

## Narcissistic Personality and Hate Comment Behavior Social Media Users

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### ABSTRACT

*Narcissistic personalities are often encountered in social media, where this narcissistic personality does not escape from hate comments. A narcissistic personality itself is a feeling of self-love that is excessive or not in accordance with its normal level of self-love. This condition triggers hate comment behavior in which some individuals feel dislike, disagree with, or envy someone with a narcissistic personality. The purpose of this study was to determine the relationship between narcissistic personality and hate comments on social media. The research subjects were 146 people aged 14-25 years who were active in social media. The data collection method used a narcissistic personality scale and a hate comment behavior scale which was adapted from previous questionnaires. The scale model is 8 in Likert form with 5 levels. Using correlation and regression data analysis techniques, it was found that 11.3% of the influence of narcissistic personality on hate comment behavior on social media was found. Furthermore, based on the results of a simple regression test, an equation model shows that hate comment behavior on social media can be explained positively by narcissistic personality. Thus, the higher the narcissistic personality, the higher the hate comment behavior.*

**Keywords:** *Narcissistic personality, hate comment, social media*

### INTRODUCTION

Freud defines narcissism as a personality that refers to behavior with orientation and focuses on himself, including behavior such as loving and admiring oneself, having fantasies of power or greatness and self-perfection, exhibitionism (attracting attention), feelings of entitlement or expectations of special treatment and privileged by others, and there is a tendency to see other people as not comparable to themselves and do not like to be criticized (Crockatt, 2006). Critically, narcissism has different dimensions: narcissistic grandeur (arrogance and exhibitionism) and narcissistic vulnerability (hatred and self-preservation).

Regarding the dimension of the right to special treatment in the context of social media, individuals will be driven to feel frustrated when the images or videos they post are ignored by other users, as well as when unwanted comments appear such as criticism or hate speech, they will tend to remove the image. or the videos he posted even replying to bad comments from other users. Narcissistic people think that they are special and unique and therefore deserve more positive outcomes in life than others (Campbell, Bonacci, Shelton, Exline, & Bushman, 2004), and they think that they are more intelligent

and physically attractive than they are. and better than others (Campbell, Rudich, & Sedikides, 2002).

Lubis (in Apsari, 2012) explained that narcissism can occur one of them due to psychological factors, namely when perceptions are irrational and low self-acceptance. According to interviews conducted by Lubis, individuals who use social media tend to show the behavior of deleting posts in the form of pictures or videos when they get little appreciation forgetting to like, as well as deleting comments that are considered disturbing and even these individuals tend to reply to these negative comment attacks on other individuals. This is a self-regulation strategy to maintain a good reputation and self-image in front of the general public. Empirical research shows that narcissists use intrapsychic and interpersonal strategies to maintain their positive self-view (Campbell et al., 200). On the interpersonal side, narcissists boast, draw attention to themselves, and seek to compete with and dominate others (Carroll, 1987). Not surprisingly, narcissistic people shift the blame for a failure to their peers or those who criticize them (Kernis & Sun, 1994).

In the Islamic view, narcissism can be equated with self-righteousness or pride. Then, explained Imam Al Ghazali that *ujub* is a person's love for a gift that is in him and feels that he owns it and does not realize that this gift is a gift from Allah *subhanahu wa ta'ala*. Loving yourself is highly recommended, but if it's excessive it will lead to egoism, arrogance, and feeling yourself better than anyone. The Quran has narrated arrogance:

"And do not turn your face away from people (because of pride) and do not walk the earth arrogantly. Indeed, Allah does not like those who are arrogant and proud of themselves." (QS. Luqman verse 18)

In the verse above, we can see that even the way we walk can make God angry. Allah SWT confirms that He does not like people who walk triumphantly or who deceive themselves with arrogance.

One example in Islam related to narcissism is the story of the Pharaoh. He has no empathy for other people, even claiming to be God. The angel Gabriel gagged his mouth with sea mud, so he couldn't utter the monotheism sentence when he drowned. On the other hand, Rasulullah SAW never abused his status as Allah's Messenger. The enemy is at his mercy. Prophet Muhammad SAW always showed compassion and mercy, regardless of his followers or enemies. In the last moments of his life, he was afraid of whether he conveyed his message correctly. Narrated by Abdullah bin Mas'ud (radhiyallahu 'anhu), Rasulullah SAW once said: "Whoever has arrogance in his heart as big as an atom (or a small ant), he will not enter heaven."

