

## Social Networking Sites and Narcissism among Generation Z

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**Abstract :** Social Networking Sites has an undeniable contribution but also a downgrading effect in our society when used inappropriately. It has effects on an individual's physical, academic, social, emotional, and behavioral aspects in life, a reason to take account to the possible risks it can have with the future generations, specifically the Generation Z. Determining if SNS Usage has an effect on an individual's Narcissistic Tendencies, how common narcissism is among these individuals and to provide additional information about the Generation Z in the Philippines is the purpose of this study. A total of 342 participants were gathered. Results indicated that there is a low significance of SNS as a predictor to Narcissism. Also, results showed that there is a low level of narcissism among Generation Z.

**Keywords :** narcissism, social networking sites, Generation Z, normal narcissism

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