



TECHNIUM
SOCIAL SCIENCES JOURNAL

Vol. 17, 2021

**A new decade
for social changes**

www.techniumscience.com

ISSN 2668-7798



9 772668 779000

Social networks as an important part of communication in contemporary trends in adolescents, their impact on their personality and psycho-social behavior

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Abstract. The purpose of this paper is to evaluate the impact of social media on adolescents aged 15-19 years through the qualitative, quantitative, comparative and statistical method, while analyzing, monitoring and evaluating important parameters of the direct effect of these media on the behavior and the building of personality and identity types of these adolescents. This study aims to assess and analyze the level of the impact of social networks on personality traits in 377 adolescents in three high schools of Kosovo where we conducted the research.

Keywords. Social media, adolescents, communication, extrovert, introvert, psychological

Introduction

The development of information technology and digitalization has become an inseparable part of life, work, business and almost all areas of contemporary life. In the last two decades there has been an expansion of social networks or social media which are the most used “products” of the internet world. The social media have become an inseparable part of our lives and work, their impact to the point of dependence is now the subject of study not only of IT experts, communication sciences, sociologists and psychologists but has become a complex trend of “multidisciplinary” study especially for the great influence on adolescents.

We think that it is very important for this study to understand the relationships between social networks and personality traits and disorientations in adolescents. It is exactly the biggest trap they have created for themselves, when the very close screen of events - the computer, became the “*transmitter*” of feelings, emotions, public and private formations, social messages and individual promotion, so when social networks were born and perfected, the so-called “nests” where adolescents huddled to reveal their ideas, thoughts, plans and outlooks about the current things within the sphere of interests that preoccupy them during their free time (Campbell, 2008)

And although our focus is on the adolescent age group, it does not mean that these are the only ones who donate time to this nest, but since the phenomenon is more present in them (Campbell, 2008), we decided to conduct research on them.

Today, about 73% of adolescents own a personal computer or laptop, these data according to the research of Pew Research Center, from which we also receive data that likewise 73% of them are users of social networks, a fact which notifies us about how present-day this

phenomenon is for young people. So these facts were powerful and compelling drivers for us to conduct a study on this issue (Campbell & Bushman, 2008)

Many authors/people may think that through these networks young people bring out very little of individual truth because social networks lack liveliness and direct interpretation, but it has been confirmed that this judgment falls because an adolescent is more likely to express thoughts or emotions “online” more easily or to make new friends through the virtual world. Larry (2000) notes the positive impact of social media saying that: *“young people who spend more time on social media are closer to expressing ‘virtual eupathy’ to friends on the web, and that social networks help introverted teenagers to learn how to socialize behind screens and through smartphones”*.

We think that one of the other benefits why young people join social networks are: getting to know new friends, finding old friends, joining interest groups, creating and distributing albums, video clips, information, for free advertising, for creative expression, and to meet the need to belong to a social-virtual group. These facts make adolescent communication through social media more complex to analyze and study the triangle Social Media - Adolescent - Personality Impact.

From the existing social networks we have chosen Facebook, Twitter and Instagram for this research, because teenagers in our country and around the world are using these networks more often.

The thing that makes this paper eclectic is its extension to personality traits which can be numerous, traits which develop more as a result of the use of social networks, but we are focused on two of them, which is extroversion and narcissism.

Today, social networks have taken on the appearance of gates that open to enable adolescents a world inside of which they measure their popularity, creativity, imagination, socializing and communication skill and within which they represent the main character which makes them feel pleasant (Mike, 2010, p. 84). In other words, we can say that social networks are precisely the cause of the emergence of originality in adolescents, because the very form of communication they enable, gives the comfort of free expression.

Social networks are becoming more and more popular among adolescents and the interaction between them.

In other words these formats have become such an irreplaceable part in the life of young people so that they not only enable you to use the aforementioned applications but also indirectly shape you behaviors which are expressed in two dimensions, in that of a personality trait called extroversion, which means that the individual simply enjoys communicating with others, thus fulfilling an important need that has its source outside of itself, and the other dimension is narcissism, which represents the disorientation of the personality, which means that the individual has a selfishness that comes largely into expression and as such the individual is completely self-oriented and focused only on his own needs (Wurmser, 1987, p. 64-92)

These two dimensions of behavior simultaneously present the main problems of this research, the purpose of which is to find the relationship between these forms of behavior that we find in contemporary adolescents and their occurrence within the use of social networks. Our next goal addresses the other dimension that the framework of this research includes and which is narcissism, about which we emphasize that comes into expression as a result of the high use of social networks. These forms of behavior can be of many types but we have selected two dimensions that are: extraversion and narcissism.