This personality is important to pay attention to again in the current era of globalization regarding social media which is widely used. In the last decade, social media has become the prima donna not only in Indonesia but throughout the world. Director General of Informatics Applications (Aptika) of the Ministry of Communication and Informatics, Septriana Tangkary, stated that the number of internet users in Indonesia has now reached 82 million people and occupies the 8th position in the world. Of these figures, 95% use the internet to access social media. One of the social media with the most users is Instagram (Kemkominfo, 2018).

Users in various online social media, especially on the Instagram platform, are often said to be very obsessed with the number of likes, followers, and comments. They tend to upload photos that they think are appropriate to show and have high expectations for the number of likes, followers, and comments themselves. Some of them prefer not to

upload anything. Some of them choose not to use real user names and prefer to create undercover accounts so that other users don't know their real identities. In some cases, users with impersonated accounts are more often used to leave hate comments. Some people openly leave hate comments without hiding their true identities. It all starts with disagreements, dislike, hatred, and the differences themselves whether from race, culture, etc. (Hutauruk et al., 2022; Lestari et al., 2020; Purba et al., 2022).

In essence, in an important period when we can interact with many people, we do not know, there will be changes in emotions, interests, roles, bodies, and values that are adhered to so that they can have a direct impact on the individual concerned. Social media users tend to want to try different lifestyles and decide for themselves the values, traits, and patterns of behavior that best suit them, including when they use the internet and interact through social media (Rahmawati et al., 2022; Sali et al., 2022 ). Because of that hate comments appear based on these things. Personality is one of the factors a person makes hateful comments. Hate comment itself is a criminal act in the form of defamation, humiliation, provocation, defamation, inciting, spreading false news, or unpleasant actions, and all of these actions have the aim or can have an impact on violence, loss of life, social conflict, and discrimination (Fakhry, 2018).

## **METHOD**

Sampling uses the Proportional Random Sampling method, by randomly taking social media users, then making the proportion of each active and passive user sample in social media. The sample obtained was 146 adolescents and early adults aged around 14-25 years who used social media. For narcissistic personality, Hakeem Muhammad's Narcissistic Tendency scale (2020) is used. The items in this scale are based on the indicators of narcissistic personality disorder listed in the 5th edition of the Diagnostic and Statistical Manual of Mental Disorders, which include; feeling grandiose & self-important, filled with fantasies, feeling special, needing to be admired, exploiting interpersonal relationships, lacking empathy, feeling jealous, and arrogant behavior. After testing the validity and reliability, the Narcissistic Tendency scale has 8 valid final items with a reliability value of 0.72. Meanwhile, hate comments are measured using the Hate Speech scale developed by Desmarita (2019). This scale has 6 indicators, which include; provoking, inciting, insulting, spreading lies, defaming others, and doing unpleasant things. Of the 10 existing items, there is 1 item that is invalid and cannot be used. The Hate Speech scale has a reliability index with a value of 0.71. To collect the necessary data this study used quantitative methods. In this study, the existing variables will be analyzed using correlation and regression tests using SPSS 22.0 software. Correlation and regression analysis is a statistical analysis used to predict the relationship between two variables (Muhson, 2006).

## RESULTS AND DISCUSSION

From the research that has been done, data is obtained in the form of:

Table 1. Description of research subjects

Category	Frequency	Percentage
Gender		
Man	32	21,9%
Woman	114	78,1%
Age		
Teenager	7	4,8%
Early Adult	139	95,2%
Most frequently used applications:		
Twitter	50	34,2%
Instagram	125	85,6%
Facebook	13	8,9%
Youtube	23	15,7%
Etc.	34	23,2%

Based on the description of the data above, the majority of the sample is an active user of Instagram social media, with a teenage age range.

Table 2. Correlation Test Results

	Pearson Correlation	Sig (2-tailed)
Narcissistic Personality *	0.336	0.000
Hate Comment		

Based on Table 2, the correlation coefficient value is (0.336), which means that there is a significant positive relationship between narcissistic personality variables and hate comments. As for seeing the influence of narcissistic personality with hate comments, a simple regression test was carried out and the following results were obtained:

Table 3. Regression Test Results

	Unstandardized Coefficients		Sig
	B	Std. Error	
(constant)	11.232		
Hate comment	0.308	0.072	0.000

Based on table 3, shows that there is a significant influence between the narcissistic personality variable and hate comments, with the equation that is:  $Y = 11,232 + 0,308 X$ . From the regression equation, it can be translated that every narcissistic personality variable increases by 1 year, the hate comment variable will increase of 11,540. It can be predicted that when the narcissistic personality variable is high, hate comment behavior will increase by 11,540.

Table 4. Results of the Coefficient of Determination

Rsquare	Adjusted Rsquare	Std. error of the estimate
0.113	0.107	4.536

Based on Table 4, it was found that 11.3% of the variation in the hate comment variable could be explained by variations in the narcissistic personality variable, while the remaining 88.7% was influenced by variables not explained in the model.

