

Relation of Online and Offline Civic Engagement: Investigation of Narcissism as a

Moderator

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Abstract

Introduction: With the increased use of Facebook, emerging adults have found new ways to be engaged. In addition to sharing information, locating, and tracking friends, Facebook also can be used to advertise opportunities for volunteering, advocate political point of views, as well as provide an avenue for self-promotion, particularly by individuals with narcissistic tendencies. In the present investigation, two hypotheses are proposed: 1). Online volunteer and politically related Facebook behaviors will be correlated to offline volunteer and political engagement. 2). NPI (Narcissistic Personality Inventory) scores will act as a moderator variable for offline and online volunteerism and political participation.

Methods: University students (n=109, 88 female, 22 male) enrolled in introductory psychology courses were administered a series of online surveys, regarding their volunteer activities, political participation, Facebook activities, and narcissism.

Results: Frequency of political participation had a significant positive correlation to politically related Facebook actions ($r(86) = .567, p < .01$). Frequency of volunteering had a significant correlation to volunteering-related Facebook actions ($r(86) = .312, p < .01$). Narcissism was not significant as a moderator for neither political participation ($b = -.062, t(86) = -.599, p = .982$) nor for volunteering ($b = .008, t(86) = .079, p = .937$).

Conclusion: Offline civic engagement appears to be moderately reflected in one's Facebook actions. Although the NPI was not found to be a moderator, there are numerous limitations that may explain the inconsistent findings. Future studies should find a more accurate way of determining possible discrepancies between Facebook self-presentation and offline self-presentation.

Introduction

Civic engagement has always been a life-enhancing activity as those civically engaged report higher self-esteem, well-being, and social support (Taylor & Pancer, 2007). It can be defined as actions directed toward solving issues of the general community. It includes variety of avenues, but most directly, volunteerism and political participation (American Psychological Association, 2013). Volunteerism and political participation appear to take root during emergent adulthood, a period of development characterized as a transitory stage during the early twenties at the end of which, a number of life-altering commitments are made (marriage, career, children, etc.) (Arnett, 2000; Arnett, 2007). It is because of the instability and malleability of this phase of life that civic engagement is especially beneficial for emerging adults as many of the behaviors and connections made in these years have a greater tendency to remain with young people for the rest of their lives (Arnett, 2000; Arnett, 2007). Emerging adults who engage in volunteer and political activities report a closer sense of connection with their community (Albanesi et al., 2007). Thus, engagement activities are beneficial on multiple levels, with the groundwork laid in emergent adulthood.

Facebook Civic Engagement

In addition to availability for real-world activities, emerging adults have been increasingly involved in online communities. With approximately 95% of college students having a Facebook and 50% of all Facebook users logging on to Facebook

each day, students' engagement is no longer accurately represented by only offline measures (Ellison et al., 2006; Pempek et al. 2011). Most notably with the invention of Facebook, online communities have become increasingly ingrained the culture of today's emergent adults who have found new avenues with which to engage in their community.

Steinfeld, Lampe, and Ellison (2007; 2008) have laid much of the groundwork for Facebook research, with their creation of the Facebook Intensity Scale (FBIS). The five factors of the FBIS ask respondents about the amount of time spent using Facebook and their feelings of dependency on Facebook. Extant studies tended to focus on emerging adults' use of Facebook for social connections (Ellison et al., 2007). Steinfeld's et al. (2007) work has supported the idea that Facebook, unlike other social networking sites, has been used as a continuation of the offline world. Unlike dating sites or other chat rooms, Facebook users generally only connect with groups and friends with whom they are already acquainted with offline (Toma et al., 2008). Facebook generally is not used to generate new social connections but to keep updated with connections that are already existing (Steinfeld et al., 2008; Ellison et al., 2007). The findings of Steinfeld et al. (2008) are consistent with the findings of Subrahmanyam (2008) and Zhao et al. (2008) who found that emerging adults have a larger overlap between online and offline actions with Facebook than other sites. Facebook was differentiated from other previous social Internet sites, in that it appeared to more realistically enhance real-world social connections.

In the Facebook world, civically engaged users can express their offline interests and connect with others who have similar interests (Pempek, 2011). For example, Wright and Li (2011) found that individuals who engaged in offline prosocial behaviors engaged in similar numbers of online prosocial interactions. Because of these findings, it is expected that the current study will also show that, overall, Facebook actions will be related positively to offline activities.

Opportunities for virtual volunteering on Facebook has been increasing as more institutions and organizations recognize the marketing value of social networking sites to reach emergent adult users. Facebook gives its users the ability to be a virtual volunteer by joining Facebook groups pertaining to a certain charities or causes. Almost all reasonably sized organizations have a Facebook group or page in order to publicize their activity. Universities have larger network pages that show all the groups associated with the university's student body, allowing a student to browse social groups and instantly become involved by joining online. The majority of these groups represent on campus student organizations (Phi gamma delta, French Club, Muslim Student Association, etc.) or majors (Journalism, Physical Therapy, Mathematics, etc.). University network group pages appear to be more facilitated than groups outside the network, where, in contrast, anyone can create a Facebook group about anything they choose. Some groups may be silly or random (Scream for Ice Cream, What Harry Potter Character are You?, etc.). But other groups are more facilitated by larger organizations, and include non-profits, such as

Habitat for Humanity, Amnesty International, and UNICEF. These more facilitated and official groups will also have corresponding web links, pages, walls, and “apps” which can give members news alerts regarding the group functions or other daily anecdotes. Facebook gives individuals available connections to be able to become involved in-person, however, individuals can just as easily use their Facebook to give the appearance of involvement, without having to do anything beyond clicking a button.

Although emerging adults have numerous online opportunities for involvement, they might not be engaged in offline civic activities. In response to the low levels of civic engagement in emerging adults, Vitak and associates (2008) examined politically related Facebook activity. Vitak also used an online format, surveying 683 college students. These surveys asked participants to report the frequency with which they engaged in politically related Facebook actions. His findings suggest that while the political participation of emerging adults through Facebook may be more numerous than that of offline, they are also, overall, less committed overall (Vitak et al., 2008). Though Facebook has allowed emerging adults to civically engage with frequency, it does not require true involvement and would not include the benefits of more personal social interaction.

Facebook and Self-presentation

The world of Facebook has become increasingly complex over the years, as its creators have incrementally added more features that have increased the user's

access and options. One's Facebook identity has gone much beyond a simple picture and paragraph, adding to the propensity for Facebook as a mode of self-presentation (Medizadeh, 2010; Carpenter, 2010). An individual's actions, comments, and beliefs are posted for all of their friends or anyone (if they choose) to see, making a convenient avenue for self-presentation. Facebook users can see what all of their friends represent as their causes and affiliations, and Facebook even makes recommendations of groups and pages based on what their Facebook friends do. The impression given by individuals' profiles on Facebook has become relevant offline as well, with 37 percent of employers using Facebook for an initial screening of job applicants (Grasz, 2012). Interestingly, an individual's Facebook identity, though much more widely seen, is also much more easily managed than other modes of self-presentation (Zhao et al., 2008). All actions and aspects of a profile are easily deleted or added. Although Facebook has shown to be more representative of their users' offline persona than other social networking sites, self-presentation through Facebook varies on a continuum from more to less accurate (Medizadeh, 2010). The easy-access of moldability in self-presentation is particularly attractive for certain personality tendencies.

The association between personality types and Facebook use has become a focus of current research. Buffardi and Campbell (2008) developed a coding scheme to rate participants' Facebook profiles and actions. This involved using objective criteria, such as the number of lines written in the "About Me" section and the

number of wall postings, but also subjective criteria regarding the content of the profile photo. They also had strangers evaluate their impressions of the participants by showing them the participants' Facebook profiles. From their results, Buffardi and Campbell (2008) found that the more individuals used Facebook for self-promotion, the higher their scores on narcissism. This illustrated foremost the particular affinity of Facebook and narcissism.

Narcissism and Facebook

Narcissism has been noted to be increasing in emerging adults over the past several decades (Twenge & Foster, 2008). Narcissistic individuals are characterized by a few chief qualities, which Freud proposed in his theories in 1914. First, narcissistic behavior is foremost categorized by a preoccupation with one's self. Secondly, self-preoccupation leads to unreasonable fears and insecurities in response to perceived threats toward one's self-esteem. Narcissistic individuals will react with hostility if they perceive others as criticizing them (Weiten et al., 2009). Thirdly, their inflated, but fragile, self-esteem is maintained by denial, idealation, and a greater disconnect to reality. It is because of these characteristics that the narcissist views relationships as a means of fulfilling their own insecurities and perceived entitlement. The Narcissistic Personality Inventory created by Raskin and Terry in 1980, arranged Freud's clinical definitions into a 47-item scale. This scale has helped define narcissism and has led to recognition of its multidimensionality.

The construct of narcissism now has been classified into various forms such as grandiose narcissism which show the different dimensions of narcissistic behavior.

Characteristics of narcissism can help explain the current research findings in regards to Facebook behaviors in narcissists (Buffardi & Campbell, 2008; Buffardi & Campbell, 2009; Carpenter, 2011; Mehdizadeh, 2010). Overall, Facebook users have slightly higher levels of narcissism (Ryan & Xenos, 2011). However, the narcissists differ more notably from the rest of population by the types of actions on Facebook in which they engage (Carpenter, 2010; Medizadeh, 2010). For example, they have more status updates, more pictures posted, and more Facebook friends (Carpenter, 2010; Medizadeh, 2010). Even though their amount of time spent on Facebook is greater than the general population, what appears to be more prominent is narcissists' common use Facebook for self-promotion (Bergman et al., 2011; Carpenter, 2011; DeWall, et al, 2011; Mehdizadeh, 2010). Individuals with grandiose narcissism, characterized by an inflated view of self, would tend to use Facebook for its ability to grant a large audience (Ackerman et al., 2011; Carpenter et al., 2010; Raskin & Terry, 1988). Therefore, narcissists are predicted to be engaging in more self-presentation on Facebook than their peers.