Social networks

The use of social networks is one of the most widespread and used daily activities by young people around the world. In Kosovo, their use is increasing day by day. It must be said that they have already become an important part of the lives of young Kosovars. In this section our **study is focused** only on three social networks as the three social networks with the most users in Kosovo and worldwide which are Facebook, Twitter and Instagram.

Facebook

Facebook is a social network launched in February 2004, owned and operated by Facebook, Inc (Eric, 2008, p. 21). As of September 2012, until the current information of 2016, Facebook has over 1.2 billion active users, more than half of whom use Facebook on a mobile device (Somini, 2012, p. 31).

Users first register, then create a personal profile, add other users as friends with whom they can later exchange instant messages, communicate in Chat, send photos, etc. On Facebook you can check privacy by dividing friends into groups such as “*work friends*”, “*school friends*”, etc., and control how much of your information they can access (Johnson, 2005, p. 65).

In other words Facebook is at the service of people who want to communicate with friends, relatives and work colleagues. Facebook represents the widest social network (Nicholas, 2015, p. 12).

Twitter

Twitter - is a social network and microblock service (meaning the combination of posts and instant messaging) that allow users to send and receive texts of up to 140 so-called tweet characters. It was launched in July 2006 and counts more than 300 million users and a turnover of 1.6 billion posts per day. Twitter is described as a service for friends, family and co-workers who want to stay in touch by exchanging quick answers on a simple question: what are you doing? Twitter is also known as “*The Internet SMS*” (Jeremy, 2013, p. 64).

Instagram

Instagram - is a social network for sharing photos, videos and a social networking service that enables its users to take photos and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, etc. Initially, a distinctive feature was that it accepts photos in a square shape, similar to Kodak Instamatic and Polaroid Images. In August 2015, version 7.5 was released, allowing users to post captured photos in every aspect. Users can also apply digital filters to their images. The maximum duration for an Instagram video is 15 seconds (Angela, 2013, p. 25).

Instagram was created by Kevin Systrom and Mike Krieger, and was launched in October 2010 as a free app to use. Instagram began development in San Francisco, USA. The service quickly gained popularity, with over 100 million active users since April 2012 and over 300 million since December 2014. Instagram has been distributed through the Apple App Store, Google Play, and Windows Phone Store. In 2013, Instagram grew by 23% (Frommer, 2010, p. 47).

On December 12, 2013 at a press conference in New York, Instagram founder Kevin Systrom announced the introduction of private photos and the Video Sharing feature called Instagram Direct. In September 2015, Instagram Direct gets a major update, adding new features such as instant messaging, adding more than one user and sharing more than one photo in a single chat, and sharing Mail and profiles from direct feeds to users (Frommer, 2010, p. 51).

The dimensions of psychological behavior - literature review

Personality can be defined as an entirety of emotional and behavioral traits that characterize a person in daily life. Under normal conditions it is relatively stable and predictable. The individual, while going through these psychical processes, during different periods of life, forms certain personal traits. While observing these traits during the activity of the individual, we notice the special way of behaviors, which is characteristic for him (George, 2004, p. 51). In this issue our main focus will be personality traits, where we will treat people with extroverted and introverted personalities. In addition to addressing personality traits, we will also focus on personality disorientations in the individual, specifically personality as narcissistic and modest.

Extroversion as a personality phenomenon

Extroverts - are those people who are sociable and who feel comfortable in the company of and while talking to other people. They are those persons who feel most energetic when in the presence of other persons, or as Jung says, extroverts prefer the outside world of things, people and activities (George, 2004, p. 55). Extroverts “*fade*” in loneliness, they are interested in the external world and the way they behave is simply a manifestation of their way of interacting with the world (Carol, 2012, p. 117). Another definition of extroversion states that extroversion is an act, state, or habit of being primarily focused on receiving and retaining the pleasure that comes from outside oneself (Carol, 2012, p. 124).