From the research conducted, the results showed that there was a significant relationship between narcissistic personality and hate comment behavior on social media ( $r = 0.113$ ;  $p < 0.05$ ). Then according to the results of the simple regression test, an equation model is obtained which shows that the higher the narcissistic personality, the higher the hate comments on social media. Conversely, the lower the narcissistic personality, the lower the hate comments on social media.

The results of this study prove that the hypothesis which states that there is a relationship between narcissistic personality and hate comments on social media can be accepted and it is also found that the correlation is positive. So that by proving this hypothesis, narcissistic personalities can increase the tendency to hate comment behavior on social media. Meanwhile, in the Islamic view, narcissism can be equated with self-righteousness or pride. Then, explained Imam Al Ghazali that *ujub* is a person's love for a gift that is in him and feels that he owns it and does not realize that this gift is a gift from Allah *subhanahu wa ta'ala*. A believer should be aware that everything in the heavens and the earth, including the gifts given to him, is solely from Allah. As stated in a fragment of Ali Imran's letter (109) which reads, "To Allah belongs all that is in the heavens and the earth and to Allah all matters are returned." Therefore, every believer and every human being must understand very well the concept of the gift that is awarded to each one. It does not add to arrogance and views others as lower than themselves, but rather strengthens the bond of faith between creation and its creator. Meanwhile, Allah emphatically said that he hates *ujub*. In the Al Quran letter Al Luqman (18), Allah *subhanahu wa ta'ala* says, "*And do not turn your face away from people (because of arrogance) and do not walk the earth arrogantly. Verily, Allah does not like those who are arrogant and boastful.*"

Therefore, it is very inappropriate for a believer and even every human being who is His creation to be proud of himself above His other creations. The *ujub* nature within will bring him to the brink of destruction and be classified as the loser. This has also been mentioned by the Messenger of Allah in the hadith narrated by Ath Thabrani which reads, "Three things that lead to the brink of destruction, 1) being greedy and miserly, 2) following lust (which invites ugliness), and 3) *ujub* (awe at oneself)." Therefore, as His creation, it is necessary to fortify oneself from the nature of *ujub*. This trait is hated by Allah because so much harm can result from having this trait. Not only can harm others but can also harm yourself.

This research shows the behavior of narcissistic personalities who want to show their strengths to everyone. This behavior can often be seen on social media, a place where everyone is free to express what they want without any set boundaries. As explained in the journal Alexander Brown (2018), one of the expected advantages of social media as a medium of communication is that people are not forced to reveal aspects of their online identity unless they want to do so. It has been suggested that the anonymity of social media can provide an opportunity to speak more freely as people can say what they think without fear that others will react or respond unfavorably because of their skin color, sexual orientation, or even gender identity. From the results of the research and the form that was distributed, 146 respondents participated in answering a total of 23 core questions in the questionnaire whose scale was adapted from the previous questionnaire.

In this study, it was found that the magnitude of the influence of narcissistic personality on hate comments was 11.3%. While the remaining 88.7% is influenced by other variables outside the research. Several other aspects are also capable of influencing hate comments, one of which is the behavior of hating or being hated. His research by Alexander Brown (2017), assumes that a more basic and simpler concept of hate speech consists of three namely; (1) speech or other expressive behavior, (2) groups/classes of people identified by their characteristics, and (3) emotions, feelings or behaviors to hate or be hated.

From an Islamic perspective, communication is part of human life which must be guided by the Qur'an and Hadith. However, currently, there are many phenomena of disputes, strife, hostility, and fights that arise because of uncontrolled words or comments, especially on social media. In Q.S. Al Humazah verse 1 can be understood that Allah SWT does not allow criticizing other people.

"Woe to every swearer or curser, whether by speech or gesture and so is the critic by displaying the ugliness of others to humiliate him (Q.S. Al Humazah verse 1)".

Shaykh Muhammad bin Shalih asy Syawi explained that in this verse Allah SWT threatens that His wrath and punishment will befall those who often swear, criticize, and hurt the feelings of others everywhere. Allah SWT threatens by saying that woe to every curser or reviler, either verbally, in writing, or in gestures as well as for detractors by displaying the ugliness of others to humiliate them. According to Shaykh Dr. Muhammad Sulaiman Al Asyqar, the verse explains that destruction, humiliation, and punishment are very severe for every swearer, namely someone who hurts and insults the honor and glory of other people. Shaykh Dr. Wahbah az Zuhaili (tafsirweb.com) further explains that Allah SWT begins this letter with a rebuke of harsh punishments, accidents, insults, and destruction for detractors and slanderers. In addition, the prohibition of swearing and insults was also conveyed by Allah SWT in Q.S. Al Hujurat verse 11.

