results of the present research that significantly claimed that girls used to have more digital narcissism on social media apps, both Facebook and snapchat than boys. Moreover, another such indigenous research by Shabir and his colleagues (2014) also suggested the significant role of social media on the life of the youth through a case study which revealed that boys used to suffer from low self-esteem in their youth and try to grab the attention of the

people in their surroundings. Their appreciation of others work as a reinforce for them and to get this they used multiple strategies such as self-objectification which was also claimed through the results of the present study (Shabir et al., 2014).

6. Limitations and Suggestions

Despite the novelty of the topic the sample size of the study is small and the representative population was only youth of 19 to 23 years. Therefore, it is not generalized on a larger population of adults (23 above) or teens (13-18). Moreover, data was collected from the youth living in Punjab, urban areas and it might be possible that youth from rural areas respond differently on it. In this regard, it is needed to conduct more researches in future so that awareness would be created in social media users about its negative impacts on the mental health.

7. Conclusion

The current research is a groundbreaking work to explore the relationship between Digital Narcissism, Self-esteem and Self-objectification in youth using social media, specifically, snapchat and Facebook. The present study claims a significant relationship among these variables and claimed that snapchat users usually express more digital narcissism, lower self-esteem and self-objectification than Facebook users. It also revealed that girls usually express more narcissism on social media than boys and boys used to suffer more from self-esteem issues and objectify themselves more than girls.

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