Introversion as a personality phenomenon

Introverts - are those people who gain energy by staying in solitude. Introverts are more preoccupied with the inner world of the mind. They like to think, explore their thoughts and feelings and as such talk little. When they express the need to be alone it is not actually that they are upset but it means that they either need to regain energy by being alone or they need to sit for a while in their thoughts. This does not mean that they do not participate in conversations but if they could choose they would prefer to spend time reading, writing, fishing and thus engaging in individual activities (Carol, 2012). The fear of meeting new people, shyness during conversations and the inability to establish free relationships with newly acquainted people, prevent the individual of developing a healthy social life. And these represent features of an introvert who cannot join the virtual world with such features. According to Jung the introvert is the person who prefers the inner world of thoughts, feelings and dreams and as such tends to be shy (George, 2004).

Personality disorientations

Personality disorientations are conditions in which the individual differs significantly from another normal person in terms of how they think, perceive, feel, and behave with others (Albert, 1977, p. 37).

Changes in the feelings that the person experiences and the distorted beliefs created, lead him to a strange behavior which can be disturbing to relatives.

Personality disorders usually appear in adolescence and persist into adulthood. These disorders can be mild, moderate, or severe, and can often occur as a result of early childhood events that have the power to influence their behavior in later life. Other experts believe that humans are genetically predisposed to personality disorders, and in some cases environmental conditions are their cause (Neville, 1993, p. 5-8).

Narcissism

Narcissism can be defined as excessive selfishness with a magnificent view of one's talents and a desire for admiration (Freud, 1914).

In everyday language narcissism often means selfishness, excessive pride, admiration for personal appearance and achievement, arrogance and selfish spirit (Thomas, 2012, p. 65).

In psychology this term is used to describe:

- Self-love and self-absorption, as a result of disturbing one's sense of self;
- As love and admiration for oneself;
- As a psychological condition characterized by self-preoccupation of oneself, with lack of empathy and unconscious deficits of self-respect.
- Attribute of the human psyche characterized by self-admiration but within personal boundaries (Thomas, 2012, p. 65).

The Internet encourages people to constantly promote themselves and share every detail of their lives - on blogs and social media like Facebook, Twitter or Instagram. At the same time modern parents try hard to instill self-confidence in their children and the idea that they are special (**Samantha, 2011, p. 21**).

In some cases even if the parent does not agree with such a massive use of social networks and tries to stop it, again the results would not be much different, because young people are always eager for independence and originality, and are inclined to accept something that is opposed (Gustave, 2000, p. 84). Of course it still remains a fairly current topic if teenagers today are more narcissistic than they once were. We have synthesized all these studies, research and findings in our research with 377 adolescents in three high schools in the city of Gjakova in the western part of Kosovo.

The methodology

This chapter explains the methodology, strategy and techniques followed in this paper. This study reveals the level of influence of social networks on personality traits in adolescents in basic education, mainly in the three high schools.

The used methodology aims to discover the media-social factor and the impact it has on the development, change or disorder of personality in adolescents

The research problem

The main problem of this research are:

Finding a connection between the frequent and active use of social networks, as a 'consequence' of which we have the phenomenon of increasing personality traits in adolescents, which is extroversion.

Likewise, as a result of the above-mentioned phenomenon, adolescents show an increase in a personality disorientation, i.e. narcissism.

Research hypotheses

The primary hypotheses of this research are:

1. Adolescent students who use social networks extensively, manifest more extroverted behavior;
2. Adolescents who are active users of social networks exhibit narcissistic behavior.

Sub hypothesis:

1. There is a difference between men and women in the display of extroverted and narcissistic behaviors;

2. There is a difference between men and women in the use of social networks;
3. Adolescents with exemplary and very good success at school are students who use social networks less compared to students who have poorer success.
4. Adolescents who have more photos on their social network are more narcissistic and extroverted than those who have fewer photos;
5. Adolescent students who exhibit more extroverted behavior are more likely to be overly narcissistic;
6. Facebook may be one of the most used social networks by adolescents in our research.

The purpose of the research

This research has prediction and explanation as a primary purpose. Through prediction it is possible to confirm the existence or not of the correlation between two or more variables which represent the subject of the research (Osmani, 2014).

The primary purpose in this research is to show that adolescents who use social networks more are the ones who also exhibit more extroverted behavior, and that the same factor, ie the widespread use of social networks, affects the same adolescents to be even more narcissistic.