Narcissistic manifestations in Facebook use are becoming more apparent in psychological research (Arnett, 2007; Twenge et al., 2011) and might be witnessed in narcissistic users' tendencies to exaggerate civic and volunteer activities as a means to manage self-presentation. Several factors might account for this proposal,

namely, size of audience, perceptions of the audience's valued behavior, and positive feedback from the audience. Because narcissists tend to have greater numbers of Facebook friends, the majority of their Facebook friends may only know them on a very superficial level. A high number of friends provides for more instances of positive feedback. As other social networking sites have shown, when connections online are not stabilized in offline reality, self-presenting occurs more often (Wright & Li, 2011). Moreover, narcissists might change causes and groups they are involved in order to cater to what the narcissist believes their audience considers ideal. Additionally, narcissists can become the center of their group's cause by engaging in Facebook actions to show their friends how important he/she is to the cause and group goal. For example, the narcissist may post more often on their group's page to gain attention regarding their thoughts and opinions on the subject. They may "like" more postings on the group's page in order to gain favor with other individuals in the group. If the majority of their audience doesn't know them in the real world, the narcissist may feel more free to be disproportionately engaged civically online if they think they will be more easily able to convince their Facebook audience of their desired image. Therefore, those with greater narcissistic tendencies are predicted to have less correspondence between their online and offline civic engagement activities.

Facebook certainly gives a wide variety of opportunities for being involved in groups. However, the narcissist's extent of involvement in these groups hasn't been

determined. The nature of narcissism includes a particular dependence on social connections and involvement in groups for self-esteem (Raskin & Terry, 1988). Facebook allows emerging adults to minimally engage in many groups in a convenient fashion. Unfortunately, this does not appear to be translating to an offline involvement as emerging adults still remain as the least represented age group in those who volunteer each year (Bureau of Labor Statistics, 2011). This study will investigate if narcissism may explain why online civic engagement is increasing but doesn't appear to be accompanied by increase in offline civic engagement activities.

The Current Study

Although plenty of research has been devoted to narcissism and Facebook, no known current literature has these examined this in relation to civic engagement. The research on Facebook has shown two general trends: 1). Emerging adults civically engage on minimal levels using Facebook and 2). Narcissistic tendencies coincide with Facebook as a self-presentation tool. Therefore, the main question of this study is whether narcissistic tendencies may explain a use of Facebook to exaggerate civic involvement. In this case, exaggeration is more tangibly defined by discrepancies between one's online and offline behavior. Because Facebook does tend to be relatively representative of the offline world, the trend of relatability between the offline and online world would not be broken by narcissists' Facebooks starkly contrasting reality. Instead, the narcissist's Facebook comparative to the

general population should have more exaggerations. Theoretically, this would lead to the hypothesis that narcissistic tendencies should be predictive to the amount of discrepancy between their online and offline involvement.

However, because the multidimensional nature of narcissism, different forms and manifestations of narcissism may use Facebook civic engagement differently. Three of the subscales are of particular interest for the current study: 1) the grandiose subscale, 2) the exploitiveness/extortion subscale and 3) the leadership subscale. Grandiose narcissism is characterized by an inflated view of self and would tend to use Facebook for its ability to grant a large audience (Ackerman et. Al., 2011; Carpenter et al., 2010; Raskin & Terry, 1988). Exploitativeness/Entitlement subscale is characterized by a lack of concern for and manipulation of others (Ackerman et. Al., 2011; Raskin & Terry, 1988). Exploitive narcissists would most likely not be interested in volunteering because of a lack of interest or concern for others. Lastly, the leadership subscale may have the greatest likelihood of having a positive association with political participation or even volunteerism as leadership narcissists are characterized by a very high self-esteem and overly confident in their role as a “hero.” (Ackerman et. Al., 2011; Raskin & Terry, 1988). The combination of these three subscale scores in addition to the total NPI score will provide a more complete look at narcissism and Facebook self-presentation of civic engagement.

Similarly, civic engagement is not singly faceted and can be examined from a number of perspectives. For the purpose of this study, civic engagement will be

specified to measurements of volunteerism and political participation. Volunteer activities can be defined as actions directed toward improving the well-being of others while political participation is more directed toward influencing government policy, election of government officials or the ethics of social issues. These two aspects of civic engagement have both an online and offline manifestations, which may represent the civic engagement of the individual as a whole.

Therefore, the current study will examine emerging adults in their Facebook self-presentation of volunteer activities and political participation. Specifically, this study will examine whether NPI scores (including subscales and the total NPI score) moderate the relationship between offline and online civic engagement.

Hypothesis 1: High-level NPI scores will correlate with significantly more self-promoting Facebook behaviors than low NPI scores.

Hypothesis 2A: Offline volunteering frequency will be positively correlated to volunteering-related Facebook actions

Hypothesis 2B: Offline political participation frequency will be positively correlated to politically related Facebook actions.

Hypothesis 3A: NPI scores will act as moderators between the frequency of volunteering and the frequency of volunteering related Facebook actions.

Hypothesis 3B: NPI scores will act as moderators between the frequency of political participation and the frequency of politically related Facebook actions.

Methods

Procedure

Students were registered through SONA system (the Department of Psychology's experiment participation sign-up web interface), and they completed the surveys online anytime between the beginning and end of the 2012 summer semesters for credit toward the research requirement for PSY 100, PSY 250, and PSY 251 courses. Fifty of the participants' data was excluded due to incompleteness or unreliability of the surveys. All statistical analyses were done using SPSS 19.0.

Participants

The participants were Oakland University undergraduate students who were enrolled in introductory psychology courses ($n=159$). The final sample consisted of 109 participants (of whom only 87 had a Facebook) with an overrepresentation of females (21 males, 88 females). The minimum age for research participation was 18 years. The mean age was 22.53 years ($SD= 5.78$ yrs). Ethnicity was predominantly white (80.7% White, 5.5% Black or African American, 1.8% Hispanic, .9% American Indian or Alaskan Native, 6.4% Asian, and 4.6% Other).

Table 1. Demographics

Gender	Percentage (Count)
Male	19.3(21)
Female	80.7(88)
Facebook	
Yes	79.8(87)
No	20.2(22)
Ethnicity	
White	80.7(88)
Black	5.5(6)
Hispanic	1.8(2)
American Indian or Alaskan Native	.9(1)
Asian	6.4(7)
Other	4.6(5)
Class Standing	
Freshman	3.67(4)
Sophomore	22.94(25)
Junior	40.37(44)
Senior	29.36(32)
N/A	3.67(4)

Narcissistic Personality Inventory (NPI)

The Narcissistic Personality Inventory (Raskin & Terry, 1988) was used to assess narcissistic tendencies and beliefs (40 items; $\alpha = .825$). The NPI-40 consists of pairs of statements, with one statement reflecting a narcissistic belief and the other statement reflecting a non-narcissistic belief. Participants are asked to indicate which statement more closely reflects their own feelings. It is scored by counting the number of narcissistic statements chosen. Three different subscales were used. The grandiose scale (10 items; $\alpha = .582$) extortion scale (4 items; $\alpha = .275$) and the leadership scale (11 items; $\alpha = .823$).

Activities Questionnaire

The Activities Questionnaire consisted of a series of 35 activities and asked the participant to indicate the number of times they engaged in the activity in the past year (McGowan & Eberly-Lewis, 2008). Responses were indicated in written text with how often they participated in each activity. A coding scheme with scores from 0 to 7 (0=did not engage in this activity, 7=daily engagement) was created to quantify and standardize the participants' answers. Nineteen different types of volunteer activities were mixed among 16 other non-volunteer activities in the list (See Appendix, Part B). Additionally they were asked to indicate on a scale from 1 to 5, their enjoyment, feeling of personal fulfillment, and impact of that activity. "Donating Blood," "Went Camping," "Had Family time," were later excluded because the factor loadings were too small from not many individuals having done that activity. Additionally, "Shopping" and "Video Games" were also excluded from

analysis, due to the gender differences in these activities and small number of males in the study. The non-volunteer activities served as a control in the activities questionnaire will be used as a base to compare participant's ratings of their volunteer activities.

American National Election Political Participation Survey (ANES)

The political activities survey was taken from the series of questionnaires developed and used by the American National Election Studies (23 items; $\alpha = .964$). For this study, we only used one section of their survey, and adapted it to a five point likert scale (See Appendix, Part B). The survey consists 23 items of behaviors regarding one's involvement in current politics and world news. Items included: "Listen to President's speech or address," "Wear a campaign button," and "Voted in election."

Facebook Intensity Scale (FBIS)

The Facebook Intensity Scale (Ellison, Steinfeld, & Lampe, 2007) was used to assess the participant's intensity of Facebook usage (5 items; $\alpha = .867$). Seventy-nine percent of participants owned a Facebook ($n=87$). The first two questions asked the participant to indicate the total number of Facebook friends they have ($M=459.46$, $SD=309.29$), and on a scale, it asked participants for the number of minutes they spend each day on Facebook. The next five questions asked the participant to rate their agreement with five different statements regarding their feelings of

dependency on Facebook (1=Strongly Disagree, 5=Strongly Agree). The mean FBIS score was 3.80 (SD=1.035). (See Appendix, Part B)

Political Participation on Facebook (PolFB)

The political activities on Facebook scale was developed by Vitak et al. (2010), to assess political participation on Facebook (27 items; $\alpha = .946$). It consists of 14 statements about Facebook actions that relate to political involvement and display of political involvement on Facebook. Participants are asked to indicate on a scale of 1 to 6, how frequently they engage in this action on their Facebook (1=Never, 6=All the time). Statements included actions such as “Discussed political information in a Facebook message” and “Became a “fan” of a political candidate or group.” A 13 additional items were added to include leadership oriented actions on Facebook (“Created a page having to do with politics”)(See Appendix, Part B).

