IMPACT OF POSTING NARCISSISTIC FACEBOOK STATUSES ON IMPRESSION FORMATION AND COWORKING DESIRABILITY

Yokfah Isaranon

Chulalongkorn University, Thailand

ABSTRACT

Individuals currently have the ability to form positive impressions of themselves through status updates on Facebook. However, little is known about the influence of self-descriptions on Facebook statuses on peer perception, especially when narcissistic contents are included. This study aimed to examine the impact of posting narcissistic Facebook statuses on impression formation. Specifically, it attempted to explore how types of narcissistic self-descriptions on Facebook affected perceived warmth, competence, likability, and coworking desirability. Using an experimental research design, 201 Thai participants (aged 18-35 years) were randomly assigned to look through one of five imitation Facebook profiles and rate the target person. The results supported the hypothesis that the target who posted an agentic narcissistic Facebook status with self-oriented tactics was rated to have lower degrees of warmth than those who posted communal narcissistic statuses with other-oriented tactics and nonnarcissistic Facebook statuses. However, posting both agentic and communal narcissistic self-descriptions on Facebook reduced likability and coworking desirability. Findings from this research contribute to the literature on social media behaviors and the drawbacks of Facebook posting by highlighting that bragging on Facebook via status updates, even in another-oriented manner, could result in negative social judgment. This study has implications for raising awareness about the harmfulness of posting boastful statuses on Facebook.

Keywords: Narcissism; Facebook; status updates; impression formation

1. INTRODUCTION

Updating statuses is one of the most common activities of Facebook users worldwide. Approximately 317,000 statuses are posted on Facebook every 60 seconds (Aslam, 2019). This figure shows that Facebook statuses have become a new form of computer-mediated communication in this generation (Deters and Mehl, 2013). As a medium of electronic communication, Facebook statuses not only help convey thoughts, attitudes, and emotions (Harris and Paradice, 2007) but also act as a tool for impression formation by representing certain characteristics and providing information about the status posters (Moore and McElroy, 2012). For example, those whose Facebook statuses contained positive contents or

emotions were found to have high self-esteem (Forest and Wood, 2012), whereas those with narcissistic traits were likely to post statuses with self-promotion contents (Winter et al., 2014).

As users have a high tendency to utilize Facebook statuses for generating positive impressions of themselves (Ellison et al., 2006). Research on social media has begun to examine how positive self-descriptions on social media—especially those with boastful contents—may affect impression formation. For example, recent research found that individuals who bragged about themselves through Facebook statuses were perceived as being overconfident (Scott and Ravenscroft, 2017). However, there is still insufficient research on how posting such self-aggrandizing descriptions on Facebook affects peer perception in terms of both personal and work-related relationships. Thus, this study attempted to advance previous research findings by further investigating how people form impressions of the target person in the dimensions of warmth, competence, likeability, and coworking desirability when narcissistic Facebook statuses are either included or excluded.

It is worth noting that there are two forms in the manifestation of narcissism (Gebauer et al., 2012). The first one is through agentic or a self-oriented approach and is labeled as agentic narcissism. This includes overemphasizing one's own self-confidence, competence, or physical attractiveness. The other form, labeled as communal narcissism, involves capitalizing communal or other-oriented manners such as acting friendly or helpful to achieve a sense of superiority. Even though the differences between agentic and communal narcissism have been examined in many studies, much less research has explored how these two types of narcissistic manipulations may affect peer perception on social media platforms. Therefore, this study also aimed to fill a research gap by comparing such differences in impression formation through agentic and communal narcissistic self-descriptions on Facebook statuses.

2. LITERATURE REVIEW

2.1 Impression formation

Impression formation is an essential process for social judgment. Based on the Stereotype Content Model (SCM), the information that individuals use to form impressions of others helps identify whether others are friendly or competent for further social interaction (Fiske et al., 2007). Specifically, warmth (e.g., being friendly, honest) and competence (e.g., being competent, skillful) have been proposed as the two basic dimensions for impression formation (Cuddy et al., 2008). The process of impression formation in the warmth dimension includes evaluating whether another person is trustworthy and friendly or has high morals, whereas that in the competence dimension involves assessing whether that person is intelligent, confident, or competent enough to achieve goals (Jørgensen et al., 2017).

