

The Relationship Between Narcissistic Behavior and Phubbing Behavior Among Students Who Use Social Media During Classroom Learning Conditions

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Abstract

The rapid development of social media can influence adolescent development. However, behind the convenience offered by technological advances there are dangers that have a negative impact on teenagers. These negative impacts are *phubbing behavior* and narcissism which can attack teenagers with excessive *smartphone use*. The absence of previous research that shows a direct relationship between *phubbing behavior* and *narcissism* is the basis for this research. The aim of this research is to determine the relationship between narcissistic behavior and *phubbing behavior* in students who use social media during classroom learning conditions. This research is quantitative correlational research. Sampling used a *cluster random sampling technique*. The subjects of this research were students in classes X-XI with a total of 92 students. The measuring instrument used in this research is the *phubbing* and narcissism scale. The hypothesis proposed in this research is that there is a positive relationship between narcissistic behavior and *phubbing behavior*. The method used for this research is Karl Pearson's *Product Moment correlation* with the SPSS 25.0 application. The analysis results show a correlation coefficient of $r = 0.308$. This research hypothesis is accepted by the existence of a significant positive relationship between narcissistic behavior and *phubbing behavior*. The findings of this research are that there is a significant relationship between narcissism and phubbing in students who use social media during classroom learning conditions.

Keywords: phubbing; narcissism; social media addiction

1. Introduction

Narcissistic behavior is excessive love for oneself which causes behavior that always wants to be praised, proud, and thirsty for validation (Wibowo & Silaen, 2018). This narcissistic behavior is usually carried out by liking to upload their own photos or videos on their social media, in the hope that there will be comments that praise themselves, brag about themselves and validate themselves. From this, there are many supporters that narcissistic behavior in students is increasing, one of which is students in schools who have high levels of narcissism due to the lack of attention and affection that should be given by their parents or family, but they don't get it. Therefore, students have high hopes for other people to love them, because students do not get this in the home environment. Students who have a high level of narcissism are now increasingly supported by technological advances that offer many promising features for photos and videos with satisfying results (Najib, Sugiarto and Erawati, 2018).

Technological developments are increasingly rapid every day, making social media a form of self-display for every individual to share their activities. *Smartphones* are a form of technological development, *smartphones* it does have many benefits and makes it easy to access anything, such as communication, looking for the latest information, playing games and taking photos and can be shared with anyone. This is supported by data showing that the level of social media users in Indonesia accessing social media is quite high, such as WhatsApp, Instagram, Facebook and TikTok (Databoks, 2024). Social media users are dominated by those aged 18-34 years, amounting to 54.1% of the population of social media users in Indonesia of 191 million

people (Databoks, 2020). People in Indonesia have the highest time spent using smartphones in the world with an average of 5.7 hours per day (Goodstats, 2023).

Social media is a means for society as a means of communicating and developing themselves (Martha, 2021). This opportunity can be utilized by teenagers as a means of positive self-development. However, the widespread use of social media above the normal threshold can be a negative thing for teenagers. One of the negative impacts that can be felt by individuals or other people is *phubbing behavior*. *Phubbing* itself is an abbreviation of *phone* and *snubbing* means telephone and insulting, apart from that it can be interpreted as the behavior of someone who is very focused on their *smartphone* so they are indifferent to the situation around them (Capilla Garrido et al., 2021). *Phubbing* behavior is a form of action that refers to ignoring other people, individuals are too focused on social media or whatever application is being accessed for hours (Bulut & Nazir, 2020). Individuals who engage in *phubbing behavior* do not realize it, but often other people consider their actions to be impolite, annoying, negligent and ignorant. This *phubbing* behavior causes low attention and less eye contact when spoken to by other people.

Phubbing phenomenon is a behavior characterized by focused attention on *the smartphone* in hand, thereby ignoring the presence of people around (Dwijayanti et al., 2021). According to Aditia (2021), the impact of the *phubbing phenomenon* is the destruction of ongoing communication relationships due to the indifferent attitude of the *phubbing perpetrator*. In certain social situations, such as when gathering with family or friends, someone's presence often becomes a goal in the activity. However, these activities are often ruined by the presence of *a smartphone* in the hand, where the individual is more focused on the world on *the smartphone*. *Phubbing* behavior can damage an individual's relationships with friends, family, or other people who are in the same communication condition. People often do *phubbing* because they are not aware when they see *the smartphone* in their hand. *Phubbing* perpetrators don't want to lose the opportunity to see the news or play games on *their smartphones*.