Volunteer Activity on Facebook (VolFB)

The Volunteer Activity on Facebook scale was adapted from the Political Participation on Facebook Scale (Vitak et al., 2010) (25 items; $\alpha = .975$). Twelve statements from the PolFB scale were altered to be about Community Service. As an example, the shown previously, were altered to: “Discussed information about a community service opportunity using a Facebook message” and “Became a “fan” of a community service group or nonprofit organization.” An additional 13 items were added to include leadership oriented actions on Facebook (“Created a page having to do with Community Service”)(See Appendix, Part B).

Self-Promoting Facebook Behaviors Scale (NarFB)

The Self-Promoting Facebook Behaviors Scale (Carpenter, 2011) was used to assess the extent to which Facebook is used to promote one's image or self-esteem (20 items; $\alpha = .934$). The first part of the questionnaire asks participants how frequently they engage in certain self-promoting behaviors on Facebook. Items include questions about behaviors include things like posting pictures of themselves or changing their statuses. The second part of the questionnaire uses a 6-point likert scale and consists of statements beliefs and feelings about their Facebook usage. The participant is asked to indicate the extent to which they agree with the statement. Items include: "I use Facebook to see what people are saying about me" and "Posting a status update is a good way to vent when something is bugging me (See Appendix, Part B).

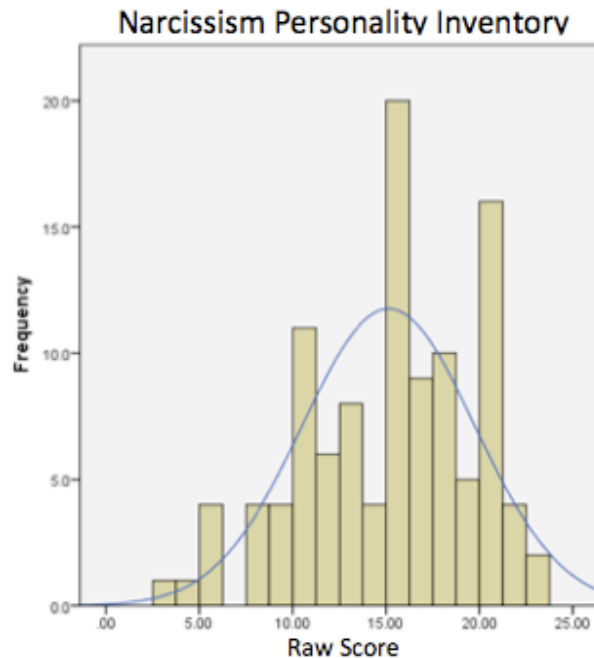


Table 2. Descriptive Statistics of Non-Facebook Measures: Narcissism Personality Inventory, Narcissism subscales, Volunteer Activities, and Political Participation.

Variable	n	M	SD	Range	Cronbach's α	Skew
NPI	109	15.457	5.160	0-40	.825	-.440
<u>Subscales:</u>						
Leadership		5.723	2.890	0-11	.528	-.010
Extortion		3.266	.8568	0-4	.275	-.815
Grandiose		6.468	2.820	0-10	.823	-.643
Volunteer	109	1.200	.8437	0-20	.838	.967
Non-volunteer	109	3.983	.72302	0-18	.718	
ANES	109	2.19	.912	1-5	.926	.541
Number of Volunteer Activities	109	6.22	4.42	0-20		.742

Notes: NPI: Narcissism Personality Inventory, ANES: American National Election Survey.

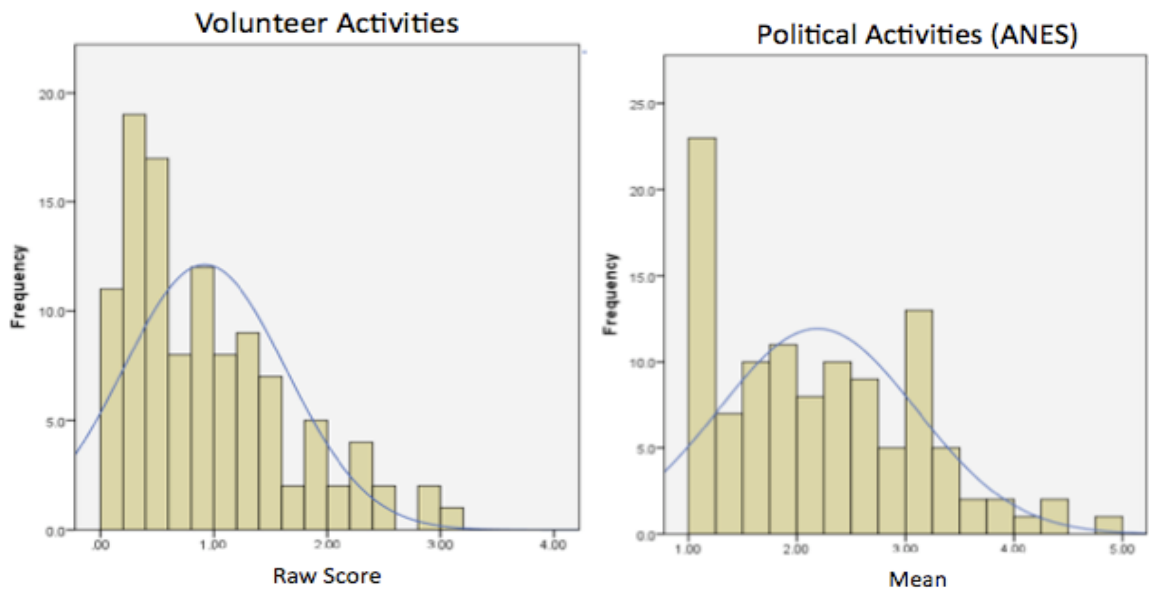
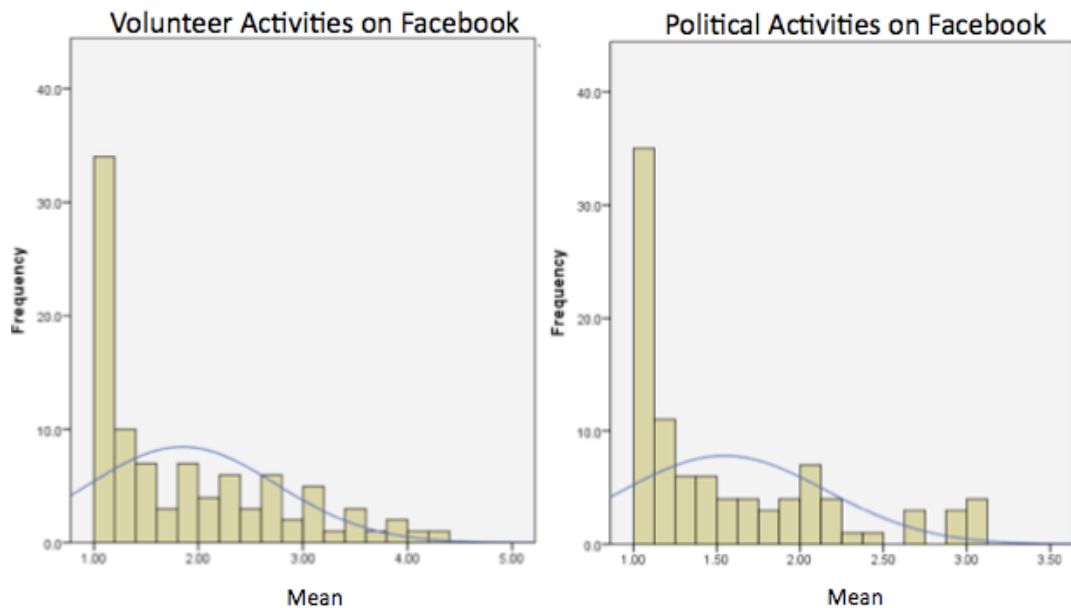


Table 3. Facebook Related Measures : Facebook Intensity Scale, Number of Facebook Friends, Political Facebook Activities, Volunteer Facebook Activities, and Narcissism Facebook Activities.

Variable	n	M	SD	Scale Range	Cronbach's α	Skew
FBIS	87	2.78	1.03483	1-5	.867	-.119
Number of Facebook Friends	87	459.46	309.29	30-1500		
PolFB	87	3.12	1.5456	1-5	.946	1.115
VolFB	87	1.8488	.9059	1-5	.975	.246
NarFB	87	2.10	.7191	1-6	.934	.313
Subscales						
Self promote		2.5927	.87831	1-5		.306
CheckComments		1.7422	.85105	1-5		1.350
Offer Support		2.6406	1.230	1-5		.088
Seek Support		1.7234	.91352	1-5		1.037
AcceptStranger		1.58	.948	1-5		1.611
Retaliate		1.42	.829	1-5		1.911

Notes: FBIS: Facebook Intensity Scale, PolFB: Political Facebook Activities, VolFB: Volunteer Facebook Activities, Nar FB: Narcissism Facebook Scale.



