

and social networking services addiction, mediated by attachment and instability. 185 cyber university students (69 males and 116 females) and mean age 20.13 ± 0.6 years. Instruments used included the Narcissism Scale, Experience Sampling Method, and Social Networking Service Addiction Tendency. Simple, correlation, and regression analyses showed that implicit narcissism and attachment instability were highly correlated with SNS addiction. Also, the regression analysis showed that attachment anxiety mediated between implicit narcissism and SNS addiction. The implications and limitations of this study were discussed.

Keywords: *Implicit narcissism, Attachment instability, Social Networking Services (SNS) addiction, Attachment anxiety*

KEY POINTS

What is known about this topic

- In addition to the positive aspects, SNSs are also causing negative problems
- Implicit narcissism is associated with Internet addiction, smartphone addiction, and problematic SNS use.
- Attachment correlates with implicit narcissism and is associated with Internet addiction, smartphone addiction, and problematic SNS use.

What the paper adds

- Vulnerable narcissists who have anxiety attachment type are easy to fall into problematic SNS use.
- Anxious attachment mediated the relationship between implicit narcissism and SNS addiction
- Avoidant attachment did not mediate the relationship between implicit narcissism and problematic SNS use.

INTRODUCTION

The desire to communicate with others can be seen as a basic desire of humans to express themselves from birth. In contrast to face-to-face communication channels, the number of people who communicate through social networking sites (SNS) has increased owing to the advancement of communication technology. Due to the development of social networks, the scope, speed, and place of communication among people has changed drastically.

In recent years, the use of SNS has been steadily expanding. In particular, after the increase in the number of SNS users in their 20s, the average time spent on social networks by people in their 50s and above has increased drastically. As a result, the percentage of people aged 20-59 years who are at risk for smartphone addiction increased from 8.9% in 2013 to 11.3% in 2014, and to 17.8% in 2016 (Korean Internet and Security Agency, 2015).

Online interaction has helped shape and maintain social relationships without having to meet people personally to share information (Caplan, 2003), but the side effects are increasing. As the use of SNS increases, the problem of losing the privacy of the

user arises (Ksinan & Vazsonyi, 2016). Since recently, the negative

“iDisorder” has been created (Rosen et al., 2012). The side effects of the overuse of SNS are relatively common in Korea. In some studies, the term “addiction tendency” is used rather than the term “addiction” (Kim et al., 2017 191.4y(TJETEMC /Span <<Lang (en-US)/MCID 43 BDC

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Adults are less likely to be addicted if they have healthy and stable relationships with their friends, lovers, etc. than adults in insecure attachment relationships (Mikulincer & Shaver, 2007). Studies on unstable attachment and behavioral addiction include relationship addiction and internet addiction (Flores, 2004). In recent years, there has been interest in early adult instability attachment and problematic SNS use (Oldmeadow et al., 2013).

People with implicit narcissism are addicted to fulfilling their desires on the internet and through the use of smartphones because they cannot find objects to satisfy their narcissistic desires in the real world (Ksinan & Vazsonyi, 2016; Liu & Baumeister, 2016). People with high narcissism are self-centered and sensitive, and find it difficult to obtain satisfaction in real relationships (Ksinan & Vazsonyi, 2016). In addition, people with attachment instability cannot get along well with others because they experience confrontational conflict and anxiety conflict in actual relationships (Mikulincer & Shaver, 2007). Because of this, people who show attachment instability such as attachment anxiety become addicted to an object that lacks interpersonal relationships (Hart et al., 2015). A sensitivity to SNS such as Facebook of anxiously attached individuals can predict more expressive and attention seeking behavior (Hart et al., 2015). In a study on peer attachment and SNS addiction, it was found that children and adolescents with poor peer attachment tend to depend on artificial objects, like the mobile (Schimmenti et al., 2014).

People with implicit narcissism can show insecure attachment (avoidance and anxiety) in close interpersonal relationships and this can make them vulnerable to addiction problems (Benett, 2006). Based on previous research, it is suggested that people with high narcissism try to fulfill their desire not to be satisfied in interpersonal relationships due to sensitivity and vulnerability through SNS. Although there is a direct influence on addiction tendency, the hypothesis of this study states that attachment instability will mediate the relationship between implicit narcissism and SNS addiction tendency.

or rejected, while avoidance attachment indicates rejection of dependency and intimacy in interpersonal relationships. The scale consisted of 36 items, and there were 18 items of anxiety attachment and 18 items of avoidance attachment, and 7 points Likert scale from "Not at all" (1 point) to "very much"(7 point). The higher the score of each subscale, the higher the attachment type can

DISCUSSION

The purpose of this study was to examine whether attachment instability plays a mediating role on the structural relationship between implicit narcissism and problematic SNS use in adults.

A correlation analysis revealed that implicit narcissism was related to problematic SNS use. This is consistent with previous research that examined implicit narcissism as a factor affecting media addiction, including SNS (DeWall et al., 2011). In addition, a correlational analysis showed that implicit narcissism had a significant correlation with attachment instability, that is, avoidance attachment and anxiety attachment. These results showed a negative correlation between secure attachment and narcissism, and the avoidance/ambivalent attachment style had high positive correlation with narcissism. The results of this study are consistent with the results of other studies (Baek et al., 2014; Zhang et al., 2017).

Attachment instability was also significantly associated with problematic SNS use. Previous study showed that persons with insecure attachment feel anxious in interpersonal interaction (Danet

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