Even though both dimensions have been known as fundamental for developing relationships (Bergmann et al., 2012; Wojciszke et al., 2009), one dimension may overcome the other when making social judgments about likeability and capability. This is evident by another line of research, which has shown that warmth has more impact on making judgments about likeability, while competence has more effect on capability (Oleszkiewicz and Lachowicz-Tabaczek, 2016). That is, people tend to rely on initial information in relation to the warmth dimension when judging whether they desire to be friends with the target person or not. Conversely, it is possible that while considering whether to work with the target person or not, people tend to use competence-related information of the target person as the basic qualification for their assessment. Thus, it is likely that self-promotion with the focus on warmth may boost perceived likeability, while that with the focus on competence may increase employability or the desire to be in work-related relationships.

Later, research on social media showed that people utilized Facebook statuses for their social judgment. For instance, people perceived those who posted Facebook statuses with negative contents to be less likable and refused to be friends with them (Muscanell et al., 2016), while those whose Facebook statuses containing positive self-descriptions were perceived to be more likeable and attractive (Rosenthal-Stott et al., 2015). A recent study also found that people perceived a target person who posted a positive self-statement on Facebook as friendly and competent (Apiwattanodom et al., 2018). This may suggest that updating one's Facebook status with positive contents about oneself can be beneficial in establishing a good first impression.

Nevertheless, overemphasizing positive self-beliefs through Facebook statuses may lower positive effects that others have towards the status posters. This is partly because people may perceive those who post statuses with positive self-statements as being overweening (Scott and Ravenscroft, 2017). In addition, prior research found that narcissists had a high tendency to brag about their own success through their Facebook statuses for self-promotion (Winter et al., 2014). Thus, posting narcissistic statuses on Facebook may induce different impression formation compared to nonnarcissistic statuses. In particular, such behavior may lead to negative peer perception.

2.2 Agentic and communal narcissism

Narcissism has long been characterized as an inflated positive self-view with an agentic manifestation (Campbell et al., 2006). It is worth noting that agency and communion are two fundamental dimensions in human social information processing and motivation (Bakan, 1966). More importantly, "agency" and

"communion" are similar concepts and are sometimes used interchangeably with the terms "competence" and "warmth". The agentic dimension is associated with independent self-construal, dominance, and competence, while the communal dimension is associated with interdependent self-construal, morality, and warmth (Abele and Bruckmüller, 2011; Abele and Wojciszke, 2007). Individuals with agentic traits have a high tendency to differentiate themselves from others, whereas those with communal traits value group bonding (Buss, 1990). Based on the agency model of narcissism, narcissists are preoccupied with self-aggrandizement. Their need for self-esteem and grandiosity can be satisfied by being admired as dominant, competent, and attractive (Gebauer and Sedikides, 2018a; Morf and Rhodewalt, 2001).

However, another line of research suggests that narcissists may utilize communal means such as trying to be friendly or helpful for self-aggrandizing (Gebauer and Sedikides, 2018b; Gebauer et al., 2012). To be more specific, the agency-communion model described by Gebauer et al. (2012) posits that agency and communion can operate at both trait and mean levels. Thus, narcissists with agentic traits may adopt either agentic or communal means to satisfy their needs. Those whose means are primarily concerned with agentic domains are labeled as agentic narcissists, whereas those whose means are mainly focused on communal domains are labeled as communal narcissists. Accordingly, agentic and communal narcissists seek their status and admiration using different strategies. If agentic narcissists brag that they are the most attractive people in the world, communal narcissists would claim their success as the best friend one could ever have.

Once this agency-communion model of narcissism is applied to Facebook statuses, it is possible that posting agentic and communal narcissistic Facebook statuses may generate different outcomes, as such statuses may contain different types of positive self-descriptions. Agentic narcissistic statuses may include self-oriented contents such as unduly emphasizing that the status posters are more attractive or competent than others. Conversely, communal narcissistic statuses may contain contents oriented to other focuses, such as how helpful or friendly the status posters are, yet still reflecting that they are better than others.