Plan of Analyses

Hypothesis 1, that there would be differences in civic engagement variables for high and low narcissism groups, was analyzed by t-tests for independent means. All the major variables were examined: NPI [and subscales], FBIS, ANES, Volunteer Activities, Non-Volunteer Activities, VolFB, PolFB, NarFB, Number of Volunteer Activities. T-tests were run for three different binomial groupings: 1). Facebook users and non-Facebook users, 2). Male and female, and 3). High and low narcissistic individuals (as defined by above or below the mean NPI).

Hypotheses 2A and 2B, which propose that offline civic engagement would be related to offline civic engagement, would be examine through Pearson's correlations. The three different major groupings of variables were examined for possible relationships. Correlations were examined between Facebook-related variables and NPI, between Non-Facebook related variables and NPI, and lastly, Facebook related variables and Non-Facebook related variables.

Hypotheses 3a and 3b, that narcissism would explain the differences between online and offline activities, were tested using a linear multiple regression model. The NPI score was investigated as a moderator variable following the definition of a moderator by Baron and Kenny (1986).

In testing moderation, three types of variables are identified: the independent variable, the dependent variable, and the moderator. For the model tested in the present study, the independent variables are offline civic engagement

and our dependent variables are Facebook civic engagement. Narcissism is hypothesized to moderate the relationship of the two. Both mediators and moderators are third variables which have relationships to the independent and dependent variables. These two terms have distinctly different meanings in accordance with the different in the ways they are used to interpret relationship between independent and dependent variables. Mediator variables help explain the relationship between independent and dependent variables. Moderators, on the other hand, do not explain the relationship in terms of how they relate, but more are used to predict the strength and/or direction of the relationship between the independent and dependent variables (Baron and Kenny, 1986). Although moderators and mediators can also be combined in a theoretical model, this present study focuses on moderators without any exploration of mediators.

The terms independent and dependent are usually reserved for experimental study designs and are sometimes alternatively referred to as predictor and outcome variables in correlational studies. Because correlational studies such as the present do not include manipulation of variables, technically, describing these variables as independent and dependent is not entirely accurate since we do not have insight into causality. However, in the case of regression analyses, independent variables must be differentiated from dependent in order to carry out calculations.

For this study, Volunteer activities on Facebook (VolFB) is used as the dependent variable and number of volunteer activities is used as the independent

variable. Each of the subscales of the NPI (GE, LE, and the EE) were also tested as being moderator variables to see if a particular kind of narcissism would show stronger moderation between volunteer activities on and offline. This same method was used in regards to Hypothesis 3b, which predicted that narcissism would explain the differences between online and offline political participation. Using the same concept, the NPI was tested as the moderator variable for PolFB as the dependent variable and ANES as the independent variable for the ANES score and PolFB score. Again, each of the subscales of the NPI were also tested as being moderator variables to see if a particular kind of narcissism traits would show stronger moderation between political activities on and offline.

For linear multiple regression as our statistical test, Figure 1 below represents the mathematical models. In our case, Y , our independent variable, is offline volunteer activities. Our dependent variable, Facebook Volunteer activities, is represented by X_1 . If hypotheses 3a and 3b are correct, then our data should show that our null hypothesis model, H_0 , should have a smaller R^2 than our alternative hypothesis model, H_{3a} . This means the amount of data explained by the moderator is greater than the amount explained without the moderator. This can also be represented in terms of error (represented by ϵ in Figure 1). If the hypothesis is true, then the null hypothesis should have a greater amount of error than the alternative hypothesis. This represents the relationship of the moderator variable (the NPI) and the dependent variable (Facebook Volunteer activities).

Figure 1). Model representations of NPI as a moderator variable between offline and Facebook civic engagement activities.

H₀ :Regression model without moderator: $Y = b_0 + b_1x_1 + \varepsilon$

In variable terms for volunteer activities:

$\text{VolAct} = M_{\text{volFB}} + (\text{VolAct}/\text{VolFB}) \cdot \text{VolFB} + \text{Error}$

In variable terms for political activities:

$\text{PolAct} = M_{\text{volFB}} + (\text{PolAct}/\text{PolFB}) \cdot \text{PolFB} + \text{Error}$

H_{3a}:Regression model with moderator: $Y = b_0 + b_1x_1 + b_2(x_1 \bullet x_2) + \varepsilon$

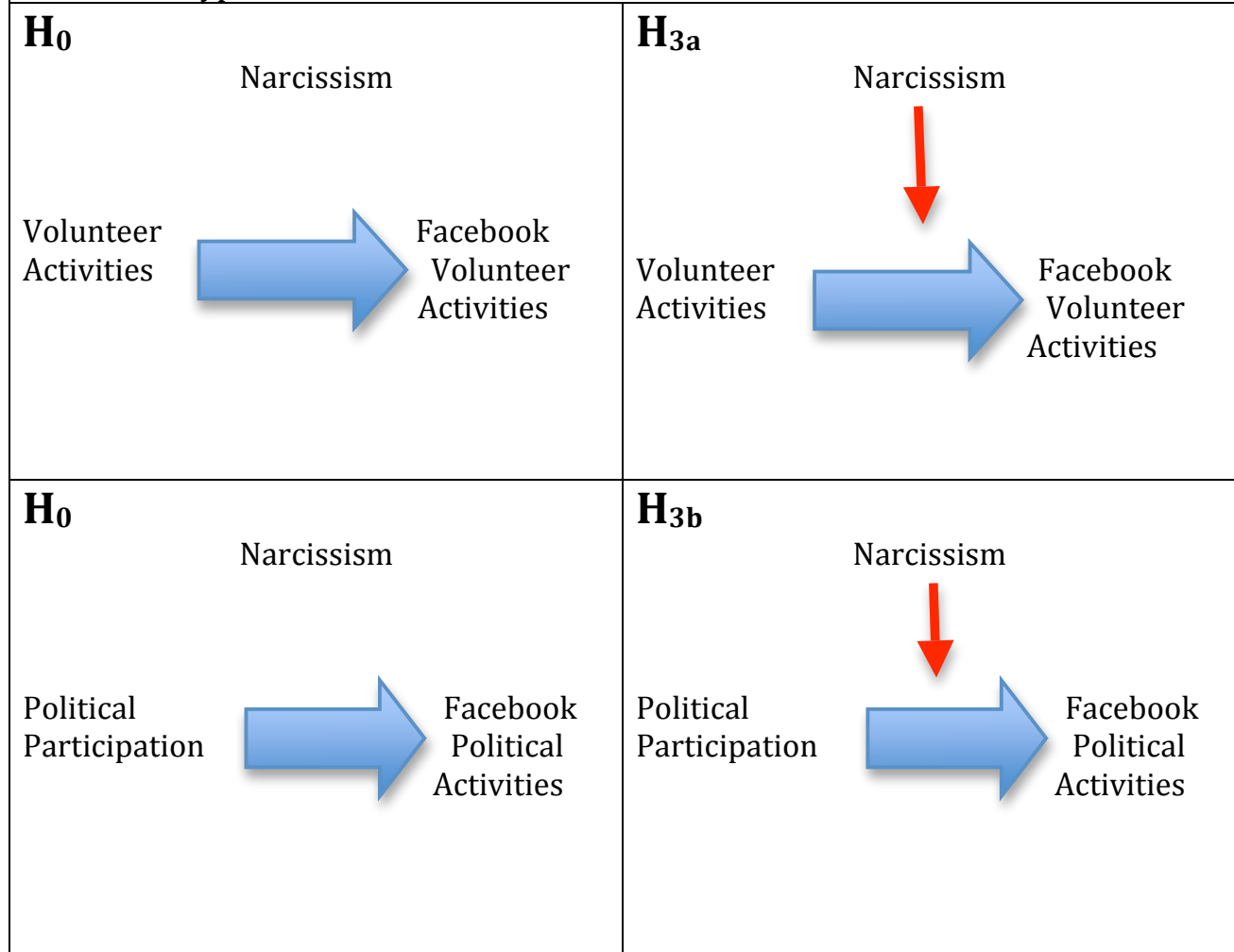
In variable terms for volunteer activities

$\text{VolAct} = M_{\text{volFB}} + (\text{VolAct}/\text{VolFB}) \cdot \text{VolFB} + (\text{VolAct}/\text{VolFB} \bullet \text{NPI})(\text{VolFB} \bullet \text{NPI}) + \text{Error}$

In variable terms for political activities:

$\text{PolAct} = M_{\text{volFB}} + (\text{PolAct}/\text{PolFB}) \cdot \text{PolFB} + (\text{PolAct}/\text{PolFB} \bullet \text{NPI})(\text{PolFB} \bullet \text{NPI}) + \text{Error}$

Figure 2). Narcissism represented as a possible moderator in both the null and alternative hypotheses.



Results

Gender Differences

T-tests for independent means were used to examine whether gender differences existed among any of the measures (NPI, ANES, Volunteer Activities, Non-Volunteer Activities, VolFB, PolFB, NarFB, Number of Volunteer Activities). Out of the twenty variables, only two variables were found to have a slight difference between gender (See Appendix, Table 4). Men scored slightly lower than women on the Leadership subscale of the NPI ($t(108)=-2.73, p=.015$). The number of volunteer activities participated in was slightly higher for females than for males ($t(108)=-2.24, p<.028$).

Differences between Facebook and Non-Facebook Users

T-tests for independent means were also conducted for comparison of Facebook and non-Facebook users among all of the non-Facebook related variables (volunteer activities, non-volunteer activities, NPI and its subscales, ANES, and number of volunteer activities). Seventy-nine percent of the participants owned a Facebook, which is comparable to reports elsewhere (Ross et al., 2009; Ellison et al., 2007, Carpenter et al., 2010). The majority of our participants (61%) reported spending less than an hour on Facebook each day. Similarly, there were no significant differences found between Facebook users and non-Facebook users. (See Appendix Table 5).

