

Don't Blame Facebook for the Narcissism Epidemic

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Discovery News:

Social media-minded millennials are the most narcissistic generation on record, but recent psychological research indicates that Facebook isn't to blame for that image obsession.

Despite multiple media reports to the contrary, Facebook and social networking sites (SNS) aren't fueling a narcissism epidemic among younger people.

"We do know that narcissism levels among millennials are higher than previous generations and that this rise in narcissism has coincided with the explosion of Facebook," said Shawn Bergman, an assistant professor of organizational psychology at Appalachian State University in Boone, N.C. "However, our research suggests that SNS usage is not an indicator of narcissism, but rather a product of the times."

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