One factor that can result in *phubbing behavior* is social media addiction (Saloom & Veriantari, 2022). Individuals who are addicted to social media will continue to worry about what happens on social media. Social media addiction will greatly influence an individual's thoughts and actions. The impact that arises from internet addiction is narcissistic behavior (Rahmaridha & Aviani, 2022). Narcissism is a personality disorder where a person loves himself too much (Thiro et al., 2021). This is supported by technological advances which provide many features to support very satisfying photo and video results, making someone feel addicted to taking photos of themselves or taking selfies. In the cognitive aspect, if someone feels satisfied with the results of their photo, then someone needs recognition and praise from other people. Recognition is needed by someone by uploading photos and videos accompanied by information in the hope of getting likes and comments from other people according to expectations (Hardika, Noviekayanti and Saragih, 2019). Narcissistic behavior This can also cause several psychological disorders, such as information supported by the detik Jatim news which conveys the causes and symptoms of narcissistic personality disorder. The news states that narcissism is normal, but if it is excessive it may be a sign of a personality disorder. According to DSM-V (2013), narcissistic personality disorder is termed NPD (*Narcissistic*

Personality Disorder), where someone who experiences this always wants to be admired and cared for by other people, but they lack empathy for other people and they also have a sensitive and quite fragile mentality. to criticism and comments from others.

Phubbing behavior cannot be separated from the influence of *smartphone addiction*. Research conducted by Taufik et al. (2020) shows that there is a relationship between *smartphone use* and *phubbing* behavior. *Smartphones* with a multitude of features, one of which is social media, are one of the factors causing *phubbing behavior* if done excessively. Other research shows a relationship between *phubbing behavior* and social media addiction. Research conducted by Ergün, Özkan and Griffiths (2023) shows that there is a relationship between *smartphone* addiction and social media addiction, where both behaviors show a significant impact on *phubbing behavior*. Apart from giving rise to *phubbing behavior*, social media addiction can also result in narcissistic behavior (Hawk et al., 2019). This research is reinforced by research conducted by Widiyanti & Widyastuti (2022) which shows that social media addiction can cause individuals to experience narcissism. *Smartphones* and social media cannot be separated because *smartphones* are a place for social media to be used. This research explains that the higher the level of narcissism In teenagers, the possibility of committing *phubbing* is also higher. There is no previous research that directly discusses the relationship between *phubbing* and narcissism, so this research focuses on *narcissism as the main cause of phubbing* behavior in adolescent social media users.

2. Method

This research uses a quantitative research design. During the data collection process, research tools are used to analyze quantitative and statistical data to test the hypotheses that have been created (Sugiyono, 2016). This correlational research aims to find the relationship between one variable and another variable, namely narcissism and *phubbing*. The subjects of this research were high school students in classes X and XI who used social media. This research took place at SMA Negeri 1 Tumpang. The form of sampling in this research used the *Cluster Random Sampling technique*. According to Sugiyono (2016), the form of sampling does not take into account strata and is carried out randomly within the population. The total sample for this research was 92 students.

The instrument used was inspired by the *phubbing scale* by Karadağ et al. (2015) and the narcissism scale by Schmalbach et al, (2020). Hypothesis analysis uses a correlational test with the aim of finding out the close relationship between the *phubbing variable* and the narcissism variable. In this research, the Kolmogorov Smirnov One Sample Test is used in the normality test and SPSS version 25 to process the data that has been obtained. A significance value above 0.05 can be said to mean that the research has a normal distribution, conversely if the significance value is below 0.05 it can be said that the data does not have a normal distribution. If the significance value is above 0.05 then the data distribution is said to meet the assumption of normality.

3. Results and Discussion

3.1 Results

Table 1 . Normality Test Results

		Unstandardized Residuals
N		92
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	5.92243063

Most Extreme Differences	Absolute	,080
	Positive	,043
	Negative	-,080
Statistical Tests		,080
Asymp. Sig. (2-tailed)		,196 ^c

The normality test in this study used the *Kolmogorov-Smirnov method* which states that data can be said to be normally distributed if the significance value is > 0.05 . The results of the normality test on the two variables, namely narcissism and *phubbing*, have a significant value of $0.196 > 0.05$, which means that the two variables are normally distributed.