Differences Among High NPI and Low NPI scores.

For T-tests between high and low narcissism, scores were split at the mean ($M=15.12$) into high NPI scores ($N=58$) and low NPI scores ($N=51$). T-tests were then run for all the variables (volunteer activities, non-volunteer activities, ANES, number of Facebook friends, time spent on Facebook, FBIS, PolFB, VolFB, and NarFB). The only variable shown to be significantly different between high and low NPI scores was the number of Facebook friends reported ($t(86)=3.44, p<.001$). All other variables showed no significant differences (See Table 6).

Relationship of Narcissism and Facebook Variables

None of the Facebook civic engagement variables were found to have a significant relationship to the NPI or any of its subscales (See Table 7). The number of Facebook friends and FBIS had a significant negative relationship to age ($r(85) = -.392, p<.001$). In addition, there was a smaller negative correlation to narcissism Facebook activities and age ($r(85) = -.208, p<.05$). Lastly, there was a significant negative correlation between number of Facebook friends and the NPI leadership subscale.

Table 7. Results of Pearson's Correlations between NPI and Facebook-Related Variables

	Number FB friends	FBIS	VolFB	PolFB	NarFB
Age	-.392**	-.250*	-.090	-.137	-.208*
GPA	.071	-.017	.036	.119	-.152
NPI Total	-.317	.146	-.011	-.095	.051
<u>Subscales</u>	-.284**	-.182	.006	-.063	-.027
Grandiose					
Extortion	-.109	.146	.052	-.077	.120
Leadership	-.187	.190	-.017	-.154	.086

Notes: **= $p < .01$, *= $p < .05$, GPA: Grade Point Average, NPI: Narcissism Personality Inventory, FBIS: Facebook Intensity Scale, VolFB: Volunteer Facebook Activities, PolFB: Political Facebook Activities, NarFB: Narcissism Facebook use.

Relationship of NPI and Non-Facebook-related variables.

The NPI and the Non-Facebook variables were not correlated significantly with one another (See Table 8) . A minimally significant relationship was found between Non-volunteer and Extortion NPI subscale ($r(108)=.188, p < .01$).

Table 8. Pearson's Correlations between NPI and Non-Facebook-Related Variables

	Volunteer Frequency	Volunteer enjoyment	Non-Volunteer Frequency	NonVolunteer Enjoyment	Number of Volunteer Activities	ANES
Age	.092	.085	-.110	-.128	.178	.033
GPA	.179	.198	.157	.128	.188	.104
NPI Total	-.130	-.060	-.005	.013	-.119	-.112
<u>Subscales</u>						
Grandiose	-.115	-.078	-.089	-.085	-.139	-.139
Extortion	.070	.141	.150	.188*	.089	.024
Leadership	-.170	-.102	.033	.054	-.129	-.127

Notes: **= $p < .01$, *= $p < .05$, GPA: Grade Point Average, NPI: Narcissism Personality Inventory, ANES: American National Election Survey.

Relationship of Non-Facebook and Facebook- related variables.

The Volunteer Facebook activities scale was correlated significantly and positively to the Volunteer Activity frequency ($r(85) = .312, p < .01$). The Volunteer enjoyment was also significantly correlated to the Volunteer Facebook activities scale ($r(85) = .298, p < .01$). In comparison, the Non-volunteer activity scales were not correlated significantly to the Volunteer Facebook activities scale ($r(85) = .172, p > .05$; $r(85) = .174, p > .05$). In addition, the Political Facebook activities scale had a large significant correlation to the ANES scale ($r(85) = .567, p < .01$). The Political Facebook Activities scale also had a smaller correlation to volunteer frequency but not to any other variables ($r(85) = .220, p < .05$).

Table 9. Pearson's Correlations between Non-Facebook-Related and Facebook-Related Variables

Non-Facebook	Facebook				
	Number FB friends	FBIS	VolFB	PolFB	NarFB
Volunteer frequency	.080	.032	.312**	.220*	-.005
Volunteer enjoyment	.036	.028	.298**	.092	-.046
Non-Volunteer frequency	.209	.089	.174	.036	.066
Non-Volunteer enjoyment	.165	.186	.172	-.125	.081
Number of Volunteer Activities	.021	.045	.286**	.137	.041
ANES	.102	-.135	.167	.567**	.115

Notes: **= $p < .01$, *= $p < .05$, ANES: American National Election Survey, FBIS: Facebook Intensity Scale, VolFB: Volunteer Facebook Activities, PolFB: Political Facebook Activities, NarFB: Narcissism Facebook use.

Regression Models

Narcissism as Moderator for Volunteer Activities

Regression analyses showed that Volunteer Activity frequency was significant as a predictor for Volunteer activities on Facebook ($b = .319$, $t(86) = 3.211$, $p < .01$). However, NPI was not found to be a significant moderator for Volunteer Activity frequency and Volunteer Activities on Facebook ($b = .008$, $t(86) = .079$, $p = .937$). The results were similar for all the three subscales. The Leadership subscale was not significant as a moderator ($b = .046$, $t(86) = .457$, $p = .646$). The Grandiose subscale was

not significant as a moderator ($b=-.019$, $t(86)= -.185$, $p=.854$). Lastly, the Extortion/Exhibitionism subscale was not significant as a moderator ($b= -.059$, $t(86)=-.596$, $p=.552$).

Narcissism as a Moderator for Political Activities

Regression analyses showed that ANES scale was a significant predictor of Political Activities on Facebook ($b=.572$, $t(86)= 6.449$ $p<.001$). However, NPI was not found to be a significant moderator for ANES scale and Political Activities on Facebook ($b=-.062$, $t(86)= -.599$, $p= .982$). This result was similar to the subscale's regression models. The leadership subscale was not found to be significant as a moderator ($b= -.029$, $t(86)=-.855$, $p=.733$). The grandiose subscale was not found to be significant as a moderator ($b= -.016$, $t(86)=-.188$, $p=.851$). The extortion/exhibitionism subscale was not found to be significant as a moderator ($b= -.121$, $t(86)= -1.420$, $p=.159$).

Discussion

The main objective of this study was to examine the association between online and offline civic engagement and whether narcissism facilitated relations between them. The analyses did reveal that online civic engagement was associated positively to corresponding offline activities. But, neither narcissism nor its subcomponents were revealed to moderate relations of online and offline world. In general, online civic engagement reflected offline activities. Facebook's use as self-

presentation tool of offline civic engagement was not demonstrated in the results, and therefore narcissism's role as a moderator was left unverified.

Hypothesis 1

In previous studies, individuals with narcissistic tendencies were found to engage in more self-promotion on Facebook (Carpenter, 2010; Medizadeh, 2010). The results from the present study, however, did not reveal those same trends. Using dichotomized narcissism groups, Medizadeh (2010) found that the higher narcissism groups engaged in significantly more self-presentation behaviors on Facebook (2010). Two key methodological differences distinguish Medizadeh's study from the current study. First, Medizadeh used only Facebook users who completed questionnaires in person and second, Medizadeh had participants log on to their Facebook page to directly code the Facebook activity and content. Both of these study design principles would add to the accuracy of Facebook behavior evaluation and could possibly explain the differences in findings.

The results did show some minor differences between genders, but due to the disproportional number of females to males in the study, the gender differences found may not be as representative as other results. Specifically, both leadership narcissism and number of volunteer activities were lower in males. The gender difference in leadership narcissism is not entirely clear as most previous studies have not seen this result. Tschanz et al (1998) actually showed slightly higher level

of leadership narcissism in men, however, there was not a significant difference. The greater numbers of volunteer activities seen in females has been noted elsewhere and has several possible explanations (Dote et al., 2006; Taylor & Pancer, 2007; Trudeau & Delvin, 1996; Bureau of Labor Statistics, 2011). Many volunteer activities tend to be seen as traditionally feminine tasks such as: cleaning, cooking, and caretaking. Very few of the volunteer activities align with traditional male gender roles (other than, perhaps, working on a building project). Second, women tend to view themselves as more empathetic than men and are generally more likely to help others in most situations (Myers, 2008; Eisenberg & Miller, 1987). The gender differences found in this study mainly aligned with previous research with the exception of the result of the women showing higher levels of leadership narcissism.

The Facebook Intensity scale had a mean similar to past studies (Steinfeld et al., 2008). The Facebook usage in the sample was highly representative of emerging adults as seen in previous studies' findings. The number of Facebook users and those without Facebook was also disproportional, but this is consistent with other studies, which generally find between 70-90% of individuals owning a Facebook account (Steinfeld et al., 2008; Carpenter et al., 2010). Consequently, comparisons between the groups were difficult as only 22 individuals were without a Facebook account.

As found in similar research, above average narcissism individuals had more Facebook friends than below average narcissism individuals (Ryan & Xenos, 2011;

Buffardi, 2009). In the present study, when age was used as a partial correlate, however, the difference of low and high NPI scores in number of Facebook friends became non-existent. Perhaps age and number of Facebook friends may appear inversely related because of two trends. First, emerging adults tend to use Facebook more than older generations, and nearly all of their peers are also on Facebook, leading to the higher accumulation of Facebook friends. In addition, younger people generally have slightly elevated levels of narcissism compared to their elders (Roberts et al., 2010). However, rather than being an issue of cohorts, some suggest this may be a normal part of personality developmental seen in every generation through the emerging adulthood age period (Roberts et al., 2010). This mode of thought is identity Nevertheless, a third variable effect is most likely the explanation for the seeming relationship between Facebook friends and narcissism.

Hypothesis 2

The highlight of this study was the positive relationships found between offline civic engagement variables and online civic engagement. Particularly strong was the relation of political participation online and offline. This result was surprising in some respects, as the political participation survey (ANES) is the only scale that was not created as a psychometric scale, but instead is a political science survey tool, meant to be a measure on a national level rather than on an individual or psychometric basis (ANES, 2010).