"Don't reproach one another and don't call one another bad titles. The worst call is a bad call after believing. And whoever does not repent, then they are the wrongdoers (Q.S. Al Hujurat verse 11)."

Regarding Q.S. Al Hujurat verse 11, Imam Ibn Kathir Rahimahullah explains that Allah SWT forbids sikhriyyah acts towards humans, namely condescension to other people and humiliates them. This is as contained in the verse "O you who believe, let not a group of men criticize another group, it may be that those who are being criticized are better than them. Actions such as criticizing, cursing, and berating other people are arrogant acts and include actions that are forbidden by Allah SWT. It may be that the humiliated person has a higher position in the sight of Allah SWT and is more loved by Allah SWT.

In addition, in Christopher J. Carpenter's journal (2012), he said that narcissistic personalities in his research had a high tendency to want the acceptance of respect from their followers on Facebook. They will tend to use Facebook to determine what other people say about them. They will focus more on their followers' status updates to determine whether their followers are talking about them and at that time a sense of selfishness will emerge.

Several studies by Bushman & Baumeister and Twenge & Campbell suggest that when someone high in narcissism is belittled, they will respond aggressively. Ackerman et al., (2011) in their research revealed that narcissism is associated with responding to



negative comments from others with verbally aggressive responses. Finally, they acquire traits that demand respect from others, they will become angry if they do not get the respect they feel they deserve. One of his studies revealed that individuals with narcissistic personalities would get angry when others didn't comment on their status updates. This means that followers have the opportunity to show approval or comment on the Facebook status update. Someone high in narcissism will get angry when they don't get this attention and immediately show their feelings with hate speech status. This hypothesis was tested using a survey of Facebook users.

This narcissistic personality can be seen from what he does on social media, such as posting selfies of himself or other photos that aim to show or show off something to the general public as well as updating his status or commenting by writing outpouring sentences that he wants to share with many people or just opinions and opinions from himself on something that is happening. As cited in Sorokowski (2015), and by Vazire, Naumann, Rentfrow, & Gosling (2008), narcissistic behavior tends towards deviant behavior, seeks attention, and attaches great importance to the physical appearance of himself, therefore he posts photos more often. then people who do not behave narcissistically. From this statement, it is also said that a narcissist will tend to seek attention, where the forms of seeking attention are not only by posting photos but as previously explained, expressing words or sentences on social media, commenting, and updating status as well. included in it. A study conducted by Sorokowski (2015), found that the narcissistic form of posting photos, both in the form of selfies and photos with groups, is mostly done by men than women, in which these men often post selfies with their partners. People with narcissistic personalities also tend to demean other people, giving hate speech to people or groups that they think are not comparable to them.

The concept of social media makes individuals more courageous in expressing things that are embarrassing, upsetting, or hateful that they want to say more than what should be the case in real life. The point here is that individuals on social media can get rid of the fear of being held accountable for the hate they express. Of course, there are cases where they encourage other users to engage in hate speech against the interlocutor. That's how we relate narcissistic personalities and hate comments which are our main focus here.

This study uses a survey method with a questionnaire in the form of a question with several answer choices, there will be a human bias from the respondent, such as 'ego'. The inability of the respondent to answer honestly or because the respondent does not understand himself. Of course, there is a possibility that respondents manipulate their characteristics in answering the survey. Some respondents are not serious and are reluctant to answer questions, which is a weakness of this research method. Another weakness is in the depth of analysis. Surveys do reach large and broad populations, but they cannot be used to understand research variables in more depth.

## CONCLUSION

Based on the results of this study, it can be concluded that there is a significant relationship between narcissistic personality and hate comment behavior on social media as shown by the results of the simple correlation and regression tests that have been carried out. This also shows that the higher the narcissistic personality, the higher the tendency for hate comment behavior on social media. Conversely, the lower the narcissistic personality, the lower the tendency for hate comment behavior on social

media. The implications of this research are aimed at adolescents and early adults so they can recognize themselves and have the awareness to prevent hate speech or hate comments that are very attached to social media. A narcissistic personality is certainly hard to get rid of because it has become part of one's personality. Because of that, there must be awareness and desire within oneself not to easily give hate comments to a user on social media. Social media users, can be wiser in using social media and not make social media a place to give bad comments or a place to seek attention. Social media is essentially a place for everyone to gain insight and knowledge as well as information that can develop a way of thinking as an open and knowledgeable individual.

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