2.3 The present study

Drawing on research on narcissism, social media, and impression formation, this study investigates how posting Facebook statuses with agentic and communal narcissistic self-descriptions influences the perceived warmth, competence, likeability, and coworking desirability of the target. It is expected that agentic and communal narcissistic self-descriptions in Facebook statuses may distinctly affect social perception. That is, an attempt to differentiate one's self from others through agentic narcissistic self-descriptions may decrease perceived warmth and likeability but promote perceived competence and coworking desirability. However, communal narcissistic self-descriptions may still represent the status posters' kindness. Therefore, the target person with an agentic narcissistic Facebook status update would be perceived as having lower degrees of warmth and likeability than the one with a communal narcissistic status update. In addition, given that both types of narcissistic Facebook statuses would convey a message of being superior to others, there would be no differences in either perceived competence or coworking desirability between individuals with agentic and communal narcissistic Facebook statuses

3. RESEARCH METHODOLOGY

3.1 Participants

The current study mainly examined Facebook posting behavior in a sample of Thai participants. Given that Thailand ranks eighth in the number of active Facebook users worldwide (Statista, 2019), indicating that Facebook is an essential part of most Thai people's lives, a sample of Thai participants may represent a more active Facebook population. Participants were recruited through Facebook advertisements between September 2018 and January 2019 using convenience sampling. Two hundred one volunteers aged between 18-35 years representing the Millennials or Generation Y participated in this study (30 males, 162 females, 9 unidentified individuals, and M_{age} = 21.50). All participants had been using Facebook for 1-12 years, with the average years of usage experience at 7.30. Additionally, their average duration of time spent on Facebook was 3.10 hours per day.

3.2 Research design and procedure

A one-factor (5 conditions: agentic narcissistic status, non-agentic narcissistic status, communal narcissistic status, noncommunal narcissistic status, and without self-description status) between-subjects design was used to test the effect of narcissistic Facebook statuses. The dependent variables were perceived warmth, competence, likeability, and coworking desirability.

The present research was reviewed and received ethical clearance (COA No. 062.1/61) through a Research Ethics Committee at Chulalongkorn University. Using convenience sampling, participants were

recruited via Facebook advertisement. Those who volunteered to participate in the study were asked to complete the surveys online via SurveyMonkey. First, participants were randomly assigned into one of five conditions (agentic narcissistic vs. non-agentic narcissistic vs. communal narcissistic vs. noncommunal narcissistic vs. without self-description). They were later asked to browse through an imitation Facebook profile containing the latest Facebook status of the target person. The gender of the target was not identified to avoid gender bias. Participants later reported their perception of the target on the dimensions of warmth and competence. They also rated the level of how they thought the target was likable and how much they would like to work with the target person in the future. All participants provided informed consent before taking part in this research and were debriefed at the end of the experiment.

3.3 Measures

Facebook statuses. There were 5 conditions in the current experiment. A pilot study was conducted for Facebook status validation.

Agentic narcissistic vs. non-agentic narcissistic statuses. Adapted from the Narcissistic Personality Inventory-40 (Raskin and Hall, 1979), three pairs of Facebook statuses were first generated. Each pair contained 2 statuses: one for a non-agentic narcissistic and the other for an agentic narcissistic status. Thirty-eight independent raters rated that the most valid pair was "Just had a bit of clean food, not much exercise, but I got a sexy body. Coz' I was born for this." (agentic narcissistic item) and that of the non-agentic narcissistic status was "Because of healthy food, regular exercise, I finally became healthy." (non-agentic narcissistic item), as shown in Table 1.

Table 1: Narcissism Mean Scores of Items Used in the Pilot Study for Agentic Narcissistic Facebook Statuses Validation (N = 38)

Agentic narcissistic items	M (SD)	Non-agentic narcissistic items	M (SD)	ΔM (SD)	t
1. Everyone says I look so good like a celebrity. But I think I am myself.	2.64 (1.15)	1. No matter what people say about my looks. I think I am myself.	2.46 (1.14)	0.18 (1.42)	0.79
2. My first working day, and everyone tells me I am perfect for the job. So, I smile back.	3.46 (0.93)	2. My first working day, and everyone tells me I am fit with the job. So proud.	2.30 (0.86)	1.15 (0.93)	7.72***
3. Just had a bit of clean food, not much exercise, but I got a sexy body. Coz' I was born for this. (Selected item)	4.10 (0.65)	3. Because of healthy food, regular exercise, I finally became healthy. (Selected item)	2.18 (1.03)	1.92 (1.17)	10.11***

***$p < .001$

Communal narcissistic vs. noncommunal narcissistic statuses. Adapted from the Communal Personality Inventory (Gebauer et al., 2012), three pairs of Facebook statuses (one for a noncommunal narcissistic and the other for a communal narcissistic status) were generated. Each pair contained the same contents, but with different self-presentation. Another 20 independent raters rated that the most valid pair was "I think I am the best friend someone can have in this world." (communal narcissistic item) and that of nonnarcissistic status was "It's realistic for us to find both good and bad friends in this world." (noncommunal narcissistic item), as shown in Table 2.