The result of the Facebook political activities (PolFB) measurements in the present study was comparable to Vitak et al. (2008) ($M=2.68$). Our mean number of political activities was slightly higher than in Vitak et al. results. However, 13 statements were added to the survey in the present study (2008). Additionally, the slight increase in political activities on Facebook might also be explained by the overall increasing usage of Facebook and other social networking sites that have continued to escalate in the past five years (Swartz, 2011).

The volunteer activities also showed some modest positive relationships between online and offline counterparts. In addition, the use of the Facebook volunteer activities measurement as derived from the political survey from Vitak et al. (2008) appeared to be a reliable adaptation. The findings supported the validity of the volunteer Facebook scale as a measurement.

Unlike the results of Carpenter (2010), no relationships were found among the self-presentation Facebook actions (NarFB) and narcissism (NPI) nor any of the specific dimensions. Perhaps one reason for the absence of significant findings has to do with the sample size of the present study. Carpenter (2010) also administered these same surveys online, and his sample consisted of a majority of emerging adults. His study had more than three times the number of participants than that recruited in the present study. Self-presentation did show a small relationship to age. This finding most likely reflects the larger amount of time spent on Facebook

by younger individuals, which would lead to an increased likelihood of engaging in self-promoting Facebook behaviors.

Narcissism could be a moderator of offline and Facebook civic engagement activities, however its moderating role between online and offline use was not found in this study. Much of the lack of support for the hypotheses may be due to the methods of measurement. Similar to the results of Wright and Li (2011), Facebook actions are relatively reflective of offline actions. However, whether narcissists' Facebook lives are slightly less reflective of their offline activities may be more difficult to ascertain. If the hypotheses of the present study were supported, narcissists would be exaggerating their level of participation in civic engagement Facebook. The problem is that in the present study, narcissists also might exaggerate similarly on questionnaires, whether it is the Facebook-related or offline variables. Alternatively, narcissists might not engage in many of these activities but make slight exaggerations to sound like they do a moderate amount. In other words, they may exaggerate in order to present themselves as having volunteered as much as their peers. Because both the online and offline activities are being measured online, determining the validity of participants' answers is impossible. Future endeavors would benefit from having direct access to Facebook profiles.

Strengths

The strengths of this study include the diversity in questionnaires. For narcissism, the inclusion of the grandiose, extortion, and leadership subscale, helped to cover the different dimensions of narcissism. In regards to overall civic engagement, the combination of political participation and volunteer activities expand the applicability of online and offline overlap. Overlap between online and offline is not restricted to just one area of civic engagement but may apply to a variety of types of engagement. The positive relationship seen for both models has helped confirm the generalizability of these results. Additionally, comparing online and offline activities is a valid method to evaluate self-presentation. Other studies examining self-presentation have also used this model (Toma, Hancock, & Ellison, 2008). Lastly, the Political participation survey (ANES) and the volunteer activities on Facebook (VolFB) have not been used in previous psychological studies but were adaptations from other surveys. However, based on the Cronbach's alphas and significant correlations that appeared these surveys seem to be of general validity and could be used for further studies, perhaps with greater refinement of factors.

Limitations

Several flaws in the present study's implementation may have weakened the ability to obtain significant results. The questionnaires used in the present study were part of a larger set of questionnaires and they were placed at the end of the full

survey, which took 2 hours or more to complete. . Thus, because of the sheer length of the series of questionnaires, many participants did not complete the activities questionnaire. The length of the questionnaires probably contributed to the participants' lack of concentration and unreliable answers. One participant even wrote in one of the fill in answers "This questionnaire is way too long!" Due to the length and the participant fatigue, many participants put answers that either did not make sense or were unreliable. This was especially true for the Volunteer Activities Questionnaire. Because so many of the participants' data was unreliable, this dwindled our sample size 160 to 87. The sample size of the study was now considerably smaller than those of previous (Steinfeld et al., 2008; Carpenter et al., 2010; Vitak et al., 2011; Ryan & Xenos, 2011) which generally have at least a few hundred participants to over one thousand participants (Ryan & Xenos, 2011). The time constraint for data collection kept this study from having a sample size large enough to adequately test the proposed hypotheses. These factors may have contributed to the lack of consistency in the results of our study as compared to the past research.

The online set-up also may have contributed to the unreliable data. Participants were not monitored, and therefore, the data collected may not be as reliable as those found in the previous studies whose questionnaires were mainly completed in person. The accuracy of online surveys compared to in person data collection is a debated topic. In some situations an online format has shown to be a

benefit for data collection, but for others, including the present study, it has allowed questionably accurate survey responses to be submitted (Evans & Mathur, 2005). Additionally, participants were students who were trying to fulfill a mandatory research requirement for a class, rather than participating on their own desire, which may have also added to their lack of enthusiasm and lack of reliable answers.

Although self-report is widely used, two qualities of the current study may have made it a less ideal choice. First of all, in regards to volunteering and other pro-social behaviors, people tend to over-estimate their helpfulness and generosity (Epley & Dunning, 2000). Secondly, narcissism is often accompanied by a distorted sense of one's own behaviors, making this self-report format even less trustworthy. A method of decreasing these inaccuracies would have been to recruit participants from volunteer events and then compare these participants' Facebook civic engagement, and narcissism to individuals recruited by more random means. Another method of increasing accuracy would have been to have participants log on to their Facebook account and retrieve a log of their Facebook activity. Then the log of their activity would be able to be used for us to directly code for online civic engagement. Future studies could benefit from using either one or both of these proposed methods.

Lastly, quantifying personality traits is a difficult task to be able to complete with consistent reliability and validity, namely because people's behavior is often not reliable or consistent (Ackerman et al., 2011). Because personalities are not a

directly measurable quality and are incredibly multi-dimensional, even scales as substantiated as the NPI can only measure to a certain level of accuracy. In addition, narcissists generally have a greater tendency to exaggerate or lie, making it particularly difficult to locate true narcissists .

For volunteerism, the number of different activities an individual is involved in has commonly been used as the measurement of volunteer involvement.

However, number of different activities does not account for differing characteristics of volunteer activities. For example, an individual may be deeply involved in the leadership of only one volunteer activity, but because of the great time commitment required for one charity or organization, he/she would not have the time to participate in a wide variety of activities. Consequently, with the standard measure of volunteerism they would be rated less involved. In contrast, another individual may participate in a wide number and variety of activities, but may be participating because of certain club, scholarship, or even parole mandates their volunteerism. Even though both of these two types of volunteers are involved, their level of commitment and amount of time spent is very different. Their differences in involvement would not be represented by a count of number of different activities they participated in.

Future Directions

Narcissism's relation to cyber-social behavior has been on the forefront of research in recent years. However, the relationship between narcissism and civic engagement strangely seems overlooked in leading psychological literature. The psychological fields of civic engagement and narcissism do appear to be rather contrasting in their goals as a whole, but the possible relations between the fields could be especially innovative.

Self-esteem stability could also be considered as possible factor for future studies regarding narcissism and volunteerism (Kernis et al., 1993; Weiten et al., 2008). It may be likely that the high self-esteem associated with volunteerism is a secure self-esteem, while narcissism high self-esteem would be of a defensive nature. Though narcissism is associated with high self-esteem, it is also characterized by insecurity in self-esteem, which is generally referred to as defensive self-esteem (Kernis et al., 1993; Weiten, 2008). Additionally, we have seen that individuals with higher self-esteem also tend to volunteer more than those with low self-esteem (Trudeau & Delvin, 1996). Including self-esteem as a variable may clarify a possible a possible relationship between volunteerism and narcissism.

The types of volunteer activities that may interest narcissists has yet to be examined. However, as noted previously, any measurements of volunteer activities may be most accurately found by recruiting participants from volunteer events and comparing them to a control group of randomly sampled individuals. If narcissists are volunteering, perhaps they are most interested in volunteer opportunities which

grant them the most attention and praise such as leadership positions. Most likely, narcissists would not be interested in volunteer projects that are more monotonous or do not grant as much recognition, such as manual labor or anonymous donation. Because the types of volunteer activities can vary, clarification of narcissist's volunteer activities may be better explained by the types of volunteer activities they engage in.

Future research would benefit from including a wider range of educational backgrounds, especially when civic engagement is a study variable. Almost all of the current research on Facebook has been done using college students (Bergman et al., 2011; Ellison et al., 2007). Online civic engagement would also be better examined with more varied educational backgrounds, as generally individuals with higher levels of educational attainment volunteer more (Bureau of Labor Statistics, 2011; Myers, 2007). A better picture of online civic engagement would be shown if a variety of vocational backgrounds were included. Additionally, although originally this was most likely representative of almost all Facebook users, the number of Facebook users who are above 30 or even below 18 has been greatly increasing in the past several years (Ingram, 2013). Thus, a greater variety of vocational backgrounds and ages would aid in presenting a clearer picture for Facebook civic engagement in the population overall.

Different ethnicities, nationalities and races should be included in a greater variety. Although Facebook originated in the United States, it now reaches

approximately 1 out of every 9 individuals in the world and 81% of active users are outside of the U.S. and Canada (Protalinski, 2012). Facebook is much more diverse than its beginnings as largely American, white, college students in their early twenties. Furthermore, the ethnic and racial diversity of Facebook has become identical of that of the general United State population (Marlow, 2009). Using a broader, more diverse sample would be a better representation of Facebook usage.