Likewise, one of the other purposes of this research is to explain whether we have a difference between men and women in terms of using social networks.

The next purpose is to try to highlight the correlation between students' success in learning with the use of social networks and the dimensions of psychological behaviors, ie to categorize students according to their success in school and to show which behavioral displays dominate the most according to this ranking. Also through this research we aim to prove that those adolescents who tend to exhibit more extroverted behaviors, are the same ones who also tend to exhibit more narcissistic behaviors.

The final purpose of this research is to see what the most used network is among adolescents in the provided schools in the city of Gjakova.

The research tasks

1. To verify the reports of social networks with personality characteristics and personality disorientations in adolescents.
2. To derive scientific facts about the above-mentioned reports and to compare them with other research conducted in other countries.
3. To detect the characteristics that dominate in the personalities of adolescents.
4. To point out a phenomenon that has not been previously researched in our country.
5. To publish the results achieved in scientific journals or scientific presentations, to conduct seminars and group work related to this topic.

The research objectives

1. To understand which is the most widely used social network and which personality traits and disorientations dominate in adolescents.
2. The obtained results will be published in order for the audience to be informed about these psychological dimensions that are created in adolescents who join these social networks.

The research variables

The variable of this research will be defined as follows:

❖ **The use of social networks and their relationship between personality characteristics and personality disorientations in high school adolescents in Gjakova.**

From which it is noticed that three basic issues are included:

I. First we have the independent variable which is represented by social networks, as a factor that has an impact on the two dependent variables that we will mention below. Although today we are acquainted with a number of social networks, we have decided to focus only on three of them, which are Facebook, Instagram and Twitter, because we see these as responsible for the development of some features and disorientations of personality in adolescents.

II. The personality traits that represent the first dependent variable are extroversion and introversion. We believe that social networks have the power to change some personality elements in case of increased use.

III. The second dependent variable - personality disorientation, is represented by narcissism and modesty. Even these two psychological elements in adolescents are created and developed as much as they spend time on the aforementioned social networks. Since the way they can penetrate and influence adolescents is achieved through various factors and ways, normally without going beyond their limits, we find that these disorientations also come as a result of social networks.

Relevant variables

- **Age** - as a qualitative variable and categorized with these age groups:
 1. 15-16
 2. 16-17
 3. 18-19

- **Gender** - as a qualitative variable and categorized into females and males.

- **School year** - qualitative variable categorized in:
 1. Year I
 2. Year II and
 3. Year III

- **Success in school** - as a qualitative variable and categorized into:
 1. Excellent
 2. Very good
 3. Good
 4. Sufficient
 5. Poor

The research sample (Population)

The sample as an integral part of our research is represented by students of three high schools in Gjakova, from 15 to 19 years old.

From Table No. 1 we can see that in the first category we have presented the high schools where our research was conducted. This category is then divided into three other categories in which the names of these schools have been placed, and for each of them 3 other categories are separated, which make up a total of 9 categories representing the classes of students with whom the filling in of the questionnaires was conducted.

Thus, according to what we see in the Table, we find that from the high school “Hajdar Dushi” we have (N = 47) first year students who have been subjected to the questionnaire; then we have (N = 41) second year students; and (N = 43) third year students. While in the medical

high school “Hysni Zajmi” participated: (N = 32) first year students; (N = 29) second year students; and (N = 35) third year students. Within the high school of economics “Kadri Kusari” participated: (N = 35) first year students; (N = 36) second year students; and (N = 37) third year students.

Then follows the next category which is age

Our research included the age group from 15 to 19 years, of which (N = 74) are 15 years old; (N = 77) are 16 years old; (N = 85) of them belong to the 17 year old age group; (N = 88) belong to the age of 18 and only (N = 13) of them are 19 years old. Regarding the participation of subjects within gender we have (N = 188) males and (N = 148) female subjects. Graph 2 shows the gender participation based on their percentage, where we have (% = 56) males and (% = 44) females.

The manner of measurement

Variables such as: use of social network, display of extroversion and introversion personality traits and personality disorientations, narcissism and modesty, were measured through questionnaires designed specifically for each of them, which accumulate data about the variables in question.