Table 2: Narcissism Mean Scores of Items Used in the Pilot Study for Communal Narcissistic Facebook Statuses Validation (N = 20)

Communal narcissistic items	M (SD)	Noncommunal narcissistic items	M (SD)	ΔM (SD)	t
1. I think I am the best friend someone can have in this world. (Selected item)	4.00 (0.72)	1. It's realistic for us to find both good and bad friends in this world. (Selected item)	2.20 (1.19)	1.80 (1.61)	5.00***
2. Actually, I am the most empathic person in this world.	3.70 (0.66)	2. Everyone has a moment to show empathy for others.	2.30 (1.03)	1.40 (1.27)	4.92***
3. Everyone says I am the friendliest person in this world. That's for sure.	3.75 (1.01)	3. I think I am quite as friendly person as others.	3.05 (0.75)	0.70 (1.08)	2.89**

**$p <.01$, ***$p < .001$

Statuses without self-description. A status without self-description was used for the control condition, based on Apiwattanodom and colleagues' study (2018). The status was "Any ideas for this dinner?"

Perceived warmth and competence. Participants were asked to rate the target in terms of perceived warmth and competence (from 1 = *not at all* to 5 = *very much*), using 6 adjectives: 3 adjectives for warmth (α = .78) and 3 adjectives for competence (α = .85), based on Cuddy et al. (2008) and Fiske et al. (2007).

Likeability and coworking desirability. Participants were asked to rate the extent to which they think the target was likeable (from 1 = *not at all* to 5 = *very much*) and the extent to which they would like to work with the target in the future (from 1 = *not at all* to 5 = *very much*).

Perceived narcissism. Participants were also asked to rate the extent to which they think the target was narcissistic (from 1 = *not at all* to 5 = *very much*). The scores were used for the manipulation.

3.4 Data analysis

This study sought to investigate how posting agentic and communal narcissistic Facebook statuses could affect impression formation, including perceived warmth, competence, likability, and coworking desirability. First, the manipulation was checked using one-way ANOVA. The results showed that the manipulation worked well, as there were mean differences in perceived narcissism across experimental conditions ($F(4, 196) = 19.98$, $p < .001$, $\eta^2_p = .29$). The targets with agentic narcissistic ($M_{AN} = 4.17$) and communal narcissistic Facebook statuses ($M_{CN} = 3.89$) were rated to be more narcissistic than the targets with non-agentic narcissistic ($M_{NAN} = 2.85$, $ps < .001$), noncommunal narcissistic ($M_{NCN} = 2.61$, $ps < .001$), and without self-description statuses ($M_{WS} = 3.02$, $ps < .01$). The differences in perceived narcissism between the target with agentic and communal narcissistic Facebook statuses were not found, suggesting that both types of narcissistic self-descriptions could equivalently reflect narcissism.

Next, Pearson's correlation was computed to test whether the dependent variables were correlated. The results showed that perceived warmth was positively correlated with perceived competence ($r = .42$, $p < .01$), likability ($r = .43$, $p < .01$), and coworking desirability ($r = .43$, $p < .01$). Similarly, perceived competence was positively correlated with likability ($r = .19$, $p < .01$) and coworking desirability ($r = .30$, $p < .01$). Moreover, likability was positively correlated with coworking desirability ($r = .53$, $p < .01$). Given that all the dependent variables were correlated, a one-way MANOVA was used to test the hypotheses.

4. RESULTS

4.1 Descriptive statistics

The means and standard deviations of the dependent variables are presented in Table 3.