The potential of the Internet to foster offline civic engagement has been proposed elsewhere (Pasek et al., 2008; Vitak et al., 2008). As society becomes increasingly dependent on ever-developing technology, these two aspects are becoming increasingly entangled. Minimal online involvement in Facebook groups may be a step closer to true civic engagement than no involvement at all. The only potential danger is that individuals would begin to use online civic engagement as their prominent method of being engaged. Therefore, identifying the factors that predict translation from online to offline involvement would benefit the promotion of civic engagement.

Conclusion

As communities become increasingly Internet based, so does the importance of understanding how it is used. Internet and sites like Facebook are new facets of human sociality that are transforming the ways individuals become engaged with their community. In addition, Facebook's implications in the offline civic

engagement appear to be more strongly rooted in reality than websites and Internet fads of the past. Although there has also been hearsay that Facebook may be on its way out, this area of research is not made any less valid (Swartz, 2011). Even if Facebook does decline, it will not leave a void. If the past and trend of technology is an indication of future trends, whatever comes to replace Facebook will undoubtedly be increasingly integrative and complex. Future trends in technology will also ultimately affect civic engagement, which unlike Facebook, cannot be logged off from.

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APPENDIX PART A

Table 4. Gender Differences among major variables.					
	T-score	p-value	Gender	Mean	Standard Deviation
Volunteer Frequency	-.896	.373	Male	.7929	.81736
			female	.9491	.69364
Volunteer Investment	-.254	.800	male	1.1581	1.07458
			female	1.2103	.78601
Volunteer Impact	-.709	.480	male	1.2480	1.08057
			female	1.4047	.86574
Volunteer Enjoyment	-1.107	.271	male	1.8509	1.42845
			female	2.2034	1.28232
Non-Volunteer Frequency	-.406	.685	male	3.9252	.53285
			female	3.9968	.76333
Non-Volunteer Invest	1.166	.246	male	3.1394	.67524
			female	2.9343	.73477
Non-Volunteer Impact	.587	.558	male	3.1898	.70403
			female	3.0914	.68619
Non-volunteer Activities Enjoyment	-.296	.767	male	4.9456	.68144
			female	5.0052	.85829

Narcissism Personality Inventory	.135	.893	male	14.2857	4.64912
			female	15.3283	4.62022
<u>Subscales</u>	-2.7346	.015	male	4.2857	2.49285
Leadership			female	5.6580	2.23101
Grandiose	.962	.338	male	7.0000	2.64575
			female	6.3408	2.85947
Extortion	-1.595	.114	male	3.0000	1.00000
			female	3.3295	.81257
American National Election Survey	-.928	.355	male	2.2818	.97280
			female	2.1682	.90149
Number of Facebook Friends	.511	.610	male	479.39	338.456
			female	454.26	303.658
Time spent on Facebook	.305	.761	male	2.00	1.106
			female	2.82	1.493
Number of Volunteer Activities	-2.238	.028	male	5.7143	5.09061
			female	6.3409	4.28010
Facebook Intensity Scale	-1.721	.088	male	2.4211	1.05176
			female	2.8727	1.01769

Table 5. Differences between Non-Facebook and Facebook users among major variables.

Variable	T-score	p value		Mean	Standard Deviation
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Volunteer Frequency	.605	.547	Non-Facebook	1.0323	.77012
			Facebook	.9037	.71324
Volunteer Investment	1.749	.083	Non-Facebook	1.5808	1.12055
			Facebook	1.1488	.79264
Volunteer Impact	1.141	.256	Non-Facebook	1.6437	1.07244
			Facebook	1.3380	.88320
Volunteer Enjoyment	.883	.379	Non-Facebook	2.4372	1.60208
			Facebook	2.0946	1.27250
Non-Volunteer Frequency	-1.634	.105	Non-Facebook	3.6779	.82477
			Facebook	4.0244	.70278
Non-Volunteer Invest	.771	.442	Non-Facebook	3.1197	.77108
			Facebook	2.9541	.72077
Non-Volunteer Impact	1.104	.272	Non-Facebook	3.3077	.75107
			Facebook	3.0837	.67822
Non-volunteer Enjoyment	-1.071	.287	Non-Facebook	4.7641	1.05556
			Facebook	5.0248	.78999
Narcissism Personality Inventory	-1.392	.186	Non-Facebook	13.4598	5.56882
			Facebook	15.3532	4.46585

<u>Subscales</u>					
Leadership	-1.002	.319	Non-Facebook	4.7846	2.25900
			Facebook	5.4760	2.34529
Grandiose	-.869	.120	Non-Facebook	5.8291	3.52113
			Facebook	6.5543	2.72209
Extortion	-1.906	.058	Non-Facebook	2.8462	1.06819
			Facebook	3.3229	.81428
American National Election Survey	.266	.662	Non-Facebook	2.2534	1.02063
			Facebook	2.1815	.90198
Number of Volunteer Activities	.943	.169	Non-Facebook	7.3077	5.58845
			Facebook	6.0729	4.26305

Table 6. Differences between High and Low NPI scores among major variables.

	T-score	p value	NPI score	Mean	Standard Deviation
Volunteer Frequency	1.218	.226	Low	1.0081	.79184
		.232	High	.8407	.64240
Volunteer Investment	.485	.629	Low	1.2422	.84763
		.629	High	1.1634	.84602
Volunteer Impact	.470	.640	Low	1.4182	.95504
		.642	High	1.3361	.87044
Volunteer Enjoyment	.838	.404	Low	2.2479	1.46363

		.411	High	2.0366	1.16718
Non-Volunteer Frequency	-.075	.941	Low	3.9775	.77111
		.941	High	3.9879	.68473
Non-Volunteer Investment	.404	.687	Low	3.0039	.75066
		.688	High	2.9474	.70761
Non Volunteer Impact	.951	.344	Low	3.1772	.70798
		.345	High	3.0516	.66954
Non-Volunteer Enjoyment	.481	.632	Low	5.0343	.88187
		.634	High	4.9580	.77679
American National Election Survey	1.615	.109	Low	2.3395	.94355
		.111	High	2.0587	.87053
Number of Facebook Friends	3.441	.001	Low	576.00	344.217
		.001	High	360.28	237.744
Time Spent of Facebook	.578	.565	Low	2.75	1.496
		.566	High	2.58	1.433
Facebook Intensity Scale	-.013	.990	Low	2.7818	1.10291
		.990	High	2.7846	.98446
Political Facebook Activities	1.074	.286	Low	1.6186	.67018
		.293	High	1.4839	.55943
Volunteer Facebook Activities	-.138	.890	Low	1.8348	.88470
		.890	High	1.8606	.93190
Number of Volunteer Activities	1.031	.305	Low	6.6863	4.86000
		.311	High	5.8103	4.01076

APPENDIX PART B

FBIS

1	Total number of Facebook Friends:	
2	How many minutes do you spend per day on Facebook? (circle one)	less than 10 10-30 31-60 1-2 h 2-3 h more than 3 h
3	Please indicate on a scale from 1-5 how much you agree with the following statements regarding your own Facebook activity. (1=Strongly Disagree 2=Disagree 3=Neutral 4=Agree 5 =Strongly Agree)	
4	Facebook is part of my everyday activity	1 2 3 4 5
5	I am proud to tell people I'm on Facebook	1 2 3 4 5
6	Facebook has become part of my daily routine	1 2 3 4 5
7	I feel out of touch when I haven't logged onto Facebook for a while	1 2 3 4 5
8	I feel I am part of the Facebook community	1 2 3 4 5

9	I would be sorry if Facebook shut down	1	2	3	4	5
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PPFS - Please indicate on a scale from 1-5 how frequently you engage in the following actions in relation to politics.

Political is defined as that which is aimed at influencing government policy, election of government officials or the ethics of social issues such as (abortion, homosexuality, stem cell research).

10	Added or deleted political information from their Facebook profile.	1	2	3	4	5
11	Added or deleted an application that deals with politics on Facebook	1	2	3	4	5
12	Became a “fan” of a political candidate or group on Facebook	1	2	3	4	5
13	Discussed political information in a Facebook message	1	2	3	4	5
14	Discussed political information using Facebook’s instant messaging system	1	2	3	4	5
15	Joined or left a Facebook group about politics	1	2	3	4	5
16	Posted a Facebook status update that mentions politics	1	2	3	4	5

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17	Posted a photo on Facebook that has something to do with politics	1	2	3	4	5
18	Posted a photo on Facebook of someone at a political event	1	2	3	4	5
19	Posted a Facebook wall comment about politics	1	2	3	4	5
20	Posted a link on Facebook about politics	1	2	3	4	5
21	Posted a Facebook Note that has something to do with politics	1	2	3	4	5
22	RSVPed for a political event through Facebook	1	2	3	4	5
23	Took a quiz that about politics on Facebook	1	2	3	4	5
	Part B					
24	Created a political event invitation on Facebook	1	2	3	4	5
25	How many events of this kind have you created?	1	2	3	4	5
26	Created a political group on Facebook	1	2	3	4	5
27	Created a Facebook page having to do with politics	1	2	3	4	5
28	Joined a political group on Facebook	1	2	3	4	5

29	<i>If yes, how frequently do you visit this political group on Facebook? (circle one).</i>	<i>Daily, Weekly, Monthly, Rarely</i>
30	"Liked" a page on Facebook having to do with politics	1 2 3 4 5
31	<i>If yes, how frequently do you visit this political group on Facebook? (circle one)</i>	<i>Daily, Weekly, Monthly, Rarely</i>
32	Commented on a political page on Facebook	1 2 3 4 5
33	Posted a status on a political page on Facebook	1 2 3 4 5
34	Sent others an event invitation on Facebook	1 2 3 4 5
35	RSVPed for a political event invitation on Facebook	1 2 3 4 5
36	Learned about an political event on Facebook	1 2 3 4 5
37	Attended a political event you were invited to through Facebook	1 2 3 4 5
38	Donated to a political cause learned about through Facebook	1 2 3 4 5

CSFS Please indicate on a scale from 1-5 how frequently you engage in the following actions in relation to volunteer activities.