The instrument for the measurement of variables

We will collect data for the realization of this research through:

1. The survey method
2. The usage of the questionnaire as a measuring instrument

A questionnaire is a form or method of gathering information addressed to a statistically significant number of students for research purposes.

Measurement instruments were determined by the need to provide data from different perspectives to make the comparison between their results more meaningful. This package includes three questionnaires, each of which is dedicated to a variable. In this manner we will also verify the variables set out in the research.

The content of the questionnaire

The questionnaire consists of 80 items that will measure the presence of key variables. The questionnaire was compiled by breaking down the general variables into smaller parts.

The questionnaire is divided into three parts, namely:

The first part of the questionnaire consists initially of 4 introductory items which receive demographic data such as: a) school year, b) school success, c) gender and d) age, while the other part (other 11 items) receive data dedicated only to the use of social networks, such as the type of social network, the number of friends on the network, etc.

These items have three offered options (a, b and c).

The second part consists of 25 items which also have three offered options (a, b, c). Option (a) gets one (1) point, option (b) zero (0) points and option (c) two (2) points. This part of the questionnaire serves to measure how extroverted or introverted a subject is. The questionnaire in question was compiled by author Philip Carter called “Extrovert or Introvert”.

The third part is dedicated to measuring personality disorientation and has 40 items, of which each has two options (a, b) of which the subject must circle the one that suits him/her the most, thus indicating whether he/she is narcissistic or modest. The authors of this questionnaire are Drew Pinsky and Mark Young and it is called “The mirror effect”.

The analysis and interpretation of the research results

The processing of the collected data from the questionnaire was done through the statistical program SPSS 16.0.

The data from the questionnaire were processed by these psychometric or statistical procedures:

1. Alpha Cronbach - is one of the well-known statistical methods which is used to determine the internal consistency of the subjects' averages to assess the reliability or credibility of the measuring instrument. This coefficient was named by Lee Cronbach in 1951 and today finds mainly use in the social sciences
2. T-Test - is used to test the differences of the averages between different variables, in the research hypotheses where a difference is required.
3. Kolmogorov-Smirnov - the testing of the normal distribution of the averages of the variables is done by this method, a value which determines the normality of the distribution.
4. Anova – derives from the word **analysis of variance** which means analysis of variables or variants. Anova is a summary of some statistical models followed by several procedures, where the examined variable is divided into components that are attributed to different sources of variation. In other words Anova is a statistical test that shows whether the averages of certain defined categories are equal or not.
5. In addition to the above statistical methods the following are also used: *frequencies, arithmetic average, standard deviation.*

The results that will highlight these analyzes will be interpreted through tables, graphics and detailed explanations that will show how accurate the hypotheses presented in the research were.

We assume that the results will be in our favor by shedding in a positive light the achievements of the realization of our research purposes, so that it is shown that adolescents are users of social networks, that because of them they are more extroverted but that also in most cases more narcissistic.

The final results

Here we will reflect all the research results. The analyses and results are organized respecting the objectives of the study, in order to achieve them. Also, the results will be presented in order according to the objectives of the study.

Demographic data

The presentation of the demographic data of the subjects is done through tables and graphics, always dividing the data into categories in order to maintain the clarity of each of them.

In Graph No. 1 the age groups of students in percentage are presented and we find that subject of the 15 year old age group are (% = 21.96), aged 16 years are (% = 22.85); 17 years old are (% = 25.22); aged 18 years are (% = 26.11) and aged 19 years are (% = 3.86). As we can see from the results achieved is that we have a closeness between the age group of subjects in percentage, leaving aside the percentage gained for the 19 year old age group which is smaller in number. From Graph No. 2 we see that 55.79% of the subjects are male and 43.98% belong to the female gender. 0.30% of subjects did not respond to this item.

In Graph No. 3 the success rates of students who participated in the research are presented, of which with poor success are (% = 0.59); with sufficient success are (% = 10.39); with good success are the vast majority of subjects that triumphs with (% = 42.73); with very good success are also a good part of the subjects that is (% = 24.93); with exemplary or excellent

success are ($\% = 13.06$) of the subjects and finally we have 8.31% of the subjects who have not given an answer in this presented item.

In Tab. No. 2 the data on how many entities and what percentage of them use the above mentioned networks, i.e. Facebook, Twitter and Instagram, are presented.