Table 3: Means and Standard Deviations of the Study Variables

Dependent variables	Experimental conditions									
	Agentic narcissistic status (N = 42)		Non-agentic narcissistic status (N = 40)		Communal narcissistic status (N = 38)		Noncommunal narcissistic status (N = 39)		Without self-description status (N = 42)	
	M	*SD*	*M*	*SD*	*M*	*SD*	*M*	*SD*	*M*	*SD*
Perceived warmth	2.36	0.70	3.28	0.64	2.80	0.71	3.11	0.76	2.81	0.60
Perceived competence	2.60	0.63	2.82	0.75	2.55	0.69	2.91	0.73	2.54	0.65
Likeability	2.31	0.75	3.18	0.68	2.53	0.83	3.03	0.71	2.62	0.76
Coworking desirability	2.69	0.72	3.35	0.7	2.97	0.68	3.15	0.67	2.95	0.58

4.2 Perceived warmth, competence, likeability, and coworking desirability

A one-way MANOVA was computed on perceived warmth, competence, likeability, and coworking desirability. The statistically significant MANOVA effect was obtained, Wilks' $\lambda = 0.726$, $F(4, 196) = 4.078$, $p < .001$, and $\eta^2_p = .08$. Then, a series of ANOVAs was conducted. The results showed that the univariate main effects for perceived warmth ($F(4, 196) = 10.94$, $p < .001$, $\eta^2_p = .18$), likeability ($F(4, 196) = 9.36$, $p < .001$, $\eta^2_p = .16$) and coworking desirability ($F(4, 196) = 5.50$, $p < .001$, $\eta^2_p = .10$), but not perceived competence ($F(4, 196) = 2.32$, *ns*, $\eta^2_p = .05$), were significant, as shown in Table 4.

Bonferroni post hoc tests further revealed that the targets who posted agentic narcissistic Facebook statuses were rated to be less warm than the targets with communal narcissistic ($\Delta M = -0.44$, $p < .05$), non-agentic narcissistic ($\Delta M = -0.93$, $p < .001$), noncommunal narcissistic ($\Delta M = -0.75$, $p < .001$) and without self-description statuses ($\Delta M = -0.45$, $p < .05$). In addition, the targets who posted communal narcissistic Facebook statuses were also rated to be less warm than the targets with non-agentic narcissistic ($\Delta M = -0.49$, $p < .01$) and noncommunal narcissistic statuses ($\Delta M = -0.31$, $p < .05$).

For likeability, the targets with agentic narcissistic Facebook statuses were perceived to be less likable than the targets with non-agentic narcissistic ($\Delta M = -0.87$, $p < .001$) and noncommunal narcissistic Facebook

statuses (ΔM = -0.72, p < .001). Similarly, the targets with communal narcissistic Facebook statuses were also evaluated to be less likable than the targets with non-agentic narcissistic (ΔM = -0.64, p < .05) and noncommunal narcissistic statuses (ΔM = -0.50, p < .05).

Regarding the coworking desirability, the targets with agentic narcissistic Facebook statuses were rated as less desirable to work with compared to the targets with non-agentic narcissistic (ΔM = -0.66, p < .001) and noncommunal narcissistic Facebook statuses (ΔM = -0.46, p < .05), and marginally lesser than the targets who posted communal narcissistic (ΔM = -0.28, p = .06) and without self-description statuses (ΔM = -0.26, p = .07). Interestingly, the targets with communal narcissistic Facebook statuses were also rated to be less desirable to work with than the targets with non-agentic narcissistic statuses (ΔM = -0.38, p < .05).

Table 4: Univariate Main Effects of Types of Facebook Statuses on Perceived Warmth, Competence, Liability, and Coworking Desirability

Dependent variables	SS	df	MS	F	η^2_p
Perceived warmth	20.49	4	5.12	*10.94****	*0.18*
Perceived competence	4.43	4	1.11	*2.32*	*0.05*
Likeability	20.85	4	5.21	*9.36****	*0.16*
Coworking desirability	9.89	4	2.47	*5.50****	*0.10*

***p < .001

5. CONCLUSION AND DISCUSSION

The current study attempted to examine Facebook behaviors by testing how posting agentic and communal narcissistic statuses on Facebook affected perceived warmth, competence, likeability, and coworking desirability. The key findings from this study contribute to the literature on social media behavior and online impression formation via status updates and further clarify the distinction and similarity between agentic and communal narcissism.

First, this study shows that status updates on Facebook can be used as initial information for forming impressions of others. This supports prior research on social media that has shown that textual cues on Facebook profiles play a crucial role in impression formation for extroversion (Pelled et al., 2017). More importantly, the results that showed that posting narcissistic statuses on Facebook reduced coworking desirability may indicate that the words used on Facebook can also have an impact on work-related relationships or employability. This is in line with a recent study that found that swearing on Facebook resulted in a decrease in task attractiveness (Westrop et al., 2018).