Table 2 . Linearity Test Results

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
Phubbing * Narcissistic	Between Groups	(Combined) 1316,796	31	42,477	1,153	,312
		Linearity 335,321	1	335,321	9,102	,004
		Deviation from Linearity 981,474	30	32,716	,888	,631
	Within Groups 2210,367		60	36,839		
	Total 3527,163		91			

The linearity test aims to determine whether there is a relationship between the variables *phubbing* and narcissism. Based on the results of the linearity test, the significance value of the deviation is $0.631 > 0.05$. The conclusion from the linearity test shows that there is a linear relationship between the variables *phubbing* and narcissism in students who use social media during classroom learning conditions.

Table 3 . Correlation Test Results

Correlations			
		Narcissistic	Phubbing
Narcissistic	Pearson Correlation	1	,308 ^a
	Sig. (2-tailed)		,003
	N	92	92

Phubbing	Pearson Correlation	,308 ^a	1
	Sig. (2-tailed)	,003	
	N	92	92

Based on the Pearson correlation test, it is known that the significance value is 0.003. These results can be used as a basis for the decision that there is a relationship between the narcissism variable and phubbing, namely $0.003 < 0.05$. Meanwhile, the relationship between these two variables has a weak degree of relationship with the *Pearson Correlation value* showing a value of 0.308. The basis for making the decision that there is a weak relationship between the narcissism variable and phubbing is if the *Pearson correlation value* shows a value in the range of 0.21 to 0.40. The form of relationship between the narcissism variable and the phubbing variable in the correlation test results is positive. This positive relationship shows that the higher the student's narcissistic behavior, the higher the student's phubbing will be during classroom learning conditions.

Table 4 . Hypothesis Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,308 _a	,095	,085	5,955

The results of the hypothesis test show that the correlation value is 0.308. From this outcome, a coefficient of determination (R Square) of 0.095 is obtained, which means that the influence of the independent variable (Narcissism) on the dependent variable (Phubbing) is 9.5%.

Table 5 . F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	335,321	1	335,321	9,455	.003 _b
	Residual	3191,842	90	35,465		
	Total	3527,163	91			

Based on the F test, it can be seen that the significance value shows a value of $0.003 < 0.05$. Apart from that, based on the f-table value of $9.455 > f$ -calculation of 3.10. Based on the F

test, it can be concluded that there is an influence of the narcissistic variable on the phubbing variable during simultaneous classroom learning conditions.

Table 6 . T Test Results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	40,228	3,673		10,953	,000
	Narcissistic	,239	,078	,308	3,075	,003

Through the T test, it is known that the significance value of the narcissism variable is $0.003 < 0.05$. Apart from that, it is known that the t-table value is $3.075 > t$ -calculated value of 1.671 so it can be concluded that the hypothesis is accepted and means that there is a narcissistic influence (X) on phubbing (Y).

3.2 Discussion

Based on the results of the correlation test that has been carried out, there is a linear relationship between the narcissism variable and the phubbing variable. The simple linear regression test that has been carried out shows that there is an influence of narcissism which gives rise to phubbing behavior. However, the Pearson correlation test concluded that there was a weak relationship. This happens because this research was conducted in the condition of students in class, in other words students can carry out narcissistic behavior at a high level, causing phubbing behavior with a strong level of relationship if research is carried out outside the classroom. From these results it can be said that phubbing behavior carried out by these students often occurs due to a high level of narcissistic behavior. Narcissistic behavior that occurs in students certainly has many causes, one of which is that students do not receive enough love and praise from their parents and closest family. In this way, students have a high level of *self-love*, which causes narcissistic behavior, in the hope of getting praise, recognition and validation from others (Aprilian et al., 2020).

