The Analysis of ICT's Impact towards the Apathy and Narcissism Tendencies of the Undergraduate Students

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The Analysis of ICT’s Impact towards the Apathy and Narcissism Tendencies of the Undergraduate Students

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Abstract. One of millennial generation is students, they tend to use internet and gadget actively. So that, it may cause some tendencies such as narcissistic and apathy. The purpose of this research is to know the influence of information technology towards the narcissistic and apathy tendencies. The sample of the research is conducted to 263 of under graduate students at one of private university in Bandung - Indonesia. The method in this research used quantitative and descriptive method. While statistic method is used to assess the influence between ICT towards narcissistic and apathy tendencies. The results of this research showed that 72% of participants checked their social media more than 5 times per day and the highest number of user of social media is Instagram, 37% of participants used it. Whereas, from this research also can be seen there is positive correlation between information communication and technology (social media) towards narcissistic tendency (r=.06, p<.002) and also there is positive correlation between information communication and technology (social media) towards apathy (r =.02, p<.001), whereas the correlation between apathy and narcissistic has negative correlation (r = - .28, p<.001).

1. Introduction
Nowadays, people tend to spend a lot of time on their mobile phone or gadgets than other people. Millennial generation (18-33 years old) is the generation that usually hyper-connected to the social media and they are less of awareness to others [1]. Gadget become the important thing in daily life for millennial generation especially social media where they can communicate, post comments and pictures. As one of the result of information communication and technology, gadget besides giving the positive impact it also may give negative impact. Some of the negative impacts are people tend to become addict, selfish, narcissistic and apathy. Narcissistic and apathy can be dangerous if it became a habit. Less of concern for others because they over focused on their mobile phone or gadget is one of the symptoms of apathy. Whereas one of narcissistic symptoms that social media users tend to try for getting many “LIKE” and “comments” for the photos or something that they wrote on social media.

According to the survey that held by a Snapshot of The Country’s Key Digital Statistical Indicators showed the total of Indonesian citizen is 262 million people and around 132.2 million people or 51% are internet users. 40% from the active populations are media social user by using smartphone. The growth of internet user in Indonesia is increasing significantly about 51% than last year. Because of that Indonesia became the third place the largest country of social media user in the world [2]. On the other hand Professor Twenge from San Diego State University called millennial generation as the Generation
Me, who tend to more selfish and self-absorbed through social media than the previous generation, therefore during the past few years the narcissism levels have risen steadily [1].

The purposes of this research are to find the correlation between the influence of ICT towards the narcissistic and apathy tendencies of the undergraduate students. This research took the sample by conducted a survey to under graduate students because they are the parts of millennial generation who often spent a lot of time on gadget especially social media.

2. Methodology

2.1. Participants
The sample of this research conducted 263 undergraduate students of Information System Department of Indonesia Computer University. The sample is gotten by using Slovin’s random sampling [3]. They consist of 182 (69.2%) male and 81 (30.8%) female. Mean age of 38.5 (SD = 15.3).

2.2. Procedures
The survey is conducted by gave some questioners to the undergraduate students using Google Apps. The participants were asked if they would like to take this survey about the influence of Information Technology and Communication especially social media for the research. If they agree they could continue to answer some questions that related to the research.

The surveys are consisted of three parts. The first part contained questions assessing how much time the participants spend on the Internet, how many social media sites they use and they have to checklist a given list (Facebook, Twitter, Instagram, Blackberry Messenger, Google+, and Other), and how much time they spend on social media. In this survey the participants also have to fill the question about their age and gender.

The second part of the survey was asked the question that related to the Hypersensitive Narcissism Scale (HSNS), it is for measuring the Narcissistic personality. The HSNS was designed to measure covert narcissism as opposed to the overt narcissism measured by tests like the Narcissistic Personality Inventory. It contains of ten questions [4].

The third part of the survey was questions related to apathy. For measuring the apathy adapted from Starkstein et al. (2001) is used in this research [5]. This research used descriptive statistics for calculating the questionnaires result, it calculated using multiple regression [6].

3. Results and discussion
Here is the data about how many times per day the participants check their social media [See Figure 1]
The figure 1 above showed that 72% of participants check their social media more than 5 times a day, 19% check it 4-5 times a day, 8% check it 2-3 Times a day and 1% check it 0-1times per day. This research also in line with the research of Taylor M. Wickel that in his research there were 73.5% of 93 Elon University respondents reported that they check or update their profiles four or five times a day (12.6%) [1].

The participants tend to post their status and photo in some social media such as twitter, instagram, facebook, snapshot, and blackberry. The data as show on the figure 2 below:

![Figure 2. Numbers of social media used by participants.](image)

The figure 2 showed that 37% participants used instagram, 25% used LINE, 18% Twitter, 16% used Facebook and 4% used BBM to post their status and photos. This figure also described that every participant is an active user of social media. It became one of important part of their life because it can connected to people all around the world.

3.1. *The correlation between the Influences of social media to Narcissism*

Lately, the word narcissistic really popular among teenagers or millennial generation since the tendency of selfie or wefie spreads on social media. Even some people became addicted to selfie and upload it on their social media. Actually, Freud is the first person who used the term of narcissistic in 1910 and Otto Rank used it in 1911 on the first psychoanalytic paper of narcissism [7].

Social media is positively correlated with narcissism in this research showed by the result of multiple regression (r=.06, p<.002) (trivial-to-small effect). It is in line with the previous research Facebook, Instagram, Snapchat and other social media applications may serve as ideal social arenas for individuals who appreciate and are attracted to engaging in ego-enhancing activities [8]. Social media became useful platform for a narcissistic to gain much attention from others and as platform to show how great their daily life as much as a celebrity. A narcissistic will not join or attend any group if there no one who pay any attention or interested in him.

3.2. *The correlation between the Influences of social media to Apathy*

There was found a positive correlation between social media and apathy (r =002, p<.001) (trivial-to-small effect). It has small correlated between apathy and social media because it depends on how much time they spend on social media and also how addicted they were so that they would step back from their real family and friends, they prefer chased and enjoyed their social media and became anti-social. They would wrapped up with their own interest and did not realize the other presence.

3.3. *The correlation between the Narcissism and Apathy*

There was negatively correlation between narcissism and apathy (r=-.28, p<.001) (medium-to-small effect). Apathy and narcissism is opposite. Apathy is lack of passion or motivation [9]. A lack of passion
or reaction to news or situations that normally would evoke an emotion whereas narcissism is passionately wanting to think well of oneself regardless of whether those thoughts are justified or not [10]. From those explanation seem clearly that apathy and narcissism is opposite a narcissistic would try really hard to get any attention from other, they will motivate as long as they can get any reward such as praise or in media social they will try really hard to get “LIKES” from the other meanwhile apathy is a trait that lack of motivation they tend to step back from others and become anti-social. In the other word apathy was not correlated with narcissism.

4. Conclusion
Millennial generation is a hyper-connected to internet and they preferred to spend much time on social media. So that, they would feel really hard if they stay away from gadget and internet because it already became the part of their life. This research conducted some surveys to 263 undergraduate students at private university in Bandung and found the result that the information technology and communication (ICT) especially social media has positive correlation to narcissism traits ($r=.06$, $p<.002$) (trivial-to-small effect). On the other hand, social media also has positive correlation to apathy traits ($r =.002$, $p<.001$) (trivial-to-small effect).And there is no correlation between apathy and narcissism or it negatively correlated apathy ($r=-.28$, $p<.001$) (medium-to-small effect).

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