Second, the results from this study provide significant additional evidence for the distinction between agentic and communal narcissism. Supporting this hypothesis, it was found that the target who posted communal narcissistic Facebook statuses was perceived to be more warm than the one with agentic narcissistic statuses. This may suggest that self-presentation with a communal narcissistic strategy could reflect other-orientation and yield peer-perceived warmth in a higher level than an agentic narcissistic strategy. In other words, bragging in an other-oriented manner may be less harmful on a first impression in the warmth dimension compared to the effect of a self-oriented approach.

However, the targets who posted both agentic and communal narcissistic Facebook statuses were rated as less warm, likable, and preferable to work with, compared to those with nonnarcissistic Facebook statuses. These findings are consistent with previous research on narcissism that showed that after a brief interaction, agentic narcissists were judged to be less warm (Paulhus, 1998) and likeable (Carlson et al., 2011). In addition, a relevant study found that communal narcissism was positively correlated with self-reported prosocial behaviors but was not correlated with peer-reported prosocial behaviors (Barry et al., 2017). Thus, findings in this research also show new evidence that self-enhancing by posting either agentic or communal narcissistic statuses on Facebook can be toxic in terms of social judgment (Scott and Ravenscroft, 2017).

Another interesting result in this study is that there were no differences in perceived competence across experimental conditions. One explanation may lie in the research on narcissism and self-other perception. Both agentic and communal narcissists perceive themselves more positively than their peers (Barry et al., 2017; Park and Colvin, 2014). Therefore, it is possible that using self-deceptive tactics with either agentic (self-oriented) or communal (other-oriented) narcissistic self-descriptions in Facebook statuses may not be as favorably regarded by others as one might expect.

Most importantly, this study is the first to provide empirical findings that even though individuals capitalize in a communal-oriented manner for self-promotion through Facebook updates, their show-off mentality can still lead to negative peer perceptions. This could be because such Facebook statuses may reflect

excessive efforts for positive impression management of the status owners, without genuine or sincere motives (Barry et al., 2017; Rentzsch and Gebauer, 2019).

5.1 Implications

Findings from the current research have several implications. Theoretically, the notion that Facebook statuses can have impacts on perceived warmth, likability, and coworking desirability contributes to the literature on social media behaviors and online impression formation that self-descriptions on Facebook statuses are very important for first impressions formed in both personal and work-related contexts. Given this social judgment function, individuals are able to use Facebook statuses for impression management (Ellison et al., 2006). Behaviorally, the results from this study can raise awareness among younger generations to be more careful when updating with boastful Facebook statuses since it can form negative first impressions, resulting in less likeability and coworking desirability.

5.2 Limitations and future research

The current study still has some limitations that require further research for generalization and clarification. First, as it mainly focused on the impact of Facebook status types on impression formation in one sample, a replicate study is required in another sample with different backgrounds or social situations to test whether it would yield similar effects. This is partly because the accuracy in impression formation may depend on personal motivation and attention. For example, individuals paying full attention to the target (Capozzi et al., 2019) or those who are motivated to form accurate impressions (Biesanz and Human, 2010) tend to be more accurate in forming impressions of others.

In addition, future research may be needed to investigate whether posting narcissistic contents or self-descriptions on other social networking sites would produce the same results. For example, additional study may examine these effects on Twitter, a social media platform that is less reciprocal than Facebook (Davenport et al., 2014). Specifically, the term 'followers' on Twitter may evoke the sense of superiority and self-orientation. Those who use Twitter in their daily lives may get used to boastful self-descriptions. Thus, it is possible that individuals who post narcissistic contents on Twitter may not be judged as being less warm or desirable to work with.

5.3 Conclusion

This study investigated how posting narcissistic Facebook statuses influenced impression formation, including perceived warmth, competence, likability, and coworking desirability. The findings provided novel evidence that both agentic and communal narcissistic self-descriptions on Facebook statuses could generate negative impressions. Although communal nacissistic tactics may work better than agentic narcissistic tactics in the warmth dimension, both types of narcissistic statuses on Facebook decreased likeability and coworking desirability. This suggests that posting boastful contents utilizing either self- or other-oriented approaches could result in negative peer perception. Differences in perceived competence between narcissistic and nonnarcissistic Facebook statuses were not found.