Narcissistic behavior in adolescents at the developmental stage will experience narcissism because individuals have a sense of love for themselves or *self-love* (Fauziah, 2020). Narcissistic behavior is a behavioral pattern characterized by an excessive need for attention and admirers, a lack of empathy for others, a drive to feel superior, and a tendency to manipulate for personal gain. Narcissistic behavior is a form of excessive *self-love and can be seen through prolonged use of social media* (Liang, 2021). Narcissism is a complex situation and is a state of lack of togetherness and this narcissistic behavior has been considered normal from time to time (Wright, 2019). Narcissistic behavior also has several impacts such as dependence on praise and recognition from others to maintain a positive self-image, narcissistic behavior can also have an impact on a person's inability to accept criticism or feedback about themselves, where they will feel hurt, angry, and denying criticism given to them and responding with anger and retaliation on social media, such as sarcasm or even more severe criticism. Another factor that can increase narcissistic behavior is social media addiction. Research conducted by Tjepsukarsan et al. (2022) shows that the higher the level of social media addiction, the higher the level of narcissistic behavior.

Social media users can waste their time depending on the purpose of their use. Problems will arise if cyber activities disrupt and harm productivity (Hardika et al., 2019). The sophistication of the features available on *smartphones* means that users do not want to let go of *the smartphone*. Social media addiction is a phenomenon where a person is very dependent on social media and will feel anxious if they do not access social media even for a short period of time. Social media addiction is a phenomenon that requires high attention, because for those who are addicted they feel that with social media they can do anything more easily, so they feel very engrossed in their smartphones and feel they don't need other people around them (Sriwilai & Charoensukmongkol, 2016). This will lead to actions that ignore and don't care about other people in the environment because they focus on the cell phone, which can be known as phubbing.

Phubbing is a term that can be used to show an individual's lack of empathy so that they unconsciously hurt the person they are talking to by focusing excessively on using their device (Aditia, 2021). This phubbing behavior itself can cause dissatisfaction in communicating and this dissatisfaction can be felt by the victims of phubbing behavior themselves (Capilla Garrido et al., 2021). Despite the rapid development of social media to support a fun and addictive life, engaging in phubbing behavior can be a reason for someone to intentionally distance the person they are talking to. This phubbing behavior is a picture of someone who spends a lot of time accessing the internet, so that someone has little time to interact with other people in real life (Permana & Masrukhin, 2022). However, behind this technological progress, with this phubbing behavior it can be said that many smartphone users have become problematic individuals, because they lack concern for other people and are too busy with themselves (Erzen, Odaci and Yeniçeri, 2021). Phubbing behavior has now become a phenomenon that occurs everywhere and is now a common behavior and is increasing in line with increasing smartphone use (Karadağ et al., 2015). Phubbing has a negative impact, this is because someone definitely has certain expectations or behavioral schemes, when these expectations or schemes are violated by the person they are talking to, they will get an impact from the phubbing behavior because in reality someone will expect to get full attention or response from the other person (Roberts & David, 2020). The lack of individual ability to use technology wisely is a result of phubbing (Amelia et al., 2019). The tendency of individuals to engage in phubbing is increasing, resulting in changes in the pattern of social relations in society, namely changes in social interactions. Phubbing can cause estrangement in social interactions because the person you are talking to is too focused on the smartphone and doesn't communicate well.

Research conducted by Solikhah and Aestheika (2022) shows that the higher an individual's use of social media, the greater the individual's *phubbing*. If phubbing behavior continues to mushroom, it cannot be denied that there will be behavior of isolating each other, which will affect friendship relationships and their own psychological well-being (Sun & Samp, 2022). This is in line with this research which shows that individuals who are narcissistic experience social media addiction. Another study conducted by Mu'adzah and Rusli (2024) came to the same conclusion, namely that there is a significant relationship between social media addiction and *phubbing behavior*. Phubbing behavior cannot be separated from the influence of social media addiction. This is in line with the narcissistic behavior that accompanies social media addiction.

Based on the results and discussion described above, it can be said that phubbing behavior is a behavior carried out by someone without considering the interests and feelings of other people. Someone with a high level of narcissism and poor quality social interactions can also hurt the person they are talking to by phubbing. This *phubbing* behavior can be caused by

narcissistic behavior, this is supported by technological advances which provide many features to support very satisfying photo and video results, thus making someone feel addicted to continuing to use social media, one of which is Instagram.

4. Conclusion

Overall, the research results show that narcissistic behavior has a significant effect on phubbing behavior. With the results of this research, the aim of this research has been answered. These two behaviors, when excessive, can have a negative impact on the quality of social interactions. Thoughtful and balanced social media users are essential to preventing the negative impacts of narcissism and phubbing. Thus, a good understanding of this behavior can help individuals to manage the use of technology and social media more effectively.

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