

Abstract

The current study was aimed at assessing the relationship between social-media addiction, narcissism and quality of life among young adults. It was hypothesized that Narcissism is positively related to addictive use of social media. Quality of life is negatively related to addictive use of social media. Social Media Addiction would predict Quality of life. Females not in a relationship would have higher social media addiction tendencies. A sample of young undergraduate students ($N= 304$) aged 18-24 years ($M= 21$, $SD= 1.7$), who identified themselves as regular internet users having social media accounts volunteered to participate in this study and were recruited from reputed institutes of Pakistan, using purposive sampling strategy. Addictive use of Social-media was measured by Social Media Addiction scale- Student-Form (Sahin, 2018), Narcissism was measured by Narcissism Personality Inventory-16 (Ames, 2006) and Quality of Life was measured by World Health Organization Quality of Life- Brief Version (WHO, 1997). The results were analyzed by inferential and descriptive statistics. Pearson Product Moment Correlation, Hierarchical Regression Analysis and Multivariate Analysis of Variance were employed to test the study hypothesis. The results showed that social media addiction had a significant negative relationship with quality of life as well as physical and psychological domain of quality of life and narcissism showed a positive relationship with social media addiction and psychological domain of quality of life. Analysis showed social-media addiction predicted quality of life, virtual problem was found to be a negative predictor of physical quality of life and virtual information to be a positive predictor of physical quality of life. Results revealed that males had higher virtual communication and virtual information. Gender status had no role in the quality of life. The research

findings shed light in better understanding of young adults' tendencies towards social media addiction affecting their quality of life.

Keywords: Social-Media Addiction, Quality of Life, Narcissism.