ACKNOWLEDGEMENT

REFERENCES

Abele, A. E. and Bruckmüller, S. (2011). The bigger one of the "big two"? Preferential processing of communal information. *Journal of Experimental Social Psychology* 47: 935-948.

Abele, A. E. and Wojciszke, B. (2007). Agency and communion from the perspective of self versus others. *Journal of Personality and Social Psychology* 93: 751-763.

Apiwattanodom, K., Supniti, C., Anusornthanawat, R. and Isaranon, Y. (2018). The effects of types of Facebook statuses of a poster on perceived warmth and competence of reader towards the poster. Paper presented at *Thailand National Conference on Psychology 2018*, Bangkok, Thailand. July 6.

Aslam, S. (2019). Facebook by the Numbers: Stats, Demographics and Fun Facts. [Online URL: https://www.omnicoreagency.com/facebook-statistics/] accessed on November 30, 2019.

Bakan, D. (1966). *The Duality of Human Existence: Isolation and Communion in Western Man*. Boston: Beacon Press.

Barry, C. T., Lui, J. H., Lee-Rowland, L. M. and Moran, E. V. (2017). Adolescent communal narcissism and peer perceptions. *Journal of Personality* 85(6): 782-792.

Bergmann, K., Eyssel, F. and Kopp, S. (2012). A second chance to make a first impression? How appearance and nonverbal behavior affect perceived warmth and competence of virtual agents over time, In *International Conference on Intelligent Virtual Agents*, edited by Nakano, Y., Neff, M., Paiva, A., Walker, M, pp. 126-138. Berlin: Springer.

Biesanz, J. C. and Human, L. J. (2010). The cost of forming more accurate impressions: accuracy-motivated perceivers see the personality of others more distinctively but less normatively than perceivers without an explicit goal. *Psychological Science* 21(4): 589-594.

Buss, D. M. (1990). Unmitigated agency and unmitigated communion: an analysis of the negative components of masculinity and femininity. *Sex Roles* 22(9-10): 555-568.

Campbell, W. K., Brunell, A. B. and Finkel, E. J. (2006). Narcissism, interpersonal self-regulation, and romantic relationships: an agency model approach. In *Self and Relationships: Connecting Intrapersonal and Interpersonal Processes*, edited by K. D. Vohs and E. J. Finkel, pp. 57-83. New York: Guilford Press.

Capozzi, F., Human, L. and Ristic, J. (2019). Attention promotes accurate impression formation. *Journal of Personality* 88(3): 1-11.

Carlson, E. N., Naumann, L. P. and Vazire, S. (2011). Getting to know a narcissist inside and out. In *The Handbook of Narcissism and Narcissistic Personality Disorder: Theoretical Approaches, Empirical Findings, and Treatments*, edited by W. K. Campbell and J. D. Miller, pp. 285-299. New Jersey: John Wiley and Sons Inc.

Cuddy, A. J., Fiske, S. T. and Glick, P. (2008). Warmth and competence as universal dimensions of social perception: the stereotype content model and the BIAS map. *Advances in Experimental Social Psychology* 40: 61-149.

Davenport, S. W., Bergman, S. M., Bergman, J. Z. and Fearrington, M. E. (2014). Twitter versus Facebook: exploring the role of narcissism in the motives and usage of different social media platforms. *Computers in Human Behavior* 32: 212-220.

Deters, F. G. and Mehl, M. R. (2013). Does posting Facebook status updates increase or decrease loneliness? an online social networking experiment. *Social Psychological and Personality Science* 4(5): 579-586.

Ellison, N., Heino, R. and Gibbs, J. (2006). Managing impressions online: self-presentation processes in the online dating environment. *Journal of Computer-Mediated Communication* 11(2): 415-441.

Fiske, S. T., Cuddy, A. C. and Glick, P. (2007). Universal dimensions of social cognition: warmth and competence. *Trends in Cognitive Sciences* 11(2): 77-83.

Forest, A. L. and Wood, J. V. (2012). When social networking is not working: individuals with low self-esteem recognize but do not reap the benefits of self-disclosure on Facebook. *Psychological Science* 23(3): 295-302.