Volunteer activities can be defined as non-compensated participation aimed at achieving public good and for the well-being of humanity.

39	Added or deleted an application that deals with volunteer activities on Facebook	1 2 3 4 5
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40	Became a “fan” of a page having to do with volunteer activities on Facebook	1 5	2	3	4
41	Discussed information about volunteer activity in a Facebook message	1 5	2	3	4
42	Discussed information about a volunteer activity using Facebook’s instant messaging system	1 5	2	3	4
43	Joined or left a Facebook group having to do with volunteer activities	1	2	3	4 5
44	Posted a Facebook status update that mentions your volunteer activities	1	2	3	4 5
45	Posted a photo on Facebook that has something to do with volunteer activities	1	2	3	4 5
46	Posted a photo on Facebook from a volunteer activity	1	2	3	4 5
47	Posted a Facebook wall comment about volunteer activities	1	2	3	4 5
48	Posted a link on Facebook about a volunteer activity	1	2	3	4 5
49	Posted a Facebook Note that has something to do with volunteer activities	1	2	3	4 5
50	RSVPed for volunteer activities related event through Facebook	1	2	3	4 5

Part B

51	Created a volunteer activity event invitation on Facebook	1	2	3	4 5
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52	<i>If yes, How many events of this kind have you created?</i>	1	2	3	4	5
53	Created a Facebook group having to do with volunteer activities	1	2	3	4	5
54	Created a Facebook page having to do with volunteer activities	1	2	3	4	5
55	Joined a Facebook group having to do with volunteer activities	1	2	3	4	5
56	<i>If yes, how frequently do you visit this volunteer activities group on Facebook?</i>	<i>Daily, Weekly, Monthly, Rarely</i>				
57	"Liked" a Facebook page having to do with a volunteer activities	1	2	3	4	5
58	How frequently do you visit this volunteer activities group on Facebook?	<i>Daily, Weekly, Monthly, Rarely</i>				
59	Commented on a volunteer activities related Facebook page	1	2	3	4	5
60	Posted a status on a volunteer activities Facebook page	1	2	3	4	5
61	Sent others a volunteer activity event invitation on Facebook	1	2	3	4	5
62	RSVPed for a volunteer activity event invitation on Facebook	1	2	3	4	5
63	Learned about an volunteer activity on Facebook	1	2	3	4	5
64	Attended a volunteer activities event you were invited to through Facebook	1	2	3	4	5

65	Donated to a volunteer activities organization learned about through Facebook	1 2 3 4 5
<p>SPBFBS</p> <p>Please indicate on a scale from 1-6 how frequently you engage in the following Facebook behaviors (1=never 2=once 3=rarely 4=sometimes 5=often 6=all the time)</p>		<p>Never All the time</p>
66	How often do you post status updates to Facebook?	1 2 3 4 5 6
67	How often do you post photographs of yourself on Facebook?	1 2 3 4 5 6
68	How often do you update your profile information on Facebook?	1 2 3 4 5 6
69	How often do you change your profile picture on Facebook?	1 2 3 4 5 6
70	How often do you tag pictures of yourself on Facebook?	1 2 3 4 5 6
71	How often do you accept a friend request from a total stranger on Facebook (assuming they do not appear to be a fake profile)?	1 2 3 4 5 6
72	How often do you make mean comments on someone's status if they said something negative about you on Facebook?	1 2 3 4 5 6
73	I use Facebook to see what people are saying about me.	1 2 3 4 5 6

74	I like to read my Facebook newsfeed to see if my friends have mentioned me.	1	2	3	4	5	6
75	It is important to me to know if anyone is saying anything bad about me on Facebook.	1	2	3	4	5	6
76	I usually know what people are saying about me on Facebook.	1	2	3	4	5	6
77	I use Facebook to offer emotional support to people I know when they are feeling upset about something.	1	2	3	4	5	6
78	If I see someone post a Facebook status update that indicates they are upset, I try to post a comforting comment on their status.	1	2	3	4	5	6
79	It is important to me to try to cheer up my friends by commenting on their Facebook status updates when it appears that they feel distressed.	1	2	3	4	5	6
80	I try to make people feel better by commenting on their Facebook status when I can tell they are having a bad day.	1	2	3	4	5	6
81	Whenever I am upset I usually post a status update about what is bothering me.	1	2	3	4	5	6
82	If something made me sad, I usually post a comment about it on Facebook.	1	2	3	4	5	6
83	Posting a status update to Facebook is a good way to vent when something is bugging me.	1	2	3	4	5	6
84	If I post a Facebook status update about something that is bothering me, it makes me feel better.	1	2	3	4	5	6
85	I use Facebook to let people know that I am upset about something.	1	2	3	4	5	6

Note: Non-Volunteer Activities are noted in gray.

Activities Questionnaire

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Read each types of volunteer activities listed below. If, during this past year, you have NOT done this type of activity, simply write a “0” in the “Frequency column and continue to the next activity on the list. If during this past year, you HAVE done the activity, use the Response Scales in order to answer the questions related to that activity.

Frequency (0-4)	Types of Activities	Examples	Personal Involvement (1-5)	Impact (1-5)	Enjoyment (-3,-2, -1, 0, 1, 2, 3)
	1. Going to the Library	Studying, reading, etc.			
	2. Making visits	Nursing home, hospital, elderly persons			
	3. Exercising	Running, aerobics, swimming, weightlifting			
	4. Caretaking for others	Take care of elderly, or ill			
	5. Watching television	For leisure or with friends			
	6. Spending time with friends	Social activities			
	7. Coaching	Kids sports, etc.			
	8.Camping	State park, vacation, etc.			

	9. Teaching/ Tutoring	Religious school, academic help, etc.			
	10. Cooking	In your own home			
	11. Playing	At daycare, hospital visits, etc.			
	12. Fundraising/ Collecting Donations	Selling candy, bake sale, asking for donations			
	13. Spending time on the internet	Surfing the net, schoolwork, social networks, etc.			
	14. Doing Mission work	going to a foreign country, involved in non-profit.			
	15. Spending time with Family	Intentional family time, night together, games etc.			
	16. Babysitting	for neighbor or friend			
	17. Donating Blood	Red cross, school blood drive, etc.			
	18. Going to social gatherings	Social occasions, birthdays, parties etc.			

	19. Having a role in religious services	Alter boy/girl, playing music, etc.			
	20. Reading to the elderly or to children	Nursing home, school, etc.			
	21. Reading for leisure.	Novels, newspapers, magazines, online articles, etc.			
	22. Donating Goods	Clothing, toys, etc.			
	23. Shopping	Going to a mall, with friends, etc.			
	23. Organizing a charity event.	Organize a walk/run, etc.			
	24. Serving food	Soup kitchen, meals on wheels, etc.			
	25. Going to a concert or entertainment event	Popular music band, classical music, school function, etc.			
	26. Building projects.	Habitat for humanity, etc.			
	27. Talking with loved ones on the phone.	Calling home or distant relatives, etc.			

	28. Cleaning up public area	Highway, roadside, park, etc.			
	29. Making crafts with recipients	With kids, elderly, to sell.			
	30. Sorting donated goods	Can drive, etc.			
	31. Playing sports.	with friends, intramural league, etc.			
	32. Attend sporting event	Professional games, college sports, etc.			
	33. Spent time outdoors	Went on a hike, camping, etc.			
	34. Participated in Fundraising event or sport	Walk-a-thon, car wash, dance-a-thon, etc.			
	35. Donating food	Food/can drive			

American National Election Studies Political Participation Survey (Adaption)

On a scale from 1 to 5 please indicate the extent to which each phrase applies to you.

Are interested in the political campaigns this year	1	2	3	4	5
Follow what's going on in government and public affairs	1	2	3	4	5

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Personally care about the outcome of the U.S. House elections	1 2 3 4 5
Personally care who wins the presidential election for 2012	1 2 3 4 5
Frequently discuss politics with family or friends	1 2 3 4 5

On a scale from 1 to 5 please indicate how likely you are to engage in the following behaviors during election season or on a regular basis

Talk to anyone to show them why they should vote for or against one of the parties or candidates during the campaign	1 2 3 4 5
Go to political meetings, rallies, speeches, or dinners in support of a particular candidate	1 2 3 4 5
Wear a campaign button, put a campaign sticker on car, or place a sign in window or in front of the house	1 2 3 4 5
Do work for one of the parties or candidates	1 2 3 4 5
Give money to an individual candidate running for public office	1 2 3 4 5
Give money to political party	1 2 3 4 5
Give money to group that supported or opposed candidates	1 2 3 4 5
Vote	1 2 3 4 5
Have a strong preference for vote selection	1 2 3 4 5
Pay attention to news about the campaign for president	1 2 3 4 5
Watch programs about politics	1 2 3 4 5
Pay attention to news article about the campaign for president	1 2 3 4 5
Read a newspaper article about politics	1 2 3 4 5

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Pay attention to Internet articles or sites about campaign for president	1 2 3 4 5
Visit a website about politics	1 2 3 4 5
Pay attention to radio discussion about the campaign for president	1 2 3 4 5
Listen to a radio show about politics	1 2 3 4 5
Listen to presidents speech or address	1 2 3 4 5

Please list the any student organizations or group with which you are affiliated and the extent to which you are involved. (1= name only involvement 10=a leader of the organization) (Examples: Student Body Congress, LGBTQ, Faith-based organizations, etc.)