According to Graph No. 4 we find that out of 337 subjects in total, ($S = 212$) of them are users of the social network Facebook, triumphing with ($\% = 63$). We also find that ($S = 34$) subjects are users of the social network Twitter that make up ($\% = 10$) and that ($S = 91$) subjects are users of the social network Instagram that make up ($\% = 27$). And we conclude that the most used network among our subjects is Facebook.

Data on the main research variables

From Table No. 3 we can see that we have the total number of subjects who participated in the research which constitutes a number of ($N = 337$) subjects.

The values achieved by the subjects from their evaluation in the relevant tests for measuring personality traits, respectively the average for extraversion is ($M = 28.49$) with standard deviation ($SD = 4.661$). The minimum value obtained in this category is ($MIN = 14$) and the maximum value reaches up to ($MAX = 43$).

Likewise from this Table we draw conclusions also for the category of personality disorientation, ie narcissism, where we see that the average is ($M = 16.98$) and the standard deviation ($SD = 5.526$), and that in terms of evaluating the statements the minimum value in this category is ($MIN = 3$) and the maximum value reaches up to ($MAX = 36$)

Finally we also have the findings reached for the use of social networks, where the arithmetic average is ($M = 18.24$) with standard deviation ($SD = 4.104$) the minimum value in this category reaches up to ($MIN = 7$) and the maximum reaches up to ($MAX = 28$).

Data on test reliability and normality of variables

Further on the data on the measurement characteristics of the test, its reliability and the normal distribution of variables that reach their measurement are presented.

Questionnaire reliability

Table No. 4 shows the value of the test reliability coefficient.

We used the Alpha Cronbach coefficient to arrive at these findings on the reliability of the questionnaire.

Based on the Alpha Cronbach coefficient ($\alpha = 0.704$) the test which has measured the variables in question, from the total number of items ($n = 65$), we conclude that the applied test achieves a considerable reliability, which means it does not achieve a full reliability.

Normality of variables

The normality of the distribution of the variable in this research was ascertained through the statistical method of Kolmogorov-Smirnov, which aims to show the distribution of the variable.

From the data of Table No. 5 where the testing of the normal distribution of the variable was done we see that, the statistical value of Kolmogorov-Smirnov is ($sig = 0.004$), which proves that the variable has a normal distribution ($p < 0.01$) and from all this we consider that the results of the questionnaire have normal distribution form.

As we can see from Graph No. 5 we have a normal distribution of the variable and when we say normal distribution we are referring to the standard Gaussian distribution, which is

realized when most of the averages of the subjects are grouped in the middle and when the curve takes the form of a bell.

From Graph No. 5 we see that the averages of the subjects achieved in the extraversion variable have normal distribution, since most of the averages focus in the middle of the Graph, with a slight concentration on the side of positive values, respectively higher on the side of the Graph.

Based on Graph No. 6 which reflects the distribution of the averages in the line of the expected normality, it is seen that the points of the averages extend along the line, deviating very slightly at its edges.

From the data of Table No. 6, the normal distribution of the variable has been tested. We see that the statistical value of Kolmogorov-Smirnov is ($\text{sig} = 0.001$), which proves that the variable has a normal distribution ($p < 0.01$) and from all this we consider that the results of the questionnaire have the form of normal distribution.

According to Graph No. 7 we prove once again that the distribution of the averages for narcissism forms a curve that does not deviate very much from the 'bell' curve which proves that the distribution is normal, leaning slightly to the left.

Based on graph No. 8 which reflects the distribution of the averages in the line of the expected normality, it can be seen that the points of the averages extend along the line, deviating very slightly at its edges.

Regarding the use of social networks in graph No. 9, where the averages of subjects in the variables for measuring the level of use of social networks are presented, we see that most of the averages are concentrated on the side of values above the achieved average ($M = 18.24$). Based on this we can say that the use of social networks is expressed in subjects to a relatively high extent.

Statistical analysis of data

The results presented below represent statistical analyzes between the variables addressed by this research, depending on the nature of the hypotheses put forward. The statistic used to ascertain the primary hypotheses of this research is the analysis of the difference of the averages between the two variables, respectively the T-test.

Table 7 analyzes the first hypothesis which states: **'Adolescent students who use social networks extensively, manifest more extroverted behavior'**.