Gebauer, J. E. and Sedikides, C. (2018a). Agency and communion in grandiose narcissism. In *Agency and Communion in Social Psychology*, edited by A. E. Abele and B. Wojciszke, pp. 90-102. London: Routledge.

Gebauer, J. E. and Sedikides, C. (2018b). Communal narcissism: on the theoretical and empirical support for a new form of grandiose narcissism. In *The Handbook of Trait Narcissism: Key Advances, Research Methods, and Controversies*, edited by A. D. Hermann, A. Brunell and J. Foster, pp. 69-78. New York: Springer.

Gebauer, J. E., Sedikides, C., Verplanken, B. and Maio, G. R. (2012). Communal narcissism. *Journal of Personality and Social Psychology* 103(5): 854-878.

Harris, R. B. and Paradice, D. (2007). An investigation of the computer-mediated communication of emotions. *Journal of Applied Sciences Research* 3(12): 2081-2090.

Jørgensen, Ø., Bäckström, M. and Björklund, F. (2017). Judgments of warmth and competence in a computerized paradigm: little evidence of proposed impression formation asymmetries. *PloS One* 12(4): e0175210.

Moore, K. and McElroy, J. C. (2012). The influence of personality on Facebook usage, wall postings, and regret. *Computers in Human Behavior* 28: 267-274.

Morf, C. C. and Rhodewalt, F. (2001). Unraveling the paradoxes of narcissism: a dynamic self-regulatory processing model. *Psychological Inquiry* 12(4): 177-196.

Muscanell, N. L., Ewell, P. J. and Wingate, V. S. (2016). "S/He posted that?!" perceptions of topic appropriateness and reactions to status updates on social networking sites. *Translational Issues in Psychological Science* 2(3): 216-226.

Oleszkiewicz, A. and Lachowicz-Tabaczek, K. (2016). Perceived competence and warmth influence respect, liking and trust in work relations. *Polish Psychological Bulletin* 47(4): 431-435.

Park, S. W. and Colvin, C. R. (2014). Narcissism and discrepancy between self and friends' perceptions of personality. *Journal of Personality* 82(4): 278-286.

Paulhus, D. L. (1998). Interpersonal and intrapsychic adaptiveness of trait self-enhancement: a mixed blessing? *Journal of Personality and Social Psychology* 74(5): 1197-1208.

Pelled, A., Zilberstein, T., Tsirulnikov, A., Pick, E., Patkin, Y. and Tal-Or, N. (2017). Textual primacy online: Impression formation based on textual and visual cues in Facebook profiles. *American Behavioral Scientist* 61(7): 672-687.

Raskin, R. N. and Hall, C. S. (1979). A narcissistic personality inventory. *Psychological Reports* 45(2): 590.

Rentzsch, K. and Gebauer, J. E. (2019). On the popularity of agentic and communal narcissists: the Tit-for-Tat Hypothesis. *Personality and Social Psychology Bulletin* 45(9): 1365-1377.

Rosenthal-Stott, H. S., Dicks, R. E. and Fielding, L. S. (2015). The valence of self-generated (status updates) and other-generated (wall-posts) information determines impression formation on Facebook. *PloS One* 10(6): 1-12.

Scott, G. G. and Ravenscroft, K. (2017). Bragging on Facebook: the interaction of content source and focus in online impression formation. *Cyberpsychology, Behavior, and Social Networking* 20(1): 58-63.

Statista. (2019). *Leading Countries Based on Number of Facebook Users as of July 2019 (In Millions)*. [Online URL: https://www.statista.com/statistics/268136/top-15-countries-based-on-number-of-facebook-users/] accessed on November 30, 2019.

Winter, S., Neubaum, G., Eimler, S. C., Gordon, V., Theil, J., Herrmann, J. and Kramer, N. C. (2014). Another brick in the Facebook wall – how personality traits relate to the content of status updates. *Computers in Human Behavior* 34: 194-202.

Westrop, S., Nordmann, E., Bruce, G. and Scott, G. G. (2018). F*c*book: swearing impacts impression formation on social media. [Online URL: https://doi.org/10.31234/osf.io/wvcsa] accessed on September 15, 2019.

Wojciszke, B., Abele, A. E. and Baryla, W. (2009). Two dimensions of interpersonal attitudes: liking depends on communion, respect depends on agency. *European Journal of Social Psychology* 39(6): 973-990.