Subjects with extroverted behavior who are positioned in the category of subjects who are largely users of social networks whose average reaches the values ($M = 29.57$), which is higher than that of subjects with introverted behavior who are positioned under the average of the use of social networks, respectively showing lower use of social networks with average ($M = 27.53$). So our hypothesis put forward is positively proven.

Based on the value of the difference presented in Table No. 8 we see that the value of the difference ($t = 4.113$, $p < 0.01$) is statistically significant as it does not exceed the limits of the error rate. From this we conclude that there is a difference between the averages of extroversion and introversion based on the averages of the use of social networks, so our hypothesis is confirmed positively. Adolescent students who use social media extensively exhibit more extroverted behavior than students who use social media less.

The data presenting the situation related to the set hypothesis that: **'Adolescents who are active users of social networks exhibit narcissistic behavior'** is analyzed in Table No. 9 which shows that more narcissistic behavior is displayed by those students who are more frequent users of social networks, respectively who achieve a higher average in the use of social

networks ($M = 17.77$), in contrast to subjects with modest behavior who are the rarest users of social networks with the average ($M = 16.28$).

Based on the data in Table No. 10 we find that there is a difference between these subjects as the value of the difference ($t = 2.484$, $p < 0.01$) is statistically significant. Based on this difference, we confirm the accuracy of the hypothesis that students who use social networks extensively are more likely to exhibit narcissistic behavior.

From our next hypothesis we have put forward, which states that **‘there is a difference between women and men in the display of extroverted and narcissistic behaviors’** we see that the results achieved in Table No. 11 fail to confirm this hypothesis because we have no sufficient difference between the averages of men and women in terms of narcissism and extroversion, respectively the average of men for display narcissistic behavior is ($M = 17.43$) and for women ($M = 16.43$); while the average of males for the display of extrovert behavior is ($M = 28.74$) while in females ($M = 28.16$). So this is a zero hypothesis where we can conclude that: males and females who are participants in this research, exhibit almost the same extroverted and narcissistic behaviors.

Based on the arithmetic averages obtained from Table No. 13 that subjects achieved by gender in the display of narcissistic behavior we see that there is no statistically significant difference between the means of subjects ($t = 1.651$, $p > 0.01$), so we conclude that this result is at the disadvantage of assertion. Likewise in the display of extrovert behavior we find that ($t = 1.146$), so we see that the height of the value for t is not at the right height and we find that our hypothesis falls down.

According to Table No. 13 we find that we have a difference between the genders in terms of the hypothesis **‘There is a difference between men and women in the use of social networks’** emphasizing that men achieve an average of using social networks of ($M = 19.52$) while women ($M = 16.64$).

From Table No. 14 we see that the value of t reaches the right height ($t = 6.816$), so this number shows that the value of the difference between the averages of the use of social networks in both genders is statistically significant, so ($t = 6.816$, $p < 0.01$) and this means that this result is in favor of the hypothesis and respectively confirms it.

Table No. 15 presents comparative data through the Anova method, about how many subjects based on the 5 levels of school success are frequent users of social networks. From the table in question we can conclude that the subjects or students from poor to excellent success achieve different averages and that: the average of subjects with poor success using social networks is ($M = 17.50$), with sufficient success ($M = 19.60$), with good success ($M = 19.080$), with very good success $M = 17.82$ and with excellent success ($M = 15.77$).

From Table No. 16 we notice that the difference between these averages is quite pronounced ($F = 7.065$, $p < 0.01$), but since the value obtained does not exceed and is less than the degree of freedom 0.01 then we say that our hypothesis that emphasizes that **‘Adolescents with excellent and very good success are students who use social networks less compared to students who have poorer success’** is not successfully proven. From Graph No.10 we see that the peak of the curve, which shows the height of the use of social networks is above the sufficient and good successes, while in poor and very good success there is a very approximate level, the lowest point is above the excellent success. So this Graph does not give us the opportunity to conclude that students with lower success are more active users of social networks.

From the achievements presented in Table No.17 we can understand that our hypothesis that states that: **‘adolescent students who exhibit extroverted behavior tend to be more narcissistic’** has been successfully proven because we see that among the averages of

extroversion ($M = 18.52$) and narcissism ($M = 15.55$), displayed in adolescents, we have a pronounced difference and the value of the difference of which is statistically significant ($t = 5.110$, $p < 0.01$). (See Table No.18)

Conclusions

It should be noted that our conclusions and interpretations which we have listed below are completely obtained from the achievements of our research, so these data remain important given the time frame when this research was conducted.

Through the realization of this research we have managed to ascertain important information about modern times which is equipped with elements of the virtual world, which young teenagers 'absorb' through clicks on social networks, and with this they not only become part of this virtual world but as a consequence of it they carry forms of behavior in real life. These forms of behavior can be of many types but we have selected two dimensions that are: extraversion and narcissism.

Among the most important information we have gained is that social networks make adolescents more extroverted. Now we will not hesitate to say who finds more fun on social networks. According to the data obtained from this research these are the extroverts (see tables 8 & 9). For adolescents who are extroverts in real life, social networks represent the cradle of growth and reinforcement of this personality trait, which offers them pleasure at the same time, because there they meet their social needs such as: receiving information, forming a positive social identity, gaining confidence and achieving goals which they cannot achieve alone. In this we can also rely on the achievements of the Meyer study where it was emphasized that people with extroverted personality type are the most motivated to use social networks, as such they possess higher capital than others, and this increases their pleasure. Similar results have also been achieved by the study of Amanda Lenhart who concluded on the importance of profiles in creating social identity, especially the extroverted one.

The next important conclusion to this research is that social media makes adolescents more narcissistic. This conclusion confirms our hypothesis (see Tables 9 & 11). The idea that they are always attracting the attention of others and the idea of being special manages to be intensified through the most frequent use of social networks, because promoting oneself is just a click away from the adolescent. To say that social networks delay the emergence of extroverted behavior means that we are dealing with a useful phenomenon, but when it comes to the formation of a personality disorientation such as narcissism then we say that this is slightly harmful to society in general. We say that narcissists, because they lack empathy, since they need to be admired and constantly display the 'stunning' model of themselves - but in reality this need to pay so much attention to themselves stems from the fact that they do not feel suitable for others, in other words, perhaps because they are a bit specific, and to mask this, they attribute this disorientation to their personality. We can also add that, because narcissists have less capacity to maintain long and stable social connections, they find themselves comfortable on social networks where they can be promoted and socialized at the same time.

From this research we have concluded that there is no difference between men and women in terms of the appearance of extroverted and narcissistic behavior. This conclusion refutes our hypothesis (see Tables 11 & 12).

As for the gender difference in the use of social networks, we have found that there is such a difference, leading boys to an advantage (see Tables 13 & 14). According to the obtained result, we conclude that males spend more time using social networks, so they are more consistent users than females. Our achievements at this point contradict the statistics of Danish

society about the media and the Internet who have managed to find that females, within the social network, spend up to 13 hours per month, while men about 10 hours per month.

Another important issue is also the use of social networks from the point of view of school success, where we have assumed that those who are highly successful, ie very good and exemplary success are those who find less time to spend on social networks compared to those whose success is under average. We assume that social networks are partly to 'blame' for the under the average success, because those who spend more time on social networks also tend to become more addicted, leaving them with little time to study. From this research we have gained the conclusion that refutes our assumptions, or our hypothesis (see Tables 15 & 16). Here we can not relate to the achievements of Larry D. Rosen who pointed out that those teenagers who mostly used social networks have poorer grades than their peers who frequent such media less.

A very important result of this research is to prove that adolescents who exhibit more extroverted behaviors tend to exhibit narcissistic behaviors as well. In other words, the more that adolescents spend time on social networks, the more they become extroverted, respectively more open to new societies, more communicative, more popular, more egocentric, but while fulfilling these pleasures and gaining these traits they gradually become even more narcissistic, ie more selfish, more self-confident, more oriented towards fame. So we can say that the formation of the one helps the formation of the other, as in our concrete conclusion that when being an extrovert helps the formation of narcissistic behavior. And finally, we conclude that the most used network among our subjects is Facebook, triumphing and being ahead of Twitter and Instagram (See Table No. 2 and Graph No. 4).

From our research, in this focus group of society, we can conclude that social media have a great impact on personality building in these adolescents, they have a direct impact on their lives, personality, identity and behavior in the social circle where they live, therefore the potential deviations caused by social media should be open issues of further research and studies of communication sciences and national public health institutes and other interdisciplinary mechanisms dealing with research, treatment and education of this age group of adolescents.

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